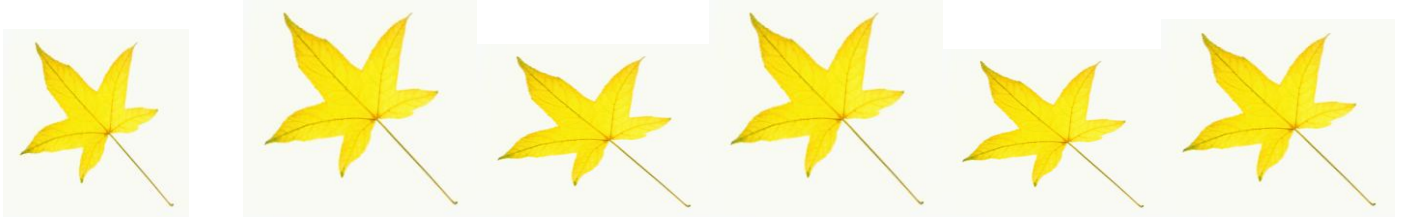


# DECEMBER PRODUCT SPOTLIGHT



## French Argan Oil

**WHAT:** A natural, non greasy, oil helps restore moisture and improve shine and luster.

**WHO:** All hair types, especially dry, brittle, color/chemically treated hair

**HOW:** Dry – work small amount through areas that need additional shine or control

**HOW:** Wet – work small amount of oil through hair and blow dry

**Argan Oil is a natural oil derived from the crushed fruit and nuts of the Argan tree, indigenous to Morocco. The oil is high in unsaturated fatty acids and rich in Omega 9 - shown to be helpful at improving hair strength and health. Surprisingly, Argan oil is non-greasy and non-oily and has become popular as a hair treatment to repair and heal damaged hair. It is excellent for locking in moisture and improving shine and luster. Its' primary benefit comes from its ability to naturally hydrate and to help stop frizziness, fly-away and hard to control, unmanageable hair. Argan oil has been shown to penetrate the hair shaft and almost instantly improve follicle elasticity and increase nourishment. French Argan oil is applied following a shampoo to wet hair and helps to detangle. It is rich in natural antioxidants that are effective free-radical fighters - helping to repair cellular membrane damage and improve strength. It naturally contains Vitamin E that helps revive and renew hair damaged by heat, wind, oxidization or over-styling and processing. Dubbed the "miracle oil" from Morocco, it is an effective hair treatment that renourishes and replenishes dry or brittle hair while protecting and healing damage. As an added benefit, Argan Oil helps color treated hair. Essential fatty acids smooth and coat the follicle shaft and have been shown to extend the life of color treated hair.**