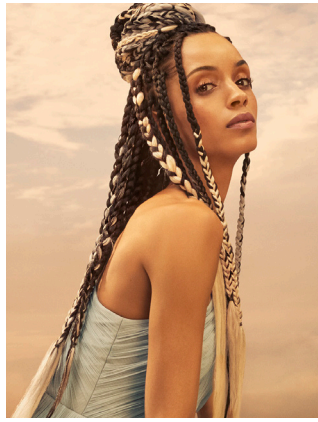


# IMAGE MENU / GUIDELINES

## CONSIDERATIONS

The usage rights for all images begin on 7/1/21 and expire 7/1/23

Moroccanoil reserves the right to determine logo placement



**ASHLEY BRAIDS**  
Image crops at the top of the bun and bottom of the braids



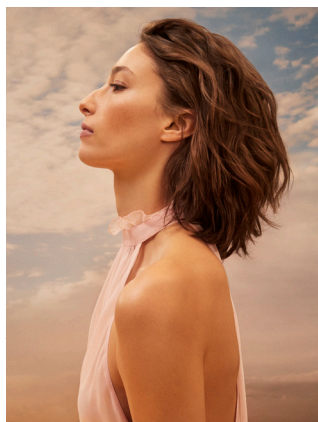
**ASHLEY BRAND VERTICAL**  
Image can only be used as a full body vertical and not cropped for hair focus



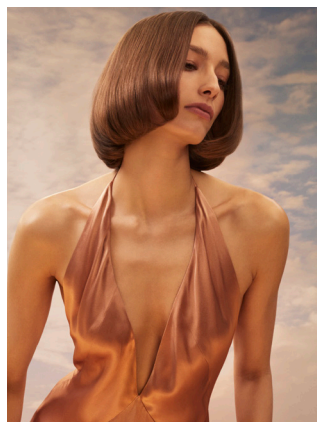
**ASHLEY BRAND HORIZONTAL**  
Image may only be used as a full body horizontal crop



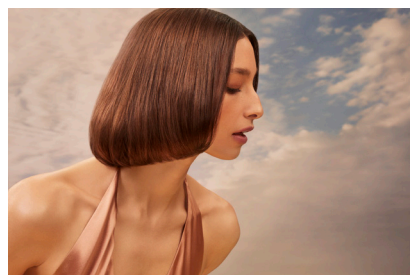
**ASHLEY TEXTURE**



**ALEX TEXTURE**



**ALEX SMOOTH**



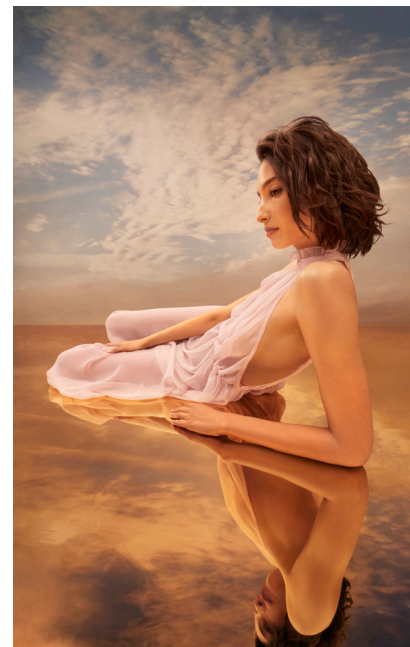
**ALEX SMOOTH 2**



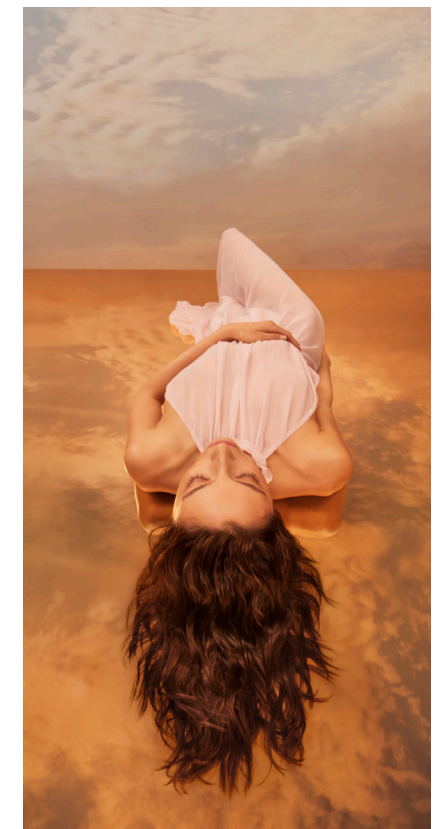
**ALEX VOLUME**



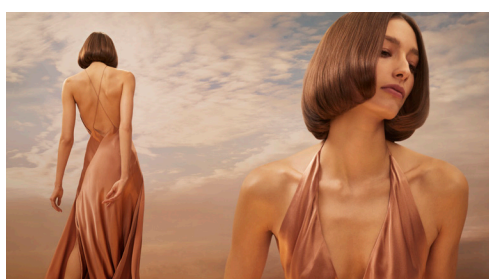
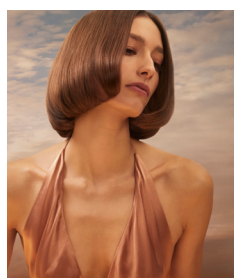
**ALEX TEXTURE BRAND 1**  
Image may only be used as a full body horizontal



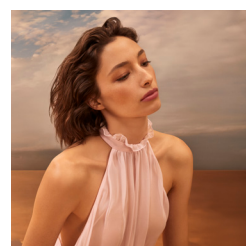
**ALEX TEXTURE BRAND 2**



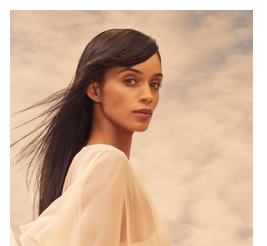
**ALEX TEXTURE VERTICAL**  
Image may only be used as a vertical



**ALEX SMOOTH BRAND DOUBLE EXPOSURE**  
Right side of image may be used as a hair hero image on its own



**ALEX TEXTURE BRAND DOUBLE EXPOSURE**  
Right side of image may be used as a hair hero image on its own



**ASHLEY SMOOTH MOT DOUBLE EXPOSURE**  
Right side of image may be used as a hair hero image on its own

## IMAGE MENU / GUIDELINES

### CONSIDERATIONS

Moroccanoil reserves the right to determine logo placement



MOT SKY



MOT SKY DUO