

TECHNICAL DATA SHEET

Product Name: Ghassoul Clay

INCI Name: Ghassoul Clay

CAS: 12417-86-6

Synonyms: Rhassoul Clay, Moroccan Red Clay

Chemical Classification: Natural mineral, inorganic compound

Functional Category: Absorbent, thickener, stabilizer, filler, and binder

Country of Origin: Morocco

Description: Ghassoul Clay, also known as Rhassoul, is a natural mineral valued in cosmetics for its exceptional skin and hair care properties. Originating from Morocco, it has been used traditionally for centuries. Derived from volcanic rocks, its specific structure allows it to absorb impurities, excess oil, and toxins from the skin, resulting in cleaner and refreshed skin. When applied, it deeply cleans pores, absorbs excess sebum, and reduces skin oiliness, leaving the skin smoother and healthier-looking. Its calming properties make it suitable for sensitive skin prone to irritation and redness. For hair care, Ghassoul clay serves as a natural shampoo or hair mask, effectively removing product residues such as shampoos, conditioners, and styling products. By clearing these residues, it prevents excess oil buildup, revitalizes hair, and restores its natural vitality. Rich in minerals such as silicon, magnesium, calcium, and iron, Ghassoul provides deep nourishment for skin and hair. Compared to other clays, Ghassoul is gentler and less drying, making it suitable for frequent use.

Mechanism of Action: Ghassoul Clay is rich in minerals like silica, magnesium, and calcium, granting it unique skincare and haircare properties. Its action is based on its ability to absorb oils and impurities, effectively cleansing and reducing pore visibility without disrupting the skin's natural barrier. Its negatively charged surface attracts positively charged ions, including heavy metals and environmental pollutants, while releasing essential minerals that enhance hydration and skin elasticity. Its fine-grained texture enables gentle mechanical exfoliation, removing dead skin cells, stimulating regeneration, and enhancing microcirculation without causing irritation. Possessing anti-inflam-

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matory and soothing properties, it helps calm redness, acne, and irritation, particularly benefiting sensitive and irritated skin.

Benefits:

- Effectively removes dirt, impurities, and excess oil from skin and hair.
- Unclogs pores and detoxifies skin and scalp.
- Removes dead skin cells, improving texture and smoothness.
- Normalizes sebum production and reduces skin oiliness.
- Alleviates skin irritation, redness, and inflammation.
- Cleanses scalp, removing excess oil, improving hair appearance and quality.
- Leaves hair soft, shiny, and manageable.
- Stabilizes and thickens emulsions in cosmetic formulations.
- Acts as an absorbent, filler, and binder in personal care products.

Usage Instructions: Ghassoul powder is used in various cosmetic formulations depending on product type and purpose. For face and hair masks, typical concentrations range from 10% to 50%, mixed with water or hydrolats into a thick paste. Apply directly to skin or hair, leave for 5–15 minutes, then rinse with warm water. Facial cleansers, such as gels or creams, typically use concentrations of 5%–15%, combined with mild surfactants for enhanced impurity absorption. Scrubs usually contain 20%–30% Ghassoul powder, offering gentle exfoliation. Shampoos and hair treatments utilize concentrations of 5%–20%, contributing to scalp cleansing and sebum regulation. In creamy product formulations or emulsions, it functions as a thickener and stabilizer at concentrations between 2% and 10%, often combined with other thickeners for optimal texture. Regardless of use, thorough rinsing is recommended to prevent drying of skin or hair.

Natural or Synthetic Ingredient: Ghassoul is a completely natural ingredient, extracted from mineral-rich volcanic sediment deposits, especially rich in silicon, magnesium, and potassium. Without synthetic chemicals, additives, or fragrances, it is ideal for natural and organic formulations.

Animal Testing: Not tested on animals

GMO: Non-GMO

Vegan: Contains no animal-derived components

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