



THE SOURCE
2023

neuma®



neuma.

A WHOLE NEU WORLD

Welcome to the world of Neuma. A California company in the center of innovation, we are crafting the products of a better tomorrow, for the people who demand them today. Our mission is to leave the world better than we found it – not because it's easy, but because it's the right thing to do.

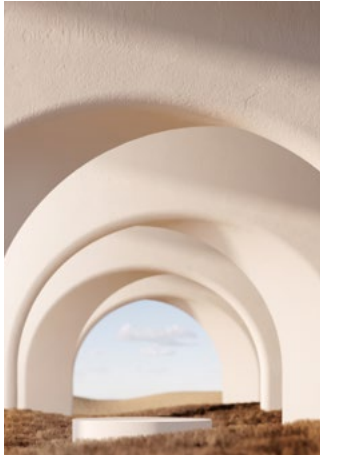
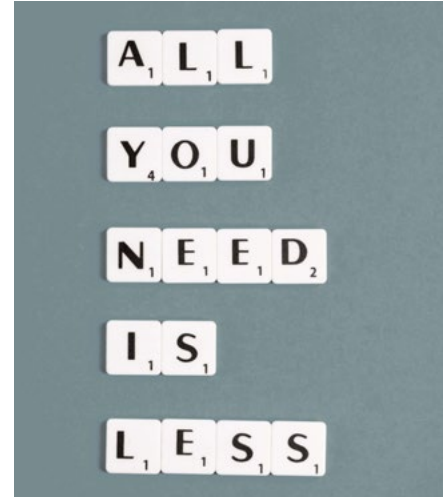
We are the clean beauty of tomorrow. One which has nothing to hide and believes in a minimalist approach where we enhance the uniqueness of every individual while minimizing our impact on the planet. We strip away the excess and fluff to unearth beauty in its purest form for the good of the planet, your hair and us all.

PLANET. PEOPLE. PERFORMANCE.

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INSPIRED.



We live in a world full of wonder – a world we are committed to conserving. Through our less is more approach, Neuma is haircare that cares, fueled by goodness and inspired by nature. We are visionaries, innovators and creators that believe in beauty for a better tomorrow.

THE ARCH

Ever present on our packaging and materials, the arch represents a window to the future. It signifies the opening to new perspectives and opportunities. Passing through an arch is the symbolic act of rebirth, leaving behind the old to enter the new world of possibilities.

The time is now to embrace the future of clean beauty.

PLANET.

Our clean formulas are 100% non-negotiable. Our vegan formulas are powered by Earth-first innovation. They contain no synthetic fragrances or toxic chemicals. Ever. From total ingredient transparency to eco-friendly production and packaging, Neuma set (and raises) the standard creating tomorrow's clean hair care today from the inside, out.

ON THE INSIDE

- Synthetic Fragrance-Free
- 100% Vegan
- Cruelty-Free
- Gluten-Free
- Soy-Free
- Free of 15 Toxic or Questionable Ingredients
- No Artificial Dyes or Colorants
- Prop 65 Compliant

ON THE OUTSIDE

- Wind-Powered Manufacturing
- 100% Recyclable Bottles
- 100% Post-Consumer Resin (PCR)
- Promote Paperless Materials & Use Recyclable Materials



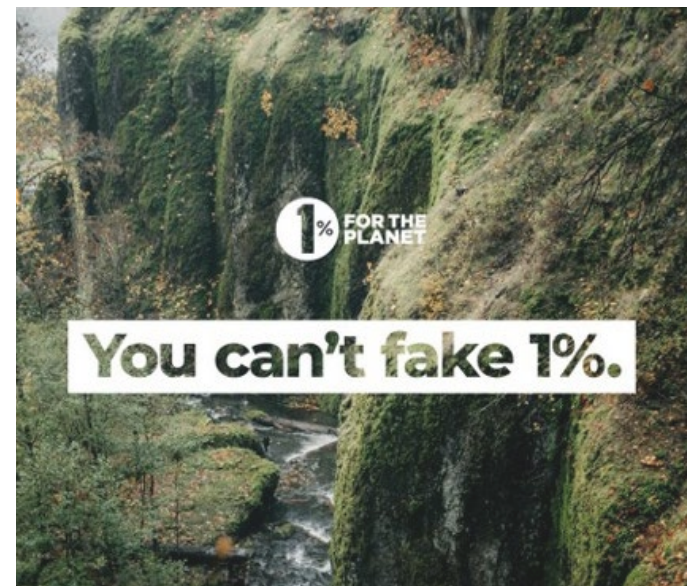
PEOPLE.

Together we are better. We look to inspire and engage with our professional global communities to stretch our impact for a better tomorrow. While we are experts in clean beauty, we look beyond our core competencies to partner with organizations that specialize in changing lives and our global footprint.

OUR PARTNERS



For every Neuma product sold, we plant one tree.* With your support, our donations to **Trees for the Future** helps transform lives, protect the planet, empower women and end poverty.



Neuma is a proud member of **1% for the Planet**, a global network of businesses, individuals and nonprofit organizations tackling our planet's most pressing environmental issues. As a 1% for the Planet organization, Neuma donates at least 1% of our profits to environmental initiatives.

*Donation excludes travel & professional-size products.



OUR COMMUNITY

The heart and soul of Neuma exists in our people. From our community of hairdressers, employees, distributor partners and vendors to our customers who choose clean beauty every day, we are collectively making a difference and pushing the boundaries of what we can accomplish **for the greater good.**

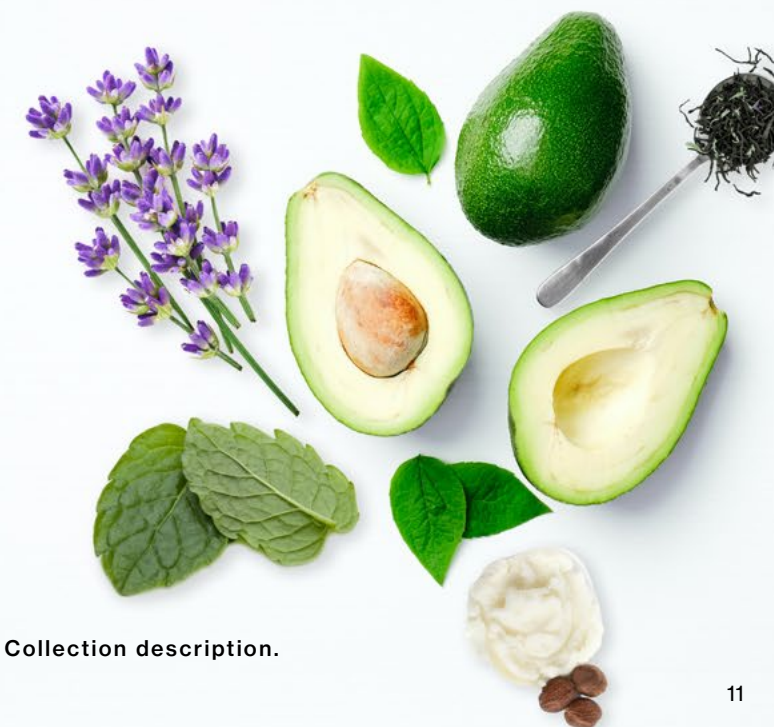
PLANET. PEOPLE. PERFORMANCE.

PERFORMANCE.

COME SEE WHAT WE'RE MADE OF.

Only the good. Since our inception, we have gone above and beyond to avoid ingredients that could be potentially harmful to you or the planet. That same passion holds true for the ingredients we choose to include. Each Neuma Collection is powered by nature's most effective ingredients to provide solutions for your hair concerns.

- **RE NEU®:** Peppermint & Lavender
- **NEU MOISTURE®:** Shea Butter & Argan Oil
- **NEU VOLUME®:** Coconut & Avocado Oil
- **NEU REPAIR®:** Plant Collagen & Sea Kelp
- **NEU CURL™:** Grapeseed Oil & Flaxseed
- **NEU STYLING®:** Green Tea & Apricot Kern Oil



WE BELIEVE IN THE
POWER OF PERFORMANCE.
SIMPLY PUT, OUR FORMULAS WORK. DEVELOPED TO THE HIGHEST
STANDARDS, **NEUMA** REVEALS BEAUTIFUL, HEALTHY HAIR
FOR **THE BEAUTY OF HUMANITY.**

Discover the benefits of each powerful blend within each Collection description.

A BREATH OF FRESH HAIR

Scent is the anchor of our senses. It evokes memories, influences emotions, and helps us connect with the world. The word “neuma” is derived from the Greek word ‘pneuma’ meaning to breathe. Neuma is the core of health and wellness. We don’t take this lightly, which is why we never have and never will use synthetic fragrances or perfumes. There’s nothing fake, nothing hidden, just pure essential oils and extracts that let your senses bloom.

Breathe deep and experience Neuma’s custom aromatherapy blends:

- **RE NEU®**: Peppermint and Vanilla
- **NEU MOISTURE®**: Lavender, Mandarin and Vanilla*
- **NEU VOLUME®**: Fennel, Ylang Ylang, Patchouli and Vanilla
- **NEU REPAIR®**: Lemon, Lavender and Fir Needle
- **NEU CURL™**: Coconut Hibiscus
- **NEU STYLING®**: Lavender, Mandarin and Vanilla*



*Exception to collection exclusive fragrance: NEU STYLING TEXTURIZER & NEU MOISTURE INSANT FIX.

DID YOU KNOW?

Under the United States Trade Secret Act, the word “fragrance” is protected. This allows manufacturers the freedom to list “fragrance” on their ingredient listing without having to disclose the actual makeup of what they use to create their scents. This leaves manufacturers with over 5,000 different chemical choices, 800+ of which are known to be carcinogens, skin irritants and hormone disruptors.



WE’RE MAKING A STINK ABOUT FRAGRANCE

Neuma believes in full transparency, which is why you’ll never find the words ‘fragrance’ or ‘parfum’ on our ingredient listings. We strive to educate consumers about the ‘fragrance loophole’ and proudly support legislation to ban unsafe ingredients in personal care products.

Learn More:

<https://neumabeauty.com/blogs/blog/where-making-a-stink-about-fragrance>

THE 'COME CLEAN' LIST

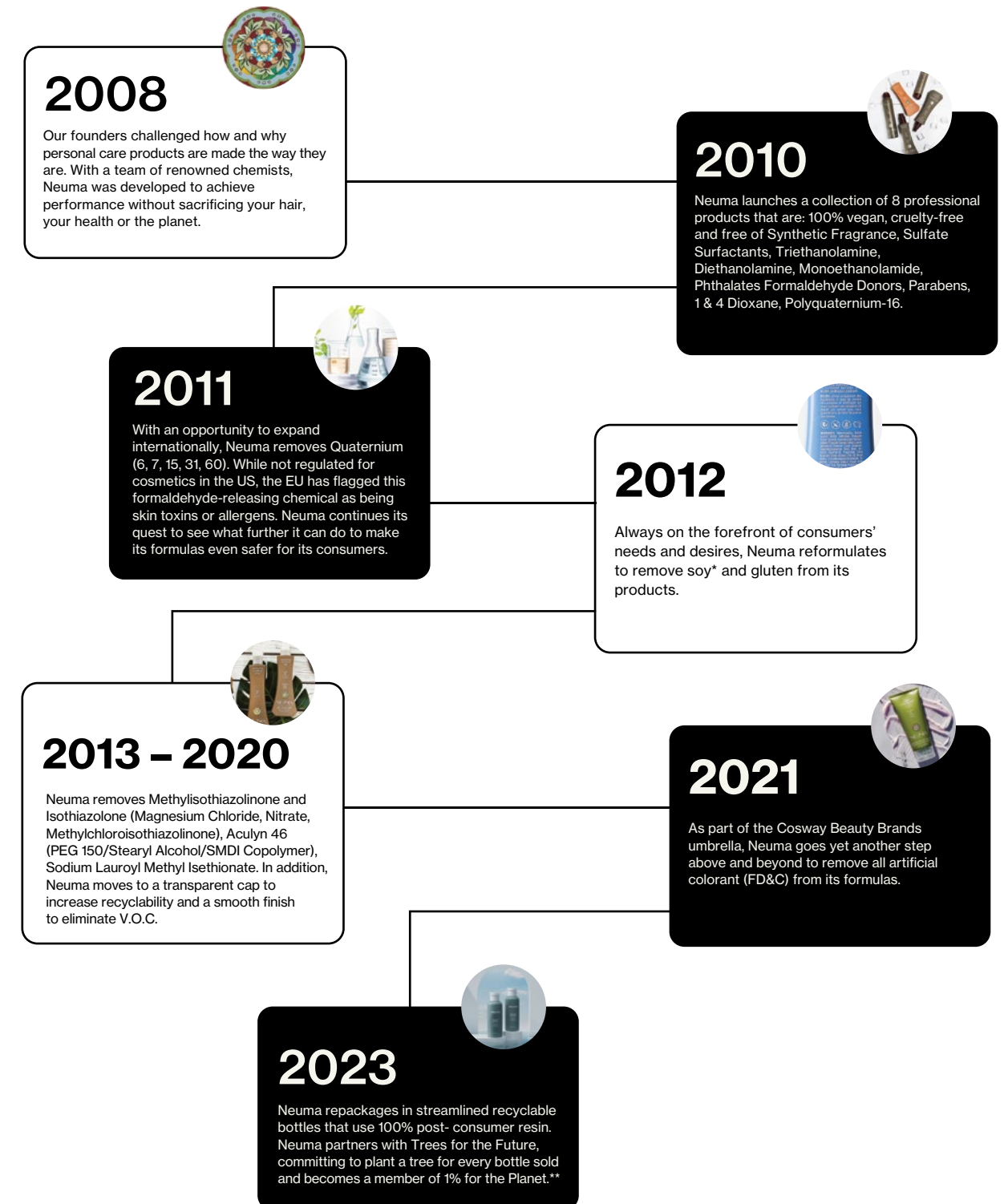
Neuma chooses not to formulate with more than 15 different types of ingredients that are commonly known to be carcinogens, hormone disruptors, skin sensitizers or environmental pollutants. In full transparency, what you see on the label, is what's in the bottle.

HERE'S WHAT WE PROUDLY GO WITHOUT...

- 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
- Known Carcinogens
- 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

THE JOURNEY

Long before 'clean beauty' became a buzzword, the idea for Neuma was born. As our world evolves, so does our brand. We will never stop innovating and reaching above and beyond to deliver the highest quality products that make a difference in your life and the world.



*Exception: NEU STYLING® CLAY **Donation excludes travel & professional-size products.



FOR THE FUTURISTS

With the evolution of the Neuma brand, we have purposely abandoned what has been traditionally seen as clean beauty. We look beyond today's safe space of "eco-friendly" and embrace the endless possibilities of what the future holds. The future of clean beauty is bold, transparent, hopeful and daring. It strips away the fluff to reveal beauty in its most honest form. The clean beauty of tomorrow has nothing to hide and believes in a minimalist approach where we enhance the uniqueness of every individual while minimizing our impact on the planet.

To set the stage for the **FOR THE FUTURISTS** campaign, we chose a stark, modern environment to represent the clean slate from which beauty emerges. The arch represents leaving the old behind, embracing the new and serves as a portal for possibility. For makeup and styling, we chose structured shapes in white for an ethereal effect and to set the canvas for incredible hair artistry that knows no bounds. The **FOR THE FUTURISTS** campaign encourages tranquility and peace of mind while exploring movement, shape and design in a fresh and organic way.

We are thrilled for you to embark on this new journey with us, creating tomorrow's hair care today.

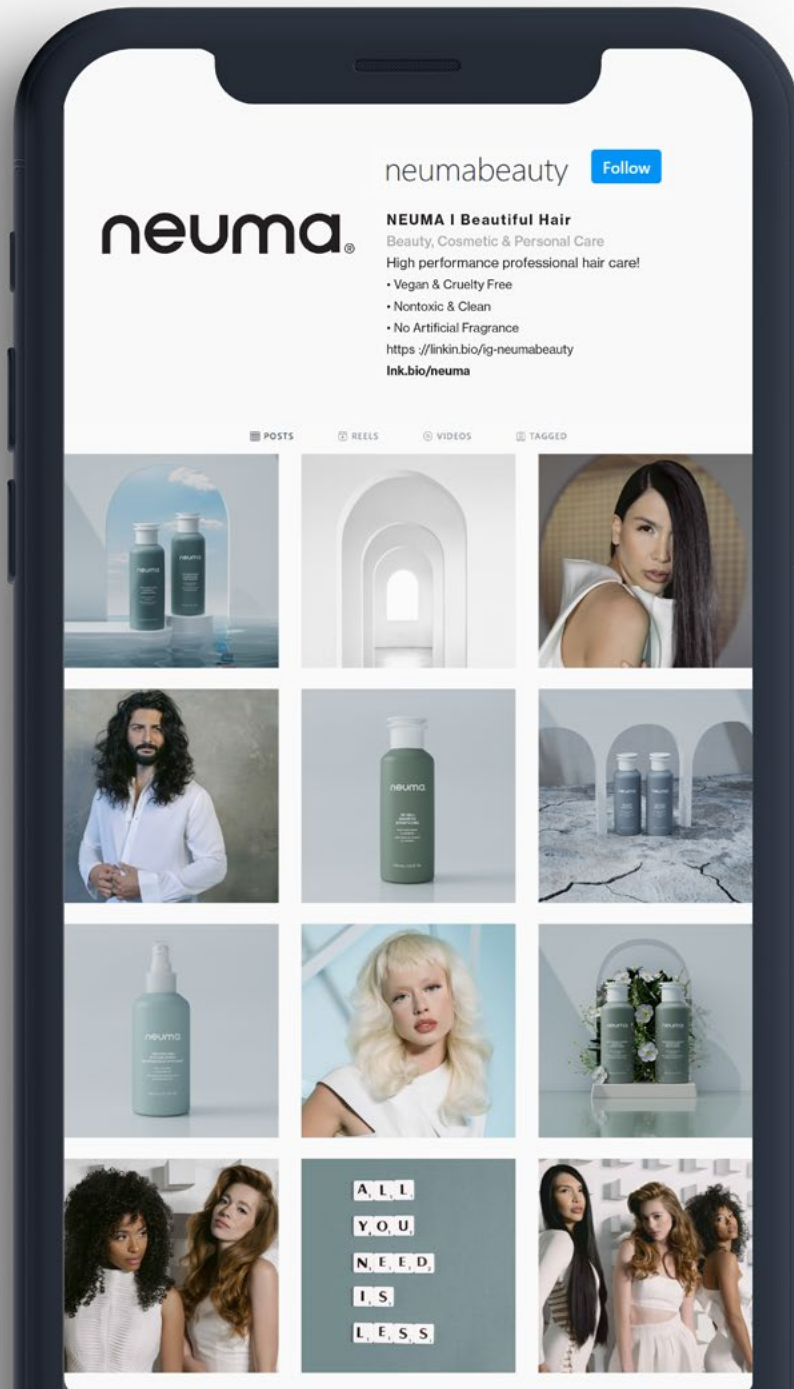
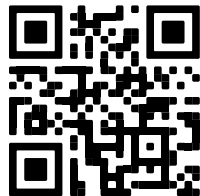
CONNECT

Our social media channels provide platforms to connect with the Neuma community, access clean beauty tips, get inspired and grow. Our website offers a wealth of information, including our salon locator, custom formula finder and a dedicated Pro portal to house our Simply Rewards salon loyalty program, education offerings and business-building tools. Each digital channel keeps you connected with the Neuma experience. We encourage you to share, engage and amplify your voice.

@neumabeauty | #neumabeauty



neumabeauty.com



FEATURED

From our stylists and their clients to beauty editors, bloggers and influencers, love for Neuma prevails. Our customers' five-star product reviews speak entirely to the exceptional experience Neuma delivers, and our prestigious beauty award wins prove us best-in-class. Let's share the love!

InStyle

"The 13 Best Shampoos for Fine Hair"
NEU VOLUME SHAMPOO

allure

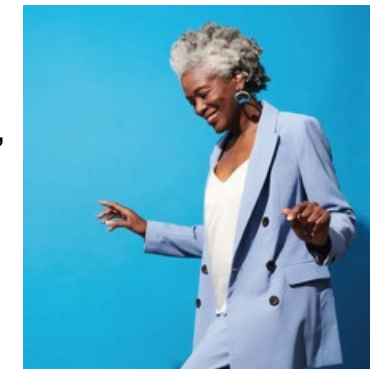
"The Best New Products Hitting Shelves"
NEU MOISTURE ARGAN TREATMENT OIL

Health

"10 Best Shampoos for Oily Hair According to Hairstylists"
RE NEU SHAMPOO

Prevention.

"Easy Ways to Look Younger & Age Gracefully"
NEU VOLUME STYLING SPRAY



mindbodygreen

"Why This Air-Dry Styling Cream Works & How to Use It"
NEU STYLING AIR-DRY SHAPER



CNN underscored

"30 New Beauty Products We're Loving This Spring"
NEU STYLING AIR-DRY SHAPER



2022 Healing Lifestyles Award Winner for Best Styling Cream
NEU STYLING SMOOTHING CRÈME



5x Reader's Choice Award-Winner for Best Eco-Friendly Brand

NEUMA COLLECTIONS



RE NEU®

Designed for all hair types in need of a fresh start. Powered by **Peppermint** and **Lavender**, RE NEU® refreshes, revitalizes and restores balance to the hair and scalp.



PEPPERMINT OIL

INCI NAME: Mentha Piperita (Peppermint) Oil
COUNTRY OF ORIGIN: United States

KNOWN FOR:

Peppermint Oil is known for its excellent aromatherapy benefits especially for calming and soothing. Traditionally, it has been used as a sleep aid and is known to help promote clear, radiant skin and scalp.

BENEFIT TO HAIR AND SCALP:

Peppermint oil can help stimulate the scalp and promote circulation. The menthol in Peppermint Essential Oil is a vasodilator, which helps improve blood flow. Increasing blood flow to the hair follicle creates a healthy scalp environment for hair to thrive.

FUN FACTS:

Peppermint Oil has an incredibly wide range of applications, from aromatherapy, beauty products, to different kinds of medication and even cleaning products. The higher the quality of the oil, the higher the menthol content. This active ingredient makes the body think that the area in contact is cold, in turn increasing blood flow.



LAVENDER OIL

INCI NAME: Lavandula Angustifolia (Lavender) Oil
COUNTRY OF ORIGIN: France

KNOWN FOR:

Lavender Oil is known to be effective for the recovery of fatigue, relaxation and cell regeneration.

WHY IT WORKS:

Lavender Oil constituents include Linalyl Acetate, Linalool and Geraniol. It is known to be effective for the recovery of fatigue, the relaxation of stress, the growth of cells, the reproduction of skin, and alopecia areata. Among these constituents, Linalyl Acetate Ester is effective for the relaxation of nerves, and as a tincture, Linalool has antifungal effects. Aromatherapy is one of the alternative medicines that are currently gaining much attention.

BENEFIT TO HAIR AND SCALP:

Lavender Oil constituents include Linalyl Acetate, Linalool and Geraniol and is effective for the relaxation of nerves. For this reason, is soothing and calming to hair and scalp.

FUN FACTS:

In Provence, Lavender harvests takes place in July and August when flowers are at their peak bloom. The oils are then extracted using traditional equipment and water steam distillery process for best-quality oils. Our supplier maintains a close relationship with local growers to guarantee consistency and the best quality essential oils.

Sources:
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4289931/>, Sustainable Botanicals International, info@sustainablebotanicals.com, <https://www.healthline.com/health/peppermint-oil-for-hair#benefits>, https://www.researchgate.net/publication/301318959_Hair_Growth-Promoting_Effects_of_Lavender_Oil_in_C57BL6, Global Ingredient Solutions, Inc., LAV-OIL_Lavando_SS_12-04-18.pdf

RE NEU® SHAMPOO

Refresh, revitalize and nourish hair and scalp with this gentle, purifying formula to remove build-up and impurities. Leaves hair clean, fresh and vibrant.

QUICK FACTS:

- Water-soluble, sulfate-free* surfactant derived from coconut for the gentlest cleansing possible
- Refreshes and helps remove product build-up without drying out hair
- Enhances body and adds shine
- Nourishes and promotes a healthy scalp
- Lightweight formula for all hair and scalp types

KEY INGREDIENTS:

- **Sunflower Seed Oil:** Helps provide protection against fading while adding shine and shielding hair from heat damage.
- **Peppermint Oil:** Helps enhance body and volume. Helps stimulate the scalp and promote circulation encouraging a healthy scalp environment.
- **Lavender Oil:** Provides soothing and smoothing benefits to hair and scalp.

AROMA:

Peppermint and Vanilla

GUIDANCE:

Wet hair, lather, leave on up to one minute. Rinse.

PRO TIP:

Use this shampoo as a treatment before color services to remove build-up and debris for precise color placement.



RE NEU® CONDITIONER

Detangle, nourish, smooth and soothe with this refreshing, lightweight conditioner. Delivers instantly revitalized, soft and shiny hair.

QUICK FACTS:

- Refreshes, smoothes and conditions hair
- Enhances body and adds shine
- Nourishes & promotes a healthy scalp
- Lightweight formula perfect for all hair and scalp types

KEY INGREDIENTS:

- **Vegetable Protein:** Helps strengthen hair while adding shine.
- **Peppermint Oil:** Helps enhance body and volume. Helps stimulate the scalp and promote circulation encouraging a healthy scalp environment.
- **Lavender Oil:** Provides soothing and smoothing benefits to hair and scalp.

AROMA:

Peppermint and Vanilla

GUIDANCE:

Apply to clean, wet hair. Leave on up to one minute. Rinse.

PRO TIP:

Use this conditioner as a treatment before color services to lightly condition and balance hair.



*Free of Sulfate Surfactants (SLS, SLES, ALS, ALES)

NEU MOISTURE®

Designed for dry or brittle hair. Powered by **Shea Butter** and **Argan Oil**, NEU MOISTURE® nourishes and delivers hydration to restore ultimate hair health.



SHEA BUTTER

INCI NAME: Butyrospermum Parkii (Shea Butter)
COUNTRY OF ORIGIN: West Africa, France*

KNOWN FOR:

Its emollient and protecting properties for hair and skin.

WHY IT WORKS:

Shea Butter is rich in Vitamins A and E and essential fatty acids.

BENEFIT TO HAIR AND SCALP:

Due to its high content of fatty acids, Shea Butter is thought to add moisture, reduce dryness and help prevent split ends. It also helps increase shine and reduce frizz while softening hair.

FUN FACTS:

Shea Butter use has been documented as far back as the 14th century. The hardy Shea Tree grows on the dry soils of the West African Savannah. The fruit, similar to a small Avocado, bears a pulp containing a kernel that yields precious butter once crushed. Shea Butter is a staple of African pharmacopeia and is used as a decongestant and as an anti-inflammatory against arthritis and for strains.



ARGAN OIL

INCI NAME: Argania Spinosa Kernel Oil
COUNTRY OF ORIGIN: Morocco*

KNOWN FOR:

Delivering nourishment, moisture and shine.

WHY IT WORKS:

Argan Oil touts high concentrations of fatty acids like Oleic and Linoleic Acid and antioxidants like Vitamins A and E.

BENEFIT TO HAIR:

Argan Oil nourishes, adds elasticity and infuses moisture and shine. Argan Oil has been shown to lubricate the hair shaft to help hair maintain moisture. It also helps prevent dryness and reduce frizz while boosting shine.

FUN FACTS:

While once a well-kept beauty secret of women in the Middle East, Argan Oil has gone mainstream and for good reason. Argan Oil has been referred to as "liquid gold." Native to Morocco, it is harvested from the kernels of Argan Tree nuts, which shells are cracked to reveal the kernel. The kernels are ground into a paste that is cold pressed to produce the oil.

Sources:
https://www.healthline.com/health/shea-butter-for-hair#TOC_TITLE_HDR_1_AE_CHEMIE_SHE-BUT_SheaButterKaristar_TDS_10-16-16.pdf
<https://doi.org/10.1002/ejlt.201000417> European Journal of Lipid Science and Technology, Guillaume, Dominique, Argan oil and other argan products: Use in dermocosmetology
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4387693/>

*Country of origin may vary depending on availability.

NEU MOISTURE® SHAMPOO

Gently cleanses while restoring moisture balance. Luxurious, rich lather nurtures and hydrates, leaving hair smooth, soft and shiny.

QUICK FACTS:

- Water-soluble, sulfate-free* surfactant derived from Coconut for the gentlest cleansing possible
- Restores hair hydration levels
- Smooths the surface of hair
- Imparts brilliant shine
- Perfect for daily use or as needed for dry or chemically-treated hair

KEY INGREDIENTS:

- **Hydrolyzed Vegetable Protein:** With both small and large molecular weights, this vegetable-based copolymer delivers moisture within while reinforcing the cuticle to improve condition of hair and minimize breakage.
- **Shea Butter:** Due to its high content of fatty acids, Shea Butter helps add moisture, reducing dryness and preventing split ends. It also contributes to increasing shine and reducing frizz while softening hair.
- **Argan Oil:** Nourishes, adds elasticity, infuses moisture and boosts shine. Argan Oil has been shown to lubricate the hair shaft to help hair maintain moisture content, preventing dryness and breakage while reducing frizz.

AROMA:

Lavender, Mandarin and Vanilla

GUIDANCE:

Wet hair, lather, rinse.

PRO TIP:

Feel free to address your client's unique needs by pairing this shampoo with a different conditioner from another collection such as Volume Conditioner for a shiny blowout that is full of volume and body.



*Free of Sulfate Surfactants (SLS, SLES, ALS, ALES)

Sources: https://www.crodapersonalcare.com/en-gb/product-finder/product/5579-keravis_1_nsp_1_et

NEU MOISTURE® CONDITIONER

This ultra-hydrating formula revitalizes and replenishes moisture. Helps reduce damage due to combing and styling while leaving hair soft, silky and radiant with healthy shine.

QUICK FACTS:

- Restores hair hydration levels
- Detangles, adds slip and improves manageability
- Smooths the surface of hair
- Imparts brilliant shine
- Perfect for daily use or as needed for dry or chemically-treated hair

KEY INGREDIENTS:

- **Rose Flower Oil:** Rich in phytochemicals, it provides anti-radical scavenging and an antioxidant effect to help provide protection against fading and damage. It also touts aromatherapy benefits.
- **Shea Butter:** Due to its high content of fatty acids, Shea Butter helps add moisture, reducing dryness and preventing split ends. It also contributes to increasing shine and reducing frizz while softening hair.
- **Argan Oil:** Nourishes, adds elasticity, infuses moisture and boosts shine. Argan Oil has been shown to lubricate the hair shaft to help hair maintain moisture content, preventing dryness and breakage while reducing frizz.

AROMA:

Lavender, Mandarin and Vanilla

GUIDANCE:

Apply to clean, wet hair. Leave on up to one minute. Rinse.

PRO TIP:

Add a few drops of NEU MOISTURE ARGAN TREATMENT OIL to this conditioner for an express deep treatment at home or in the salon.



*Free of Sulfate Surfactants (SLS, SLES, ALS, ALES)

Sources: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7835869/>

NEU MOISTURE® MASQUE

This ultra-rich, hydrating treatment treats and helps replenish hair. Designed to deeply moisturize, soften, smooth and nourish, it leaves hair feeling smoother and softer and full of shine.

QUICK FACTS:

- Infuses hydration to restore moisture balance
- Helps protect against environmental and heat damage
- Softens and soothes
- Deeply conditions and adds shine
- Perfect as a weekly treatment for dry or chemically-treated hair

KEY INGREDIENTS:

- **Pea Protein:** Contains high levels of amino acids, including Glutamic Acid, Aspartic Acid, Arginine and Lysine, all of which are vital to keeping hair flexible and less prone to damage. It also helps retain moisture, preventing brittleness and breakage.
- **Shea Butter:** Due to its high content of fatty acids, Shea Butter helps add moisture, reducing dryness and preventing split ends. It also contributes to increasing shine and reducing frizz while softening hair.
- **Argan Oil:** Nourishes, adds elasticity, infuses moisture and boosts shine. Argan Oil has been shown to lubricate the hair shaft to help hair maintain moisture content, preventing dryness and breakage while reducing frizz.

AROMA:

Lavender, Mandarin and Vanilla

GUIDANCE:

After shampooing, apply from scalp to ends. Leave on for two minutes. Rinse.

PRO TIP:

For an elevated spa-like experience, add a warm towel over the hair during the processing time of the NEU MOISTURE MASQUE. While this won't increase the efficacy of the masque, it will continue the relaxation part of this deep treatment service.



Sources: *Alonso, L. & Fuchs, E. (2006) The hair cycle, Journal of Cell Science, issue 119, (pp. 391-393). Arginine Derived Nitric Oxide: Key to Healthy Skin, Bioactive Dietary Factors and Plant Extracts in Dermatology (pp. 73-82). https://www.crodapersonalcare.com/en-gb/product-finder/product/5434-keramatch_1_v

NEU MOISTURE® INSTANT FIX

Detangles, nourishes and protects. This lightweight, leave-in treatment spray nourishes and hydrates for manageable, revitalized hair.

QUICK FACTS:

- Repairs and revitalizes with lightweight hydration
- Detangles, adds slip and improves manageability
- Helps seal the cuticle while delivering heat protection
- Preps and primes hair for styling
- Perfect for daily use

KEY INGREDIENTS:

- **Kalette, Coconut and Vanilla Extracts:** Rich in antioxidants, this fusion helps preserve hair from heat damage while helping maintain color radiance.
- **Shea Butter:** Due to its high content of fatty acids, Shea Butter helps add moisture, reducing dryness and preventing split ends. It also contributes to increasing shine and reducing frizz while softening hair.
- **Argan Oil:** Nourishes, adds elasticity, infuses moisture and boosts shine. Argan Oil has been shown to lubricate the hair shaft to help hair maintain moisture content, preventing dryness and breakage while reducing frizz.

AROMA:

Kalette, Coconut and Vanilla

GUIDANCE:

Lightly mist on wet or dry hair. Comb through. Style as desired.

PRO TIP:

Try incorporating this product during your hair cutting services for increased combability and to prevent sections from drying out as you work through the haircut.



Sources: <https://www.hallstarbeauty.com/webfoo/wp-content/uploads/Active-Naturals-HAIR-English.pdf>

NEU MOISTURE® ARGAN TREATMENT OIL

Lightweight, clear, treatment oil made with pure Argan Oil deeply nourishes and defrizzes while restoring luster and luminous shine.

QUICK FACTS:

- Ultra-lightweight, clear, non-greasy formula
- Absorbs quickly
- Helps to repair and fortify hair
- Smooths hair's cuticle and controls flyaways
- Helps revive and strengthen while infusing shine
- Engages and uplifts the senses

AROMA:

Lavender, Mandarin and Vanilla

GUIDANCE:

Distribute 1 – 2 pumps on damp or dry hair.

PRO TIP:

Add 1 – 2 pumps to a treatment or conditioner at the basin for an extra boost of hydration and shine.

KEY INGREDIENTS:

- **Rose Flower Oil:** Rich in phytochemicals, it provides anti-radical scavenging and antioxidant effect to help provide protection against fading and damage. It also touts aromatherapy benefits.
- **Argan Oil:** Nourishes, adds elasticity, infuses moisture and boosts shine. Argan Oil has been shown to lubricate the hair shaft to help hair maintain moisture content, preventing dryness and breakage while reducing frizz.
- **Shea Butter:** Due to its high content of fatty acids, Shea Butter helps add moisture, reducing dryness and preventing split ends. It also contributes to increasing shine and reducing frizz while softening hair.



NEU VOLUME®

Designed for fine or fragile hair or anyone needing essential volume. Powered by **Coconut** and **Avocado Oil**, NEU VOLUME® provides weightless moisture, body, bounce and shine.





COCONUT OIL

INCI NAME: Cocos Nucifera (Coconut) Oil
COUNTRY OF ORIGIN: United States*

KNOWN FOR:

Excellent moisturizing properties, skin softening and conditioning.

WHY IT WORKS:

Coconut Oil is super emollient and offers superior oxidative stability. Compared with other mineral oils, it has a smaller particle size allowing for better penetration. Coconut Oil is high in Lauric Acid and is found to be a powerful antioxidant, which serves to fight against free radical damage.

BENEFIT TO HAIR AND SCALP:

Coconut Oil moisturizes and conditions hair while aiding in detangling, which helps to reduce breakage and the formation of split ends. It has also been shown to help protect against UV damage.

FUN FACTS:

Due to the high amount of Lauric Acid, an antimicrobial agent, when Coconut Oil is consumed, it helps the body fight off bacteria, fungi and viruses.

KNOWN FOR:

Nourishment and repair.

WHY IT WORKS:

Avocado Oil contains a high concentration of monounsaturated and polyunsaturated fatty acids and is loaded with Oleic Acid. It is also rich in Vitamins A, F and E.

BENEFIT TO HAIR:

Thanks to the monounsaturated fatty acids, Avocado Oil can penetrate the hair shaft (rather than sit on top), allowing nutrients to deeply moisturize and nourish from within. While it is deeply nourishing, it easily absorbs, so it won't leave hair heavy or greasy. It also has UV absorption properties which help protect hair. It has also been known to reduce breakage and smooth split ends.

FUN FACTS:

Unlike many oils, Avocado Oil is not derived from a seed but from cold pressing the fleshy pulp surrounding the Avocado pit. Avocado Oil is one of only two unrefined oils in the world (the other being Almond) that can be used as a natural moisturizer and conditioner for the hair, face and skin.



AVOCADO OIL

INCI NAME: Persea Gratissima
COUNTRY OF ORIGIN: Spain*

Sources: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC444260/>
Fregonesi A, Scanavez C, Santos L, De Oliveira A, Roesler R, Escudeiro C, et al. Brazilian oils and butters: The effect of different fatty acid, Spritzler F (2019) 29 clever uses for coconut oil. Healthline. Accessed 22 Oct 2020, <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8132276/>
Chain composition on human hair physiochemical properties. J Cosmet Sci. 2009;60:273-80. [PubMed] [Google Scholar]. Bikira Organics, bikira-coconut-oi-tds.pdf

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3614059/>, <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4387693/>, <https://www.nutritionaloutlook.com/view/friday-fun-fact-avocado-oil>

*Country of origin may vary depending on availability.

NEU VOLUME® SHAMPOO

Gently cleanses fine or fragile hair while delivering featherlight moisture and volume. Leaves hair looking and feeling naturally thicker and fuller.

QUICK FACTS:

- Water-soluble, sulfate-free* surfactant derived from Coconut for the gentlest cleansing possible
- Ultra-lightweight formula won't weigh down hair
- Aids in strengthening and moisturizing hair
- Helps minimize breakage
- Reduces static and flyaways

KEY INGREDIENTS:

- **Pea Protein:** Contains high levels of amino acids, including Glutamic Acid, Aspartic Acid, Arginine and Lysine, all of which are vital to keeping hair flexible and less prone to damage. It also helps retain moisture, preventing brittleness and breakage.
- **Coconut Oil:** Moisturizes and conditions hair while aiding in detangling, which helps to reduce breakage and the formation of split ends. It has also been shown to help protect against UV damage.
- **Avocado Oil:** Deeply moisturizes and nourishes from within. It absorbs easily, so it won't leave hair heavy or greasy while helping smooth the cuticle and protect hair from breakage.

AROMA:

Fennel, Ylang Ylang, Patchouli and Vanilla

GUIDANCE:

Wet hair, lather, rinse.

PRO TIP:

Perfect for anyone looking to increase lift and volume without drying out their hair and scalp.



*Free of Sulfate Surfactants (SLS, SLES, ALS, ALES)

Sources: Alonso, L. & Fuchs, E. (2006) The hair cycle, Journal of Cell Science, issue 119, (pp. 391-393). Arginine Derived Nitric Oxide: Key to Healthy Skin, Bioactive Dietary Factors and Plant Extracts in Dermatology (pp. 73-82). https://www.crodapersonalcare.com/en-gb/product-finder/product/5434-keramatch_1_v

NEU VOLUME® CONDITIONER

Detangles, helps volumize and adds fullness. Ultra-lightweight, conditioning formula leaves fine or fragile hair soft with incredible bounce and shine.

QUICK FACTS:

- Lightweight formula never weighs hair down
- Helps add strength and moisture to minimize breakage
- Delivers long-lasting body and fullness
- Helps shield hair from fading and environmental damage

KEY INGREDIENTS:

- **Pea Protein:** Contains high levels of amino acids, including Glutamic Acid, Aspartic Acid, Arginine and Lysine, all of which are vital to keeping hair flexible and less prone to damage. It also helps retain moisture, preventing brittleness and breakage.
- **Coconut Oil:** Moisturizes and conditions hair while aiding in detangling, which helps to reduce breakage and the formation of split ends. It has also been shown to help protect against UV damage.
- **Avocado Oil:** Deeply moisturizes and nourishes from within. It absorbs easily, so it won't leave hair heavy or greasy while helping smooth the cuticle and protect hair from breakage.

AROMA:

Fennel, Ylang Ylang, Patchouli and Vanilla

GUIDANCE:

Apply to clean, wet hair. Leave on up to one minute. Rinse..

PRO TIP:

Add a few drops of NEU MOISTURE ARGAN TREATMENT OIL to this conditioner for an express deep treatment at home or in the salon.



*Free of Sulfate Surfactants (SLS, SLES, ALS, ALES)
Sources: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7835869/>

NEU VOLUME® STYLING SPRAY

Creates long-lasting body, bounce and shine. This multi-tasking, volume-boosting spray provides fullness and style support.

QUICK FACTS:

- Lightweight volume booster
- Adds instant body and bounce
- Helps seal the cuticle while delivering heat protection
- Humectants help prevent moisture loss

KEY INGREDIENTS:

- **Coconut Oil, Shikakai and Tamarind Extracts:** Rich in antioxidants, this fusion helps preserve hair from heat damage while helping maintain color radiance.
- **Coconut Oil:** Moisturizes and conditions hair while aiding in detangling, which helps to reduce breakage and the formation of split ends. It has also been shown to help protect against UV damage.
- **Avocado Oil:** Deeply moisturizes and nourishes from within. It absorbs easily, so it won't leave hair heavy or greasy while helping smooth the cuticle and protect hair from breakage.

AROMA:

Fennel, Ylang Ylang, Patchouli and Vanilla

GUIDANCE:

Spray on clean, damp hair before drying or heat styling. Style as desired.

PRO TIP:

For an extra voluminous boost and lift, spray at the roots. Great as a curly hair re-activator on second-day hair. Also, a great choice to apply section by section as a curling iron spray due to its memory properties.

HOLD: 2 | **SHINE:** 3



Sources: <https://www.hallstarbeauty.com/webfoo/wp-content/uploads/Active-Naturals-HAIR-English.pdf>

NEU REPAIR®

Designed for damaged and fragile hair. Powered by **Plant Collagen** and **Sea Kelp**, NEU REPAIR® fortifies, strengthens and protects for revitalized, healthy, shiny results.



PLANT COLLAGEN

INCI NAME: Urtica Dioica (Nettle) Extract, Daucus Carota Sativa (Carrot) Seed Oil, Hydrolyzed Quinoa, Aloe Barbadensis Leaf Juice

COUNTRY OF ORIGIN: Nettle (United States), Carrot Seed Oil (India), Quinoa (United States), Aloe Vera (Mexico)*

KNOWN FOR:

Widely used in skin care for its anti-aging and anti-wrinkle properties, Plant Collagen fills vacancies between cells increasing elasticity and firmness.

WHY IT WORKS:

Plant Collagen is an Amino Acid Complex derived from plant protein which mimics that derived from animals. This vegan complex is rich in amino acids such as Proline, Glutamic Acid, Oxyproline and Glycine and has various effects, including nourishing hair, increasing elasticity and moisturizing. Plant Collagen also has the ability to cover the water molecule, inhibiting moisture from evaporating.

BENEFIT TO HAIR AND SCALP:

Plant Collagen is known for nourishing and moisturizing hair while increasing elasticity and cellular strength.

FUN FACTS:

Collagen is a vital structural protein making up our body's connective tissues, which is about a third of the protein in our bodies. As we age, our bodies produce less collagen. The plants selected for Neuma's complex provide an accessible path to replicating the amino acids found naturally in collagen and bind together their protein fibers to provide a functional equivalent to animal-based collagen.



SEA KELP

INCI NAME: Macrocystis Pyrifera (Kelp) Extract

COUNTRY OF ORIGIN: United States*

KNOWN FOR:

Used as a dietary supplement due to its high Iodine content and has received much acclaim in the beauty and wellness space.

WHY IT WORKS:

Sea Kelp is rich in vitamins, macronutrients and minerals. It contains 46 minerals, 16 amino acids, and 11 vitamins. Iodine, Iron, Potassium, Phosphorus and Salt are the most prominent minerals, while Niacin and Vitamin A are the lead vitamins. Sea Kelp helps nourish and soothe skin and hair and supports cell renewal. Its unique polymer structure and jelly-like texture make it excellent for stabilizing emulsions while delivering antioxidant and nutritive benefits.

BENEFIT TO HAIR:

Sea Kelp has great water-binding properties, making it excellent for boosting and retaining moisture in hair.

FUN FACTS:

Seaweed has a long history of use as food, as flavoring agents and in traditional folk medicine. Kelp Seaweed is a member of the brown algae family Phaeophyta. The roots, stems and leaves of the plant are all used for the extract. Sea Kelp can be found in the colder coastal waters of North America.

Sources: DKSH North America, <http://www.dksh.com/>, Plant Collagen Extract (Brochure).pdf
Pullar JM, Carr AC, Vissers MCM. The Roles of Vitamin C in Skin Health. *Nutrients*. 2017 Aug 12;9(8):866. doi: 10.3390/nu9080866. DePhillipo NN, Aman ZS, Kennedy MI, Begley JP, Moatshe G, LaPrade RF. Efficacy of Vitamin C Supplementation on Collagen Synthesis and Oxidative Stress After Musculoskeletal Injuries: A Systematic Review. *Orthop J Sports Med*. 2018 Oct 25;6(10):2325967118804544. doi: 10.1177/2325967118804544.
<https://www.nutritionaloutlook.com/view/friday-fun-fact-avocado-oil>

Sources: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7957606/#B245-molecules-26-01306>, J Appl Phycol. "Algae as Nutritional and Functional Food Sources: Revisiting Our Understanding." 2017
*Country of origin may vary depending on availability.

NEU REPAIR® SHAMPOO

Revitalizes damaged hair while gently cleansing. Ultra-reparative formula fortifies strands, helping to reduce breakage for stronger, healthier hair.

QUICK FACTS:

- Water-soluble, sulfate-free* surfactant derived from Coconut for the gentlest cleansing possible
- Nourishes strands while offering repair from the inside out
- Aids in strengthening and moisturizing hair
- Leaves hair smoother, stronger and shinier
- Helps minimize breakage
- Perfect for daily use

AROMA:

Lemon, Lavender and Fir Needle

GUIDANCE:

Wet hair, lather, rinse.

PRO TIP:

This product is an ideal choice after lightening services to gently start the process of repairing the hair.

KEY INGREDIENTS:

- **Carob Seed Extract:** Rich in essential amino acids, it binds to the hair fiber creating a protective layer that smoothes hair's cuticle and helps seal in active ingredients and moisture for smoother, shinier, more resilient strands.
- **Plant Collagen:** Increases elasticity by filling the space between cells, helping to strengthen hair and reduce breakage. Envelops water molecules to help retain essential moisture.
- **Sea Kelp:** Nutrient and mineral-rich, it provides essential nourishment and smoothing to hair.



*Free of Sulfate Surfactants (SLS, SLES, ALS, ALES)

Sources: https://www.researchgate.net/figure/Extraction-and-purification-process-of-carob-been-gum_fig1_233783705
T.M., Rolim Baby, A. Hair fiber characteristics and methods to evaluate hair physical and mechanical properties.

NEU REPAIR® CONDITIONER

Ultra-reparative formula fortifies strands, helping to reduce breakage for stronger, healthier hair. Revitalizes damaged hair while conditioning.

QUICK FACTS:

- Helps fortify, strengthen and increase hair's resiliency
- Nourishes strands while offering repair from the inside out
- Aids in strengthening and moisturizing hair
- Leaves hair smoother, stronger and shinier
- Detangles, adds slip and helps minimize breakage
- Perfect for daily use

AROMA:

Lemon, Lavender and Fir Needle

GUIDANCE:

Apply to clean, wet hair. Leave on up to one minute. Rinse.

PRO TIP:

This product is a great choice after lightening services to calm and seal the cuticle.

KEY INGREDIENTS:

- **Carob Seed Extract:** Rich in essential amino acids, it binds to the hair fiber creating a protective layer that smoothes hair's cuticle and helps seal in active ingredients and moisture for smoother, shinier, more resilient strands.
- **Plant Collagen:** Increases elasticity by filling the space between cells, helping to strengthen hair and reduce breakage. Envelops water molecules to help retain essential moisture.
- **Sea Kelp:** Nutrient and mineral-rich, it provides essential nourishment and smoothing to hair.



Sources: https://www.researchgate.net/figure/Extraction-and-purification-process-of-carob-been-gum_fig1_233783705
T.M., Rolim Baby, A. Hair fiber characteristics and methods to evaluate hair physical and mechanical properties

NEU REPAIR® LEAVE-IN TREATMENT

Nourishing treatment smoothes, conditions and helps shield against damage. Revitalizes damaged hair and improves hair's look and feel.

QUICK FACTS:

- Delivers lightweight moisture to nourish and revive
- Seals hair's cuticle preventing moisture loss
- Leaves hair smoother, stronger and shinier
- Softens the hair and provides a protective barrier from environmental and heat styling damage

AROMA:

Lemon, Lavender and Fir Needle

GUIDANCE:

Apply a small amount to damp hair. Comb through. Style as desired.

PRO TIP:

After using your shampoo and conditioner of choice, NEU REPAIR LEAVE-IN TREATMENT is a great addition to your regimen to ensure your hair is retain the vital nutrients, hydration and moisture.

KEY INGREDIENTS:

- **Coconut Oil, Shikakai and Tamarind Extracts:** Rich in antioxidants, this fusion helps preserve hair from heat damage while helping maintain color radiance.
- **Carob Seed Extract:** Rich in essential amino acids, it binds to the hair fiber creating a protective layer that smoothes hair's cuticle and helps seal in active ingredients and moisture for smoother, shinier, more resilient strands.
- **Plant Collagen:** Increases elasticity by filling the space between cells, helping to strengthen hair and reduce breakage. Envelops water molecules to help retain essential moisture.
- **Sea Kelp:** Nutrient and mineral-rich, it provides essential nourishment and smoothing to hair.

Sources:
<https://www.hallstarbeauty.com/webfoo/wp-content/uploads/Active-Naturals-HAIR-English.pdf>



NEU CURL™

Designed for wavy, curly and coily hair. Powered by **Grapeseed Oil** and **Flaxseed**, NEU CURL™ nourishes hair and encourages curl pattern for frizz-free, bouncy locks.





FLAXSEED

INCI NAME: Linum Usitatissimum (Flaxseed) Seed Extract

COUNTRY OF ORIGIN: United States*

KNOWN FOR:

As a superfood, it's praised for improving overall health.

WHY IT WORKS:

It's an excellent source of protein, Vitamin E, fiber, Omega-3 Fatty Acids and antioxidants. Flaxseeds are high in Lignans, compounds found in fiber-rich plants.

BENEFIT TO HAIR AND SCALP:

Lignans have high antioxidant qualities that keep hair dense and shiny and help maximize volume and elasticity. Because Flaxseed is good at binding moisture to hair, it helps reduce breakage and split ends.

FUN FACTS:

Flaxseeds have been cultivated and used as a nutritional supplement for centuries. This crop is emerging as an important functional ingredient because of its rich A-Linolenic Acid (ALA, an Omega-3 Fatty Acid), Lignan, and fiber content. Flaxseed Oil has potential health benefits, such as a reduction in cardiovascular disease, atherosclerosis, diabetes, cancer, arthritis, osteoporosis, and autoimmune and neurological disorders.

KNOWN FOR:

While many associate Grapeseed Oil with cooking, it has incredible benefits for hair and skin. It is largely known for its anti-microbial and anti-inflammatory properties. Grapeseed Oil is beneficial for most hair types.

WHY IT WORKS:

It is antioxidant-rich, high in Vitamin E, Flavonoids, Linoleic Acid and OPCs, all of which are necessary for healthy hair growth and vitality.

BENEFIT TO HAIR:

Because of its lightweight texture, it won't leave the hair feeling greasy while acting as a sealant to fight frizz and add shine. Grapeseed Oil has a high amount of Phenolic compounds, which are antioxidants and can protect the hair from UV damage. Anti-humectant properties help seal in moisture.

FUN FACTS:

This multi-tasking oil is extracted from the seed of grapes after they've been used to make wine.



GRAPESEED OIL

INCI NAME: Vitis Vinifera

COUNTRY OF ORIGIN: Spain*

Sources: Rahimlou, M., Jahromi, N., Hasanyani, N., & Ahmadi, A. (2019). "Effects of Flaxseed Interventions on Circulating Inflammatory Biomarkers: A Systematic Review and Meta-Analysis of Randomized Controlled Trials." *Advances in Nutrition*, 10(16), 1108-1119. doi.org/10.1093/advances/nmz048
Sources: Botanic Innovations, TDS_Grape-seed-personal-care.pdf, Parikh M, Maddaford TG, Austria JA, Aliani M, Netticadan T, Pierce GN. Dietary flaxseed as a strategy for improving human health. *Nutrients*. 2019;11(5):1171. doi:10.3390/nu11051171, Hosking AM, Juhasz M, Atanaskova Mesinkovska N. Complementary and alternative treatments for alopecia: a comprehensive review. *SAD*. 2019;5(2):72-89. Lin TK, Zhong L, Santiago JL. Anti-inflammatory and skin barrier repair effects of topical application of some plant oils. *Int J Mol Sci*. 2017;19(1):70. doi:10.3390/ijms19010070

*Country of origin may vary depending on availability.

NEU CURL™ PERFECTING CRÈME

Enhances curl formation for touchable waves, curls and coils. Lightweight defining crème nourishes hair while adding shape, memory and soft support for a frizz-free finish.

QUICK FACTS:

- Enhances and defines natural curl pattern
- Provides shape, separation and control
- Seals and smoothes the cuticle to reduce frizz
- Nourishes curls with essential moisture

KEY INGREDIENTS:

- **Chia Seed:** Comprised of Omega 3 Fatty Acids, Chia Seed seals in moisture, keeping scalp and hair conditioned. It adheres to the hair fiber forming a resistant and flexible coating, providing curls structure and support.
- **Coconut Oil, Shikakai and Tamarind Extracts:** Rich in antioxidants, this fusion helps preserve hair from heat damage while helping maintain color radiance.
- **Flaxseed Oil:** With high antioxidant qualities, Flaxseed Oil helps keep hair dense and shiny while maximizing elasticity. Efficient at binding moisture to hair, it also helps minimize breakage and split ends.
- **Grapeseed Oil:** With antioxidant-rich Phenolic compounds, Grapeseed Oil protects hair from UV and environmental damage while helping seal in moisture. Due to its lightweight properties, it absorbs quickly and acts as a sealant to fight frizz and add shine.

AROMA:

Coconut Hibiscus

GUIDANCE:

Apply a small amount to clean, damp hair. Heat style with a diffuser or air-dry.

PRO TIP:

Try incorporating this product into your regimen as a finishing product or dry, wavy or curly hair or as a day-2 and day-3 choice to revive and refresh your curls.

HOLD: 2 | **SHINE:** 3



Sources: <https://www.hallstarbeauty.com/webfoo/wp-content/uploads/Active-Naturals-HAIR-English.pdf>
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2883415/#B6>, <https://chemyunion.com/en/hair-care/wavemax-2>

NEU STYLING®

Designed for every style imaginable. Powered by **Green Tea** and **Apricot Kern Oil**, NEU STYLING® provides the support, memory, hold and shine you want and need.



GREEN TEA

INCI NAME: Glycerin (and) Camellia Sinensis Leaf Extract

COUNTRY OF ORIGIN: Malaysia, China*

KNOWN FOR:

A mainstay in beauty and wellness, Green Tea is famous for its anti-aging, soothing and antioxidant properties. It also contains Caffeine and Tannins, which are stimulants and have anti-inflammatory properties.

WHY IT WORKS:

Green Tea contains Polyphenols which are extremely high in antioxidants. This makes it an established free radical fighter, preventing oxidative damage, fading and inflammation.

BENEFIT TO HAIR AND SCALP:

Its high antioxidant content helps protect hair from environmental damage and fading, while Caffeine helps stimulate blood flow to follicles creating a healthy scalp environment.

FUN FACTS:

Green Tea use in Chinese medicine dates back more than 2,000 years and was commonly known as the “Green Jade.” This powerful botanical extract is derived from the leaves and buds of the Camellia Sinensis Tea Plant.



APRICOT KERN OIL

INCI NAME: Prunus Armeniaca (Apricot) Kernel Oil

COUNTRY OF ORIGIN: Italy, Morocco, Turkey*

KNOWN FOR:

This fruity oil is known for its emollient and anti-inflammatory properties and for softening skin and hair.

WHY IT WORKS:

Rich in essential fatty acids (Oleic Acid and Linoleic Acid), Apricot Kernel Oil distributes easily and acts as an emollient that makes hair softer and more pliable. It also contains high concentrations of Vitamin A, which is required for cell rejuvenation and collagen stimulation.

BENEFIT TO HAIR:

This lightweight oil helps soften the hair shaft while moisturizing and nourishing. It helps create a moisture barrier to protect against frizz, while its anti-inflammatory properties help revitalize, promoting hair and scalp health.

FUN FACTS:

Apricot is a relatively small fruit tree which grows wild from Iran to Manchuria and has been cultivated for over 4,000 years in China. While apricot fruit flesh is the fruit's hero, its interior pit is also edible. Very rich in oil, these sweet almonds are used in medicine, food and cosmetics.

NEU STYLING® SMOOTHING CRÈME

Effortlessly calms frizz and flyaways while smoothing hair. Leaves hair incredibly soft, silky and shiny.

QUICK FACTS:

- Seals and smooths the cuticle to reduce frizz, flyaways and static
- Provides humidity resistance for lasting smoothness
- Nourishes locks and adds healthy shine
- Alcohol-free formula

KEY INGREDIENTS:

- **Shea Butter:** Due to its high content of fatty acids, Shea Butter helps add moisture, reducing dryness and preventing split ends. It also contributes to increasing shine and reducing frizz while softening hair.
- **Green Tea:** Antioxidant-rich Green Tea helps protect hair from environmental damage and fading, while its Caffeine content helps stimulate blood flow to follicles creating a healthy scalp environment.
- **Apricot Kern Oil:** This lightweight oil helps softens hair while moisturizing and nourishing. It helps create a moisture barrier to protect against frizz, and its anti-inflammatory properties help revitalize, promoting hair and scalp health.

AROMA:

Lavender, Mandarin and Vanilla

GUIDANCE:

Apply to damp hair from mid-lengths to ends. Style as desired.

PRO TIP:

For increased shine and softness blend this product with a few drops of NEU MOISTURE ARGAN TREATMENT OIL before styling your hair.

HOLD: 1 | **SHINE:** 3



NEU STYLING® TEXTURIZER

Flexible, shaping crème adds natural texture and definition with long-lasting support and natural shine for various lengths.

QUICK FACTS:

- Non-greasy, moldable texture cream
- Stretchable fibers create separation, texture and definition
- Smooths and controls flyaway hair

KEY INGREDIENTS:

- **Ozokerite Wax:** Soft and pliable vegan wax delivers flexibility, hold and support.
- **Green Tea:** Antioxidant-rich Green Tea helps protect hair from environmental damage and fading, while its Caffeine content helps stimulate blood flow to follicles creating a healthy scalp environment.
- **Apricot Kern Oil:** This lightweight oil helps softens hair while moisturizing and nourishing. It helps create a moisture barrier to protect against frizz, and its anti-inflammatory properties help revitalize, promoting hair and scalp health.

AROMA:

Persimmon

GUIDANCE:

Apply to damp or dry hair. Start with a small amount and work up to desired result.

PRO TIP:

Twist into damp curls for added separation and flexible hold.

HOLD: 3 | **SHINE:** 3



NEU STYLING® AIR-DRY SHAPER

Skip the blow-drier. This zero-fuss formula enhances natural texture and adds body, soft control and shine for an effortlessly artful, air-dried style.

QUICK FACTS:

- Enhances texture without heat
- Lightly conditions and controls
- Delivers soft separation
- Smooths frizz and adds shine

KEY INGREDIENTS:

- **Rose Flower Oil:** Rich in phytochemicals, it provides anti-radical scavenging and antioxidant effect to help provide protection against fading and damage. Also touts aromatherapy benefits.
- **Green Tea:** Antioxidant-rich Green Tea helps protect hair from environmental damage and fading, while its Caffeine content helps stimulate blood flow to follicles creating a healthy scalp environment.
- **Apricot Kern Oil:** This lightweight oil helps softens hair while moisturizing and nourishing. It helps create a moisture barrier to protect against frizz, and its anti-inflammatory properties help revitalize, promoting hair and scalp health.

AROMA:

Lavender, Mandarin and Vanilla

GUIDANCE:

Emulsify a small amount in hands and apply evenly through towel-dried hair, mid-shaft to ends. Comb through. Scrunch or twist to enhance. Style as desired.

PRO TIP:

Add more to hair as you work up the head for additional control, shine and bounce or leave as is for a carefree, undone effect.

HOLD: 3 | **SHINE:** 3



Sources: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7835869/>

NEU STYLING® CLAY

Adds touchable texture and moldability with strong hold. Delivers pliability and a semi-matte finish perfect for short styles.

QUICK FACTS:

- Non-greasy, moldable styling clay with medium-to-firm hold
- Provides workable definition and separation
- Enhances texture with a low sheen
- Smooths and controls flyaways

KEY INGREDIENTS:

- **Carnauba Wax:** A natural vegetable wax derived from the leaves of the Carnauba Tree, its soft and emollient properties make it ideal for styling. Acts as a natural binding agent that stretches and delivers hold and control.
- **Green Tea:** Antioxidant-rich Green Tea helps protect hair from environmental damage and fading, while its Caffeine content helps stimulate blood flow to follicles creating a healthy scalp environment.
- **Apricot Kern Oil:** This lightweight oil helps softens hair while moisturizing and nourishing. It helps create a moisture barrier to protect against frizz, and its anti-inflammatory properties help revitalize, promoting hair and scalp health.

AROMA:

Lavender, Mandarin and Vanilla

GUIDANCE:

Apply small amount to damp or dry hair. Style as desired.

PRO TIP:

Great for adding matte texture to shorter styles or longer lived-in looks.

HOLD: 4 | **SHINE:** 2



Sources: <https://www.newdirectionsaromatics.com/blog/products/all-about-carnauba-wax.html>

NEU STYLING® FIBER

Manipulates, texturizes and increases fullness. Delivers extra strong hold to shape style with a matte finish.

QUICK FACTS:

- Helps texturize, thicken and increase fullness
- Provides strong, pliable hold with a matte finish
- Protects against moisture loss while providing control
- Great for short styles and taming flyaways

KEY INGREDIENTS:

- **Candelilla Wax:** This multifunctional complex of wax esters derived from the waxy leaf structure of Candelilla Shrubs provides pliable support with firm hold and a protective moisture barrier.
- **Green Tea:** Antioxidant-rich Green Tea helps protect hair from environmental damage and fading, while its Caffeine content helps stimulate blood flow to follicles creating a healthy scalp environment.
- **Apricot Kern Oil:** This lightweight oil helps softens hair while moisturizing and nourishing. It helps create a moisture barrier to protect against frizz, and its anti-inflammatory properties help revitalize, promoting hair and scalp health.

AROMA:

Lavender, Mandarin and Vanilla

GUIDANCE:

Rub a small amount between palms before working through damp or dry hair. Distribute evenly and style as desired.

PRO TIP:

Try using this product in damp hair and then blow dry to create your favorite pompadour styles.

HOLD: 5 | **SHINE:** 1



Sources: <https://www.truthinaging.com/ingredients/euphorbia-cerifera-candelilla-w>

NEU STYLING® MOUSSE

Volume-enhancing formula amps up style with lasting support, body, bounce and control.

QUICK FACTS:

- Adds remarkable body, control and shine
- Delivers medium-to-strong style support
- Excellent as a root lifter or for enhancing curls
- Non-aerosol, alcohol-free formula

KEY INGREDIENTS:

- **Panthenol:** A derivative of Vitamin B5, Panthenol is a natural humectant that helps balance moisture, improve suppleness and helps to strengthen hair.
- **Green Tea:** Antioxidant-rich Green Tea helps protect hair from environmental damage and fading, while its Caffeine content helps stimulate blood flow to follicles creating a healthy scalp environment.
- **Apricot Kern Oil:** This lightweight oil helps softens hair while moisturizing and nourishing. It helps create a moisture barrier to protect against frizz, and its anti-inflammatory properties help revitalize, promoting hair and scalp health.

AROMA:

Lavender, Mandarin and Vanilla

GUIDANCE:

Dispense in palms and apply through damp hair. Style as desired.

PRO TIP:

Massage into scalp with fingertips for added volume at the roots. You can also use this product on dry day-2 hair to revive the shape and hold of your style.

HOLD: 4 | **SHINE:** 2



Sources: Davis MG, Thomas JH, van de Velde S, et al. A novel cosmetic approach to treat thinning hair. Br J Dermatol. 2011;165 Suppl 3:24-30. doi:10.1111/j.1365-2133.2011.10633.x

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