

## ENDS AND TRENDS WITH KIM AND KAREN



**Karen's Beauty Tip:** Argan oil. It's everywhere. Out of nowhere this ingredient is showing up in all kinds of hair products. So, what exactly is Argan oil?

Argan oil has the reputation of giving your hair a nice sheen by providing hydration to dry hair while managing flyaway strands.

According to several sources, Argan oil is a type of oil produced from the kernels of the Argan tree, native to Morocco. The oil can be used in cosmetic products, medicine and food.

Sometimes called "liquid gold", Argan oil is considered one of the rarest oils in the world because of the limited areas where the trees that it's extracted from are grown. Limited quantity also makes it a pricier item in its purest form.

So, there you have it! Argan oil is a big trend in hair products – and probably one that may stick around for a while.