



ARGAN TONING SHAMPOO

PRODUCT SHEET

Silk Oil of Morocco's sulfate free Argan Toning Shampoo gently cleanses and refreshes blonde, highlighted or grey hair colour, helps prevent brassy tones and provides intense moisture and shine. Formulated with Australian cold pressed macadamia oil, certified organic aloe vera and evening primrose oil combined with Cold Pressed Certified Organic Argan Oil which is rich in vitamins, antioxidants, omega-6 and omega-9 essential fatty acids, helps to control the tone and texture of hair whilst providing hydration

SUITABLE FOR: BLEACHED HAIR, TINTED/HIGHLIGHTED HAIR, BLONDE OR GREY HAIR

KEY INGREDIENTS

- Cold Pressed Certified Organic Argan Oil
- Australian Cold Pressed Macadamia Oil
 - Evening Primrose Oil
 - Pro Vitamin B5
 - Aloe Vera
 - Violet Pigment
 - Mica

INGREDIENTS

Aqua, Cocamidopropyl Betaine, Decyl Glucoside, Lauryl Glucoside, Sodium Lauroyl Sarcosinate, Coco Glucoside, Glycol Distearate, Glyceryl Oleate, Glyceryl Stearate, Argania Spinosa Kernel Oil*, Macadamia Ternifolia Seed Oil, Oenothera Biennis Oil*, Laureth-4, Polyquaternium-7, Polyquaternium-10, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Phenoxyethanol, Ethylhexyl Methoxycinnamate, Panthenol, Mica, Aloe Barbadensis Leaf Juice Powder*, Citric Acid, Parfum, Benzyl Salicylate, Coumarin, Limonene, Butylphenyl Methylpropional, CI 60730. *Certified Organic Contains Nut Oils

DIRECTIONS OF USE

Wet hair and apply a small amount evenly to form a rich lather. Gently massage into hair and scalp and rinse thoroughly. Re-apply and leave in the hair for 1-2 minutes to achieve maximum benefit and hydration before rinsing. Use in conjunction with Silk Oil of Morocco's Argan Intense Moisture Conditioner or Intense Hydrating Hair Masque for maximum benefit

EXPIRY DATE/SHELF LIFE

12 months after opening. 36 months unopened

FRAGRANCE

Coconut, Mango & Orange

BENEFITS

- Formulated with Cold Pressed Certified Organic Argan Oil - rich in natural vitamin E, omega-6 and omega-9 essential fatty acids for moisture, hydration and shine
- Contains a blend of mild Sulfate Free cleansers
- Gently cleanses and refreshes blonde, grey or tinted/highlighted hair
- Violet Pigment helps prevent brassy tones
- Provides moisture to hair and leaves the hair feeling soft and shiny
- Beautiful aroma of Coconut, Mango & Orange Essential Oils
- Variety of sizes available
- Vegan Friendly
- Manufactured in Australia

FREE FROM

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

PH RANGE

5.8 - 6.8

COMPLEMENTARY PRODUCTS

All Silk Hair Care Products
Argan Rep-hair Protein Conditioner

PACKAGING MATERIAL

Recyclable -
Bottle- PETE
Pump- PP



MADE WITH ARGAN OIL



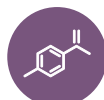
CRUELTY FREE



LANOLIN FREE



*CERTIFIED ORGANIC INGREDIENTS



PARABEN FREE



SULFATE (SLS, SLES & ALS) FREE



MADE IN AUSTRALIA





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FAQS

WHAT SIZES ARE AVAILABLE? 100ml, 250ml, 1000ml

WHAT HAIR TYPE IS THE ARGAN VEGAN TONING TREATMENT SHAMPOO SUITABLE FOR? Argan Vegan Toning Treatment Shampoo is suitable for a number of hair types- blonde & pre-lightened hair, bleached hair, grey/white hair, tinted/highlighted hair and even dark hair

WHAT DOES THE ARGAN VEGAN TONING TREATMENT SHAMPOO DO? Argan Vegan Toning Treatment Shampoo gently cleanses and refreshes blonde, highlighted or grey hair colour, helps prevent brassy tones and provides intense moisture and shine. It helps to control the tone and texture of blonde hair whilst providing hydration

HOW OFTEN SHOULD I USE THE ARGAN VEGAN TONING TREATMENT SHAMPOO AND DO I NEED TO SHAMPOO TWICE? Argan Vegan Toning Treatment Shampoo can be used 2-3 times per week. It is also recommend that you shampoo twice. The initial shampoo will assist in loosening any build up (such as oils and styling products) whilst the second shampoo will gently cleanse

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

CAN I USE ARGAN VEGAN TONING TREATMENT SHAMPOO ON CHEMICALLY STRAIGHTENED HAIR? Yes, Argan Vegan Toning Treatment Shampoo can be used on chemically straighten hair

CAN I USE ARGAN VEGAN TONING TREATMENT SHAMPOO ON HAIR EXTENSIONS? Yes, Argan Vegan Toning Treatment Shampoo can be used in hair extensions as it contains no added proteins

CAN I USE ARGAN VEGAN TONING TREATMENT SHAMPOO ON PERMED HAIR? Yes, Argan Vegan Toning Treatment Shampoo can be used on permed hair

WHAT FRAGRANCE IS IN THE ARGAN VEGAN TONING TREATMENT SHAMPOO? A blend of Coconut, Mango and Orange Essential Oils are used in the Argan Vegan Toning Treatment Shampoo

WILL THE ARGAN VEGAN TONING TREATMENT SHAMPOO STAIN MY SCALP? No, the Argan Vegan Toning Treatment Shampoo will not stain the scalp





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KEY INGREDIENTS

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

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

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

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

Glyceryl Distearate - used as an emollient and thickening agent. It acts as a lubricant which gives the skin a soft and smooth appearance

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

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

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

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

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

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

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

Mica & Violet Pigment - (Mica & CI 60730) provide colour to the shampoo to help combat yellow or brassy tones in hair, leaving it looking refreshed and toned



100ML-OM2042T
HS-3305.10.00
0.12 kg
13cm high x 3.8cm in diameter



250ML-OM2042
HS-3305.10.00
0.28 kg
18cm high x 4.7cm in diameter



1000ML-OM1042
HS-3305.10.00
1.10 kg
25cm high x 8.2cm in diameter

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

CAUTION: Contains Nut Oils. It is recommended to always review the full ingredients lists and conduct a patch test prior to using the product for the first time- apply a small amount to a discreet patch of skin, like the inside of your arm. If any signs of redness or skin irritation occurs, do not use
Vegan and cruelty-free products are made without meat, eggs, dairy or any animal or animal-derived ingredients, and, they are not tested on animals at any point in the production process.




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TIPS & TRICKS

1

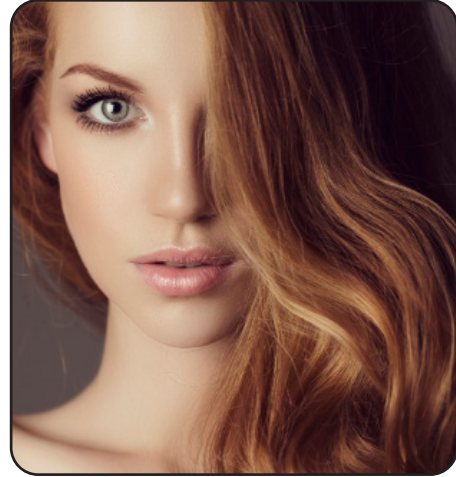
PRE LIGHTENED HAIR




 For pre lightened hair use to keep hair fresh toned to counter act yellow tones.

2

LIGHT BROWN HAIR




 On light brown hair use to enhance natural highlights.

3

GREY, WHITE HAIR





 On grey/white hair use to keep hair toned, fresh and vibrant.

4

DARK HAIR



 On dark hair use to enhance the natural violet pigment in your hair colour.

 **Argan Toning Shampoo** gently cleanses and refreshes blonde, highlighted or grey hair, helps prevent brassy tones and provides intense moisture and shine. Formulated with Australian Cold Pressed Macadamia Oil, Certified Organic Aloe Vera and Evening Primrose Oil combined with Cold Pressed Certified Organic Argan Oil which is rich in vitamins, antioxidants, omega-6 and omega-9 essential fatty acids, to help control the tone and texture of blonde hair whilst providing hydration.

Violet toning is our number 1 best seller in Italy! Why because Naturally dark hair is a Violet Pigment by adding the toning shampoo it enhances the natural rich colour!

