

# LOMA®



LOMA is one of the last independently owned and operated brands in the professional beauty industry that manufactures 100% of its products. Founder David Hanen is recognized as a leader in the formulation of sustainable beauty. LOMA hair care products are high-performing with naturally healing, organic ingredients and essential oil-based fragrances. All at a price that rivals retail outlets while delivering performance that far exceeds them.

- **Pro Beauty exclusive. Not authorized for retail sale on any online channels (including Amazon and Instagram), driving all retail sales to salon partners only.**
- **Developed in Japan using rigorous scientific research and high-performing ingredients.**
- **Formulas are made to ensure the quality, efficacy, and safety of the hair's integrity.**
- **Inspired by the creativity and needs of hairstylists.**
- **Our purpose is to help people find, embrace, and express their individuality.**



SCAN TO SHOP!