



trulūm

## 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

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

### RECOMMENDED USE

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

Cleansing Gel is the first 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.

### 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



### 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.

### OTHER INGREDIENTS

Water, Sodium Methyl Cocoyl Taurate, Sodium Lauroamphoacetate, PEG-150 Disearate, Cocamidopropyl Betaine, Pentylene Glycol, Benzyl Alcohol, Potassium Olivoyl/Lauroyl Wheat Amino Acids, Sodium Cocoyl Amino Acids, Hydroxyacetophenone, Fructose, Fragrance, Aloe Barbadensis Leaf Juice, Tetrasodium Glutamate Diacetate, Panthenyl Triacetate, Tocopherol, Glycerin, Alcohol Denat., Tetrahexyldecyl Ascorbate, Terminalia Ferdinandiana Fruit Extract, Carrageenan, Sea Salt.

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!