



DISCOVER THE BEAUTY OF YOUR MICROBIOME.



# your best skin

IS OUR FOCUS



We create products with the health and beauty of our customers and our planet in mind. Our products are formulated with ingredients that specifically nurture a healthy skin microbiome to support overall skin wellness.

Think of it as Health Food for Your Skin.

## OUR PRODUCT QUALITY PROMISE TO YOU:

Safety, efficacy, purity and potency are our standards.

If you are not satisfied with our products after 30 days, return them for a refund.\*

*\*Minus shipping, tax, and a 10% restocking fee when applicable.*

There is a connection between beautiful,  
healthy skin and self-confidence.  
Feeling confident in your own skin begins with  
noticeable results in your skin's condition.

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**OUR SIGNATURE** skincare, treatment, color, body care and specialty products feature prebiotic and probiotic, microbiome-friendly, non-toxic, formulations that target aging and help restore a healthy balance to your skin.

#### TRŪAURA & THE MICROBIOME

TrūAura's products have been clinically proven to preserve the richness and diversity of the skin microbiome.

TrūAura's products have been clinically tested to be microbiome friendly.

TrūAura's products have been clinically proven to help preserve the health and balance of the skin microbiome.

*Results based on independent, 8-week, 37-subject, single-blind clinical and consumer self-assessment study*

#### OUR 'NO' LIST INCLUDES:

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Butylated hydroxyanisole (BHA) and butylated hydroxytoluene (BHT) • Boric acid and Sodium borate • Coal tar ingredients (including Aminophenol, Diaminobenzene, Phenylenediamine) • Formaldehyde and formaldehyde donors (Bronopol, • DMDM hydantoin • Diazolidinyl urea, • Imidzaolidinyl urea and Quaternium-15) • Benzalkonium chloride • Fragrance (Synthetic) Coal tar • Ethylenediaminetetraacetic acid (EDTA) • Ethanolamines (MEA/DEA/TEA) • Hydroquinone • Methylisothiazolinone and methylchloroisothiazolinone, • Oxybenzone • Parabens (methyl-, isobutyl-, propyl- and others) • Phthalates Polyethylene glycol (PEG compounds) • Retinyl palmitate and Retinol (Vitamin A) • Sodium lauryl sulfate and Sodium laureth sulfate (SLS and SLES) • Synthetic flavor or fragrance • Toluene Triclosan • Triclocarban

# CORE SKINCARE

*Love* the skin you're in.



## NOURISHING CLEANSER

150 mL / 5.0 fl. oz.

**\$32 USD / \$42 CAD**

Formulated for all skin types, this mild cleansing gel gently removes makeup and skin impurities while leaving the skin hydrated and balanced.

## REFRESHING TONIC

150 mL / 5.0 fl. oz.

**\$32 USD / \$42 CAD**

This refreshing, micellar toning water conditions and re-balances the skin, leaving it feeling fresh and smooth. This tonic is formulated to manage oily zones while soothing dry areas and help stimulate cellular renewal for a youthful, radiant complexion.

## REPLENISHING DAY LOTION

50 mL / 1.7 fl. oz.

**\$42 USD / \$55 CAD**

This ultra-soothing day lotion is formulated with ingredients known to replenish the skin's optimal hydration, help restore firmness, elasticity and provide brightening benefits to impart an even, radiant skin tone.

## REPLENISHING NIGHT CREAM

30 mL / 1.0 fl. oz.

**\$51 USD / \$66 CAD**

Nourish the skin while you sleep with this restorative night cream formulated to provide essential hydration, skin reparative ingredients to restore the skin's youthful tone and texture and support the skin's overnight recovery process.

# TREATMENTS

A healthy *glowing* skin future



## ADVANCED REPAIR EYE TREATMENT

15 mL / 0.5 fl. oz.

**\$62 USD / \$81 CAD**

This multi-functional eye cream provides targeted benefits to help restore hydration, reduce the appearance of lines and wrinkles and diminish the appearance of dark under-eye circles.

## REJUVENATING MICRODERMABRASION TREATMENT

77 mL / 2.6 fl. oz.

**\$71 USD / \$93 CAD**

Gently exfoliate and support natural cell renewal for a visible skin-smoothing effect with this re-texturizing formula. With continuous use of this treatment, appearance of lines, wrinkles, uneven tone and pore size diminish, revealing radiant, younger looking skin.

## ADVANCED REPAIR DAY TREATMENT SERUM

30 mL / 1.0 fl. oz.

**\$93 USD / \$121 CAD**

This advanced age-defying day treatment helps to relax and diminish the appearance of fine lines and wrinkles caused by daily facial expressions and the natural loss of skin's collagen and elastin.

## ADVANCED REPAIR NIGHT TREATMENT SERUM

30 mL / 1.0 fl. oz.

**\$93 USD / \$121 CAD**

This age-defying night treatment visibly diminishes the appearance of fine lines and wrinkles, softens skin appearance while restoring even skin tone and supports the process of overnight recovery and cell renewal.

## BIOLIFTING HYDRATION SERUM

30 mL / 1.0 fl. oz.

**\$93 USD / \$121 CAD**

This advanced serum contains a specialized biolifting complex that helps to firm, tighten, and lift the skin's appearance.

## SKIN BRIGHTENING SERUM

29 mL / 0.98 fl. oz.

**\$79 USD / \$105 CAD**

This light-weight serum is formulated to help minimize the appearance of dark spots to visibly correct discoloration and provide and even skin tone.

# CLEAN COLOR

Build the *perfect look*



## FREE FROM:

- Parabens
- Gluten
- Synthetic dyes and pigments
- Artificial flavors and fragrance
- Silicones and synthetic additives

## PERFECT POWDER FOUNDATION

\$38 USD/\$49 CAD EA. | 6 g /0.21 oz.

Formulated for all skin types, this healthy, pressed powder foundation effortlessly evens your complexion, smoothing and perfecting the skin's appearance. It instantly reduces shine and evens your skin tone while it hydrates. Light diffusing ingredients create a soft-focus effect to minimize the appearance of lines and other skin imperfections.



## PERFECT LIQUID FOUNDATION

\$42 USD/\$55 CAD EA. | 30mL/1.0 fl. oz.

This full-coverage liquid foundation is enriched with natural oils and probiotic ingredients to deliver flawless coverage while enhancing the skin's healthy microbiome.



## PERFECT CREAM CONCEALER

\$22 USD/\$28 CAD EA. | 8.9 mL/0.30 fl. oz.

This full-coverage cream conceals dark circles and skin imperfections. This luxurious formulation contains a probiotic ingredient and is enriched with natural oils to deliver flawless coverage while sustaining the skin's healthy microbiome.



## COLOR BALANCE BLUSH

\$30 USD/\$39 CAD EA. | 2 X 1.5 g/0.053 oz.

This long-wearing blush formula features our mineral based, TrūColor pigments to deliver color that glides on effortlessly and lasts all day. Soft-focus minerals conceal skin imperfections while Vitamin E and an effective prebiotic ingredient derived from sea kelp help to soothe and condition the skin while providing antioxidant benefits.



**Bouquet**  
Poppy and Peony



**Coral**  
Apricot and Peach



**Rouge**  
Berry and Blush



**Warm Sands**  
Clay and Terra Cotta

## COLOR BALANCE EYESHADOW

\$30 USD/\$39 CAD EA. | 3 X 0.9 g/0.031 oz.

This long-wearing eyeshadow formula features our mineral based, TrūColor pigments to deliver color that glides on effortlessly and lasts all day. Soft-focus minerals conceal skin imperfections while Vitamin E and an effective prebiotic ingredient derived from sea kelp help to soothe and condition the skin while providing antioxidant benefits. These eyeshadows are crease and smudge resistant to ensure your eyes look flawless all day long.



**Earth & Sky**  
Sunset, Spanish Moss, & Mahogany



**Coffee Shop**  
Vanilla, Chocolate, & Espresso



**Painted Desert**  
Dune, Shadow, & Nightsky



**After Midnight**  
Starlight, Indigo, & Pewter



**Smoke & Mirrors**  
Ivory, Nickel, & Charcoal



**Bubbles & Blooms**  
Champagne, Rose, & Violet



**Highlights**  
Dune, Highlight, & Vanilla

## EYESHADOW CRAYON DUO

\$38 USD/\$49 CAD EA. | 1.7 g/0.06 oz.

Long-lasting eyeshadow duo that glides on easily without skipping or dragging. Provides rich color laydown with incredible ease of use. Creamy color won't fade, smudge or crease throughout the day. Easy to blend yet sets in seconds.



Corals



Cranberries

## LASH ENHANCING MASCARA

\$31 USD/\$40 CAD | 7 mL/0.23 fl. oz.

Lengthen, curl, lift, and separate lashes without smudging or flaking using this long-wearing, water-resistant formula. This volumizing mascara is enriched with ingredients that create an optimal environment for healthy, noticeably fuller looking lashes.



## DUAL-PHASE EYE MAKEUP REMOVER

\$24 USD/\$31 CAD  
98 mL/3.3 fl. oz.

Gently dissolve and remove mascara and eye makeup while hydrating and soothing the skin with this dual-phase, non-drying makeup formula. This mild eye makeup remover is formulated to be safe for sensitive skin on and around the eye area.



## HIGHLIGHTING BRONZER

\$37 USD/\$48 CAD | 4 X 2.0 g /0.07 oz.

Formulated for all skin types, this versatile, long-wearing bronzer formula features our mineral based, TruColor pigments to deliver color that glides on effortlessly and lasts all day. Three natural shades of bronze are teamed with a highlighter to provide a healthy, natural finish. Soft-focus minerals conceal skin imperfections while Vitamin E and an effective prebiotic ingredient derived from sea kelp to soothe and condition the skin while providing antioxidant benefits.



**Contains:**  
Bronze, Sculpt,  
Light Glow and Highlight

## MOISTURE BALANCE LIPSTICK

\$26 USD/\$34 CAD EA.

3.58 g/0.12 oz.

This healthy, full coverage lip color delivers luxurious, bold color laydown while infusing the lips with intense, long wearing hydration. This product is formulated with vitamins, natural oils and waxes, TruColor pigments and a probiotic ingredient for healthy, moisture-infused lips.



Bare



Living Coral



Orchid



Sable



Petal



Primrose



Scarlet



Wild Plum



Bordeaux



## MOISTURE BALANCE LIP GLOSS

\$27 USD/\$35 CAD EA.

6 mL/0.20 fl. oz.

This healthy lip gloss delivers luxurious color laydown and high shine while infusing the lips with intense, long wearing hydration. This product is formulated with natural oils and waxes, TruColor pigments and a probiotic ingredient for healthy, moisture-infused lips.



Mink



Cashmere



Rosé

# TOOLS

## TRŪAURA PROFESSIONAL BRUSH SET

\$75 USD/\$99 CAD

This collection features the four makeup brushes that are essential to every makeup kit. They are all made with high performance taklon bristles, which are smooth, soft and 100% animal hair-free. Brush Set comes with a microfiber brush roll with a tie closure.

### Features:

Contoured Powder Brush,  
Angled Blush Brush,  
All-Over Eye Brush,  
Crease Brush, and  
Brush Roll.



## TRŪAURA SPONGE SET

\$15 USD/\$20 CAD

Our latex-free blending sponges ensure impeccable, streak-free application with minimum product waste. Use it with foundations, concealer, powders, and any other complexion product.



## TRŪAURA DEMONSTRATION MASCARA WANDS

\$5 USD/\$7 CAD

Set of 5 wands



# BODY CARE

Build the *perfect look*



## NOURISHING BODY WASH

192 mL / 6.5 fl. oz.

**\$26 USD / \$34 CAD**

Refresh and nourish your skin with this mild, lightweight, foaming, plant-based formula. This rejuvenating body wash is formulated to cleanse your skin gently without depleting essential moisture.

## REPLENISHING HAND CREAM

89 mL / 3.0 fl. oz.

**\$22 USD / \$28 CAD**

Restore and protect the natural skin barrier and support normal cell renewal with this age-fighting, probiotic formula. This luxurious hand cream will absorb quickly, and soften, hydrate and nourish your hands.

## REPLENISHING BODY LOTION

192 mL / 6.5 fl. oz.

**\$28 USD / \$36 CAD**

Nourish, soften, and protect your skin with this luxurious formula. This moisturizing body lotion is infused with plant derived ingredients that support your skin's normal barrier function while providing natural hydration.

# HAIR CARE

Healthy scalp. Healthy hair.



## MOISTURIZING SHAMPOO

192 mL / 6.5 fl. oz.

\$30 USD / \$40 CAD

This sulfate-free shampoo gently cleanses the hair and scalp, while maintaining natural moisture. Formulated with prebiotics and probiotics to support natural hydration, and a fermented oil complex, containing five different sources of oil to deeply moisturize, enhance shine and help damaged hair. Safe for color treated hair.

## MOISTURIZING CONDITIONER

192 mL / 6.5 fl. oz.

\$36 USD / \$45 CAD

This deep conditioning moisturizer effectively penetrates hair for deep, long-lasting hydration. Formulated with prebiotics and probiotics to help natural hydration, and a fermented oil complex, containing five different sources of oil to deeply moisturize, enhance shine and help damaged hair. Includes natural conditioning agents to reduce hair tangling. Safe for color treated hair.

# SPECIALTY SKINCARE

Clear & *detoxify*



## BALANCING FACIAL MIST

\$27 USD/\$35 CAD  
100 mL / 3.4 fl. oz.

This skin-balancing mist provides essential hydration to the face and décolletage in every season.

Designed to support the skin's healthy microbiome, this hydrating mist is enriched with probiotics, skin-protecting botanicals, hyaluronic acid, and a vitamin/mineral complex.

## NOURISHING LIP BALM

\$19 USD/\$25 CAD  
5 mL / 0.17 fl. oz.

Designed to nourish and condition your lips, this natural ingredient-based hydrating lip balm is formulated with natural oils, waxes, and probiotic ingredients.

## PURIFYING CHARCOAL MASK

\$27 USD/\$35 CAD  
89 mL / 3.0 fl. oz.

Formulated for all skin types, this purifying mask contains probiotics and combines the benefits of the natural clays kaolin and bentonite with activated charcoal to clear pores and detoxify the skin of impurities.

# THE TRŪARUA LOYALTY CLUB

With the TrūAura Loyalty Club, you will never run out of your favorite microbiome-friendly skincare and TrūAura Clean Color products formulated to nourish and protect your skin everyday. Simply enroll online and enjoy!

## 15% Off

your entire order, any combination of products, with an order of \$120.00 USD/\$150.00 CAD\* (after the discount has been applied).

No annual fee, no surprises.

The \$120.00 USD/\$150.00 CAD is the subtotal amount of your order once your TLC discount has been applied

## Choose your Doorstep Delivery Preference

Have your favorites shipped to you every 60 days (bi-monthly) or 90 days (quarterly).

## Free & Flat Rate Shipping

### Doorstep Delivery

- Free Shipping USD/\$5 CAD flat rate on ALL orders beginning with first!

### Shopping Cart Orders

- Free Shipping USD/\$5 CAD Flat Rate on orders of \$120 USD/\$150 CAD or more

- Flat Rate Shipping \$5 USD/\$10 CAD on orders under \$120 USD/\$150 CAD

## Hassle Free Ordering

Add to your order, change your shipment schedule, and order in between orders - all online or through your Brand Partner.\*\*

Cancel anytime.

\*Excludes shipping and tax on all orders. \*\*Extend recurring orders by up to 30 days from originally scheduled fulfillment date (up to 2 days before the order is fulfilled) at any time.



## START YOUR JOURNEY WITH TRŪAURA TODAY!

Product, Income & Lifestyle



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