

YOUR HYDRATION SERVICE

THE ULTIMATE HYDRATION EXPERIENCE FOR DRY HAIR

1. Perform client consultation. Drape client. Perform a scalp and hair analysis.
2. Cleanse hair with MoroccanOil Hydrating Shampoo. To soothe the scalp, use small circular motions with the pads of your fingertips and gently massage along the front hairline. Move to the sides of the head and gently massage the scalp with a gliding motion. Utilize the gliding motion at the nape and then on the top of the head. Working from front to back, use a light tapping motion with the pads of your fingertips over the scalp globally. Rinse thoroughly and towel-dry. Repeat tapping motion over the towel as you dry the hair.
3. Section hair into quadrants and secure with styling clips.
4. Combine 20 ml (4 pumps) of MoroccanOil Weightless Hydrating Mask with 2 ml (5 pumps) of MoroccanOil Treatment in a mixing bowl.
5. Release first quadrant. Using appropriately sized subsections, apply mixture with applicator brush from roots through ends. Repeat in remaining quadrants.
6. Use a detangling comb to comb through and ensure even distribution.
7. Wrap hair in a warm towel while the mask is on the hair. Leave on for 5–7 minutes. Optional: Working from front to back, use a medium tapping motion with the pads of your fingertips over the towel. Add warm water and emulsify before rinsing thoroughly. Towel-dry.
8. Apply MoroccanOil All in One Leave-in Conditioner. Style beautifully with MoroccanOil products.

YOUR CLIENT'S CONCERNS

"My hair is dry and flat, feeling lifeless and lacking lustre."

"My hair is so fine that I use minimal products."

"My hair dries out when I have my hair colored."

IN-SALON RECOMMENDATION

Hydration experience for dry hair. Follow with MoroccanOil Treatment Original and style using Hydrating Styling Cream.

Cleanse with Hydrating Shampoo, apply All in One Leave-in Conditioner, followed by Volumizing Mist.

Apply All in One Leave-in Conditioner prior to chemical service to equalize porosity.

AT-HOME RECOMMENDATION

Hydrating Shampoo and Conditioner, Weightless Hydrating Mask, and All in One Leave-in Conditioner.

Hydrating Shampoo, All in One Leave-in Conditioner, and Volumizing Mist.

Color Complete Shampoo, Color Complete Conditioner, and MoroccanOil Treatment Original.

MoroccanOilProfessionals.com @MoroccanOilPro

MOROCCANOIL®



HYDRATION

ARGAN OIL-INFUSED HYDRATION STARTS HERE

Hydration and nourishment 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.

MOROCCANOIL®

YOUR HYDRATION PRODUCTS



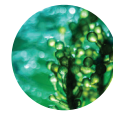
HYDRATING SHAMPOO & CONDITIONER

FOR ALL HAIR TYPES
MoroccanOil Hydrating Shampoo and Conditioner protect the cuticle against dryness while retaining moisture.

HOW TO USE
Massage shampoo through wet hair and scalp. Rinse thoroughly.
Apply conditioner from mid-lengths through ends and leave on hair for 1–2 minutes. Rinse thoroughly.



ARGAN OIL
Extremely rich in tocopherols (Vitamin E), essential fatty acids, and antioxidants.



ALGAE
Natural moisturizer that helps protect the hair cuticle against dryness.



VITAMIN A
Stabilizer that combats free radicals to help retain moisture and fight the effects of hair aging.



VITAMIN E
Helps to renew and repair damaged hair to maintain its natural moisture balance.

INTENSE HYDRATING MASK



FOR MEDIUM TO THICK DRY HAIR
MoroccanOil Intense Hydrating Mask is most suitable for medium and coarse hair textures. It deeply hydrates, moisturizes, and reduces static.

HOW TO USE
Apply a generous amount to clean, towel-dried hair. Use a wide-tooth comb to distribute and leave on hair for 5–7 minutes. Rinse thoroughly.



ARGAN OIL
Extremely rich in tocopherols (Vitamin E), essential fatty acids, and antioxidants.



LINSEED EXTRACT
Derived from flaxseed, a good source of alpha-linolenic acid—also an essential fatty acid that helps improve hair health.



GLYCERIN
Natural humectant; provides hair moisturizing benefits.



BEHENTRIMONIUM CHLORIDE
An anti-static and conditioning agent.

WEIGHTLESS HYDRATING MASK



FOR FINE DRY HAIR
MoroccanOil Weightless Hydrating Mask is most suitable for finer hair textures and lighter-colored hair. It deeply hydrates, moisturizes, and reduces static.

HOW TO USE
Apply a generous amount to clean, towel-dried hair. Use a wide-tooth comb to distribute and leave on hair for 5–7 minutes. Rinse thoroughly.



ARGAN OIL
Extremely rich in tocopherols (Vitamin E), essential fatty acids, and antioxidants.



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.



BEHENTRIMONIUM CHLORIDE
An anti-static and conditioning agent.

HYDRATING STYLING CREAM



FOR ALL HAIR TYPES
MoroccanOil Hydrating Styling Cream is formulated to create sleek, smooth styles with soft hold and shine. It combats static and frizz.

HOW TO USE
Dispense and massage an appropriate amount between the palms. Distribute evenly from roots through ends on damp, towel-dried hair. Blow-dry or allow to dry naturally. Apply a small amount to dry hair to fight frizz, or combine with a small amount of MoroccanOil Treatment to refresh your style.



ARGAN OIL
Extremely rich in tocopherols (Vitamin E), essential fatty acids, and antioxidants.



BEHENTRIMONIUM CHLORIDE
An anti-static and conditioning agent.

KEY INGREDIENTS

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.*

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.

*Based on an independent lab study.



ARGAN OIL
Extremely rich in tocopherols (Vitamin E), essential fatty acids, and antioxidants.



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.

TRY THESE DIFFERENT USES



IN-SALON CLIENT INTERACTION



CREATE A DISPLAY TO INTRIGUE YOUR CLIENTS



SHOW YOUR CLIENTS HOW TO USE THE PRODUCT



HAVE YOUR CLIENTS TOUCH AND FEEL THE PRODUCT



USE EVERY DAY ON EVERY CLIENT THAT YOU SEE



DON'T BE AFRAID TO TELL YOUR CLIENTS WHAT YOU USE