

ALURAM™

SHINE SERUM VS. HIGH SHINE GLOSSING SERUM



ORIGINAL SHINE SERUM

FOR ALL HAIR TYPES

QUICK STYLING TIP:

Layering option: Use the Original Shine Serum for moisture during styling, then finish with High Shine Glossing Serum for maximum gloss!



HIGH SHINE GLOSSING SERUM

FOR MEDIUM TO COARSE HAIR

Primary Goal	Nourishing shine with softness & manageability	High-impact gloss, smoothness, and light reflection
Finish	Natural, healthy-looking shine	Glassy, reflective, polished shine
Hair Feels	Soft, conditioned, flexible	Lightweight, silky, smooth
Best For	Dry, coarse hair, or everyday styling needs	Dull, color-treated, or frizz-prone hair seeking maximum shine
Recommended Use	<ul style="list-style-type: none"> • Ideal for daily use or as a treatment-style serum • Great for air-drying, smoothing ends, & reducing dryness • Excellent for clients needing moisture and softness 	<ul style="list-style-type: none"> • Ideal as a finishing serum • Great for blowouts, sleek styles, and polished looks • Excellent for enhancing color brightness & reflective shine
Why It Stands Out	Focuses on nourishment and softness while delivering a natural shine.	Designed to create a glossy, reflective finish while maintaining a lightweight feel.
Ingredients	<p>Coconut Oil</p> <ul style="list-style-type: none"> • Deeply nourishing and moisturizing • Helps improve softness and elasticity • Supports hair strength and hydration <p>Jojoba Oil</p> <ul style="list-style-type: none"> • Mimics the scalp's natural sebum • Helps balance moisture levels • Enhances smoothness & manageability 	<p>Pomegranate Extract</p> <ul style="list-style-type: none"> • Rich in antioxidants • Helps protect hair from environmental stressors • Enhances vibrancy and shine, especially on color-treated hair <p>Pracaxi Oil</p> <ul style="list-style-type: none"> • Known for intense smoothing properties • Helps reduce frizz and improve light reflection • Adds slip without weighing hair down



vegan



sulfate free



paraben free



gluten free



cruelty free



color safe