



ALURAM™

CLEAN BEAUTY COLLECTION



COCONUT WATER

"Nature's most perfect water," Coconut Water is the base of Aluram's water-based formulas. This hydrating elixir's electrolytes, amino acids, and vitamins are wonderful for your hair.

MARULA OIL

Aluram is Marula spelled backwards, and is in all our Aluram formulas. Its small & light molecular structure easily absorbs into hair, making it a fantastic source of antioxidants and hydration.

SHAMPOO & CONDITIONERS + FEATURED INGREDIENTS		why you need it!	FOR ALL HAIR TYPES	FOR FINE TO MEDIUM HAIR	FOR MEDIUM TO COARSE HAIR	SILICONE FREE	COLOR SAFE	CHEMICALLY TREATED
	DAILY Charcoal	<ul style="list-style-type: none"> Helps detoxify by attracting & removing impurities/sebum buildup Essential fatty acids help prevent breakage & improve elasticity Strengthens & helps soften hair 		X		X	X	X
	MOISTURIZING Sea Buckthorn Oil	<ul style="list-style-type: none"> Moisturizes and hydrates dry hair & scalp Improves shine and locks in moisture Helps prevent split ends, promoting healthy & stronger hair 			X	X	X	X
	CURL Prickly Pear Extract	<ul style="list-style-type: none"> Washes away impurities, leaving frizz-free & healthier looking curls Softens & detangles unmanageable curls Smooths curls without weighing hair down 			X	X	X	X
	PURPLE Rose Hip	<ul style="list-style-type: none"> Brightens and enhances blonde, gray & white hair Highly pigmented & non drying Can be used after any lightening service to remove unwanted gold or brassy tones. 	X			X	X	X
	HYDRATE & REPAIR TREATMENT Biotin	<ul style="list-style-type: none"> Smooths out frizz and helps prevent split ends Biotin helps reinforce the hair cortex from the inside out Rich blend of fatty acids & oils nourish hair without weighing it down. 	X				X	X



vegan



sulfate free



paraben free



gluten free



cruelty free



color safe

ALURAM™

CLEAN BEAUTY COLLECTION

ALL OF OUR STYLING PRODUCTS CAN BE MIXED & MATCHED
TO CREATE THE PERFECT LOOK

STYLING PRODUCTS + FEATURED INGREDIENTS	HOW TO USE IT	<i>Why you need it!</i>	
	<p>LEAVE-IN CONDITIONER Quinoa & Nettle Extracts</p>	<p>Spray liberally onto clean damp hair from scalp to ends and comb through.</p>	<ul style="list-style-type: none"> • Silicone free, great for all hair types • Detangles while providing a weightless protective layer to hair • For heat protection before styling • Smooths flyaways & detangles
	<p>STYLING CREAM Black Cumin Oil & Olive Oil</p>	<p>Apply a small amount to damp hair from roots to ends, comb through. Let air dry, blow dry with round brush or diffuse.</p>	<ul style="list-style-type: none"> • Enhances natural shine while promoting texture & body • Ideal for sculpting with soft flexible hold • Defines curls & smooths fly-aways • Provides thermal protection, perfect for styling blowouts
	<p>FINISHING SPRAY Marula Oil & Moringa Oil</p>	<p>Spray 6-10 inches from the hair, layering for a more firm hold.</p>	<ul style="list-style-type: none"> • Humidity resistant, providing all-day hold while fighting frizz • Ideal for everyday styling & finishing • Provides UV absorption • Buildable from weightless hold to ultra firm styling
	<p>SHINE SERUM Coconut Oil & Jojoba oil</p>	<p>Apply 1-3 pumps into hands and smooth over wet or dry hair focusing on the mid lengths and ends.</p>	<ul style="list-style-type: none"> • Conditions & detangles while promoting soft, manageable hair • Minimizes frizz while fighting against humidity • Decreases drying time while providing thermal protection • Lightweight, non-greasy formula
	<p>STYLING CLAY Karanja Seed Oil & Nettle Extract</p>	<p>Apply a small amount to wet or dry hair to add texture, volume and definition.</p>	<ul style="list-style-type: none"> • Long lasting, flake free styling • Smooths flyaways for polishing beach waves or finishing short textured hair styles • Multipurpose, workable styling for all hair types
	<p>DRY TEXTURE SPRAY Baobab & Pomegranate Seed Oil</p>	<p>Shake well. Spray 4-6" away throughout dry hair for texture, volume and light hold. Reapply as needed to refresh your look.</p>	<ul style="list-style-type: none"> • Doesn't leave a powdery residue on the hair • A weightless volumizing spray that adds body, grit and texture • Versatile styling resulting in a movable hold with plenty of definition
	<p>SMOOTHING CREAM Marula Oil & Jojoba</p>	<p>Apply a small amount to damp hair from roots to ends and comb through. Blow dry or round brush for a frizz free smooth blow out.</p>	<ul style="list-style-type: none"> • Lightweight thermal protection formula • Smooths curls and controls frizz • Helps strengthen & seal split ends • Perfect blow-drying cream, promoting smooth, shiny hair
	<p>VOLUMIZING FOAM Karanja Seed Oil & Algae Extract</p>	<p>Apply 2-4 pumps in your hands and apply evenly from roots to ends. Focus on the roots for more lift at the scalp. Use a round brush and blow dryer for a voluminous blow out or on curly hair, let air dry or diffuse.</p>	<ul style="list-style-type: none"> • Weightless volume & body building foam • Provides a lightweight and flexible hold • Defines curls & controls frizz while fighting humidity • Adds texture & shine while providing thermal protection
	<p>CURL FOAM Prickly Pear & Jojoba</p>	<p>Apply curl foam to clean, damp hair. For best results, scrunch foam from the ends while working your way up and let air dry or diffuse.</p>	<ul style="list-style-type: none"> • Silicone-free formula that shapes & tames curls • For effortless styling options for natural, flowy waves & curls • Lightweight & leaves no film on hair to keep curls bouncy, soft, & controlled • Perfect for managing the frizz in humid conditions while sealing in moisture
	<p>CURL CREAM Prickly Pear & Avocado</p>	<p>Work into damp hair from roots to ends and distribute evenly. Diffuse to enhance curls or let air dry for a more relaxed look.</p>	<ul style="list-style-type: none"> • Silicone-free formula that encourages curl separation • Non-greasy & non-hardening for tamed & touchable curls • Deeply nourishes hair to reveal shiny, sleek, and bouncy curls & waves • Defines & enhances natural curl texture with a gentle, yet controlled hold



vegan



sulfate free



paraben free



gluten free



cruelty free



color safe