

# Morocco



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Be it the healing properties of Argan Oil or the exfoliating power of Rhassoul Clay, Morocco's natural beauty secrets are coveted worldwide.

To explore Morocco's beauty trends, Unearth Women's Beauty Director, Stephanie Flor, ventured to the land of spice and color to find beauty brands that are empowering local women.

In Morocco, beauty and skincare rituals begin at the hammam. The hammam—or bathhouse—is a place of gathering in Morocco where locals, especially women, can socialize and learn transgenerational rituals and beauty secrets from one another.

Public bathhouses were popular during the height of the Roman Empire but vanished over time, with the tradition being kept alive in North African countries to this day. In Morocco, the practice of attending hammam is honored weekly, making these public bathhouses an essential part of the cultural landscape.

Moroccan hammams are typically divided into two or three levels of hot steam. Traditionally, the first level of the hammam is dedicated to the cleansing of oneself (it is here where deep scrubbing and exfoliation gives way to clear skin). In the hammam, steam is used to cleanse the pores, while Moroccan Black Soap (also known as Beldi soap) hydrates the skin.

At the center of Morocco's wellness practices are the locally sourced ingredients that define the country's beauty traditions. From Argan Oil to Prickly Pear Seed Oil, the following beauty trends from Morocco both support Moroccan women and refresh your beauty regimen.



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## Argan Oil

Known to Moroccans for centuries, the antioxidants and fatty acids in argan oil work together to help stop inflammation and to protect and maintain skin elasticity, smoothness and radiance. Argan Oil provides a way for women to bond through the making of oil, and provide for their families. One of our favorite brands is *Kabina Giving Beauty*, which works to enhance the quality of life for Moroccan women and their communities by supporting local educational, environmental, agricultural and clean water initiatives.



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## Prickly Pear Seed Oil

Prickly Pear Seed Oil thrives in its arid environment, and its magical seeds contain a wonderfully balancing blend of skin-loving fatty acids that give skin and hair the refreshing hydration and protection it needs. *Loli Beauty* offers this beauty oil while supporting organic and ethical fair-trade practices in Morocco.



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## Rhassoul Clay

This superfine, ancient clay comes from deep below the Atlas Mountains and has been used for centuries by the Berber women, an indigenous North African group. Rhassoul clay is rich in minerals and helps detoxify and gently exfoliate the skin. *Shea Moisture* offers it as a beauty hack base with 10 percent of sales going towards women-led businesses to support communities that supply ingredients for their products.



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## Beldi Soap

Beldi Soap, also known as Moroccan Black Soap, prepares the skin for exfoliation. For a healthy, radiant and youthful glow you can purchase Beldi Soap from *Sabara Rose*, which empowers rural women cooperatives by donating a portion of their proceeds to build a stronger and brighter future for Moroccan girls.