



ARGAN VOLUMIZING CONDITIONER

PRODUCT SHEET

Silk Oil of Morocco's lightweight Argan Vegan Volumizing Conditioner provides volume and shine whilst revitalising the appearance of dry, fine, limp hair leaving it feeling moisturised and conditioned. Formulated with Soy Protein, nourishing shea butter, Australian macadamia and sweet almond oils, certified organic aloe vera and evening primrose oil combined with Cold Pressed Certified Organic Argan Oil which is rich in vitamins, antioxidants, omega-6 and omega-9 essential fatty acids, provides the ultimate moisture and volume fix for your hair leaving it soft, silky and smooth with brilliant shine

SUITABLE FOR: FLAT/LIMP HAIR, DULL/LIFELESS HAIR, THIN/FINE HAIR

KEY INGREDIENTS

- Cold Pressed Certified Organic Argan Oil
- Hydrolyzed Soy Protein
- Australian Cold Pressed Sweet Almond Oil
- Certified Organic Aloe Vera
- Australian Cold Pressed Macadamia Oil
- Vitamin E
- Shea Butter
- Pro Vitamin B5
- Certified Organic Evening Primrose Oil

INGREDIENTS

Aqua, Cetearyl Alcohol, Prunus Amygdalus Dulcis Oil, Hydrolyzed Soy Protein, Amodimethicone, Argania Spinosa Kernel Oil*, Cetrimonium Chloride, Behentrimonium Chloride, Macadamia Ternifolia Seed Oil, Tocopherol, Aloe Barbadensis Leaf Extract*, Butyrospermum Parkii Butter, Ricinus Communis Seed Oil, Panthenol, Oenothera Biennis Oil*, Polyquaternium-10, Phenoxyethanol, Trideceth-12, Citric Acid, Parfum, Amyl Cinnamal, Hexyl Cinnamal. *Certified Organic Contains Nut Oils

DIRECTIONS OF USE

Wet hair and apply a small amount evenly from mid-lengths to ends. Leave for 2-3 minutes and rinse thoroughly. Use in conjunction with Silk Oil of Morocco's Argan Liquid Volumizer or Volumizing Dust to create a natural, full bodied look

EXPIRY DATE/SHELF LIFE

12 months after opening. 36 months unopened

FRAGRANCE

Jasmine Green Tea

BENEFITS

- 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
- Helps detangle and condition hair
- Formulated with Hydrolyzed Soy Protein which enhances hair manageability, helps mend and smooth hair, increases the hair's natural ability to retain moisture and improves tensile strength. It also helps promote the appearance of thicker looking hair
- Leaves the hair feeling soft, shiny and silky smooth
- Adds shine, body and bounce due to the moisturising and conditioning
- Has a beautiful Jasmine Green Tea fragrance
- Variety of sizes available
- Vegan Friendly
- Manufactured in Australia

FREE FROM

- Harsh and Drying Alcohols
- Parabens
- Animal Testing

PH RANGE

5.5 - 6.5

COMPLEMENTARY PRODUCTS

All Silk Volumizing Hair Care and Skin Care Products

PACKAGING MATERIAL

Recyclable -
Bottle- PETE
Pump- PP



**MADE WITH
ARGAN OIL**



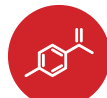
**CRUELTY
FREE**



**LANOLIN
FREE**



***CERTIFIED ORGANIC
INGREDIENTS**



**PARABEN
FREE**



**SULFATE
(SLS, SLES & ALS)
FREE**



**MADE IN
AUSTRALIA**



UNIT 2, 13 REDCLIFFE GARDENS DRIVE, CLONTARF 4019 QLD AUSTRALIA
PHONE: AUS +61(0)7 3880 3380

WWW.SILKOILOFMOROCCO.COM [@SILKOILOFMOROCCO](https://www.instagram.com/SILKOILOFMOROCCO)

PAGE: 1/6
REVISION: 4
ISSUE DATE: 10/02/20





ARGAN VOLUMIZING CONDITIONER

PRODUCT SHEET

FAQS

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

WHAT HAIR TYPE IS THE ARGAN VEGAN VOLUMIZING CONDITIONER SUITABLE FOR? Argan Vegan Volumizing range has been designed for flat/limp, lifeless/fine, oily & thin hair

DO I APPLY THE ARGAN VEGAN VOLUMIZING CONDITIONER ON MY ROOTS TO GET MORE VOLUME? No, wet hair and apply a small amount evenly from mid-lengths to ends. Leave for 2-3 minutes and rinse thoroughly. Use in conjunction with Silk Oil of Morocco's Argan Liquid Volumizer or Volumizing Dust to create a natural, full bodied look

DOES THE ARGAN VEGAN VOLUMIZING CONDITIONER WEIGH THE HAIR DOWN No, the Argan Vegan Volumizing Conditioner is a lightweight conditioner that does not weigh the hair down

CAN I USE ARGAN VEGAN VOLUMIZING CONDITIONER ON CHEMICALLY STRAIGHTENED HAIR? No, Argan Vegan Volumizing Conditioner should not be used on chemically straighten hair as it contains Soy Protein

CAN I USE ARGAN VEGAN VOLUMIZING CONDITIONER ON HAIR EXTENSIONS? No, Argan Vegan Volumizing Conditioner should not be used on hair extensions as it contains Soy Protein

WHAT FRAGRANCE IS IN THE ARGAN VEGAN VOLUMIZING CONDITIONER? The Argan Vegan Volumizing range is infused with a lovely Jasmin & Green Tea fragrance

DOES THE ARGAN VEGAN VOLUMIZING CONDITIONER MOISTURISE AS WELL AS ADD VOLUME? The Argan Vegan Volumizing Conditioner contains an ingredient called Soy Protein. This increases the bending stability of hair of more than 40% which can lead to an increase in hair volume and improvement in hair styling. It also improves the tensile strength of the hair. Combined with other ingredients such as Cold Pressed Certified Organic Argan Oil, Macadamia Oil, Sweet Almond Oil, Aloe Vera, Evening Primrose Oil and Pro-Vitamin B5 to help add moisture



ARGAN VOLUMIZING CONDITIONER

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

Australian Cold Pressed Sweet Almond Oil - (Prunus Amygdalus Dulcis Oil) is obtained from the ripe seed kernel of the Sweet Almond Tree and is known to assist with hair & skin Conditioning and adds shine to hair

Hydrolyzed Soy Protein- enhances hair manageability, helps mend and smooth hair, increases the hair's natural ability to retain moisture and improves tensile strength. It also helps promote the appearance of thicker looking hair. It increases the bending stability of hair of more than 40% which can lead to an increase in hair volume and improvement in hair styling

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

Cetrimonium Chloride - is a conditioning agent designed to stick to the hair and improve softness and manageability. It may also assist in reducing frizz, build-up in the hair and static

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

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

Vitamin E - (Tocopherol) acts as an antioxidant and assists with skin conditioning

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

Shea Butter - (Butyrospermum Parkii Butter) is the fat obtained from the fruit of the Shea Tree and assists with skin conditioning revitalising the appearance of dry, damaged skin

Castor Seed Oil- (Ricinus Communis Seed Oil) derived from the castor bean It is used as an emollient, and also assists in providing water-binding properties

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

Certified Organic Evening Primrose Oil - (Oenothera Biennis Oil) expressed from the seeds of the Oenothera Biennis plant assists with keeping skin conditioned

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

Amodimethicone- a functional cosmetic grade of silicone derived from mineral components, it imparts a soft silky feel to the hair & skin. It helps to protect hair against heat and support protection. It is lightweight and has excellent spreading capability, offer less tackiness and conditions the hair & skin. It is also used to help protect the hair fibres & add shine



100ML-OM2051T
HS-3305.10.00
0.11 kg
13cm high x 3.8cm in diameter



375ML-OM2051
HS-3305.10.00
0.44 kg
21.5cm high x 5.7cm in diameter



1000ML-OM1051
HS-3305.10.00
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.



UNIT 2, 13 REDCLIFFE GARDENS DRIVE, CLONTARF 4019 QLD AUSTRALIA
PHONE: AUS +61(0)7 3880 3380



WWW.SILKOILOFMOROCCO.COM



@SILKOILOFMOROCCO

PAGE: 3/6
REVISION: 4
ISSUE DATE: 10/02/20



ARGAN VOLUMIZING CONDITIONER

TIPS & TRICKS

1

LIMP HAIR



2

FINE HAIR



3

FINE, DULL HAIR



4

FLY AWAY HAIR



Argan Volumizing Shampoo & Conditioner gently cleanses and provides volume and shine to enhance fine, limp hair. The thickening power of Soy Protein works in synergy with mild sulfate free cleansers, Pro-Vitamin B5, nourishing Australian Macadamia Oil, Certified Organic Aloe Vera and Cold Pressed Certified Organic Argan Oil to promote the appearance of healthy looking full bodied hair.

Use the complete Silk Argan Volumizing range such as Silk Argan Liquid Volumizer, Volume Dust for instant Boost and Volume.



SOY PROTEIN

The intelligent solution for stressed and unhealthy hair.

Based on this special amino acid profile, the hydrolyzed soybean protein (INCI: Hydrolyzed Soy Protein) offers the following benefits for hair:

- ✓ “Strength and Energy” concept: The energizer for the hair
- ✓ Protection, repair and restructuring of the cuticle
- ✓ Penetration up to the outer zone of the hair cortex
- ✓ Formation of a significant protective film on the hair
- ✓ More than 40% increase in the bending stability of hair fibres
- ✓ Positive influence on hair volume and styling
- ✓ Especially suitable for supporting concepts for stressed, brittle, long hair and sensitive hair tips

Figure 1: Amino acid profile Gluadin ® Soy (relative to amino acid content)

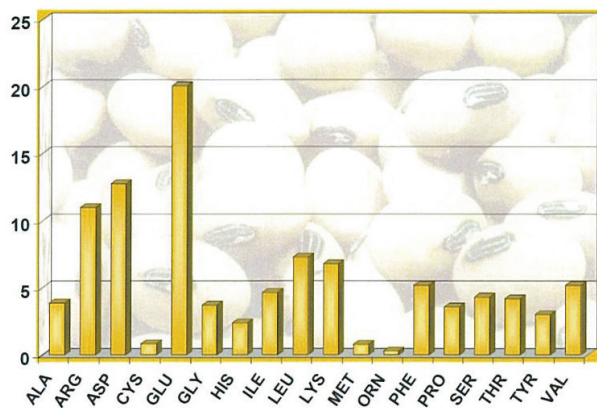
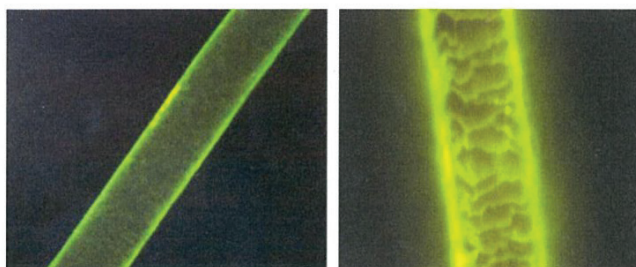


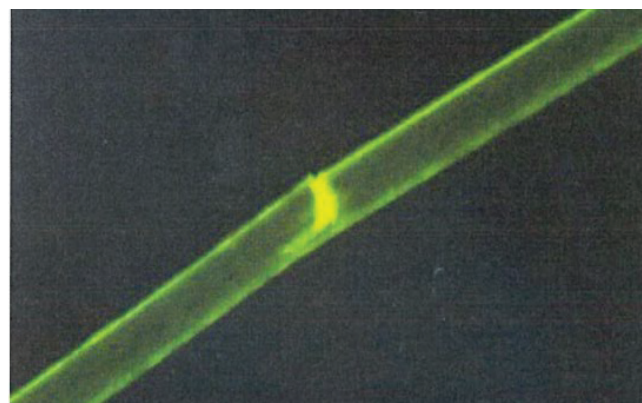
Figure 2: Fluorescence microscope images of the hair after treatment with Gluadin ® Soy (1% AS)



Protection and strengthening for the hair.

For this purpose, Gluadin ® Soy was labeled with a fluorescent substance (fluorescein isothiocyanate - FITC) so that the substantivity and the penetration behavior of the soybean hydrolyzate applied to the hair could be studied by fluorescence microscopy. In this way, we were able to trace the remarkable path of Gluadin ® Soy in the hair (see Figure 2.) After treatment with Gluadin ® Soy, a **significant absorption** of the soybean hydrolyzate on the hair could be observed. The Gluadin ® Soy covers the sensitive hair fibre as a sort of **protective protein layer**. It concentrates preferentially at especially vulnerable locations such as the edges of the cuticle cells, hair tips, and any fracture sites or cracks (see Figs 2. and 3.) From this it follows that Gluadin ® Soy can be used to achieve and **intelligent repair effect**: Intelligent proteins recognise the exposed weak spots of the hair and exhibit substantivity and strengthen the hair fibre exactly where this is urgently needed.

Figure 3: Fluorescence microscope images of the hair fracture site after treatment with Gluadin ® Soy (1% AS)



- ✓ Protein
- ✓ Energy
- ✓ Repair
- ✓ Strengthening



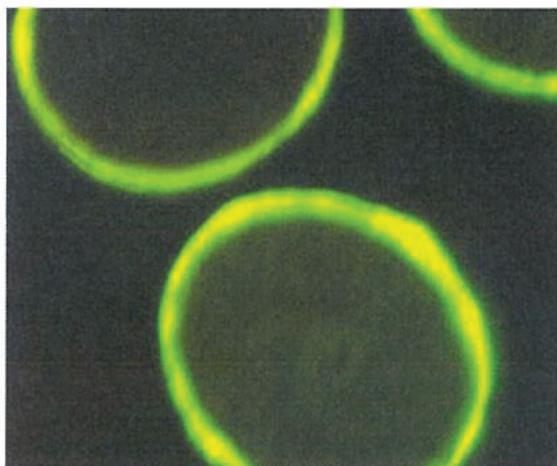
SOY PROTEIN

Energizer for the hair's natural protective layer

At the same time, Gluadin ® Soy can be regarded as an energizer for the hair's natural protective layer, the cuticle. Day by day, this layer is exposed to enormous stresses - from everyday activities such as brushing, shampooing and styling to ultraviolet radiation and other environmental influences, as well as permanent waving and bleaching. The undesirable consequence is lusterless, brittle hair, which is difficult to comb and even more difficult to style. This is exactly where the "Strength and Energy" concept of Gluadin ® Soy becomes effective.

Gluadin ® Soy protects, strengthens and repairs the hair. The hair's natural protective layer is maintained or is restructured exactly where this is urgently necessary. Moreover, this intelligent soybean-sourced active substance forms an effective protein film on the surface of the hair, protecting it against, for example, detrimental environmental influences and harmful substances. In other words, a sort of hair sealing coat can be created, but without any undesirable build-up effect. Gluadin ® Soy keeps the cuticle smooth and flexible and thus displays a positive influence on the hair's feel and shine. In sensory assessments, we could prove a structuring effect and a stronger tactile sensation after the use of Gluadin ® Soy

Figure 4: Fluorescence micrograph of hair cross-sections after treatment with Gluadin ® Soy (1% AS)



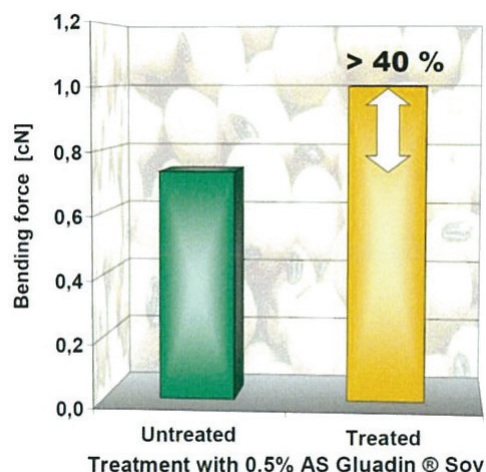
Protection up to the outer cortex

As well as the formation of an effective protective film on the surface of the hair, a small amount of penetration up to the outer cortex can be detected (see Fig 4). In other words, smallest nature-identical building blocks penetrate deep into the hair and strengthen it.

BEFORE

AFTER

Figure 5: Study of the bending strength of hair strands



Improved hair volume and styling

Another proof of the effectiveness of this "Strength and Energizing" concept of Gluadin ® Soy is provided by measurements of the bending strength of hair strands. The test method involves bending a hair tress to a given degree and measuring the required force needed for this process. This method enables conclusions about the inner strength or stability of the tested hairs and the resulting hair volume, as the bending strength is one of the factors that has a considerable influence on hair volume.

After only one treatment with Gluadin ® Soy a significant **increase in the bending stability of more than 40%** was detected (see Fig 5). This can lead to, for example, an increase in hair volume and an improvement in hair styling.

