

Visit to the Tirizite women cooperative in Arazane, Morocco.

As I was searching for a source of Pure Argan Oil, I was referred to and asked to sponsor an Argan oil women cooperative in the tiny rural village of Arazane in the South of Morocco.

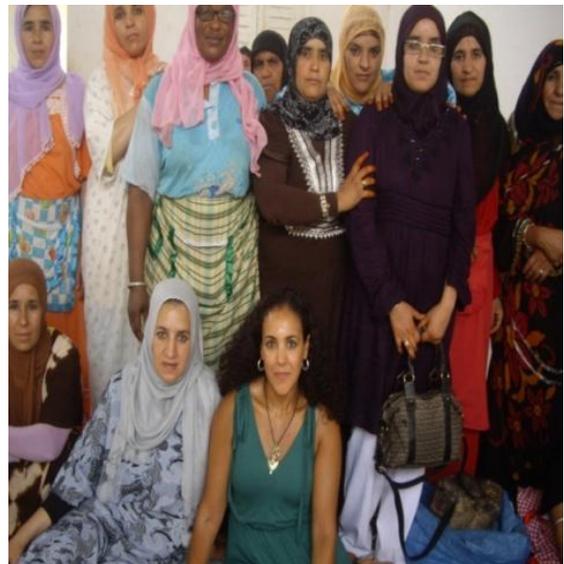


So, on a very hot day in June 2012, with my film crew (my husband and son), I drove about 100 miles into the desert east of Agadir to meet these wonderful, tenacious, and courageous women and tell them in person that KENZA International Beauty will try to help them by:

- Buying their Pure Argan oil
- Sharing their stories with customers and friends that would also like to help
- Donating a percentage of KENZA's net profits to their cooperative to help supplement their income

In Arazane, I was welcomed by Latifa Ait Aabou, the cooperative director. Latifa, a young, enthusiastic woman, who travelled all night on a bus just to meet with me that day, told me about the Tirizite cooperative and shared with me the heartbreaking story of each of the forty women that work at this cooperative. She explained her own challenge in finding buyers for the cooperative Argan oil and in providing steady work for the women.

Since the cooperative began operating in February 2011, Latifa has traveled all over Morocco trying to find corporate clients that might be interested in purchasing the coop Argan oil. Although the Tirizite cooperative has been able to survive with a few orders, it needs more demand for its Argan oil to thrive long term.



I am honored that KENZA International Beauty LLC could potentially become this cooperative largest client and I am proud to sell the KENZA Pure Argan Oil produced by these women. KENZA's incremental demand for this cooperative Argan oil will help bring hope and opportunities to the whole Arazane community.

Your purchase of KENZA International Beauty products will help empower women in Morocco and the USA.