

AZOURANE

Moroccan care. One ingredient, or a formula with a reason.

English print-ready catalogue



Moroccan cosmetics, built for a clear B2B story.

■ Who we are

AZOURANE is a Bosnian-registered d.o.o. with a physical store in SCC Sarajevo. The brand was established in 2025 and focuses on Moroccan cosmetics.

■ Lines

The KORIJEN line carries single-ingredient products such as argan and SANOUJ oils. The formulated line carries cleansers, masks, body care, hair care, and small beauty formats.

■ Sourcing

Sourcing runs through more than 160 women's collectives across Morocco. Ingredients are bought at origin, and women are paid directly.

■ Argan verification

COA C010/2024: acidity 0.52%, peroxide 1, EACCE 9638.

■ Retail base

Physical store: SCC Sarajevo, Vrbanja 1, 3rd floor. Online: weareazourane.com.



100% Argan Oil

CATEGORY + VOLUME

KORIJEN line, face, hair, and body oil | 30 ml

Retail price: 60 KM

FORMULATION

One ingredient: cold-pressed argan oil.

B2B POSITIONING

A flagship oil for salons, spa menus, concept-store shelves, and partner gift sets. It works as a finishing step: a few drops for the face, hair ends, or dry body zones.

CURRENT ADMIN FEATURED IMAGE

KEY CLAIMS FROM TRUTH INDEX

- 100% pure virgin argan oil, one ingredient.
- Cold-pressed.
- COA C010/2024: acidity 0.52%, peroxide 1, EACCE 9638.

INCI

Argania Spinosa Kernel Oil



CURRENT ADMIN FEATURED IMAGE

AMAAN Gentle Face Cleanser

CATEGORY + VOLUME

Formulated face cleanser | 200 ml

Retail price: 30 KM

FORMULATION

Formulated cleanser. Manufacturer INCI sheet is not in the current truth index.

B2B POSITIONING

AMAAN is the everyday first step for customers who want a clean face without a harsh-wash feel. For B2B, it works best as an entry product into the AZOURANE routine and as a set item.

KEY CLAIMS FROM TRUTH INDEX

- INCI list available on request.
- The sheet is not available, so formula claims stay limited.
- Retail format from Admin read: 200 ml.

INCI

INCI list available on request

AMAAN Duo

CATEGORY + VOLUME

Set, two face cleanser bottles | 2 x 200 ml

Retail price: 50 KM

FORMULATION

Set of two AMAAN cleanser bottles. Manufacturer INCI sheet is not in the current truth index.

B2B POSITIONING

Duo is a B2B-friendly format for gifting, hotel rooms, salons, or at-home stock. The price is clear, with no fake discount: two bottles in one set.



CURRENT ADMIN FEATURED IMAGE

KEY CLAIMS FROM TRUTH INDEX

- 2 x AMAAN, 200 ml per bottle.
- INCI list available on request.
- The sheet is not available, so formula claims stay limited.

INCI

INCI list available on request



CURRENT ADMIN FEATURED IMAGE

AMAAN Trio

CATEGORY + VOLUME

Set, three face cleanser bottles | 3 x 200 ml

Retail price: 75 KM

FORMULATION

Set of three AMAAN cleanser bottles. Manufacturer INCI sheet is not in the current truth index.

B2B POSITIONING

Trio is a format for larger gift packs, partnerships, and retail shelves where the buyer wants more than one bottle. In the catalogue it stays a set, with no invented separate formula.

KEY CLAIMS FROM TRUTH INDEX

- 3 x AMAAN, 200 ml per bottle.
- INCI list available on request.
- The sheet is not available, so formula claims stay limited.

INCI

INCI list available on request

ALJIG Shower Gel

CATEGORY + VOLUME

Formulated shower gel | 250 ml

Retail price: 30 KM

FORMULATION

Shower gel with glycerin, argan oil, and orange-blossom scent.

B2B POSITIONING

ALJIG is the broadest body-care entry into the line: a familiar format, Moroccan scent, and a clear 250 ml retail size. It fits gift shelves, hotel amenity packs, and salons that want a scented body product.



CURRENT ADMIN FEATURED IMAGE

KEY CLAIMS FROM TRUTH INDEX

- Contains argan oil and glycerin.
- Orange-blossom scent.
- pH 5.0-5.5.

INCI

Aqua, Sodium Laureth Sulfate, Cocamidopropyl Betaine, Glycerin, Coco-Glucoside, Sodium Chloride, Argania Spinosa Kernel Oil, Fragrance, Potassium Sorbate, Sodium Benzoate, Citric Acid, Linalool.

ANU Body Milk

CATEGORY + VOLUME

Formulated body milk | 250 ml

Retail price: 39 KM

FORMULATION

Body emulsion with argan oil, shea butter, and orange-blossom scent.

B2B POSITIONING

ANU is a scented daily after-shower product, especially strong beside ALJIG as a body-care pair. For B2B it is easy to explain: a familiar category, Moroccan story, and comfortable 250 ml format.



CURRENT ADMIN FEATURED IMAGE

KEY CLAIMS FROM TRUTH INDEX

- Contains argan oil and shea butter.
- Sulfate-free and silicone-free.
- pH 5.0-5.5.

INCI

Aqua, Caprylic/Capric Triglyceride, Glycerin, Glyceryl Stearate SE, Dicaprylyl Carbonate, Argania Spinosa Kernel Oil, Butyrospermum Parkii (Shea) Butter, Cetearyl Alcohol, Benzyl Alcohol, Sodium Polyacrylate, Dehydroacetic Acid, Fragrance, Citronellol, Geraniol, Linalool.



IHLA Sulfate-Free Shampoo

CATEGORY + VOLUME

Formulated shampoo | 250 ml

Retail price: 40 KM

FORMULATION

Shampoo with mild surfactants, aloe vera, and hydrolyzed wheat protein.

B2B POSITIONING

IHLA is a clear hair-care entry for salons, gift sets, and shelves beside LHRIR. Its B2B strength is simple: sulfate-free shampoo with aloe vera and wheat protein.

CURRENT ADMIN FEATURED IMAGE

KEY CLAIMS FROM TRUTH INDEX

- Sulfate-free.
- Contains aloe vera.
- Contains hydrolyzed wheat protein.

INCI

Aqua, Sodium Lauroyl Sarcosinate, Cocamidopropyl Betaine, Lauryl Glucoside, Coco Glucoside, Glycerin, Laurdimonium Hydroxypropyl Hydrolyzed Wheat Protein, Aloe Barbadensis Leaf Extract, Guar Hydroxypropyltrimonium Chloride, Glycol Distearate, Benzyl Alcohol, Dehydroacetic Acid, Sodium Benzoate, Potassium Sorbate, Citric Acid.

LHRIR Conditioner

CATEGORY + VOLUME

Formulated conditioner | 250 ml

Retail price: 40 KM

FORMULATION

Conditioner with argan, avocado, sweet almond oil, and shea butter.

B2B POSITIONING

LHRIR pairs with IHLA and is a natural salon retail add-on after shampoo. In a B2B conversation it carries a clear formula: oils, shea butter, vitamin E, and pH 4.0-4.5.



CURRENT ADMIN FEATURED IMAGE

KEY CLAIMS FROM TRUTH INDEX

- Sulfate-free and silicone-free.
- Contains argan, avocado, sweet almond oil, and shea butter.
- pH 4.0-4.5.

INCI

Aqua, Glycerin, Cetearyl Alcohol, Behentrimonium Methosulfate, Butyrospermum Parkii (Shea) Butter, Persea Gratissima (Avocado) Oil, Prunus Amygdalus Dulcis (Almond) Oil, Argania Spinosa (Argan) Kernel Oil, Benzyl Alcohol, Dehydroacetic Acid, Tocopherol.

TIFAWT Blue Mask

CATEGORY + VOLUME

Formulated face mask | 200 g

Retail price: 59 KM

FORMULATION

Emulsion mask with prickly pear, kaolin, glycerin, nila, and blue pigment.

B2B POSITIONING

TIFAWT is the most visually recognizable ritual for spas, facial services, and concept-store shelves. The B2B story must stay honest: the blue tone does not come only from nila.



CURRENT ADMIN FEATURED IMAGE

KEY CLAIMS FROM TRUTH INDEX

- Contains prickly pear seed oil.
- Contains kaolin, glycerin, and vitamin E.
- The blue color is linked to CI77510; nila is in the INCI, but is not the only color source.

INCI

Aqua, Glyceryl Stearate, CI77510, Glycerin, Cetearyl Alcohol, Prunus Amygdalus Dulcis (Almond) Oil, Kaolin, Stearic Acid, Opuntia Ficus-Indica (Prickly Pear) Seed Oil, Ethylhexylglycerine, Benzyl Alcohol, Xanthan Gum, Indigofera Tinctoria Leaf Powder, Tocopherol, Dehydroacetic Acid, Fragrance, Linalool, Coumarin.

TAFUKT Body Polish

CATEGORY + VOLUME

Formulated sugar body scrub | 200 g

Retail price: 40 KM

FORMULATION

Sugar scrub with coffee, argan, sweet almond oil, and shea butter.

B2B POSITIONING

TAFUKT is a tactile, easy-to-understand product for spa routines, gift boxes, and body-care shelves. It is not sold as a pure ingredient, but as a formulated scrub with real sugar texture.



CURRENT ADMIN FEATURED IMAGE

KEY CLAIMS FROM TRUTH INDEX

- Sugar is the physical scrub base.
- Contains coffee, argan oil, sweet almond oil, and shea butter.
- Contains vitamin E.

INCI

Sucrose, Coffea Arabica Seed Extract, Glyceryl Caprylate/ Caprate, Prunus Amygdalus Dulcis (Almond) Oil, Cetearyl Alcohol, Sodium Methyl 2-Sulfolaurate, Disodium 2-Sulfolaurate, Butyrospermum Parkii (Shea) Butter, Argania Spinosa (Argan) Kernel Oil, Tocopherol, Fragrance.

AZGGAGH Tinted Balm

CATEGORY + VOLUME

Formulated tinted lip balm | Not stated in the Admin/live title

Retail price: 35 KM

FORMULATION

Balm with castor oil, sweet almond oil, beeswax, shea butter, poppy extract, and mineral pigment.

B2B POSITIONING

AZGGAGH is a small, strong retail product for impulse purchase, gift sets, and beauty shelves. The catalogue presents it as a lip balm because the sheet confirms lip balm, while the color story is explained through mineral pigment.



CURRENT ADMIN FEATURED IMAGE

KEY CLAIMS FROM TRUTH INDEX

- Contains poppy extract, shea butter, castor oil, and sweet almond oil.
- The red tone comes from CI 77491 mineral pigment with poppy extract.
- Contains beeswax and is not vegan.

INCI

Ricinus Communis Seed Oil (Castor), Prunus Amygdalus Dulcis Oil (Sweet Almond), Cera Alba, Papaver Rhoëas Flower Extract, Butyrospermum Parkii (Shea) Butter, CI 77491 (Iron Oxides), Tocopherol.



ANNAY Lash and Brow Serum

CATEGORY + VOLUME

Formulated lash and brow serum | 10 ml

Retail price: 35 KM

FORMULATION

Serum with jojoba, glycerin, hydrolyzed collagen, and vitamin E.

B2B POSITIONING

ANNAY is a precise small format for beauty retail, salons, and gift packs. The B2B story stays with care and a groomed appearance for lashes and brows, using the modest register from the truth index.

CURRENT ADMIN FEATURED IMAGE

KEY CLAIMS FROM TRUTH INDEX

- Contains jojoba oil, glycerin, hydrolyzed collagen, and vitamin E.
- Sulfate-free and silicone-free.
- Not vegan because it contains hydrolyzed collagen.

INCI

Aqua, Glycerin, Simmondsia Chinensis (Jojoba) Seed Oil, Xanthan Gum, Benzyl Alcohol, Hydrolyzed Collagen, Tocopherol, Dehydroacetic Acid.

SANOIJ Black Seed Oil

CATEGORY + VOLUME

KORIJEN line, oil for targeted cosmetic care | 50 ml

Retail price: 55 KM

FORMULATION

One ingredient: cold-pressed black seed oil.

B2B POSITIONING

SANOIJ is a focused cosmetic KORIJEN product for small routines and targeted care on dry zones. In this B2B document it stays strictly for external cosmetic use.



CURRENT ADMIN FEATURED IMAGE

KEY CLAIMS FROM TRUTH INDEX

- One ingredient: Nigella Sativa Seed Oil.
- Cold-pressed.
- Sulfate-free, silicone-free, and paraben-free.

INCI

Nigella Sativa Seed Oil

B2B terms

Wholesale

Wholesale terms on request.

Delivery

Fulfilment from Sarajevo, BiH-wide 1-2 business days.

Contact

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Note

This catalogue does not invent wholesale prices, MOQs, margins, or sales guarantees. Product prices are retail KM prices from read-only Admin evidence.