

Moroccanoil continues growth in cruise ship sector



Firm and smooth, Moroccanoil's Night Body Serum nourishes the skin with every application while catching Zs

Somar Distribution, in partnership with Starboard, is now offering Moroccanoil products on more of the world's top cruise lines. After exceeding expectations, Moroccanoil was rolled out to 90% more stores than planned in 2019. Teaming up with Harding Retail, Somar will further increase the brand's cruise ship presence next year.

With the tagline: Outshine the Rest and the hashtag #ArganEveryDay, the iconic beauty brand continues to celebrate a decade of its Moroccanoil Treatment: the argan oil-infused innovation that revolutionized hair care.