



# ARGAN REP-HAIR CRÈME

## PRODUCT SHEET

Silk Oil of Morocco's Argan Vegan REP-Hair Crème helps seal and protect against split ends and adds instant moisture and shine to dry, brittle, damaged hair. Formulated with Keratrix - a powerful and natural anti-breakage technology that helps mend and strengthen hair. Enriched with Australian cold pressed macadamia and almond oils, certified organic aloe vera and evening primrose oil combined with Cold Pressed Certified Organic Argan Oil which is rich in vitamins, antioxidants, omega-6 and omega-9 essential fatty acids. Infused with a beautiful melon berry fragrance, this anti-breakage REP-Hair Crème provides a restorative moisture-rich injection for damaged and weakened hair

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

### KEY INGREDIENTS

- Cold Pressed Certified Organic Argan Oil
- Keratrix™ - a powerful and natural anti-breakage technology that helps mend and strengthen hair that is prone to split ends and breakage
- Australian Cold Pressed Macadamia Oil
  - Aloe Vera
  - Evening Primrose Oil
  - Vitamin E
  - Pro Vitamin B5

### INGREDIENTS

Cyclomethicone, Aqua, Cyclopentasiloxane, Cetearyl Alcohol, Dimethiconol, Glycerin, Argania Spinosa Kernel Oil\*, Ceteareth-20, Polyquaternium-7, Hydrolyzed Ceratonia Siliqua Seed Extract, Zea Mays Starch, Guar Hydroxypropyltrimonium Chloride, Phenoxyethanol, Macadamia Ternifolia Seed Oil, Tocopherol, Aloe Barbadensis Leaf Extract, Panthenol, Oenothera Biennis Oil, Parfum, Benzyl Benzoate, Benzyl Salicylate, Citronellol, Hexyl Cinnamal, Hydroxyisohexyl 3-cyclohexene Carboxaldehyde, Butylphenyl Methylpropional, Limonene, Linalool. \*Certified Organic Contains Nut Oils

### DIRECTIONS OF USE

Apply crème to ends ensuring not to over-apply. Best used on dry hair but can also be used on towel dried hair

### EXPIRY DATE/SHELF LIFE

12 months after opening. 36 months unopened

### FRAGRANCE

Melon Berry

### BENEFITS

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

### FREE FROM

- Harsh and Drying Alcohols
- Parabens
- Animal Testing

### PH LEVEL

5.0 - 6.5

### COMPLEMENTARY PRODUCTS

All Silk REP-Hair Care Products

### PACKAGING MATERIAL

Recyclable -  
Tube- LDPE  
cap- PP





## ARGAN REP-HAIR CRÈME PRODUCT SHEET

### FAQS

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**WHAT SIZES ARE AVAILABLE?** 60ml, 100ml

**WHAT DOES THE ARGAN VEGAN REP-HAIR CRÈME DO?** Silk Oil of Morocco's Argan Vegan REP-Hair Crème helps seal and protect against split ends and adds instant moisture and shine to dry, brittle, damaged hair. Formulated with Keratrix – a powerful and natural anti-breakage technology that helps mend and strengthen hair. This anti-breakage Argan Vegan REP-Hair Crème provides a restorative moisture-rich injection for damaged and weakened hair

**DO I APPLY THE ARGAN VEGAN REP-HAIR CRÈME ON WET OR DRY HAIR?** Argan Vegan Rep-Hair Crème is best used on dry hair however can also be used on towel dried hair

**CAN I USE THE ARGAN VEGAN REP-HAIR CRÈME WITH OTHER SILK PRODUCTS OR DOES IT WORK BEST ON ITS OWN?** All Silk Oil of Morocco products can be used with the Argan Vegan Rep-Hair Crème. Silk recommend to apply the Argan Rep-Hair Crème prior to using any styling products

**HOW OFTEN DO I USE THE ARGAN VEGAN REP-HAIR CRÈME?** Argan Vegan Rep-Hair Crème can be used after every hair wash

**WITH THE ARGAN VEGAN REP-HAIR CRÈME DO I LEAVE IT IN OR RINSE IT OUT?** Argan Vegan Rep-Hair Crème is designed to be left in the hair to provide the best results. Keratrix has a slow release system and works whilst on your hair

**HOW DO I APPLY THE ARGAN VEGAN REP-HAIR CRÈME?** Apply Argan vegan Rep-Hair Crème to ends ensuring not to over-apply

**DOES THE ARGAN VEGAN REP-HAIR CRÈME WORK BEST IF I USE THE WHOLE ARGAN REP-HAIR RANGE WITH IT?** Argan Vegan Rep-Hair Crème can be used on its own. For really damaged hair it is recommended that it be used in conjunction with the Argan Vegan REP-Hair Shampoo and Conditioner & Masque Treatment

**WHAT FRAGRANCE IS IN THE ARGAN VEGAN REP-HAIR CRÈME?** The fragrance in the Argan Vegan REP-Hair Crème is Melon Berry





## ARGAN REP-HAIR CRÈME PRODUCT SHEET

### KEY INGREDIENTS

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

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

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

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

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

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

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

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

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

**Natural Vitamin E** – (Tocopherol) acts as an antioxidant and assists with skin conditioning

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

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



60ML - OM2047-60  
HS-3305.90.00  
0.08 kg  
12cm high x 3.5cm in diameter



100ML - OM2047-100  
HS-3305.90.00  
0.11 kg  
17cm high x 4cm in cap diameter  
5.5cm wide at top of tube

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

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



# ARGAN REP-HAIR CRÈME

## TIPS & TRICKS

1

REPAIR WHILE YOU SLEEP



Add the Argan REP-Hair Crème to your midlengths to ends of your hair and let it work whilst asleep.

2

STRENGTHEN, PROTECT AND REPAIR



STOP don't cut those ends off. Use the Argan REP- Hair Crème to Strengthen, Protect and Repair those ends.

3

AFTER STYLING



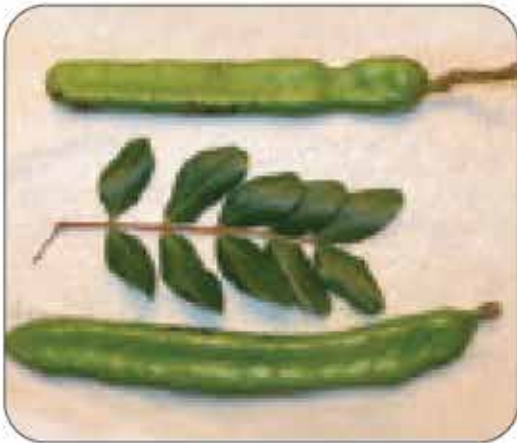
Use after styling on midlengths to ends of hair.

*We really need those ends cut BUT we don't want to! The average hair grows 1/2" every month ... who wants to wait 12 months for 6 inches...*



# KERATRIX

## RESTORATIVE NATURAL ACTIVE FOR DAMAGED AND WEAKENED HAIR



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



HAIR BECOMES FRAGILE & UNPROTECTED

### Keratrix™ consists of:

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

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

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

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

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

## RECOVER THE HAIR IN 10 DAYS!

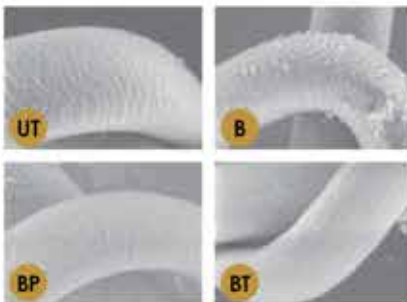
### EX VIVO EFFICACY

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

#### • SEM microscopy

#### PROTECTING EFFECT

Hair cuticle softens and hair is protected.



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

#### • Breaking force

#### STRENGTHENING EFFECT

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

Breaking force increases:

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



#### • Hair permeability

#### REPAIRING EFFECT

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

