



NEUMA
— BEAUTIFUL SUSTAINABLE —

Amazingly Beautiful, Healthy Hair

neuVolume surf lotion™

Catch the new wave! This volume enhancing lotion adds touchable texture, body and natural movement to hair. 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. Colour safe, water soluble and alcohol-free, this unique lotion allows you to shape healthy, voluminous, beach-inspired waves. Simply apply on dry hair to create tousled, lived-in texture to hair.

GUIDANCE: Apply a small amount on dry hair. Scrunch hair from mid-shaft to ends to create desired texture.

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.
- Magnesium Sulfate – Helps create texture. Used in place of sodium chloride to offer a healthier alternative to beach sprays.
- Oryza Sativa (Rice) Extract: Provides natural fatty acids to moisturize hair.
- Solerotium Gum – Provides support & hold.
- 99% natural formula – Ingredients naturally sourced and derived.
- Aroma provided by pure essential oils of Amyris, Cardamom and Tangerine - 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 6.8oz
Also available in 2.5oz size
- Available at Fine Salons and Spas
- 800-333-0707

