

# PURE ARGAN OIL

certified organic  
cold pressed  
fragrance free

We are pleased to announce our products have the strictest guidelines

- No sulphates of any kind. This includes the "hidden" sulphates like Sodium Cocoyl Isethionate & Olefin Sulfonate.
- Strictly no parabens
- No fragrance
- No DEAs, MEAs, or TEAs
- No GMOs (Genetically Modified Organism)
- No animal testing
- No formaldehydes
- No linseed oil
- Ingredients must be as safe and natural as possible
- All plant extracts and essential oils must be certified organic whenever possible
- All ingredients must be proven not to be harmful to the hair or skin
- All ingredients should be harvested in an environmentally-friendly manner (wild-crafted)
- All ingredients must be as biodegradable as possible

Please also refer to our website for  
our Certified Organic Argan Oil  
Professional Hair Care  
Treatment Range



We are currently looking for stockists  
For enquiries please contact

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oil of  
morocco

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Silk oil of morocco

PURE ARGAN OIL  
certified organic



### 98% Argan Oil 2% Vitamin E

Introducing the latest addition to the Silk Oil of Morocco range, PURE Argan Oil. PURE Argan Oil is made of 98% Certified Organic Argan Oil & 2% Vitamin E Oil. The purity of the ingredients helps to ensure results and the oil can be used for a variety of hair and skin concerns. Pure Argan Oil helps to repair the appearance of damage caused by heat, styling and colouring the hair and aggressive environmental factors in both hair and skin.

Argan Oil contains 700mg of Vitamin E per kilogram which is twice the amount that is found in Olive Oil. Argan Oil provides the visual benefits of reducing the appearance of wrinkles by softening the skin and increasing elasticity. It also helps to combat the impact of the sun, pollution, stress, smoking and environmental factors on the appearance of our skin and hair.

### Argan Oil 98% - Natural Certified Organic

Argan Oil originates from Morocco and is extracted from the Nuts of the Argan Tree, also known as 'The Tree of Life'. The Moroccan people have been using it for centuries but only in recent times have these amazing properties been brought to light. The Argan Tree grows native to the south of Morocco and there is a scarcity of supply of Argan Oil from this small and very specific growing area. The Kernels of the Argan Nut are gently roasted before being crushed and Cold Pressed to extract the Oil.

#### Working Components of Argan Oil

- **Essential Fatty Acids:** Used to manufacture and repair cell membranes, enabling the cells to obtain optimum nutrition and expel harmful waste products. They are necessary for regulating healthy skin and premature ageing.
- **Vitamin E:** Prevents cellular ageing due to oxidation, aids in bringing nourishment to cells, and decreases inflammation and strengthens capillary walls. It has been shown to significantly help in the reduction of scarring from wounds and the appearance of stretch marks.
- **Squalene:** Involved in the process of cell growth. It is able to penetrate deeper and more readily than most other oils. It is a natural bactericide and healer, and has been shown to have effects in the management of dermatitis and skin cancer.
- **Freulic Acid:** Helps prevent damage caused by ultraviolet light. It is a natural bactericide and healer, and has been shown to have effects in the management of dermatitis and skin cancer.
- **Polyphenols:** Known for their antiseptic, antioxidant, anti-inflammatory, anti-allergenic, and anti-ageing properties.
- **Carotenoids:** Serves to protect eyes and skin from UV radiation and free radical damage, to help maintain our immune system, and to promote healthy skin and inhibit the growth of cancer cells.
- **Sterols:** Help to prevent skin ageing by improving skin metabolism and reducing inflammation. They promote excellent moisture retention and penetrate quickly.

### Benefits of Silk Oil of Morocco PURE Argan Oil for Skin

- Rich in antioxidants
- Rich in Vitamin E, it softens and moisturises the skin
- Has anti wrinkle properties and helps to manage crow's feet
- Assists in managing stretch marks
- Non greasy and non oily
- Wonderful visual benefits for dry, damaged or flaky skin
- Promotes skin elasticity and firmness
- Natural Organic Squalene
- Antioxidant properties
- Leaves no residue
- Contains unsaturated Omega 3 and Omega 9 fatty acids which assist in repairing the appearance of damaged skin

#### Scars

- Helps improve the appearance of both new and old scars

#### Stretch Marks

- Formulated to keep the skin supple and moist thereby helping to reduce the possibility of stretch marks forming during pregnancy, teenage growth & spurts of rapid weight gain.
- Helps improve the appearance of existing stretch marks.

#### Uneven Skin Tone

- Helps improve the appearance of uneven skin tone.

#### Ageing

- Helps smooth the tone of ageing and wrinkled skin on both the face & body.

#### Dehydration

- Helps replenish the skins natural oils, stripped away by factors such as extreme weather, water with high chemical content, frequent bathing and drying effects of central heating & air conditioning.

#### Psoriasis

- May Help with the appearance of dry itchy skin.

An Essential Fatty Acid deficiency can result in Skin problems such as Chronic Itching, dryness, scaling and thinning and lead to an imbalance in our prostaglandins (these are chemical messengers which control inflammation) Argan Oil has a rich source of EFA – Essential Fatty Acids.

**Argan Oil is also known as 'Liquid Gold' amongst celebrities and is extremely sought after. Argan Oil provides the hair and skin with immediate moisture infusion providing superior hydration.**

### Vitamin E Oil 2% Natural

Vitamin E Oil is an antioxidant. Antioxidants may assist in preventing oxidation that can cause the appearance of premature ageing. Vitamin E is the collective name of fat-soluble compounds with distinctive antioxidant activities and is derived from natural sources including vegetables, nuts, oils, whole grains and dark leafy vegetables.

#### Benefits of Vitamin E Oil for Skin

- Natural antioxidant
- Essential for healthy hair growth/healing
- Assist in thickening the hair's appearance
- Assists in reducing the appearance of premature ageing

#### Why choose Silk Oil of Morocco PURE Argan Oil

- Pure formula contains 98% Argan Oil & 2% Vitamin E Oil
- The Argan Oil is Certified Organic
- The formula is lightweight and easily absorbed by the skin and hair
- No sulphates, parabens, petrochemicals or other harsh substances
- Naturally rich in Vitamin E, F, A & C
- A rich source of Omega 9 and Essential Fatty Acids
- A rich source of Squalene (a natural moisturiser)

#### Frequently Asked Questions

- Q. Can I leave PURE on my skin or scalp overnight?
- A. YES. PURE will help to improve the appearance of a dry or flaky skin
- Q. Can PURE be used on scars and stretch marks?
- A. YES. When PURE is massaged into these areas it will improve their appearance
- Q. Can PURE reduce the appearance of fine lines and wrinkles on my face?
- A. YES. A gentle massage with PURE will reduce the appearance of ageing
- Q. Can PURE be used on sensitive skin such as under the eyes?
- A. YES. PURE is safe to use all over the body and on your hair

