



ORO DEL MAROCCO



PRODUCT
GUIDE



SUBLIME HAIR TREATMENTS

Olioseta Oro del Marocco is the professional haircare line designed with two incredible beauty potions, Argan and Linseed Oils, that create a real nectar for the beauty and health of hair.

A complete range of treatments, styling and coloring products that take care of hair day after day and support the hairdresser by providing sophisticated in-salon services.

Formulations with natural ingredients worked with attention and care to give beauty, luxury and make hair sublime.

Olioseta Oro del Marocco line offers efficient beauty solutions for long lasting benefits and it is ideal for all hair types, normal, thin, damaged, colored or treated.



OLIOSETA ORO DEL MAROCCO

Pleasure of use, extraordinary fragrances, efficient results.



GIUSEPPE

ORO DEI MAI OCCO



THE ORIGINS

From the tradition of the Berber women of Morocco that for centuries have distilled the precious Argan Oil through a long and laborious procedure, Barex Italiana acquires their teachings to create formulations that make hair sublime.

ARGAN OIL

ECOCERT CERTIFIED ORGANIC

Also known as liquid gold, Argan Oil is a precious elixir of beauty for skin and hair thanks to its deeply hydrating properties. Composed of a long chain of saturated fats capable of restructuring the hair fiber, protecting from external aggressions while delivering shine and softness. Instantly detangles, providing discipline and make hair more manageable without weigh hair down.



LINSEED OIL

ECOCERT CERTIFIED ORGANIC

Linseeds are a source of energy and vitality. They naturally contain Minerals, Vitamin E and Fatty Acids to nourish and give hair structure. They help protect the fiber and smooth the cuticle while increasing the shaft's ability to reflect light. Just like Argan Oil, Linseeds help hydrate hair by blocking the loss of moisture and keeping hair soft and protected.



All Oro del Marocco formulations are free from: SLES, CDEA AND PARABENS.

Ecocert-COSMOS is the certification body for sustainable development, specialized in the certification of organic agricultural products for cosmetics. The certification of natural extracts assures their integrity, their purity, safeness and guarantees the absolute efficacy of the formulas and product performance.



OIL TREATMENT

Argan and Linseed Oils

30 ml / 1.01 fl. oz. - 100 ml / 3.38 fl. oz.

A complete beauty treatment for all hair types. Protects from humidity and frizz, instantly absorbs and reduces drying time for a perfect look. To apply every time hair requires it.

Delivers instant shine and softness to hair.

ALCOHOL FREE - PARABEN FREE
DERMATOLOGICALLY TESTED

Contains Certified Organic Argan and Linseed Oils.



OIL TREATMENT FOR FINE OR BLONDE HAIR

Argan and Linseed Oils

30 ml / 1.01 fl. oz. - 100 ml / 3.38 fl. oz.

A weightless beauty treatment, ideal for blonde or fine hair. Restructures hair without weighing it down while providing body and fullness. To apply every time hair requires it.

Enhances natural blonde tones and gives extreme shine.

ALCOHOL FREE - PARABEN FREE
DERMATOLOGICALLY TESTED

Contains Certified Organic Argan and Linseed Oils.



NOURISHING SHAMPOO

Argan and Linseed Oils

250 ml / 8.45 fl. oz. - 750 ml / 25.36 fl. oz.

Instantly detangles and leaves hair with a sublime texture, giving it softness and shine. Ideal for all hair types and particularly suitable for colored and treated hair thanks to the delicate SLES free formula.

Deep and long lasting moisture for hair that's strong and full of body. Soothed and healthy scalp.

USE: apply on damp hair, massage, let set for a few minutes then rinse.

SLES FREE - CDEA FREE - PARABEN FREE
GLYCOL FREE - DERMATOLOGICALLY TESTED

Contains Certified Organic Argan and Linseed Oils.

WHEN TO USE THE OIL TREATMENT?

- **On damp hair, before drying** to drastically reduce drying time and to improve brushing.
- **After drying**, on ends for a shiny finish
- **Before coloring**, on dry hair for added protection.
- **During coloring**, directly in the coloring mixture to increase absorption speed and to enhance color shine.
- **On hard to manage hair** to tame frizz and give softness.
- **On extensions** to detangle and provide shine.
- **As a restructuring post-summer treatment** on very dry and damaged hair due to sun, salt, wind and chlorine.



HYDRATING CONDITIONER FOR FINE OR BLONDE HAIR

Argan and Linseed Oils
250 ml / 8.45 fl. oz. - 750 ml / 25.36 fl. oz.

Light and detangling, it immediately provides volume and consistency to very fine hair. Protects from environmental stress while strengthening the hair fiber. Enhances natural blonde tones, giving shine and smoothness without weighing hair down.

Hair that's easy to comb, full of body and shine.

USE: apply on washed and damp hair, massage, let set for a few minutes then rinse.

PARABEN FREE - GLYCOL FREE
DERMATOLOGICALLY TESTED

Contains Certified Organic Argan and Linseed Oils.



NOURISHING MASK

Argan and Linseed Oils
250 ml / 8.45 fl. oz. - 500 ml / 16.9 fl. oz.

A rich and creamy treatment to completely restructure hair, especially damaged and chemically treated types. Repairs the hair fiber, making hair stronger and more resistant to breakage. Provides discipline and control to frizzy, rebellious hair. Hair is deeply nourished and becomes soft, shiny and more manageable.

USE: apply on washed and damp hair, massage, let set for a few minutes then rinse.

PARABEN FREE - GLYCOL FREE
DERMATOLOGICALLY TESTED

Contains Certified Organic Argan and Linseed Oils.



QUICK FIX FASHIONABLE FRAGRANCE INTENSE HOLD HAIRSPRAY

Argan Oil and Panthenol
300 ml / 10.14 fl. oz.

Quick-drying formula to instantly fix styles without flaking or buildup. Scented with our iconic, seductive fragrance that lasts all day. Designed to provide firm, intense hold. Brushes and combs through easily. Long-lasting hold and hair is protected from humidity and static.

USE: spray on dry or damp hair from a distance of 30 cm. For extra volume, lift strands and spray onto roots at a distance of 15 cm. Use daily for refreshing hair with a long lasting fragrance.

Contains Certified Organic Argan Oil.



VOLUME BOOSTER MOUSSE

Argan Oil and Volumizing Actives
200 ml / 6.76 fl. oz.

Volumizing styling mousse, ideal for a push up effect. Gives body to fine hair and volume to the roots. Provides lift, elasticity and shine without weighing down hair or leaving residues. Extra volume and frizz protection.

USE: shake well and apply to damp hair starting from the roots to create volume, on dry hair for defining strands.

PARABEN FREE

Contains Certified Organic Argan Oil.



NON-AEROSOL HAIRSPRAY MEDIUM HOLD

Argan Oil and Panthenol
300 ml / 10.14 fl. oz.

Medium fixing strength for flexible hold that gives hair lightness and natural movement. Ultra dry diffusion and extreme shine. Provides brilliance and protects hair from frizz while leaving it hydrated.

USE: spray on dry hair to define hairstyle.

Contains Certified Organic Argan Oil.

BODY CARE



NOURISHING BODY WASH

Amber Extract, Argan and Linseed Oils
250 ml / 8.45 fl. oz.

A creamy body wash perfect for daily cleansing or for an unforgettable relaxing break. Amber Extract and Argan Oil provide the skin with nourishment and tone. With unmistakable fragrance that caresses the skin with woody, fresh and musky notes.

USE: massage on wet skin; for a bath, pour under the jet of water for a rich and creamy foam. Rinse.

SLES FREE - PARABEN FREE - CDEA FREE
DERMATOLOGICALLY TESTED

Contains Certified Organic Argan and Linseed Oils.

COLORING PRODUCTS



AMMONIA FREE HAIR
COLOURING CREAM

Argan Oil
100 ml / 3.5 oz.

- 100% coverage of white hair
- 0% ammonia
- 0% irritating odor
- Maximum comfort for scalp and respect for the hair fiber
- Maximum shine and color intensity
- Lightening up to 3 tones
- 1:1,5 mixing ratio
- Over 50 shades including the Extra Lifting series (1:2)

Contains Certified Organic Argan Oil.



CREAM
DEVELOPER

Argan Oil

200 ml / 6.76 fl. oz.:
10 Vol. / 3%, 20 Vol. / 6%, 30 Vol. / 9%,
40 Vol. / 12%

750 ml / 25.36 fl. oz.:
7 Vol. / 2.1%, 10 Vol. / 3%, 20 Vol. / 6%,
30 Vol. / 9%, 40 Vol. / 12%

Works in combination with Oliosea Oro del Marocco Ammonia Free Hair Colouring Cream or Extra Lifting Cream and with the Bleaching Powder in the indicated mixing ratio.

PARABEN FREE

Contains Certified Organic Argan Oil.



BLUE BLEACHING
POWDER

Argan Oil

Box with 12 sachets of 30 g / 1.06 oz. each

A compact, fragranced bleaching powder that lifts up to 6 tones, ideal for all lightening techniques. Advanced technology for perfect bleaching while respecting the structure and the hydration of the hair. Contains specific micro-blue pigments for an anti-yellowing effect.

Contains Certified Organic Argan Oil.

ORO DEL MAROCCO PAINTS YOUR WORLD!

From Oro del Marocco comes an innovative ammonia free coloration system and post color treatment ritual for hair and scalp.

A professional in-salon service that treats scalp just like facial skin.

COLORITUAL

has been studied to offer salon clients a complete wellness treatment that begins right from a gentle coloration on scalp and goes on to treat lengths for an extraordinary end result. The ritual is carried out in **4 steps** through specific and highly sophisticated products that act in synergy on 3 levels:

SCALP: rebalance and maintain scalp's pH level within its correct physiological values. Scalp is soothed.

HAIR: restructure hair, making it stronger, shinier and more beautiful.

COLOR: make it more vibrant, longer lasting and radiant.

COLORITUAL BEGINS WITH THE APPLICATION OF ORO DEL MAROCCO AMMONIA FREE PERMANENT COLORING CREAM:

a gentle hair color that guarantees 100% coverage of white hair making it ideal for all color services in the salon.

THE 4 STEPS OF COLORITUAL

Step 1

ANTIOXIDANT ACTION

Begins during coloration, by blending the Protective Serum into the coloring mixture. A treatment for both scalp and hair that prepares for the next phases of the ritual.



PROTECTIVE
SERUM

AOS Complex and Vitamin E
30 ml / 1.01 fl. oz.

Its formula, rich in antioxidant and nourishing agents, protects scalp and hair from oxidation ensuring perfect coloring and extreme shine.

USE: add 4/5 pumps of the product to the dye mixture + oxidizer and proceed with the application of the color. The dye mixture immediately becomes more cosmetic and easy to apply.

PARABEN FREE
DERMATOLOGICALLY TESTED

Contains Certified Organic Argan, Grape Seed and Olive Oils.

Step 2

RE-ACIDIFYING ACTION

An easy to use natural clay, that instantly soothes and restores the pH of the scalp, bringing it back to a state of wellness.



REBALANCING WHITE
CLAY MASK PH 3.5

Argan, Grape Seed, Sacha Inchi and Olive Oils
250 ml / 8.45 fl. oz

Detoxes and soothes thanks to Kaolin and Vegetable Oils. Restores the physiological pH value by neutralizing the alkalizing action of the dye on hair and scalp, closing up the cuticles and making the hair soft and shiny.

USE: rinse the color with water and towel dry scalp and hair. Apply the product using a brush, starting from the scalp to the lengths, distributing evenly. Leave on for 5 minutes.

PARABEN FREE
DERMATOLOGICALLY TESTED

Contains Certified Organic Argan, Grape Seed and Olive Oils.

Step 3

GENTLE CLEANSING

The ritual continues with the Nourishing Shampoo that gently cleanses, restoring the hair from roots to tips, continuing the soothing effect on the scalp.



NOURISHING
SHAMPOO

Argan and Linseed Oils
250 ml / 8.45 fl. oz. - 750 ml / 25.36 fl. oz.

Cleanses the hair and scalp by removing any residue. Hair is detangled and hydrated, scalp is relaxed.

USE: rinse Rebalancing White Clay Mask using this product, helping the formation of a delicate foam. After 3 minutes, rinse thoroughly.

SLES FREE - CDEA FREE
PARABEN FREE - GLYCOL FREE
DERMATOLOGICALLY TESTED

Contains Certified Organic Argan and Linseed Oils.

Step 4

PRE-STYLING

In the pre-styling phase, the use of Oro del Marocco products will guarantee the protection of the hair from heat sources while giving extreme malleability and shape to styling.



OIL
TREATMENT

Argan and Linseed Oils
30 ml / 1.01 fl. oz. - 100 ml / 3.38 fl. oz.

Protects and nourishes hair that becomes extremely shiny, silky and easy to comb. Hair is smoothed, extra shiny and more manageable.

USE: apply to towel-dried hair and blow dry as normal for additional protection.

ALCOHOL FREE - PARABEN FREE
DERMATOLOGICALLY TESTED

Contains Certified Organic Argan and Linseed Oils.

A new way to present color as part of an exclusive treatment system.

THE SENSE OF LUXURY

Many are the causes that can lead to damaged hair: stress, aggressive chemical treatments, excessive brushing or use of heat tools, external agents. These factors can transform the appearance of hair, making it lifeless and opaque, structureless, unruly and prone to breakage.

For naturally fragile hair or to repair the damaged hair fiber, Oro del Marocco presents a special recipe for damaged hair enriched with **Japanese Camellia Oil**.



This nourishing oil has been a treasured **beauty secret** by the ancient Geisha's for centuries: it has a long history of giving Japanese women flawless porcelain-like skin and long, beautiful, shiny hair.

It provides **softness, elasticity and protection while soothing scalp.**



DAMAGE CARE OIL

Argan, Linseed and Japanese Camellia Oils
30 ml/ 1.01 fl. oz. - 100 ml / 3.38 fl. oz.

A precious ritual for damaged hair. With its unique signature fragrance it combines the virtues of three Natural Oils for silky, healthy and easy to comb hair. It softens the hair while repairing split ends and nourishes hair instantly, repairing and protecting the fiber for a deep and long lasting moisture.

USE: on washed, damp hair apply a few drops to deeply hydrate hair. On dry hair, apply to lengths and ends to control frizz and give fabulous shine.

ALCOHOL FREE - PARABEN FREE
DERMATOLOGICALLY TESTED

Contains Certified Organic Argan and Linseed Oils.



DAMAGE CARE SHAMPOO

Argan, Linseed and Japanese Camellia Oils
250 ml / 8.45 fl. oz. - 750 ml / 25.36 fl. oz.

Provides hair with body and vitality thanks to its formula which performs a deeply nourishing, moisturizing and repairing action. Delivers extra softness and shine. Enriched with Wheat Microproteins which act into the cortex for a strong anti-breakage action and a hydro balancing effect.

USE: apply to wet hair, gently massage then rinse. Repeat if necessary.

SLES FREE - CDEA FREE - PARABEN FREE -
GLYCOL FREE - DERMATOLOGICALLY TESTED

Contains Certified Organic Argan and Linseed Oils.



DAMAGE CARE MASK

Argan, Linseed and Japanese Camellia Oils
250 ml/ 8.45 fl. oz. - 500 ml / 16.9 fl. oz.

A replenishing treatment that delivers nutrients which are essential for fuller, stronger hair. Makes hair soft and shiny. Ideal for damaged hair that immediately becomes healthier and more resistant. Enriched with Wheat Microproteins which act into the cortex for a strong anti-breakage action and a hydro balancing effect.

USE: apply after shampooing, comb through. Let set for 3-5 min., then rinse thoroughly.

PARABEN FREE - GLYCOL FREE
DERMATOLOGICALLY TESTED

Contains Certified Organic Argan and Linseed Oils.

BODY CARE

Argan, Linseed and Japanese Camellia Oils
250 ml/ 8.45 fl. oz.

A pampering for the senses with a sparkling floral and fruity fragrance. Argan and Linseed Oils perform a deep moisturizing and nourishing action. Japanese Camellia Oil soothes the skin by improving its elasticity.



HEALING BODY WASH

USE: in the shower, massage on wet skin; for a bath, pour under the jet of water for a rich and creamy foam. Rinse.

SLES FREE - PARABEN FREE - CDEA FREE
COLORANT FREE - DERMATOLOGICALLY TESTED

Contains Certified Organic Argan and Linseed Oils.

A luxurious pleasure that revives hair and gives new life to compromised fibers.

LUXURY COLOR CARE

Colored and treated hair requires specific care and should be pampered with targeted products. Once your hair is dyed, maintaining that fresh color is a must: using color haircare products can make a huge difference in the longevity of color vibrancy and the preservation of hair integrity.

Oro del Marocco presents a special recipe for colored and treated hair enriched with **Opuntia Oil**.



Extremely rich in Omega, Vitamins, antioxidants and minerals, it **protects and revitalizes** the hair, **preventing color fading** and improves shininess and brightness of the color.



COLOR SUBLIMATING HAIR OIL

Argan, Linseed and Opuntia Oils
30 ml / 1.01 fl. oz. - 100 ml / 3.38 fl. oz.

It combines the virtues of three natural Oils for sublimated and deeply replenished hair with glowing radiance and sublimated color. Nourishes hair instantly, repairing and protecting the fiber. It delivers deep and long lasting moisture, smoothing the cuticle for shinier hair.

USE PRE-BLOW DRY: apply to towel-dried hair and blow dry as normal for additional protection.

FINISHING: work into ends for frizz control and color enhancement.

TOUCH-UP: apply throughout the day to add extra radiance.

ALCOHOL FREE - PARABEN FREE
DERMATOLOGICALLY TESTED

Contains Certified Organic Argan and Linseed Oils.



COLOR SUBLIMATING SHAMPOO

Quinoa and Argan, Linseed and Opuntia Oils
250 ml / 8.45 fl. oz. - 750 ml / 25.36 fl. oz.

Preserves the hair color, infusing extreme shine. It combines the benefits of natural extracts and oils for long-lasting brightness and enhanced color. The Quinoa repairs and protects your hair, preventing color fading. Revitalizes the fiber, for hydrated and soft hair and nourish deep down for a repairing and smoothing action.

USE: apply to wet hair, gently massage then rinse. Repeat if necessary.

SLES FREE - CDEA FREE - PARABEN FREE
DERMATOLOGICALLY TESTED

Contains Certified Organic Argan and Linseed Oils.



COLOR SUBLIMATING CONDITIONER

Quinoa and Argan, Linseed and Opuntia Oils
250 ml / 8.45 fl. oz. - 750 ml / 25.36 fl. oz.

Hydrates and detangles colored hair, preserving its color and shine. It combines the benefits of natural extracts and oils for soft hair with enhanced color. The Quinoa repairs and protects your hair, preventing color fading. Revitalizes and nourishes fiber deep down for hydrated and soft hair, with a smoothing and repairing effect.

USE: apply on washed and damp hair, massage, let set for a few minutes then rinse.

PARABEN FREE
DERMATOLOGICALLY TESTED

Contains Certified Organic Argan and Linseed Oils.

A luxurious pleasure that protects, hydrates and illuminates colored hair.



ORO DEL MAROCCO



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