



101 HAIR CARE™
Since 1974



Old Man Look No More!

"Hair" plays a most important part in our day today appearance, and just to keep ourselves attractive and best. Imagine if you look older than your actual age, there are no wrinkles on your face but hair loss. Kids greet you as uncle instead. Kamarul, one of 101's satisfied customers, has experienced this before his hair loss was treated.

Since university days, Kamarul has had to battle with premature hair loss. Kamarul looked matured beyond his years, and was often chided by his parents to seek for treatment. He was diagnosed as suffering from premature hair loss, specifically male pattern baldness, type O + M by 101 Computerized Hair & Scalp Analysis.

Male pattern baldness type "O" occurs when hair loss is first noticed at the centre of the crown, causing the "O" to spread bigger and wider, until only the sideburns are visible. Type "M" baldness, whereby the hairline had begun receding tremendously.

Symptoms of Premature Hair Loss:

- Thinning hair on the scalp
- Oily scalp
- Hair loss
- Acne on scalp
- Itchy scalp

101 HAIR CARE is a world renowned brand with more than 10 International Awards, using only 100% natural herbs ingredient. Over 16 million customers nationwide have been cured of baldness and are satisfied with 101 HAIR CARE's solution.

The Computerized Hair & Scalp Analysis is the first of its kind in Malaysia. The process includes:

1. Identifying the causes of hair loss
2. Analyzing follicle condition
3. Calculating hair density
4. Measuring hair thickness
5. Analyzing hair cuticles
6. Computerized report generation

Shortly after being diagnosed, Kamarul started Signature Hair Care Solution with 101 HAIR CARE:

1. Deep cleansing
2. Prevention
3. Strengthening
4. Growth stimulation

Just one year later, Kamarul is a much happier and confident person. He has also learned how to properly care for his hair, focusing on cleanliness and hygiene of his hair and scalp, to ensure that premature hair loss does not occur once more.



Successful Case

Kamarul, age 28
'O+M' Shape
Male Pattern Baldness

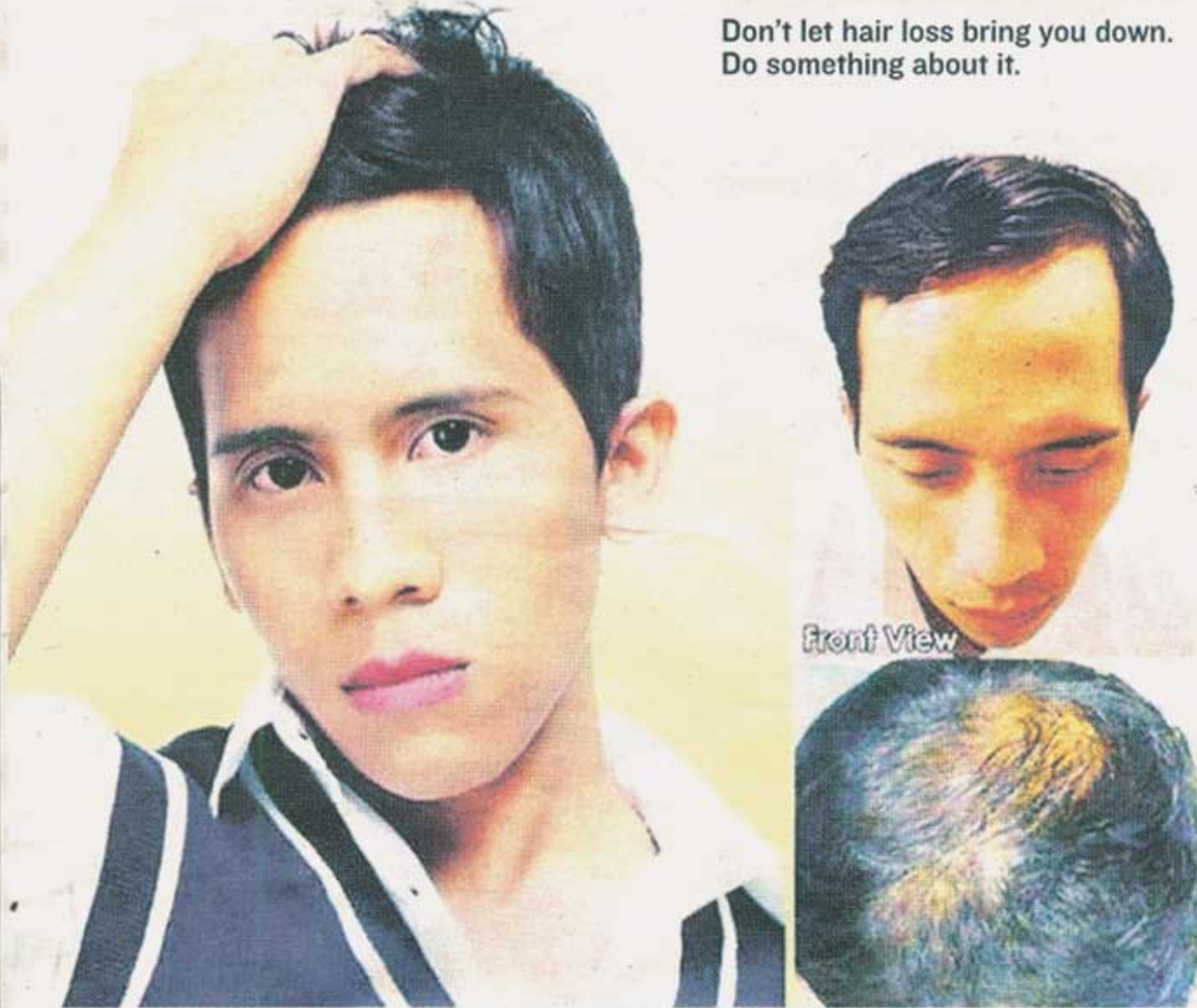


Types of Male Pattern Baldness



Overcoming premature hair fall

Don't let hair loss bring you down. Do something about it.



SINCE his university days, Kamarul Arriffin Abu Yahya has had to battle with premature hair fall. Kamarul looked mature beyond his years, and was often advised by his parents to seek therapy.

Resolute to overcome his hair fall problem, Kamarul stumbled upon IOI Hair Care, after reading about the company and its satisfied clients.

IOI Hair Care is a brand with more than 10 international awards. Over 16 million customers nationwide are satisfied with IOI Hair Care's therapies which use only natural herbs.

"When I first went to the Berjaya Times square outlet, I was impressed with the hair consultants who immediately proceeded to test me with the Computerised Scalp Analysis," said Kamarul.

The Computerised Scalp Analysis is one of the first in Malaysia. The scalp analysis is professionally conducted by experienced IOI Hair consultants.

The process includes:

1. Identifying the causes of hair fall: to find out the factor for hair fall
2. Analysing the condition of the follicle: to analyse the condition of the hair pores
3. Calculating hair density: to find out the amount of hair
4. Measuring hair thickness: to compare the client's condition with the average healthy hair
5. Analysing hair cuticles: to analyse the outer layer of the hair
6. Computerised report generation: the results summarise the overall hair fall problem

"I was diagnosed as suffering from premature hair fall, specifically male pattern hair thinning, type O+M," added Kamarul.

Male pattern hair thinning type "O" occurs when hair fall is first noticed at the centre of the crown, causing the "O" to spread bigger and wider, until only the sideburns are visible. Kamarul also suffered from type "M" hair thinning, whereby his hairline had begun receding tremendously. The common symptoms of premature hair fall are thinning hair on the scalp, oily scalp, zits on the scalp, hair fall and itchy scalp.

Hair Care, beginning with the Advanced Follicle Treatment (AFT) sessions.

"I found the therapy to be effective as I noticed stark improvement. I noticed there is more hair and is no longer as sparse as before," added Kamarul.

IOI Hair Care's signature AFT is a proven therapy to help treat hair fall, with four major aims:

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, helping in preventing premature roots from dying and falling off.

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

Help in the growth process: When the new hair begins to grow, the hair will be further stimulated to accelerate the growth process.

Just a year later, Kamarul is a much happier and confident person. He has also learned how to care for his hair, focusing on the cleanliness and hygiene of his hair and scalp, to ensure that premature hair fall does not occur again.

Visit your nearest IOI Hair Care and redeem your Chinese New Year mystery gift (valid until Feb 28).

- 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 9101), 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)
- Kuantan: Putra Square Kuantan (09-517 3182)

For details, call 1-300-888-101 or visit www.ioihair.com.my.

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