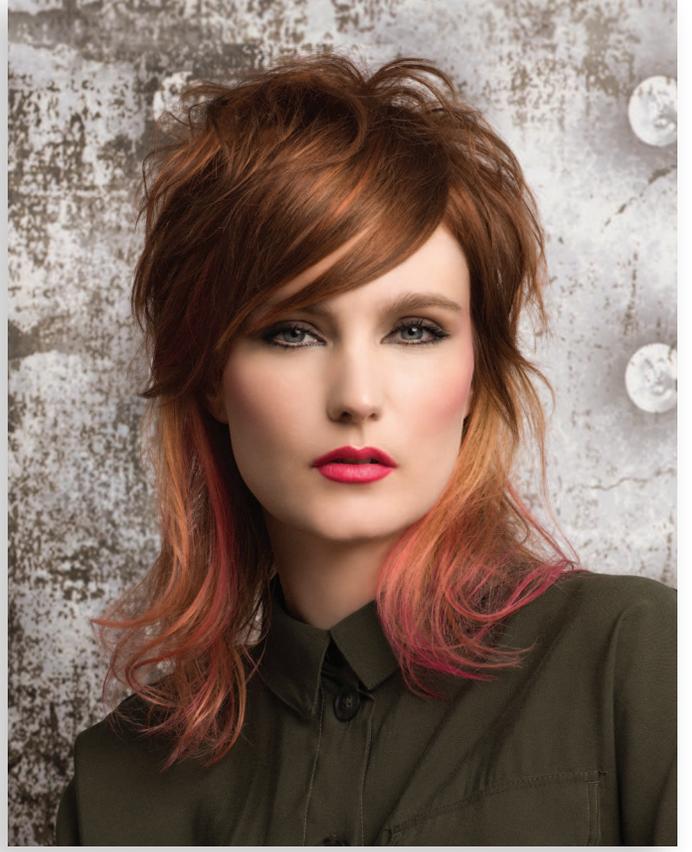




**BRAND
BOOK**



NEUMA



PERFORMANCE WITHOUT SACRIFICE®

NEUMA was created to give people
the opportunity to experience
PERFORMANCE WITHOUT SACRIFICING
their hair, health or the planet.

DECADES OF EXPERIENCE

were put to work creating a groundbreaking hair
care system that delivers all of the performance
with none of the sacrifice.

Offer customers one of the
cleanest professional result-focused
hair care collections

that improves hair quality and
offers limitless styling options.

PLANT-BASED CLEAN SUSTAINABLE

With “clean” beauty being the new buzz phrase, it’s important to understand exactly what being clean means. It’s more than a marketing campaign. It’s a philosophy, it’s a commitment and it requires innovation in the truest meaning of the word.

Instant results. Limitless style.

From the beginning, **NEUMA** staked its industry leadership by designing plant-based professional hair care free of ingredients known to harm hair, health and the planet without sacrificing any of the performance. We provide instantly visible, dazzling results no matter what your hair style, type, condition or concern. When hair is styled, it stays that way. Brush-able memory, flake-free formulations, curl formation and re-formation for days!

NEUMA has never, and will never, use artificial fragrance or parfum to scent our products. Why? Artificial fragrance is the dirtiest part of the beauty and personal care. Each fragrance can contain up to 1,500 different ingredients, many of which are known carcinogens, hormone disruptors, skin sensitizers and harmful to the environment in their manufacture.

Our bottles are made of certified 100% post-consumer recycled plastic, preventing the damaging and dangerous material from reaching landfills and the ocean. Even today, after decoration, we can claim 95% PCR, one of the highest in the industry.

If you want clean, you want the **CLEANEST**, and that’s **NEUMA**. Compared to other professional hair care brands, no other formulates without as many harmful ingredients as **NEUMA**. If you want to offer your customers something truly unique, and different, it’s **NEUMA**.

MORE
REASONS
TO LOVE
NEUMA®



PERFORMANCE
WITHOUT SACRIFICE.

NEUMOISTURE®

formulated for dry and chemically damaged hair

NEUMOISTURE SHAMPOO®

Gentle, sulfate-free formula cleanses hair without stripping natural moisture and essential oils. Luxuriously rich, creamy lather nurtures hair while restoring moisture balance, resisting humidity and leaving hair feeling soft and smooth.

BENEFITS:

- Unpreserved, single source surfactant-most gentle & mild surfactant
- Restores moisture balance
- Smooths & adds shine
- Shield against UV & heat damage
- For dry and chemically damaged

WHAT MAKES THIS FORMULA SPECIAL?

- Sunflower seed Oil, Shea Butter & Yerba Mate

Pure aroma of Lavender, Tangerine & Vanilla.



Available in 1.0 oz, 2.5 oz and 10.1 oz

NEUMOISTURE CONDITION®

Moisture infused conditioner leaves hair feeling soft, silky and more manageable. Helps lock in moisture to resist humidity. Smooths and helps reduce damage due to combing and heat styling.

BENEFITS:

- Restores moisture balance
- Smooths & adds shine
- Shield against UV and heat damage

WHAT MAKES THIS FORMULA SPECIAL?

- Sunflower Seed Oil, Shea Butter, Apricot Kern Oil & Grape Seed Extract

Pure aroma of Lavender, Tangerine & Vanilla.



Available in 1.0 oz, 2.5 oz and 8.5 oz

NEUMOISTURE INTENSIVE MASQUE®

Ultra rich hydrating treatment transforms hair by restoring moisture to improve texture. Leaves hair feeling smoother, softer and full of shine.

BENEFITS:

- Naturally absorbs UVB rays & protects haircolor
- Protects against environment & heat damage
- Softens & soothes
- Conditions & shines

WHAT MAKES THIS FORMULA SPECIAL?

- Shea Butter, Yarrow Extract, Jojoba Esters & Grape Seed Extract

Pure aroma of Lavender, Tangerine, Rose, Bergamot & Vanilla.



Available in 6.8 oz

NEUMOISTURE INSTANT FIX®

Lightweight leave-in protectant spray packed with moisturizers, proteins and vitamins to repair and restore.

BENEFITS:

- Repair & revitalizes with lightweight hydration
- Detangles & tames
- Protects & mends
- Primes and preps hair for styling

WHAT MAKES THIS FORMULA SPECIAL?

- Cottonseed Oil, Apricot Kern Oil, Avocado Oil & Chamomile

Pure aroma of Lavender, Rosella, Kalette & Coconut.



Available in 6.8 oz

RENEU®

formulated for all hair and scalp types in need of a detoxifying restart

RENEU SHAMPOO®

Gentle sulfate-free formula removes product build-up, minerals and other environmental pollutants.

BENEFITS:

- Unpreserved, single source surfactant-most gentle & mild surfactant
- Refreshes hair & removes product build-up
- Enhances body & adds shine
- Shield against UV and heat damage
- For all hair & scalp types
- Lightweight
- Nourishes & promotes healthy scalp

WHAT MAKES THIS FORMULA SPECIAL?

- Lavender Flower, Sunflower Seed Oil, Peppermint Leaf Extract & Roselle Flower Extract

Pure aroma of Vanilla & Peppermint.



Available in 1.0 oz, 2.5 oz and 10.1 oz

RENEU CONDITION®

Lightweight conditioner detangles and nourishes hair while balancing moisture.

BENEFITS:

- Refreshes hair & removes product build-up
- Enhances body & adds shine
- Shield against UV and heat damage
- For all hair & scalp types
- Lightweight
- Nourishes & promotes healthy scalp

WHAT MAKES THIS FORMULA SPECIAL?

- Sunflower Seed Oil, Peppermint Leaf Extract, Vegetable Protein, Shea Butter

Pure aroma of Vanilla & Peppermint.



Available in 1.0 oz, 2.5 oz and 8.5 oz

RENEU SCALP THERAPY®

Gentle exfoliating treatment removes build-up and residue to refresh, restore and revitalize the scalp.

BENEFITS:

- Exfoliates & refreshes scalp
- Promotes healthy scalp & enriches skin cells
- Calms & soothes itchy scalp
- Promotes healthy hair growth

WHAT MAKES THIS FORMULA SPECIAL?

- Mentha Arvensis (Corn Mint) Essential Oil, Lavandula Angustifolia (Lavender) Flower/Leaf Stem Extract, Pisum Sativa Sprout Extract, Vitis Vinifera (Grape) Seed Oil, & Bamboo Stem Powder

Pure aroma of Corn Mint, Peppermint and Vanilla.



Available in 3.4 oz

RENEU DRY SHAMPOO®

Dry shampoo with natural powders of rice and tapioca starch absorb excess oil, neutralize odors while creating light volume and maintaining natural shine. This talc-free and aluminum-free spray is perfect for all hair types and scalp conditions.

BENEFITS:

- Talc and aluminum free
- Itch-free formula
- Safe alternative to other dry shampoos

WHAT MAKES THIS FORMULA SPECIAL?

- Oryza Sativa (Rice) Starch & Tapioca Starch

Pure aroma of Kalette, Coconut & Vanilla.



Available in 3.5 oz

NEUVOLUME®

formulated for all hair types in need of a lift

NEUVOLUME SHAMPOO®

Gentle, sulfate-free formula cleanses while adding weightless body. Hair is left feeling thicker, fuller and static-free. Strengthens, detangles, smooths and helps control flyaways. Gives hair dimension with added shine.

BENEFITS:

- Ultra lightweight formula won't weigh down hair
- Adds strength & moisture, prevents breakage
- Shields hair from UV and thermal styling

WHAT MAKES THIS FORMULA SPECIAL?

• Coconut Fruit Extract, Sunflower Seed Oil & Shea Butter
Pure aroma of Vanilla, White Fennel (Star Anise) & Patchouli.



Available in 10.1 oz

NEUVOLUME CONDITION®

Lightweight conditioner adds dimension without weighing hair down. Adds long-lasting body, detangles and keeps hair feeling soft and smooth with added fullness.

BENEFITS:

- Ultra lightweight formula won't weigh down hair
- Adds strength & moisture, prevents breakage
- Shields hair from UV & thermal styling

WHAT MAKES THIS FORMULA SPECIAL?

- Tapioca Starch, Vegetable Protein, Pomegranate Extract & Glycerin (vegetable-based)

Pure aroma of Vanilla, White Fennel (Star Anise) & Patchouli.



Available in 8.5 oz

NEUVOLUME BLOW OUT MIST®

Lightweight volume boosting spray adds fullness and support to any hair texture. Gives hair long-lasting body, bounce and shine.

Usage: Spray on damp hair from mid-shaft to ends and blow-dry as desired. For added lift, apply neuStyling mousse® to damp hair at root area.

BENEFITS:

- Lightweight volume booster
- Adds body & bounce
- Natural humectants prevent moisture loss
- Excellent detangler
- 2nd day curly hair re-activator

WHAT MAKES THIS FORMULA SPECIAL?

- Maltol (Roasted Sorghum Malt), Silybum Marianum (Milk Thistle) Seed Extract & Persea Gratissima (Avocado) Fruit Extract

Pure aroma of Vanilla, White Fennel (Star Anise) & Patchouli.



Available in 8.5 oz

NEUVOLUME SURF LOTION®

Volume enhancing lotion adds texture and movement to hair. Creates soft, voluminous beach inspired waves.

BENEFITS:

- Enhances subtle texture & waves
- Provides support & light hold
- Build internal texture & volume for blow outs
- Adds moisture and softness

WHAT MAKES THIS FORMULA SPECIAL?

- Magnesium Sulfate, Oryza Sativa (Rice) Extract & Solerotium Gum

Pure aroma of Amyris, Cardamom & Tangerine.



Available in 6.8 oz

NEUBLONDE PLATINUM®

enhances and brightens highlighted, high-lift, platinum and silver 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.

BENEFITS:

- More vibrant, fresher looking blonde, platinum & silver shades
- Cool tones neutralize brassiness
- Smooths and detangles chemically processed hair
- Enhances shine
- Daily use formula

WHAT MAKES THIS FORMULA SPECIAL?

- Grape Skin Pigment Extract & Spirulina
- Pure aroma of Neroli and Bergamot.



NEUBLONDE PLATINUM DETANGLING RINSE®

A light conditioner to gently soften and smooth hair - protecting it from stretching and breaking while combing. Formulated to enhance brightness and shine.

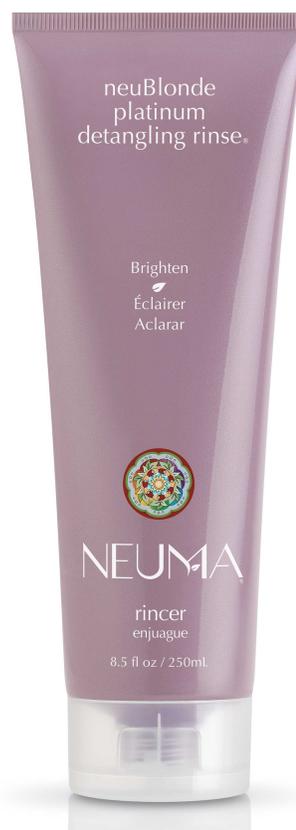
WHAT MAKES THIS FORMULA SPECIAL?

- Grape Skin Pigment Extract

Pure aroma of Neroli & Bergamot.



Available in 8.5 oz



Available in 8.5 oz

NEUSMOOTH®

formulated for dry, damaged and frizzy hair
(curly/wavy/thick)

NEUSMOOTH REVITALIZING MASQUE®

Calming masque helps revive dry, damaged hair by adding strength, smoothness and shine.

BENEFITS:

- Hydrates, smooths
- Rejuvenates, strengthens & protects
- Penetrates cuticle to repair & moisturize

WHAT MAKES THIS FORMULA SPECIAL?

- Marula Seed Oil (Scleracarya Birrea) & Quinoa Protein

Pure aroma of Geranium, Ylang Ylang & Cedarwood.



Available in 6.8 oz

NEUSMOOTH ILLUMINATING MIST®

Lightweight glossing mist transforms dry, dull hair into shiny, luxurious locks.

BENEFITS:

- Adds shine, strengthens and protects
- Guards against UV damage
- Lightweight mist won't affect finished styles

WHAT MAKES THIS FORMULA SPECIAL?

- Tree Rosin (Propolis), Argan Kernel Oil, Apricot Kernel Oil & Green Tea Leaf Extract (Camellia Sinensis)

Pure aroma of Geranium, Ylang Ylang & Cedarwood.



Available in 2.5 oz

NEUSTYLING®

create any style imaginable

NEUSTYLING BLOW DRY LOTION®

Weightless formula adds hold, manageability and protection to any blowout.

BENEFITS:

- Weightless formula with light hold
- Improves manageability & adds shine
- Humidity control
- UV & heat protection

WHAT MAKES THIS FORMULA SPECIAL?

- Sunflower Seed Oil, Sage Extract, Rose Hip Fruit Extract & Apricot Kern Oil

Pure aroma of Lavender, Mandarin Orange & Vanilla.



Available in 8.5 oz

NEUSTYLING TEXTURIZER®

Non-greasy, lightweight flexible fiber adds easy-to-restyle definition and texture.

BENEFITS:

- Non-greasy, moldable texture cream
- Invisible fiber create separation, texture & definition
- Smoothes & controls fly-aways
- Conditions & moisturizes

WHAT MAKES THIS FORMULA SPECIAL?

- Sunflower Seed Oil, Aloe Barbadensis Leaf, Apricot Kern Oil & Green Tea

Pure aroma of Persimmon.



Available in 3.4 oz

NEUSTYLING MOUSSE®

Volume-enhancing formula gives long-lasting support, control and body.

BENEFITS:

- Adds control, body & shine
- Medium to strong style support
- Excellent as a root lift or enhancing curls
- Smoothes and controls fly-aways
- Alcohol-free.

WHAT MAKES THIS FORMULA SPECIAL?

- Apricot Kern Oil, Pomegranate Extract, Rose Hip Fruit Extract & Jojoba Seed Oil

Pure aroma of Lavender, Mandarin Orange & Vanilla.



NEUSTYLING SMOOTHING CRÈME®

Unique crème tames and smooths frizz and flyaways.

BENEFITS:

- Smooths cuticle, controls fly-aways & static
- Humidity control
- Adds shine & UV protection
- Alcohol-Free

WHAT MAKES THIS FORMULA SPECIAL?

- Sunflower Seed Oil, Green Tea Leaf Extract, Apricot Kern Oil & Rose Hip Fruit Extract

Pure aroma of Lavender, Mandarin Orange & Vanilla.



NEUSTYLING CLAY®

Non-greasy, moldable styler adds touchable texture with moderate hold and lasting control.

BENEFITS:

- Non-greasy, moldable styling clay, medium hold
- Workable definition & separation
- Semi-matte sheen
- Smoothes & controls fly-aways

WHAT MAKES THIS FORMULA SPECIAL?

- Sunflower Seed Oil, Apricot Kern Oil & Sage Extract

Pure aroma of Lavender, Tangerine & Vanilla.



Available in 6.8 oz



Available in 2.5 oz and 8.5 oz



Available in 1.8 oz

NEUSTYLING GÉLEE®

Weightless gel adds body and thickness to hair with all-day medium support and hold.

BENEFITS:

- Weightless styling glaze
- Excellent for naturally curly hair & bouncy blow outs
- Adds strength and moisture
- Imparts a matte sheen
- Provides heat protection

WHAT MAKES THIS FORMULA SPECIAL?

- Unique Corn Starch, Vegetable-based glycerin & Yarrow Extract
- Pure aroma of Persimmon.



Available in 8.5 oz

NEUSTYLING FIRM HOLD GEL®

Flake-free, strong hold gel provides style support with maximum shine.

BENEFITS::

- Firm lasting hold with all-day memory
- Flake-free formula adds body & shine
- Ideal for sculpted looks, medium to coarse hair, curl sets & definition

WHAT MAKES THIS FORMULA SPECIAL?

- Maltol (Roasted Sorghum Malt), Oryza Sativa (Rice) Extract & Vitis Vinifera (Grape) Seed Oil

Pure aroma of Cedar, Clove & Patchouli.



Available in 6.8 oz

NEUSTYLING POMADE®

High-shine styler shapes and slicks hair into place.

BENEFITS:

- Moldable, flexible, firm hold
- Smoothes and controls with high-shine finish
- Reduces & seals split ends
- Humidity & static control

WHAT MAKES THIS FORMULA SPECIAL?

- Panthenol (Provitamin of B5), Prunus Armeniaca (Apricot) Kernel Oil & Glycerin (Vegetable Based)

Pure aroma of Lavandin & Clary Sage.



Available in 1.8 oz

NEUSTYLING NECTAR®

Throw some shine as you style! Plant-based, fibrous style transformer with a tacky texture for molding and sculpting hair. Also great for accentuating curls and waves.

BENEFITS:

- Flexible, medium hold
- All day control
- Calms and smooths frizz
- Humidity and static control
- Incredible shine

WHAT MAKES THIS FORMULA SPECIAL?

- Humidity control, helps control static electricity and frizz. Adds moisture, smooths and softens hair
- Vegetable-based glycerin, Shea Butter, Vitis Vinifera (Grape) Seed Oil & Oryza Sativa (Rice) Extract

Pure aroma of Lavandin & Clary Sage.



Available in 3.4 oz

NEUSTYLING POWER PUTTY®

Flexible style builder with a gritty texture for volume, separation and dimension.

BENEFITS:

- Firm, powerful hold
- Adds volume and lift
- Flexible definition and separation
- Ultra-matte finish

WHAT MAKES THIS FORMULA SPECIAL?

- Diatomaceous earth, Horse Tail Extract & Oryza Sativa (Rice) Extract

Pure aroma of Lavender & Tangerine, Vanilla



Available in 1.1 oz

NEUCONTROL®

lock in style with flexible, touchable hold

NEUCONTROL HAIRSPRAY®

Versatile non-aerosol hairspray creates shape plus long-lasting finish.

BENEFITS:

- Non-aerosol, fast-drying formula
- Fine mist won't weigh down finished style
- Strong, flexible hold
- Adds shine

WHAT MAKES THIS FORMULA SPECIAL?

- Fast drying, low VOC formula with fine mist spray locks in style but won't weigh it down
- Panthenol (Provitamin B5), Passion Flower Extract & Horse Tail Extract

Pure aroma of Lavandin & Clary Sage.



Available in 6.8 oz

NEUCONTROL MEDIUM®

Flexible working spray shapes style with touchable, all-day humidity-resistant control.

BENEFITS:

- Medium: flexible working spray or light finishing spray
- Humidity & static control
- Advanced locking spray actuator increases output

WHAT MAKES THIS FORMULA SPECIAL?

- Quick drying, low VOC formula with fine mist sprayer.
- Panthenol (Provitamin B5), Passion Flower Extract & Horse Tail Extract

Pure aroma of Lavandin & Clary Sage.



Available in 6.0 oz

NEUCONTROL FIRM®

Long-lasting firm hold spray provides strong style support and control.

BENEFITS:

- Firm: all-day style support & hold
- Humidity & static control
- Advanced locking spray actuator increases output

WHAT MAKES THIS FORMULA SPECIAL?

- Quick drying, low VOC formula with fine mist sprayer.
- Panthenol (Provitamin B5), Passion Flower Extract & Horse Tail Extract

Pure aroma of Lavandin & Clary Sage.



Available in 6.0 oz

NEUREPAIR®

restorative formula absorbs instantly to revive, strengthen and add shine.

NEUREPAIR ARGAN OIL®

Restorative formula absorbs instantly to revive, strengthen and return shine. Nongreasy formula aids in styling by helping to reduce blow-dry time. Leaves hair smooth and silky with brilliant shine.

BENEFITS:

- Ultra lightweight, non-greasy formula
- Nourishes and restores moisture
- Repairs hair and reduces breakage
- Smooths cuticle & controls flyaways
- Reduces blow dry time
- Humidity resistance and UV protection
- Instantly revives, strengthens and returns shine
- For all hair types

WHAT MAKES THIS FORMULA SPECIAL?

- Argan Kernel Oil, Rose Hips Fruit Extract, Apricot Kern Oil, Green Tea Extract & Shea Butter

Fragrance Free



Available in 2.5 oz

GLOSSARY OF THE BAD STUFF

NEUMA will NEVER formulate with 15 different types of ingredients that are known carcinogens, skin sensitizers or environmental pollutants. Why ZERO? Here's why...

Synthetic Fragrance (Fragrance, Parfum)

Propylene Glycol & Butylene Glycol

Urea (Imidazolidinyl and Diazolidinyl) & DMDM Hydantoin

Formaldehyde

1,4-Dioxane

Lead Acetate

Polyquaternium 16

Sulfate Surfactants (SLS, SLES, ALS, ALES)

Quaternium 6, 7, 15, 31, & 60

Phthalates

Carcinogen (carcinogenic)

Methylisothiazolinone (MIT, MI)

*****FD&C Color**

Dimethylamine

Diethanolamine (DEA) & Monoethanolamine (MEA)

Glutens

Parabens (Methyl, Propyl, Butyl and Ethyl Paraben)

Triethanolamine (TEA) Lauryl Sulfate & Triethanolamine (TEA) Laureth Sulfate

****Soy**

* except hairsprays. ** except neuStyling clay ***except neuBlonde platinum



EDITOR FAVORITES



Free of talc, aluminum and synthetic fragrances, Neuma (theunbeauty) volum Dry Shampoo calls on natural rice bran and tapioca starch to absorb excess oil sans powdery residue.

PROUDLY
MADE IN THE
USA



NEUMA

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