

# Care for your crowning glory

**H**AIR fall is a great concern for many people as they age. There are many reasons why men and women experience hair fall.

What needs to be understood, however, is that men and women have different patterns of hair fall. The IOI Hair Care centre offers the answers to all your queries about this common problem.

Basically, males suffer from male pattern hair fall in shapes like M, A, O or O+M. This is due to the DHT hormone that affects hair follicles located from the forehead and above.

Hair fall can also be caused by many factors including genetics, diseases, poor nutrition, stress and even medication.

Female pattern hair fall begins with the same amount of hair fall but rather than in a shape, women experience diffuse hair fall. This means that their hair thins evenly.

Different types of hair fall problems require different medication and treatment.

To fulfil the different needs of customers, IOI Hair Care has developed a full range of products, each with a specific effect for a certain purpose and result.

IOI Hair Care uses 100% natural herbs and its products do not contain any chemical ingredients.

One of signature therapies in IOI Hair Care - Advanced Follicle Technology (AFTTM) is formulated to help repair the damage to the scalp that cause hair fall. It focuses on four major areas:

- Deep cleansing which helps prevent blockage and clogged oil in the follicles and balancing the sebaceous glands. This also encourages hair growth.
- Prevention. Through the application of herbs, the follicles containing hair roots

**Lee Hui Chin, age 31**  
**Female Pattern Baldness**  
An overall thinning of hair on the crown of the head, with the frontal hairline maintained. The major symptoms are miniaturizing hairs or variable diameter (thinning hair), hair loss of overall affected area, oily scalp, sensitive scalp and dandruff.

**Kamarul, age 28**  
**Male Pattern Baldness**  
It begins with a receding hairline that will form a slight "M", "O", "A" or an "O+M" shape followed by thinning of the hair around the crown of the head. The major symptoms are hair fall, hair thinning, scalp aging, sensitive scalp, itchy scalp, slow hair growth rate and shorten hair life cycle.

**Goh Ah Muay, age 43**  
**Post Natal Hair Loss**  
Typically occurs 9 to 12 weeks after the birth of the child, at which one will notice an overall thinning of hair around the crown of the head. The major symptoms are significant loss of hair, oily scalp, balding, itchy and excessive shedding of dead skin cells from scalp.

**Alan Chin, age 35**  
**Oily Scalp Hair Loss**  
Oily scalp can cause drastic hair loss. The presence of Demodex mites can easily be found in oily scalp which is believed to shorten hair's life cycle and link to serious hair loss problem. The common symptoms of oily scalp hair loss are excess sebum scalp, scalp inflammation, weaken hair root and scalp acne.

Men and women have different patterns of hair fall.

are nurtured.

- Strengthening. This step will strengthen existing hair as well as baby hair, so that new hair that grows will be nurtured and sustained.

- Growth stimulation. This is to stimulate hair growth. When the new hair begins to grow, the hair will be further stimulated to accelerate the growth process.

Today, IOI Hair Care is a world renowned brand with over 3,000 branches in 60 countries. In Malaysia, IOI Hair Care has 15 branches, and the 16th outlet will be opened soon in Kepong. Its treatment centres are located in Kuala Lumpur, Selangor,

Penang, Johor, Kedah and Pahang.

IOI Hair Care is acknowledged by Superbrands 2009/ 2010 and Asia Spa & Wellness 2009/ 2010 as the International Hair Care Expert, and it is also the only Malaysian hair care company to be awarded the ISO 9001 certification. The effective treatments and products have won over 10 international awards for excellence.

**Special Promotion**

Get a free therapy worth RM406. Send a SMS to 32828 (Type IOI<space>ST, preferred outlet, name, IC No). Alternatively, call 1300-888-101 to make

your appointment, or drop by any of its 15 outlets nationwide.

You will be entitled to:

1. Professional consultation
2. Computerised hair and scalp analysis
3. Demodex follicle mites analysis
4. Signature hair treatment
5. Travel kit

In conjunction with Fathers Day, new male customers will get an extra mystery worth RM60.

■ For more information, call customer care line at 1-300-888-101 or visit [www.ioihair.com.my](http://www.ioihair.com.my).

## 101 HAIR CARE

**Farhana, age 25**  
**Drastic Hair Fall**  
I am much more confident now.

**Ford, age 32**  
**O+M Shape Male Pattern Hair Fall Problem**  
My baby hair has started growing.

**Conquer Hair Problem with Action**

Our Satisfied Customers Are Proud To Share

**Lee Hui Chin, age 32**  
**Female Pattern Hair Fall Problem**  
I am confident with IOI's Professional Service.

**Alan Chin, age 35**  
**Oily Scalp & Dandruff Hair Problem**  
My hair has grown successfully.

**6 Common Scalp Problems**

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

Exclusively For FIRST TRIAL Hair Problem Customer

**FREE Therapy & Analysis Travel Kit**

101 (space) ST, Preferred Outlet, Name, IC No.

Send to **32828**

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