



# LOMA<sup>®</sup>

## Product Quick Guide



# LOMA<sup>®</sup>

Naturally Inspired, Organically  
Infused Hair & Body Care<sup>®</sup>



Environmentally conscious  
manufacturing &  
exceptional performance

Clean, conscious  
comfort created  
with family &  
function in mind




- **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**

- **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 Recommendation

Lowest  Highest



Highest

[illegible]



# 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.

### Aloe Fun Fact:

Did you know that aloe juice supports and maintains smooth, radiant skin? Yes, your scalp is skin!



# 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 hair's health and strength.