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Product Quick Guide





Naturally Inspired, Organically Infused Hair & Body Care®





Environmentally conscious manufacturing & exceptional performance

- CERTIFIED ORGANIC ALOE VERA GEL **BASED PRODUCTS**
- **HIGH-PERFORMANCE PRODUCTS**
- SAFE FOR COLORED, HIGHLIGHTED AND KERATIN TREATED HAIR
- **NATURALLY HEALING. ORGANIC INGREDIENTS**
- MADE WITH CLEAN, PURE WATER
- **ESSENTIAL OIL-BASED FRAGRANCES**
- NATURAL AROMA INGREDIENTS
- AROMATIC BOTANICAL EXTRACTS

Clean, conscious comfort created with family & function in mind

- **PARABEN-FREE**
- **DIOXANE-FREE**
- **HORMONE-FREE**
- **PESTICIDE-FREE**
- **VEGAN-FRIENDLY\***
- **NEVER TESTED ON ANIMALS**

\*We utilize a small amount of beeswax in our Fiber Putty and Forming Paste, which we obtain in a way that does not harm the bees. All of our other products are completely vegan, using no animal bi-products.

Scale of Recomendation  Lowest Highest  Click for purchase links		Best For						Topical Benefit								
		Fine	Normal	Dry	Chemically Treated	Oily	Hold	Adds Shine	Detangles	Thermal Protect	Smooths/ calms	Nourishes	Clarifies	Volumizes	Strengthens	Moistures
Cleanse & Condition	Daily Shampoo															
All Hair Types	<b>Daily Conditioner</b>															
Cleanse & Treatment	Moisturizing Shampoo															
Repairs & Restores	Moisturizing Treatment															
Cleanse & Condition	Nourishing Shampoo															
Repairs & Restores	<b>Nourishing Conditioner</b>															
Cleanse & Condition	Violet Shampoo															
Brightens Grey & Blonde	Violet Conditioner															
Treatment	Nourishing Oil Treatment															
Treatment	Fortifying Repairative Tonic															
Treatment	Deep Conditioner															
Styling/Texture	Crème Pomade															
Styling/Texture	Fiber Putty															
Styling/Texture	Forming Paste															
Styling/Texture	Molding Crème															
Styling/Texture	Firm Hold Gel															
Styling/Cleanse	Dry Shampoo															
Styling/Detangle	Leave in Conditioner															
Styling/Smoothing	Smoothing Crème															
Styling/Smoothing	Calming Crème															
Styling/Curl	Curvy Crème															
Styling/Volume	Maximum Volumizing Solution															
Styling/Volume	Volumizing Foam															
Styling/Finishing	Finishing Hair Spray															
Styling/Finishing	Extra Firm Finishing Hair Spray															
Styling/Finishing	Texture & Finishing Spray															
Styling/Finishing	Firm Hold Hair Spray															

# GET TO KNOW LOMA

### Our Hero Ingredient: Aloe

- LOMA is powered by plants so you can feel good about what you're using on your body and recommending it to your clients.
- We use aloe for its antioxidant, antibacterial and anti-inflammatory properties. It's rich in vitamins and minerals leaving the hair and scalp healthy and hydrated.
- Manufactured with 100% sustainable hydroelectric power
- Made in small batches
- Loma is based in Ayurvedic (ai ur vay - duhk) medicine, one of the world's oldest holistic healing systems.



# Simple Science with LOMA



# Organic Extracts

#### **ALOE VERA GEL**

The ultimate healing plant most effective on skin and hair.

#### **LAVENDER**

Soothes the hair and skin for healthy results.

#### **FENNEL SEED**

Extends all hair color vibrancy by killing excess peroxide and ammonia residue left over after color services.

#### SUNFLOWER SEED

Reduces the fading of all hair colors and helps to repair UV damage.



# Repairative Ingredients

#### **CREATINE**

Rebuilds the internal tensile strength of the hair especially color treated, foiled and bleached hair types.

#### **QUINOA PROTEIN**

Protein rich in amino acids to repair the cuticle layer and impart shine and moisture to the hair. Gluten free.

#### **BAOBAB PROTEIN**

Aids in damage recovery of the hair with moisture retention and heat protection. Nourishes and revitalizes.

#### **PANTHENOL**

Vitamin B-5 imparts moisture to the hair.

#### **TOCOPHEROLS**

Sunflower based organic Vitamin E, rich in natural anti-oxidants for protection of the hair and skin.



# Aloemoist Complex

Naturally-based, green chemistry: moisturize, enhance, protect, restore and repair the hair and skin.

We infuse the purest water with concentrated organic aloe vera powder.

Aloemoist Complex is made of pure organic plant extracts, oils, vitamins and minerals and offers a simple and clean approach to healthy hair and skin, as well as a sustainable environment.



## Organic Oils

#### **CASTOR OIL**

Excellent conditioning effects on the hair and scalp. Rich in natural moisturizers and nutrients for healthier hair.

#### SAFFLOWER OIL

Rich in natural Vitamin E, Omega-9, Oleic acid, which penetrate the hair to hydrate and moisturize.

#### **JOJOBA OIL**

The most effective instant moisturizer to the hair. Rich in Vitamin E and B complex to protect the hair and skin from harsh environmental damage.

#### **AVOCADO OIL**

Quickly quenches dry and thirsty hair. Rich in Vitamin A, D, E and B-6 and natural Amino Acids to add strength to the hair.

#### **OLIVE OIL**

Adds instant nourishment to the hair. Rich in Vitamin A, B-1, B-2, C, D, E and K and anti-oxidants for deep replenishment of hair and skin.

#### **SUNFLOWER OIL**

A natural emollient with thickening and moisturizing properties to restore the hairs health and strength.