



The greatest accomplishment here is that we have uncovered what nature originally intended...for beauty to regenerate itself.

- Dr. Michael Zasloff MD, PhD

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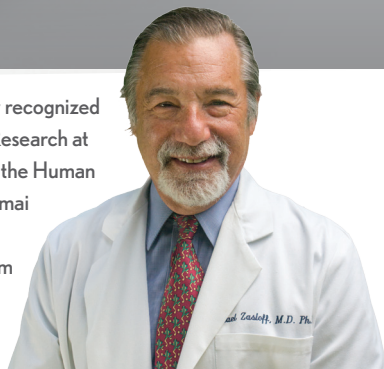
bring out the natural beauty in your hair



OUR MISSION

At illumai, our mission is to inspire people to be true to nature's ingenious design for health and beauty. By preserving and nurturing the integrity of the biome, our products are designed to bring out the natural health and radiance that is the essence of true beauty.

Meet **Dr. Michael Zasloff MD, PhD**, an internationally recognized expert in the field of innate immunity – former Dean of Research at Georgetown University Medical School and Director of the Human Genetics Division at the National Institute of Health. Illumai is the result of his 25+ years of pioneering bio-medical research and his desire to share his discoveries in the form of fundamentally superior health and beauty products.



NURTURE YOUR HAIR'S NATURAL RADIANCE

Welcome to the **illumai biome care system for hair** – holistic hair care designed to promote your hair's natural health and luminosity.

We invite you to experience the illumai difference yourself. Use it for a week* and you'll see and feel why it's unlike any other hair care you've ever experienced. And because it protects the natural integrity of the hair shaft, illumai is especially great news for those with color-treated and processed hair.

* Or as long as it takes to use up the travel size packs.
Please use exactly as directed. See page 7 for details.



HARNESS THE POWER OF THE BIOME

Dr. Zasloff based the **illumai biome care system** on the results of decades of pioneering bio-medical research into the self-healing (eco) systems that allow us to live in healthy harmony with our environment – including all of the microbes and bacteria that live in, on and around us. This understanding represents a fundamental advance in the science of beauty.



A HEALTHY BIOME = BEAUTIFUL HAIR

The biome is the self-regenerating (eco) system of the hair shaft and scalp. It's made up of a waterproofing layer of lipids (moisturizing oils) and an anti-microbial layer of proteins and peptides.

Together these naturally occurring layers protect our skin and hair from infection, dryness, dirt and damage - leaving them in radiantly beautiful and healthy condition.

THE BIOME IS EASILY DESTROYED

Unfortunately, current hair care products destroy the biome, leaving it unable to regenerate itself fast enough before the next wash – leading to an array of common damage symptoms.

ILLUMAI PROTECTS THE BIOME

Specifically designed to restore and protect the biome, illumai supports the renewable power source behind all healthy skin and hair. As a result, it works beautifully no matter your hair type or condition.



What's a frog got to do with it?
Visit illumai.com to find out.

THE ILLUMAI BIOME CARE SYSTEM



Illumai is a **3 STEP SYSTEM** designed to restore and maintain the integrity of your biome in order to promote a naturally healthy scalp and bring out the natural strength and beauty in your hair

NO
SULFATESNO
SILICONESNO
PRESERVATIVESNO
GMOs

VEGAN

CRUELTY
FREE**cleanse**

non-damaging shampoo

Effective cleansing that leaves the biome intact

1

with XO-70®

A gentle yet powerful cleansing agent with unique lathering properties that leave the biome intact.

nurture

restorative conditioner

Targeted repair of wear and tear of both layers of the biome

2

with ISOLEUCINE

An essential amino acid that naturally stimulates the regeneration of the protective layers of the biome.

protect

finishing leave-in spray

Overall reinforcement of the biome's protective layers

3

with LIPID COMPLEX

Concentrated 'nano-aggregates' of lipids that provide all-over protection against heat and styling damage.

THE BEAUTIFUL RESULTS OF ILLUMAI

RADIANT HEALTH & BEAUTY

Nurturing and maintaining the renewable energy source behind happy, healthy skin and hair leads to a cascade of remarkable benefits:

**RESULTS THAT GET EVEN BETTER OVER TIME**

You will notice a difference immediately. Continued use, however, allows more significant damage symptoms to disappear as the biome is restored and then maintained. The results? Your hair looks even better and more radiant over time.

FOR OPTIMAL RESULTS

cleanse – For effective cleansing, add water as needed to generate a rich lather, maximizing surface contact. For less frequent washing or significant product build-up, two uses of Cleanse may be needed to achieve “squeaky clean” feeling.

nurture – Leave on hair for a full 3 minutes so Isoleucine can activate. For fine hair, try alternating Nurture and Protect every other day.

protect – To activate the Lipid Complex, make sure to shake the bottle well before each use. Use sparingly - damp hair should feel smooth, not oily. 5 pumps should be sufficient for straight, shoulder-length hair. If hair feels weighed down, use fewer pumps.

PLEASE NOTE: Illumai is a genuine integrated product system. Mixing and matching with other shampoos and conditioners will negate the biome benefits and compromise your results. *Continued use is naturally best!*



SEE AND FEEL AN IMMEDIATE DIFFERENCE

*“I definitely felt as though my hair was **SQUEAKY CLEAN!*** I love the way my hair feels! Not weighed down, I even use less product because it is so manageable.”*

A.S., Bellevue, WA

*“Once dry, it was **VISIBLY SHINIER** and looked much healthier. My split ends were not visible! My sister even noticed a change in the appearance – she asked if I had a color treatment!”*

J.D., Leesburg, VA

WHY ILLUMAI SHINE IS SO REMARKABLE...

Unlike most products that uniformly coat the hair with a shiny silicone polish, illumai allows each strand to reflect light in its own way. The result is the eye-catching, multi-dimensional luminosity that inspired our brand name.



* Illumai hair feels “squeaky clean”, and stays cleaner for longer, because of the absence of silicones. Typically, silicones are added to create an artificial “slippery clean” feeling. Ironically, this attracts dirt and pollutants even faster!

HELPS TO RESTORE THE HEALTH AND LUSTER OF DAMAGED HAIR

"I have thin but wavy long hair that looked fried and straggly from all the blow-drying and coloring I do. Since using this product, my hair has amazing fullness and shine I haven't seen since high school. I feel like one of the lucky ones – like I was born with naturally soft, full and shiny hair."

ES, Milford CT



ILLUMAI IS 100% COLOR SAFE...

Because illumai does not contain harsh detergents, the hair cuticle stays intact and the integrity of your color is retained. Other shampoos lift the cuticle, exposing the hair shaft and leaching out the color, keratin or other processes applied to it.

GET IN THE SHOWER AND GET STARTED!

Then visit us at **www.illumai.com** and...

WATCH VIDEO TESTIMONIALS

See and hear others talking about their experiences with illumai.

SATISFY YOUR CURIOSITY

Explore our FAQ section or ask us directly.

BRING OUT YOUR INNER SCIENTIST!

Learn more about the fascinating science behind illumai health and beauty.

REFER A FRIEND

Illumai was borne of the belief that great discoveries are meant to be shared.

BUY THE FULL-SIZE SYSTEM SET

Your hair will thank you, your friends will compliment you!