

# LOMA<sup>®</sup>

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



*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**

# LOMA<sup>®</sup>

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

Over 30 years ago we innovated the use of  
Organic Aloe Vera Gel in the salon industry.

We infuse pure water with concentrated organic  
aloe vera powder—this powerful combination  
creates the #1 ingredient in LOMA products.





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

***Clean,  
conscious  
comfort  
created  
with family  
& function  
in mind***

\*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.



LOMA®

Daily Shampoo

Shampooing Quotidien  
Shampoo Diario

Sulfate, Gluten and Soy Free  
Sans Sulfate ni Gluten ni Soya  
Libre de Sulfato, Gluten y Soya

355 mL e 12 fl oz

LOMA®

Daily Conditioner

Revitalisant Quotidien  
Acondicionador Diario

Gluten and Soy Free  
Sans Gluten ni Soya  
Libre de Gluten y Soya

355 mL e 12 fl oz

# DAILY

For all hair types

Available in: .5oz / 15ml, 3oz / 88ml, 12oz / 355ml, 33.8oz / 1000ml, Gallon/3.7 Liter

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## DAILY SHAMPOO

- Gluten, Soy, Paraben and Sulfate-free cleansing
- Naturally nourishing and purifying to leave hair and scalp healthy
- For all hair types, especially fine to normal
- Safe for use on color treated hair
- Our most clarifying-volumizing shampoo
- Wet hair, apply desired amount, lather, rinse and follow with Loma Daily Conditioner

Tangerine, Orange & Grapefruit Aromatherapy

## DAILY CONDITIONER

- Instant, lightweight conditioner for shine, detangling and thermal protection
- For all hair types especially fine to normal and color treated
- Apply to clean damp hair from roots to ends then rinse

Tangerine, Orange & Grapefruit Aromatherapy



KINOLIN®

Moisturizing Shampoo

Shampooing Hydratant del Cabello

Sulfate, Gluten and Soy Free  
Sans Sulfate ni Gluten ni Soya  
Libre de Sulfato, Gluten y Soya  
355 mL e 12 fl oz



KINOLIN®

Moisturizing Treatment

Traitement Hydratant del Cabello

Gluten and Soy Free  
Sans Gluten ni Soya  
Libre de Gluten y Soya  
355 mL e 12 fl oz

# MOISTURIZING

Restores moisture for silky, shiny hair

Available in: .5oz / 15ml, 3oz / 88ml, 12oz / 355ml, 33.8oz / 1000ml, Gallon / 3.7 liter

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## MOISTURIZING SHAMPOO

- Gluten, Soy, Paraben and Sulfate-free cleansing
- Replenish and restore moisture for silky, shiny hair
- For all hair types especially normal to dry, color treated and foiled
- Great at hydrating dry scalps
- Wet hair, apply desired amount, lather, rinse and follow with Loma Moisturizing Treatment
- Makes a great, safe bubble bath!

Pure Mango, Orange and Tangerine Aromatherapy

## MOISTURIZING TREATMENT

- Deeply penetrating conditioner to add moisture, strength and shine
- For all hair types especially normal to dry color treated and foiled
- Apply to clean, damp hair from roots to ends, leave on for 3 minutes then rinse

Vanilla Bean and Orange Aromatherapy





# NOURISHING

For dry, thirsty and chemically treated hair

Available in: .5oz / 15ml, 3oz / 88ml, 12oz / 355ml, 33.8oz / 1000ml, Gallon / 3.7 liter

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## NOURISHING SHAMPOO

- Gluten, Soy, Paraben and Sulfate-free cleansing
- Simply the most luxurious shampoo available
- Created with skin care cleansers
- Wet hair, apply desired amount, lather then rinse and follow with Loma Nourishing Conditioner
- As far away from a sulfate as possible
- Safe on Keratin treated hair and hair pieces

Cranberry and Pear Aromatherapy

## NOURISHING CONDITIONER

- Instantaneous conditioner to repair damaged hair for healthy results
- Apply to clean, damp hair from roots to ends, leave on for 4 minutes, then rinse
- For super charged results on thrashed hair add 1–2 pumps of Loma Fortifying Repairative Tonic

Cranberry and Pear Aromatherapy



LOMA<sup>®</sup>

Violet  
Shampoo

Shampooing Violet  
Shampoo Violáceo

Sulfate, Gluten and Soy Free  
Sans Sulfate ni Gluten ni Soya  
Libre de Sulfato, Gluten y Soya

355 mL e 12 fl oz

LOMA<sup>®</sup>

Violet  
Conditioner

Revitalisant Violet  
Acondicionador Violáceo

Gluten and Soy Free  
Sans Gluten ni Soya  
Libre de Gluten y Soya

355 mL e 12 fl oz

# VIOLET

Brightens grey & blonde hair

Available in: 3oz / 88ml, 12oz / 355ml, 33.8oz / 1000ml

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Violet Shampoo and Conditioner are highly pigmented—the most effective toning shampoo and conditioner on the market. To soften the deposition, blend with Nourishing Shampoo or Conditioner.

## VIOLET SHAMPOO

- Gluten, Soy, Paraben and Sulfate-free cleansing
- Wet hair, apply desired amount, lather, rinse and follow with Loma Violet Conditioner

Vanilla Bean & Blood  
Orange Aromatherapy

## VIOLET CONDITIONER

- Uses pure direct dye color pigments unlike 99% of other color conditioners on the market
- A stylist's color enhancing & toning tool in the salon (apply to dry hair for maximum deposition)
- Gluten, soy & paraben free
- Apply to clean damp hair & massage from roots to ends for 2–3 minutes, then rinse

Lemon & Eucalyptus Aromatherapy



# TREATMENT

## COLLECTION

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### NOURISHING OIL TREATMENT

- For normal to dry hair
- Enhances shine
- Repairs the hair surface
- Natural, thermal protection up to 450°F
- Apply 1–2 pumps to clean, damp hair, style as usual
- Apply small amount to dry hair for maximum shine
- No artificial color or fragrance
- Great on the skin

*Vanilla Bean and Orange Aromatherapy*

Available in: .5oz / 15ml, 3.4oz / 100ml, 8oz / 237ml, 33.8oz / 1000ml

### LIGHT NOURISHING OIL TREATMENT

- This ultra light formula infused with Abyssinian Oil is rich in conditioners for all day shine & protection
- Apply 1–2 pumps to clean, damp hair
- May be applied to dry hair for maximum shine
- For all hair types
- Conditions & protects
- Leaves hair feeling soft & silky
- Shortens dry time

*Vanilla Bean and Orange Aromatherapy*

Available in: .5oz / 15ml, 1oz / 29ml, 3.4oz / 100ml, 8oz / 237ml

### FORTIFYING REPAIRATIVE TONIC

- Repairs hair from the inside
- For dry, thirsty, damaged hair
- Most effective on damp hair
- Color Catalyst, bleach catalyst and wearable reconstructor
- Repairs, strengthens and protects against color fade
- Apply one pump to clean damp hair or may be used on dry hair for maximum shine
- One pump into any type and brand of hair color drives the color pigment further into the hair shaft for better grey coverage and deeper reds

*Cranberry and Pear Aromatherapy*

Available in: .5oz / 15ml, 3.4oz / 100ml, 8oz/237ml, 33.8oz / 1000ml

### DEEP CONDITIONER

- Intensive Deep Conditioner
- Luxurious Cleansing Conditioner
- Texturizing Styler
- 100% Silicone Free (derived from sustainable Olive, Caster, and Coconut Oils)
- Rich with Aloemoist Complex

*Pure Orange, Tangerine and Cranberry Pear Aromatherapy*

Available in: .5oz / 15ml, 3oz/88ml, 8oz / 237ml, 33oz / 1000ml



# STYLING

## COLLECTION

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### CRÈME POMADE

- Shape – Create – Control – Shine
- For all hair types
- Medium hold with high shine
- This creamy rich pomade has the perfect amount of hold and shine to create fun lasting results
- Water-soluble so it rinses clean with never any flaking
- Work desired amount through damp or dry hair for control and shine

Vanilla Bean and Orange  
Aromatherapy

Light ●●○○○ Firm  
Matte |—————| Glossy

Available in: 3oz / 94ml

### FIBER PUTTY

- Texture – Piece – Define – Medium shine with a medium to firm hold
- For all hair types especially fun and funky
- This medium firm holding fibrous styling putty rocks
- Work medium amount through damp or dry hair for unlimited styling options, this stuff is crazy fun

Orange and Tangerine  
Aromatherapy

Light ●●●○○ Firm  
Matte |—————| Glossy

Available in: 3oz / 94ml

### FORMING PASTE

- Mold – Sculpt – Form – Low shine with maximum hold
- For all hair types
- This unique clay based Forming Paste will give complete control and holding power to any desired look with a matte finish
- Work a medium amount through damp or dry hair for complete control

Mango and Orange  
Aromatherapy

Light ●●●●○ Firm  
Matte |—————| Glossy

Available in: 3oz / 94ml





# STYLING

## CONTINUED

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### DRY SHAMPOO

- Quickly removes dirt and impurities from the hair
- Makes hair look, feel & smell clean
- Contains rice and tapioca starch for better absorption of oils and other impurities
- Rich with Aloemoist Complex

#### Fresh Pear Aromatherapy

Light  Firm  
Matte  Glossy

Available in: 4.4oz / 200ml

### TEXTURE & FINISHING SPRAY

- Builds incredible, workable volume to dry hair
- Use for tousled, undone styles
- Finishes and holds styles
- Humidity resistant
- Rich with Aloemoist Complex

#### Pure Orange, Tangerine & Cranberry Pear Aromatherapy

Light  Firm  
Matte  Glossy

Available in: 5.4oz / 200ml

### FINISHING HAIR SPRAY

- Perfect for locking down your style with no buildup or flaking
- Control your hold: layer for intense control or lightly mist for soft hold
- Dry spray pattern “mists” hair lightly without disturbing style
- Brushable yet intense hold for second-day restyling
- Leaves a natural soft shine without an “over sprayed” look
- Humidity resistant

#### Exotic Melon Aromatherapy

Light  Firm  
Matte  Glossy

Available in: 9.1oz / 300ml

### EXTRA FIRM HOLD HAIRSPRAY

- Maximum hold, no fly away hair
- High shine, bold control
- Humidity resistant
- Rich with Aloemoist Complex

#### Pure Floral Melon Aromatherapy

Light  Firm  
Matte  Glossy

Available in: 9.1oz / 300ml



# STYLING

## CONTINUED

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### SMOOTHING CRÈME

- Light holding, high shine with 3 day smoothing results
- Apply desired amount on clean, damp hair, blow dry and follow with a smoothing iron
- For coarse textures, add 1 pump of Loma Nourishing Oil Treatment for smoother results

#### Pear Aromatherapy

Light ●●○○○ Firm

Matte |———| Glossy

Available in: .5oz / 15ml,  
3oz / 88ml, 8oz / 237ml

### CURVY CRÈME

- Medium, flexible hold styler that activates curls and waves
- For all hair types
- Works great on non-curly hair for a firmer styling crème
- Apply desired amount to clean damp hair from roots to ends to define curves and curls
- Apply small amount to dry hair for a separated or messy look

#### Cranberry and Pear Aromatherapy

Light ●●●●○ Firm

Matte |———| Glossy

Available in: .5oz / 15ml,  
3oz/88ml 8oz / 237ml

### MOLDING CRÈME

- Medium to firm hold
- For all hair types
- Builds volume, fullness and shine for thicker, plumper hair
- Apply desired amount to clean, damp hair from roots to ends and style
- Try it on dry hair for a wild look
- May also be used as a dry dressing tool for more defined looks
- Great on curly hair

#### Cranberry Aromatherapy

Light ●●●○○ Firm

Matte |———| Glossy

Available in: .5oz / 15ml,  
3oz / 88ml, 8oz / 237ml



# STYLING

## CONTINUED

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### MAXIMUM VOLUMIZING SOLUTION

- Medium to firm hold
- For all hair types
- Builds volume, fullness and shine for thicker, plumper hair
- Apply desired amount to clean, damp hair from roots to ends and style
- May also be used as a dry dressing tool for more defined looks

Cranberry, Orange and Tangerine Aromatherapy



Available in: .5oz / 15ml, 3oz / 88ml, 8oz / 237ml

### FIRM HOLD GEL

- Really firm to extreme hold
- For the adventurous at heart
- Apply to wet or dry hair for unique, fun looks

Tangerine, Orange and Grapefruit Aromatherapy



Available in: .5oz / 15ml, 3oz/88ml, 8oz / 237ml

### FIRM HOLD HAIR SPRAY

- Incredible shine, flexible hold and humidity resistance
- For all hair types
- Spray 6–10 inches from hair, repeat for a firmer hold

Raspberry Aromatherapy



Available in: 8oz / 237ml



# STYLING

## CONTINUED

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### LEAVE-IN CONDITIONER

- Instant detangling spray with sea salt to add texture and volume
- For all hair types especially fine and limp
- Ideal on all color treated hair types to close the cuticle, protect the hair and extend color vibrancy
- Spray on clean, damp hair or into dry tangled hair

#### Pear Aromatherapy

Light ●○○○○○ Firm

Matte |———| Glossy

Available in: 8oz / 237ml

### CALMING CRÈME

- Quenches thirsty hair, weightlessly
- Detangles, softens and tames frizz
- Wearable nourishing treatment
- Thermal and flat iron protection
- Fantastic as a hand and body lotion

#### Apricot & Mango Aromatherapy

Light ●○○○○○ Firm

Matte |———| Glossy

Available in: .5oz / 15ml, 3oz / 88ml,  
8oz / 237ml, 33.8oz / 1000ml

### VOLUMIZING FOAM

- Versatile, touchable hold
- Builds volume and adds shine
- Scrunch, smooth or define
- Thermal and flat iron protection
- Humidity resistant
- Seals and protects colored hair
- Most effective when applied to damp hair

#### Pear Aromatherapy

Light ●●●○○○ Firm

Matte |———| Glossy

Available in: 8oz / 237ml



LOMA by Life



VANILLA

WARM

MOISTURIZING

HAND & BODY LOTION

LOMA by Life



CITRUS

REFRESHING

MOISTURIZING

HAND & BODY LOTION

FRUITS OF ORANGE, GRAPEFRUIT & TANGERINE

237 mL e 8.9 oz

LOMA by Life



MANGO

SOOTHING

MOISTURIZING

HAND & BODY LOTION

FRUITS OF MANGO, APRICOT & CRANBERRY

237 mL e 8.9 oz





# BATH & BODY

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## ***Mango Collection***

Mango, Apricot and Cranberry Aromatherapy

### **MANGO BODY WASH** 11.5oz / 340ml

Pearlescent wash infused with vitamins and packed with nutrients.

Key ingredients are Carrot Protein, Organic Calendula and Panthenol.

### **MANGO BODY LOTION** 8oz / 237ml

Moisturizing and nutrient-rich. Organic aloe & extract infused.

Key ingredients are Carrot Protein, Organic Glycerin and Organic Açai Extract.

## ***Citrus Collection***

Orange, Tangerine and Grapefruit Aromatherapy

### **CITRUS BODY WASH** 11.5oz / 340ml

Healthy preservatives and free of all the bad stuff. Packed with nutrients.

Key ingredients are Lemon Protein, Organic Witch Hazel and Organic Aloe.

### **CITRUS BODY LOTION** 8oz / 237ml

Perfectly balanced nutrition. Soothing aromatherapy blend and natural essential oils.

Key ingredients are Lemon Protein, Organic Chamomile and Vitamin E.

### **LIP BALM** .15oz / 4ml

Moisturizing, clean and full of vitamins.

Key ingredients are Bees Wax, Sunflower Seed Wax and Jojoba Seed Oil.

## ***Vanilla Collection***

Vanilla and Blood Orange Aromatherapy

### **VANILLA BODY WASH** 11.5oz / 340ml

Soft, smooth after-feel. Organic aloe vera gel based and infused with organic extracts.

Key ingredients are Pure Kale Protein, Organic Glycerin and Organic Chamomile.

### **VANILLA BODY LOTION** 8oz / 237ml

Rich in emollients, pure organic aloe vera gel and vitamins.

Key ingredients are Kale Protein, Organic Avocado oil and Organic Lavender Extract.



# AROMATIC CANDLES

Plant-derived waxes

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All-natural aromatic candles contain plant-derived waxes, a lead-free wick and natural aromatherapy.

70 burn hours

Mango Passion

Clove Insight

Pear Pleasure

Spicy Citrus

Vanilla Dreams

Cranberry Romance

**These Loma for Life  
Candles match our  
Body Lotion and  
Body Wash products:**

Citrus

Vanilla

Mango





LOMA<sup>®</sup>  
essentials

MOISTURIZING  
STYLING CREAM  
& BODY LOTION

with Healthy Scalp Complex  
CRÈME DE COIFFAGE HYDRATANTE ET LOTION POUR LES  
CHEVEUX À BASE DE BERGAMOTE ET DE GRAPEFRUIT  
AVEC COMPLEXE NUTRITIF POUR UN CHEVEU EN  
BON ETAT

BERGAMOT  
GRAPEFRUIT

355mL e 12 fl oz

LOMA<sup>®</sup>  
essentials

MOISTURIZING  
SHAMPOO &  
BODY WASH

with Healthy Scalp Complex  
SHAMPOING HYDRATANT ET SAVON POUR LE CORPS  
CHAMPÙ HIDRATANTE Y GEL DE DUCHA  
AVEC COMPLEXE NUTRITIF POUR UN CHEVEU EN  
BON ETAT

PEPPERMINT  
ROSEMARY

355mL e 12 fl oz

LOMA<sup>®</sup>  
essentials

MOISTURIZING  
CONDITIONER  
& BODY BUTTER

with Healthy Scalp Complex  
REVITALISANT HYDRATANT ET BEURRE CORPOREL  
ACONDICIONADOR HIDRATANTE Y CREMA CORPORAL  
AVEC COMPLEXE NUTRITIF POUR UN CHEVEU EN  
BON ETAT

ROSEMARY  
PEPPERMINT

355mL e 12 fl oz

# LOMA ESSENTIALS

## HEALTHY SCALP COMPLEX

Cleanse, invigorate & nourish your scalp, hair & skin

Available in: 3oz / 88ml, 12oz / 355ml, 33.8oz / 1000ml

### MOISTURIZING SHAMPOO & BODY WASH

#### For hair:

- Refreshing for hair and scalp
- Peppermint for scalp invigoration
- Repairs and restores and hydrates the hair and scalp
- Innovative conditioning formula, detangles and adds shine
- Provides thermal protection and frizz control

#### For skin:

- Refreshing body wash
- Luxurious lather and a light clean after-feel
- Vitamin rich creamy formula enriched to promote and protect healthy skin

Peppermint, Rosemary,  
Eucalyptus Aromatherapy

### MOISTURIZING CONDITIONER & BODY BUTTER

#### For hair:

- Refreshing for hair and scalp
- Repairs & strengthens damaged hair for healthy results
- Helps controls frizz
- Peppermint for scalp invigoration

#### For skin:

- Rich, invigorating and moisturizing body butter
- Moisture-boosting to strengthen dry skin
- Helps to seal, protecting against environmental damage
- Helps add elasticity and hydration

Pure Rosemary and Peppermint  
Essential Oil Aromatherapy

### MOISTURIZING STYLING CREAM & BODY LOTION

#### For hair:

- Promotes volume, moisture and shine
- Lightweight, leave-in styling cream
- Thermal and flat iron protection
- Reduces frizz, adds moisture and detangles for luxurious after-feel

#### For skin:

- A light moisturizing body lotion to replenish dry skin
- Helps to seal, protecting against environmental damage
- Promotes healthy skin
- Non-greasy formula

Pure Bergamot and Grapefruit  
Essential Oil Aromatherapy



# LOMA TOOLS

Made with natural, sustainable bamboo

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Bamboo is one of the most sustainable resources and environmentally sound plants on earth, which is stronger, lighter and more durable than wood.

\*To extend the life of your bamboo brushes and combs, do not let bamboo soak in water

## PADDLE BRUSH

- For all hair types.
- Soft cushion is ideal to massage the scalp to improve hair growth and encourage strong hair and scalp.

## ROUND BRUSH

- Made with soft boar bristles to help restore balance and shine

## COMB

- For all hair types.
- Smooth detangle gently and effortlessly on wet or dry hair. The slightly rounded shape gently massages the scalp to improve blood circulation and improve overall hair health.
- To clean, gently wipe with a damp cloth and let air dry.



## Aloemoist Complex

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

Over 30 years ago we innovated the use of Organic Aloe Vera Gel in the salon industry. We infuse the purest water with concentrated organic aloe vera powder – this powerful combination creates the #1 ingredient in Loma products.

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.

Aloemoist Complex is especially effective on all hair including dry, thirsty, color treated, foiled and smoothed hair types.

Certified Organic  
Aloe Vera Gel Base



# 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.





Naturally based  
green chemistry

## 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.

# 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**

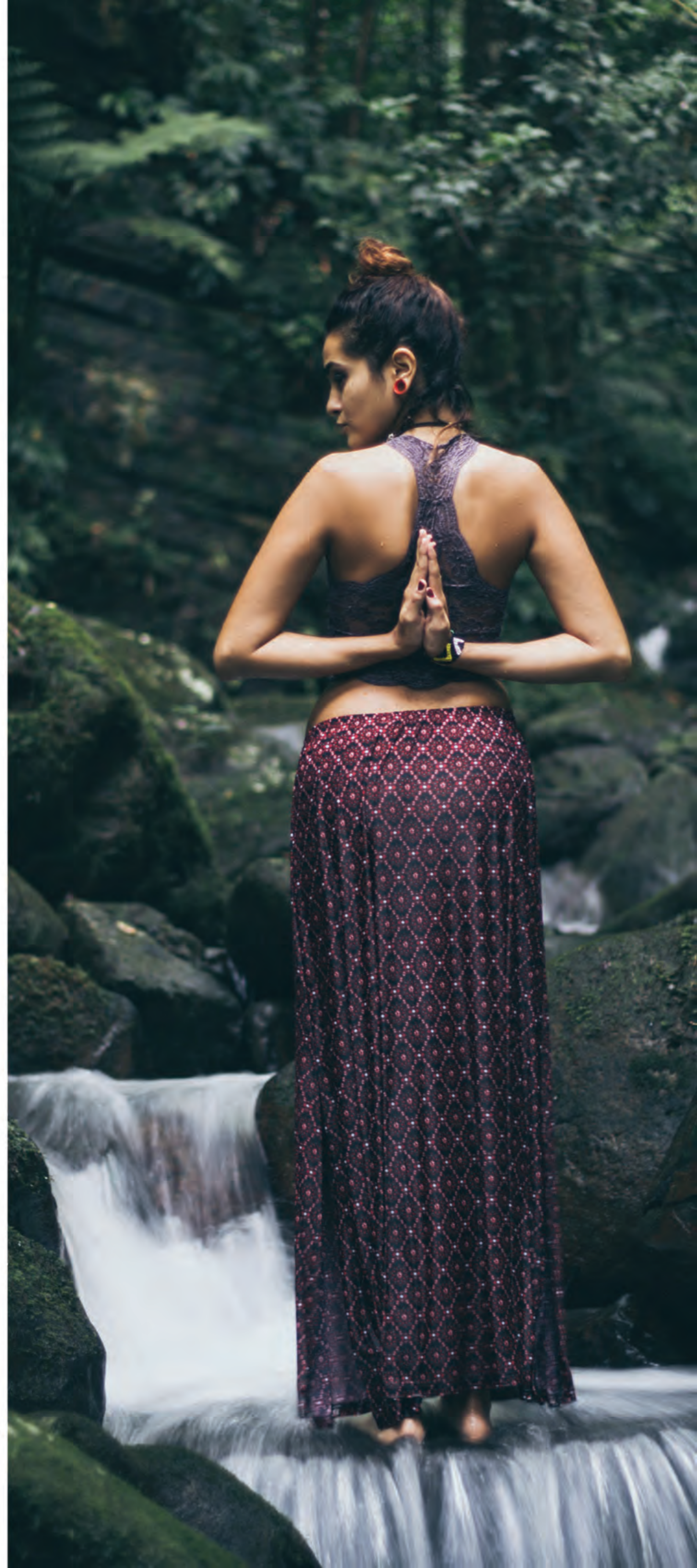
Quickly quenches dry and thirsty hair. Rich in Vitamin A, D, E and B-6 and natural Amino Acids to add strength to the hair.

## **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.





LOMABEAUTY.US | LOMABEAUTY.CA  
LOMABEAUTY.EU | LOMABEAUTY.ASIA

(360) 805-0794



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Inc., Monroe, WA

The Loma guarantee only covers  
products sold by authorized resellers.

LOMA is proud to use Endeavour®, the  
leading star in nature-friendly, coated papers.  
This paper is FSC Certified, ISO 9001 & 14001.

MADE IN THE USA

