

# The hair specialist

IOI Hair Care has helped many people regain their crowning glory.

**H**AIR has remained an important feature in fashionable trends and styles. However, as we age, the growth rate of new hair slows down.

The most common hair and scalp problems in Malaysia include oily scalp, flaking, greying, falling hair, patches, brittle hair and slow growth. The hot weather increases the production of sebum, and excessive sebum can clog the hair follicles and lead to hair fall.

Genetic factor can play a contributing role to a hair thinning problem called Androgenic Alopecia. Other factors such as sleeping disorder, chronic stress and unhealthy lifestyle can also trigger the early onset of hair fall. Androgenic Alopecia is a common form of hair fall in both genders.

For the men, it is known as male pattern hair fall. There are four types for this condition, namely:

- > A-shape
- > O-shape
- > M-shape
- > O+M shape

The typical pattern of male pattern hair fall begins at the hairline and existing hair may become finer and shorter. The hairline gradually recedes to form an M or A-shape. Hair on the crown become thinner and thinner to form an O-shape. When an O

I M-shaped pattern occur at the same time, it becomes an O+M shape.

As for female pattern hair fall, the most common type of hair fall occurs around the top of the head. Female pattern hair fall occurs in miniaturising hair over the affected areas of the scalp, and the hair becomes thinner predominantly over the top and front of the head.

The scalp is the foundation of hair follicles. If it is not given the proper care, the emergence of new hair will not be as healthy and strong as it used to, and it will be prone to breakage.

Most people are not aware of the need to adopt a basic hair care system to maintain a healthy scalp, which involves basic care,



**Proven success:** IOI Hair Care has helped these individuals.

cleansing and the strengthening of the hair and scalp.

To help those facing hair thinning problems, IOI Hair Care's Advanced Follicle Technology (AFT) is formulated to help repair the damage to the scalp that causes hair fall. The benefits include:

- > Deep cleansing - Cleansing of the pores help prevent blockage and clogged oil in the follicles, balancing the sebaceous glands.
- > Prevention - Through the application of herbs, follicles containing hair roots are nurtured, preventing premature roots from dying and falling off.
- > Strengthening - Helps strengthen existing hair as well as baby hair, so that new hair that grows will be nurtured and sustained.

> Growth stimulation - When new hair begins to grow, it will be further stimulated to encourage the growth process.

IOI Hair Care will soon open its 16th outlet in Kepong. IOI Hair Care is acknowledged by Superbrands 2009/2010 and Asia Spa & Wellness 2009/2010 as the International Hair Care Expert, and was also awarded the ISO 9001 certification.

**Free RM406 therapy**

SMS to 32828 to receive a complimentary offer (Type: IOI<space>ST, Preferred out-

let, Name, IC No.) or call 1300-888-101 to make an appointment.

In conjunction with Father's Day, first-time male customers will get a mystery gift worth RM60.

You will be entitled to professional consultation, computerised hair and scalp analysis, demodex follicle mites analysis, a signature hair therapy and a travel kit.

Visit your nearest IOI Hair Care today:

> Kuala Lumpur - Berjaya Times Square (03-2144 8101), Mid Valley (03-2282 8101) & Wangsa Maju (03-4149 7101)

> Selangor - USJ 9, Subang Jaya (03-8024 9101); Damansara Utama (03-7710 9101), Bukit Tinggi, Klang (03-3326 3601) & The Mines Shopping Fair, Seri Kembangan (03-8942 8101)

> Penang - Queensbay Mall (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) & Kluang Mall (07-773 8101)

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

> Kuantan - Putra Square, Kuantan (09-517 3182)

For details, call 1-300-888-101 or visit [www.ioihair.com.my](http://www.ioihair.com.my).



**Maximizing Result**  
Our Satisfied Customers Are Proud To Share



### 8 Common Scalp Problems



Exclusively For **FIRST TRIAL** Hair Problem Customer

**FREE** Therapy & Analysis  
Travel Kit

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: Pelangi Jaya (PJ) | Subang Jaya (USJ) | Klang (KLG) | The Mines (TM) | Penang: Queensbay Mall (QB) | Autocity (AC) | Kedah: Lagenda Heights (LH) | Pahang: Putra Square (PS) | Johor: Plaza Pelangi (JP) | Taman Johor Jaya (TJ) | Batu Pahat (BP) | Kluang Mall (KM) | Kepong Village Mall (KV) | *Caré Line*

Caré Line **1-300-888-101** Website [www.ioihair.com.my](http://www.ioihair.com.my)

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