



## WORRY FREE HAIR CARE

Gluten, sulfate, paraben, and cruelty free, our vegan formulations start in a base of coconut water. We've "cleaned" up haircare. Unconditional & uncomplicated, Aluram is the new norm for beauty.

### NOT A CHANCE

Ammonia  
Animal by products  
Benzalkonium Chloride  
Butylated Hydroxyanisole &  
Butylated Hydroxytoluene  
Carcinogens  
Ethylenediaminetetraacetic acid (EDTA)  
Ethanolamines (MEA, DEA, TEA)  
Formaldehyde (DMDM Hydantoin + Urea)  
GMO's  
Heavy Metals - Aluminum, Lead, etc  
Hydroquinone  
Methylisothiazolinone &  
Methylchlorisothiazolinone  
Mineral Oil  
Nano Particles  
Oxybenzone  
Parabens  
Phthalates  
Sodium Chloride & Sodium Hydroxide  
Sodium Lauryl Sulfate & Sodium Laureth Sulfate  
Triclosan and Triclocarban  
Wheat Proteins (Gluten)

### WE SAID YES

Algae Extract  
Avocado Oil  
Babassu Oil  
Baobab Oil  
Biotin  
Black Cumin Oil  
Castor Oil  
Charcoal  
Coconut Oil  
Coconut Water  
Jojoba Oil  
Karanja Oil  
Marula Oil  
Moringa Oil  
Nettle Extract  
Olive Oil  
Pomegranate Seed Oil  
Quinoa Extract  
Rosehip Oil  
Sea  
Buckthorn Oil  
Watermelon  
Seed Oil

# ALURAM™

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