



MONAT

Rejuveniqe Oil Intensive

vs

Moroccan Oil



Blend of rare, pure oils from around the world

1. Meadow foam Oil
2. Abyssinian Oil
3. Camellia Oleifera Oil
4. Tomato Seed Oil
5. Carrot Seed Oil
6. Lemon Peel Oil
7. Lime Oil
8. Bergamot Fruit Oil
9. Adansonia Digitata Oil
10. Mauritia Flexuosa Fruit Oil
11. Coconut Oil
12. Gardenia Tahitensis Flower Extract
13. Moringa Oleifera Seed Oil
14. Caryocar Brasiliense Fruit Oil
15. Sunflower Seed

Unique molecular structure – small molecules

Small molecules that **can penetrate and absorb deep in to hair follicle** and skin, making it weightless.

So compatible that it **mimics the body's own natural oils**.

Can be added to color, bleach, and perms for incredibly healthy, shiny results!

MONAT sources our oils from around the world, carefully vetting each supplier to ensure that what we put into our product line meets the strictest standards of potency, purity, sustainability and worker wellbeing.

Abyssinian: The key ingredient. From the crambe abyssinica plant native to central Africa, it's a rare and unique combination of fatty acids prized for their ability to do everything from mimic the effects of silicon for unbeatable shine; lubricate the hair deep into the follicle; and protect and coat each strand.

Silicone polymers, synthetic fragrances, argan oil, food coloring, and preservative

1. Cyclopentasiloxane,
2. Dimethicone
3. Cyclomethicone
4. Butylphenyl Methylpropional
5. Argan Oil
6. Linum Usitatissimum (Linseed) Extract
7. Parfum (Fragrance)
8. D&C Yellow-11
9. D&C Red-17
10. Benzyl Benzoate
11. Alpha-Isomethyl Ionone

Large, synthetic, silicon polymer molecules

“The molecules in argan oil are too large to penetrate your hair cuticle. Since it can't penetrate, it actually just sits on top of your hair. This can be a problem if you're using it when your hair is wet, or if you're using too much. Applying the oil to damp strands before drying will leave your hair feeling smooth for a while, but over time it will actually dry out your hair. The argan oil winds up creating a barrier on top of your hair, which blocks out any moisturizer trying to get in.” *Mark Townsend, Celebrity hair stylist*

- The first 3 ingredients of Moroccan Oil (Cyclopentasiloxane, Dimethicone and Cyclomethicone) are large, synthetic, silicon polymer molecules **built from repeating chemical units**.
- The fourth ingredient, Butylphenyl Methylpropional, is a **chemically manufactured scented liquid**.
- The fifth is Argan Oil.
- Linseed Extract - emollient extracted from flax seeds.
- Parfum (Fragrance) which is supposedly Coumarin, a vanilla scent.
- D&C Yellow 11 and D&C Red 17 are **food colorings**.
- Benzyl benzoate is a **preservative and pesticide for scabies and lice**. It's also used as a fragrance.
- Alpha-isomethyl ionone is a fragrance that the International Fragrance Association has **banned for use in perfumes**.

MOROCCAN OIL TREATMENT – HAIR HELP OR HYPE?

Jul 28, 2010 | Product Reviews Kevin James Bennett Makeup Artist | Beauty Journalist | Educator | Cosmetic Developer

IF MOROCCAN OIL TREATMENT IS SUPPOSED TO FEATURE THE BENEFITS OF MOROCCAN ARGAN OIL, WHY ARE THE FIRST THREE INGREDIENTS SILICONE POLYMERS? DOES THIS STUFF REALLY HELP? OR IS IT ALL HYPE?



I'm a product developer, so I know how to break down an IL (ingredient listing), which is why I have serious questions concerning the Moroccan Oil Treatment hype. I'm convinced that their marketing claims about the nutrient and antioxidant benefits of Argan Oil in their products are pretty over-inflated ...considering a bottle of "treatment oil" contains less than 5% of the stuff. And could someone please explain why the product contains more synthetic fragrance than the advertised "star" ingredient, Argan Oil?

INGREDIENTS: Cyclopentasiloxane, Dimethicone, Cyclomethicone, Butylphenyl Methyl Propional, Argania Spinoza Kernel Oil (Argan Oil), Linum Usitatissimum (Linseed) Extract, Parfum (Fragrance), D&C Yellow-11, D&C Red-17, Benzyl Benzoate, Alpha-Isomethyl Ionone

The first three ingredients of Moroccan Oil Treatment are silicone polymers. In cosmetics, silicone polymers are excellent carrier emollients because their large molecules cannot penetrate living skin but effectively delivers other ingredients to it. Cyclopentasiloxane and Cyclomethicone are **volatile silicone solvents** (they evaporate) and Dimethicone was one of the first silicone lubricants used in cosmetics.

The fourth ingredient in Moroccan Oil Treatment is the synthetic fragrance butylphenyl methylpropional. Fragrance and flavor manufacturer Givaudan of Vernier, Switzerland developed this substance as Lilial, a **chemical mimic** of the scent of lily-of-the-valley flowers. In their 2003, Givaudan announced that they discontinued Lilial at the end of 2002 despite high sales volume, but other sources would continue to manufacture it. Interesting because a 2003 European Union Cosmetics Directive notes Lilial as being a dermatitis risk.

Argania seed kernel oil (Argan Oil), the fifth ingredient in the Moroccan Oil Treatment , is rich in antioxidants and omega 6 fatty acids, and is believed to contain twice as much vitamin E as olive oil. Argania oil is 48 percent oleic fatty acid and 34 percent linoleic.

The remaining ingredients are

- Linseed Extract, which is a mucilage emollient extracted from flax seeds.
- Parfum (Fragrance) which is supposedly Coumarin, a vanilla scent.
- D&C Yellow 11 and D&C Red 17 which are **food colorings**.
- Benzyl benzoate is a **preservative and pesticide for scabies and lice**. It's also used as a fragrance.
- Alpha-isomethyl ionone is a fragrance that the International Fragrance Association has **banned for use in perfumes**.

So, we have determined that the main ingredients in Moroccan Oil Treatment are silicone polymers, which are very popular for hair smoothing, frizz fighting and shine enhancing in haircare products. Dimethicone and Cyclomethicone are the main ingredients in MOST drugstore hair smoothing formulas (FrizzEase), so why does Moroccan Oil Treatment have such a hefty price tag (\$40)? AND –

Keep in mind, ingredients are listed by quantity with the largest amount of a single ingredient listed first and so on. If Argan Oil is this product's featured ingredient (a.k.a. Moroccan Oil), why is it wedged between Butylphenyl MethylPropional (a synthetic fragrance) and Linseed Oil? There's more synthetic fragrance in this product than the featured ingredient (argan oil). Seriously?

The company might rave about Argan Oil's benefits, but this shamefully small concentration of it is deceptive marketing and exploits people's trust.

The real issue here is that the cumulative benefits you're getting from a product is actually a cosmetic band-aid. I agree, it will make the hair "appear" smoother and frizz-free almost immediately, but with repeated use, the silicone builds up and becomes increasingly harder to remove with just standard shampooing. This buildup eventually repels the moisture and nutrients your conditioner is trying to deliver to the hair shaft, leaving the hair severely dehydrated. Also, if not removed correctly, the silicone buildup creates an occlusive barrier on the scalp which suffocates and strangles hair follicles and makes hair fall out.

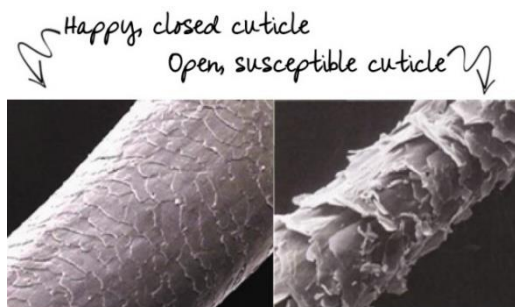
MAJOR UPDATE 2012 – Moroccan Oil Treatment is no longer on the PETA "Companies That Do Test on Animals" list and is no longer making "cruelty free" claims. Interesting.

LOCKS-IN COLOR!

When hair is colored, the pigments are held captive inside the hair strands. Anything that can lift the hair shaft's cuticle, allowing color molecules to escape, will cause color to fade.

One of the biggest culprits? Water. Plain water dilutes the pigment and causes it to fade faster.

Water molecules are big, Rejuveniqe oil molecules are small. Monat's Rejuveniqe Oil is infused in all of our products; the oil molecules penetrate the cuticle and get in to the cortex where the color is stored. The oil molecules create a chain, and will expel the water molecules. The oil remain inside the hair, sealing the cuticle so it is tight, which keeps your color safe.



Another culprit is heat. Fading also happens due to excessive heat from blow drying, flat irons, etc. Heat damages the cuticle causing color to escape.

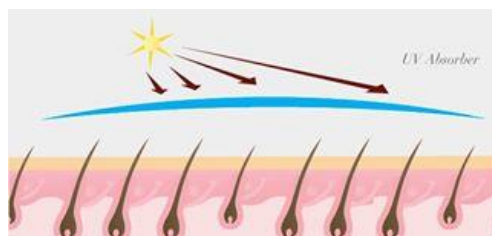
The replenish masque contains the most Rejuveniqe oil of all the products. Applying a Masque treatment after a color process will close the cuticle (sealing color in) as well as protect it from heat and UV rays.

Using products without proper UV protection is an open invite for the harsh, damaging UV rays of the sun to fade hair color. Monat contains:

Crodasorb™ --- a powerful formula that packs intense protection from the sun's damaging rays and resultant UVB damage, it also preserves hair's natural pigmentation and keeps strands stronger and locks in moisture.

Benefits:

- *Protects natural and synthetic coloring as well as gray hair.*
- *Absorbs high amounts of UVB and UVA light.*
- *Penetrates the hair, protecting both the cuticle and the cortex.*
- *Helps to smooth the cuticle for less damage and breakage.*



Procataline™ -- a pea extract, a rich source of secondary metabolites, which deliver healthy nutrients to promote hair growth, plus power antioxidants to combat premature thinning, as well as protect color and shine.

Benefits:

- *Maintains a healthy environment for hair growth.*
- *Preserves the hair follicle.*
- *Aids in prevention of hair loss.*
- *Helps protect against environmental damage.*
- *Protects the natural pigment in the follicle*