



**NEUMA**  
— BEAUTIFUL SUSTAINABLE —

Amazingly Beautiful, Healthy Hair

### neuMoisture shampoo™

You know when your hair feels dry? It needs moisture. This sulfate-free formula gently cleanses hair without stripping it of its natural moisture and essential oils. Its luxurious, rich, creamy lather nurtures hair while moisturizing. Featuring a proprietary blend of plant extracts and essential oils, Phyto Colour Complex™ maximizes colour hue, vibrancy and longevity while Phyto UV Shield™, an exclusive blend of plant nutrients, protects colour from UVA & UVB oxidation. Hydrates dry, damaged hair and helps to restore moisture balance and resist humidity. Leaves hair feeling soft, with added strength and brilliant shine.

**GUIDANCE:** Lather and rinse to replenish needed moisture. Complete this hydrating treatment with NEUMA neuMoisture condition™.

### What makes this formula special?

- Phyto Colour Complex: A gentle, natural surfactant system that removes environmental pollutants, not colour, from hair. Plant extracts restore natural health and shine while maximizing colour retention and extending colour life.
- Phyto UV Shield: A proprietary blend of certified organic plant extracts enhance depth of tone, reflectivity and colour vibrancy. Essential oils shield colour from UVA, UVB oxidation and fading.
- Sunflower Seed Oil: Provides UV protection while adding shine and shielding hair from heat damage.
- Green Tea & Grape Seed Extract: Natural antioxidants.
- Shea Butter: Adds moisture and helps smooth hair.
- Yerba Mate: Adds shine.
- Sulfate-free: Gently cleanses without stripping essential oils.
- Aroma provided by pure essential oils of Lavender, Tangerine, Vanilla - true aromatherapy.

**NEUMA** uses only renewable, beneficial plant-based ingredients - leaving you, and your hair, looking and feeling more beautiful. Our collection of professional performance beauty products contain ingredients which above all, do no harm - because like you, we care for earth and hair.

**ZERO** synthetic fragrance, sulfates, sodium chloride, parabens, 1,4-dioxane, phthalates, glutens, neurotoxins, aluminum compounds, glycols, formaldehyde donors, ureas, carcinogens, environmental pollutants - simply a genuine, sustainable brand.

- Renewable, beneficial, plant-based, colour safe ingredients
- Certified Organic Extracts
- 90% post consumer recycled bottles
- 100% certified wind power
- 100% recycled fiber containers
- Vegan
- PETA approved
- No animal testing

Because everything matters...discover more at [neumabeauty.com](http://neumabeauty.com)

### Etcetera

- Suggested Retail \$26.00 10.1oz  
Also available in 2.5oz, 25.4oz sizes
- Available at Fine Salons and Spas
- 800-333-0707

