

A IS FOR ARGAN

THE MIRACLE OIL

There is no other natural skin treatment that comes closeto what Arganoilcando. Otherwise known as 'liquid gold', this miraculous remedy is for anyone who wishes to maintain younger, more elastic and velvety skin.

text | Farhana Aziz

Only obtainable by cold pressing the kernels of the Argania Spinosa, Argan is considered one of the most exotic and rarest form of organic oil in the world. Argan goes way back in time and has been the secret beauty elixir of Berber woman for hundreds of years due to its magnificent anti-ageing, nourishing and therapeutic properties. Today, it's status has revolutionized from being an exotic tourist curiosity into a prized oil of high alimentary worth.



DID YOU KNOW?

[Argan oil was first discovered from the native Argania Spinosa tree in the Souss region of Morocco. The tree is a century-old and is declared World Heritage by UNESCO.]

Recent studies have discovered that this precious phyto extract is able to fight off several skin diseases such as acne, eczema, psoriasis, burns, etc, due to a high composition of Vitamin A and E, essential unsaturated fatty acids such as Omega 3 and Omega 6 acids, and squalene. Not only is Argan oil great for the skin, it is a multi-tasker that holds limitless benefits for our hair and nails too.



Sun-Filter:

Filmogen properties of organic argan oil serves as a protective filter against UV rays. Ageing damages from the sun are averted due to its antioxidant compound, Ferulic acid. The presence of Vitamins A and E further combat against skin drying and irritations caused by sunburns.



Anti-ageing agent:

Rich in exuberant properties, it contains anti-ageing agents to enhance the skin by firming and preventing wrinkles. It has been proven that people who apply argan oil regularly do not suffer from ageing damages even with long exposures in the sun.

Emollient:

The skin emolliates and nourishes with the help of Omega 3 and 6 fatty acids that enters the phospholipids of the skin cells membranes, creating a more fluid and elastic texture. The high quantity of squalene contained in argan oil offers a shield from external agents.



The Jayanti Organic line with Argan Oil has collaborated with a myriad of other extremely high natural degree of ingredients combined from organic cultivations, offering unique emollient properties, such as wholemeal virgin beeswax, aloe vera gel and horse chestnut extract. This top-to-toe organic line is easily absorbed to imbue the skin with its powers, without leaving any trace of greasy feeling. The Jayanti Organic line with organ oil includes oils, masks, cleansers, toners, creams, scrub and shampoo for a holistic body treatment with argan.

All products are certified hypoallergenic, dermatologically tested, organic, and free of animal testing.