



FREQUENTLY ASKED QUESTIONS: ALUMINÉ HAIRCARE

The following information, which is based on the extensive beauty and personal care experience of industry experts working closely with ACN, is intended to help you maximize the benefits of your Aluminé haircare experience.

1. Where are Aluminé products manufactured?

They are manufactured in the United States.

2. Can I use my Aluminé shampoo/conditioner on my children?

Yes, our products may be used by people of any age. However, they are not “no more tears” formulas, so please take care when using them on small children.

3. Can Aluminé products be used by men as well as women?

Of course, Aluminé is designed to improve the health of your hair, whether you are male or female.

4. I have dry hair. What products should I use?

Step 1: Wash your hair with Shine Enhancing Shampoo with Bamboo Nectar.

Step 2: Don't forget to apply Shine Enhancing Conditioner with Bamboo Nectar. Allow it to act for 3 to 5 minutes before rinsing, for maximum hydration.

Step 3: Apply the Amplifying Treatment Mist with Natural Goji Berry before brushing your hair, to restore vitality and give dry hair a silky texture.

5. I have chemically treated or damaged hair. What products should I use?

Step 1: Wash your hair with Hydrating Shampoo with Soy & Baobab Oil.

Step 2: Don't forget to apply Hydrating Conditioner with Soy & Baobab Oil. Allow it to act for 3 to 5 minutes before rinsing, for deep hydration.

Step 3: Apply the Amplifying Treatment Mist with Natural Goji Berry before brushing your hair, to nourish and repair damaged hair.

Step 4: To style your hair and achieve stunning waves, use the Volumizing Styling Mousse with Natural Sea Silk, which provides all-day volume.

6. I have thick, rebellious hair. What products should I use?

Step 1: Wash your hair with Ultra Smoothing Shampoo with Argan & Macadamia Oil.



Step 2: Don't forget to apply Ultra Smoothing Conditioner with Argan & Macadamia Oil. Allow it to act for 3 to 5 minutes before rinsing, for deep hydration.
Step 3: Apply the Amplifying Treatment Mist with Natural Goji Berry before brushing your hair, to nourish and strengthen hair.

7. I have fine or thin hair. What products should I use?

Step 1: Wash your hair with Stimulating Shampoo with Chinese Herbs.
Step 2: Apply Stimulating Conditioner with Chinese Herbs to the tips of your hair. Allow it to act for 3 to 5 minutes before rinsing, to receive maximum benefits from the formula's powerful ingredients.
Step 3: Apply the Regenerating Scalp Serum with Chinese Herbs, massaging it into the scalp twice a day (in the morning and at night). Remember, this is a leave-in treatment; no need to rinse it.
Step 4: Apply Volumizing Styling Mousse with Natural Sea Silk to damp hair, concentrating on the roots, to add volume.

8. How often should I use a shampoo?

The usage of a shampoo is related to various factors, including: length of hair, hair type, frequency of use of styling products, level of physical activity, and others. Aluminé shampoos are made with botanical ingredients to nourish hair. They are also gentle formulas, free of sulfates, parabens, and petrochemicals, so they can be used daily without causing dryness or damage to the hair. In fact, regular use is recommended to obtain visible and long-lasting results.

9. Why do I need a conditioner?

A conditioner provides many benefits for your hair: it strengthens hair against damage, helps prevent hair loss and breakage, makes hair more resilient, helps hair look soft and healthy, adds shine, and detangles. A conditioner serves not only to repair your hair but also to prevent damage, as it protects hair from external factors that could harm it (blow dryer, curling iron, hair dye, sun, pollution, etc.).

10. Is it true that only women with long hair should use a conditioner?

False. A conditioner provides fundamental benefits in your daily haircare routine. It provides softness, hydration and shine, helps prevent split ends, and reduces frizz. Remember, a conditioner is to your hair what a moisturizing cream is to your skin. It



should be a building block of your personal care routine.

11. What causes hair loss?

Various factors can contribute to hair loss, including hormonal changes, poor diet or malnutrition, genetic predisposition, stress, certain medications, and excessive perms, relaxers, or other chemical treatments, among others.

12. What is the hormone DHT?

Dihydrotestosterone, or DHT, is an androgen that plays a major role in hair loss for both males and females. Thinning hair and hair loss can be caused by hair follicles' sensitivity to DHT, which limits the ability of the follicles to produce hair growth. Not everyone is affected by DHT, but those who have a genetic predisposition to hair loss are especially sensitive to its effects.

13. What can I do to prevent or avoid hair loss?

Peter Lamas recommends:

1. Always consult your doctor.
2. Use the 3 steps of the Regenerating Haircare System with Chinese Herbs, which are formulated with botanical extracts based on the latest scientific advancements, to help strengthen hair and optimize hair growth.
3. Eat a healthy, balanced diet.
4. Eat foods containing Vitamins A and B, and Zinc.
5. Take a daily multivitamin, such as Vita+.

14. How should I use the Regenerating Haircare System with Chinese Herbs?

The Regenerating Haircare System with Chinese Herbs has three simple steps: Shampoo, Conditioner, and Serum.

Step 1: Apply the shampoo, gently massaging it into the scalp for two minutes, then rinse.

Step 2: Apply the conditioner, gently massaging it into the scalp. Allow it to act for 3 to 5 minutes before rinsing to obtain maximum benefits from the formula's powerful ingredients.

Step 3: Apply the serum twice a day (in the morning and at night). It is a leave-in treatment.



15. What is a serum?

A serum is like a nutritional supplement for your hair. It has higher concentrations of active ingredients like vitamins and antioxidants that treat various hair conditions. It is also formulated with smaller molecules to deeply penetrate the hair, making it more effective.

16. Should I rinse out the Regenerating Scalp Serum with Chinese Herbs?

No, the serum is a leave-in treatment; it does not need to be rinsed out. Apply it to the scalp twice a day (in the morning and at night) and allow it to act without rinsing it out. For the evening application, Peter Lamas recommends that you apply the serum 45 minutes before going to bed, so that your scalp can absorb all the nutrients during your body's natural regeneration process.

17. Can I use just the Regenerating Scalp Serum with Chinese Herbs?

For best results, it is recommended to use all three steps in the Regenerating Haircare System with Chinese Herbs. Each step in the system contains potent, effective ingredients to help strengthen hair for healthy growth.

18. Should I regularly change my shampoo to prevent my hair from getting used to it?

No. Regularly using a complete line of haircare products will only improve your hair over time. Using the same shampoo and conditioner all the time doesn't reduce or change its effectiveness. However, what could change is your hair type, due to factors like climate, the use of styling tools like blow dryers and curling irons, chemical treatments (hair dye, relaxers, keratins, etc.) and styling products.

If your hair type changes, you should change your haircare products to adapt to it. Aluminé has a complete portfolio, with products for every hair type and condition, and offers comprehensive haircare lines including shampoos, conditioners, serums, and styling products for each one.

19. What is the Amplifying Treatment Mist with Natural Goji Berry?

This nourishing leave-in treatment helps detangle, repair, and deeply hydrate hair, as well as adding noticeable volume. It contains powerful antioxidant ingredients like Goji Berries, a superfood from Tibet, that help revitalize and nourish damaged hair. Use the treatment mist daily by applying to damp hair after shampooing and conditioning, before



combing and styling. It can also be used on dry hair.

20. Are oils good for my hair?

Yes. Botanical oils are known for their many benefits, including helping increase hair's resilience, reduce frizz and minimize breakage. These natural oils deeply nourish hair and protect it from aggressive external factors.

Taking advantage of all that nature has to offer, every product in the Aluminé portfolio includes botanical oils in its formula. Oils used include: Baobab Oil, Argan Oil, Macadamia Oil, Brazilian Palm Oil, and more.

21. What types of oils are used in Aluminé products?

Aluminé uses only essential oils, derived from plants and seeds. Our products contain botanical oils that are much easier for the body to absorb, and lighter than ever due to advanced extraction techniques.

22. Are all Aluminé products safe for color-treated hair?

Yes, Aluminé products are formulated with botanical ingredients and are free of abrasive chemicals. Our sulfate-free formulas can help prolong the life of your color treatment. Products made with sulfates can strip color from your hair. Our formulas use gentle cleansers that add softness, body, and shine without damaging your hair or divesting it of its color.

23. What are sulfates?

A sulfate is an agent that promotes the formation of soap suds, typically used in skin cleansers and shampoos. This agent can interact with other chemicals to form nitrosamines, a carcinogen, and can cause serious problems such as kidney and respiratory damage. Peter Lamas recommends you avoid products containing sulfates, especially Sodium Lauryl Sulfate (SLS) and sodium laureth sulfate (SLES). *Aluminé products are completely sulfate-free.*

24. What happens to hair when exposed to sulfates?

Shampoos and other products containing sulfates may cause:

- Dryness or loss of moisture
- Loss of elasticity



- Eye and skin irritation
- Hair loss
- If you dye your hair, the color doesn't last as long

25. Does a sulfate-free shampoo leave my hair less clean?

No, the presence of soap suds and/or sulfates is not an indicator of cleaning ability. Aluminé sulfate-free shampoos gently but thoroughly clean your hair.

26. What are parabens?

Parabens are preservatives commonly used in the personal care industry. Studies have shown that parabens are absorbed by the skin and have been identified in biopsy samples. Peter Lamas recommends avoiding ingredients whose name contains the word “paraben;” for example, ethyl paraben, butyl paraben, methyl paraben, propyl paraben. Aluminé products are completely paraben-free.

27. When do Aluminé products expire?

All Aluminé products have been formulated to have extended shelf lives. Aluminé product packaging is date stamped with a “sell by” date and, if stored properly, can be used for up to one year after this date. Aluminé products may not be sold to customers after the “sell by” date.

28. Are Aluminé products 100% natural?

No. Aluminé formulas are based on botanical principles and are enriched with organic ingredients. These high quality products combine the best of science and modern chemistry with the best of nature to deliver results without compromising your well-being.

29. Aluminé products are 100% vegan – what does this mean?

All Aluminé products are formulated without animal products and have never been tested on animals. All our products are of plant origin.