

Trū Aura



DISCOVER THE BEAUTY OF YOUR MICROBIOME.



BE (MICROBIOME) FRIENDLY

Your skin microbiome is an ecosystem of bacteria on the skin's surface. It works to guard you against pathogens that could affect your skin and overall health.

*A BALANCED MICROBIOME =
SKIN THAT LOOKS AND
FEELS HEALTHY.*

Our products feature prebiotic and probiotic, microbiome-friendly, non-toxic, formulations that support the skin microbiome.

CRUELTY-FREE We believe in fair and ethical treatment of animals and have officially gone through the process to use the PETA Cruelty-Free seal on our products.

Our **TRŪGIVING PROGRAM** enables us to give back to women and families in need through product and financial donations.

You'll find the **FSC Mix Certification** label on most of our paper-based packaging.

The Forest Steward Commission (FSC) is currently recognized as the leading industry standard designation for wood harvested from forests that are responsibly managed, socially beneficial, environmentally conscious, and economically viable. Wood is important as it's used to make packaging, such as the cartons for our skincare!



Each person should feel confident in the beauty products they use. This is the reason, TrūAura's product development process excludes more than

6,905 ingredients

that are known or suspected to be harmful to your overall well-being.

LOVE THE RESULTS

TrūAura's products have been clinically proven to:

- preserve the richness and diversity of the skin microbiome
- preserve the health and balance of the skin microbiome
- be microbiome friendly



SKINCARE

CLEAN. NOURISH. BALANCE. PROTECT.

These Four Products do it all 24/7

Be Kind (to your skin!)



1. Nourishing Cleanser \$42
2. Refreshing Tonic \$42
3. Replenishing Day Lotion \$55
4. Replenishing Night Cream \$66

SPECIALTY SKINCARE

NOURISH & CONDITION - CLEAR & DETOXYFY - HYDRATE



1. Nourishing Lip Balm \$25
2. Purifying Charcoal Mask \$35
3. Balancing Facial Mist \$35

TREATMENT

THINK OF IT AS HEALTHY FOOD FOR YOUR SKIN

Advanced Repair Treatments



1. Advanced Repair Day Treatment \$121
2. Advanced Repair Night Treatment \$121
3. Advanced Repair Eye Treatment \$81
4. Biolifting Hydration Serum \$121
5. Rejuvenating Microdermabrasion Treatment \$93
6. Skin Brightening Serum \$105

BODY CARE

NOURISHING. REPLENISHING. BEAUTIFUL.

Featuring prebiotic and probiotic formulations that are good for you and your skin.



1. Replenishing Body Lotion \$36
2. Nourishing Body Wash \$34
3. Replenishing Hand Cream \$28

HAIR CARE

HEALTHY SCALP. HEALTHY HAIR.

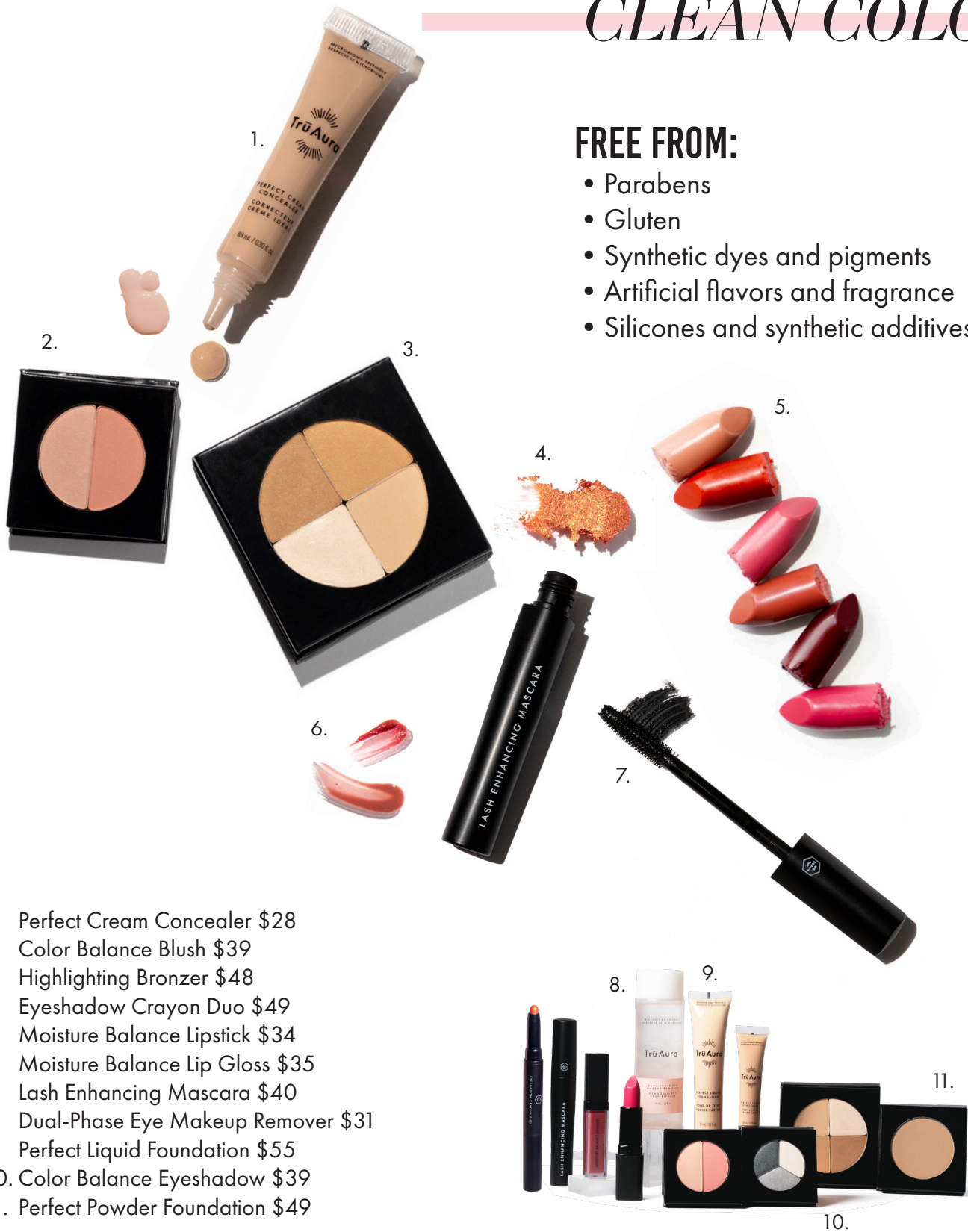
1. Moisturizing Shampoo \$40
2. Moisturizing Conditioner \$45



CLEAN COLOR

FREE FROM:

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



1. Perfect Cream Concealer \$28
2. Color Balance Blush \$39
3. Highlighting Bronzer \$48
4. Eyeshadow Crayon Duo \$49
5. Moisture Balance Lipstick \$34
6. Moisture Balance Lip Gloss \$35
7. Lash Enhancing Mascara \$40
8. Dual-Phase Eye Makeup Remover \$31
9. Perfect Liquid Foundation \$55
10. Color Balance Eyeshadow \$39
11. Perfect Powder Foundation \$49

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WAY.*



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