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MORROCCO METHOD INT'L
naturally.

SHAMPOOING YOUR HAIR - Selecting the Proper Shampoo

While there are no hard and fast rules for shampooing your hair, one thing is certain: proper scalp hygiene is as critical to luxurious hair as oral hygiene is to healthy teeth. Your scalp is like the soil in a garden. If kept clean, uncontaminated and nourished with nutrients for proper blood circulation, the hair growing in it will flourish and thrive.

First and foremost is the matter of choosing shampoos that satisfy all these requirements: highest quality natural ingredients, non-detergent and containing no artificial colors or scents. Many commercial shampoos on the market—even those claiming to be “natural”—contain artificial colors, perfumes and detergents that dry and damage hair, clogging follicle openings rather than cleansing your scalp.

Detergents and color additives leave harmful coatings on the hair. Synthetic scents dry out hair, damaging the shafts by making them overly brittle. The scalp becomes plugged up, disturbing its natural pH balance. Dandruff, itchiness, premature thinning and significant, eventual hair loss are the undesirable results.

In addition to harsh chemicals, shampoos containing such ingredients as berries, tomatoes, guava, etc. are wisely avoided. You need an effective natural shampoo for your hair, not a fruit salad! However enticingly “natural” they may sound, these not-so-naturally derived fruit and vegetable ingredients tend to plug up pores, dry out hair and disturb pH balance, which damages the natural texture of your hair.

Contrary to ‘conventional wisdom,’ it is not

necessary to purchase special formulas for dry, normal or oily hair. In fact, these supposedly special-purpose shampoos contain even more harmful, toxic ingredients.

MORROCCO METHOD SHAMPOOS balance your scalp and hair chemistry to eliminate excessive oiliness or extremely dry hair.

When selecting a shampoo, trust your nose! If the shampoo has no synthetic scent and smells wholesome and appealing instead, it is very likely a good shampoo for you. The

‘smell test’ is highly reliable and individualized. Each of us has a different chemical balance that changes with circumstance and age. There is no single shampoo that can be recommended indefinitely for everyone.

Your shampooing regimen should ideally contain three or more natural shampoos that are rotated regularly. Over a period of time, scalp and hair can become resistant/ immune to a

single shampoo, upsetting alkaline pH balance. Regularly alternating shampoos helps your hair and scalp stay properly receptive to thorough cleansing and nourishing every time.

MORROCCO METHOD SHAMPOOS are based on the principles of rotation and totally natural methods of caring for your hair. We have developed five shampoos, formulated according to the five elements which constitute, in varying degrees, the essence of every living thing in the universe: Air, Earth, Fire Water and Ether. These Elemental Shampoos contain only the finest natural ingredients derived from all over the world.

MORROCCO METHOD SHAMPOOS (and

“Before using natural Morrocco products, I had to shampoo every day because my very fine hair was so stringy and unmanageable. Now, with Morrocco Method, my hair has improved light years from where it was.”
JoAnn, Los Angeles, CA

body wash products) harness the power of nature's most potent herbs, oils and minerals; they are formulated, blended and bottled according to the 13 Moon Lunar Astrology Cycle to maximize their vitality.

Although all of our shampoos cleanse, detoxify, nourish and stimulate blood flow to hair and scalp, each one delivers a particular treatment:

- Air Essence nourishes and heals
- Earth Essence detoxifies
- Fire Essence stimulates blood flow
- Sea/ Water Essence cleanses
- Heavenly Chi energizes and conditions

When alternated regularly, these five Elemental Shampoos provide the finest, most effective holistic hair care treatment in the world.

When to Shampoo

Numerous conflicting views on the subject of shampooing have many people thoroughly confused. While some theories advise shampooing every day, others insist that cleansing daily dries and damages the hair. Fortunately it is not as complicated as it may seem. A simple, common sense rule to follow is: Observe your hair and decide for yourself how often you need to shampoo. For many people, shampooing every other day maintains a healthy balance of scalp and hair.

On the other hand, people whose brushing habits are correct and consistent have often found they can easily extend shampooing to every three or four days. Any of these regimens can be effective for you. As long as your new growth of hair is maintaining its luster, health and vitality, the cleansing schedule you are following is right for you.

"My husband and I had such great success with Morrocco Method hair care we decided to use the system on our infant son whose fine, wispy hair was growing very slowly. Now at 30 months, he has beautiful thick hair. We're thrilled he's off to such a fantastic beginning for a lifetime of healthy hair." --Cindy, Marina del Rey, CA

How to Shampoo

At first glance, recommendations that we always lather up twice sound like a gimmick to sell more shampoo. But there is actual value in this advice. Perfect shampooing has two parts: The first is loosening up debris to free the hair and scalp of dirt and dead cells. Since you might massage these unwanted microbes back into follicle openings if you shampooed only once, you are well advised to do a second shampoo. This ensures that no contaminants will retard new hair growth, damage oil glands or upset the natural fall-out and reproductive cycles of your hair. Instead, the bad stuff all goes down the drain!

The second shampooing (with massage of your clean head) also stimulates blood flow to the scalp and opens follicles, allowing nourishment for each root, bulb and hair shaft. When every follicle is adequately nourished and each sebaceous oil gland is properly activated, your own natural oils are distributed to lubricate the entire scalp and all hair shafts. A natural coating of oil is vital to the healthy maintenance of scalp and hair. It keeps the outer layer of hair moisturized and

prevents drying.

Step One: Wet your hair and apply shampoo to your scalp. Massage lightly into hair and scalp, and then rinse thoroughly with warm water.

Step Two: After rinsing, take a bit more shampoo and massage it gently into clean hair and scalp. Rinse out carefully until no shampoo remains and finish with cool water. Towel dry. Now you are ready to brush and style.

Since using Morrocco's shampoos, my hair has never looked so good nor been so manageable."

--David, Boulder, CO

"Morrocco Method products --- I can't live without them! Never before have my hair and scalp been so healthy."

--Cynthia, San Diego, CA