

ARGAN REP-HAIR PROTEIN SHAMPOO PRODUCT SHEET

Silk Oil of Morocco's Argan Vegan REP-Hair sulfate Free Protein Shampoo combines gentle cleansing properties with Keratrix- a powerful and natural anti-breakage technology that helps mend and strengthen hair that is prone to split ends and breakage. Infused with a beautiful melon berry fragrance and enriched with nourishing Australian macadamia oil, certified organic aloe vera and Cold Pressed Certified Organic Argan Oil which is rich in vitamins, antioxidants, omega-6 and omega-9 essential fatty acids providing the ultimate repair fix for dry, brittle and damaged hair

> SUITABLE FOR: WEAK HAIR, SPLIT ENDS, DAMAGED HAIR, OVER-PROCESSED HAIR, DRY HAIR, BRITTLE HAIR, COARSE HAIR

KFY INGREDIENTS

· Gentle Plant Cleansers • 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 · Australian Cold Pressed Macadamia Oil · Certified Organic Aloe Vera · Pro Vitamin B5

INGREDIENTS

Agua, Lauryl Glucoside, Cocamidopropyl Betaine, Sodium Lauroyl Sarcosinate, Glycol Stearate, Coco-Glucoside, Glyceryl Oleate, Polyquaternium-10, Polyquaternium-7, Glycerin, Hydrolyzed Ceratonia Siliqua Seed Extract, Zea Mays Starch, Guar Hydroxypropyltrimonium Chloride, Phenoxyethanol, PEG PPG-120/10 Trimethylopropane Trioleate, Laureth-2, Ethylhexyl Methoxycinnamate, Argania Spinosa Kernel Oil*, Panthenol, Macadamia Ternifolia Seed Oil, Aloe Barbadensis Leaf Extract*, Parfum. *Certified Organic

DIRECTIONS OF USE

Wet hair and apply a small amount evenly to form a rich lather. Gently massage into hair and scalp and rinse thoroughly. Re-apply and leave in the hair for 1-2 minutes to achieve maximum benefit and hydration before rinsing. Follow with Silk Oil of Morocco Argan REP-Hair Protein Conditioner

EXPIRY DATE/SHFLE LIFE

12 months after opening. 36 months unopened

FRAGRANCE

Melon Berry



REP-HAIR

SHAMPOO

375ml ⊕ 12.68 US fl. 0

BENEFITS

- Contains a blend of mild Sulfate Free cleansers
- · Gently cleanses the hair & scalp
- Formulated with Cold Pressed Certified Organic Argan Oil - rich in natural vitamin E, omega-6 and omega-9 essential fatty acids for moisture, hydration and shine
- Uses Keratrix[™] anti-breakage technology to helps repair weak, brittle and damaged hair. Increases hair resistance and elasticity and helps mend and strengthen the hair
- · Leaves the hair feeling soft, shiny and silky smooth
- · Has a lovely Melon Berry fragrance
- · Variety of sizes available
- Vegan Friendly
- · Manufactured in Australia

FRFF FROM

- · Sulphates- SLS (Sodium Lauryl Sulfate), ALS (Ammonium Lauryl Sulfate) & SLES (Sodium Laureth Sulfate)
- · Harsh and Drying Alcohols
- Parahens
- · Animal Testing

PH RANGE

55 - 65

COMPLEMENTARY PRODUCTS

All Silk REP-Hair Care products

PACKAGING MATERIAL

Recyclable -Bottle- PETE Pump- PP



















SULFATE MADE IN (SLS, SLES & ALS) AUSTRALIA FREE





Australian Made

and Owned







ARGAN REP-HAIR PROTEIN SHAMPOO PRODUCT SHEET

FAQS

WHAT SIZES ARE AVAILABLE? 100ml, 375ml, 1000ml

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

HOW LONG WILL I NEED TO USE THE ARGAN VEGAN REP-HAIR PROTEIN SHAMPOO FOR THE KERATRIX TECHNOLOGY TO WORK?

Generally you start seeing an improvement after a few washes and your hair starts to recover in just 10 - 14 days. After a month of regular use you will start seeing a big improvement. Keratrix should start to protect the hair fiber, strengthen and prevent from breakage, regain its integrity and improve elasticity and resistance

CAN I USE THE ARGAN VEGAN REP-HAIR PROTEIN SHAMPOO ON BLONDE HAIR? Argan Vegan Rep-Hair Protein Shampoo is perfect for blonde hair as blonde hair is usually brittle and chemically over processed

HOW OFTEN DO I USE THE ARGAN VEGAN REP-HAIR PROTEIN SHAMPOO? Use Argan Vegan REP-Hair Shampoo 2-3 times per week. Please be mindful that you can feed the hair with too much protein which can leave the hair feeling dry and brittle

CAN I USE THE ARGAN VEGAN REP-HAIR PROTEIN SHAMPOO ON COLOURED HAIR? Coloured hair is over processed hair so using the Argan Rep-Hair Protein shampoo will definitely help moisturise and repair the hair

IS ARGAN VEGAN REP-HAIR PROTEIN SHAMPOO SULFATE FREE AND WHAT DOES THAT MEAN? Yes, Argan Vegan REP-Hair Shampoo is Sulfate Free. Sulfates are detergents made of sulfar containing mineral salts that make shampoo turn into a thick lather and foam. The most common are Sodium Lauryl Sulfate (SLS), Sodium Laureth Sulfate (SLES) and Ammonium Lauryl Sulfate (ALS) and are used in most household cleaning products. Sulfates are very harsh on the skin and can strip it of moisture and its natural oils and is a known skin irritant. Silk Oil of Morocco use a gentle blend of plant derived surfactants which lather and foam just as effectively and is much gentler on your skin

CAN I USE ARGAN VEGAN REP-HAIR PROTEIN SHAMPOO ON CHEMICALLY STRAIGHTENED HAIR? No, Argan Vegan REP-Hair Protein Shampoo should not be used on chemically straighten hair as it contains a large amount of protein

CAN I USE ARGAN VEGAN REP-HAIR PROTEIN SHAMPOO ON HAIR EXTENSIONS? No, Argan Vegan REP-Hair Protein Shampoo should not be used in hair extensions as it contains a large amount of protein

WHAT IS THE FRAGRANCE USED IN ARGAN VEGAN REP-HAIR SHAMPOO? Argan Vegan Rep-Hair Protein Shampoo has a beautiful Melon Berry fragrance and provides the ultimate repair fix for dry, brittle and damaged hair









ARGAN REP-HAIR PROTEIN SHAMPOO PRODUCT SHEET

KEY INGREDIENTS

Gentle Plant Cleansers - (Lauryl Glucoside, Sodium Lauroyl Sarcosinate, Cocamidopropyl Betaine & Coco-Glucoside) a blend of sulfate free surfactants obtained from renewable, plant derived raw materials creating a synergy of effective cleansing and foaming performance

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

Australian Cold Pressed Macadamia Oil - (Macadamia Ternifolia Seed Oil) is obtained from the nuts of the bushnut and assist with skin conditioning

Certified Organic Aloe Vera - (Aloe Barbadensis Leaf Juice) is typically obtained from the leaves of the aloe plants and assists with skin conditioning enhancing the appearance of dry, damaged skin

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

Ethylhexyl Methoxycinnamate - to help protect hair from drying effects caused by the sun

Glycol Stearate - Plant derived and is used as a moisturiser, conditioner and thickener. It helps to hydrate the hair and assists in skin conditioning

Polyquaternium-10 - can help reduce static electricity. It enhances the appearance and feel of hair, by increasing hair body, suppleness, or sheen, or by improving the texture of hair that has been damaged

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.

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

Guar Hydroxypropyltrimonium Chloride – derived from the beans from the guar plant and functions as a natural thickener and conditioning agent for

Glyceryl Oleate – plant derived and is a functioning ingredient that helps to form emulsions by reducing the surface tension of the substances to be emulsified. It also functions as a skin conditioning agent



100ML-0M2048T HS-3305.10.00 0.12 kg 13cm high x 3.8cm in diameter



375ML-OM2048 HS-3305.10.00 0.46 ka 21.5cm high x 5.7cm in diameter



1000ML-0M1048 HS-3305.10.00 1.12 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

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ARGAN REP-HAIR PROTEIN SHAMPOO TIPS & TRICKS

OVER PROCESSED MECHANICALLY TREATED HAIR



CHEMICALLY COMPROMISED HAIR



WEAK FINE HAIR





Silk Oil of Morocco Argan REP-Hair Range uses the powerful Anti-breakage Technology - Keratrix. Keratrix is a protein that mends and strengthens hair that is prone to split ends and breakage. This range has been formulated for severely damaged hair and starts working instantly.

Always use the complete Silk Rep-Hair range for maximum benefit including the Argan Repair Crème. All the Silk Rep-hair range includes the natural Anti Breakage Patented technology of Keratrix

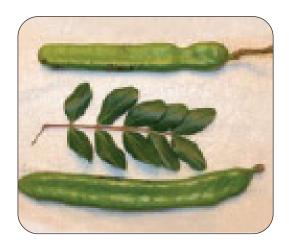




Australian Made

and Owned

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 longlasting 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.

STRENGTHENING EFFECT



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

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





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



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REVISION: 4

ISSUE DATE:29/01/20





