HOW TO USE ARGAN OIL

101

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First Edition

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Argan oil isn’t just an oil, but it’s a cultural patrimony & a national heritage that urgently ought to be preserved!

Bader Eddine - Arganfarm.com Founder & CEO
WHAT IS ARGAN OIL?
Argan Oil is the most sought-after natural vegetable oil extracted from the fruits of the Argan tree (Argania Spinosa).

The Argan tree oil is slightly darker than almond oil, with a golden tinge (if cosmetic) or a red/orange touch (if culinary) and has amazing and versatile benefits.

It has been produced by the locals for centuries, yet remained a well-kept “secret” known only to the indigenous in Morocco and was (and still is) used for domestic purposes here in the region of Essaouira.

>> More about the history of Argan oil

The Different Kinds Of Argan Oil

There are 2 different Kinds of Argan oil: The culinary grade and the cosmetic grade (aka. Cold-pressed).

The main difference between the culinary and cosmetic Argan oil is the roasting procedure of the Argan kernels. If the kernels are roasted, the oil yielded is the culinary one. To gain the cosmetic version however, the kernels are processed natural without roasting.

>> How Argan oil is made

Argan Oil In Numbers

- The yearly average fruit crop yield per Argan tree is between 120 and 180 Kg.
- It takes \( \approx 2 \) Kg of the Argan kernels = \( \approx 25-30 \) Kg of Argan fruits.
- It can take up to 2 days of hard work to remove the pulp & crack \( \approx \frac{1}{2} \)-2 Kg of nuts for the same amount of pure Argan oil.
- In the case of culinary Argan oil, it takes \( \approx 30 \) minutes to roast the 2 Kg needed.
- The cumbersome process of grinding the 2 Kg of roasted Argan kernels, takes between 2½ & 3 hours. brown dry fruit, and takes around 2 weeks in time, depending on the weather.
Argania Spinosa

The Argan tree is an extremely rare little-known tree indigenous to an intramontane area with very low average rainfall covering more than 2,560,000 H in the southwestern Morocco.

It is considered one of Morocco’s miraculous resources thanks to its extraordinary range of benefits and characteristics.

The Argania Spinosa (scientific name) and its oil were first reported in the thirteenth century by the botanist, scientist, pharmacist and physician Ibn Al Baytar.

This outstanding is believed to be one of the few surviving relict-breed species of the Tertiary Period (spanned between 65 million to 1.8 million years ago).

>> More about the Argan tree

The Argan Fruit

The Argan fruit is oval-shaped and a little bigger than an olive. Its outer layer is a thick peel that covers the green fleshy pulp.

The middle layer is an extremely hard shell preserving the last inner layer which may contain up to 3 almond-shaped kernels used for extracting the 100% pure Argan oil.

The precious Argan fruits fall from tree between July and August.

The ripening process of the Argan fruit changes its color and feel from the olive-like green fleshy fruit into yellow, then finally into a reddish dark brown dry fruit, and takes around 2 weeks in time, depending on the weather.

>> More about the Argan fruit
ARGAN OIL BENEFITS
Argan oil benefits all age groups and both genders, all kind of skins, hair and nails alike.

Argan oil was labeled in the worldwide cosmetic and beauty product industry with names like “Liquid Gold”, "The Miracle Ingredient" and even "The Magic Anti-Aging Elixir“ becoming this way a high-end luxury good on the global scene.

What makes Argan oil such a stellar ingredient according to different modern analyses, dermatologists as well as many beauty experts and skin specialists is its richness in phytosterols, unsaturated fatty acids and its rare form of vitamin E.

Unlike other conventional cosmetic products, Argan oil benefits all age groups and both genders, all kind of skins, hair and nails alike, thus solving the beauty and cosmetic products jam one often sees on the dressing tables.

The golden-colored Argan oil, has been used in its pure form by the local community for centuries as multipurpose resource in a variety of ways.
Argan oil became a best-seller with an ever-increasing demand on the global market (i.e. some items with Argan oil as an ingredient were in the top 100 selling beauty products for almost 900 days!).

Besides its traditional medicinal use, Argan oil benefits the vital functions of many body organs. The Argan oil was used on the culinary plane, to refine the local cuisine...

On the cosmetic plane, the local women used the precious Argan oil as the main ingredient in their traditional beauty recipes regiment to nourish and protect their hair, skin and nails as a remedy against the regional bone-dry conditions in here.

The fast increase of Argan oil benefits’ popularity underlines the fact that the golden oil has become a kind of "synonym" to beauty, care and health to a lot of women.

>>> More about that here!
For centuries and most likely even longer, Argan oil has traditionally been used by indigenous women here in southern Morocco as a beauty tool and was considered since these early times, additionally to its medicinal as well as its culinary benefits, as food for skin, hair and nails.

Today, after being discovered by the western world, many organic beauty care experts and pioneers are keen on the natural Argan oil as a miracle gift ingredient.

It's no secret anymore that, the nourishing, protecting and repairing properties have made Argan oil -- among other things -- the perfect anti-aging, restorative and healing solution for all kinds of skins and skin problems.

Numerous promising scientific research studies have established a variety of facts about Argan oil.

It has been found to hold multi-level repairing, curing and preventing benefits for all age groups.

This gained evidence made the Argan oil one of the beauty industry’s latest miracle components.
Argan Oil Hair Benefits

Pure Argan oil hair treatment is deservedly pushing aside numerous other natural oils for hair protection and treatment.

Argan oil acts as the optimal moisturizer, effectively treating dry hair and maintaining the oily scalp balance.

Its multilevel and multifarious uses and benefits are what triggered many beauty experts, health-care gurus and experienced dermatologists to predict beauty and health-care product cult status for organic Argan oil.

Yet these are not the only fans, as many top celebrities like Jessica Biel, Scarlett Johansson, Lady Gaga were introduced to this natural gift by their make-up artists and hair stylists.

Pure Argan oil does not only keep your hair smooth preventing it from frizzing, thinning out or breaking, but also soothes the itchy dry scalp and treats most of the root-causes of bad hair.

Here are some of the key benefits of the Argan oil as a hair treatment:

- It repairs dry, rough, parched and unmanageable hair
- It replenishes and locks hair moisture from root to tip in a natural and efficient way
- Easily seeps into the hair follicles through the pores
- Helps cure any potential follicle infection
- It strengthens the hair from its roots heals split ends
- Penetrates the hair to treat and condition it at the same time
Is nourishing for and assisting in hair growth

Feeds your hair with the vital rich nutritional components

Provides overall continuous protection

Adds to and restores that glossy, swishy shine and luster of hair

Widely used as a very effective hair conditioner aiming for soft, supple hair

It is also useful in treating dandruff

As you can see, Argan oil scores as a friendly all-rounder for your daily hair care where other serums usually just coat hair with silicone for a pseudo gloss!
Argan Oil Skin Benefits

Thanks to the impressing array of its regenerative and age-defying effects, natural and pure Argan oil made a big breakthrough in the anti-aging field and became one of the means to moderate the aging signs.

Its potent natural components do not only repair and heal the damages and traumas the skin has undergone, but also slow- and knock down aging signs.

Argan oil's natural ingredients are directly responsible for rejuvenating the hydrolipidic film (the skin's natural protective barrier) and lock the moisture in the cells.

This preserves skin elasticity, natural suppleness and protects it against germ, fungi and other external stresses.

Here are some of the priceless blessings of regular use of Argan oil for skin:

- Promote cellular youth resulting in essential comforting care for damaged skin
- Decelerate the appearance of skin aging and premature aging signs (crow’s feet, fine lines, wrinkles, creases...) and reduce the visible ones
• Prevent the natural muscle degeneration process and enhance skin tightness

• Throughout and following pregnancy, regular application of Argan oil for skin noticeably improves the elasticity of the skin.

• It also prevents the appearance of (and reduces already existing) stretch marks caused among others by weight fluctuations.

• Offer considerable protection --thanks to its potent antioxidants-- against free-radicals of the UV sun rays.

• Protect also against general pollution free-radicals and their dangerous aftereffects (some of the typical causes of early aging).

• Promptly regenerate the skin and support the vital functions of cells to prevent early aging.

• Help protect skin against environmental aggressions, aging factors and restore skin elasticity and suppleness.

>> More about Argan oil skin benefits
Healing & Protecting Benefits

In addition to its anti-aging effect, using Argan oil for skin scores also highly thanks to the oil's remedying properties.

Hence the contribution of its anti-inflammatory, antiseptic and bactericide properties into making it the #1 choice of people with sensitive skin.

These benefits include:

- Anti-inflammatory properties which are effective for treating and healing skin tissue (e.g. scars), burns, inflammations, bruises, redness, itchiness, dryness and bad skin marks
- Natural sun-protective functions and disinfectant properties perfect for calming sun burns and any sore skin condition
- Prevention and reduction of inflammations and skin irritations
Ideally clearing blemished skin and preventing acne by helping regulate sebum production

Miraculous effects on many skin conditions (chickenpox, psoriasis, eczema, and rosacea..) as well as their scars even at infants and the hereditary or infectious cases

Protective properties against skin cancer

**Moisturizing Benefits**

Thanks to its light nature, Argan oil seeps deep in very naturally and quickly without clogging skin pores.

It works from the inside out to balance and restore the skin’s natural moisture levels keeping it soft and smooth.

Here are a few moisturizing benefits of this amazing natural elixir:

- Great for renewing and protecting skin cells, strengthening their resistance and fading skin discolorations, making the skin more radiant
- Significantly hydrates and moisturizes the dry and cracked skin by restoring its natural freshness and moisture barrier way better than Shea butter for example
- Regulates sebum and balances the natural oil production of the skin to a great extent.

**Benefits For Hands & Nails**

Additionally to its other cosmetic benefits, organic Argan oil works equally well for both hands and nails.

On the hands plane, pure Argan oil shows exactly the same results as the overall effect on skin.

For your nails, if you enjoy having long ones, and have trouble with damages caused by acrylic nails tips, you may want to consider trying pure organic Argan oil.

It is now recommended for serious nail care by many dermatologists thanks to its amazing effects on brittle, weak nails that continuously peel off.

Argan oil naturally:

- Restores the vitality to stressed nails
- Strengthens, repairs and feeds damaged and split nails
- Soothes damaged cuticles around the nails
- Keeps the nails strong and healthy
- Contributes to natural healthy nail-growth of new upcoming nails
- Helps cure and prevent nail and nail-skin related infections
- Protects them against oxidation

whether you’re enduring any of the nail-related issues or you simply wish to maintain your beautifully manicured nails, Argan oil is your best bet.

With regular and (even occasional!) Argan oil use, you provide your hands and nails the needed care they deserve and to a more cost-effective way than other treatments out there!

**Consistent Use Of Argan Oil For Skin**

- Consistent application of all-natural organic Argan oil for skin will yield magnificent results especially if you use it overnight and after a bath or shower as it will:

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Healing & Protecting Benefits

- Protect the body against the chemical reactivity due to pollution
- Help neutralize the free radicals’ damages causing the skin to age before it should
- Protect, nourish, rehydrate and soften your skin and keep it healthy
- Restore, tighten and promote skin elasticity
- Boost your skin overall health and vitality
- Improve cellular cohesion (for supple healthy skin)
- Tremendously support the natural skin rejuvenation by natural regeneration of Elastin and Collagen at the cellular level
- Offer a perfect make-up base thanks to its non-oily and non-greasy nature

A drop or two regularly applied to the affected areas will keep various issues at bay, quickly optimizing your skin function and immunity, and boosting overall skin health.
Interestingly, since it became known to the world outside of Morocco, the Argan oil has also gained ground in the modern medical field thanks to its unique and rich natural composition.

Besides fulfilling nutritional needs, one can't stress it enough how beneficial pure Argan oil is as it contributes to the human health without any negative side effects.

Many recent clinical studies claimed that, due to its unique phytosterols combination, a regular dietary intake of pure Argan oil is very effective.
It blocks cholesterol absorption from the intestines and lowers its levels in the blood compared to similar diets results.

Argan oil is also reputed to possess anti-inflammatory properties.

Some health experts are even promoting that daily consumption of Argan oil is probably one of the factors helping the prevention of various cancers (i.e. prostate cancer...).

Here are some of Argan oil’s other health benefits:

**When Pure Argan Oil Is Ingested**

- Helps prevent and cure cardiovascular diseases, inflammatory disorders and heart risk factors
- Reduces the risk of the coronary heart disease & blocked arteries
- Decreases the high levels of cholesterol which is the basic factor for many cardiac problems
- Antioxidant vitamin E, which is very good for regulating heart functions, is present in large quantity in Argan oil
- Improves and stimulates blood circulation & lowers the high blood pressure
- Strengthens the body’s natural immunization and anti-bacterial functions
- Slows down the degenerative processes going on in long bones of the body
- Facilitates natural digestion and reduces the risk of obesity
- Supports directly and indirectly the vital functions of different organs of the body
- Has valuable cancer chemo-preventive, anti-proliferative as well as anti-inflammatory effects thanks to its content in gamma-tocopherol (one of the compounds of the vitamin E)

**Pure Argan Oil As An Ointment**

- Helps sore muscles and has been traditionally considered highly beneficial against arthritis (painful inflammation and stiffness of the damaged body joints)
- Contributes affectively against rheumatic diseases (rheumatic fever damages the heart, brain, joints and skin) and soothes their pains
- Was and is customarily used as a chief treatment to reduce recovery time of the scar tissue healing in cases of burns, cuts, rashes, and even bug bites
- Is an effective pain killer in many cases
- Helps treat hyper-pigmentation
- Soothes skin ailments like dry eczema, psoriasis (a skin disease marked by red, itchy, scaly patches), chickenpox and acne
- Is perfect for soothing babies bottom redness and skin irritations, and is mild enough to be used for babies bath and massage

Pure organic Argan oil is the only natural cardio-protective agent now available in the market. Its regular consumption will award reliable and efficient multi-level health benefits.

Please note, if you have any kind of allergy (i.e. against nuts) you may want to consult your doctor about the intake of Argan oil before using or consuming it. Remember, Argan oil is extracted out of a nut-like fruit.

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Besides its medicinal and cosmetic benefits, pure culinary Argan oil is used as a well-balanced dietary supplement and for creating incredibly delicious meals that provide the body’s essential nutritional needs promoting a healthy lifestyle.

Anyone who’s already tasted the organic culinary Argan oil surely remembers its light smell, the fine nutty taste and rich flavor.

The variety of pure culinary Argan oil uses in authentic Moroccan recipes goes from simple bread dipping with peppermint tea for the breakfast to the use in several main dishes, i.e. stirred into couscous and used in Tagines.

It is also used as a salad-dressing without forgetting the famous Yummy! sweet Amlou -- the Moroccan thick brown almond dip with a kind of peanut butter consistency.

In the gourmet cuisine, the precious culinary Argan oil has gained a vital place for people desiring to maintain a healthy balanced diet thanks to its rich and unique natural composition.

Yet, it has only been within the last decade that it became known outside of Morocco.
Beyond that, due to the high and on-going demand, the culinary Argan oil is now considered by many chefs worldwide as a luxury high-end exotic ingredient.

Genuine culinary Argan oil is very suitable to be used for balanced dietary purposes because of its direct, instant and positive impact on the vital functions of our body as well as our immune system.

These are some recipes that culinary Argan oil flavors:

- Tagine
- Couscous
- Salads
- Meat & Chicken Skewers
- Amlou

The delicate nutty taste of pure culinary Argan oil in addition to its high beneficial dietary values, were among the major factors that contributed to its worldwide success.
HOW TO USE IT FOR BEST RESULTS?
To use Argan oil the right way, there are things of utmost importance to pay attention to, in order to obtain maximum rejuvenating, healing and protecting impacts.

**First things first**

You want to use pure raw Argan oil as it is additive- and chemical-free and has no negative side effects.

The purer the oil, the faster and better the results. (Some gags suggesting that there is no need for 100 % pure Argan oil for the best results are fallacious!).
Knowing how to exactly use Argan oil matters: In most cases few drops would suffice! Remember, less is more. ;) Nonetheless, it is beneficial to apply it thoroughly into the targeted areas - skin and hair roots.

Depending on your skin type and your needs, you may use Argan oil up to 3 times a day to moisturize it (3 if your skin is dry, 1 if it is oily).

It is more effective to use Argan oil regularly to get the desired results quicker.

If you didn't use Argan oil before, it is advisable that you ease into it: You want to allow your skin to get accustomed to its effects as a natural product.

Argan oil is light, non-greasy and leaves no oily feel as it absorbs into the skin very easily.

**Some Of The Best Argan Oil Uses**

To help you getting started with some Argan oil uses in your daily beauty regimen, I've put together this page as a kind of "Quick Start Guide".

These are by no means the only ways to use Argan oil out there, but the simplest and some of the most effective ones.

*Remember, less is more!*
There are different ways to use Argan oil as a hair treatment to revitalize your hair and stimulate its natural growth.

Argan oil hair treatment helps against frizz, soothes the scalp skin, corrects split ends and restores a remarkable shine to your hair.

Moreover the Argan oil hair treatment will make your hair softer, healthier and easily manageable.

These application methods can be wrapped under 2 main kinds:

1. Argan Oil Hair Treatment Before Washing

Half to one hour before taking a bath or a shower, pour some pure Argan oil in your hand palm.

After that, simply and gently massage it to your scalp skin using your fingertips. Then using your hand palm to spread it throughout across your hair.

Argan oil hair treatment is one of the most efficient natural solutions out there for a wide list of hair issues.
Use a comb or a brush to evenly distribute the oil from roots to tips.

To enhance the effect of your Argan oil hair treatment, you may want to wrap the oiled hair in a hot-warm towel (a piece of cloth will also do) for the rest of the time (≈ 30 minutes) before thoroughly shampooing and washing your hair.

If you suffer extra dry, damaged or frizzy hair, pure Argan oil hair treatment is an efficient cure.

Simply apply it as mentioned above and leave it in your hair overnight.

2. Argan Oil Hair Treatment After Washing

For the use after your hair wash, you can either towel / blow your hair dry before using pure Argan oil or apply the oil directly to damp hair before styling.

Again, simply apply a small amount of pure Argan oil to your hair and thoroughly comb it through with your fingers (or with a brush) starting with the ends first to get rid of hair frizz.

It works wonders!

This will give a wet, fresh healthy look as well as an excellent brilliance and luster to your hair pretty much better than any conventional wet hair gel out there does.

You can also add a few drops of the pure oil to your conditioner daily.

If you happen to use more Argan oil than needed, you still can rinse your hair to diminish the oily effect a little.

Here is our quick Argan oil hair treatment tips guide:

- ≈ 10-15 minutes before your usual shampooing, apply a few drops using your hand palm & spread it across your hair to repair damage, smooth its fibre & fix its essential nutrients & texture.

- Prepare your hair the night before by applying a few drops using your hand palm & spread it across your hair. This will deeply nourish & replenish it, make ready & it will help protect it from post-coloring dryness.

- Before blow-drying, apply some drops of Argan oil using your hand palm first then use a brush or a comb to evenly distribute it throughout your hair from roots to tips. This will coat it with oil & protect it against heat damage.

- Apply a few drops of Argan oil on damp hair & wait for ≈ 10 minutes then start detangling it using a large-toothed comb starting from its ends. This will smooth it & get rid of frizz while deeply-nourishing & conditioning it.

- Apply some drops of Argan oil on your hair using the hand palm, then place it in a (lightly-humid) towel & squeeze it gently without rubbing. Repeat, while always starting from tips to roots. Your curls will be more defined & strengthened.

- Applying some drops daily (at any time) as a part of your hair regimen will provide a softer, shinier, supple & a glowing look. Argan oil instantly seeps into the hair fiber & fixes its essential nutrients for a lasting protection.

- Apply a few drops of Argan oil on your hair before braiding it to naturally lock the moisture inside. This will provide a considerable protection against the sun or any other environmental damaging factors.

- Applying a few drops of Argan oil on your hair before swimming (in pool or sea) will tremendously help protect it from chlorine & the aggressive dryness of salt water. It’s advised to repeat the procedure before each swim!
The Argan oil scalp treatment method through massage, has amazing benefits.

If you have a dry, flaky or oily scalp, you might need an effective oily or dry scalp treatment.

This can be as easy as taking time to make some tweaks to your hair-care routine.

There are many helpful tips you can apply; to solve the problem. The best bet is yet if you have access to pure Argan oil.

So let's go through a small variety of changes you can make to your hair-care habit and with considerable results!
Apart from keeping skin, scalp, and hair clean if you're dealing with any one of the scalp symptoms I've mentioned earlier, you can fortunately use numerous tips that help manage scalp problems.

**For managing oily scalp**

Most people suffering oily scalp (and oily skin in general) think they can control this issue by simply drying the scalp skin out.

This approach is unfortunately a bad move:

Dry out your skin and you will inevitably get your body and thus your skin to produce more oil and sebum in an attempt to over-compensate the dried one.

This only results in more and irregular breakouts.

You certainly don’t want this!

One of the best methods for handling the oily scalp issue (as for a dry scalp treatment) is a gentle scalp Argan oil massage - even if it’s with a brush only!

*How can an oil help an oily scalp?* you may ask.

Well, it’s more about a kind of “fight fire with fire” approach.

The Argan oil scalp massage method has many benefits as it:

- Stimulates the blood circulation to the scalp
- Regulates the sebum production
- Redistributes the oil evenly enabling it to seep into hair shafts.

Another simple trick you can use if you're dealing with an oily scalp is switching from warm to cool water after rinsing your hair from shampoo: thanks to the cold water, the scalp pores are closed faster slowing down the usual oil production.

To get the desired results, you can either:
- Apply pure Argan oil directly to your hair and massage it into your scalp. Wrap it in a towel & leave it on for about a half to one hour depending on your needs: the longer the better. Then shampoo and rinse the oil out with warm water.
- Use a cotton puff (or cotton ball) or pad and dab the affected areas in your scalp with the oil especially in case of strong scalp acne outbreaks.

**For an efficient dry scalp treatment**

Follow these steps for re-hydrating your scalp easily and quickly:

- Wrap your head in a warm moist towel and leave it on for about a half to one hour depending on your needs: the longer the better. Then shampoo and rinse the oil out with warm water.
- Use green lotions and moisturizers for your dry scalp treatment
- Massage your scalp regularly to stimulate blood circulation
- Always make sure you give your head a good rinse after shampooing

If you turn those simple steps into an ongoing dry scalp treatment, they can go a long way toward restoring and maintaining moisture to your scalp.

For both: oily and dry scalp treatment, to enhance the effect sought, you want to do this before bed, to allow the Argan oil enough time to seep in your scalp before washing your hair in the morning.

This will not only moisturize your scalp keeping it healthy and flake-free, but it will also help attain a natural skin oil production.

To help prevent acne outbreaks or oil over-compensation (in case of oily scalp), or keep flakes away while moisturizing your skin (in case of dry scalp), use Argan oil a few times a week and you’ll notice over time how your skin doesn’t over-compensate by producing much oil.
1. Pure Argan Oil For Face

Thanks to the fast and easy absorption characteristic of pure Argan oil, only a soft massage of the targeted area is required.

The application to the whole face is also desirable.

You can use Argan oil for skin during the day as well as over night to nourish and moisturize the face, and to enhance skin rejuvenation process (especially during sleep).

Try it instead of your usual moisturizing and rejuvenating cream or lotion.

Depending on your needs, you can use pure Argan oil for skin two till three times a day or every night (or both) as a moisturizing agent for rehydrating, freshening and conditioning your skin.

After your cleansing regimen, simply pour some drops of Argan oil into the palms of your hands, rub them a little then gently massage into your face.
How To Use Argan Oil For Skin

Your skin will quickly and naturally absorb the Argan oil without leaving any greasy residue.

When you use Argan oil for skin, it’s not a problem if you use much oil.

You can easily wipe off any excess from your face using a towel or a cotton ball.

Argan oil for skin can also be used as a very good women make-up base thanks to its non-oily and non-greasy nature.

Please allow it some time to thoroughly seep in before applying your make-up.

You can also apply Argan oil for skin to help soften and cure scars caused by skin diseases, skin dryness and wrinkles.

2. Argan Oil For Your Body:

The best time to use pure Argan oil on your body is after showering or bathing. This way it helps retain the moisture and keep the skin soft and elastic.

However, you can also use it more or less often depending on your needs.

Gently massage a very moderate amount (depending on the size of surface) of pure organic Argan Oil into your body.

To help prevent stretch marks, especially during pregnancy, massage your belly skin gently every evening before rest.

Argan oil for skin can also be used over areas where stretch marks are already existing as it will considerably help restore the elasticity of the skin of the areas in question.

Pure Argan oil can also be mixed with your favorite oils like sweet almond or rose oil.

These kinds of Argan oil mixtures can be applied as needed to any body part.

But the effectiveness, in this case, is lessened through the mixing the needed volume is bigger to reach the same effect in comparison to that of pure organic Argan oil.
If you have dry hands or if your nails and cuticles are susceptible to peeling and cracking, pure Argan oil is your friend.

To effectively obtain satisfactory results, again, gently massage some drops of pure Argan oil into your hands and nail cuticles either after a bath or a shower, or in the evening as part of your daily use before going to bed.

This way you avoid dryness which causes hangnails.

Alternatively, if you suffer weak or brittle nails, mix pure Argan oil with lemon juice (equal parts works best!) and dip your nails and cuticles into the mixture for 10 to 15 minutes before rinsing them with warm water and towel dry.

Repeat this Argan oil treatment 1 to 2 times a week to strengthen your nails, and ensure ideal healthy nail growth and good cuticles shape.

Similarly, this very same treatment is effective for the toes as well.
You can always use pure Argan oil for skin after shaving.

After you finish shaving, rinse your skin thoroughly clean from all used products residue and hair.

Then use an absorbent towel to pat it dry.

After that, put and rub some drops of pure Argan oil for skin in your hand palm to spread them evenly therein and gently massage the shaved area with it.

Allow it some time to seep in and dry naturally. It will do so astonishingly quickly!

This way you make sure you take full advantage of the potential of pure Argan oil for skin.

That’s it – no gimmicks no bells and whistles.
When it comes to dry cracked heels, pure Argan oil is the forerunner par excellence!

Following bathing or showering (or a simple warm feet wash) and a thorough exfoliation, apply and rub pure Argan oil generously to moisturize your cracked heels.

Again, before you sleep combine for example:

- Exfoliation
- Argan oil feet / heels moisturization massage
- And putting on a pair of clean, soft and warm cotton socks.

This will allow the Argan oil to seep into the cracked heels (and feet in general) overnight.

It will thus enhance the desired effect tremendously and you should see pleasing results in no time.

Repeat (nightly) as needed.

Alternatively, you can also use pure Argan oil as described above, during day.

Depending on the dryness of your feet, you can apply pure Argan oil 2 till 3 times a day.

You’ll want to gently and lavishly massage it into the affected areas including toes, nails and cracked heels to restore the natural moisture.
Use organic pure Argan oil as an overnight sunburn treatment on the affected.

Among the major skin aging external factors are the uv rays of the sun light: sunbathing in inappropriate times stresses the skin heavily causing – in most cases – its dryness and inflammation that would require sunburn treatment.

There is a bunch of sun creams out there that protect against these factors.

Yet they offer no guarantee about any collateral effects of the supplementary chemicals contained in them.

In this case -- as in the majority of other cases -- natural products have proved again and again that they are the best bet!

One of the widely recommended solutions is pure and natural Argan oil.

Not only is it an all-rounder care for your skin, but it also contains a natural sun block. It provides an effective protection against the dangerous outcomes of the sun uv rays.
Argan Oil As A Sun Cream And Sunburn Treatment

Thanks to its natural and highly active antioxidants, Argan oil has shown remarkable results acting against and eliminating the effects of free radicals.

It doesn't matter if those are of sun uv rays, pollution or other daily surrounding factors.

Argan oil gives an incomparable tan color as it supports the melanin production and helps remove the outer layers of dead skin hiding its glow.

**Use As A Sunburn Treatment**

Almost everybody has experienced a sunburn at least once and knows how quite painful this is especially when following long sun exposure times.

Well, with pure Argan oil this becomes a thing of the past!

To use organic pure Argan oil as a sunburn treatment, simply and gently massage the sun-burned area with pure Argan oil and let it work overnight.

Depending on the degree of your sunburn, Argan oil will tremendously and quickly help heal the sore skin and repair the skin damage.

Please note that pure Argan oil is an All-Natural product your skin and body may need to get used to first (as is the case with any other natural product you might use).

So, especially at the beginning, sunburn treatment might sometimes need a couple applications of Argan oil before you see the desired results!
Argan oil as a massage oil leaves neither residue nor greasy marks on the skin, thanks to its no-oily and no-greasy properties.

As you may have hitherto read, pure Argan oil, also known as "King of Oils", scores high as well on many different cosmetic areas (and for all kinds of skins) like skin and hair care, thanks to its multifarious properties.

These unique attributes have qualified this natural gift to be one of the best and finest oils to use as a massage oil.

Exactly as pure Argan oil gained fame and momentum in many other beauty and health care sectors, it also found its way to a hu-
ge number of professional spas and became the state-of-the-art for massage salons as an all-round massage oil.

Pure Argan oil is exceptionally effective as a massage oil after a warm bath or shower.

It penetrates the skin deeply, unleashing a great tender feeling of relaxation experience to your body.

Thanks to its no-oily and no-greasy property, pure Argan oil leaves neither residue nor greasy sparking marks on the skin.

On the contrary, it softens it naturally.

Simultaneously to a massage, organic pure Argan oil does not only relax your body but, thanks to its health-care qualities, it also:

- Relieves stressed joints pain
- Soothes sore muscles
- Relaxes the spine
- Improves the firmness and elasticity of the skin
- Moisturizes, revitalizes and protects the skin
- Treats a wide list of other skin issues.

and much much more!

No wonder that the liquid gold from Morocco is nowadays considered to be one of the Hollywood “A-list” society beauty secrets.

**Application Of Argan Oil As A Massage Oil**

After a warm bath, shower, sauna or hammam, towel your body dry and rub some pure Argan oil warm in your hand palms using a circular motion.

Then, gently spread and massage it into your skin.

The longer the massage duration, the more Argan oil you can add and the better it is.

*The oil quantity depends on your skin type!*

**Bonus Tips**

A very good practice is to apply a layer of Argan oil to the body the evening before the massage day.

Also, during the bath or shower, you can use a kessa (scrubbing glove) to perform a light exfoliation to remove dead skin cells (try a circular movement).

This will prepare your skin to better benefit and take full advantage of both: the massage and the Argan oil potential as a massage oil.

Your skin will become supple with a long-lasting silky, baby-skin feel.
HOW TO BUY ARGAN OIL:
Many readers ask me about what to pay attention to & what to avoid when you want to buy Argan oil.

If you too are seriously considering joining the people who do really care about their health and beauty, and want to buy Argan oil stress-free, make sure you read this post.

I know, it's long of a read. Yet it spells everything out to get a complete understanding on how to buy Argan oil - organic and pure - the right (read: more profitable) way that profits both you and the women producing it.
When 100% pure, you get the best bang for your bucks, because the Argan oil you buy in this case is neither diluted nor blended, unadulterated with other oils or fragrances. It ensures maximum potential benefits.

One of the major reasons I've built up this site, is that I've seen enough people who have been had when they buy Argan oil, and I thought --hopefully-- another article showing one of the right ways to buy Argan oil would be worthwhile.

My biggest reward, therefore, are the emails with the positive feedback I get from our readers and clients.

*I'm glad this helped.*

Although Argan oil has gained tremendous fame in the last decade, there are a lot of people who actually have never heard of it yet, let alone know how to use it right and how to avoid getting scammed buying it.

That being said, many of those who've heard about, and / or used it (especially people into health and beauty care), may still have some issues about where and how to make sure to buy Argan oil and how to make sure to get the pure organic one.

So here is a straight forward read to avoid getting trapped in any of the fallacies, and pitfalls along the way and to make sure you get what you pay for.

Just a note before you go further: this is my way of doing it as a native...

This is not the only way, but it is a simple and effective way to buy Argan oil, and one of the most direct ones to consequently secure the best quality for the best price.

Due to its multipurpose uses and benefits, Argan oil remains one of the rarest vegetable oils worldwide making it a lucrative cosmetic business.

This fact unfortunately attracted many greedy entrepreneurs who jumped on the train and started, among other practices, to manufacture the demand which resulted in many distortions and fallacies about this valuable oil.
Selecting Premium-Quality Oil

Nowadays, the possibility to buy Argan oil is available all around the globe and all over the net. Yet, to make sure you’re purchasing 100% pure organic Argan oil, it takes unfortunately more than just a close look on the product label.

To secure the best deal for your money in buying pure organic unadulterated Argan oil, it’s crucial you take many factors into consideration.

To provide you with a better understanding, here’s my check-list about things you may want to pay attention to before you buy Argan oil:

1. Buy Argan Oil According To Its Origin

When choosing to buy Argan oil, it’s of utmost importance to always make sure it is – besides being pure and organic – Moroccan.

This may sound pretty obvious, but and this is a big but, believe it or not, some guys are ridiculously pretending to have “invented” a new kind of Argan tree providing oil quality “similar” to the original one!

Moreover, if you want to take the whole thing an extra mile, simply go fair-trade. In order to ensure that, these are the best choices:

a. Either you buy Argan oil directly from one of the Argan oil cooperatives. These do not only display their products on site but a number of them also export all over the globe

b. Or, if you don’t have the option to buy Argan oil on site, you still have the possibility to buy it directly from somebody who sources it locally from cooperatives. This way you tremendously minimize the risk of being had!

By choosing to buy Argan oil products - pure organic - either way, you are not only securing a high quality product and enriching your health with the best care, but you’re supporting a worthy cause by taking an ethical environmental approach while sustaining the community members whose lives depend on this fair trade wages, as the product is coming directly from the local traditional producers.

Watch out, though!

One can't but wonder how many of the mechanical Argan oil producing companies shamelessly promote their products as being hand-made by local women when these hard-working women have never been involved, in any way whatsoever, in the production processes of these companies!

Fortunately, the contradiction in these companies' various bold claims refute their previous assertion: on the one hand, they pretend the mechanical press extraction is far better than the tra-
ditional one; on the other hand, they tell you their oil is hand-pressed by the local women and thus indirectly confirming the traditional oil superiority!

2. Don´t Let The Name Fool You!

Due to the sea of health and beauty care products coming and going on the market, various health-care and beauty treatment products manufacturers compete and brag of utilizing pure Argan oil as a part of their ingredients to build a hype and attempt to make it to the best-seller “seat”.

One more reason to be skeptical.

Simply bear in mind that these products may contain – additionally to other unnatural chemical ingredients – Argan oil quantities, that vary from some drops to a significant amount.

Moreover, any additives or chemicals reduce the Argan oil’s effectiveness and make it heavy and gooey (if only they leave the chemicals out): numerous kinds of silicone, synthetic fragrances to scent the cosmetics, some even used in insecticides (Benzyl Benzoate).

A product name containing the word(s) “Argan”, “Argan oil” in it or suggesting in any way it is Argan oil (e.g. The Moroccan oil, the oil of Morocco..) doesn't necessarily mean you're getting pure organic Argan oil.

Beware of the weird imitations and the numerous mixtures out there.

It has unfortunately become a kind of habit among many middle-men to water down the oil with other less expensive, poor-quality oils and substances along the way between the producers and the end-customers, yet promoting it as 100% pure, and shamelessly charging the same market price ogling juicy profits!

There are even some brands who sell their customers the culinary Argan oil and charging for the cosmetic one.

It’s true that there are some people who had a bad experience buying half or one liter of what passes for Argan oil from some kids selling it along the roadsides between Essaouira and Agadir for example.

Decidedly this is testimony of the cheating practiced on the oil.

But I’m surprised almost no one's named the actual scam practiced by well-established & world-wide renowned companies on a far larger scale than the mentioned roadside one!

Long story short: If you buy Argan oil, there should be no other ingredients on the label!
3. How Argan Oil Should Smell

Here lies the devil, as many dealers are selling their customers -- knowingly or not? -- the culinary Argan oil for the price of the cosmetic one.

Although the scent of natural Argan oil in general depends on many factors (origin of the Argan fruits, the area where it's processed, the extraction method etc...), one big distinction can still be made through the smell:

The strong nutty smell of the culinary Argan oil is brought out through roasting before the grinding process, whilst the cosmetic Argan oil has a very light natural smell which fades away shortly after applying it on your skin.

The goats' Argan oil however -- though the share of this oil version is insignificant on the market -- smells weirdly strong with an animal smell-touch in it.

4. How Argan Oil Should Look

Color-wise, the cosmetic high-grade Argan oil, has more of a natural yellowish golden color while the culinary one has a kind of red/orange touch that also results out of the roasting procedure.

Although more often than not, many filtrations are required to reach a certain Argan oil purity and clarity, the final pure product will still contain minimal amounts of the sediment.

So contrary to what a lot of people might think, this is by no means a sign of bad Argan oil quality but is a kind of a natural organic quality and authenticity “certification“.

Texture-wise, both have a smooth feel.

Anything heavy, gooey or stingy is more likely a diluted mixture (if at all!).

Furthermore, 100% pure Argan oil seeps easily & quickly into the skin without leaving any oily or greasy feeling.

5. Culinary vs. Cosmetic (aka. Cold Pressed) Argan Oil

Let’s clear some misleading terminology first: There's a lot of confusion and on-going controversial debate out there about the legitimacy of the “cold pressed” (more accurately: natural un-roasted) as well as the “first press" descriptions attributed to the mechanically extracted Argan oil.

Whether you agree or disagree about the validity of these terms, it's up to you of course, but one thing is sure though, despite the propaganda you might hear or have heard: this hype originated from the olive-oil-industry mafia, as the only benefit of a cold-pressed oil is the highly profitable yield of this specific extraction procedure.

In the Argan oil case, the pressing of the Argan kernels (without roasting them) to gain cosmetic
Argan oil, allows for a longer shelf life than the culinary one.

Furthermore, to describe any Argan oil as "first press" is in my opinion a big fallacy simply because there's no "second press" Argan oil. Once the kernels are pressed, the resulting dough contains no more oil!

Yet a certain number of industrials as well as some "know-it-all" folks out there, pretend they know better than methods which have been preserved for hundreds of years (and preach that the culinary one can't be used for cosmetic purposes), not because of lack of evolution but because of their simplicity and efficiency: Traditional lore.

I'm not against evolution, provided it is all-embracing (and preserving the full oil potential in this case!) ;)

Many newbies wishing to buy Argan oil ask also about which is better: the culinary or cosmetic Argan oil.

Although this is the "how-long-is-a-piece-of-rope" kind of question, in the case of Argan oil, it is noteworthy that the culinary Argan oil has been used here for hundreds of years as a multipurpose product not only for culinary but also health-care and beauty purposes alike, whilst the cosmetic one is used for beauty matters only.

Besides, according to my personal experience as a native who has the possibility to try both the culinary and the cosmetic Argan oil, the results for my needs were almost the same.


For some people, pure organic Argan oil tends to sound relatively expensive at first glance.

But one should differentiate between the self-justification of the price through the hard time-consuming labour the women had put in it as well as the rareness of the raw material and the unnecessary factors that in many cases cause the frightening prices, like – in this case – the greedy middlemen, the hefty marketing campaigns and the over-kill packaging..

... yet, it doesn't mean that over-priced Argan oil is necessarily genuine!

Conclusion:

The good news is that at the present time more and more people are already able to recognize the differences in Argan oil qualities because they simply know better now.

Now you too have clues at hand which make it easier for you to make sure you buy Argan oil and get premium quality oil worth your bucks and your trust!

The bottom line: There are many respectable brands I know of, who charge very fair prices for their genuine Argan oil.
The Arganfarm product range might seem narrow but it’s nevertheless wide in numerous ways if you consider the multifariousness of the raw material per se.

First, its long list of benefits provides everything you need to take care of your health and beauty from “head to toe”. Second, its wide spectrum of uses: The chef at heart will find just as much as the health-conscious.

And finally, by being coordinated, the range is wide in uses and benefits at the same time, and at all times.
Why Buy Argan Oil And Products From Arganfarm?

If you’re searching for a trustworthy source to buy Argan oil, you’re in the right place.

When you want to buy Argan oil, anybody can offer a good-quality product for a high price, or a poor-quality product for a low price. But to provide good products at low prices, cost-efficiency is the first pillar we work on.

That is why at Arganfarm we handle things a little differently.

Our extensive experience in sourcing high quality raw material enables us not only to provide competitive low end-prices, but also to strengthen our commitment to our credo by entertaining healthy long-term relationships with both our customers and our valuable suppliers.

To people looking for a reliable source to buy Argan oil, we offer only natural pure and organic Argan oil which can be used for culinary consumption as well as for beauty purposes (including body, skin and hair care).

All our products contain neither artificial, synthetic substances, nor GMO’s! Needless to say that we never tested our products on animals.

Additionally, to support a more sustainable environment, we package our products minimally using recyclable and recycled materials.

We invite you to take a look at our carefully-chosen selection of high-quality and all-natural Argan oil products at unbeatable, almost wholesale prices.

One of our most popular eco-friendly Argan oil products is our all-natural Amlou with wholesome natural raw almonds, pure bee honey and premium quality pure Argan oil.

YOUR SATISFACTION IS OUR BUSINESS!
Affordable and fair Argan oil product prices are one of the cornerstones of Arganfarm concepts and goals simply because they make this precious oil available to everyone.

After all, our credo is The Greatest Good To The Greatest Number.

Therefore, the Kaizen principle has an important role in our guidelines on this path and, among others, in creating our low prices which we are then able to offer our customers.

And it is so simple!

If we, as natives, source our organic Argan oil here on site for fair prices, the least we can do is to pass those on to our valuable customers.

Only so can we ensure that as many people as possible are able to have quality Argan oil.

That’s not just some credo hanging on a wall. It’s our vision.

It’s what we’re passionate about, and it fuels everything we do.

Every single bottle of Argan oil we sell has to answer to that criterion: does it benefit both the farmer and the customer?
Does it make both parties’ lives better? If it doesn’t fulfill this criterion, then it makes no sense at the first place!

No matter how great a product, it doesn’t mean anything if one benefits from it at the expense of the other.

That’s why we’re always working to keep a fair price balance for Argan oil and Argan oil related products.

One of our approaches for this purpose is -- additionally to our promotion periods -- to lower the price on our Argan oil products, simply by making less money on each consignment we ship.

And yes, I mean lower prices for the very same premium Argan oil quality!

**How can that be, you may ask?**

Well, this brings us back to our motto: with a lower price for the same quality oil, more people can buy Argan oil and the farmers (our suppliers) increase their sales.

That’s what we mean by “The Greatest Good To The Greatest Number”

And because we’re sure that people need the best quality Argan oil one can have for their bucks, and because we know that our loyal customers who have purchased our oil in the past are more than satisfied, those valuable pleased customers share the information further.

That also helps increase the quantity of Argan oil we sell.

You are actually the one to thank for our products becoming more popular and thus cheaper.

Likewise we’re thankful for all our loyal customers who have supported us along the way.

Besides, our packaging policy is an enormous plus in terms of cost-efficiency.

It’s designed in such a way that it eliminates any redundant additional costs while preserving the esthetics and first and foremost the quality of the product.

But don’t take my word for it. [Check it out for yourself!]

**We see things differently**

Why lower the price, why not make more bucks?

A balanced fair price benefits everybody involved in this:

- The suppliers (farmers) receive a fair compensation for their hard labour
- The customer benefits premium Argan oil quality for a justifiable and fair price
- Us? Mind you, shiny false promises for high prices sell a lot better. But we don’t mind. We’d better have satisfied people rather than thousands who keep dreaming and buying the next “shiny” thing because of misleading promises.
Arganfarm Standards & Ethic

If I was to describe the sales ethic of Arganfarm in one sentence, the quote above would fit best.

But let us drill a little deeper in here as it is of no harm.

First things first;

To stay faithful to our high standards and objectives in Arganfarm, the products we’re offering to our customers throughout the world on this website are 100% natural.

But as of this word’s abuse and misconception nowadays, we understand new comers to Arganfarm to be a little unsure.

Therefore we see ourselves compelled to a small definition as we want to make sure to wipe any misunderstanding out of the way.

To me and to anyone in my small Arganfarm team, the word natural means simply:

• 100% organic,
100% pure,
100% essence
Unscented
Preservative-free

In other words, unlike many other alleged Argan oil products out there, those we offer at Arganfarm are neither diluted nor blended with other fragrances, oils or any substances or toxins.

Needless to say that all our products are natural, vegan, produced cruelty-free (neither derived from, nor tested on animals) and processed in a nature-friendly manner.

To cut a long story short, we truly believe -like all natives here - that Argan oil is best and effectively used out of the “box” (read: natural without any additives whatsoever).

This is the only this way the user can safely ensure the maximum potential benefit.

Therefore, we guarantee at the Arganfarm that what you see is what you get: only high quality pure and organic Argan oil and products.

Please note, the oil we’re offering here is the very same oil which was used for centuries and is still being used here in the region for multiple purposes.

In the frame of Ethical Sourcing and Fair Trade, it is also noteworthy that by opting for Arganfarm products you are not only securing high quality organic products for yourself and enriching your health and beauty, but you’re simultaneously taking an ethical approach and supporting a worthy cause: you’re enhancing the standard of living of the community members and local producers.

What you can expect from me

As a native Swiri, I’m able to directly source the products available on Arganfarm, through my personal connection to numerous female cooperatives in my region, for a fair trade pricing.

This way, I make sure to provide the finest quality of the authentic pure Argan oil at a very affordable and fair price directly to Arganfarm customers all over the world.

The Argan oil we’re offering Arganfarm customers is a fair trade product that is environmentally sustainable.

It is harvested and produced entirely by the native women working in the cooperatives taking advantage of their ancestral know-how.

www.arganfarm.com
Dear Friend,

Thank you very much for investing your time & confidence reading this ebook.

We’ve done our best to keep this as simple & concise as possible... eliminating all the fluff & leaving only real useable information that will get you fast results.

We’re offering free shipping to more than 200 countries, as a way to say „THANK YOU“ to all the people who subscribed to our newsletter.

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