



# ARGAN REP-HAIR PROTEIN MASQUE PRODUCT SHEET

Smooth things out with Silk Oil of Morocco's Argan Vegan REP-Hair Protein Masque for the ideal solution to damaged, weak and brittle hair. A deep repairing masque treatment formulated with Keratrix- a multifunctional active that helps protect, strengthen, mend & improve hair elasticity and resistance. This protein rich hair masque enhanced with Cold Pressed Certified Organic Argan Oil, Coconut Oil, Pro-Vitamin B5 and Jojoba Oil leaves hair looking strong, healthy, soft and radiant

**SUITABLE FOR:** BLEACHED HAIR, DAMAGED/BROKEN HAIR, WEAK/BRITTLE HAIR, FRIZZY/UNRULY HAIR, HAIR DAMAGED BY MECHANICAL, THERMIC & CHEMICAL PROCESSES

## KEY INGREDIENTS

- Cold Pressed Certified Organic Argan Oil
- Keratrix™ - a powerful and natural anti-breakage technology that helps mend and strengthen hair that is prone to split ends and breakage
- Certified Organic Coconut Oil
- Pro Vitamin B5
- Jojoba Oil & Jojoba Esters

## INGREDIENTS

Aqua, Cetearyl Alcohol, Caprylic/Capric Triglyceride, Glycerin, Panthenol, Behentrimonium Chloride, Argania Spinosa Kernel Oil\*, Cocos Nucifera Oil, Hydrolyzed Ceratonia Siliqua Seed Extract, Zea Mays Starch, Guar Hydroxypropyltrimonium Chloride, Phenoxyethanol, Sodium Benzoate, Cyclopentasiloxane, Simmondsia Chinensis Seed Oil, Dimethiconol, Hydrolyzed Jojoba Esters, Potassium Sorbate, Polyquaternium-7, Parfum.  
\*Certified Organic Contains Nut Oils

## DIRECTIONS OF USE

This product has been designed to be used once a week/ fortnight as a conditioner or treatment to maintain soft and healthy looking hair.

**Wet Hair:** Apply the Argan REP-Hair Protein Masque from mid lengths to ends after shampooing and leave to process for 2-3 minutes then rinse thoroughly.

**Towel Dried Hair:** Apply the Argan REP-Hair Protein Masque to towel dried hair from mid lengths to ends and comb through. Use the Silk Microfibre Hair Towel Wrap to cover the hair for maximum benefit. Leave treatment to process for 10 minutes and rinse thoroughly. Recommended use for thick, damaged hair is once a week and for fine hair, one or twice a month.

## FRAGRANCE

Melon Berry

## BENEFITS

- Formulated with Cold Pressed Certified Organic Argan Oil - rich in natural vitamin E, omega-6 and omega-9 essential fatty acids
- Formulated with Coconut Oil to hydrate hair adding moisture and shine
- Uses Keratrix™ anti-breakage technology to help repair weak, brittle and damaged hair. Increases hair resistance and elasticity and helps to mend and strengthen hair
- Helps detangle and deeply condition hair
- Leaves the hair feeling deeply hydrated, moisturised, soft, shiny and silky smooth
- Has a lovely Melon Berry fragrance
- Vegan Friendly
- Manufactured in Australia

## FREE FROM

- Harsh and Drying Alcohols
- Parabens
- Animal Testing

## PH RANGE

5.5 - 6.5

## COMPLEMENTARY PRODUCTS

All Silk REP-Hair Care Products

## EXPIRY DATE/SHELF LIFE

12 months after opening. 36 months unopened

## PACKAGING MATERIAL

Recyclable -  
Tube- LDPE  
Cap- PP



MADE WITH  
ARGAN OIL



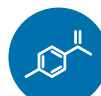
CRUELTY  
FREE



LANOLIN  
FREE



\*CERTIFIED ORGANIC  
INGREDIENTS



PARABEN  
FREE



SULFATE  
(SLS, SLES & ALS)  
FREE



MADE IN  
AUSTRALIA



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## FAQS

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**WHAT SIZES ARE AVAILABLE?** 100ml, 200ml, 1000ml

**WHAT HAIR TYPE IS ARGAN VEGAN REP-HAIR PROTEIN MASQUE SUITABLE FOR?** Argan Vegan Rep-Hair Protein Masque is suitable for a number of hair types- weak hair, split hair, damaged hair, over processed hair, dry hair, brittle hair and coarse hair

**WHAT WILL THIS ARGAN VEGAN REP-HAIR PROTEIN MASQUE DO FOR MY HAIR?** A deep repairing and conditioning treatment formulated with Keratrix- a multifunctional active that helps protect, strengthen, mend & improve hair elasticity and resistance. This protein rich hair masque enhanced with Cold Pressed Certified Organic Argan Oil, Coconut Oil, Pro-Vitamin B5 and Jojoba Oil leaves hair looking strong, healthy, soft, smooth and radiant

**CAN I LEAVE ARGAN VEGAN REP-HAIR PROTEIN MASQUE IN MY HAIR?** It is recommended to use the Argan Vegan REP-Hair Protein Masque on wet hair as a quick hydrating conditioner or towel dried hair for 2-3 minutes then wash out. For an intense conditioning treatment apply to towel dried hair for 10 minutes and then wash thoroughly out

**HOW OFTEN SHOULD I USE THE ARGAN VEGAN REP-HAIR PROTEIN MASQUE?** It is recommended to use once a week/fortnight for an intense treatment depending of hair condition

**CAN ARGAN VEGAN REP-HAIR PROTEIN MASQUE BE USED ON HAIR EXTENSIONS?** No, Argan Vegan REP-Hair Protein Masque cannot be used on hair extensions as it contain Protein

**WHAT FRAGRANCE IS IN THE ARGAN VEGAN REP-HAIR PROTEIN MASQUE?** Argan Vegan Rep-Hair Protein Masque has a beautiful Melon Berry fragrance





# ARGAN REP-HAIR PROTEIN MASQUE PRODUCT SHEET

## KEY INGREDIENTS

**Cetearyl Alcohol** - is a fatty alcohol derived from natural sources such as plants, coconut and palm oils and is used as an emollient, texture enhancer and carrying agent for other ingredients. It is not a harsh or drying alcohol and also helps to prevent the product from separating into oil and liquid components

**Cold Pressed Certified Organic Argan Oil** - (Argania Spinosa Kernel Oil) is obtained from the fruit kernel of the Argan Tree. Rich in Vitamin E, antioxidants, omega-6 and omega-9 essential fatty acids all of which assist in keeping skin nourished and hydrated

**Keratrix™** - (Hydrolyzed Ceratonia Siliqua Seed Extract, Glycerin, Zea Mays Starch, Polyquaternium-7, Guar Hydroxypropyltrimonium Chloride) is a powerful and natural anti-breakage technology that helps mend and strengthen hair that is prone to split ends and breakage. A restorative natural active targeting damaged and weakened hair. It increases hair strength and elasticity, improves dry and weak hair and repairs the damage caused by mechanical, thermal and chemical processes. Its sustained release system allows it to remain on the hair fiber for a prolonged action

**Caprylic/Capric Triglyceride** – a gentle moisturiser derived from coconut and glycerin. It is used to help replenish hair and skin's surface and helps prevent moisture loss

**Glycerin** – plant derived, Glycerin acts as a skin replenishing and hydrating ingredient that assists in maintaining a healthy look and feel

**Pro Vitamin B5** – (Panthenol) assists in improving the appearance of skin and providing moisture. It has an ability to attract and hold moisture

**Behentrimonium Chloride** – derived from the plant rapeseed oil. A very mild yet effective antistatic and hair conditioning ingredient known for its detangling and conditioning properties

**Certified Organic Coconut Oil** - (Cocos Nucifera Oil) helps hydrate hair adding moisture and shine

**A Blend of Functional Cosmetic Grade Silicones** - (Cyclomethicone & Dimethiconol) derived from mineral components, silicones impart a soft silky feel to the hair & skin. They help to protect hair against heat and support protection. They are lightweight and have excellent spreading capability, offer less tackiness and conditions the hair & skin. They are used to help protect the hair fibres & add shine. Cyclopentasiloxane is used to help deliver & spread other ingredients to hair & skin. As it is a volatile silicone derivative, it evaporates upon application after delivering all the key ingredients that provide moisture and shine and is also water soluble

**Jjoba Oil** (Simmondsia Chinensis Seed Oil) & **Hydrolyzed Jjoba Esters** assist with hair conditioning & shine

**Polyquaternium-7** – imparts a smooth velvety feel and improves slip and moisture. It assists in acting as a very good detangler and provides slip for easier wet-combing and assists in controlling frizz



100ML-OM2064T  
HS-3305.90.00  
0.11 kg  
13cm high x 3.8cm in diameter



200ML-OM2064  
HS-3305.90.00  
0.22 kg  
17.9cm high x 5cm in cap diameter  
7.8cm wide at top of tube



1000ML-OM1064  
HS-3305.90.00  
1.04 kg  
25cm high x 8.2cm in diameter

**WARNING:** Avoid getting into the eyes. If product gets into eyes wash out thoroughly with water.

**CAUTION:** Contains Nut Oils. It is recommended to always review the full ingredients lists and conduct a patch test prior to using the product for the first time- apply a small amount to a discreet patch of skin, like the inside of your arm. If any signs of redness or skin irritation occurs, do not use

Vegan and cruelty-free products are made without meat, eggs, dairy or any animal or animal-derived ingredients, and, they are not tested on animals at any point in the production process.



# ARGAN REP-HAIR PROTEIN MASQUE

## TIPS & TRICKS

1

### FRIZZY & UNRULY HAIR



Smooth things out with Silk Oil of Morocco's Argan REP-Hair Protein Masque. A deep repairing and conditioning treatment with Keratrix Anti-Breakage Technology targeting damaged and weakened hair.

2

### DAMAGED, BROKEN & WEAKENED HAIR



Argan REP-Hair Protein Masque is the ideal solution for damaged, weak and brittle hair. A deep repairing and conditioning treatment formulated with Keratrix- a multifunctional active ingredient that helps protect, strengthen, mend and improve hair elasticity and resistance. It has been proven that Keratrix regains hair structure and barrier function diminishing the typical porosity of damaged hair.

3

### APPLY TO TOWEL DRIED HAIR



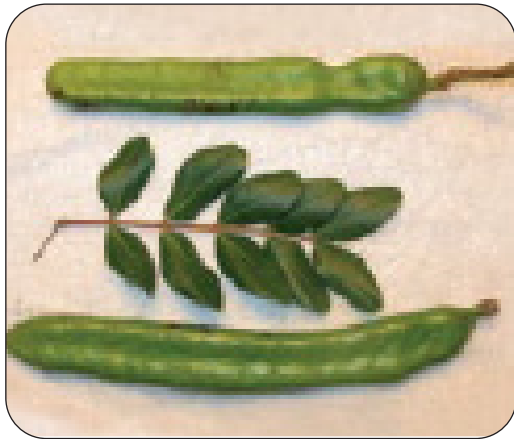
Apply the Argan REP-Hair Protein Masque to towel dried hair from midlengths to ends and comb through using detangling comb then wrap with the Silk Microfibre Hair towel wrap to cover for maximum benefit. Leave treatment to process for 10 minutes and rinse thoroughly. Recommended use for thick, damaged hair is once a week and for fine hair, one or twice a month.

Enhanced with Cold Pressed Certified Organic Argan Oil, Coconut Oil, Jojoba Oil & Pro-Vitamin B5, the Argan REP-Hair Protein Masque can be used as a normal conditioner. Leave on for 2-3 minutes and rinse as normal.



# KERATRIX

## RESTORATIVE NATURAL ACTIVE FOR DAMAGED AND WEAKENED HAIR



### Keratrix™ consists of:

- Oligopeptides from carob tree, rich in amino acids, especially glutamic, arginine and aspartic.
- Obtained through selective hydrolysis from its seeds.
- They are incorporated in a Matrix Plus (three-dimensional network of amylopectin), which delivers them sequentially.
- Matrix Plus gets fixed on hair fiber and allows a long-lasting effect.

HAIR IS THE MOST POWERFUL, EXCLUSIVE AND VERSATILE ACCESSORY. HAIR FIBER IS SUBJECTED TO MULTIPLE WEAKENING AGGRESSIONS CAUSED BY THE DIFFERENT FORM AND COLOR CHANGING TREATMENTS.



HAIR BECOMES FRAGILE & UNPROTECTED

### Keratrix™ is a multifunctional active ingredient that:

- Protects hair fiber.
- Strengthens and prevents from breakage.
- Regains integrity.
- Improves elasticity and resistance.

### Recommended for any hair type, especially for damaged and weakened hair, due to its action in:

- REPAIRING
- BREAKAGE PREVENTING
- STRENGTHENING
- PROTECTING
- ANTI-FRIZZ EFFECT
- ANTI-HUMIDITY ACTION

## RECOVER THE HAIR IN 10 DAYS!

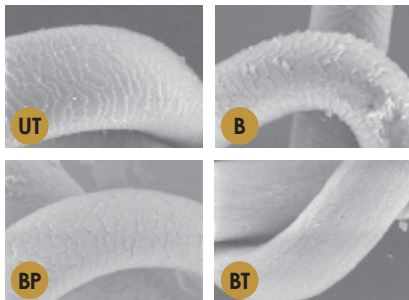
### EX VIVO EFFICACY

Strands of natural hair that after suffering an oxidative process were treated with a neutral shampoo and an active serum (keratrix™ at 5%) or placebo.

#### • SEM microscopy

#### PROTECTING EFFECT

Hair cuticle softens and hair is protected.



**USED HAIR SAMPLES:** untreated hair (UT), bleached (B), bleached / treated with placebo (BP), bleached / treated with keratrix™ (BT).

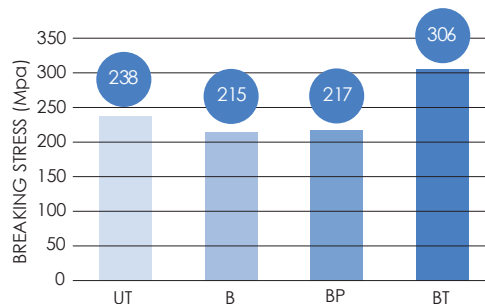
#### • Breaking force

#### STRENGTHENING EFFECT

The sample containing bleached hair treated with keratrix™ is even more resistant to breakage than the untreated hair.

Breaking force increases:

- 28.5% vs. untreated hair
- 40.9% vs. bleached / placebo



#### • Hair permeability

#### REPAIRING EFFECT

Through the study of the water adsorption-desorption kinetics, it was proved that keratrix™ regains hair structure and barrier function, diminishing the typical porosity of damaged hair.

