



NEUMA
— BEAUTIFUL SUSTAINABLE —

Amazingly Beautiful, Healthy Hair

neuSmooth shampoo™

A soothing indulgence for your hair. This gentle formula cleanses and helps tame dry, damaged, frizzy hair. Its luxurious lather nourishes to smooth and hydrate unruly hair. 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. Leaves hair feeling smoother with added silkiness and sheen.

GUIDANCE: Lather and rinse to smooth and hydrate. Complete this smoothing treatment with neuSmooth leave-on 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.
- Marula Seed Oil (Scleracarya Birrea): High in natural antioxidants. Works as an anti-inflammatory to hydrate and smooth.
- Quinoa Protein: Helps repair and protect. Low molecular weight allows it to penetrate the hair cuticle to repair and moisturize. Excellent for strengthening hair.
- Aroma provided by pure essential oils – 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, and 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
- No animal testing

Because everything matters...discover more at neumabeauty.com

Etcetera

- Suggested Retail \$27.00 10.1oz
Also available in 2.5oz, 25.4 sizes
- Available at Fine Salons and Spas
- 800-333-0707

