



trulūm

## BRIGHTENING SERUM

Trulūm Brightening Serum promotes an even, pure skin tone and complexion. Overactive coloration pathways and the accumulation of dead skin cells can decrease luminance. Brightening Serum also may support exfoliation to for a fresh, glowing appearance.

### BENEFITS

- Whitens skin to increase skin luminance
- May help to exfoliate dead skin
- Decreases skin roughness

### DIFFERENTIATORS

Brightening Serum is shown to measurably improve skin luminance and decrease roughness.

### RECOMMENDED USE

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

Brightening Serum is the third product in Step 1 of the Trulūm PURIFY, FORTIFY, PROTECT product regimen. To complete the Purify step, begin with Cleansing Gel, then apply Hydrating Toner, followed by Brightening Serum.

### KEY INGREDIENTS

- Niacinamide provides skin whitening benefits
- Daisy flower extract, Dragon fruit extract, tomato extract and others support and maintain healthy skin

### ABOUT TRULŪM

In youth, healthy radiance illuminates the skin from within. Unfortunately, the ravages of time and harsh environmental factors can dull the skin, hiding its natural brilliance from the world. It's time to rediscover your light with Trulūm!

Your skin is compromised by pollution, radiation, and other external irritants, which leads to weakened

skin structure and diminished skin quality. Trulūm is powered by Intrinsic Youth Technology, which works to PURIFY, FORTIFY and PROTECT your skin, promoting a more luminous, healthy appearance. Exclusive combinations of plant, fruit, oat, seed, and yeast extracts penetrate the skin three layers deep to support elasticity and a radiant glow.

Achieve true luminance with Trulūm!



### OTHER INGREDIENTS

Water, Glycerin, Bellis Perennis (Daisy) Flower Extract, Hylocereus Undatus Fruit Extract, Caprylic/Capric Triglyceride, Polyglyceryl-6 Distearate, Niacinamide, Propanediol, Pentylene Glycol, Simmondsia Chinensis (Jojoba) Seed Oil, Cyclopentasiloxane, Dimethicone, Olea Europaea (Olive) Fruit Unsaponifiables, Sodium Stearoyl Glutamate, Ammonium Acryloyldimethyltaurate/VP Copolymer, Benzyl Alcohol, Jojoba Esters, Hydroxyacetophenone, Phenylethyl Resorcinol, Squalane, Cetyl Alcohol, Polyglyceryl-3 Beeswax, Yeast Extract, Alcohol Denat., Xanthan Gum, Acrylates / C10-30 Alkyl Acrylate Crosspolymer, Terminalia Ferdinandiana Fruit Extract, Tetrahexyldecyl Ascorbate, Solanum Lycopersicum (Tomato) Fruit Extract, Tetrasodium Glutamate Diacetate, Soy Amino Acids.