


PRODUCT	KEY INGREDIENTS		FUNCTION
 <p><b>ARGAN</b> <i>Argania spinosa</i> SEED KERNEL OIL Certified Organic Morocco</p>	VITAMIN E	Gamma-tocopheral Delta-tocopheral Alpha-tocopheral Beta-tocopheral	Vitamin E is a potent antioxidant and free-radical scavenger. It improves skin hydration, heals dry, compromised skin, prevents wrinkles and delays aging. Vitamin E stimulates cell oxygenation and restores the skin's hydrophilic layer making the skin more elastic, smooth and shiny. Gamma-tocopheral protects against nitrogen based free radicals and protects the fibroblast of the skin (the cells that make collagen and elastin). It also improves the skin's water-binding ability, increases the natural moisture content of the skin, boosts the effectiveness of sunscreen, prevents and treats scars, plus heals damaged skin.
	ESSENTIAL FATTY ACIDS (EFAs)	Oleic acid (Omega-9) Linoleic acid (Omega-6) Palmitic acid Stearic acid Myristic acid	Omega fatty acids or essential fatty acids (EFAs) are natural penetration enhancers due to their fluidizing effect on cell membranes. EFAs are critical in the formation of prostaglandin (PGE) which acts as a natural anti-inflammatory healing agent and is essential in cellular membrane health and tissue regeneration. They stimulate the production of collagen and elastin, helping to improve the structure, function and appearance of aged skin. Oleic acid balances sebum production, promotes the production of antioxidants, helps to repair tissue damage and improve skin condition. Linoleic acid is an antioxidant and anti-inflammatory agent effective in cell regulation and skin repair that has been shown to be beneficial in treating acne conditions. Palmitic, stearic and myristic acids are natural emollients helping reinforce the skin's healthy barrier function for a smoother surface. EFAs are responsible for improving moisture retention and keeping the skin softened, elastic and firm.
	SQUALENE	Squalene	The skin's natural production of Squalene diminishes with age. Squalene helps hydrate and protect the skin, fight wrinkle formation, encourage regeneration of healthy skin cells and prevent premature aging. As a natural emollient it is quickly absorbed, deeply moisturizing and prevents water loss from the skin. Squalene acts as an important antioxidant, arresting free radical damage while preventing the breakdown of the skin's natural collagen and elastin, which is what keeps skin looking firm and youthful. Squalene contains lipoproteins that hinder the formation of harmful peroxides that can destroy important vitamins in the skin. Squalene helps prevent UV damage and is suggested to be protective against skin cancer. It provides relief from dry, itchy and damaged skin making it suitable for eczema and psoriasis skin conditions.
<p><b>APPLICATIONS</b></p> <p>dry, frizzy hair damaged hair dandruff &amp; dry scalp itchy &amp; irritated scalp cradle cap inflamed skin chapped skin brittle nails rough cuticles cracked heels</p>	ANTIOXIDANTS	Vitamin E Squalene Copper Polyphenols	Antioxidants reduce oxidation. Oxidation is what turns an apple brown when exposed to the air. Antioxidants help the body repair cells and reduce the effect of aging. When applied externally, they help protect skin from environmental factors such as chemicals, pollution, and sun damage. Antioxidants prevent free radical damage and assist in skin repair and rejuvenation, giving the skin a revitalised natural glow.
	STEROLS	Schotteno Spinasterol D-7 avenasterol Stigmasta-8,22-dien-3b-ol	Sterols help prevent skin aging by promoting moisture retention as well as optimizing the function of the skin barrier. Sterols are important for healthy skin because they mimic the effects of cholesterol on the skin, whereby cholesterol is an important part of the skin's epidermal layer and contributes to overall skin health. Sterols have been shown to help prevent wrinkles and increase skin elasticity.
	ANTI-INFLAMMATORIES	Triterpene alcohols Polyphenols	Triterpene alcohols prevent aging effects on the skin by inhibiting protein degrading enzymes. They are noted for their potent anti-inflammatory action, which contributes to healing a variety of skin conditions including acne, eczema, and psoriasis. Leupeol is an anti-inflammatory triterpene alcohol, found present in Argan oil, used in the prevention or treatment of skin cancer and other skin disorders.
	POLYPHENOLS		Polyphenols act as antioxidants that block the formation of carcinogens and modulate hormone receptors. Polyphenols fight sun damage and photoaging with UV protection and promote skin repair with anti-inflammatory, anti-septic and free-radical fighting properties. The polyphenol ferulic acid, found present in Argan oil, increases in potency as an antioxidant when exposed to sunlight, making it particularly effective in helping to prevent photo-aging.

