

**ZERO synthetic fragrance, sulfates, parabens, 1,4-dioxane, phthalates, glutens, neurotoxins, aluminum compounds, glycols, formaldehyde donors, ureas, carcinogens, environmental pollutants – simply a genuine, sustainable brand.**

### Why ZERO? Here's why.....

**1,4-Dioxane:** Carcinogenic contaminant in many products, nearly 50% of cosmetics containing ethoxylated surfactants were found to contain 1,4 dioxane. Listed by Campaign for Safe Cosmetics (Skin Deep Database) as a Level 10 Hazard, their highest rating. Banned in Canada & European Union (EU.)

**Carcinogen (carcinogenic):** Cancer-causing agent.

**DEA (diethanolamine) & MEA (monoethanolamine):** Foaming agent causes allergic reactions, eye irritation, dryness of hair & skin. Toxic when absorbed over a period of time

**Dimethylamine:** Immune system, neuro, cardiovascular, blood, respiratory & liver toxicant. Found in hair products & body gels. Prohibited for use in cosmetics in the EU.

**FD&C Color:** From coal tar & other chemicals - cause skin sensitivity & irritation. Animal studies show them to be carcinogenic & are suspected of triggering behavioral problems (ADD – ADHD) in children since the 1970s.

**Formaldehyde:** Biocide, denaturant & preservative. Known carcinogen causing allergic, irritant and contact dermatitis, headaches and chronic fatigue. Vapor is extremely irritating to the eyes, nose and throat (mucous membranes). Also listed by Skin Deep as a Level 10 Hazard.

**Glutens:** By-product of wheat processing – unsafe for celiac sufferers - even hydrolyzed wheat protein contains large amounts of gluten and is a contact allergen.

**Glycols (Propylene Glycol, Butylene Glycol):** Solvent which penetrates skin & can weaken protein and cellular structure. Studies show they cause skin irritation, particularly on mucous membranes; are immune toxins; and produce positive mutation in mammals (carcinogen). Used as anti-freeze in cars and on planes.

**Lead Acetate:** Color additive, known human reproductive/development toxin, probable human carcinogen. Prohibited in the EU.

**Parabens (Methyl, Propyl, Butyl and Ethyl Paraben):** Preservatives widely used in cosmetics, even though studies show parabens to be carcinogenic & associated with breast cancer. Studies show that they are weakly estrogenic and absorbed by the body through the skin. Found to cause allergic reactions & topical dermatitis.

**Phthalates:** Synthetic chemical used to volatilize fragrance. Reproductive & endocrine system disruptor, skin sensitizer, immune & kidney toxicant. US EPA states phthalates produce dramatic changes in male reproductive characteristics, including hypospadias & other indications of demasculinization when exposed in utero. Prohibited for use in cosmetics in the EU since September 2004.

**Polyquaternium 16:** Known to be very toxic to aquatic organisms & cause long-term adverse effects in the aquatic environment – there are many other known environmental pollutants – too numerous to name.

**Quaternium 6, 7, 15, 31, & 60:** Toxic formaldehyde releasers that cause skin rashes and allergic reactions.

**Sulfate Surfactants (SLS, SLES, ALS, ALES):** Often contaminated with carcinogenic nitrosamines, can pose serious health threats. Used as floor cleaners and engine degreasers - and in most personal-care products that foam. SLS is such a caustic cleanser it actually corrodes the hair follicle and impairs the ability to grow hair. Exposure can lead to eye damage, depression, labored breathing and severe skin irritation (used to damage skin for medical insult testing).

**Synthetic Fragrance (Fragrance, Parfum):** The word "Fragrance" indicates the presence of any of over 5,000 known chemical substances – including phthalates. Only 1,500 have been tested for safety. Of the 1,500 tested, over 850 are known to be toxic or carcinogenic. Public disclosure of chemicals used in Fragrance is protected by the Federal "Trade Secrets" act and is the best place to hide additional objectionable chemicals. Skin Deep lists Fragrance as a Level 8 Hazard.

**TEA (Triethanolamine) Lauryl Sulfate & TEA (Triethanolamine) Laureth Sulfate:** Anionic surfactants used as pH adjusters, emulsifiers and preservatives. Form carcinogenic nitrosamine compounds on the skin & in the body after absorption when mixed with nitrosamines and nitrosating agents.

**Urea (Imidazolidinyl and Diazolidinyl) & DMDM Hydantoin:** Preservatives that often release formaldehyde - may cause joint pain, skin reactions, allergies, depression, headaches, chest pains, ear infections, chronic fatigue, dizziness, and loss of sleep.

Discover more at [neumabeauty.com](http://neumabeauty.com)

NEUMA RESEARCH LLC, Laguna Beach, CA 92651, 800-333-0707

Made in USA. NEUMA products are available ONLY at Fine Salons and Spas

# Styling Cocktails



**NEUMA**  
— BEAUTIFUL SUSTAINABLE —

A mixture of two or more products to create new, individualized products that meet the needs of client's natural texture and the desired finished look.

## Stylish Curls

Thin/Medium texture

Mix 2 parts Blow Dry Lotion with 1 part Styling Mousse for a soft hold with optimum shine. Blow dry with diffuser or air dry.

## Stylish Curls

Medium/Coarse texture

Mix 1 part Blow Dry Lotion with 1 part Style Texturizer plus 2-4 drops of Argan Treatment. Blow dry with diffuser or air dry.

## Straight & Smooth

Fine texture

Mix 2 parts Styling Mousse with 1 part Smoothing Crème. Blow dry, finish with flat iron.

## Straight & Smooth

Medium texture

Mix 1 part Blow Dry Lotion with 1 part Smoothing Crème. Apply Styling Mousse on the root area. Blow dry, finish with flat iron.

## Straight & Smooth

Thick texture

Mix 2 parts Blow Dry Lotion with 1 part Smoothing Crème plus 2-4 drops Argan Treatment. Blow dry, finish with flat iron.

## Curls 2 Straight

Medium density

Mix 2 parts Smoothing Crème with 1 part Blow Dry Lotion plus 2-4 drops of Argan Treatment. Blow dry with round brush, finish with flat iron.

## Curls 2 Straight

Thick/Kinky density

Mix 2 parts Smoothing Crème, 2 parts Blow Dry Lotion with 1 part Style Texturizer. Blow dry with round brush; add 2-4 drops of Argan Treatment as needed per section. Finish with flat iron.

## Texture plus Volume

Fine/Medium texture

Mix 3 parts Styling Mousse with 1 part Style Texturizer. Emulsify in hands and work through hair, scalp through ends.

## Texture plus Finish

For All Hair Types

Mix 1 part Style Texturizer with 1 part Styling Clay. Emulsify through hands, working through hair strands for a textured separated look.

## Shine plus Finish

Fine/Medium texture

Mix 1 part Styling Clay with 1 part Argan Treatment for separation and piecing on dry hair.

## Shine plus Finish

For All Hair Types

Mix Style Texturizer or Styling Clay with 2-4 drops of Argan Treatment for optimum condition and shine.

## Extra Volume

Medium texture

Mix 1 part Styling Mousse with 1 part Blow Dry Lotion. Work through hair. Blow dry with round brush.

## Extra Volume

Thick Texture

Mix 2 parts Styling Mousse with 2 parts Blow Dry Lotion. Work through hair. Blow dry with round brush.

## The Finishing Touch

For All Hair Types

Mix 1 part Style Texturizer with 1 part Argan Treatment. Emulsify in hands and smooth over finished hair style to control flyaways and frizzies.