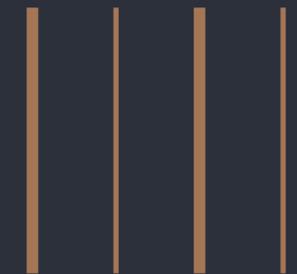




arganics





Arganic is a wellness brand
which connects beauty,
food and health by offering
rare Arabic ingredients to
the savvy consumer



‘Arganic oil and their spin of beauty products are a real game changer.

It’s rare to find a company whose ethos and focus on provenance is so transparent, focussed entirely on a deep respect for the suppliers they use and the ingredients they supply to their customers. I use their oil to cook with, as a skin moisturiser and skin healer. You do not need fancy serums when you have age-old ingredients provided for you.

On a personal note, I have interviewed many many entrepreneurs in the past, and it is rare to find someone who lives their brand as much as Dana does and who can talk with as much passion and drive, and respect for the suppliers that have made her name. Seriously impressive stuff’

Amy Grier - Executive Editor at Cosmopolitan.



Introduction

Arganic launched with its roots in integrity and sustainability back as 2012. Eight years on, with responsible consumption on the rise, Arganic is placed as the right brand at the right time.

Having been credited with introducing ethically-sourced argan oil – both cosmetic and culinary – to the UK market, Arganic products are now stocked by high-end retailers such as **Harrods**, **Selfridges**, **Ocado**, **Whole Foods** and enjoyed by the likes of **Rene Redzepi**, **Yotam Ottolenghi**, **Deliciously Ella** & **Mick Jagger**.

Consumer response to the authenticity of its products creates life-long customers and Arganic is even stocked by El-Fenn, the uber-cool boutique hotel in Marrakech where Madonna chose to celebrate her 60th birthday.



Benefits

Argan oil is an ancient ingredient from Morocco used by the indigenous Berber tribes. It's treasured for its unique beautifying and health benefits.

This multifaceted gift from nature boasts proven benefits including;

- Lowering bad cholesterol
- Aiding digestion
- Restoration of skin elasticity
- Psoriasis & eczema
- Reducing fine lines
- Hair Repair

'I've suffered from skin problems for a couple of years now and have tried so many products. Arganic argan oil is one of the only products I have bought again and again.'

Online Customer



Context

The savvy consumer craves authenticity and is willing to pay for it.

Consumer markets worldwide are currently experiencing a bifurcation: growth is mainly recorded at the top-end and at the bottom-end, with mass-market brands being increasingly squeezed [source: Bloomberg, July 2019].

This ‘premiumisation’ trend goes hand in hand with the rise of the savvy consumer, who is more engaged, craves authenticity and demands quality, delivered sustainably.



Problem

Murky supply chains make authentic ingredients hard to source.

Age-old, rare ingredients sourced direct from the makers have been increasingly recognised thanks to their outstanding properties. However, they often don't find their way to consumers in their unadulterated form due to challenges in the supply chain.

Because the market is unregulated, many manufacturers & traders supply different quality at different rates, which in turn confuses and frustrates consumers. Natural and organic products are not optimized by chemical enhancement and so rely purely on freshness and quality to have an effect.



Solution

Connecting the savvy consumer with rare ingredients provided with integrity.

Arganic is providing quality driven consumers with fully traceable, single origin argan oil by leveraging its exclusive contract with one of Morocco's most ethical producers, providing an oil superior to the rest.

It's able to do this thanks to its founders Arabic heritage and expertise.

Arganic's integrity triad encompasses;

- Full traceability: the only argan oil brand in the UK to name the source on the bottle
- Substance over matter: uncompromising quality over empty brand promises
- A holistic approach

The results that Arganic customers experience using the oil retains their loyalty.



‘Dana’s passion for her product shines through and is shared by the consumer. A premium and unique oil that stands out on the shelves in a large market.’

Mike Britton - Selfridges Food Hall floor manager



What our customers are saying...

Anti-aging

"I've been using Arganic cosmetic oil for the last 3 years and I am complimented all the time as to the glow and youthful look of my skin. My skin never looked better at the age of 50!"

Skin Tone

"I've been using it for a little over two weeks and my skin is more even toned and my pores have gone down DRAMATICALLY."

Sensitive Skin

"I have really sensitive skin that tends to both dryness and outbreaks, and this is the best thing I've ever found. It sinks in really quickly and isn't greasy."

Eyelashes/Eyebrows

"It really seems to make a massive difference to my skin (complexion particularly) and also eyebrows and lashes seem to be healthier."

Younger Problem Skin

"Amazing oil - has made a real difference to my skin. Over the past couple of years I developed cystic acne on my cheeks. I tried all sorts of different face washes / creams but have found the perfect combination now - using Face Halos to clean and gently exfoliate my skin (with no product) and then following that with Arganic Cosmetic Oil. The oil is so light and easily absorbed it leaves my skin glowing but not greasy. My skin has settled down now, for whatever reason, but I believe the gentle cleansing and oil process has helped me heal and has definitely helped fade the acne scarring. Couldn't recommend enough!"

Mother & Baby

"Trying to find a product to keep my baby moisturised that isn't loaded with 'petroleum' has been really tough. After being introduced to this oil I now put a few drops in the bath with my child to keep her moisturised without any nasties - would recommend to any mother."

"I used this product through my whole pregnancy and not a single stretch mark"

Hair

"This oil has so many uses. I use it on my frizzy hair and it has tamed it tremendously."

"I loveee it and I have been using it in my hair and sleeping overnight. It feels like silk now."

Beards

"Love that I can use it on my face AND my beard. A big plus for me, maybe something men don't discuss much, is the dry skin that often comes with longer beards. Even over the couple of weeks I've been using it, my chin feels less irritable and noticing less "beardruff," especially in the winter months"

Culinary

"Stupendous aroma and flavours! Never experienced anything like it! Thank you it is now my firm favourite and all my friends are receiving introductory gifts of the oil!!!!"

"A most wonderfully tasting oil & not at all like the bitter or peppery taste of olive oils. You can drink it, dip any type of bread into it, it's so versatile you could let your imagination run riot. I wish I had known about Argan oil years ago"

Our Founder

Dana Elemara

Dana has been passionate about tradition, sustainability, the environment and health for as long as she can remember. She seeks to share the best of what North Africa and the Middle East has to offer to enrich people's lives.

She is an award winning entrepreneur with over 10 years experience in the natural and organic products space. She is known globally as an expert on argan oil, natural beauty and sustainable eating and has been invited to speak at various events, including ones hosted by the following;

- Soho House Group
- the BBC
- the British Library
- Houses of Parliament
- Cosmopolitan
- Soil Association



Thank you

We would love to hear from you:

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