

ALURAM™

Clean Beauty Collection



CLEAN BEAUTY, CLEAR CONSCIENCE

Embrace the pure, clean, and natural above everything else. Like a breath of fresh air, Aluram has distilled haircare into its most clean and beautiful form, free of formulas that harm our hair and environment. Ingredients matter. From the first ingredient to the last, devotion to a modern yet plant-driven approach allows meaningful “beauty without compromise”.



WORRY-FREE HAIR CARE

We've "cleaned" up haircare to be unconditional and uncomplicated. Our "not a chance" list holds us accountable, continually driving us to find better, safer, non-toxic ingredients for making hair shiny, healthy, & beautiful.

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
Propylene Glycol
Sodium Lauryl Sulfate & Sodium Laureth Sulfate
Triclosan and Triclocarban
Wheat Proteins (Gluten)

WE SAID YES

Algae Extract
Avocado 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
Palm Seed Oil
Pomegranate Seed Oil
Quinoa Extract
Rosehip Oil
Sea Buckthorn Oil
Watermelon Seed Oil





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.

Packed with Vitamins C and E as well as Oleic Acid, Marula aids in promoting moisture and hydration while also providing a protective layer of nutrients and antioxidants.



COCONUT WATER BASED 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, antioxidants, amino acids, Vitamin K, and lauric acid.

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 your BASE?

Coconut water is the base for 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.





daily shampoo

fine to medium hair

This rich formula gently cleanses and removes impurities, leaving hair feeling fresh and vibrant. Charcoal & Pomegranate Seed Oil help naturally detoxify while nourishing hair & maintaining color vibrancy.



daily conditioner

fine to medium hair

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



DAILY



daily shampoo

- silicone free
- gently cleanses, protecting color vibrancy
- moisturizes & hydrates dry hair and scalp
- packed with fatty acids, antioxidants & macro-nutrients
- helps prevent split ends promoting healthy, stronger hair
- balances PH for healthy scalp
- promotes shine & locks in moisture

- 1 pomegranate seed oil*
- 2 charcoal
- 3 marula oil*
- 4 algae extract*
- 5 nettle extract*
- 6 watermelon seed oil
- 7 quinoa extract

daily conditioner

- silicone free
- strengthens & softens hair
- protects color vibrancy
- helps prevent split ends promoting healthy, stronger hair
- improves shine & locks in moisture
- packed with fatty acids, antioxidants and macro-nutrients
- detangles
- adds body & fullness

- 1 rose hip oil*
- 2 watermelon seed oil
- 3 marula oil*
- 4 pomegranate seed oil*
- 5 algae extract*
- 6 nettle extract*
- 7 quinoa extract



12 oz salon \$7.50 / retail \$14.99 **Liter salon** \$15.00 / retail \$29.99

12 oz salon \$7.50 / retail \$14.99 **Liter salon** \$15.00 / retail \$29.99

coconut water base with organic* extracts

STYLING



leave-in conditioner

- silicone free
- detangles
- provides a weightless protective layer to hair
- Improves elasticity & shine
- hydrates & moisturizes
- controls & smooths frizz
- packed with fatty acids, antioxidants & macro-nutrients
- thermal protection

- 1 quinoa extract
- 2 nettle extract*
- 3 karanja seed oil
- 4 marula oil*
- 5 black cumin*
- 6 moringa oil*
- 7 biotin

finishing spray

- all day hold
- humidity resistant
- firm yet touchable finish
- fast drying, non stick hold
- non-flaking
- layer for buildable hold
- provides moisture and shine

- 1 coconut oil*
- 2 nettle extract*
- 3 algae extract*
- 4 avocado oil*
- 5 marula oil*
- 6 watermelon seed oil
- 7 moringa oil*



leave-in conditioner salon \$7.50 / retail \$14.99 **finishing spray** \$9.50 / retail \$18.99
coconut water base with organic* extracts

STYLING + SMOOTHING

shine serum

- conditions for soft manageable hair
- controls frizz
- thermal protection
- helps fight humidity
- provides smooth shiny finish
- non-greasy formula

- 1 coconut oil*
- 2 jojoba oil*
- 3 marula oil*
- 4 avocado oil*
- 5 rose hip oil*
- 6 sea buckthorn oil*
- 7 olive oil*



smoothing cream

- all day hold
- humidity resistant
- firm yet touchable finish
- fast drying, non stick hold
- non-flaking
- layer for buildable hold
- provides moisture and shine

- 1 marula oil*
- 2 jojoba oil*
- 3 castor oil*
- 4 moringa oil*
- 5 avocado oil*
- 6 palm seed oil*
- 7 biotin



shine serum salon \$7.50 / retail \$14.99 **smoothing cream** \$7.50 / retail \$14.99
coconut water base with organic* extracts



moisturizing shampoo
medium to coarse hair

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



moisturizing conditioner
medium to coarse hair

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



MOISTURIZING



moisturizing shampoo

- silicone free
- gently cleanses, protecting color vibrancy
- moisturizes & hydrates dry hair and scalp
- packed with fatty acids, antioxidants & macro-nutrients
- helps prevent split ends promoting healthy, stronger hair
- balances PH for healthy scalp
- promotes shine & locks in moisture

- 1 avocado oil*
- 2 baobab oil*
- 3 marula oil*
- 4 sea buckthorn oil*
- 5 coconut oil*
- 6 charcoal
- 7 biotin

moisturizing conditioner

- silicone free
- moisturizes & hydrates dry hair and scalp
- protects color vibrancy
- packed with fatty acids, antioxidants & macro-nutrients
- helps prevent split ends promoting healthy, stronger hair
- improves shine & locks in moisture
- detangles

- 1 sea buckthorn oil*
- 2 biotin
- 3 marula oil*
- 4 avocado oil*
- 5 coconut oil*
- 6 olive oil
- 7 baobab oil*



12 oz salon \$7.50 / retail \$14.99 **Liter salon** \$15.00 / retail \$29.99
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coconut water base with organic* extracts

VOLUMIZING + STYLING



volumizing foam

- weightless volume + body building foam
- long lasting style re
- no stiffness or flaking
- thermal protection
- humidity resistant
- provides curl styling control

- 1 palm seed oil*
- 2 alga extract
- 3 marula oil*
- 4 karanja oil*
- 5 quinoa extract
- 6 baobab oil*
- 7 biotin

styling cream

- provides texture & body
- enhances natural shine
- perfect for sculpting with soft flexible hold
- curl defining
- smooths fly-aways
- thermal protection perfect for styling blowouts

- 1 marula oil*
- 2 black cumin*
- 3 pomegranate seed oil*
- 4 olive oil*
- 5 rose hip oil*
- 6 karanja oil*
- 7 watermelon seed oil



volumizing foam salon \$7.50 / retail \$14.99 **styling cream** \$7.50 / retail \$14.99
coconut water base with organic* extracts

MINDFUL ECONOMICS

Beauty doesn't have to cost you a bundle. Nor should great looking hair cost you your health.

Aluram is luxury for less. Less toxins, less health risks, and less damaging to your wallet.

PRODUCT	SIZE	SALON PRICE	RETAIL PRICE
DAILY SHAMPOO	12 OZ	\$7.50	\$14.99
DAILY SHAMPOO	LITER	\$15.00	\$29.99
DAILY CONDITIONER	12 OZ	\$7.50	\$14.99
DAILY CONDITIONER	LITER	\$15.00	\$29.99
LEAVE-IN CONDITIONER	8 OZ	\$7.50	\$14.99
STYLING CREAM	6 OZ	\$7.50	\$14.99
SHINE SERUM	2 OZ	\$7.50	\$14.99
FINISHING SPRAY	10OZ	\$9.50	\$18.99
SMOOTHING CREAM	6 OZ	\$7.50	\$14.99
VOLUMIZING FOAM	7 OZ	\$7.50	\$14.99
MOISTURIZING SHAMPOO	12 OZ	\$7.50	\$14.99
MOISTURIZING SHAMPOO	LITER	\$15.00	\$29.99
MOISTURIZING CONDITIONER	12 OZ	\$7.50	\$14.99
MOISTURIZING CONDITIONER	LITER	\$15.00	\$29.99




WELCOME TO THE ALURAM FAMILY

Aluram is part of United Hair Care, a family-owned manufacturer that has been creating innovative health & beauty products for over 30 years & 3 generations! Over the years our team has extended beyond relatives, welcoming in over 100 employees & stylists to the UHC family.

This close-knit atmosphere provides a more involved role in developing & producing each and every product. The best part is all products are made in-house, where stylists work directly with our R&D team to develop quality products that both consumers & our family love.

CONTACT US TO LEARN MORE

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 @alurambeauty
#aluram

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