



**NEUMA**  
— BEAUTIFUL SUSTAINABLE —

# Our Story

**NEUMA** is derived from the Greek word Pneuma , which means \_\_\_\_\_ to breathe, the breathe of life, the centering breath.

Name with Meaning

Icon with Meaning

Our Mandala has meaning too!

List the items in the Mandala and and their meaning.

1. Sun/Light/Beginning
2. Ocean/Water
3. Seed/Birth/Renewal
4. Earth/Soil/Nurture
5. Plant Life/Growth
6. Rain/Sustain/Restore
7. Heavens/ Eternity/ Spirit



**NEUMA** has created a genuine, transparent, healthy and sustainable brand.

Draw a line from the icon to the statement that best represents that icon.

Our Core Values



Free of synthetic fragrance, synthetic aroma chemicals, artificial dyes and all known carcinogens, neurotoxins, and skin sensitizers



Vegan formulas



90% post consumer recycled HDPE bottles



Full disclosure of all ingredients used and transparency in label claims



Maintain paperless operations. Use only 100% post-consumer recycled paper when absolutely necessary, 100% recycled paperboard and PET containers for all storage & shipping, and recycled fiber pallets



100% certified wind power offsets used to manufacture our products and bottles



Require progressive sustainability pledges from all our valued Vendor Partners



Renewable, beneficial, plant-based ingredients



Never tested on animals



Employ environmentally responsible, green chemistry in our own state of the art manufacturing facility. Utilize only environmentally responsible ingredients.

And **never** use environmentally irresponsible ingredients **such as:**

**NO** Fragrance

**NO** Phlates

**NO** Parabens

**Why NEUMA?**

**BECAUSE EVERYTHING MATTERS**

Professional Performance + Healthy, Sustainable Plant-Based Ingredients =

**NEUMA**



**reNeu™ Collection**

Daily wash and condition

Lightweight

Healthy Scalp and Hair



**reNeu shampoo**

Daily Wash

Great scalp balancer

Corn Mint and Peppermint

**reNeu condition**

Soothing and Calming

Adds weightless shine

Can be used daily



**reNeu tangle me free**

Low PH acidifer

Great porosity equaliser

UVA UVB Protection

**reNeu scalp therapy**

Fixes all scalp issues

Exfoliates with Bamboo

Promotes hair growth



**neuMoisture™ Collection**

Moisture balancing for dry hair

Notes of Vanilla and Cacao

Great for dry climates

**neuMoisture shampoo**

Daily wash

Thick, Rich Lather

Balances healthy moisture



**neuMoisture condition**

Lightweight daily use

Adds moisture to cortex

Creates healthy shine

**neuMoisture intensive masque**

Repairs dry hair

Seals moisture into cortex

Hair becomes healthier every use



**neuRepair™ argan oil**

Proprietary oil blend

Pharmaceutical grade

Colorless and Fragrance free

**neuSmooth™ Collection**

Adds protein and repairs frizz

Strengthens hair inside cortex

Keeps hair soft and smooth



**neuSmooth shampoo**

Repairs cuticle damage

Eliminates Fly Aways

Strengthens Cortex

**neuSmooth leave-on condition**

Smooths hair shaft

Adds massive shine

Can be left on or rinsed



**neuSmooth revitalizing masque**

Repairs all damage

Seals the hairshaft

Increases bounce



**neuSmooth illuminating mist**

UVA UVB Protect-ant

Seals cuticle w/ shine

Heat Protection



**neuVolume™ Collection**

Provides bounce and lift

Color safe for all hair

Give natural volume w/ no damage

**neuVolume shampoo**

Daily Use Safe

Creates bounce and lift

Hair feels fuller longer



**neuVolume condition**

Weightless lift and bounce

No heavy oils

Hair lifts off one another

**neuVolume blow-out mist**

Root booster

Plumps hair shaft

Adds shine and volume



**neuVolume surf lotion**

enhances any natural wave

creates soft healthy curls

gives hair healthy texture

**neuStyling™ Collection**

All Anti Humectant

All Anti- Static

All can be restyled with heat



**neuStyling extender**

Eliminates hair odors

Creates bounce and shine

Reactivates previous style

**neuStyling blow dry lotion**

Smooths cuticle

Decreases drying time

Gives light hold memory



**neuStyling smoothing crème**

Smooths and seals hair

Adds heat protection

Gives hair glossy shine

**neuStyling mousse**

100% working product

Gives tons of volume

Great root lift



**neuStyling gelée**

Adds hold memory

Creates perfect sets and style

Makes hair bouncy and shiny

**neuStyling texturizer**

Adds healthy texture

Creates pliability and tact

Can be styled wet or dry



**neuStyling clay**

Firmest hold

adds grit and texture

**neuStyling firm hold gel**

Firm and flexible

Great for "wet look"

Hold lasts up to 48 hours



**neuControl hairsprays**

All UVA UVB Protection

Give flexible lasting hold

Protect and seal styles