



trulūm

DISCOVER YOUR TRUE LUMINANCE



Trulūm is the essence of  
true luminance—radiant,  
healthy looking skin.

Healthy skin exudes an effortless radiance from within, but maintaining a youthful complexion over the years can be a challenge. The passage of time, coupled with the constant exposure to toxins, UV radiation and other environmental factors, can impair the healthy function of the skin and dull your natural brilliance. Utilizing Intrinsic Youth technology, the Trulūm skin care regimen works to purify, fortify and protect your skin to reveal your inner light. Discover your true luminance with Trulūm.







# INTRINSIC YOUTH TECHNOLOGY

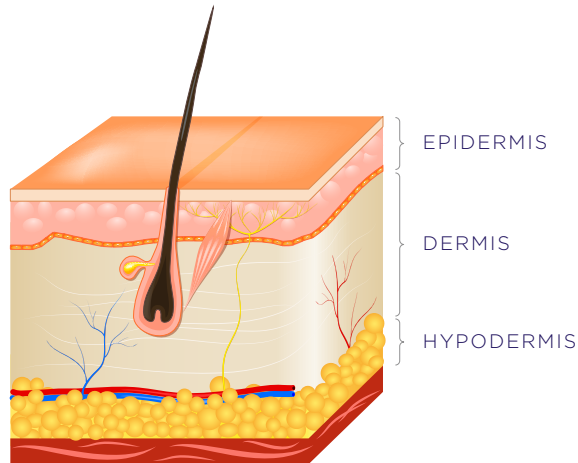
Intrinsic Youth Technology is more than a single ingredient, or even a single product. It encompasses a holistic approach to healthy, vibrant skin from its surface to its foundation. Intrinsic Youth Technology works to purify, fortify and protect the skin—each step supporting and encouraging your skin's natural processes.

Trulūm's Intrinsic Youth Technology combats the visible signs of aging at a foundational level to promote a more vibrant, youthful look. Its unique blend of natural plant extracts, antioxidants, enzymes and advanced probiotic technology work to protect the skin and program it to look and act healthier.

## HOW IT WORKS

The Trulūm skin care regimen consists of three steps that holistically address all three layers of the skin. By individually targeting the needs of each layer of the skin, Trulūm promotes healthy skin function and produces a more youthful, healthy glow to reveal your true luminance.

Each product plays a critical role in reprogramming ALL 3 layers of the skin to act younger.







## STEP 1: **CLEANSE**

Trulūm focuses on epidermal efficiency. The outermost layer of the skin, the epidermis is your first line of defense against environmental irritants and invaders that can enhance the visible signs of aging. The Cleanse step works to remove unwanted impurities with the gentle, yet powerful Cleansing Gel.



## STEP 2: **TONE**

Hydrating Toner supports the skin's natural abilities to efficiently absorb the rich, natural ingredients and powerful extracts of the other products in the Trulūm skin care regimen, optimizing your Trulūm results.



## STEP 3: **TREAT**

Now it's time to treat your skin to the care it deserves. Brightening Serum, Intrinsic Complex, Youth Serum and Eye Cream each work all the way down to the hypodermis in targeted ways to give your skin a plumpness and a healthy glow. As unwanted irritants and pollutants impair the healthy function of your skin, these formulas work to repair and prevent further skin damage from the inside.



## STEP 4: **MOISTURIZE**

Age and environmental factors can hinder your skin, especially the key middle layer known as dermis. Trulūm Moisturizer works to condition the connective tissues of the dermis and accelerate its functions. Moisturizing with Trulūm is moisturizing the right way.

CLEANSE



# CLEANSING GEL

An all-in-one cleanser supporting multiple skin types, the Trulūm Cleansing Gel offers a refreshing and invigorating first step in your skin care regimen. Featuring a gentle cleansing agent that doesn't strip the skin of naturally occurring beneficial lipids, Trulūm Cleansing Gel supports the skin's protective barrier, removing environmental contaminants and irritants while retaining moisture for a softer, clearer looking complexion.

## BENEFITS

- Perfect for multiple skin types
- Gentle cleansing without stripping lipids
- Removes makeup and environmental irritants
- Cleans pores for a clear complexion
- Supports healthy exfoliation

## KEY INGREDIENTS

- Kakadu Plum is a superfruit known as one of the world's richest sources of Vitamin C, which supports and protects healthy skin
- Red algae acts as an emollient, forming a moisturizing barrier on the skin without oiliness
- Olive oil, coconut oil and fructose combine to provide mild cleansing without irritation

## RECOMMENDED USE

After foaming on moistened hands, gently massage gel over moistened face and neck. Rinse with warm water. Use morning and evening.



TONE



# HYDRATING TONER

Following cleansing, the Trulūm Hydrating Toner purifies and prepares the skin to efficiently absorb the rich, natural ingredients and powerful extracts of the other products in the Trulūm skin care regimen. Helping to regulate moisture levels, minimize sensitivity, and balance the skin's pH levels, this unique formulation also supports the natural processes of the skin to provide a healthier look and feel.

## BENEFITS

- Moisture increase
- Non-astringent and gentle, maintaining healthy skin
- pH-balancing for lipid health
- Stabilizes the skin by inducing skin's natural responses

## KEY INGREDIENTS

- Beet root increases moisturization
- Watermelon, lentil and apple extracts provide amino acids, Vitamin B5, and polysaccharides to support skin health and moisture balance
- Oat extracts high in avenathramides, which are unique and powerful anti-irritant compounds

## RECOMMENDED USE

Apply gently over neck and face with a cotton pad or spray pump. Let dry. Use morning and evening.



TREAT



# BRIGHTENING SERUM

Overactive coloration pathways and the accumulation of dead skin cells can decrease luminance. Promoting an even, pure skin tone and complexion by diminishing discoloration at the source, Trulūm Brightening Serum is shown to measurably improve skin luminance and decrease roughness. It supports a fresh, renewed appearance and increases exfoliation to bring out a youthful glow.

## BENEFITS

- Whitens skin to increase skin luminance
- Supports skin strength
- Exfoliates dead skin
- Decreases skin roughness

## KEY INGREDIENTS

- Niacinamide provides skin whitening benefits
- Daisy flower extract, dragon fruit extract, and tomato extract work together to support and maintain healthy looking skin

## RECOMMENDED USE

Gently apply to face and neck or spot treat areas of skin pigmentation. Use morning and evening.



TREAT





# YOUTH SERUM

Featuring advanced probiotic technology, Trulūm Youth Serum strengthens the skin's naturally occurring barrier and protects against pollutants and irritants. It supports skin strength and quality, providing wrinkle reduction benefits. The ultimate solution to intrinsically strengthen the skin, Trulūm Youth Serum also includes a blend of superfruits for enhanced protection.

## **BENEFITS**

- Wrinkle reduction for a more youthful glow
- Increase complexion clarity

## **KEY INGREDIENTS**

- Adenosine provides powerful anti-wrinkle benefits
- Aloe vera and marine algae produce a protective moisture barrier
- Senna seed support moisturization to promote healthier looking skin
- Lactococcus ferment lysate supports natural processes that help to improve skin condition

## **RECOMMENDED USE**

Gently apply to aged or wrinkled areas of face and neck. Use morning and evening.



TREAT



# EYE CREAM

Aging is often most visible around the eyes, as fine lines and wrinkles develop from our natural expressions. Maintain a youthful appearance by decreasing these fine wrinkles from the inside with the powerful Trulūm Eye Cream. Using the latest science, Trulūm Eye Cream supports rapid skin plumping around the eyes to quickly provide a younger looking appearance.

## BENEFITS

- Skin plumping
- Helps decrease wrinkles
- Reduce wrinkles in crow's feet areas

## KEY INGREDIENTS

- Adenosine provides powerful anti-wrinkle benefits
- Kakadu Plum is a superfruit high in Vitamin C that improves skin condition
- Date palm helps promote a healthier look to the skin

## RECOMMENDED USE

Apply generously around and under eyes. Use once per day. May be used more frequently for quicker results.



TREAT



# INTRINSIC COMPLEX

Trulūm Intrinsic Complex gives the skin the strength it needs to protect against and minimize the damage from sun exposure, pollution and other irritants. The most advanced formula for preserving the skin's intrinsic luminance in the face of environmental contaminants, this innovative formula supports optimal skin function at the deepest level to help even and lighten skin tone while increasing smoothness and firmness.

## **BENEFITS**

- Protects against photosensitivity
- Increases evenness and lightens skin tone
- Increases skin smoothness and firmness

## **KEY INGREDIENTS**

- Poria mushroom and water reed (*Phragmites communis*) support the skin's natural processes to promote a healthier look and feel
- Soybean seed extract and Nopal cactus help to maintain skin health and function

## **RECOMMENDED USE**

Gently apply to damaged skin on face and neck. Use morning and evening.



MOISTURIZE



# MOISTURIZER

Trulūm Moisturizer stimulates the skin's moisture production, hydrating the epidermal surface from the inside. In addition to fortifying the skin with long-lasting moisture and hydration, this cutting-edge formula also fortifies the skin and supports a healthy look and feel.

## **BENEFITS**

- Increases skin hydration
- Extended moisturization
- Reveals a fresh appearance
- Supports skin strength

## **KEY INGREDIENTS**

- Apple fruit extract provides fast-acting and sustained skin hydration
- Jojoba leaf extract fortifies the skin
- Vitamin C oil is highly absorbable and helps improve skin condition

## **RECOMMENDED USE**

Gently apply to face and neck and massage until absorbed. Use morning and evening.



Trulūm has been carefully formulated using natural enzymes and botanical ingredients to produce gentle yet penetrating effects, bringing out the best in your skin.

Additionally, these dynamic products contain safe ingredients that are necessary to stabilize and preserve Trulūm's efficacy. Trulūm does not contain commonly used preservatives such as harsh chemicals, parabens, or phthalates. Instead, Trulūm is preserved by compounds derived from natural sources. Trulūm products do not contain pesticides, sulfates, or artificial colors. As a necessity for several Trulūm products, a safe and subtle fragrance has been added to prevent odor and provide a more fresh, pleasing scent.

The Trulūm formulas are the perfect marriage between science and nature, giving your skin the most effective ingredient combinations to combat the signs of aging and reveal a more youthful you.





#### THE TRULŪM PRODUCT LINE FEATURES:

- Botanical and mineral compounds
- Natural preservatives
- No phthalates
- No parabens
- No sulfates
- Gentle, safe, effective ingredients

REVEAL  
TRUE  
YOUTH...







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