

The Magazine for the Hairdressing Professional

# INSTYLE

November/December 2019

## THE HAUTE LIST

2019 CULT BRANDS  
AND EXPERIENCE

## NEW YORK STATE OF MIND

BIG CITY BUSINESS

## A CLEANER FUTURE:

PURE HAIRCARE PAVES THE WAY IN SUSTAINABILITY

pure  
ORGANIC CERTIFIED  
COMPLEX 





# ALL ABOUT MARULA

AUSTRALIA'S NEWEST HAIRCARE IMPORT, ALURAM, PUTS THE FOCUS ON HAIR QUALITY, HEALTH AND TEXTURE, WITH ONLY THE BEST INGREDIENTS TO ENSURE THOSE QUALITIES.



**S**ay hello to Aluram, which keen readers will notice is Marula spelled backwards, speaking to the fact that it infuses Marula Oil into each and every product. The range refines haircare to pure beauty and simplicity sent straight from America, and it is available in Australia for the first time in November thanks to Dateline Imports P/L.

Aluram is comprised of five definitive collections - Daily, Moisturizing, Styling, Smoothing Cream and Volumizing. Alongside the Marula Oil hero ingredient, every product is gluten, sulphate, paraben and cruelty free and boasts vegan formulations and a plant driven approach built from a base of coconut water. The

Daily collection offers a shampoo and conditioner to cater for fine to medium hair, while Moisturizing offers these tools for medium and course counterparts. The styling section ranges from a leave-in conditioner to finishing spray, shine serum and styling cream, all of which can be helpful to all hair types. The Smoothing Cream offers exactly that as a hero product and the Volumizing component delivers a must-have, textural foam.

Marula Oil is the central component of the range, renowned for protecting hair and skin from environmental aggressors and truly penetrating the hair to seal, smooth and repair the cuticle. It fights frizz and dryness and provides a protective layer of nutrients and antioxidant to the

hair with Oleic and Omega Fatty Acids incorporated into the ingredients.

Aluram's principle ethos is simple, and focuses on modern hair that prioritises clean beauty with a clear conscience - speaking ideally to your 21st century client and consumer values. Alongside Marula Oil, products in the range also include charcoal, rosehip, baobab, quinoa and diverse oils such as pomegranate seed, watermelon seed, avocado and more.

These fresh ingredients create simple, effortless, touchable and beautiful hair, making your job easier and your clients happier. Welcome Aluram to the mix as it barrels onto our shores next month. **IN**  
**For more information visit**  
**[www.datelinecity.com](http://www.datelinecity.com)**