



trulūm

DISCOVER YOUR TRUE
LUMINANCE

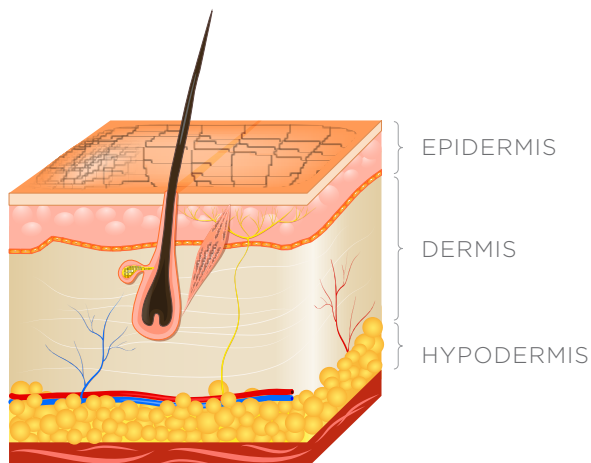


Trulūm is the essence of true luminance—
radiant, healthy skin.

HOW IT WORKS

The Trulūm skin care regimen consists of four 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 supporting 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. 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 the dermis. Trulūm Moisturizer works to condition the connective tissues of the dermis and accelerate its functions. Moisturizing with Trulūm is moisturizing the right way.



STEP 1: **CLEANSING GEL**

\$42.00 Retail • \$35.00 Wholesale • 30 CV

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
- Cleanses pores for a clear complexion
- May support healthy exfoliation



STEP 2: HYDRATING TONER

\$42.00 Retail • \$35.00 Wholesale • 30 CV

Following cleansing, Trulūm Hydrating Toner purifies and prepares the skin to efficiently absorb all of the rich, natural ingredients in the Trulūm products. Helping to regulate moisture levels 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.

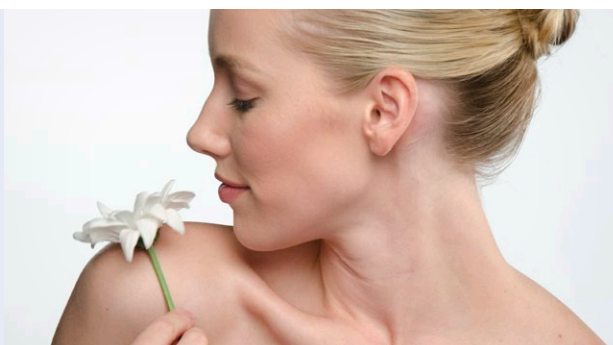
BENEFITS

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



THE TRULŪM PRODUCT LINE FEATURES:

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



STEP 3: YOUTH SERUM

\$54.00 Retail • \$45.00 Wholesale • 30 CV

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

- Ultimate anti-aging and age reversal
- Luminosity enhancement
- Reduces the appearance of fine lines and wrinkles
- Complexion clarification

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.

STEP 3: EYE CREAM

\$54.00 Retail • \$45.00 Wholesale • 30 CV

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
- Reduces the appearance of wrinkles
- Specific formula for skin surrounding eyes



STEP 3: BRIGHTENING SERUM

\$60.00 Retail • \$50.00 Wholesale • 30 CV

Overactive coloration pathways and the accumulation of dead skin cells can decrease luminance. Trulūm Brightening Serum promotes an even-looking skin tone and complexion by minimizing the appearance of dark spots while supporting a fresh, renewed appearance to bring out a youthful glow.

BENEFITS

- Increases skin luminance
- Supports skin strength
- Decreases skin roughness

STEP 3: INTRINSIC COMPLEX

\$54.00 Retail • \$45.00 Wholesale • 30 CV

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 enhance skin tone while increasing smoothness and firmness.

BENEFITS

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



STEP 4: MOISTURIZER

\$54.00 Retail • \$45.00 Wholesale • 30 CV

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

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.



OUR MISSION IS TO TRANSFORM LIVES
AROUND THE WORLD BY PROVIDING
THE MOST INNOVATIVE AND HIGHEST
QUALITY HEALTH SOLUTIONS.

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