



EDUCATION SHEETS - HAIR

MOROCCANOIL®

ONE BRAND: A WORLD OF OIL-INFUSED BEAUTY

MOROCCANOIL
SMOOTH
Blow-dry essential
Instant control
Indispensable au brushing
Contrôle instantané
10.2 FL.OZ. / 300 ml

MOROCCANOIL
VOLUME
Color safe
Sulfate-Phosphate-Paraben free
N'endommage pas la couleur
Sans Sulfates, Phosphates et Parabènes
8.5 FL.OZ. / 250 ml

MOROCCANOIL
BLOW-DRY CONCENTRATE
CONCENTRE POUR BRUSHING
For very coarse, unruly hair
Pour cheveux très épais et rebelles
SMOOTH
Extreme blow-dry manager
Intense anti-frizz
Aide extrême au brushing
Anti-frisottis
1.7 FL.OZ. / 50 ml

The Original L'original
MOROCCANOIL
MOROCCANOIL TREATMENT
TRAITEMENT MOROCCANOIL
For all hair types
Pour tous les types de cheveux
Alcohol free
Sans alcool
10.2 FL.OZ. / 300 ml

MOROCCANOIL
M
DRY SHAMPOO
SHAMPOOING SEC
For all hair types
Pour tous les types de cheveux
LIGHT TOUCH
Soft, silky finish
No dull residue
Doux fini soyeux
Sans résidus
5.4 OZ.

MOROCCANOIL
M
HYDRATING STYLING CREAM
CRÈME DE COIFFAGE HYDRATANTE
For all hair types
Pour tous les types de cheveux
HYDRATION
Substances managability

MOROCCANOIL
M
BEACH WAVE MOUSSE
MOUSSE EFFET RETOUR DE PLAGE
For all hair types
Pour tous les types de cheveux
TEXTURE
Sea salt-free
Toussée texture
Sans sel marin
Texture ébouriffée
5.8 OZ. (165 g) / 175 ml

MOROCCANOIL
M
CURL DEFINING CREAM
CRÈME MODELAGE DES BOUCLES
For all curl types
Pour tout type de cheveux bouclés
CURL
Improves curl pattern, softens and helps
Optimise le bouclage
Détend et aide
8.5 FL.OZ. / 250 ml

The Original L'original
MOROCCANOIL
M
MOROCCANOIL TREATMENT
TRAITEMENT MOROCCANOIL
For fine or light-colored hair
Pour cheveux fins ou clairs
LIGHT
Alcohol free
Sans alcool
10.2 FL.OZ. / 300 ml

MOROCCANOIL
M
SMOOTH
Indispensable au brushing
Contrôle instantané
10.2 FL.OZ. / 300 ml

MOROCCANOIL
M
HYDRATING MASK
MASQUE HYDRATANT ULTRA-LÉGER

MOROCCANOIL
M
SMOOTHING CONDITIONER
REVITALISANT LISSANT
For unruly and frizzy hair
Pour cheveux rebelles et frisés
SMOOTH
Color-safe
Sulfate, phosphate, paraben-free
N'abîme pas la couleur
Sans sulfates, phosphates ni parabènes
8.5 FL.OZ. / 250 ml

MOROCCANOIL
M
GLIMMER SHINE
ÉCLAT LUMIÈRE
For all hair types
Pour tous les types de cheveux
FINISH
Enhances shine. Protects
Rhausse l'éclat. Protège
3.4 FL.OZ. / 100 ml

THE COMPLETE ARGAN OIL-INFUSED APPROACH TO HAIR CARE & STYLING

Moroccanoil is the leader and pioneer in oil-infused beauty products.

Our expertise in the creation of formulas that combine the treatment and nourishing properties of oils, along with cosmetic ingredients to create highly performing emulsions, is what sets us apart from other brands.

All of our products—from cleansing and conditioning to styling and finishing—are oil-infused, offering a unique approach to hair care and styling that not only leaves hair naturally smooth and shiny, but also improves its condition with each use.

MOROCCANOIL TREATMENT

For all hair types

MOROCCANOIL TREATMENT LIGHT

For fine or light-colored hair

Moroccanoil is the brand that started the worldwide buzz on argan oil, revolutionizing the beauty industry.

In makeup, foundation sets the stage for a flawless look. At a time when no such product existed in hair care, Moroccanoil set out to fill this void with a product that creates the proper canvas for all hairstyling. Our signature product, Moroccanoil Treatment, pioneered the oil-infused hair care category and is the perfect foundation for all hair care. Its highly regarded, proprietary formula has been dubbed, “what might be the world’s second most valuable secret formula,” by CNN news anchor Erin Burnett.

Complete with both styling and conditioning benefits, all styling and salon services begin with Moroccanoil Treatment—a single product that creates long-lasting smoothness, increases manageability, speeds up blow-drying time and boosts shine.

Also available in Light for fine or light-colored hair, Moroccanoil Treatment has the ability to help restore and revive hair damaged from color and chemical processes, as well as environmental factors. Both Original and Light feature premium, alcohol-free formulas that are easily—and instantly—absorbed by wet or dry hair, without leaving behind a greasy residue. Both are rich in antioxidant argan oil and vitamin-rich linseed (flax) seed extract to nourish and strengthen hair.

- Original foundation for hair care and styling
- Improves manageability
- Imparts radiant shine
- Detangles
- Controls frizz and flyaways
- Increases elasticity
- Gives hair a softer texture
- Significantly speeds up blow-drying time

HOW TO USE

Formulated for both wet and dry hair, a small amount of Moroccanoil Treatment provides the conditioning, styling and finishing benefits needed for healthy-looking styles.

Wet Hair: Apply to damp hair from mid-length to ends as the foundation for all styling and to prepare the hair for blow-drying. Blow-dry or style as usual.

Dry Hair: Apply to dry hair from mid-length to ends, to help smooth and eliminate frizz and help protect against environmental factors, including the sun and wind. Provides long-lasting shine while taming flyaways.

Key Ingredients

- Argan Oil: the deep roots and small leaves of the argan tree allow it to resist arid winds and water loss, resulting in a nut with a uniquely rich oil profile. Rich in essential fatty acids, antioxidants and Vitamin E, argan oil is an age-old beauty secret that has many uses, helping to hydrate and soften hair, skin and nails.
- Linseed Extract: derived from flaxseed, a good source of alpha-linolenic acid—also an essential fatty acid that helps improve hair health.



MOROCCANOIL TREATMENT

For all hair types

MOROCCANOIL TREATMENT LIGHT

For fine or light-colored hair

Which Moroccanoil Treatment is right for me?

Moroccanoil Treatment

- For all hair types and textures
- Original formulation

Moroccanoil Treatment Light

- For fine hair
- For light-colored (including platinum and white) hair
- Lighter in texture and color

Moroccanoil Treatment Cocktails

Use Moroccanoil Treatment or Moroccanoil Treatment Light depending on hair type and texture.

For moisture, shine & definition: Moroccanoil Treatment + Hydrating Styling Cream

Combine 1–2 pumps of Moroccanoil Treatment/Light with 1–2 pumps of Hydrating Styling Cream and apply to damp hair. Style as desired.

For a nourished, frizz-free finish: Moroccanoil Treatment + Smoothing Lotion

Combine 1 pump of Moroccanoil Treatment/Light with 1 pump of Smoothing Lotion and apply to dry hair from mid-length to ends.

For a long-lasting, full-bodied blow-dry: Moroccanoil Treatment + Styling Gel Strong

Combine 1 pump of Moroccanoil Treatment/Light with a quarter-sized amount of Styling Gel Strong and apply to damp hair from mid-length to ends.

For bouncy, frizz-free curls: Moroccanoil Treatment + Curl Defining Cream

Combine 1–2 pumps of Moroccanoil Treatment/Light with a generous amount of Curl Defining Cream and evenly distribute the mixture throughout towel-dried hair. Diffuse or let air dry.



HYDRATING SHAMPOO & CONDITIONER

For all hair types

Moroccanoil Hydrating Shampoo and Conditioner feature gentle cleansing, moisturizing formulas that infuse dehydrated hair with antioxidant argan oil and replenishing nutrients. Rich in Vitamin A and Red Algae to help combat free radicals and retain moisture, hair is left healthy, with increased manageability and shine.

- Color-safe
- Sulfate, phosphate and paraben-free
- Nutrient-rich

HOW TO USE

Hydrating Shampoo: Massage throughout wet hair and scalp, adding more water to activate a rich, luxurious lather from the concentrated formula. Rinse thoroughly until water runs clear. Repeat as necessary.

Hydrating Conditioner: After shampooing, gently squeeze excess water and apply from mid-length to ends. Leave on for 1–2 minutes and rinse well. Use regularly for best results.

Key Ingredients

- Argan Oil: extremely rich in tocopherols (Vitamin E), essential fatty acids and antioxidants, this natural oil helps to nourish.
- Algae: natural moisturizer that protects cuticle against dryness.
- Vitamin A: stabilizer that combats free radicals to retain moisture and fight the effects of hair aging.
- Vitamin E: renews and repairs damaged hair to maintain its natural moisture balance.

What is the difference between the Hydrating and Moisture Repair lines?

Hydrating Shampoo and Conditioner are infused with replenishing nutrients to protect and maintain hair's natural moisture balance. Each one features a daily care, moisture-balancing formula that can be used every day to promote healthy and more manageable hair.

Moisture Repair Shampoo and Conditioner, on the other hand, are infused with protein to restructure and repair the hair's cuticle. Keratin protein fortifies the hair shaft, helping it to remain strong and fight breakage, while filling in the gaps within the cuticle. Each one features a daily care formula designed to repair distressed or damaged hair.



INTENSE HYDRATING MASK

For medium to thick dry hair

WEIGHTLESS HYDRATING MASK

For fine dry hair

For hair in need of extra conditioning, these five-minute revival treatments feature rich and creamy formulas that deeply hydrate and moisturize, while improving texture and manageability. Rich in antioxidant argan oil plus nourishing ingredients, hair is instantly revived and revitalized.

- Hydrates
- Restores elasticity and shine
- Treats in 5–7 minutes
- No heat required

HOW TO USE

Apply a generous amount to shampooed, towel-dried hair and comb through to distribute product evenly. Leave on for 5–7 minutes. As with all MoroccanOil masks, no heat is required. Rinse and style as usual. No conditioner is necessary. The hydrating masks can be used once or twice a week as needed, in place of a conditioner to maintain healthy-looking hair.

Stylist Tip

For thick, coarse hair, mix about 1–2 pumps of MoroccanOil Treatment with 1 teaspoon of Intense Hydrating Mask for added shine and elasticity.

Key Ingredients

- Argan Oil: extremely rich in tocopherols (Vitamin E), essential fatty acids and antioxidants, this natural oil helps to nourish.
- Behentrimonium Chloride: an anti-static and conditioning agent.

Intense Hydrating Mask

- Glycerin: natural humectant; provides hair moisturizing benefits.
- Linseed Extract: derived from flaxseed, a good source of alpha-linolenic acid—also an essential fatty acid that helps improve hair health.

Weightless Hydrating Mask

- Shea Butter: soothing and moisturizing, provides nourishing benefits to hair and scalp.
- Hydrolyzed Vegetable Protein: improves and restores elasticity and strength to porous or damaged hair.

What is the difference between Intense Hydrating Mask and Weightless Hydrating Mask, and when should each one be used?

Intense Hydrating Mask is most suitable for medium to thick, dry hair, while Weightless Hydrating Mask is formulated for those with finer or lighter-colored hair. Both are applied for 5–7 minutes and require no heat to achieve optimal conditioning benefits.



ALL IN ONE LEAVE-IN CONDITIONER

For all hair types

Moroccanoil All in One Leave-in Conditioner instantly detangles and preps hair for effortless styling. This lightweight, milky formula deeply hydrates and conditions for silky, replenished hair while protecting against breakage and thermal damage.* Improves manageability while nourishing and softening the hair for up to 72 hours.*

Features

- Multitasking spray
- Lightweight, milky formula
- Instantly detangles
- Imparts long-lasting softness and silky texture
- Protects against breakage and thermal damage*
- Hydrates and prevents moisture loss
- Ideal prepping solution for cutting
- Equalizes porosity

HOW TO USE

Spray throughout clean, towel-dried hair. Comb through, apply preferred styling product(s), and style as usual. Can be used to refresh second-day hair.

Key Ingredients

- Argan Oil: extremely rich in tocopherols (Vitamin E), essential fatty acids and antioxidants, this natural oil helps to nourish
- Naturally Derived Sugars: act as an anti-dehydration shield to protect the integrity of the hair fiber
- Pure Amino Acids: vegetable-based keratin alternative increases hair strength, enhances elasticity, and improves combability
- Blend of Superfoods:
 - Sunflower Seed Oil: provides excellent moisturizing and conditioning properties
 - Quinoa Extract: helps retain moisture, provide nutrients, smooth hair, and increase shine
 - Barley Extract: rich in phenols and flavonoids, known to provide antioxidant activity

Key Selling Statement

Moroccanoil All in One Leave-in Conditioner is a multitasking, lightweight spray that works instantly on all hair types to detangle and hydrate, while guarding against breakage and thermal damage.



*Based on an independent lab study.

HYDRATING STYLING CREAM

For all hair types

For the perfect blow-dry, MoroccanOil Hydrating Styling Cream combines the extraordinary conditioning properties of antioxidant-rich argan oil and a soft hold—resulting in a product that is highly effective in creating smooth styles, and versatile enough for all hair types.

- Provides soft hold
- Adds definition
- Hydrates
- Leaves hair smooth
- Combats frizz and the effects of humidity

HOW TO USE

For best results, after shampooing and conditioning, apply 1–2 pumps of Hydrating Styling Cream with a few drops of MoroccanOil Treatment to damp hair and style as usual or allow hair to dry naturally. For daily use, a pea-sized amount on dry hair fights frizz and can also be combined with a small amount of MoroccanOil Treatment to refresh style.

Key Ingredients

- Argan Oil: Extremely rich in tocopherols (Vitamin E), essential fatty acids and antioxidants, this natural oil helps to nourish.
- Behentrimonium Chloride: an anti-static and conditioning agent.

What sets Hydrating Styling Cream apart from other similar products in the market?

Featuring an exclusive formula, MoroccanOil Hydrating Styling Cream combines antioxidant-rich argan oil, an anti-static ingredient, plus a lightweight silicone—all of which set the stage for smooth, hydrated and frizz-free hair. When used with MoroccanOil Treatment prior to blow-drying, a stylist can achieve perfectly sleek and smooth results that look lively and vibrant, without weighing the hair down.



MOISTURE REPAIR SHAMPOO & CONDITIONER

For weakened and damaged hair

Moisture-balancing shampoo and conditioner featuring highly reparative formulas that gently cleanse and detangle hair, while infusing each strand with antioxidant-rich argan oil, keratin, fatty acids, proteins and other nutrients. These ingredients work on two molecular levels, absorbing deep into the cortex and moisturizing the hair follicle—resulting in manageable, healthy-looking hair inside and out.

- Restore moisture
- Keratin-enriched
- Rebuild elasticity
- Rich in argan and avocado oils
- Color-safe
- Sulfate, phosphate and paraben free

HOW TO USE

Moisture Repair Shampoo: Massage throughout wet hair and scalp, adding more water to activate a rich, luxurious lather from the concentrated formula. Rinse thoroughly until water runs clear. Repeat as necessary.

Moisture Repair Conditioner: After shampooing, gently squeeze excess water and apply from mid-length to ends. Leave on for 1–2 minutes and rinse well. Use regularly for best results.

Key Ingredients

- Argan Oil: extremely rich in tocopherols (Vitamin E), essential fatty acids and antioxidants, this natural oil helps to nourish.
- Lavender, Rosemary, Chamomile and Jojoba Extracts: natural plant extracts that provide nourishment to dry hair.
- Cocamide MEA: made from fatty acids derived from coconut oil.
- Keratin: a structural protein that rebuilds and strengthens damaged or porous hair.

What is the difference between the Moisture Repair and Hydrating lines?

Moisture Repair Shampoo and Conditioner are infused with protein to restructure and repair the hair's cuticle. Keratin protein fortifies the hair shaft, helping it to remain strong and fight breakage while filling in the gaps within the cuticle. Each one features a daily care formula designed to repair distressed or damaged hair.

Hydrating Shampoo and Conditioner are infused with replenishing nutrients to protect and maintain hair's natural moisture balance. Each one features a daily care moisture-balancing formula that can be used every day to promote healthy and more manageable hair.



MENDING INFUSION

For weakened and damaged hair

Moroccanoil Mending Infusion is an ultra-lightweight, instantly absorbing finisher that helps to align and soften dry, brittle ends. Argan oil-infused formula not only seals split ends for a smooth, fresh-cut appearance, but also nourishes, conditions and helps strengthen. This instant-fix product reduces visible signs of unhealthiness, such as frayed ends and dryness, while taming frizz and preventing further damage. Its unique texture results in a touchably soft, frictionless finish for silky and healthy-looking hair.

- Helps seal split ends
- Instant fix for visibly dry ends
- Prevents further damage

HOW TO USE

Apply a dime-sized amount between palms and work through dry hair, focusing on the ends. Reapply to dry and/or split ends to condition and bind as needed.

Stylist Tips

- Excellent for color-treated hair. Perfect way to finish a salon service for the color client who is not getting a haircut.
- For additional split end mending, apply Mending Infusion from mid-lengths to ends on damp hair. Blow-dry and style as usual.
- For first-day waves or curls, apply to ends of dry hair for additional control. Take a small amount of Mending Infusion onto fingertips and finger-twirl through second-day waves or curls for maximum curl definition.

Key Ingredients

- Argan Oil: extremely rich in tocopherols (Vitamin E), essential fatty acids and antioxidants, this natural oil helps to nourish.
- Panthenol: a form of Vitamin B5 that hydrates and imparts a glossy finish.
- Baobab Extract: increases hair elasticity and strength; helps provide damage recovery to leave hair looking and feeling softer and smoother.
- Hydrolyzed Quinoa: rich in amino acids for hair nourishment and conditioning.

The sealing action in Mending Infusion comes from a complex featuring a blend of 4 ingredients:

- Galactoarabinan: core to this blend, a sticky, viscous polysaccharide that can hold split ends together.
- Coconut Alkanes and Dilinoleic Acid/Propanediol Copolymer: form the hydrophobic coating around the hair shaft so that the galactoarabinan is protected from water. Provides anti-frizz benefits.
- Cyclopentasiloxane: forms the outermost coat on the hair. Has a high refractive index responsible for shine and luster.

Key Selling Statement

Moroccanoil Mending Infusion is an instant-fix product that seals split ends for a silky, fresh-cut appearance. Not just a split end mender—it also nourishes, conditions and helps strengthen.



RESTORATIVE HAIR MASK

For weakened and damaged hair

Moroccanoil Restorative Hair Mask absorbs deep into the hair to restore and rebuild while repairing damage caused by chemicals and other environmental stressors. Antioxidant-rich argan oil and keratin nourish and improve the strength of each hair strand.

- Rebuilds elasticity
- Restores and repairs
- Protein-enriched
- Treats in 5–7 minutes
- No heat required

HOW TO USE

For best results, after shampooing, apply a generous amount of Restorative Hair Mask all over hair and massage a little into scalp. Leave on for 5–7 minutes, rinse well and follow with Moisture Repair Conditioner. Use regularly on chemically compromised hair and decrease usage as hair's texture and elasticity improve. For thick, coarse hair, mix about 1 teaspoon of Moroccanoil Treatment with Restorative Hair Mask for added shine and elasticity.

Key Ingredients

- Argan Oil: extremely rich in tocopherols (Vitamin E), essential fatty acids and antioxidants, this natural oil helps to nourish.
- Shea Butter: soothing and moisturizing, provides nourishing benefits to hair and scalp.
- Acetamide MEA: a water-soluble surfactant that conditions and improves hair texture.
- Caryocar Brasiliense Fruit Oil: from the Brazilian Pequi fruit, known to be rich in vitamins and essential fatty acids.

What is the difference between the Hydrating Masks and the Restorative Hair Mask?

Whereas Intense Hydrating Mask and Weightless Hydrating Mask both offer deep conditioning benefits, Restorative Hair Mask provides another layer of nourishment and reparative properties with the addition of fatty acids. All existing Moroccanoil masks require no heat to achieve optimal hair care benefits.



EXTRA VOLUME SHAMPOO & CONDITIONER

For fine to medium hair

Moroccanoil Extra Volume Shampoo and Conditioner give a boost of volume while gently cleansing, detangling and hydrating fine or limp hair. The unique volumizing formulas provide shine, manageability and movement without weighing the hair down.

- Lightweight formulas
- Revitalizing nutrients protect and nourish
- Color-safe
- Sulfate, phosphate and paraben-free

HOW TO USE

Extra Volume Shampoo: Apply throughout wet hair and scalp, gently massaging to stimulate the shampoo's volume-boosting properties. Add more water to activate a rich, luxurious lather from the concentrated formula. Rinse thoroughly until water runs clear. Repeat as necessary.

Extra Volume Conditioner: After shampooing, gently squeeze excess water and apply from mid-length to ends. Leave on for 1–2 minutes and rinse well. Use regularly for best results.

Key Ingredients

- Argan Oil: extremely rich in tocopherols (Vitamin E), essential fatty acids and antioxidants, this natural oil helps to nourish.
- Glycerin: natural humectant; provides hair moisturizing benefits.
- Cocamide MEA: made from fatty acids derived from coconut oil.
- Tilia Tomentosa Bud Extract (Linden Bud Extract): naturally plumps up the hair as it conditions.

How does the shampoo and conditioner add volume?

Tilia Tomentosa bud extract is derived from the Linden plant, which is a member of the hibiscus family. This natural extract has the ability to absorb into the hair and plump up the cuticle from the inside out. It nourishes the hair with natural sugars and proteins that moisturize, increase volume and reduce static, leaving hair full and lustrous.



ROOT BOOST

For fine to medium hair

For the ultimate full-bodied hair, Moroccanoil Root Boost is designed to deliver lift and movement by prepping the roots with a strong, texturized foundation prior to heat styling. High-performance, nourishing formula instantly amplifies volume at the roots and thickens each strand to provide texture and shape, allowing for volume that never falls flat.

- Enriched with argan oil to nourish hair and scalp
- Fortifies and thickens at the root
- Long-lasting voluminous texture with natural-looking finish
- Helps control static

HOW TO USE

Shake well. Spray generously on towel-dried hair at the roots. For a full-bodied effect, apply Volumizing Mousse throughout mid-lengths for enhanced body and movement. Blow-dry in sections, lifting hair away from the scalp.

Key Ingredients

- Argan Oil: extremely rich in tocopherols (Vitamin E), essential fatty acids and antioxidants, this natural oil helps to nourish.
- PVP/VA Copolymer: extends hair's ability to hold a style by preventing moisture from being absorbed by the hair shaft.
- Polyquaternium-7: an anti-static agent.

Key Selling Statement

Get instant lift and movement with nourishment by prepping the roots with a strong, texturized foundation prior to heat styling.



VOLUMIZING MOUSSE

For fine to medium hair

A styling mousse that builds body and provides flexible hold. This weightless formula creates natural styles with lift and movement, without leaving a sticky residue.

- Full body
- Flexible hold
- Weightless, no sticky residue

HOW TO USE

Shake can well. Invert can and apply a palm-sized amount of mousse on towel-dried hair, combing fingers through to distribute product evenly. Blow-dry with a round brush, starting at the roots.

Key Ingredients

- Argan Oil: extremely rich in tocopherols (Vitamin E), essential fatty acids and antioxidants, this natural oil helps to nourish.
- Polyquaternium-4: weightless, flexible polymer that provides instant volume, maximum lift and a “memory” factor, for hair that holds its shape and styles that last longer.
- Soytrimonium Chloride: hair-conditioning and anti-static agent that adds slip and silkiness.

Key Selling Statement

Not only does MoroccanOil Volumizing Mousse provide flexible hold with movement, it does so with a “memory” factor that remembers the structure of your style. Whereas ordinary products may flake when hair is reshaped, flexible compounds in our mousse allow for long-lasting styles. Plus, the formula is enriched with added conditioners to improve the look of hair, leaving it sleek, silky and shiny.



THICKENING LOTION

For fine to medium hair

The perfect foundational product to achieve styles with multidimensional fullness. High-performance polymers expand the hair shaft, while quinoa proteins strengthen and reinforce each strand. Achieve instant expansion and long-lasting body for an overall look that appears and feels fuller. A blend of vitamins and argan oil moisturizes for touchable and shiny hair without any stickiness.

- Creates a full foundation
- Instantly expands each strand from root to tip
- Increases dimension for long-lasting body
- Touchable, non-sticky finish

HOW TO USE

Apply a quarter-sized amount between palms. Distribute through damp hair from root to tip and blow-dry as usual.

Key Ingredients

- Argan Oil: extremely rich in tocopherols (Vitamin E), essential fatty acids and antioxidants, this natural oil helps to nourish.
- Green Tea Leaf Extract: contains high concentration of polyphenol antioxidants to nourish hair and increase shine.
- Geranium Extract: helps strengthen hair strands.
- Jojoba Oil: moisturizes, imparts shine and adds softness to hair.

Key Selling Statement

Traditional “volumizers” provide vertical lift and height, while MoroccanOil Thickening Lotion takes a horizontal approach to volume. By strengthening and expanding each individual hair strand, this product lays the foundation for volume by creating multidimensional fullness from root to tip.



VOLUMIZING MIST

For fine to medium hair

Spritz life back into fine, dull hair for light-as-air, flake-free volume with MoroccanOil Volumizing Mist. Lifts hair for a visibly fuller, more voluminous look with no tacky after-feel, while maintaining movement and touchable hold from root to tip. Argan oil-infused formula with Rice Amino Acids helps to fortify and strengthen the hair, while Dead Sea Salt works to build volume with bouncy texture.

Features

- Leaves hair feeling weightless
- Long-lasting increased volume for up to 72 hours*
- Up to 50% fuller hair*
- Buildable results
- Strengthens and lifts hair from the root

HOW TO USE

Mist generously throughout clean, towel-dried hair from roots to ends. Blow-dry.

STYLIST TIP

Instantly reactivate by manipulating dry hair with your hands for a quick volume refresh. For customized volume, use as a foundational volumizing product and layer with any other styler from the MoroccanOil Volume Collection for undeniable body and lift.

Key Ingredients

- Argan Oil: extremely rich in tocopherols (Vitamin E), essential fatty acids and antioxidants, this natural oil helps to nourish
- Dead Sea Salt: sourced from the Dead Sea, this uniquely gentle salt provides enhanced texture and volume, and contains a variety of restorative minerals such as calcium, magnesium, and potassium
- Rice Amino Acids: help to fortify hair and improve volume and manageability

Key Selling Statement

MoroccanOil Volumizing Mist provides impressive volume with life and movement without weighing the hair down.



*Based on an independent lab study.

SMOOTHING SHAMPOO & CONDITIONER

For unruly and frizzy hair

Moroccanoil Smoothing Shampoo and Conditioner instantly provide smoothness and manageability while gently cleansing and detangling unruly and frizzy hair. When used together, proprietary AminoRenew™ ingredient restores amino acids to strengthen hair's natural keratin structure. Infused with argan oil and argan butter for smooth, healthy-looking and manageable hair, with results that last up to 72 hours.

- Color-safe
- Sulfate, phosphate and paraben-free
- Proprietary formulas repair and strengthen hair's natural keratin structure

HOW TO USE

Smoothing Shampoo: Massage throughout wet hair and scalp, adding more water to activate a rich lather from the concentrated formula. Rinse thoroughly. Follow with Smoothing Conditioner.

Smoothing Conditioner: After shampooing, gently squeeze excess water and apply conditioner from mid-length to ends. Leave on for 1–2 minutes and rinse well. Use regularly for best results.

Key Ingredients

- AminoRenew™: amino acid delivery system that bridges keratin disulfide bonds, repairing and restoring lost structure to hair.
- Argan Oil: extremely rich in tocopherols (Vitamin E), essential fatty acids and antioxidants, this natural oil helps to nourish.
- Argan Butter: a natural emollient and conditioning agent blended from argan oil. Valued for its high content in natural tocopherols (Vitamin E), phenols, carotenes and essential fatty acids, it leaves hair soft, nourished and shiny.
- Glycerin: natural humectant; provides hair moisturizing benefits.
- Polyquaternium-7: an anti-static agent.

Key Selling Statement

AminoRenew™ ingredient facilitates a unique approach to smoothing by restoring depleted amino acids to smooth and align hair's keratin structure. When Moroccanoil Smoothing Shampoo and Smoothing Conditioner are used together, the result is a calmer, more manageable appearance for up to 72 hours.



SMOOTHING MASK

For unruly and frizzy hair

A highly concentrated mask specifically formulated for unruly and frizzy hair. Infused with argan butter, argan oil and coconut-derived fatty acids to deeply nourish, MoroccanOil Smoothing Mask leaves strands soft, smooth and more manageable. Provides long-lasting, intense conditioning while improving elasticity.

- Long-lasting, intense conditioning
- Improves elasticity
- Leaves hair soft, smooth and more manageable

HOW TO USE

Apply a generous amount to towel-dried hair and comb through. Leave on for 5–10 minutes. Rinse well. Use once a week or as needed.

Key Ingredients

- Argan Oil: extremely rich in tocopherols (Vitamin E), essential fatty acids and antioxidants, this natural oil helps to nourish.
- Argan Butter: a natural emollient and conditioning agent blended from argan oil. Valued for its high content in natural tocopherols (Vitamin E), phenols, carotenes and essential fatty acids, it leaves hair soft, nourished and shiny.
- Hydrolyzed Vegetable Protein: coats porous strands and split ends.
- Almond Glycerides: an emollient and conditioning agent.

Key Selling Statement

Highly concentrated argan butter deeply hydrates hair for enhanced manageability through intense nourishment.



SMOOTHING LOTION

For unruly and frizzy hair

A solution for unruly and frizzy hair. MoroccanOil Smoothing Lotion is an all-in-one styling lotion that provides long-lasting smoothness, shine and definition, while taming frizz and resisting humidity. Lightweight formula with medium hold is infused with nourishing argan oil, argan butter, Vitamin E and essential fatty acids to leave hair touchably soft, smooth and manageable.

- Instantly tames flyaways and frizz
- Lightweight formula won't weigh hair down
- Repels moisture and humidity
- Aids in detangling
- Increases manageability for effortless blow-dry styling



HOW TO USE

Apply a small amount to damp hair. Blow-dry as desired. Use as a leave-in, next-day refresher.

Stylist Tips

Cocktail: For a smooth look with big volume, cocktail 1–2 pumps of MoroccanOil Treatment with 1–2 pumps of Smoothing Lotion and a golf ball-sized amount of Volumizing Mousse.

Layer: For smooth curls, apply 1–2 pumps of MoroccanOil Treatment. Layer 1–2 pumps Smoothing Lotion from mid-length to ends. Then, layer in Intense Curl Cream and diffuse.

Custom Blend: Achieve a sleek and soft finish by cocktailing 1–2 pumps of MoroccanOil Treatment with Smoothing Lotion. Blow-dry and finish.

Key Ingredients

- Argan Oil: extremely rich in tocopherols (Vitamin E), essential fatty acids and antioxidants, this natural oil helps to nourish.
- Argan Butter: a natural emollient and conditioning agent blended from argan oil. Valued for its high content in natural tocopherols (Vitamin E), phenols, carotenes and essential fatty acids, it leaves hair soft, nourished and shiny.
- Polyquaternium-70: a patented conditioning agent with exceptional humidity-defying properties (for frizz control) and detangling benefits. Designed specially to help maintain hair's natural luster, for smooth, healthy-looking and manageable hair with brilliant shine.
- Tilia Tomentosa Bud Extract: a hair conditioning agent derived from the buds of the Silver Linden Tree. It forms a protective film as it moisturizes and reduces static.
- Polyquaternium-11: a patented conditioning agent that aids in combing and detangling.

Key Selling Statement

This all-in-one styling lotion, featuring expertly blended technologies from best-selling MoroccanOil products, optimizes effortless, manageable styling with frizz-free results and a medium hold.

BLOW-DRY CONCENTRATE

For very coarse, unruly hair

Take the hard work out of blow-dry styling. Specifically formulated for the unique needs of highly unmanageable hair—coarse, curly or extremely frizzy—Moroccanoil Blow-dry Concentrate seals in shine and tames even the most rebellious, unruly hair for a smooth, frizz-free look. Infused with conditioning argan oil, this ultra-rich blow-dry styling serum increases softness and silkiness for easier brush glide and a speedier blowout. Natural antioxidants work in synergy to help protect hair, while enhancing texture and quality to leave it soft and lustrous. Though concentrated and highly potent, it will not flatten the hair or increase weight, but rather enable fluid movement with a polished finish.

- Specifically formulated for very unmanageable hair—coarse, curly or extremely frizzy
- Provides intense frizz control
- Facilitates easier blowouts
- Creates a polished, ultra-smooth look
- Imparts shine
- Increases softness and silkiness

HOW TO USE

Apply ½ to 1½ pumps into palms, depending on the texture and density of hair. Distribute with fingertips on damp hair from mid-length to ends. Blow-dry as usual. Apply on dry hair for added shine and frizz reduction as a finisher.

Key Ingredients

- Argan Oil: extremely rich in tocopherols (Vitamin E), essential fatty acids and antioxidants, this natural oil helps to nourish.
- Tocopherol (Vitamin E): a natural antioxidant known to boost the appearance of healthy-looking hair.
- Ascorbyl Palmitate: plant-derived, natural antioxidant. When combined with Vitamin E, optimizes antioxidant activity.
- Squalene: plant-derived hair conditioner that leaves strands softer and shinier.

Key Selling Statement

Unruly hair comes in all different shapes and sizes with varying degrees of severity. Moroccanoil Blow-dry Concentrate provides a smooth solution for hair with extreme frizz and unruliness. Highly potent and specially formulated for the needs of coarse, curly or kinky hair, it provides blow-dry control to create polished looks for even the most challenging hair.



COLOR CONTINUE SHAMPOO & CONDITIONER

For color-treated hair

Moroccanoil Color Continue Shampoo and Conditioner bring the Color Complete regimen home and extend the results of the professional ChromaTech Service. They help restore hair's quality to better retain haircolor and provide continuous repair benefits with each and every use. This high-performance duo gently cleanses while providing long-lasting conditioning and protection against haircolor fading.

COLORLINK™ technology, with micro-encapsulated argan oil, takes a dual-action approach to seal in haircolor—repairing both physically and chemically through the following 3 mechanisms:

1. Creates cross-links to rebuild the keratin structure, restoring the entire hair fiber and locking haircolor within.
2. Polymers form a protective hydrophobic shield that helps prevent haircolor washout.
3. With ArganID™, positively charged micro-particles are attracted to the negatively charged hair fiber, infusing argan oil into the cortex, while simultaneously sealing and helping repair the hair.

Repeated use of COLORLINK™ technology facilitates optimal haircolor retention benefits through continuous repair action, designed specifically to extend haircolor life with every wash and condition.

- Restores quality of hair to better retain color
- Provides continuous repair benefits with each and every use
- Gently cleanses and replenishes moisture

HOW TO USE

Massage Color Continue Shampoo through wet hair and scalp. Because Color Continue Shampoo is a specialty low-pH cleanser, foaming will be minimal. To activate a richer lather, add more water. Rinse the hair thoroughly and repeat if needed. After shampooing, gently blot excess water from hair and apply Color Continue Conditioner from mid-lengths through ends. Leave on for 1–2 minutes. Rinse thoroughly.

Key Ingredients

- COLORLINK™: uniquely creates cross-links throughout the keratin structure, helping to trap haircolor within while forming a protective shield that prevents haircolor washout.
- ArganID™: positively charged micro-particles are attracted to the negatively charged hair fiber, infusing argan oil into the cortex while simultaneously helping to repair and seal the hair.
- Ceramide 3; Ceramide 6 II; Ceramide 1; Phytosphingosine; Cholesterol: a blend of ceramides that have the ability to restore the skin, provide moisturizing benefits and enhance natural protection for a healthy scalp.
- Quaternium-91: a blend of softening and conditioning agents.

Key Selling Statement

Moroccanoil Color Continue Shampoo and Conditioner extend the results of the ChromaTech Service through repetitive use of COLORLINK™ technology—continuously repairing both chemically and physically—to restore hair's quality to better retain haircolor with each and every use.



BLONDE PERFECTING PURPLE SHAMPOO

For blonde, lightened or grey hair

Bring out the best in your haircolor with MoroccanOil Blonde Perfecting Purple Shampoo, specially designed for the unique needs of blonde, lightened (including brunette) or grey hair. Achieving blonde hair can expose underlying yellow tones, just as lightening dark bases can expose unwanted orange tones. Even grey hair is prone to yellowness due to pollution, environmental factors and medication. In these cases, the exposure of underlying pigments may lead to unwanted brassiness and harsh tones.

Blonde Perfecting Purple Shampoo is a sulfate-free, tone-correcting shampoo that gently cleanses the hair, while depositing violet pigments to counteract yellow and orange hues. The result: brassiness is neutralized and color is restored to its intended appearance. Features ArganID™ technology, with positively charged micro-particles that are attracted to the negatively charged hair fiber, infusing the antioxidant powers of argan oil deep into the cortex.

- Neutralizes brassiness
- For blonde, lightened or grey hair
- Sulfate, phosphate and paraben-free
- Color-safe

HOW TO USE

Massage through wet hair and scalp. Leave on for 3–5 minutes. Rinse well. Follow with your favorite MoroccanOil conditioner.

In salon: Use to help combat unwanted warmth during lightening service: Apply to clean, pre-toned hair. Leave on for 3–5 minutes. Rinse.

Key Ingredients

1. ArganID™ Technology: positively charged micro-capsules are attracted to the negatively charged hair fiber, infusing the antioxidant powers of argan oil into the cortex of the hair while simultaneously helping to repair and seal the cuticle.
2. Violet Pigments: impart color and visual effect, enhancing depth, dimension and providing a natural-looking sheen. These rich, iridescent pigments also have a satin luster and superior coverage properties.

Key Selling Statement

Blonde Perfecting Purple Shampoo is a tone-correcting shampoo specially created not just for blondes, but for lightened brunettes and grey hair as well. Its gentle, sulfate-free formula counteracts harsh yellow and orange tones that result in unwanted brassiness.



ChromaTech PRIME

For color-treated hair

The first step in the MoroccanOil ChromaTech Service, ChromaTech PRIME is a pre-color treatment that works on the scalp and hair to provide the perfect canvas prior to haircolor or lightener application. Infused with a blend of ceramides, this primer helps to create a healthier scalp environment, while helping to restore the protective barrier function of the scalp to reduce sensitivity and discomfort.

ChromaTech PRIME also creates the optimal canvas for haircolor by equalizing the porosity of the hair fiber, opening the cuticle where virgin hair is most resistant so pigments will deposit evenly and haircolor will be uniform throughout.

Featuring ArganID™ technology, positively charged micro-particles are attracted to the negatively charged hair fiber, infusing the antioxidant powers of argan oil deep into the cortex.

- Primes hair fiber to boost haircolor deposit
- Equalizes porosity for more even coverage
- Soothes the scalp
- Combats scalp sensitivity during haircolor service
- Restores the protective barrier function of the scalp

HOW TO USE

Before applying haircolor, section hair into quadrants. Use 2-inch (5-cm) subsections within each quadrant and spray ChromaTech PRIME globally, evenly and lightly from re-growth through ends. Use a wide-tooth comb to distribute product evenly along each strand. Allow to dry and apply haircolor or lightener as usual.

Key Ingredients

- Arginine: a natural amino acid, the pH of hair can be increased to the optimal level for a pre-haircolor service to equalize porosity for more even coverage.
- ArganID™: positively charged micro-particles are attracted to the negatively charged hair fiber, infusing argan oil into the cortex while simultaneously helping to repair the hair.
- Ceramide 3; Ceramide 6 II; Ceramide 1; Phytosphingosine; Cholesterol: a blend of ceramides that have the ability to restore the skin, enhance moisturization and provide natural protection for a healthy scalp.
- Siegesbeckia Orientalis Extract: natural anti-inflammatory ingredient that helps stop free radicals and the beginning stages of inflammation.

Key Selling Statement

MoroccanOil ChromaTech PRIME sets the proper canvas for hair and scalp before haircolor. Combats scalp sensitivity while equalizing porosity for even haircolor deposit and results.



ChromaTech POST

For color-treated hair

The second step in the Moroccanoil ChromaTech Service, ChromaTech POST is an after-color service treatment that ensures the best results, while restoring the integrity of the hair. For the most thorough coverage and longest-lasting results, hair must be immediately repaired to restore its health following a color service to effectively lock in haircolor. COLORLINK™ technology, with micro-encapsulated argan oil, takes a dual-action approach to seal in haircolor—repairing both physically and chemically through the following 3 mechanisms:

1. Creates cross-links to rebuild the keratin structure, restoring the entire hair fiber and locking haircolor within.
2. Polymers form a protective hydrophobic shield that helps prevent haircolor washout.
3. With ArganID™, positively charged micro-particles are attracted to the negatively charged hair fiber, infusing argan oil into the cortex while simultaneously sealing and helping repair the hair.

Through active COLORLINK™ technology, the negative effects of haircolor are immediately counteracted by holistically addressing all of hair's specific needs immediately following a haircolor service. Hair feels softer and stronger with increased vibrancy.

- Physically and chemically helps to repair the hair
- Locks in haircolor
- Seals the cuticle
- Increases haircolor vitality

HOW TO USE

After shampooing with Moroccanoil Color Continue Shampoo, gently blot excess water from hair. Apply ChromaTech POST generously into palms and distribute globally from roots through ends. Leave on for a minimum of 5 minutes. Rinse thoroughly.

For fine or medium hair: 2–3 pumps

For coarse, dense and/or long-length hair: 3–5 pumps

Key Ingredients

- COLORLINK™: uniquely creates cross-links throughout the keratin structure, helping to trap haircolor within while forming a protective shield that prevents haircolor washout.
- ArganID™: positively charged micro-particles are attracted to the negatively charged hair fiber, infusing argan oil into the cortex while simultaneously helping to repair and seal the hair.
- Apricot Oil: rich in oleic acid and antioxidants for nourishment and shine.

Key Selling Statement

Moroccanoil ChromaTech POST is a highly concentrated post-coloring treatment that combats the damaging effects of coloring hair by repairing both chemically and physically for long-term increased haircolor vitality.



PROTECT & PREVENT SPRAY

For color-treated hair

The last step in the Color Complete regimen, MoroccanOil Protect & Prevent Spray acts as a leave-in conditioner for on-the-go protection against haircolor-loss, continuously helping to ensure against haircolor fading and unwanted brassiness.

Pollution and sun damage are among the many types of external factors that contribute to damaging or weakening the hair fiber. These environmental factors can change haircolor by damaging the fiber enough that the artificial pigment either escapes or further oxidizes, causing intensity to be diminished and the natural underlying pigment to become visible.

A blend of antioxidants in this ultimate color shield helps neutralize even the most aggressive free radicals generated by UV, pollution and other environmental stressors. Simultaneously, sunscreens help absorb UV rays, which weaken the hair and cause haircolor to change and fade. It protects against thermal damage from hot tools and even from the sun, while harnessing the power of ArganID™ micro-encapsulated technology to repair and seal the cuticle, and lock in haircolor.

Protect & Prevent Spray also functions as a weightless detangling spray for soft, conditioned strands with increased reflectivity.

- Helps prevent haircolor fade
- Helps shield against environmental aggressors like UV and pollution
- Provides protection against thermal damage
- Detangles hair

HOW TO USE

Mist evenly throughout mid-lengths and ends. Use a wide-tooth comb to distribute. Style as usual.

Key Ingredients

- ArganID™: positively charged micro-particles are attracted to the negatively charged hair fiber, infusing argan oil into the cortex, while simultaneously helping to repair and seal the hair.
- Varisoft: helps protect hair against breakage and frizz while conditioning and nourishing.
- Heliogenol: helps prevent residual oxidation of haircolor and the stripping of haircolor pigments from the hair fiber.

Key Selling Statement

MoroccanOil Protect & Prevent Spray is a leave-in conditioner that instantly detangles and softens while also preventing brassiness and haircolor fade by helping to protect against environmental aggressors such as UV and pollution.



COLOR DEPOSITING MASK

Available in 7 shades

A dual-benefit mask that combines care with color. Moroccanoil Color Depositing Mask deposits pure pigments while providing the treatment benefits of a deeply conditioning mask. Available in 7 curated shades for light blonde to dark brown hair, this collection of nourishing, temporary color masks is designed to enhance tones, refresh existing color or allow experimentation with fashion shades, while restoring hair health. The result: commitment-free, beautifully colored hair that looks and feels healthy.

Care

- Rich treatment benefits
- Instantly increases softness
- Restores hair's integrity
- Imparts radiant shine

Color

- Enhances tone
- Refreshes existing haircolor
- Customizes haircolor
- Temporary results

Shade Range

For light blonde to medium blonde hair:

- Champagne: warm, golden blonde
- Platinum: cool, icy blonde
- Hibiscus: brilliant, pink floral tones
- Aquamarine: cool, blue tones
- Rose Gold: soft pink and golden tones

For light brown to dark brown hair:

- Bordeaux: deep crimson brown
- Cocoa: rich medium brown

HOW TO USE

Apply a generous amount to clean, towel-dried hair. Section hair and distribute product evenly using a wide-tooth comb. Leave on for 5–7 minutes. Rinse thoroughly. *Note: Color Depositing Masks add temporary color that is designed to fade out gradually over time. The lighter the hair, the more vibrant and long-lasting the shade. Color results and longevity also depend on hair porosity. Hibiscus and Aquamarine are the most vibrant colors and can last longer than other shades.*

Key Ingredients

- ArganID™: positively charged micro-particles are attracted to the negatively charged hair fiber, infusing argan oil into the cortex while simultaneously helping to repair and seal the hair.
- Amino Acid Blend: offers color protection and repair benefits to strengthen the hair structure, improving color retention and shine while detangling.
- Apricot Kernel Oil: a high concentration of oleic acid, linoleic acid and Vitamin E helps to soften and improve hydration of the hair and scalp.
- Hydrolyzed Soy Protein: a conditioning agent derived from soy that moisturizes and protects hair.
- Panthenol: a form of Vitamin B5 that hydrates and imparts a glossy finish.
- Polyquaternium-70: a conditioning ingredient that helps create healthy looking hair, while providing frizz control, shine retention, detangling and conditioning benefits.

Key Selling Statement

Moroccanoil Color Depositing Mask is a dual-benefit mask that combines care with color. Available in 7 curated shades, each deeply conditioning mask is designed to temporarily increase color vibrancy, refresh existing tone or allow experimentation with fashion shades.



BEACH WAVE MOUSSE

For all hair types

Achieve long-lasting texturized beach hair any time of the year with MoroccanOil Beach Wave Mousse, an upgrade on the classic sea salt spray. The unique salt-free formula provides tousled texture without dehydration, in a mousse form for greater application and styling control.

Activate waves to create an effortlessly windswept look with flexible hold and all-day style retention, while UV absorbers help protect hair from sun damage and maintain color vibrancy. The finish is beachy and texturized; never dehydrated, stiff or sticky.

- Sea salt-free
- Non-dehydrating
- Tousled texture
- Activates waves

HOW TO USE

Dispense golf ball-sized amount, emulsify and rake through wet hair from mid-length to ends. Do not overuse. Let air dry or diffuse.

Key Ingredients

- Argan Oil: extremely rich in tocopherols (Vitamin E), essential fatty acids and antioxidants, this natural oil helps to nourish.
- Styling Polymers: provide volume, curl definition, wave retention and thermal protection.
- Starch Derivatives: thicken and add long-lasting texture with a soft, dry finish.

Key Selling Statement

Due to the demand for a “beach hair” product, MoroccanOil began development on a sea salt spray. Midway through the process, it seemed counterintuitive for an argan oil-focused brand that prides itself on healthy, shiny, beautiful hair to create a product with an ingredient known to have dehydrating effects on hair. MoroccanOil Beach Wave Mousse takes a new approach to beach hair by providing the same tousled texture and waves as a sea salt spray—but without sea salt. In essence, we’ve created a “no-salt sea salt mousse.”



DRY TEXTURE SPRAY

For all hair types

A dry argan-oil infused spray for effortlessly undone styles with touchable texture and long-lasting hold. Use as a finishing spray for styles with carefree, texturized volume. Moroccanoil Dry Texture Spray can also be used as a prep to provide the foundational grip needed for no-slip braids and updos. A particle matrix of high-performance resins and zeolite form a bond between hairs for a texturized hold with a dry, gritty finish.

- For effortlessly undone styles
- Volumizing
- Long-lasting hold
- No-slip, gritty finish
- Touchable, non-sticky texture

HOW TO USE

Shake well, hold can 8–10 inches (20–25 cm) away from dry hair and spray in even strokes. Tousle for extra volume and movement.

Key Ingredients

- Argan Oil: extremely rich in tocopherols (Vitamin E), essential fatty acids and antioxidants, this natural oil helps to nourish.
- Zeolite: provides grit, texture and odor absorption.
- Hydrolyzed Wheat Protein: conditions and moisturizes the hair.

Key Selling Statement

Provides long-lasting, piecey dimension and volume with no wet or sticky residue. Moroccanoil Dry Texture Spray leaves behind a dry, gritty finish for perfectly imperfect looks.



TEXTURE CLAY

For all hair types

A workable clay that defines and sculpts to create natural looks with a matte finish and strong hold. Featuring a blend of argan oil, shea butter and bentonite clay for piecey, roughed-up styles. Achieve customizable versatility—this unisex styler allows for playtime before the hold sets in to build to a desired level of texture for both short and long styles. MoroccanOil Texture Clay tames and controls frizz all day and leaves behind a non-sticky, non-greasy finish.

- Matte finish
- Strong hold
- Piecey texture
- Touchable, non-sticky finish

HOW TO USE

Rub a small amount between palms and distribute evenly through damp or dry hair.

Key Ingredients

- Argan Oil: extremely rich in tocopherols (Vitamin E), essential fatty acids and antioxidants, this natural oil helps to nourish.
- Bentonite Clay: provides a silky, tack-free feel with a matte finish.
- Shea Butter: soothing and moisturizing, provides nourishing benefits to hair and scalp.

Key Selling Statement

MoroccanOil Texture Clay achieves roughed-up piecey texture through a unique, silky smooth clay formula without sacrificing strong hold.



CURL ENHANCING SHAMPOO & CONDITIONER

For all curl types

Curl-boosting shampoo and conditioner with nourishing argan oil to restore elasticity, shine and manageability. Gently cleanse and condition to reveal noticeably soft and smooth curls that are full of definition and free of unwanted frizz. A blend of hydrolyzed vegetable protein and Abyssinian oil strengthens and protects for weightless curls that look and feel healthy, with bounce and movement.

- Boost elasticity, shine and manageability
- Encourage curl formation
- Strengthen and protect
- Fight frizz
- Color-safe
- Sulfate, phosphate and paraben-free

HOW TO USE

Curl Enhancing Shampoo: Evenly work through wet hair from scalp through ends. Rinse well. Repeat if needed. Follow with Moroccanoil Curl Enhancing Conditioner.

Curl Enhancing Conditioner: After shampooing, gently squeeze excess water from hair and apply conditioner from mid-length to ends. Leave on for 1–2 minutes. Rinse well.

Stylist Tip

For best results, alternate between Curl Cleansing Conditioner and Curl Enhancing Shampoo and Conditioner for optimal scalp and moisture balance.

Key Ingredients

- Argan Oil: extremely rich in tocopherols (Vitamin E), essential fatty acids and antioxidants, this natural oil helps to nourish.
- Hydrolyzed Vegetable Protein: absorbs into hair, building strength from within to reinforce and protect the surface of the hair.
- Abyssinian Oil: boosts shine while helping to detangle hair.

Key Selling Statement

Moroccanoil Curl Enhancing Shampoo and Conditioner boost shine, softness and manageability while also strengthening, fighting frizz and enhancing curl formation and appearance. Weightless, color-safe and curl-boosting formulas are free of sulfates, phosphates and parabens.



CURL CLEANSING CONDITIONER

For all curl types

A no-lather, one-step shampoo and conditioner with natural tea tree oil that gently cleanses and conditions while nourishing hair. Argan oil-infused formula effectively cleanses hair of impurities, while detangling and intensely conditioning to maintain integrity of curly hair and restore suppleness and bounce. Vegetable proteins and other natural oils leave hair detangled, shiny, smooth and soft while fighting against frizz. Scalp is revitalized with abundant anti-inflammatory antioxidants and vitamins.

- One-step cleanser and conditioner
- Eliminates need for conditioner
- Maintains scalp's moisture balance
- Strengthens and protects
- Prevents frizz
- Brings back curl bounce
- Enhances softness and shine

HOW TO USE

Dispense and massage a quarter-sized amount between palms. Evenly work through wet hair from scalp through ends. For deeper conditioning, allow to absorb for 5 minutes. Rinse well.

Stylist Tip

For best results, alternate between Moroccanoil Curl Cleansing Conditioner and Moroccanoil Curl Enhancing Shampoo and Conditioner for optimal scalp and moisture balance.

Key Ingredients

- Argan Oil: extremely rich in tocopherols (Vitamin E), essential fatty acids and antioxidants, this natural oil helps to nourish.
- Glycerin: natural humectant; provides hair moisturizing benefits.
- Panthenol: a form of Vitamin B5 that hydrates and imparts a glossy finish.
- Tea Tree Oil: natural ingredient that helps soothe the scalp and provides a subtle cooling sensation.
- Sunflower Seed and Jojoba Extracts: natural plant extracts that provide nourishment to hair.
- Hydrolyzed Vegetable Protein: absorbs into hair, building strength from within to reinforce and protect the surface of the hair.
- Balm Mint and Sage Leaf Extracts: provide soothing and antioxidant benefits to promote shiny, healthy-looking hair.

Key Selling Statement

One-step cleanser and conditioner for the conscious, curly-haired consumer wanting to maintain curls in their most optimal state. Detergent-free shampoo maintains scalp's moisture balance to provide a natural canvas for curly styles without weighing the hair down. Natural tea tree oil soothes the scalp while argan oil, vegetable protein and other natural oils leave hair soft and smooth. This gentle form of cleansing eliminates the need for a conditioner.



INTENSE CURL CREAM

For curly to tightly spiraled hair

A very rich, deeply nourishing leave-in conditioner infused with vitamins and antioxidant-rich argan oil to provide intense hydration while detangling. For low-maintenance curls that want to keep existing curl shape and achieve a healthy, natural-looking finish and texture. Fights frizz so curls look shiny, refreshed and touchably soft.

- Defines and refreshes curls
- Hydrates
- Enhances shine
- Leaves no sticky residue
- Weather-safe; protects against frizz

HOW TO USE

After shampooing and conditioning, apply a generous amount to damp hair. Rake evenly through hair. Let air dry.

Key Ingredients

- Argan Oil: extremely rich in tocopherols (Vitamin E), essential fatty acids and antioxidants, this natural oil helps to nourish.
- Polyquaternium-7: an anti-static agent.
- Tocopheryl Acetate: a form of Vitamin E.

Key Selling Statement

For the low-maintenance consumer with low-maintenance curls. Provides hair with “just a little something” so curls look and feel deeply hydrated and remain frizz-free all day.



CURL DEFINING CREAM

For all curl types

Put your best curl forward. This all-in-one curl solution replaces regular cocktailing of a gel, mousse or serum. Argan oil-infused formula increases bounce and movement of naturally curly and wavy hair for frizz-free curls with improved shape and separation. It defines and enhances the curl pattern, while softening texture with a gentle, touchable hold.

- Separates and defines curls
- Conditions and provides soft hold
- Combats frizz
- Imparts shine
- Leaves curls silky smooth
- Increases bounce and movement

HOW TO USE

After shampooing and conditioning, apply a generous amount to damp hair. For best results, rake hands through hair to increase separation. Let air dry. For extra bounce, diffuse.

Key Ingredients

- Argan Oil: extremely rich in tocopherols (Vitamin E), essential fatty acids and antioxidants, this natural oil helps to nourish.
- Polyquaternium-11: an anti-static agent; forms lightweight film around hair that holds curl.
- Hydrolyzed Vegetable Protein: absorbs into hair, building strength from within to reinforce and protect the surface of the hair.

Key Selling Statement

Replace the need for excessive curl product cocktails with MoroccanOil Curl Defining Cream—an all-in-one styler that gives unparalleled definition to all curl types. This universal curl product is a great addition to the self-styling area in a salon for curly-haired clients who opt to style on their own!



CURL CONTROL MOUSSE

For curly to tightly spiraled hair

Curl control on your terms. Lightweight, airy foam seals in moisture, while taming curls and encouraging shape and separation without weighing hair down or leaving a sticky residue. Argan oil-infused formula eliminates frizz, provides optimal humidity resistance and leaves tight curls and spirals shiny and defined, hour after hour.

- Provides shine and smoothness to curls
- Shapes and tames curls
- Seals in moisture
- Long-lasting natural hold
- Eliminates frizz
- Creates sleek definition for tight curls and spirals
- Adds natural lipids to the hair to impart shine

HOW TO USE

After shampooing and conditioning, apply a generous amount to damp hair. For best results, rake hands through hair to increase separation. Let air dry.

Key Ingredients

- Argan Oil: extremely rich in tocopherols (Vitamin E), essential fatty acids and antioxidants, this natural oil helps to nourish.
- Cocamidopropyl Hydroxysultaine: a natural surfactant and anti-static agent derived from coconut.
- Polyquaternium-11: an anti-static agent; forms lightweight film around hair that holds curl.
- Hydrolyzed Vegetable Protein: absorbs into hair, building strength from within to reinforce and protect the surface of the hair.
- Vitamin E: provides antioxidant and conditioning benefits.

Key Selling Statement

Controlling curls does not mean weighing them down with sticky residue! MoroccanOil Curl Control Mousse is an ultra-lightweight, airy foam designed to tame tightly spiraled curls and seal in moisture with a touchable finish.



CURL RE-ENERGIZING SPRAY

For all curl types

A curl refresher infused with nourishing argan oil, green tea and aloe leaf juice that puts bounce and vitality back into your style, whenever curls are in need of a boost. Perfect for slept-on or end-of-day curls, this weightless reactivating mist re-energizes curls to bring back smoothness, shape, shine and moisture.

- Instantly refreshes slept-on or end-of-day curls
- Brings back bounce
- Provides smoothness, shape, shine and moisture
- Improves curl resiliency
- Weightless, anti-frizz formula

HOW TO USE

Shake well. Evenly spray on dry curls and scrunch.

Stylist Tip

Curls often have the tendency to become dry. Spray MoroccanOil Curl Re-energizing Spray on damp hair prior to your curl styling product as a moisture primer to keep curls in a constant state of hydration.

Key Ingredients

- Argan Oil: extremely rich in tocopherols (Vitamin E), essential fatty acids and antioxidants, this natural oil helps to nourish.
- Green Tea Leaf Extract: contains a high concentration of polyphenol antioxidants to nourish hair and increase shine.
- Aloe Barbadensis Leaf Juice: has emollient and moisturizing properties, smoothing the cuticle surface while attracting and sealing in moisture.

Key Selling Statement

Curls, meet your new secret weapon: Lightweight formula instantly fights frizz and restores life to curls in need of a boost. Perfect for end-of-day or slept-on curls to restore bounce and definition with increased moisture and shine.



CURL COMPARISON CHART

						
	Curl Enhancing Shampoo & Conditioner	Curl Cleansing Conditioner	Intense Curl Cream	Curl Defining Cream	Curl Control Mousse	Curl Re-energizing Spray
FORMAT	Curl-boosting shampoo and conditioner	A no-lather, one-step shampoo and conditioner	A rich leave-in conditioner	A lightweight, all-in-one curl cream	A curl-taming, airy foam	A curl refreshing mist
CURL TYPE	For all curl types	For all curl types	For curly to tightly spiraled hair	For all curl types	For curly to tightly spiraled hair	For all curl types
HOLD	N/A	N/A	No hold	Soft hold	Medium hold	No hold
RESULT	Detangled, shiny, soft and smooth curls	Detangled, shiny, soft and smooth curls	Detangled, supple and hydrated curls with a frizz-free finish	Defined, frizz-free curls with increased bounce, separation and movement	Controlled, frizz-free and shiny curls with enhanced shape and separation without stiffness	Refreshed, moisturized curls with new smoothness, shape and shine
TO USE	Evenly work through wet hair from scalp through ends. Rinse well. Repeat if needed. After shampooing, gently squeeze excess water from hair and apply conditioner from mid-length to ends. Leave on 1–2 minutes. Rinse well.	Dispense and massage between palms, working through wet hair from scalp through ends. For deeper conditioning, allow to absorb for 5 minutes. Rinse well.	Apply a generous amount to damp hair. For best results, rake hands through hair to increase separation. Let air dry.	Apply to damp hair. For best results, rake hands through hair to increase separation. Let air dry. For extra bounce, diffuse.	Apply to damp hair. For best results, rake hands through hair to increase separation. Let air dry.	Evenly spray on dry curls and scrunch.

Navigating the Collection

1. **Prep:** Cleanse and condition your curls with Curl Enhancing Shampoo and Conditioner or one-step Curl Cleansing Conditioner.
2. **Prime:** Apply MoroccanOil Treatment or MoroccanOil Treatment Light to the hair to create the perfect canvas for optimal curl shape and texture.
3. **Style:** Choose from Curl Defining Cream, Intense Curl Cream or Curl Control Mousse based on your specific curl needs.
4. **Refresh:** Reactivate your style throughout the day with a mist of Curl Re-energizing Spray for a boost of smoothness, shape and moisture.

LUMINOUS HAIRSPRAY MEDIUM, STRONG & EXTRA STRONG

For all hair types

Argan oil-infused hairspray veils hair in a reflective shield of shine that fights frizz and humidity, yet brushes out easily without any flaky residue. Non-sticky formula offers a long-lasting hold.

Available in three formulations: Medium, Strong and Extra Strong.

- Fights frizz, repels humidity
- Leaves no flaky residue
- Imparts a beautiful shine
- Non-sticky, brushable formula

HOW TO USE

Hold can 10 inches (25 cm) from head and spray on dry, styled hair.

Key Ingredient

- Argan Oil: extremely rich in tocopherols (Vitamin E), essential fatty acids and antioxidants, this natural oil helps to nourish.

What type of hairstyles call for using MoroccanOil Luminous Hairspray Medium, Strong and Extra Strong?

- An all-over mist of Medium will benefit everyday styles and increase blowout longevity. Mist before or after iron work for a flexible hold.
- Building up-styles with movable yet firm hold calls for Strong. It can also be used as the foundation before braiding.
- For the most demanding styles, create a sleek ponytail, chignon or updo with Extra Strong. This setting spray secures special-event styles.
- All three formulas contain premium-quality ingredients that provide flexible hold—preserving the integrity of any hairstyle—while remaining brushable and soft to the touch.



GLIMMER SHINE

For all hair types

From sleek, straight styles and volumized looks, to silky waves and high-glam updos, Moroccanoil Glimmer Shine is the perfect finishing touch to any hairstyle. Enriched with argan oil, this invisible veil provides long-lasting, unparalleled shine that reflects light. In addition to imparting extraordinary shine, it revives the brightness of hair color dulled by over-processing and helps create a protective barrier against environmental elements such as sunlight and extremely dry or cold weather.

- Prevents frizz
- Enhances highlights
- Protects hair against environmental elements
- Ultra-lightweight
- Alcohol-free

HOW TO USE

Hold bottle 10 inches (25 cm) away from head and spray on dry hair, gently “directing” and distributing the mist above hair’s surface using hands. Because of the alcohol-free formula, Glimmer Shine needs extra time to absorb and dry, thus, it is recommended to avoid manipulating hair while allowing product to set once applied.

Key Ingredients

- Argan Oil: extremely rich in tocopherols (Vitamin E), essential fatty acids and antioxidants, this natural oil helps to nourish.
- Wheat Germ Oil: hair conditioning agent rich in Vitamin E, which has natural antioxidant benefits.

Does Glimmer Shine provide UV protection?

While argan oil and Vitamin E in the product’s formula provide antioxidant benefits that may result in some level of UV protection, Moroccanoil Glimmer Shine is marketed as a styling product that is meant to deliver optimal shine and a protective barrier against environmental elements.



STYLING GEL STRONG

For all hair types

Moroccanoil Styling Gel Strong is an alcohol-free shaper that creates sleek and structured looks with long-lasting hold. Argan oil-infused formula nourishes while imparting shine, leaving hair with a soft, flake-free finish. Strong formula provides texture and piecey definition for both wet and dry styles.

- Argan oil-infused
- Alcohol-free
- Sculpts and defines
- Nourishes and imparts healthy-looking shine

HOW TO USE

Apply desired amount to damp or dry hair and style as usual.

Stylist Tip

Create a sleek ponytail by working gel in, or scrunch through short hair for a textured effect.

Key Ingredients

- Argan Oil: extremely rich in tocopherols (Vitamin E), essential fatty acids and antioxidants, this natural oil helps to nourish.
- Aloe Leaf Juice: helps support a healthy moisture balance.
- Chamomile Flower Extract: a conditioning agent that hydrates and adds shine.
- Rosemary Leaf Extract: soothes the scalp.
- Panthenol: a form of Vitamin B5 that hydrates and imparts a glossy finish.

Key Selling Statement

Moroccanoil Styling Gel Strong provides long-lasting hold without the stickiness and crunchy texture of traditional formulas. Argan oil-infused formula leaves hair flake-free and hydrated with a sleek and shiny finish.



MOLDING CREAM

For short cuts and long layers

Moroccanoil Molding Cream is a fiber-rich, emollient cream that can be used as a leave-in shaper for creating gentle structure and effortless definition. From backstage looks to street-inspired styles, its versatile and innovative formula is infused with thickening fibers that create natural-looking texture and enhanced definition. Enriched with argan and olive oils, it moisturizes and improves elasticity while providing flexible hold and soft texture.

- Texturizes hair with a fiber-rich, emollient formula
- Nourishes with antioxidant-rich argan and olive oils
- Enhances look and feel of hair with thickening fibers
- Emphasizes layers and updos, creating piecey, matte definition
- Provides medium hold without stiffness or flaking

HOW TO USE

Short Cuts: Can be used on damp or dry hair. Scoop cream into hands and rub together to warm product. Manipulate hair into desired look by molding with your fingertips.

Long Layers: Distribute cream throughout dry hair, avoiding the roots for an undone, tousled look or to accent layers. For added dimension and separation, apply product to fingertips and pull out end pieces.

Key Ingredients

- Argan Oil: extremely rich in tocopherols (Vitamin E), essential fatty acids and antioxidants, this natural oil helps to nourish.
- Olive Oil: contains antioxidants and helps retain moisture.
- Palmitic Acid: a lubricant and emollient that conditions the hair.

Key Selling Statement

Get gentle structure and effortless definition with Moroccanoil Molding Cream, a fiber-rich, emollient cream that nourishes while providing flexible hold and soft texture.



DRY SHAMPOO LIGHT TONES & DARK TONES

For all hair types

Moroccanoil Dry Shampoo is a dry cleansing spray that instantly refreshes and revitalizes hair and scalp to extend the life of your style. Formulated with ultra-fine rice starches, this powerful cleanser dissipates instantly to absorb oil and product buildup, leaving behind no dull residue. The result: hair is left refreshed and cleansed with a silky, just-left-the-salon feel.

- Argan oil-infused
- Protects against UV damage
- Leaves no chalky, dull residue
- Instantly refreshes and cleanses
- Deodorizes, leaving behind the signature Moroccanoil scent
- Silky finish

HOW TO USE

Shake well. Spray 6–8 inches (15–20 cm) away from dry roots. Let dry, then massage into scalp as you would with wet shampoo. For best results, brush out.

Key Ingredients

- Rice starch: a natural absorbent that draws out excess oil.
- Argan oil: extremely rich in tocopherols (Vitamin E), essential fatty acids and antioxidants, this natural oil helps to nourish.

Light Tones

Maintaining the integrity of light tones can sometimes be challenging. Moroccanoil Dry Shampoo for Light Tones is formulated with subtle violet undertones. Paralleling the concept of the purple “wet” shampoo, this violet-infused formula helps to balance brassiness and bring out the best in light tones.

Dark Tones

Traditional dry shampoo formulas remain in the hair and leave a white residue that diminishes natural vibrancy and shine. Moroccanoil Dry Shampoo for Dark Tones is formulated with ultra-fine rice starches that break down immediately after being massaged into the scalp. Once activated, this instantly dissipating formula leaves no dull residue, maintaining the natural richness and dimension of dark tones.



PERFECT DEFENSE

For all hair types

Moroccanoil Perfect Defense is a styling essential to maintain healthy hair by protecting against thermal damage from all forms of heat up to 450°F/230°C. This argan oil-infused spray is totally weightless and can be easily incorporated into any styling regimen and layered with any styling product. Its unique dry spray application makes it possible to spray on dry hair for second-day hot tool touch-ups. Perfect for anyone using any type of heat styling tool—from blow-dryers to crimpers, this product protects hair from the damaging effects of heat and leaves strands feeling soft and smooth with natural movement.

- Protects from heat up to 450°F/230°C
- Weightless, no hold
- For all hair types and all hot tools
- May be used on damp or dry hair

HOW TO USE

Mist generously and evenly 6 inches away from damp hair. Comb through and blow-dry. Style with a hot tool.

Stylist Tip

Can also be applied on dry hair when retouching with a hot tool. Simply spray generously 6 inches away from dry hair and follow with a flat iron or curling iron.

Key Ingredients

- Argan Oil: extremely rich in tocopherols (Vitamin E), essential fatty acids and antioxidants, this natural oil helps to nourish.
- Panthenol: a form of Vitamin B5 that hydrates and imparts a glossy finish.
- Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer: thermal protection ingredient.

Key Selling Statement

Moroccanoil Perfect Defense is a weightless, no-hold spray that blends seamlessly into any existing styling regimen to protect hair against the damaging effects of heat styling up to 450°F/230°C .



CLARIFYING SHAMPOO

For hair burdened by buildup

A deep-cleansing, revitalizing formula that removes everyday buildup from styling products, hard water and mineral deposits, chlorine and environmental impurities. Hair and scalp are restored to a weightless, healthy balance. Formulated with argan and avocado oils, keratin and essential oils that nourish and moisturize. Can be used prior to a color, perm or chemical treatment for the most even results.

- Color-safe
- Restores moisture balance
- Keratin-enriched
- Rich in argan and avocado oils
- Infused with lavender, chamomile and jojoba plant extracts
- Sulfate, phosphate and paraben-free

HOW TO USE

Wet hair completely to activate a rich, luxurious lather from the concentrated formula. To completely lift buildup, continue to add water while gently massaging product throughout hair and scalp. Rinse thoroughly until water runs clear. Repeat if needed. Use twice a month; or up to once or twice weekly for those who use a lot of hair products, swim regularly or have hard water. Follow with a MoroccanOil conditioner or mask.

Key Ingredients

- Argan Oil: extremely rich in tocopherols (Vitamin E), essential fatty acids and antioxidants, this natural oil helps to nourish.
- Lavender, Rosemary, Chamomile and Jojoba Extracts: natural plant extracts that provide nourishment to hair.
- Keratin: a structural protein that rebuilds and strengthens damaged or porous hair.
- Panthenol: a form of Vitamin B5 that hydrates and imparts a glossy finish.

Why does one need to use a clarifying shampoo?

Styling products, hard water and mineral deposits, chlorine and environmental impurities can all leave buildup on hair over time—which can cause hair to appear dull, greasy and limp. A clarifying shampoo thoroughly cleanses and “resets” the hair and scalp, creating a clean “canvas” for products to be effective. MoroccanOil Clarifying Shampoo is uniquely formulated so it rehydrates and nourishes the hair as it deep-cleanses.



DRY SCALP TREATMENT

For dry scalp

A restorative treatment made with natural ingredients and essential oils, including lavender, geranium and our signature argan oil that is rich in polyunsaturated fatty acids and Vitamin E, helping protect and moisturize the scalp and revitalize the hair. Designed to combat dry scalps, MoroccanOil Dry Scalp Treatment benefits the hair follicle at the root, while enhancing the healthy appearance of the hair, leaving it full and shiny. Infused with ingredients that offer soothing and calming properties that help reduce dryness and invigorate the scalp to promote healthy, lustrous and beautiful hair.

- Invigorates the scalp
- Helps relieve irritation and dryness
- Moisturizes and nourishes
- Leaves hair shiny, revitalized and healthy-looking

HOW TO USE

For best results, separate hair into sections and apply a full drop of treatment. Massage into scalp and repeat with every section. Let product absorb for 5–10 minutes. Brush or comb hair thoroughly. Rinse, then wash hair with a MoroccanOil shampoo and conditioner.

Key Ingredients

- Argan Oil: extremely rich in tocopherols (Vitamin E), essential fatty acids and antioxidants, this natural oil helps to nourish.
- Lavender and Geranium Oils: essential oils that soothe the scalp, while leaving a relaxing aroma. Both feature natural antiseptic properties.
- Salicylic Acid: gently exfoliates and reduces dry flakes on the scalp.

What are good indicators of a dry scalp?

Dry scalps are likely to flake and cause itchiness, similar to dandruff. Whereas dandruff is a medical condition caused by inflammation in the hair follicle, excess sebum and an overgrowth of a type of yeast, dry scalp is a result of low moisture levels, which can be caused by harsh cleansers, cold weather or even product buildup.



OILY SCALP TREATMENT

For oily scalp

Moroccanoil Oily Scalp Treatment contains essential oils with purifying and soothing properties that are rich in polyunsaturated fatty acids and Vitamin E. These help protect and moisturize the scalp and help control dandruff caused by an excess of oil and inflammation of the hair follicle. Oily Scalp Treatment is also formulated with organic ginger root oil that has intense stimulating properties to help increase circulation within the scalp and regulate sebum production. Its astringent and purifying properties help control the oils that circulate within the scalp, leaving hair balanced, healthy-looking and lustrous.

- Invigorates and stimulates the scalp
- Helps balance excess sebum
- Provides natural astringent and purifying properties
- Soothes scalp
- Leaves hair shiny, revitalized and healthy-looking

HOW TO USE

For best results, separate hair into sections and apply a full drop of treatment. Massage into scalp and repeat with every section. Let product absorb for 5–10 minutes. Brush or comb hair thoroughly. Rinse with cool water, then wash hair with a Moroccanoil shampoo and conditioner.

Key Ingredients

- Argan Oil: extremely rich in tocopherols (Vitamin E), essential fatty acids and antioxidants, this natural oil helps to nourish.
- Lavender Oil: an essential oil that soothes the scalp, while leaving a deeply relaxing aroma. Features natural antiseptic properties.
- Ginger Root Oil: stimulates scalp and helps regulate sebum production; features anti-inflammatory properties.

What are good indicators of an oily scalp?

Whereas regular flaking and itchiness can result from low moisture levels in the scalp, clinical dandruff is a medical condition caused by inflammation of the hair follicle and an overgrowth of a type of yeast. It is characterized by excess sebum production, which can cause scaly white to yellowish patches to form in oily areas. Moroccanoil Oily Scalp Treatment is specially formulated to address symptoms of an over-oily scalp while providing a soothing aromatic experience (stress may also contribute to dandruff). For more serious scalp conditions, we recommend that clients seek advice from a medical professional.



BOAR BRISTLE BRUSH COLLECTION

Suitable for all hair types; ideal for coarse, dry hair

The luxurious MoroccanOil Boar Bristle Brush Collection is part of the brand's commitment to providing the highest quality products that leave hair healthy and nourished with each use. After two years of development and performance-testing on A-list celebrity clientele and the runway, results are proven on all hair types.

Handmade using premium materials to provide the ultimate hair care experience, these natural boar bristle brushes promote healthy, shiny and manageable hair. They provide nourishment by stimulating and massaging the scalp and spreading hair's natural oils down the shaft. With repeated use, hair becomes softer, more manageable and healthier.

Each MoroccanOil Boar Bristle Brush is unique and individually crafted. Almost like fine jewelry (compared to regular machine-made brushes), each piece takes a substantial amount of time to complete, resulting in an unmatched product and a high-quality hairstyling experience.

Key Features

- 100% natural boar bristles
 - Are gentle on the hair
 - Promote shine as they help distribute hair's natural oils
 - Remove buildup in hair
- Ceramic barrel allows for even, 360-degree heat distribution for the optimal effortless blow-dry
- Vented barrel design promotes air flow and speeds up drying time
- Ash wood handle
 - Heat-resistant
 - Superior durability and long wear
 - Lightweight
- Handmade
- Performance-tested on celebrities and the runway

The Collection

- Boar Bristle Round Brushes in 3 sizes (25/35/45 mm)
- Boar Bristle Classic Brush
- Boar Bristle Teasing Brush

HOW TO USE

Using the appropriate Boar Bristle Brush for the desired style, go over the entire head with long and even strokes from scalp to ends.

Key Selling Statement

Handmade premium natural boar bristle brushes speed up drying time, boost shine by gently distributing hair's natural oils and improve the overall appearance and smoothness of hair.



BOAR BRISTLE BRUSH COLLECTION

Suitable for all hair types; ideal for coarse, dry hair

Brush Construction Process

Round Brushes

- Natural ash wood is cut into small logs and allowed to dry naturally in special rooms for about two weeks.
- Each wood block is carved to create the brush shape.
- A three-step staining process creates a beautiful patina on the wood.
- Laser engraving of the Moroccanoil logo on the handle follows.
- The metal barrel is made, then coated in ceramic in a three-step process.
- The barrel and wood block are assembled.
- Precision drilling by hand through the aluminum barrel and wood follows.
Note that every other hole is not drilled completely as it will be implanted with the boar bristles. For example, the Boar Bristle 45 mm Round Brush gets 624 holes and is implanted with 312 boar bristle bundles.

Classic Brush & Teasing Brush

- Natural ash wood is cut into small logs and allowed to dry naturally in special rooms for about two weeks.
- Each wood block is carved to create the brush shape.
- A three-step staining process creates a beautiful patina on the wood.
- Laser engraving of the Moroccanoil logo on the handle follows.
- For the Classic Brush pad base, pure latex is covered with special fabric and then laminated. From big rolls of this material, the brush pad is shaped. (The Teasing Brush does not include this step.)
- The Classic Brush base is implanted with 326 boar bristle bundles, and the pad is glued onto the wooden base.



CERAMIC BRUSHES

For all hair types

High-quality materials with ionic and ceramic properties, combined with cutting-edge construction in top-of-the-line MoroccanOil Ceramic Brushes, provide a comfortable and effortless experience for both stylist and client. Brush bristles contain ions that repel water, causing moisture to evaporate quickly, while ceramic—which retains heat more efficiently than other materials—emits heat over a wider spectrum of frequencies. These two factors combine to improve and enhance drying time. Ions also act as a conditioner to the hair shaft, resulting in healthy, shiny hair with body. These brushes have a more consistent temperature due to ceramic’s tendency to lose and gain heat less rapidly than metal, and their strong and durable construction allows them to last twice as long as the average brush. Ready to style? Brushes feature a sectioning tip stored inside the handle to part and section clients’ hair.

Key Features

- Ionic and ceramic properties enhance drying time
- Strong, durable construction makes brushes long-lasting
- Ions condition the hair shaft, resulting in a healthier, shinier look

HOW TO USE

- Ceramic 25 mm Round Brush – Use on shorter hair to create small waves.
- Ceramic 35 mm Round Brush – Use on medium hair to create loose waves and volume.
- Ceramic 45 mm Round Brush – Use on medium to long hair to create a bend and give fullness.
- Ceramic 55 mm Round Brush – Use on medium to long hair to create volume and a smooth, sleek look.
- Ceramic Paddle Brush – Use as a blowout and finishing brush to create sleek styles.

Stylist Tip

- All bristles eventually wear out, especially when stylists use hair dryers that get very hot.
- To extend the life of your Ceramic Brush, keep the nozzle of the hair dryer at least 1 inch away from the brush.
- Stylists can use the sectioning tip (stored inside the handle) to part and section clients’ hair.
- Clean the air filter intake regularly as it gets dirty and restricts air flow, causing the hair dryer to overheat. This not only damages the client’s hair, but the brush as well.



COMB COLLECTION

Salon-quality styling for all hair types

The MoroccanOil Comb Collection is a high-quality range of extra-strong and durable combs crafted from heat-resistant carbon. Rigid, firm teeth provide strong grip and control, while seamless, smooth construction prevents snagging and enables easy gliding.



Detangling Comb

Wide-tooth design allows for easy detangling on any hair type or texture.



Styling Comb

Ideal for precision sculpting and creating waves.



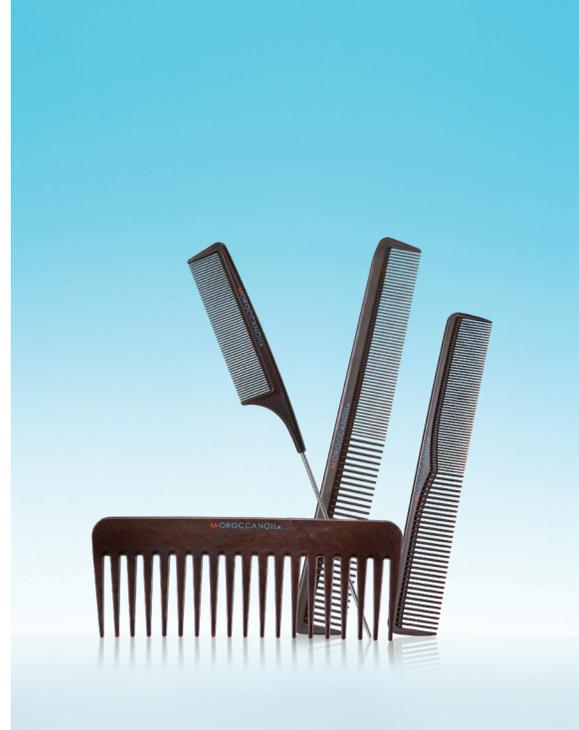
8.5" Cutting Comb

Optimizes cutting with even tension and strong grip.



Tail Comb

Great for back-combing and highlighting.



STYLING CLIPS

Salon-quality styling for all hair types

Moroccanoil Styling Clips are a must-have in any professional hairstylist's tool kit. Ergonomic design optimizes styling by providing the functionality for effortless sectioning and strong hold.



SMART STYLING INFRARED HAIR DRYER

The power to achieve perfectly styled, healthy-looking hair is in your hands with the Smart Styling Infrared Hair Dryer. Far-infrared rays gently heat strands from the inside out to reduce thermal exposure and lock in moisture. The patented honeycomb-shaped heating element features a ceramic core that concentrates airflow for precision styling and faster drying time. Hair is left shiny and smooth with reduced static and frizz. Energy-efficient design functions like an 1,875 watt dryer utilizing just 1,300 watts.

Includes



Speed Dry Nozzle



Curl Defining Diffuser

Features

- 3 heat settings
- 2 speed settings
- Cool Shot button
- Ultra-lightweight (.98 lb / 444 g), ergonomic design
- 9-foot cord
- Low EMF

HOW TO USE

1. Plug the appliance into an appropriate power supply. The heat level and fan speed of the appliance can be controlled independently using the upper and lower switches.
2. The lower switch controls fan speed. When the switch is in the bottom position, the fan is turned off. Move the lower switch to the center position for low fan speed, or the top position for high fan speed.
3. The upper switch controls heat level. When the switch is in the bottom position, the heat is turned off. Move the upper switch to the center position for low heat, or the top position for high heat.
4. The Cool Shot button may be used to set a hairstyle after blow-drying. Click and hold to engage the Cool Shot feature and release to disengage.
5. After use, make sure both switches are in the left (O) position before unplugging the appliance.

Key Selling Statement

The Moroccanoil Smart Styling Infrared Hair Dryer saves energy while minimizing thermal exposure for beautifully styled, healthy-looking hair.



POWER PERFORMANCE IONIC HAIR DRYER

Designed and manufactured in Italy to meet the specialized needs of beauty professionals, the Power Performance Ionic Hair Dryer offers innovation, power, and precision for salon-quality styling. Advanced ionic technology helps to lock in moisture and reduce static for flawless, frizz-free styles, while the 99.9% Nano Silver grill enhances shine. The durable, high-performance AC motor delivers ultra-fast airspeed for quick, efficient drying time. Features a quiet and lightweight ergonomic design for comfort and control.

Includes



Speed Dry Nozzle



Curl Defining Diffuser

Features

- 3 heat settings
- 2 speed settings
- Cool Shot button
- Lightweight (1.2 lb / 545 g), ergonomic design
- 9.8-foot professional cord
- Removable filter for effortless cleaning
- 1,750 watts

HOW TO USE

1. Plug the appliance into an appropriate power supply. The heat level and fan speed of the appliance can be controlled independently using the upper and lower switches.
2. The lower switch controls fan speed. When the switch is in the left position, the fan is turned off. Move the lower switch to the center position for low fan speed, or the right position for high fan speed.
3. The upper switch controls heat level. When the switch is in the left position, the heat is turned off. Move the upper switch to the center position for low heat, or the right position for high heat.
4. The Cool Shot button may be used to set a hairstyle after blow-drying. Click once to engage the Cool Shot feature and click again to disengage.
5. After use, make sure both switches are in the left (O) position before unplugging the appliance.

Key Selling Statement

The MoroccanOil Power Performance Ionic Hair Dryer delivers salon-quality, high-efficiency styling, with a powerful AC motor for ultrafast airspeed and advanced ionic technology to reduce static and lock in moisture.



PERFECTLY POLISHED TITANIUM FLAT IRON

The enhanced Perfectly Polished Titanium Flat Iron features advanced technology to enable a range of flawless, frizz-free styles—from effortless straight looks to soft waves and curls. The extra-long, 4-inch titanium plates maximize surface area for faster performance while providing consistent heat distribution. Designed with floating plates and beveled edges for a smooth glide and flawless results every time.

Advanced Features

- Digital display for precise temperature control up to 450°F / 230°C
- Titanium provides quick heat transfer, superior heat conduction, and an effortless glide for silky, frizz-free styles
- Floating plates with beveled edges provide a smooth glide and styling versatility

Ease of Use

- 1 hour automatic shut-off for worry-free styling
- Heats quickly in under 60 seconds
- Auto heat recovery for consistent temperature during use
- Worldwide voltage
- Ergonomic soft-touch grip
- 9-foot swivel cord
- Includes a heat-resistant pouch

HOW TO USE

The Perfectly Polished Titanium Flat Iron may be used two ways:

To straighten and smooth hair

1. Divide hair into small sections. Be sure to take fine subsections.
2. Select desired temperature. (Fine hair = lower heat setting; medium to coarse hair = higher heat setting).
3. Starting at the base of one section, lightly spray one pump of Perfect Defense 8–10 inches (20–25 cm) away from hair. Close the flat iron at the base and glide it through the ends, repeating until desired smoothness is achieved. Continue working in the same manner in all sections.

To create soft waves and curls

1. Divide hair into small sections and lightly spray Perfect Defense throughout.
2. Select desired temperature. (Fine hair = lower heat setting; medium to coarse hair = higher heat setting).
3. Take an appropriate-size subsection and place the iron in a section where the curl is to begin.
4. Lightly close the iron and turn it one quarter or half of a rotation in the desired curl direction (away from or toward the face), working through the ends and all other sections of hair.

Key Selling Statement

The Perfectly Polished Titanium Flat Iron creates flawless straight looks or soft waves and curls, harnessing the advanced conduction properties of titanium to deliver fast, even heat with an effortless glide.



SMOOTH STYLE CERAMIC HEATED BRUSH

Achieve sleek, healthy-looking hair with the Smooth Style Ceramic Heated Brush, which combines the heat styling benefits of a flat iron with the gentleness and precision of a paddle brush. Ceramic cool tip bristles heat quickly while minimizing thermal exposure and providing an effortless glide. Heated beveled edges smooth hard-to-reach areas close to the root, while advanced ionic technology reduces static for shiny, frizz-free hair.

Advanced Features

- Digital display for precise temperature control up to 430°F / 221°C
- Advanced ionic technology minimizes static for shiny, frizz-free results
- Ceramic cool tip bristles provide a smooth, effortless glide
- Heated beveled edges smooth hard-to-reach areas close to the root
- Instant heat button to reach the highest temperature setting

Ease of Use

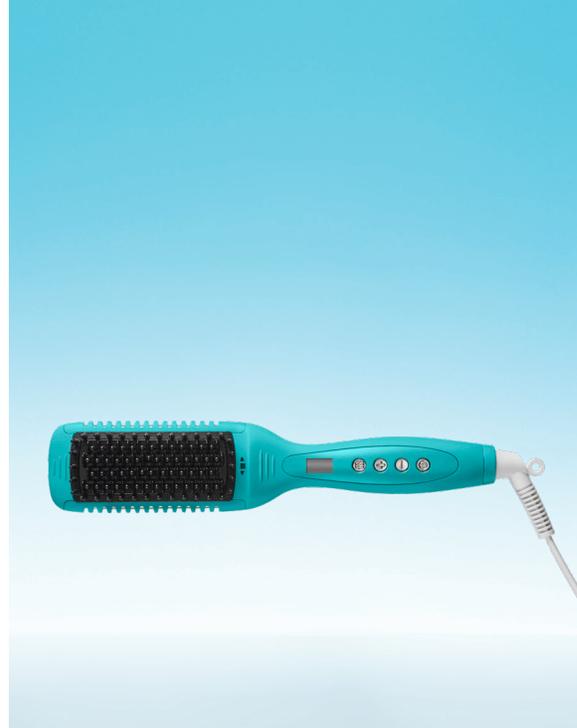
- 1 hour automatic shut-off for worry-free styling
- Heats quickly in under 60 seconds
- Auto heat recovery for consistent temperature during use
- Worldwide voltage
- Instant heat button to reach the highest temperature setting
- Temperature lock button
- Ergonomic soft-touch grip
- 9-foot swivel cord
- Includes a heat-resistant pouch

HOW TO USE

1. Divide hair into small subsections. Comb through each subsection before using the smoothing brush.
2. Select desired temperature. (Fine hair = lower heat setting; medium to coarse = higher heat setting).
3. Press and hold the top button to instantly reach the highest temperature setting if desired.
4. Starting at the base of one section, lightly spray one pump of Perfect Defense 8–10 inches (20–25 cm) away. Slowly brush the section from root to tip, letting the hair glide through the bristles.
5. Repeat until desired smoothness is achieved. Allow the heated beveled edge to reach close to the root for extra smoothness in hard-to-reach areas.
6. Optional: for an extra bend at the ends, angle the brush in the desired direction and allow ends of the hair to pass through the beveled edge.

Key Selling Statement

The MoroccanOil Smooth Style Ceramic Heated Brush combines the heat-styling benefits of a flat iron with the convenience of a paddle brush in a single step for sleek, healthy-looking hair.



EVERLASTING CURL TITANIUM CURLING IRON

The Everlasting Curl Titanium Curling Iron combines advanced technology with ease of use to create beautiful, long-lasting curls. The extra-long, 1-inch-diameter, titanium barrel maximizes surface area for faster performance and provides plenty of room to wrap long or thick hair, with a smooth glide for flawless, frizz-free styles.

Advanced Features

- Extra-long, 1-inch-diameter, titanium barrel heats quickly and evenly
- Digital display for precise temperature control up to 430°F / 221°C

Ease of Use

- 1 hour automatic shut-off for worry-free styling
- Heats quickly in under 60 seconds
- Auto heat recovery for consistent temperature during use
- Worldwide voltage
- Ergonomic soft-touch grip
- 9-foot swivel cord
- Includes a heat-resistant pouch

HOW TO USE

1. Divide hair into 1-inch subsections and lightly spray Perfect Defense throughout.
2. Select desired temperature. (Fine hair = lower heat setting; medium to coarse hair = higher heat setting).
3. Wrap a subsection of hair around the barrel of the curling iron, slide down the barrel to the end without the iron letting go of the hair, then continue to wrap hair around the iron until you are near the root. Hold for up to 15 seconds and release.
4. Repeat on each remaining subsection of hair.

Stylist Tip

- Can also be used as a wand! Wind each subsection of hair around the barrel of the curling iron without closing the shell.

Key Selling Statement

The Moroccanoil Everlasting Curl Titanium Curling Iron delivers shiny, long-lasting curls with an extra-long titanium barrel for fast performance, even heat distribution, and frizz-free results.



STYLING GEL MEDIUM

For all hair types

Moroccanoil Styling Gel Medium is an alcohol-free, versatile styler that can be used on short and long hair for both definition and blow-dry styling. Argan oil-infused formula nourishes while imparting shine, leaving hair with a soft, flake-free finish. It creates gentle structure and shape on short hair while still maintaining movement and flexibility. When applied to long hair, it provides foundational support for creating voluminous and defined blow-dries.

- Argan oil-infused
- Alcohol-free
- Gently sculpts short hair
- Provides foundational support on long hair
- Nourishes and imparts healthy-looking shine

HOW TO USE

Apply desired amount to damp or dry hair and style as usual.

Stylist Tip

Can be used on damp hair before blow-drying; use a round brush for soft, full body and lasting hold.

Key Ingredients

- Argan Oil: extremely rich in tocopherols (Vitamin E), essential fatty acids and antioxidants, this natural oil helps to nourish.
- Aloe Leaf Juice: helps support a healthy moisture balance.
- Chamomile Flower Extract: a conditioning agent that hydrates and adds shine.
- Rosemary Leaf Extract: soothes the scalp.
- Panthenol: a form of Vitamin B5 that hydrates and imparts a glossy finish.

Key Selling Statement

Moroccanoil Styling Gel Medium provides both definition and foundation benefits as a flexible shaper, as well as a blow-dry styler. Argan oil-infused formula leaves hair flake-free and hydrated with a sleek and shiny finish.



FRIZZ CONTROL

For all hair types

Keeping hair frizz and static-free in any weather, this extraordinary formula contains weather-resistant properties that weightlessly safeguard hair, keeping it smooth, calm and manageable in the dampest or driest conditions.

- Controls frizz and static
- Protects against extreme humidity and dryness
- Weightless formula tames and relaxes hair
- Good for all hair types and styling regimens

HOW TO USE

Blow-dry wet hair to remove excess water (for coarser hair types, prep with a small amount of MoroccanOil Treatment). Spray 3–5 pumps of Frizz Control approximately 10 inches (25 cm) from damp hair and comb through. Style as usual or let dry naturally. For added shine and protection, finish with a few drops of MoroccanOil Treatment.

Key Ingredients

- Polyquaternium-7: an anti-static agent.
- Argan Oil: extremely rich in tocopherols (Vitamin E), essential fatty acids and antioxidants, this natural oil helps to nourish.
- Acetamide MEA: a water-soluble surfactant that conditions and improves the texture of hair.
- Vitamin E: provides antioxidant and conditioning benefits.
- Palmaria Palmata Extract: a red seaweed (Dulse Leaf) that is rich in vitamins, minerals and proteins.

What is frizz and how do we fight it?

Hair is affected by humidity. As humidity decreases, hair tends to lose its flexibility and becomes dry and brittle. As humidity increases, the hair becomes oversaturated with moisture, resulting in “puffed up” hair or frizz. All types of hair can become frizzy, whether healthy, dry, curly or straight. Frizz includes everything from flyaways, static and split ends to severely damaged hair. Common factors contributing to frizz are excessive combing and brushing, chemical processing and heat styling (hair dryers, flat irons and curling irons). These elements alter the structure and integrity of the hair, making it dry, damaged and more porous. If hair is more porous, it will easily retain moisture, making it prone to frizz.

Fighting frizz is all about maintaining a balance of moisture levels in the hair. MoroccanOil Frizz Control is unique in that it contains a hair humidity resistance factor that reduces the effects of humidity and provides manageability and control over frizz. The ingredients, comprising the highest quality-grade materials on the market, work together to create a moisture balance that is needed by the hair to keep it frizz and static-free.



PROFESSIONAL SHAMPOO & CONDITIONER

For all hair types

Moroccanoil Professional Shampoo and Conditioner feature gentle cleansing, moisturizing formulas that infuse dehydrated hair with antioxidant-rich argan oil and replenishing nutrients. Each packaged in a 2-liter format for salon backbar use, the richly-lathering and deeply conditioning universal formulas are suitable for all hair types. Scented with the signature Moroccanoil fragrance to enhance the client's experience.

- 2L format for salon backbar use
- Phosphate-free, paraben-free
- Nutrient-rich
- Maintains natural moisture balance
- Color-safe

HOW TO USE

Cleanse the hair with Moroccanoil Professional Shampoo. Rinse thoroughly. After shampooing, gently blot excess water from hair and apply Moroccanoil Professional Conditioner from mid-lengths through ends. Leave on for 1–2 minutes. Rinse thoroughly.

Key Ingredient

- Argan Oil: extremely rich in tocopherols (Vitamin E), essential fatty acids and antioxidants, this natural oil helps to nourish.

