

## **100% PURE – MOROCCAN RHASSOUL/GHASSOUL/RASUL/LAVA CLAY**

**Suitable for all skin types as well as very sensitive and eczema/psoriasis prone skin.**

### **USED IN SPAS AND BEAUTY/HEALTH CARE SALONS WORLDWIDE**

**Anti-inflammatory, Analgesic, Anti-microbial and Antiseptic qualities**

**Rhassoul Clay, also known as Ghassoul/Rasul and Moroccan Lava Clay comes from the Atlas Mountains of Morocco, the only known source in the world. It is a totally natural product that is used today as it was hundreds of years ago. Rhassoul clay has the ability to absorb oil and impurities from both the skin and the hair. Rhassoul contains higher percentages of silica and magnesium along with potassium and calcium, than other clays.**

**Rhassoul clay has a powerful negative charge and acts as a detoxifying agent. Toxins which lay under the skin's surface have a positive charge – the clay draws them through the skin inside the clay particle. This is why rhassoul is so helpful with skin conditions. Clay is particularly effective at absorbing excess sebum – retaining the health of hair follicle and helping to reduce hair loss and works very well on skins troubled with acne.**

**Rhassoul is known for its 'swelling' ability. Rhassoul clay is composed of 100% minerals and trace-elements. The skin will absorb some of these, resulting in an improved skin structure and feel.**

**FACE MASK – WRAP - FACE CLEANSER - HAIR SHAMPOO - DAILY FACE WASH – SCRUB**

## GHASSOUL CLAY

Rich in minerals such as silica (which helps tone the skin and improve resilience) magnesium, calcium and more.

Ghassoul clay is superior to other clays. Fine, silky, pale grey in colour with a hint of pink-brown, this beautiful clay is highly esteemed around the world in exclusive professional spas for the cleansing, nourishing, exfoliating and rejuvenating properties.

Ghassoul comes from the Arabic word “ghassala”, meaning “to wash”. Used as a natural beautifier for over 1400 years by Berber women, it was later discovered and adopted by women of ancient Egypt and Rome.

Ghassoul clay has excellent Ion Exchange Ratio to further facilitate cleansing and deodorizing action. It is gentle and softening to the skin, including sensitive skin, and is highly efficient at absorbing excess oils from the skin and scalp.

In summary, Ghassoul Clay achieves the following for skin:

- Reduces dryness
- Reduces flakiness
- Improves skin clarity
- Improves skin elasticity / firmness
- Improves skin texture
- Removes surface oil and oil from deep inside the pores, significantly reducing acne and spots
  - Fades scars and closes open pores
- Removes dead skin layers, resulting in a general smoothing of the surface skin
  - Thoroughly cleans scalp, leaving it healthy, tingling fresh and flake-free
    - Leaves hair soft, silky and less susceptible to splitting.

## How To Use Ghassoul (rhassoul) For Soft, Healthy Skin And Hair

Here are some simple recipes for mixing your natural hair products. Please remember when using any new hair product it is always recommended that you do hair strand tests first!

Important: Please keep in mind that everyone has their own unique hair texture. Herbal treatments can be drying for some, We recommend that everyone keep an open mind when using henna and natural herbs on their hair, and use the recipe that works best for you!



Ghassoul (Rhassoul) from Morocco.

### Mixing ghassoul for healthy hair and skin:

- Place ghassoul into bowl and put warm to hot water over it. Allow to sit for 5 minutes.
- Don't mix just leave to stand till ghassoul turns to a muddy paste.
- Apply ghassoul to hair by sections starting from the back and moving forward.
- For dry hair, let sit for 5-10 minutes
- For normal hair, let sit 5-15 minutes
- For oily hair, let sit 10-20 minutes
- Rinse well.
- For your face or body, mix ghassoul mud as directed and rub into skin. Rinse well.

How to store your clay: fridge or cool dark place.

How to store your mud: fridge for up to one week.

# History of Rhassoul



## BENEFITS & HISTORY OF RHASSOUL CLAY

Rhassoul clay (aka Ghassoul clay\*) has a long history of use in beauty care. It has been used for over 1,400 years as a soap, shampoo and skin conditioner. It was used by the nobility in ancient Rome and Egypt because it naturally pulls out oil and debris from the hair and skin. Today, Rhassoul Clay is a favorite with the finest spas and resorts worldwide.

*\*(In Arabic the actual pronunciation of “ghassoul” begins with a “ghain,” which is a sound that English speaking people find very difficult to pronounce. For this reason many native English speakers have changed the pronunciation to a “ra” sound pronouncing it as “rhassoul.”)*

Rhassoul clay is an ancient clay that was formed under the Atlas mountains in Morocco in Northern Africa. The deposits were formed under what are now vast desiccated Jurassic lakes, where the seams are found between layers of crystallized gypsum. Over the course of millions of years, small earthquakes, tremours, and surface activity worked tiny fragments of gypsum into the clay layers.

### Mining of Rhassoul Clay

When first mined, Rhassoul clay is a brown, chunky soap-like clay. Since these clay deposits were deeply buried over millions of years which makes them difficult to extract. Rhassoul is mined in shafts where workers alternate digging and removal of the clay. Seams of clay are extracted with a pick axe, dynamite is never used. In a typical Moroccan Rhassoul mine several chambers are worked at once giving an average production of 12 tonnes per day.

The clay is poured on the ground for drying where it is dried for 24 hours by the sun and pure desert breezes blowing in from the Sahara and the Atlantic Ocean. with Each natural crystal structure of each clay particle is charged in harmony under both the sun and the moon. Once the clay is completely dried it is collected into natural burlap bags and readied for refinement.

### Cosmetic Uses

When Rhassoul Clay is further refined and micronized it yields a product that is finer and less textured than the common grade. Micronized Rhassoul Clay is well suited for more delicate applications like facial masks. The resulting powder is smooth and almost silky when rubbed between the fingers. This creates a fine, smooth paste that looks like chocolate pudding and feels wonderful going on as a mask.

Rhassoul is invaluable for spa treatments and for personal use. Its extraordinary power of absorption makes it more effective than other clays for cleansing, detoxifying, and general skin treatment. Rhassoul clay is extremely rich in trace minerals. These minerals detoxify the skin using by extracting a variety of skin pollutants.

Rhassoul can be used as soap, skin conditioner, shampoo, and facial and body mask and it washes like soap and leaves a unique, sweet scent on the skin. Rhassoul contains higher percentages of silica and magnesium along with potassium and calcium, than other clays. Therefore, Rhassoul is very effective. In addition to this, due to its greater smectic qualities, (its ability to swell when water is added) Rhassoul achieves better results in skin treatment.

Clinical studies have been conducted on Rhassoul. In general Rhassoul:

- Reduces dryness
- Reduces flakiness
- Improves skin clarity
- Improves skin elasticity / firmness
- Improves skin texture
- Removes surface oil and oil from inside and around clogged pores
- Removes dead skin layers, resulting in a general smoothing of the surface skin

Today Rhassoul can be found in high quality international skin care products and is also used for purifying body and face masks by Spas. Rhassoul clay leaves the hair and skin unbelievably clean by removing excess oils and toxins. It leaves the skin and hair smooth, moisturised, clean, clear, firm and fresh.