

MOROCCANOIL®

PRODUCT GUIDE



Hair & Beauty
Warehouse (Pty) Ltd

TREATMENT



MOROCCANOIL TREATMENT

This argan oil-infused formula is the foundation for conditioning, styling, and finishing hair to improve manageability and speed up drying time. Just one application boosts shine by up to 118%.*

For all hair types

MOROCCANOIL TREATMENT LIGHT

The same benefits in a lighter formula. For fine or light-colored hair



MOROCCANOIL TREATMENT PURPLE

Tone-correcting treatment with violet pigments counteracts unwanted yellow and orange tones while enhancing manageability and shine. 95% said the product reduces brassiness in one week.*

For blonde, lightened, or grey hair



MOROCCANOIL TREATMENT MIST

Light-as-air dry oil spray instantly absorbs into hair for enhanced manageability, conditioning, and shine. 95% said hair does not feel weighed down.*

For all hair types

CURL



CURL ENHANCING SHAMPOO & CONDITIONER

Curl-boosting shampoo and conditioner encourage curl formation while increasing manageability and shine. Colorsafe.

For all curl types



INTENSE CURL CREAM

Rich leave-in conditioner maintains curls' shape while softening and deeply nourishing.

For curly to tightly spiraled hair



CURL DEFINING CREAM

Lightweight cream enhances the appearance of curls, while increasing bounce and movement.

For all curl types



MOLDING CREAM

Emollient and workable formula gently shapes and defines. Enhances look and feel of hair with thickening fibers. For natural styles with a matte finish and flexible hold.

For all hair types

STYLE

COLOR DEPOSITING MASKS



- Hibiscus
- Platinum
- Rose Gold
- Bordeaux
- Cocoa

COLOR DEPOSITING MASK

Ultra-nourishing temporary color mask deposits pure pigments, while conditioning deeply for beautiful, commitment-free color. Enhances tones, customizes hair color, or refreshes

existing color.

For all hair types

COLOR CARE



BLONDE PERFECTING PURPLE SHAMPOO & CONDITIONER

Professional-strength formulas with violet pigments neutralize brassy tones, while ArganID™ helps repair and seal the cuticle. Color-safe.

For blonde, lightened, or grey hair



COLOR CARE SHAMPOO & CONDITIONER

Protects against environmental aggressors to extend the life of hair color. ArganID™ helps seal the cuticle to lock in color and enhance vibrancy.

For color-treated hair



PROTECT & PREVENT SPRAY

Lightweight hair protectant that helps prevent color fade and brassiness by shielding against environmental aggressors such as UV rays and pollution.

For color-treated hair

FRIZZ CONTROL



FRIZZ SHAMPOO & CONDITIONER

Frizz-fighting formulas gently cleanse and instantly detangle, while imparting optimal nourishment and protecting against frizz in up to 90% humidity.* Colorsafe. Sulfate, phosphate, and paraben-free.

For frizz-prone hair



FRIZZ SHIELD SPRAY

Weightless, heat-activated spray protects against up to 90% humidity for long-lasting frizz, flyaway, and static control with a glass-like finish.

For frizz-prone hair



SMOOTHING LOTION

All-in-one styling lotion increases manageability with medium hold. Repels humidity and provides definition. Increases styling control and tames frizz.

For all hair types



INTENSE SMOOTHING SERUM

Highly concentrated serum provides effortless slip to facilitate styling. Enhances shine while reducing puffiness, for polished curly or straight looks.

For frizz-prone hair

*According to an independent study.

**Availability of shades may vary per market.

SCALP



SCALP BALANCING SHAMPOO & CONDITIONER

Salicylic acid and argan oil-infused formulas reduce visible flakes, oiliness, and buildup. Botanical Therapy Blend helps to relieve discomfort, protect, and promote an optimal scalp environment to enable hair to grow.

For all hair types



PURIFYING SCRUB

Argan shell powder gently exfoliates and reduces visible flakes, oils, and buildup. Provides a deeper cleanse than shampooing alone, revealing a softer, smoother scalp and bouncier, refreshed hair.

For all hair types



REVITALIZING SCALP TONIC

Fast-absorbing daily leave-in treatment helps to support fuller, thicker-looking hair over time. Helps to reduce breakage and fall-out, while balancing the scalp to form the ideal foundation for healthy hair to thrive.

For thinning hair



DRY SCALP TREATMENT

Instant pre-cleansing argan oil treatment. Infused with exfoliating salicylic acid, soothing geranium oil, and moisture-balancing Vitamin E. Helps detoxify, renew, and calm a dry scalp.

For dry scalp

OILY SCALP TREATMENT

Instant pre-cleansing argan oil treatment. Ginger root helps purify the scalp, while controlling buildup and oils. Biotin peptide complex is known to revitalize the scalp for healthier-looking hair.

For oily scalp

HYDRATION



HYDRATING SHAMPOO & CONDITIONER

Hydrates and nourishes to restore hair's moisture balance. Infused with replenishing nutrients including Vitamins A and E, and red algae. Color-safe. Sulfate, phosphate, and paraben-free.

For all hair types



INTENSE HYDRATING MASK

Concentrated formula deeply nourishes and replenishes moisture. Improves texture and elasticity. Increases shine.

For medium to thick dry hair

WEIGHTLESS HYDRATING MASK

Concentrated yet weightless formula hydrates and replenishes moisture. Improves texture and elasticity. Increases shine.

For fine dry hair



HYDRATING STYLING CREAM

Lightweight styler conditions, increases manageability, and fights frizz. Soft hold, natural feel. Tames flyaways and refreshes day-two styles.

For all hair types



ALL-IN-ONE LEAVE-IN CONDITIONER

Instantly hydrates and detangles hair. Provides up to 72-hour softness and nourishment, while preventing breakage and thermal damage.

For all hair types



VOLUME



EXTRA VOLUME SHAMPOO & CONDITIONER

Linden bud extract plumps hair with moisture. Ultra-lightweight formulas boost body. Color-safe. Sulfate, phosphate, and paraben-free.

For fine to medium hair



VOLUMIZING MIST

Light-as-air mist enhances volume for up to 50% fuller hair and 72-hour lift. Maintains all-over movement with touchable hold.

For fine to medium hair



VOLUMIZING MOUSSE

Builds body and fullness with no sticky residue. Weightless formula maintains movement and bounce. Flexible, long-lasting hold.

For fine to medium hair



ROOT BOOST

Preps roots with a strong texturized foundation prior to heat styling. Thickens strands while enhancing volume and lift. Long-lasting hold.

For fine to medium hair



THICKENING LOTION

Instantly strengthens and expands each hair strand. Provides multidimensional fullness. Leaves a touchable, non-sticky finish.

For fine to medium hair



TEXTURE CLAY

Strong hold with a matte finish for natural looks. Workable and buildable smooth clay formula. Provides piecey, roughed-up texture.

For all hair types



DRY TEXTURE SPRAY

Creates undone styles with effortless volume. Provides no-slip grit and grip.

For all hair types



TEXTURE



" RESTORATIVE HAIR MASK

High-performance formula helps rebuild damaged hair. Rich in vegetable protein and argan oil. Strengthens and increases elasticity.

For weakened and damaged hair



Instant-fix finisher aligns and seals split ends for a silky, fresh-cut appearance. Minimizes dry, frayed ends while nourishing, conditioning, and helping to strengthen. **For weakened and damaged hair**



The irresistible Moroccan oil signature scent for hair and body. Formulated in a lightweight mist so it does not disrupt hairstyle. Infused with argan oil and Vitamin E to help hydrate and nourish.

For hair and body



Workable formulabrushes out with no flakes. Fights frizz, imparts luminous shine.

Medium: Ideal for natural styles. Increases blowout longevity.

Strong: For building updos with movable yet firm hold.

Extra Strong: A setting spray forthe most demanding styles.

For all hair types



Ceramic construction allows for even heat distribution, while ionic properties promote shine and repel water. Contains sectioning tip in handle.

Ceramic Paddle Brush

Ceramic Round Brush
(25 mm, 35 mm, 45 mm, and 55 mm)



DRY SHAMPOO LIGHT TONES

DRY SHAMPOO DARK TONES



Protects against thermal damage from heat up to 450°F/230°C. Weightless formula seamlessly blends into any styling regimen. For use on wet or dry hair.

For all hair types



Deeply cleanses without stripping hair. Restores hair to a weightless, healthy balance. Color-safe. Sulfate, phosphate and paraben-free.
For hair burdened by buildup

THE COMPLETE ARGAN OIL-INFUSED APPROACH TO HAIRCARE & STYLING

Inspired by the Mediterranean, Moroccanoil comes to life through our iconic turquoise packaging and signature fragrance, for an exotic experience that transports the senses. Our original Moroccanoil Treatment pioneered oil-infused haircare and sparked global interest in argan oil.

At the heart of our brand is the stylist community that inspires us to

create effective and easy-to-use products.

Today, our mission remains unchanged: to pioneer beauty innovations while making a positive impact. We support animal welfare as a cruelty-free brand with our PETA Beauty without Bunnies certification and partnership with the Humane Society. Ocean conservation and sustainability are central to us, including our collaboration with Oceana. As our journey continues, we strive to make a meaningful difference in our communities and around the world.

Moroccanoil hair and body products are available at fine salons and retailers, spas, and online in over 80 countries worldwide. Visit us at Moroccanoil.com. For daily inspiration, follow @Moroccanoil on TikTok, X, and Instagram; subscribe to our beauty tutorials on YouTube, and find us on Facebook!

We are the original.

PRESENTING PARTNER

EUROVision
SONG CONTEST



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