



**SAFA ARGAN**

PRODUCT CATALOG

WHOLESALE 2025

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# ABOUT US

## 100% PURE ORGANIC MOROCCAN ARGAN OIL

A labor of love. A celebration of heritage. A gift to share.

In 2009, founder Reda Benkirane set out to combine the timeless virtues of Argan oil from his native Morocco with the growing U.S. clean beauty movement. Inspired by the natural power of Argan oil, Reda, now based in San Diego, created a line of products to showcase its incredible benefits and bring this wondrous oil to the forefront of the beauty industry.

The result? **SAFA ARGAN**. "Safa" translates to the English word "purity," a characteristic we extend throughout our collection of expertly crafted formulas. Each formula showcases the beauty and power of pure Argan oil.

One of our core principles is to honor the power and importance of community. Our Argan oil is proudly produced solely by a women's cooperative, which shares the profits among Moroccan women of the Berber tribe. These profits provide healthcare and education, empowering the local women and supporting the community as a whole.

Partnering with **SAFA ARGAN** means aligning with a brand rooted in purity, sustainability, community, and social responsibility. Our luxurious formulas offer your customers a unique beauty experience that elevates both their self-care routine and their global impact.





## ABOUT ARGAN OIL

Often referred to as "liquid gold", Argan oil is a powerhouse ingredient in natural beauty, packed with vitamins, antioxidants, and essential fatty acids that nourish and hydrate skin, hair, and nails.

**SKIN:** Argan oil helps reduce the appearance of fine lines and wrinkles, improves elasticity, and protects against environmental damage. It deeply moisturizes without clogging pores, leaving the skin radiant and smooth.

**HAIR:** Argan oil strengthens and revitalizes each strand, imparting a lustrous shine and effectively taming frizz. Its all-natural, multi-functional benefits make it an essential addition to any hair care routine.

**NAILS:** Argan oil deeply nourishes and hydrates, repairing dryness and preventing cracking. It softens cuticles and improves nail flexibility, reducing breakage for smoother, stronger, shinier nails.

The Argan oil in SAFA ARGAN products is ethically sourced directly from our trusted partners in Morocco. We have spent years cultivating a deeply valued and rewarding relationship with our Berber partners, ensuring the highest quality oil. We're proud to share the finest "liquid gold" with you, and we trust you'll fall in love with it as much as we have.





# THE OIL COLLECTION



## SAFA PURE ARGAN OIL (1 OZ)

SKU: SAFA-OIL-1 (CASE PACK: 6/CASE)  
WHOLESALE: \$8.00 / RETAIL: \$16.00



## SAFA PURE ARGAN OIL (2 OZ)

SKU: SAFA-OIL-2 (CASE PACK: 6/CASE)  
WHOLESALE: \$14.50 / RETAIL: \$29.00



## SAFA PURE ARGAN OIL (4 OZ)

SKU: SAFA-OIL-4 (CASE PACK: 6/CASE)  
WHOLESALE: \$27.00 / RETAIL: \$54.00



## SAFA PURE ARGAN OIL (8 OZ)

SKU: SAFA-OIL-8 (CASE PACK: 4/CASE)  
WHOLESALE: \$50.00 / RETAIL: \$100.00

# THE BODY COLLECTION



## SAFA ARGAN CREAM (4 OZ)

SKU: SAFA-CR-4 (CASE PACK: 6/CASE)  
WHOLESALE: \$8.00 / RETAIL: \$16.00



## SAFA ARGAN CREAM (8 OZ)

SKU: SAFA-CR-8 (CASE PACK: 6/CASE)  
WHOLESALE: \$14.50 / RETAIL: \$29.00



## SAFA ARGAN CREAM (16 OZ)

SKU: SAFA-CR-16 (CASE PACK: 4/CASE)  
WHOLESALE: \$27.00 / RETAIL: \$54.00



## SAFA BODY WASH (8 OZ)

SKU: SAFA-BOD-8 (CASE PACK: 6/CASE)  
WHOLESALE: \$12.50 / RETAIL: \$25.00

# THE HAIR COLLECTION



## SAFA SULFATE-FREE SHAMPOO (8 OZ)

SKU: SAFA-SH-8 (CASE PACK: 6/CASE)  
WHOLESALE: \$12.50 / RETAIL: \$25.00



## SAFA SULFATE-FREE SHAMPOO (16 OZ)

SKU: SAFA-SH-16 (CASE PACK: 4/CASE)  
WHOLESALE: \$23.00 / RETAIL: \$46.00



## SAFA ARGAN CONDITIONER (8 OZ)

SKU: SAFA-CON-8 (CASE PACK: 6/CASE)  
WHOLESALE: \$14.00 / RETAIL: \$28.00



## SAFA ARGAN CONDITIONER (16 OZ)

SKU: SAFA-CON-16 (CASE PACK: 4/CASE)  
WHOLESALE: \$23.00 / RETAIL: \$46.00





# WHOLESALE TERMS

Opening order minimum \$250. No minimum on reorders.  
Must order in minimum quantities (case pack) as stated.

Payment via credit card or company check due in full prior to shipment  
(10-day shipping delay on check orders).

Net 30 terms are available after 6 months, on approval.

Orders for stock items typically ship within 1 week. Orders ship via UPS Ground.  
FOB San Diego, CA. Shipping charges paid by the buyer. Please contact us  
within 48 hours of receipt of damaged or missing items. Sales are final, no  
returns except for damaged items. Products may not be sold through third party  
websites (Amazon, eBay, Etsy, etc.). The minimum advertised price (MAP) must be  
our stated Suggested Retail price or higher.

Testers may be purchased for 50% off wholesale price. Free Testers with first  
order for all new brick and mortar stores (one per SKU for applicable products).

SAFA ARGAN'S MISSION: To partner with upscale, eco-conscious retailers and  
spas who celebrate natural beauty with cherished ingredients and luxurious  
formulas, all while serving to support working women worldwide, to help build  
stronger tomorrows for them and their families.

We are excited to have you as part of the SAFA ARGAN community!

# COMPLIMENTARY SHELF TALKERS

**SAFA ARGAN**  
**PURE ORGANIC ARGAN OIL**

**FOR NAILS**

- + hydrates
- + repairs nails
- + reduces breakage
- + softens cuticles

**FOR HAIR**

- + nourishes
- + strengthens
- + adds shine
- + tames frizz

**FOR SKIN**

- + reduces fine lines
- + improves elasticity
- + evens out skin tone
- + smooths texture
- + protects against pollutants



**SAFA ARGAN**  
**SHAMPOO & CONDITIONER**

**SULFATE-FREE**

- + deeply nourishing
- + strengthens hair + reduces frizz
- + leaves hair soft, shiny, and healthy



**SAFA ARGAN**  
**ARGAN CREAM**

**FORMULATED WITH**

- + Organic Argan Oil
- + Shea Butter
- + Aloe Vera
- + Calendula Flower
- + Cucumber Extract

**FACE & BODY**

- + richly hydrating
- + non-greasy
- + soothes dryness
- + restores elasticity
- + antioxidant-rich
- + soft jasmine aroma



**SAFA ARGAN**  
**ARGAN BODY WASH**

**FORMULATED TO CLEANSE, NOURISH, AND HYDRATE**

- + Sulfate-free
- + Organic Argan Oil
- + Organic Aloe Vera
- + Passion Fruit Extract
- + Acai Berry Fruit Extract
- + Papaya Fruit Extract



## CONTACT US



To place an order, contact us.

**PHONE :** 858-201-3956

**EMAIL :** INFO@SAFAARGAN.COM

**WEBSITE :** WWW.SAFAARGAN.COM

**FACEBOOK:** SAFA-ARGAN

**INSTAGRAM :** @SAFAARGAN





