



**NEUMA**  
— BEAUTIFUL SUSTAINABLE —

Amazingly Beautiful, Healthy Hair

### neuStyling smoothing crème™

Its time for your hair to calm down and relax. This unique crème locks in moisture and delivers weightless shine while taming frizz and flyaways. 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. Humidity resistant formula leaves hair silky smooth with a healthy sheen.

**GUIDANCE:** Apply a small amount to wet or dry hair to smooth and control frizz.

#### 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.
- Green Tea Leaf Extract : Soothes and conditions hair.
- Apricot Kern Oil: Helps smooth cuticle and control flyaways while conditioning and adding shine.
- Rose Hips Fruit Extract: Soothes and softens hair.
- 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](http://neumabeauty.com)

#### Etcetera

- Suggested Retail \$24.00 8.5oz /250mL  
Also available in 2.5oz size
- Available at Fine Salons and Spas
- 800-333-0707

