



SYLVIE LANCRENON

ONE BEAUTY PRO'S FAVORITE ARGAN OIL PRODUCTS

About eight years ago, beauty pro Jodie Patterson watched a little-known oil—harvested in Morocco and pressed from argan tree nuts—slowly gain popularity. “At the time, it was hard to convince people that oil was good for them,” Patterson says.

Nearly a decade later, and you’re hard-pressed to find a skin or hair SOS that argan oil hasn’t been used to treat. As [April Long](#) reports in the August issue of ELLE, only two argan products were available on U.S. shelves in 2007; four years later, that number increased more than fiftyfold to 111.

“It was the first oil that became popular and chic,” Patterson says. “Now women are really embracing oils as a whole.” On Patterson’s e-commerce site, [DooBop.com](#), which serves up advice from pros on everything from

makeup trends to skincare fixes, she’s noticed women tapping into the liquid gold powers to fix everything from blemishes and fine lines to dry scalp and hair.

“In the same way that people understand how important a healthy, plant-based diet is for their body” Patterson said, “they’re applying that same information to their skin—literally and figuratively.” Here, she shares her favorite argan oil products, which can all be purchased on her site.

BY ALI FINNEY SEPTEMBER 10, 2014



COURTESY OF THE COMPANY

Moroccan Gold, \$90

“This is the real deal: 100% pure, organic argan oil, sourced directly from Morocco,” says Patterson.



COURTESY OF THE COMPANY

Kahina FEZ Body Serum, \$32

"I've been known to go overboard with serums and oils," Patterson admits. "But this one is all-over body magic. It penetrates deep and works fast to keep your entire body glowing."



COURTESY OF THE COMPANY

Kahina Toning Mist, \$46

Patterson calls misting her "biggest beauty secret, exposed." On the go, between meetings, or when she just needs to refresh, it's "spritz, spritz, smile."



COURTESY OF THE COMPANY

Kahina Eye Serum, \$78

“Say hello to one of the hardest-working skin treatments in the business,” Patterson says. Formulated with peptides and rich in antioxidants, this serum de-puffs eyes and reduces dark circles.



COURTESY OF THE COMPANY

Kahina Brightening Serum, \$72

“A slow-and-steady-wins-the-race product,” Kahina Brightening Serum can make skin look “years younger,” Patterson says. It boosts skin’s luminosity, combining antioxidant-rich argan oil with white lily, seaweed, and green tea extracts.