



NEUMA
— BEAUTIFUL SUSTAINABLE —

Amazingly Beautiful, Healthy Hair

neuStyling blow dry lotion™

Your styling journey begins here. The essential companion for your blow dryer – this weightless formula adds hold, manageability and protection to any blow out. Hair feels soft, smooth and with added shine. 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. Helps prevent damage from styling and hot tools. Humidity resistant formula soothes hair and controls frizz.

GUIDANCE: Distribute evenly to clean, towel dried hair. Blow-dry thoroughly.

What makes this formula special?

- Phyto Colour Complex: 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.
- Sage Extract: Soothes and conditions hair.
- Rose Hips Fruit Extract: Soothes and softens hair.
- Apricot Kern Oil: Helps smooth cuticle and control flyaways while conditioning and adding shine.
- Aroma provided by pure essential oils of Lavender, Mandarin Orange, 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

Etcetera

- Suggested Retail \$24.00 8.5oz
Also available in 2.5oz size
- Available at Fine Salons and Spas
- 800-333-0707

