



NEUMA[®]

— NATURALLY ADDICTIVE —

Amazingly Beautiful, Healthy Hair

neuBlonde platinum shampoo™

A groundbreaking shampoo that enhances and brightens highlighted, high-lift, platinum and silver hair by using natural spirulina, violet and grape skin extracts rather than 100% artificial colorants. This unique formula, created for daily use, gently cleanses while toning brassiness.

neuBlonde platinum detangling rinse™

Use following neuBlonde platinum shampoo to gently soften and smooth hair – protecting it from stretching and breaking while combing. Formulated to enhance brightness and shine.

GUIDANCE: Massage into wet hands. Work through hair from scalp to ends. Rinse. Repeat, let lather linger for 30 seconds, rinse. Complete the ritual with NEUMA neuBlonde platinum detangling rinse™.

What makes this formula special?

- Grape Skin Pigment Extract – Utilizes Red, Blue and Black natural pigments to cool tones and neutralize brassy ones.
- Extra Gentle, Unpreserved Natural Surfactants – Smooth and protect all hair conditions – making it more manageable and easier to detangle.
- neuBlonde platinum – Can be used daily for more vibrant, fresher looking shades.

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, phthalates, isothiazolinones, sulfates, parabens, bromides, sodium chloride, 1,4-dioxane, gluten, neurotoxins, aluminum compounds, glycols, formaldehyde donors, ureas, carcinogens or environmental pollutants – a trusted, sustainable brand.

- Renewable, beneficial, plant-based, colour safe ingredients
- Certified Organic Extracts
- 100% certified wind power
- Vegan
- PETA approved
- No animal testing

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

Etcetera

- Suggested Retail \$29.00 8.5oz
- Available at Professional Salons, Spas & Select Retailers
- 800-333-0707

