



trulūm

FAQS

Are Trulūm products natural? Are they organic? Do they contain any pesticides or chemicals?

The Trulūm line and ingredients are mainly botanical. This product line includes herb, oat, and yeast extracts, salts, seaweeds, and enzymes. A few of the important active ingredients necessary for anti-aging, brightening, and repair claims in a number of markets are not natural in origin; however, many of these ingredients are biosynthesized. Every ingredient in Trulūm formulas is listed on the International Nomenclature of Cosmetic Ingredients (INCI) list. This list includes all cosmetic ingredients that are internationally recognized as safe to use. Though Trulūm products contain no pesticides, phthalates, sulfates, or artificial colors, they are not organic. The formulations include a small amount of artificial fragrance with the exception of Brightening Serum and Eye Cream.

What preservatives are used in Trulūm products?

Most Trulūm products use multifunctional ingredients rather than preservatives. These ingredients protect Trulūm products' two-year shelf life; however, they are not traditional preservatives—harsh chemicals, parabens, phthalates, phenoxyethanol, or formaldehyde. Rather, these multifunctional ingredients offer multiple benefits such as antioxidant, antimicrobial, or preservative-boosting benefits.

Where was Trulūm technology developed?

The products were developed in the United States.

Why is moisturize Step 4? Does it affect how well the skin absorbs subsequent products?

No, it will not affect how well the skin absorbs the remaining products. Choosing to apply Moisturizer last is also acceptable and will not impact the efficacy of any applied products.

Why is it important to dab Hydrating Toner opposed to wiping it?

If using a cotton pad, it's important to dab the toner to prevent irritation caused by scratching the skin's surface. Otherwise, wiping the product with your hands is acceptable. This step can be carried out based on preference.

Can I use all products to spot treat areas in addition to using them for all-over coverage?

Yes, you can use Trulūm products to spot treat; however, they will have a more lasting, preventative impact when applied to the entire face and neck as more active ingredients will be absorbed.

Can I mix products together and apply them?

Mixing product may dilute the percentages of certain active ingredients. Using an efficacious amount of each product is essential to seeing results.

If I forget to take Trulūm products for a few days, will it undo some of the progress I've made?

Many of the products have an impact on skin function within 12-24 hours. Consequently, noticeable changes may present themselves if Trulūm products are not applied for a few days.

Who is the target audience for Trulūm?

For marketing purposes, Trulūm is targeted to individuals ages 35-60 because this is approximately the time frame that drastic changes to the skin will occur. This does not mean individuals outside of this range will not benefit from using Trulūm products.

What skin type will benefit most from Trulūm?

All skin types should benefit from the Trulūm products. Depending on various skin conditions, specific products in the skin care line will be particularly helpful. For instance, Brightening Serum may help with dark spots while Youth Serum will help reduce the appearance of fine wrinkles. Intrinsic Complex helps support skin function at the deepest level.

Do Trulūm products contain allergens?

Each Trulūm formula went through rigorous Repeat Insult Patch Tests (RIPTs), which test for allergies on the skin patches of 50 people. All products tested well on all patches.

How long will Trulūm products maintain their efficacy?

Each product has a two-year shelf life.

How is microbiome technology used in the products?

The Purify, Fortify, and Protect steps each play a role in promoting healthy skin function. Purify targets the epidermis—the outermost layer—by providing pH balance,

Continued...



trulūm

FAQS

gentle cleansing, and lipid support. Fortify focuses on the dermis—the middle layer—by providing moisture and strength. The Protect step focuses on the hypodermis—the deeper layer. Youth Serum in the Protect step contains lactococcus ferment lysate, which is sourced from a probiotic strain that supports skin renewal and barrier function. Together, the products support gentle exfoliation without stripping the skin using harsh chemicals and support healthy skin growth.

What is the correct order to use Trulūm products?

First—as part of the Purify step—use Cleansing Gel, then Hydrating Toner and Brightening Serum. Next, use Moisturizer, the Fortify product. Lastly, apply the Protect products: Youth Serum, then Eye Cream, then Intrinsic Complex. Those who prefer to apply Moisturizer last may do so; however, applying Moisturizer as Step 4 will not impede the Protect products' effectiveness.

Can I use Trulūm products all year?

The Trulūm regimen can—and should—be maintained all year for optimal results.

Do I have to use all of the Trulūm products or can I choose the products that work best for me?

Using all seven Trulūm products is not a requirement and it is acceptable to use any combination of the products you deem fit for your needs. Keep in mind that using the entire Trulūm line will provide comprehensive, potent skin care. Those who use only a few products will experience a less complete effect.

Why doesn't Trulūm include a face scrub?

Face scrubs are usually associated with products that include microbeads. These microbeads are for texture and aren't necessarily the best option for exfoliation. What's important is having a cleanser with effective ingredients. Trulūm's Cleansing Gel includes olivoil fructoside and yeast extract, which support healthy exfoliation and clean pores. Proper exfoliation of dead skin cells needs to match new skin cell generation to maintain the epidermis' ability to act as an effective barrier and prevent toxins from entering other skin layers.

How long are the Trulūm products intended to last?

The Trulūm line is designed to last one month if all products are used daily. Products with air pumps will dispense 0.19–0.22 ml per stroke. Use five pumps daily of

30 ml Trulūm products and 2.5 pumps of 15 ml products. Products that are used more liberally—Cleansing Gel or Hydrating Toner, for example—will run out more quickly.

Does Trulūm include UV protection?

Trulūm does not include UV protection because SPF ingredients would negatively affect the way the products feel on the skin. Trulūm was formulated with the intention of providing the key product benefits at a high efficacy level. Adding SPF ingredients would dilute the formula, affecting the efficacy levels of the other potent ingredients.