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### **Critical Argument Paper: Argan Oil**

Argan oil, deriving from the kernels of the argan tree, holds a prominent place in modern beauty rituals and products, captivating a rich history ingrained with the cultural tapestry of Morocco. This golden elixir has seamlessly integrated itself into contemporary skincare and haircare routines, earning widespread recognition for its nourishing qualities. As consumers increasingly seek natural alternatives and cultural diversity in their beauty regimens, argan oil has become a standout product, admired by influencers, beauty enthusiasts, and celebrities (Gotter 2018, p.1, par 1 ). As a result, the historical origins of argan oil sheds light on its traditions, sustainability, and cultural significance, often overlooked by its modern popularity.

In recent years, argan oil has gained global recognition for its numerous beauty benefits. The antioxidants, essential fatty acids, and vitamins, argan oil moisturizes and hydrates the skin, reduces inflammation, and promotes healing. It is also prized for its ability to tame frizz and add shine to hair, making it a popular ingredient in hair care products (Gotter 2018, p.1, par 6). Beyond its beauty benefits, argan oil represents a sustainable and eco-friendly resource. The argan tree, known as the "tree of life" in Morocco, plays a significant role in preventing soil erosion, conserving water, and supporting biodiversity in the region. Additionally, the rise of fair trade practices has ensured that argan oil production provides economic opportunities for local communities while preserving traditional knowledge and practices.

## **1. Identification of Argan Oil:**

Argan oil, extracted from the kernels of the indigenous argan tree in Morocco, proves a profound historical narrative that achieves its contemporary role as a basic beauty elixir. Immersed in ancient practices shared among generations of Berber communities, argan oil extraction represents an enigma, protected as a cultural treasure of Morocco (History of Argan Oil, p.2, par 8). The Argan tree, known as the tree of life, is not only an interesting beauty ingredient, it has become a full symbol of Moroccan culture. The Berber women, who are given the guardianship of secrets, play an important role in the culture by following an elaborate oil making process that goes beyond cosmetic use and transforms itself into a cultural heritage that connects communities into a common experience.

The interrelationship between heritage, forest, and cultural heritage is the key to the argan oil, as a result becomes an esthetic product and a manifestation of the Moroccan tradition. “The Tree of Life” represents not only Moroccan’s gorgeous skin and lustrous hair, however the interrelation between past, present, and future, as a result, why the Moroccan people's resilience and creativity are epitomized in it. The manufacture and preservation of the argan oil proves the symbiosis of nature and culture. As global interest in argan oil continues to grow, efforts are being made to protect the argan forest ecosystem and support sustainable practices that benefit both the environment and local communities.

## **2. Current Use and Popularity:**

Originating from the kernels of the argan tree indigenous to Morocco, the oil has been used for centuries by Berber communities for both culinary and cosmetic purposes. The journey from traditional remedy to global beauty staple reflects a growing appreciation for natural ingredients and cultural diversity in skincare and haircare products. The multifaceted benefits of

argan oil contribute to its widespread usage in the beauty industry (Gotter 2018, p.1, par 6).

AgaRich in antioxidants, essential fatty acids, and vitamins, argan oil moisturizes, repairs, and protects the skin, making it a sought-after ingredient in facial serums, moisturizers, and even anti-aging formulations. Its ability to nourish and strengthen hair has also made it a popular addition to shampoos, conditioners, and hair treatments, effectively taming frizz and enhancing shine.

The admiration of argan oil is magnified by the broad embrace of celebrities and influencers who are vocal in their support for its use, defining it as a natural and efficient method for ensuring skin and hair health. Esteemed personalities such as Eva Mendes, Kelly Rowland, Selena Gomez, Catherine Zeta-Jones, Charlize Theron, Kim Kardashian, and Salma Hayek have publicly extolled the virtues of argan oil, attesting to its transformative effects on their skin and hair (Henna 2022, p.2, par 4, 5 & 7). Eva Mendes, an advocate for natural beauty, deems argan oil her "total skin secret," praising its spectacular results. Hollywood icon Catherine Zeta-Jones relies on a few drops of Moroccan Argan Oil to combat dehydration during extensive travels, testifying its prowess as a beauty staple (Henna, 2022 p.3, par 11). Charlize Theron and Kim Kardashian acknowledge argan oil as essential in their beauty regimens, emphasizing its role in salvaging hair from damage and maintaining radiant skin. The collective endorsement of argan oil by Hollywood luminaries emphasizes its efficacy and positions it as a coveted beauty elixir in the realm of the rich and famous, building the historical roots of Berber traditions with the contemporary glamor of celebrity culture. The global fascination with foreign ingredients and traditional beauty practices has fueled the demand for argan oil, creating the ancient wisdom of Moroccan beauty rituals and contemporary beauty routines.

### **3. Historical Significance:**

The history of argan oil intertwines with the rich traditions of Morocco, thus practices extend back for centuries and embody the essence of Berber culture. As the stewards of this ancient knowledge, Berber women have played a crucial role in the labor intensive process of hand pressing argan oil (History of Argan Oil, p.1, par 3). This traditional method of producing oil helps maintain the oil's quality and represents a cultural heritage that has transcended generations. Standing in the arid Moroccan environment, the Argan tree is a source of natural cosmetics and a new symbol. It symbolizes survival against desertification of the environment by illustrating the resilience of nature against all odds. It symbolizes native practices and a tree that, during times of trouble, its roots dig deeper into the soil to draw water.

The widespread use of argan oil is a result of its remarkable cosmetic benefits and extensive historical use in Moroccan cuisine and traditional medicine. Apart from beautifying the skin of the user, its application in the daily life routine speaks of deeper trust in the positive effect of its use on human health and quality of life, which forms the core of human life. Such multi-century embodiment of argan oil here indicates an invisible trans-time and trans-space tie as old as cultural heritage and innovation itself. Currently, argan oil cosmetics, particularly from Morocco, should not be unfamiliar as they include the historical element of this exceptional product. The credit of the worldwide recognition for argan oil goes back to it, thereby contributing not only to beauty but also to the cultural heritage and holistic health as a whole.

Argan oil embodies a unique and captivating history, reflecting a deep cultural connection. Its production methods, passed down through generations, have contributed to poverty eradication and represent a valuable form of inherited knowledge. The growing global appreciation for argan oil necessitates a closer examination of its historical background,

revealing both positive and negative aspects. Argan oil transcends its status as a beauty product from culture, social impact, and historical significance. For centuries, Berber communities in Morocco have relied on argan oil production, a tradition often carried out by women and now a symbol of cultural identity and female empowerment. Again rich in antioxidants, essential fatty acids, and vitamins, argan oil nourishes and rejuvenates the skin, while also imparting luster and vitality to hair. Argan oil goes further than just being a beauty product among many and instead speaks volumes.

*Fenty* Beauty's makeup marketing campaign is strongly centered and their message is "Beauty for All". They feature models from a wide range of ethnicities, skin tones, genders, and body types. This allows everyone to see themselves represented in the brand, making it very relatable. *Fenty* Beauty was one of the first big brands to launch with a foundation line of 40 now 50 shades, truly addressing the lack of options for people with darker skin tones (Challis, 2022, p.1, par 6). This set a new standard in the industry. *Rihanna* herself is front and center in many campaigns. Her realness, confidence, and passion, makes the brand feel genuine and approachable. *Fenty* Beauty is excellent at using social media for marketing. They create engaging content, have strong influencer partnerships, and effectively showcase the diversity of their products and the people who use them.

## References

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