

## **KENZA International Beauty introduces pure Moroccan beauty oils** ***KENZA – “be generously beautiful”™ products gain recognition as the beauty oils of choice***

New York, NY, January 7, 2013 – KENZA International Beauty, LLC announced today that this corporate social enterprise has successfully launched a brand new line of organic and 100% pure Moroccan beauty oils products (KENZA – “be generously beautiful”™) inspired by a woman’s vision to combine physical and spiritual beauty.

The products are available on <http://www.kenza-puremoroccanbeautyoils.com>

KENZA – “be generously beautiful”™ is a new upscale line of all natural and organic skin and hair care products formulated without parabens, mineral oils, silicones, alcohol, colorant, or animal ingredients (and not tested on animals) that deeply moisturize skin and hair leaving them hydrated, beautiful, healthy, and protected from free radicals.

Khadija Fajry, KENZA International Beauty CEO, used Moroccan oils for many years, and would bring them back to the U.S., from her native country of Morocco, because she could not find them in a pure, unadulterated form locally. Finally, she decided to use her knowledge of Moroccan products and her business expertise to introduce her own product line.

Sourced from the unique Argan nut and from the Prickly Pear cactus fruit grown in Morocco, KENZA’s beauty oils are revolutionizing the concept of pure and natural beauty while providing remarkable results for the hair and skin. Khadija invested much time and effort in finding products that are USDA Organic, verified for authenticity (FDA) and quality (ISO 9001), and delivering them at unbeatable value for all.

The KENZA “be generously beautiful”™ oil products are made with only Pure Moroccan Beauty oils (Pure Argan and Pure Prickly Pear Seed Oils). These non-greasy oils have a high concentration of Tocopherol (Vitamin E) and essential fatty acids - Oleic (Omega 9) and Linoleic (Omega 6) - associated to powerful antioxidants that make these natural beauty oils essential elements for moisturizing, treating, nourishing, conditioning, and protecting skin, hair, cuticles, and nails.

In alignment with its social enterprise mission, KENZA International Beauty will share a portion of its profits with the New York Women’s Foundation ([www.nywf.org](http://www.nywf.org)) in the U.S. and with a women cooperative in Morocco that produces the KENZA Pure Argan Oil. Thus, it provides its “beautiful friends” a way to aid women by simply purchasing the KENZA “be generously beautiful”™ products.

*“It is heartwarming to empower women in the U.S. and Morocco through beauty and to help them realize their potential. Our customers are not just buying beauty products – they are socially responsible and provide financial support to women in need of assistance.”* Khadija stated.

For more information, please visit: <http://www.kenza-puremoroccanbeautyoils.com/press-testimonials>

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