

# Counter hair mites

**K**ENNY Chong is a distributor of health care products, and has to frequently meet clients to extend his network of contacts and develop business relationships. Appearance to him is vital, as first impression would make or break a deal.

At 28 years old, Chong was a confident young man. That was, until he started noticing he was losing hair. Chong thought it was temporary, so he did not do anything about it. An event that jolted him into action was when he was mistaken for an "uncle", during a reunion with his school mates.

Chong decided that he needed to do something, and sought help from IOI Hair Care.

At the centre, Chong was diagnosed with male pattern hair fall. It usually begins with a receding

hairline and thinning on the crown that will form a slight "M", "O", "A" or an "O+M" shape.

One of his hair fall factors is the existence of a microscopic parasite called demodex mites which are invisible to the naked eye, measuring only 100-300 microns in length. Demodex mites are found on 88% of men and women who suffer from hair thinning. Demodex follicle mites live inside the sebaceous glands and hair follicles, damaging the cell walls.

After mating, the mites burrow into the skin, laying eggs, introducing bacteria and infection to the skin.

Throughout the five phases of their life cycle, the mites destroy the skin by excreting waste and secretion, laying eggs and dying within its layers. Chong was confi-

dent about the intensive therapies recommended by IOI Hair Care as the centre has won over 10 international awards, and uses only 100% natural herbs.

Chong then began the Demodex Solution Technology (DST), a tried and tested therapy that is effective and non-invasive. Combined with specialised ozone therapy to kill bacteria in the hair and scalp, it transfers more oxygen to the hair follicle to improve the growth cycle. DST therapy also incorporates Infra Red Energy to help improve blood circulation.

Just six months later, Chong is now a different man. He looks younger and is more confident. Chong continues to follow the hair programme and therapies prescribed by IOI Hair Care.

Those with hair thinning prob-

Kenny Chong has renewed confidence with his thicker, fuller hair.

**M Shape Male Pattern Baldness**  
Kenny Chong, age 28

**Demodex Mites**

lems are welcome to a free professional consultation, computerised hair and scalp analysis, demodex mites follicle analysis, hair care starter kit and a free trial to IOI Hair Care's signature hair therapy worth RM406.

SMS to 32828 to receive the complimentary offer (Type: IOI<space>ST, preferred outlet, name, IC number).

Or call 1300-888-101 to make an appointment.

Visit them at any of the 14 outlets located nationwide.

KL: Berjaya Times Square (03-2144 8101), Mid Valley City (03-2282 8101), Wangsa Maju (03-4149 7101)

Selangor: USJ 9, Subang

Jaya (03-8024 910), Damansara Utama (03- 7710 9101), Bukit Tinggi, Klang (03-3326 3601), The Mines Shopping Fair, Seri Kembangan (03-8942 8101)

Penang: Queensbay Mall, Penang (04-643 9101), Autocity, Prai (04-508 8101)

Johor: Taman Johor Jaya (07-355 6101), Plaza Pelangi (07-335 6101), Batu Pahat Mall (07-438 8101)

Kedah: Lagenda Heights, Sungai Petani (04-423 9101)

Pahang: Putra Square, Kuantan (09-517 3182)

For details, call the customer care line at 1-300-888-101 or visit www.101hair.com.my

## The Causes of Hair Fall Demodex Mites



Kenny Chong, age 31 is now a different man.

"Now I am a self confident person. I look a lot younger and even my wife says that I look more and more attractive!"

For hair care and hair treatment, 101 HAIR CARE has the solution!

At 28 years old, Kenny was a confident young man. That was, until he started noticing he was losing hair. An event that jolted him to action was when he was mistaken for an "uncle", during a reunion of his old school mates. His friends could not recognize him as he looked very old!

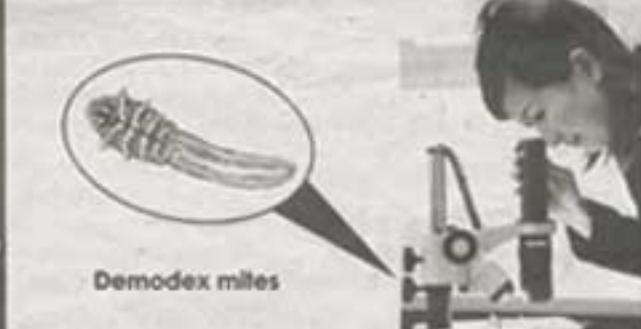
Kenny was diagnosed with Male Pattern Baldness, one of the most common type of hair loss. It usually begins with a receding hairline and thinning on the crown that will form a slight "M", "O", "A" or an "O+M" shape.

The cause of this was the existence of a microscopic parasite called Demodex Mites, which are invisible to the naked eye measuring only 100-300 microns in length. Demodex mites are found on 88% of men and women who suffer from thinning hair.

Obvious signs of DEMODEX mites include: itching, crawling sensation on the scalp, face (though most of the time, there are no signs of this), as well as extensive hair loss.

**101 Professional Advice:**  
Demodex Solution Technology (DST™)

The New Breakthrough Technology & Proven Solution that targets Demodex Mites and hair thinning problem. Proven results show that Demodex Solution Technology (DST™) can effectively enhance hair growth and improve hair thinning problem.



### 5 Common Scalp Conditions Affected By Demodex Mites



Care Line 1-300-888-101 | Website www.101hair.com.my

Exclusively For FIRST TRIAL Hair Problem Customer  
**FREE** 1 Visit 4 x Suprises  
101<space>ST, Preferred Outlet, Name, IC, No.  
Send to 32828

Kuala Lumpur: Berjaya Times Square (BTS) | Mid Valley City (MV) | Wangsa Maju (WM)  
Selangor: Petaling Jaya (DU) | Subang Jaya (USJ) | Klang (KLG) | The Mines (TM)  
Penang: Queensbay Mall (QB) | Autocity (AC) | Kedah: Lagenda Heights (SP) | Pahang: Putra Square (KTN)  
Johor: Plaza Pelangi (JB) | Taman Johor Jaya (JJ) | Batu Pahat (BP) | Klang Mall (KM)

Operation Hours: Monday - Friday 11am - 8pm, Saturday 10am - 7pm, Sunday 10am - 4pm