

ALURAM™

CLEAN BEAUTY COLLECTION

- 2024 -





W E L C O M E T O T H E A L U R A M F A M I L Y

Aluram is part of United Hair Care, a family-owned company creating innovative health & beauty products for more than 30 years & three generations. Over the years our family has expanded, welcoming in over 100 employees & stylists.

Unique to today's beauty industry, Aluram's products are made in-house. This close-knit culture creates an involved role in developing and producing each product, where stylists work closely with research & development to develop exceptional formulas that consumers and our family love.

CLEAN BEAUTY, CLEAR CONSCIENCE

Free of formulas that harm our hair and the environment, Aluram has distilled haircare to its most simple & beautiful form.

From the first ingredient to the last, Aluram devotes itself to a modern, clean, and plant-driven approach.

This dedication allows meaningful **“beauty beyond compromise.”**



WORRY FREE HAIR CARE

Gluten, sulfate, paraben, and cruelty-free, our vegan formulations start with our 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
Methylchloroisothiazolinone
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
Prickly Pear
Quinoa Extract
Rice Protein
Rosehip Oil
Rose Water
Sea Buckthorn Oil
Sea Kelp
Watermelon Seed Oil



COCONUT WATER FORMULAS

Since its discovery thousands of years ago, the coconut has played an impactful role in agriculture, medicine, and beauty. Known as "nature's most perfect water", the refreshing juice hidden within the coconut is a rich, hydrating elixir packed with Electrolytes, Amino Acids, Vitamin C, and Potassium.

These nutrients are essential to the health & beauty of your hair; infusing strands with hydration, strength and shine. Not only does Coconut Water aid in promoting healthy hair, it also aids in a healthy scalp; the foundation of softer, stronger, more luxurious hair.

If Coconut Water is so perfect, why not use it in everything? Better yet, why not make it our key ingredient?

Coconut Water is in every Aluram product possible, because when it comes to your hair, too much of a good thing is a great thing. Cold-pressed from ripened coconuts to ensure retention of nutrients and antioxidants, this is nature's most pure & perfect water.



ALURAM MARULA

OUR SECRET IS
HIDDEN IN PLAIN SIGHT



Aluram's name and natural beauty is also inspired by Marula Oil, which is infused into each of our products. The people of Tsonga, Mozambique and South Africa have been using Marula Oil for hundreds of years for natural remedies and beauty rituals.

Harvested in South Africa from the nut inside the Marula Fruit, Marula Oil protects skin and hair from environmental conditions that may dehydrate.

Unlike traditional hydrating oils that are thicker and coat the hair yet do not penetrate, Marula is a smaller molecule which absorbs into hair, sealing, smoothing and repairing the cuticle.

Rich with Oleic and Omega Fatty Acids, Marula aids in promoting moisture and hydration while also providing a protective layer of nutrients and antioxidants.

DAILY

FINE TO MEDIUM HAIR



DAILY



daily shampoo

This silicone-free shampoo gently cleanses & removes impurities, leaving hair feeling fresh and vibrant. Charcoal & Pomegranate Seed help naturally detoxify while nourishing hair and maintaining color vibrancy.

CHARCOAL

Nature's magnet for toxins & impurities, activated charcoal helps gently cleanse hair and scalp.

POMEGRANATE SEED OIL

Rich in antioxidants & nutrients, the "divine fruit" easily absorbs for softness & shine.

- HELPS DETOXYFY BY ATTRACTING & REMOVING IMPURITIES/SEBUM BUILDUP
- HYDRATES & MOISTURIZES SCALP & HAIR
- PACKED WITH FATTY ACIDS, ANTIOXIDANTS, & MACRO-NUTRIENTS
- ADDS BODY & FULLNESS

pomegranate seed*

charcoal

marula oil*

algae extract*

nettle extract*

watermelon seed oil

quinoa extract

coconut water with organic* extracts

DAILY

daily conditioner

This conditioning silicone-free formula strengthens and softens with essential fatty acids & nutrients, helping reduce breakage and improving elasticity. Rosehip & Watermelon Seed Oil nourish hair, locking in color & shine.

ROSEHIP

Revered for its ability to sooth & beautify, rosehip's vitamins & essential fatty acids help restore luster to hair.

WATERMELON SEED

Refreshing, light, and easily absorbed, this oil's nutrients fortify hair & scalp without clogging pores.

- STRENGTHENS & SOFTENS HAIR
- HELPS PREVENT SPLIT ENDS, PROMOTING HEALTHY, STRONGER HAIR
- PACKED WITH FATTY ACIDS, ANTIOXIDANTS, & MACRO-NUTRIENTS
- ADDS BODY & FULLNESS

rosehip*
watermelon seed oil
marula oil*
pomegranate seed*
algae extract*
nettle extract*
quinoa extract

coconut water with organic* extracts



MOISTURIZING

MEDIUM TO COARSE HAIR



MOISTURIZING



moisturizing shampoo

This silicone-free formula gently cleanses and removes impurities while infusing vital moisture. Baobab & Avocado Oils provide additional nutrients to nourish hair and enhance color vibrancy.

AVOCADO

This beloved plant's essential fats intensely nourish hair for smoothness & shine.

BAOBAB

Deeply penetrating, baobab's omega 3 fatty acids & vitamins infuse hair with lush moisture.

- MOISTURIZES AND HYDRATES DRY HAIR & SCALP
- PACKED WITH FATTY ACIDS, ANTIOXIDANTS & MACRO-NUTRIENTS
- HELPS PREVENT SPLIT ENDS; PROMOTING HEALTHY, STRONGER HAIR

avocado*

baobab*

marula oil*

sea buckthorn oil*

coconut oil*

charcoal

biotin

coconut water with organic* extracts

MOISTURIZING

moisturizing conditioner

This lush, silicone-free formula helps strengthen and soften hair while replenishing essential moisture. Biotin & Sea Buckthorn Oil provide nutrients and fatty acids to help decrease breakage, & lock in color and shine.

BIOTIN

Vital to the beauty & health of hair, replenishing hair's biotin helps improve strength & vibrancy.

SEA BUCKTHORN OIL

A powerhouse of nutrition & vitamins, this oil helps fortify elasticity & smoothness.

- PACKED WITH FATTY ACIDS, ANTIOXIDANTS & MACRO-NUTRIENTS
- HELPS PREVENT SPLIT ENDS; PROMOTING HEALTHY & STRONGER HAIR
- IMPROVES SHINE & LOCKS IN MOISTURE

sea buckthorn oil*

biotin

marula oil*

avocado*

coconut oil*

olive oil*

baobab*



coconut water with organic* extracts

CURL

MEDIUM TO COARSE HAIR



CURL



curl shampoo

This silicone-free shampoo gently cleanses to tame for beautiful & healthier looking curls. Coconut Oil gives hair essential hydration while Prickly Pear improves hair elasticity, reducing the occurrence of breakage and split ends.

PRICKLY PEAR

Elevates elasticity- leaving you with perfect curls with added definition and less frizz.

COCONUT OIL

Rich, natural, & perfect- Coconut Oil's exceptionally high fat content adds shine & moisture.

- FOR SOFTER, SMOOTHER CURLS
- WASHES AWAY IMPURITIES, LEAVING FRIZZ-FREE & HEALTHIER LOOKING CURLS
- RESTORES A LUSTROUS SHINE
- GENTLY CLEANSSES HAIR & SCALP OF BUILDUP

prickly pear
coconut oil*
marula oil*
olive oil*
shea butter
sunflower seed oil*
nettle extract*

coconut water with organic* extracts

CURL

curl conditioner

This silicone-free formula restores shine and manageability to curly hair. Shea Butter provides rich moisture to gently detangle, while Prickly Pear improves hair elasticity and vibrancy. Your curls will have less frizz, with more definition and a healthier look & feel.

PRICKLY PEAR

Contains rich amounts of Vitamin E which acts as a natural conditioner.

SHEA BUTTER

Provides nourishing hydration to dry, dull, & lifeless curls.

- SOFTENS & DETANGLES UNMANAGEABLE FRIZZY CURLS
- CONTAINS SHINE ENHANCING NUTRIENTS FOR ESSENTIAL MOISTURE
- CONTROLS CURLS & ENHANCES NATURAL TEXTURE
- LIGHTWEIGHT FORMULA THAT HELPS RESTORE & SMOOTHS CURLS WITHOUT WEIGHING HAIR DOWN

prickly pear
shea butter
marula oil*
coconut oil*
olive oil*
castor seed oil*
nettle extract*
sunflower seed oil*

coconut water with organic* extracts



VOLUMIZING

FINE TO MEDIUM HAIR



VOLUMIZING



volumizing shampoo

This silicone-free and lightweight cleanser rinses away oil & dirt that weigh down fine hair strands; adding long lasting volume and shine. Rice Protein adds vitamins and nutrients for healthier-looking hair, while Rose Water nourishes hair & scalp. Perfect for fine to medium hair to add extra fullness & bounce.

RICE PROTEIN

Infuses vitamins, nutrients, and amino acids for healthy-looking luster & volume.

ROSE EXTRACT

Lightweight, helps prevent excess oil on the scalp.

- ADDS VOLUME, MOVEMENT, FULLNESS, AND STRUCTURE WITHOUT THE WEIGHT
- HELPS REDUCE OILINESS WHICH MAKES HAIR FEEL LIGHT & BOUNCY
- NON-DRYING FORMULA
- RICH LATHER GENTLY CLEANSES HAIR

marula oil*

hydrolyzed rice protein

rose extract

algae extract*

sunflower seed oil*

watermelon seed oil

moringa oil*

coconut water with organic* extracts

VOLUMIZING

volumizing conditioner

This silicone-free volumizing conditioner adds weightless moisture; leaving hair looking and feeling fuller, softer, and shinier. Rice Protein helps plump hair strands while creating a natural sheen, and Biotin helps strengthen hair. Hair will have long lasting volume with more abundant-looking locks.

RICE PROTEIN

Gives natural body and bounce to the hair, as well as being a great detangler.

BIOTIN

Helps improve strength, volume, and vibrancy.

- DEEP CONDITIONING WITH WEIGHTLESS MOISTURE
- HELPS STRENGTHEN AND NOURISH HAIR
- PROVIDES EXTRA SHINE AND MANAGEABILITY
- DETANGLES WHILE ADDING AIRY BODY, VOLUME, & FULLNESS TO FINE HAIR

marula oil*
hydrolyzed rice protein
biotin
shea butter
marshmallow leaf root extract
sunflower seed oil*
nettle extract*
rosehip*

coconut water with organic* extracts



TONING

ALL HAIR TYPES



TONING



purple shampoo

Banish brass and boost brightness in blonde, grey, and white hair. This highly pigmented shampoo brings out your best blonde while enhancing highlights & color. Rosehip & Biotin replenish nutrients, adding shine and strength.

ROSEHIP

Revered for its ability to sooth & beautify, rosehip's vitamins & essential fatty acids help restore luster to hair.

BIOTIN

Vital to the beauty & health of hair, replenishing hair's biotin helps improve strength & vibrancy.

- BRIGHTENS AND ENHANCES BLONDES WITHOUT DRYING
- TONING SHAMPOO THAT CAN BE USED AFTER ANY LIGHTENING SERVICES, OR PERFECT FOR USE AT HOME TO KEEP BRASSY TONES AWAY
- ROSEHIP AND BIOTIN INFUSED TO ADD RADIANCE AND STRENGTH

avocado*
marula oil*
rosehip*
charcoal
biotin
baobab*

coconut water with organic* extracts



TREATMENT

ALL HAIR TYPES

T R E A T M E N T S



hydrate & repair treatment

Aluram's exclusive deep-repair formula is carefully crafted from a unique blend of modern, clean, plant driven ingredients. Our hydrate & repair treatment will transform dull, dry hair into smooth silky hair, while rejuvenating each strand with vibrant luster. The perfect blend of Squalane and Biotin provide superior hydration, reparative proteins, nutrients, antioxidant protection and moisture to regain hair's natural softness and shine. This essential treatment will revitalize over-processed hair, while helping reduce breakage and split ends to bring hair's look & feel back to life.

SQUALANE

Ethically-sourced from sugar cane and contains valuable lipids that mimic hair's natural oils. Excellent in boosting moisture while helping correct lifeless, over processed hair.

BIOTIN

Biotin encourages hair thickness, fullness and strength and it has been shown to provide nourishment to hair follicles and roots. Biotin helps improve the hair cortex and its resistance to breakage because of its ability to increase its elasticity.

- IDEAL FOR ALL HAIR TYPES
- SMOOTHS OUT FRIZZ AND HELPS PROTECT AGAINST SPLIT ENDS
- A RICH BLEND OF OILS HIGH IN FATTY ACIDS TO NOURISH AND MOISTURIZE WITHOUT WEIGHING DOWN HAIR
- SQUALANE PROMOTES SHINE AND HYDRATION

castor seed oil*
babassu*
coconut oil*
marula oil*
shea butter
avocado*

coconut water with organic* extracts

T R E A T M E N T S

purple hydrate & repair treatment

This essential treatment helps fights frizz, heat damage, and breakage all while canceling out brassy & golden tones in blonde or white hair. Marigold and Squalane Oil deeply condition, detangle, and revives the feel and appearance of dry & dull hair.

MARIGOLD EXTRACT

Highly moisturizing to the scalp to promote healthy hair follicles, and its antioxidants help protect hair & scalp from environmental damages.

SQUALANE OIL

Excellent in boosting moisture & shine while helping correct lifeless, over processed hair.

- NEUTRALIZES BRASSINESS, AND CAN BE USED DIRECTLY AFTER A LIGHTENING SERVICE
- MAINTAINS BLONDE, PLATINUM, OR HIGHLIGHTED TONES, AND EVEN BRIGHTENS GREY & WHITE HAIR
- HELPS NOURISH DRY AND CHEMICALLY TREATED HAIR
- HIGHLY PIGMENTED TREATMENT THAT IS GREAT FOR ALL HAIR TYPES AND CAN BE USED WEEKLY OR AS NEEDED

marula oil*
marigold extract
squalane
biotin
castor seed oil*
avocado*
shea butter
coconut oil

coconut water with organic* extracts





STYLING

ALL HAIR TYPES

STYLING



leave-in conditioner

This silicone-free leave-in spray detangles & hydrates while adding shine, thermal protection, and UV absorption. Quinoa and Nettle Extracts help lock in hydration and softness.

QUINOA EXTRACT

Packed with protein and amino acids that provide exceptional hydration and softness to the cuticle layer of the hair.

NETTLE EXTRACT

Helps encourage greater absorption of nutrients to hair and improves curl pattern.

- DETANGLES WHILE PROVIDING A WEIGHTLESS PROTECTIVE LAYER TO HAIR
- PACKED WITH FATTY ACIDS, ANTIOXIDANTS & MACRO-NUTRIENTS, IMPROVING ELASTICITY & SHINE
- HYDRATES & MOISTURIZES WHILE CONTROLLING & SMOOTHING FRIZZ

quinoa extract
nettle extract*
karanja seed oil*
marula oil*
black cumin oil*
moringa oil*
biotin

coconut water with organic* extracts

STYLING



styling cream

This lightweight styling cream provides definition, buildable body, & texture for all hair types. Marula Oil & Black Cumin seal in amino & fatty acids for a healthy shine.

BLACK CUMIN OIL

Amino & fatty acids provide a protective layer on hair to help seal in moisture & tame frizz.

OLIVE OIL

This rich oil's fatty acid content is bliss for the shine and softness of hair.

- 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

marula oil*
black cumin oil*
pomegranate seed oil*
olive oil*
rosehip*
karanja seed oil*
watermelon seed oil

coconut water with organic* extracts

SMOOTHING



smoothing cream

This light and silky cream smooths curls & eliminates frizz. Marula & Jojoba Oils enrich hair with fatty acids & essential vitamins to reduce fly aways, leaving hair smooth and tangle-free.

MARULA OIL

Versatile & light, Marula's potent essential fatty acids & vitamins easily absorb to fortify strength & shine.

JOJOBA

This nutrient-balanced oil provides perfect moisture, coating hair for remarkable smoothness.

- LIGHTWEIGHT THERMAL PROTECTION FORMULA
- SMOOTHS CURLS AND CONTROLS FRIZZ
- HELPS STRENGTHEN & SEAL SPLIT ENDS
- PERFECT BLOW-DRYING CREAM, PROMOTING SMOOTH, SHINY HAIR

marula oil*
jojoba*
castor oil*
moringa oil*
avocado*
babassu*
biotin

coconut water with organic* extracts

CURL



curl foam

Control curly, coily, & wavy hair with no crunch. This silicone-free foam effortlessly shapes and defines curls for hours with a soft, lightweight hold. Prickly Pear Extract & Jojoba Oil give hair a healthy sheen while sealing in moisture to help fight frizz.

PRICKLY PEAR

Protects dry, brittle hair from breakage.

JOJOBA

Brings curls back to life with rich hydration of Vitamins & minerals (Vitamins C, B, E, Copper & Zinc).

- FOR EFFORTLESS STYLING OPTIONS FOR NATURAL, FLOWY WAVES & CURLS
- SHAPES & TAMES CURLS WHILE PROVIDING HOLD FOR HOURS
- PERFECT FOR MANAGING THE FRIZZ IN HUMID CONDITIONS WHILE SEALING IN MOISTURE
- FOR TOUCHABLE SOFT & SHINY CURLS AT ALL TIMES
- LIGHTWEIGHT & LEAVES NO FILM ON HAIR TO KEEP CURLS BOUNCY, SOFT, & CONTROLLED
- ADDS VOLUME TO FINE HAIR TO ENHANCE NATURAL WAVES

prickly pear
sunflower seed oil*
jojoba*
marula oil*
castor seed oil*
avocado*

coconut water with organic* extracts

CURL



curl cream

(for medium to coarse hair)

A gentle silicone-free curl cream that nourishes curls, boosts shine, and adds long lasting protection against frizz without leaving behind a sticky residue. Defines and enhances a natural curl texture while softening hair and providing a medium hold. Have fun styling your curls any way you want!

PRICKLY PEAR

Creates shine & gloss, and helps diminish frizz.

AVOCADO

Moisturizes and helps seal cuticles to maintain all day smoothness.

- DEFINES & ENHANCES NATURAL CURL TEXTURE WITH A GENTLE, YET CONTROLLED HOLD
- ENCOURAGES CURL SEPARATION
- PROVIDES ALL DAY PROTECTION AGAINST FRIZZ
- NON-GREASY & NON-HARDENING FORMULA FOR TAMED & TOUCHABLE CURLS
- DEEPLY NOURISHES HAIR TO REVEAL SHINY, SLEEK, AND BOUNCY CURLS & WAVES

prickly pear
avocado*
coconut oil*
shea butter
marula oil*
sunflower seed oil*
biotin

coconut water with organic* extracts

VOLUMIZING



root boost spray

This lightweight spray gives hair a boost of volume at the roots, along with medium control & anti-frizz protection. Sea Kelp promotes a healthy scalp, while Rice Protein adds fullness and a gorgeous shine. For all hair types including fine & treated hair, Aluram's Root Boost is great for voluminous round-brush blowouts with enduring lift and hold.

SEA KELP

Packed with vitamins, minerals, & antioxidants that condition the scalp and help nourish hair follicles.

RICE PROTEIN

Enhances the hair and scalp's ability to bind moisture, which contributes to shiny hair with buildable volume.

- BOOSTS HAIR AT THE ROOTS & VOLUMIZES ENTIRE STYLE WITHOUT FEELING STIFF OR STICKY
- FOR HAIR TO LOOK AND FEEL NATURALLY FULL, BIG, AND BOUNCY
- GREAT FOR LONG-LASTING, VOLUMINOUS ROUND BRUSH BLOWOUTS
- PROVIDES THERMAL & ANTI-FRIZZ PROTECTION, MEDIUM CONTROL, AND BRUSHABLE VOLUME
- DELIVERS FLEXIBLE FULLNESS WITHOUT THE WEIGHT
- NOURISHES HAIR STRANDS AND ADDS SHINE

marula oil*

rice protein

sea kelp

watermelon seed oil

karanja seed oil*

coconut water with organic* extracts

VOLUMIZING



volumizing foam

This feathery foam gives weightless lift and volume to hair. Algae Extract & Biotin lightly nourish hair, providing shine and sealing in nutrients.

ALGAE EXTRACT

This vitamin powerhouse infuses vitamins, nutrients, & proteins for healthy-looking luster & volume.

KARANJA SEED OIL

Karanja's fatty acids bind essential moisture to hair, helping lock in softness and strength.

- 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

algae extract*

biotin

marula oil*

karanja seed oil*

quinoa extract

baobab*

babassu*

coconut water with organic* extracts

STYLING

shine serum

Instantly adds shine & eliminates frizz on all hair types. Coconut & Jojoba Oil replenish essential moisture for a healthy and vibrant sheen.

COCONUT OIL

Rich, natural, & perfect- coconut oil's exceptionally high fat content adds lush shine & moisture.

JOJOBA

This nutrient-balanced oil provides perfect moisture, coating hair for remarkable smoothness.

- CONDITIONS & DETANGLES WHILE PROMOTING SOFT, MANAGEABLE HAIR
- MINIMIZES FRIZZ WHILE FIGHTING AGAINST HUMIDITY
- DECREASES DRYING TIME WHILE PROVIDING THERMAL PROTECTION
- LIGHTWEIGHT, NON-GREASY FORMULA

coconut oil*
jojoba*
marula oil*
avocado*
rosehip*
sea buckthorn oil*
olive oil*



coconut water with organic* extracts

STYLING

styling clay

Soft, moldable, versatile - this long lasting styling clay provides medium hold for touchable texture, styling, or beach waves. Organic Karanja & Nettle Extracts nourish and provide hair with a soft satin finish.

KARANJA SEED OIL

Karanja's fatty acids bind essential moisture to hair, helping lock in softness and strength.

NETTLE EXTRACT

Helps encourage greater absorption of nutrients to hair and improves curl pattern.

- LONG LASTING, FLAKE FREE STYLING
- SMOOTHES FLYAWAYS FOR POLISHING BEACH WAVES OR FINISHING SHORT TEXTURED HAIR STYLES
- MULTIPURPOSE, WORKABLE STYLING FOR ALL HAIR TYPES

olive oil
marula oil*
baobab*
sunflower seed oil*
nettle extract*
karanja seed oil*
black cumin oil*



coconut water with organic* extracts

STYLING



strong hold gel

Sculpt and shape hair with a radiant finish that isn't flaky, stiff, or sticky. Linseed Oil's natural gelling properties provide a firm hold, while Aloe Vera helps retain moisture & shine. From sleek to more textured styles - this silicone-free gel provides excellent support for any look throughout the day.

LINSEED OIL

Rich in vitamins and fatty acids, Linseed (also known as Flaxseed Oil) provides an additional natural hold and helps reduce frizz while defining everything from curls to sleek styles.

ALOE VERA

Contains renowned moisture & nourishment to help prevent dryness, ensuring hair remains more manageable with a healthy-looking sheen.

- MULTI-USE STYLING AID TO CREATE A VARIETY OF LOOKS- FROM SLICK BACK STYLES TO VOLUMINOUS BLOWOUTS
- PROVIDES A FIRM LONG-LASTING HOLD WITHOUT A STICKY OR TACKY FINISH
- QUICK DRYING, SILICONE-FREE, AND NON-FLAKING FORMULA
- ADDS DEFINITION AND TEXTURE TO SHORTER HAIR STYLES
- ALLOW TO DRY NATURALLY OR BLOW DRY STYLE INTO HAIR FOR A MORE POLISHED FINISH

marula oil*

aloe vera

linseed oil*

moringa seed oil*

watermelon seed oil

sunflower seed oil

coconut water with organic* extracts

STYLING



coconut water texture spray

This lightweight spray helps create beach waves and a breezy boost of texture. Coconut Water keeps locks hydrated & nourished, while Algae Extract promotes healthier-looking hair. With versatile styling options, this is a must-have for anyone seeking that coveted summer look.

COCONUT WATER

Provides essential moisture while enhancing your hair's natural texture.

ALGAE EXTRACT

Infuses vitamins, nutrients and proteins for healthy-looking luster and volume.

- PROVIDES NATURAL, BEACHY TEXTURE & VOLUME
- LIGHTWEIGHT AND NON-GREASY FORMULA
- REPLENISHES YOUR HAIR WITH ESSENTIAL NUTRIENTS, LEAVING IT MOISTURIZED AND VIBRANT
- OFFERS VERSATILITY IN STYLING WITHOUT THE NEED FOR HEAT STYLING TOOLS
- ACHIEVE A RANGE OF LOOKS FROM SUBTLE TEXTURE TO FULL-BODIED WAVES

jojoba*
algae extract*
marula oil*
nettle extract*
rosehip*
coconut oil*
sunflower seed oil*

coconut water with organic* extracts

STYLING



dry shampoo

This dry shampoo instantly makes your hair feel revitalized and clean. Charcoal helps remove excess oil from scalp & hair, while Sea Buckthorn helps nourish and refresh. Use between washes to keep your hair looking fresh, fabulous, & oil free.

CHARCOAL

Detoxifies, lifting dirt and buildup from your scalp; leaving your hair feeling clean and refreshed.

SEA BUCKTHORN OIL

Due to it's high levels of essential fatty acids and Vitamin A, this oil locks in moisture to promote smooth & silky hair.

- REFRESHES SECOND DAY HAIR
- REMOVES OILS FOR ADDED TEXTURE AND VOLUME
- FOR A FRESH & CLEAN FEELING
- NO WHITE RESIDUE
- SAFE FOR ALL HAIR TYPES AND COLOR TREATED HAIR

marula oil*

charcoal

sea buckthorn oil*

grape seed oil*

sunflower seed oil*

nettle extract*

biotin

coconut water with organic* extracts

STYLING



dry texture spray

This dry texture spray gives hair effortless, lived-in waves and enhances volume, grit, and texture for an instant boost of beautiful. Baobab & Pomegranate Seed Oil infuse hair with lightweight nourishment that won't weigh it down or it dry out.

BAOBAB

Enhance hair's elasticity, increase suppleness, and adds a non-greasy shine

POMEGRANATE SEED OIL

Hydrate dull, dry strands and to help protect against harsh environmental stressors while nourishing brittle and dull hair.

- DOESN'T LEAVE A POWDERY RESIDUE OR FILM ON THE HAIR
- DRY TEXTURE SPRAY IS A WEIGHTLESS, VOLUMIZING SPRAY THAT ADDS VOLUME, GRIT, & TEXTURE
- A CROSS BETWEEN A LIGHT-HOLD HAIR SPRAY AND A TEXTURIZER, RESULTING IN A MOVABLE HOLD WITH PLENTY OF DEFINITION & SHINE
- WORKS ON ALL HAIR TYPES, MAKING IT THE PERFECT PRODUCT FOR ANYONE WHO WANTS MORE VOLUME AND FULLNESS

baobab*

pomegranate seed oil*

marula oil*

watermelon seed oil

coconut oil*

coconut water with organic* extracts

STYLING



finishing spray

This finishing spray provides long-lasting buildable hold while resisting humidity. Marula & Coconut Oils help strengthen hair & infuse nutrients while securing style and sheen.

MARULA OIL

Versatile & light, marula's potent essential fatty acids & vitamins easily absorb to help fortify strength & shine.

MORINGA OIL

Magically light & clear, this oil's proteins & nutrients infuse hair for added strength & beautiful luster.

- HUMIDITY RESISTANT, PROVIDING ALL-DAY HOLD WHILE FIGHTING FRIZZ
- IDEAL FOR EVERYDAY STYLING & FINISHING
- FOR A BUILDABLE HOLD WITH A TOUCHABLE FINISH

coconut oil*
marula oil*
nettle extract*
algae extract*
avocado*
watermelon seed oil
moringa oil*

coconut water with organic* extracts

STYLING



high hold finishing spray

This strong-finish spray provides maximum volume and a touchable, flexible hold which locks in style and resists humidity. Raspberry & Acai Oils help strengthen hair and infuse nutrients for a frizz-free, long-lasting and high shine finish.

RASPBERRY SEED OIL

This light oil absorbs easily, and is filled with antioxidants that help give your hair moisture and shine.

ACAI OIL

Coats the hair shaft to help decrease frizz, and its high concentration of vitamins & fatty acids help make strands more resilient and flexible when brushing & styling.

- PROVIDES ULTIMATE ANTI-FRIZZ AND HUMIDITY CONTROL WITH MEMORY & VOLUME
- FOR LONG LASTING HOLD & SHINE THAT IS FLAKE FREE, DRIES QUICKLY, & BRUSHES OUT EASILY
- GREAT FOR FINISHING WORK ON UPDOS & CURL SETS

raspberry seed oil

acai oil*

marula oil*

karanja seed oil*

rosehip*

sunflower seed oil

coconut water with organic* extracts

BODY CARE

HYDRATE & MOISTURIZE



BODY CARE



body lotion

This clean beauty body lotion blends Squalane & Watermelon Seed Oil for the lush hydration of a rich body butter, but in a light and versatile lotion. Aluram's coconut water based formula seemingly melts into skin for an elevated softness and radiance.

SQUALANE

Ethically-sourced from sugar cane, squalane mimics your skin's natural oils and is a natural antioxidant, making it an excellent emollient for wonderfully-soft skin.

WATERMELON SEED OIL

Refreshing, light, and easily absorbed, this oil's nutrients hydrate and ease dryness on the skin without clogging pores.

- MIMICS SKIN'S NATURAL OILS TO HYDRATE & MOISTURIZE WITHOUT THE GREASY FEEL
- IDEAL FOR ALL SKIN TYPES AND EVERYDAY USE
- WEIGHTLESSLY HELPS LOCK IN ESSENTIAL MOISTURE FOR WONDERFULLY SOFT & SUPPLE SKIN

pomegranate seed oil*
coconut oil*
castor oil
squalane
watermelon seed oil

coconut water with organic* extracts

BODY CARE



golden glow body lotion

Experience soft & radiant skin. This clean beauty lotion nourishes skin with Squalane & Watermelon Seed Oil, while a pinch of natural sunless tanner provides a flawless, golden tone. The more you use, the darker the color.

Applications:



SQUALANE

With its superb hydration and ability to enhance skin's suppleness, this oil leaves your skin soft, smooth, and beautifully balanced.

WATERMELON SEED OIL

Packed with essential fatty acids, vitamins, and antioxidants, it's a powerhouse for moisturizing and nourishing skin.

- LIGHTWEIGHT, BUILDABLE, GRADUAL TANNER
- APPLIES LIKE YOUR DAILY MOISTURIZER
- EASY TO APPLY, PERFECT FOR BEGINNERS
- SQUALANE & WATERMELON SEED OIL NOURISH SKIN
- GRADUAL TANNER GIVES YOU CONTROL OF HOW LIGHT OR DARK YOU WANT TO BE
- IT WILL GRADUALLY FADE COLOR WHEN YOU STOP USING IT OR BY EXFOLIATING SKIN

pomegranate seed oil*

coconut oil

marula oil*

castor oil*

squalane

watermelon seed

coconut water with organic* extracts

BODY CARE

hand repair creme

This clean beauty hand creme blends rich amounts of Shea Butter & Coconut Oil for advanced hydration that quickly absorbs into hands. Designed to soften & smooth the driest of skin, it's a small yet essential luxury your hands won't want to live without.

SHEA BUTTER

High concentrations of fatty acids and vitamins make Shea an ideal ingredient for softening skin. This is renowned for its ability to restore smoothness to dry skin & cuticles.

COCONUT OIL

One of Earth's most popular moisturizing ingredients, Coconut's medium chain fatty acids easily absorb into skin. This offers intense and lasting hydration, while helping retain moisture.

- ABSORBS QUICKLY, NON-GREASY, AND IS SUPER SOFT
- CREATES A HYDRATING LAYER ON THE SKIN'S SURFACE THAT INSTANTLY HELPS BOOST & RETAIN VITAL MOISTURE
- HELPS REPLENISH NOURISHING OILS LOST FROM FREQUENT WASHING AND ENVIRONMENTAL STRESSES
- ADVANCED SHEA & COCONUT FORMULA NOTICEABLY SMOOTHS & SOFTENS VERY DRY HANDS

baobab*
sea buckthorn oil*
rosehip*
shea butter
coconut oil*
jojoba*
marula oil*



coconut water with organic* extracts

CONTACT US TO LEARN MORE

alurambeauty.com

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 AluramBeauty

2755 HWY 55 St. Paul, MN 55121
1.800.386.2826