

Innovative Salon Products, Inc. (LOMA)

Founder, David Hanen, has dedicated his career to the art of hair and beauty. From his beginnings as a salon stylist to a successful salon owner, David possessed a fascination with product formulation. This intense interest inspired him to explore organic chemistry. Loma is made in the USA. Loma is a professional beauty salon brand.

From the beginning in 1991, product purity is at the forefront, all Loma products are Paraben and Gluten free, Sulfate free cleansing and Sodium Chloride free, and all products are good for your hair and skin!

Intellectual Property

Innovative Salon Products Inc. holds the rights to trademarks used in connection with Loma. These trademarks are protected throughout the world. Innovative Salon Products Inc. also owns the rights in brand advertising and promotional materials under copyright law.

Innovative Salon Products Inc. enforces its intellectual property rights through the eBay VeRO program and through litigation. Before buying and selling Loma on eBay, buyers and sellers should inform themselves about Innovative Salon Products Inc.'s intellectual property rights.

Innovative Salon Products Inc. works diligently to remove all unauthorized uses of its intellectual property from eBay. We regularly monitor the Internet and auction sites including eBay, to identify potential infringements of its intellectual property rights. It is difficult to research and remove every identified infringement. Although you may identify other third parties who are infringing Innovative Salon Products Inc.'s rights, this does not give you the right to infringe Innovative Salon Products Inc.'s rights in return. We appreciate notification about these listings, and we appreciate reliable information about the sale of counterfeit LOMA merchandise. To the extent possible, we keep confidential the identity of informants.

Counterfeits: The sale of counterfeit merchandise is prohibited on eBay and exposes the seller to both criminal and civil penalties. Sale of counterfeit LOMA products will result in removal of the auction, and could include a subsequent enforcement action from Innovative Salon Products Inc. against the seller. Ignorance of the law or innocent intent is not a defense to violating the intellectual property rights of others. A product is being sold on eBay provides no guarantee that it is an authentic, genuine Loma product.

Our Promise

Each Loma product you purchase from us is guaranteed for freshness, authenticity and performance. Look for the **E Commerce Authenticity Label** on every bottle.

Loma is manufactured by Innovative Salon Products and intended to be sold only in salons by beauty professionals. BEWARE of any Loma product sold online that does not include an E-Commerce Authenticity Code label – it may be used, tampered with, counterfeit, and contain contaminants that are harmful to your health. Freshness, authenticity and efficacy are warranted ONLY when Loma is purchased from a salon or online with an E Commerce Authenticity Code.

Buy Loma from a trusted salon professional or a **verified** online retailer.

For more information, please visit www.lomaforhair.com