



Hariaty: 'I enjoyed the AFT sessions. The therapy helped to treat my oily scalp and dandruff problems, followed by a soothing massage and tonic application.'

Female Hair Problem

Hariaty bt Kastolany, age 34

Don't lose hair over having a baby

Treatment to prevent hair loss after childbirth

HAVING a child is a wonderful experience for many mothers-to-be. From the craving for midnight snacks to observing the ever-growing belly, pregnancy is a life-changing experience.

Pregnancy can also have a wonderful effect on a woman's hair. Some women may notice that after the fourth month of pregnancy, hair texture is at its absolute best, due to the increase of estrogen in the body.

Unfortunately, this is not a permanent condition because almost 40% of women experience some degree of hair loss after childbirth. This is also known as post-natal hair fall.

"It was a scary experience as I noticed that there was an overall thinning of my hair, especially around the side parting of my hair," said Hariaty, a client of IOI Hair Care.

Hariaty also thinks her post-natal hair fall is due to a combination of stress at work, odd sleeping hours and irregular meals.

The hair fall is because of the steep decline in estrogen levels after the birth of the baby. Post-natal hair fall typically occurs between nine and 12 weeks after childbirth. Some women will experience temporary hair fall after childbirth, while others would have to seek treatment if the condition worsens.

This is also known as female pattern hair thinning. One will notice an overall thinning of the hair

around the crown. If left untreated, the problem will persist and the rate of recovery will be lessened.

In the case of Hariaty, IOI Hair Care first diagnosed her condition using a computerised Scalp Analysis before proceeding to the Advance Follicle Technology (AFT).

The computerised Scalp Analysis is carried out by experienced IOI Hair consultants. The process includes:

1. Identifying the causes of hair fall: To find out the hair fall factor.
2. Analysing follicle condition: To analyse the condition of the pores.
3. Calculating hair density: To find out the amount of hair.
4. Measuring hair thickness: To compare 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 hair analysis result summarises the overall hair fall problem.

"The IOI Hair Care specialists are professional and I enjoyed the AFT sessions. The therapy helped to treat oily scalp and dandruff problems, followed by a soothing massage and tonic application.

"After the therapy, I noticed that my scalp was no longer oily and my dandruff problem was gone. I could feel that the roots of my hair were stronger. Whenever I comb my hair, it does not fall as much as it used to," added Hariaty.

The Advance Follicle Technology

focuses on:

Deep cleansing: Cleansing of the pores helps prevent blockage and clogged oil in the follicles, thus balancing the sebaceous glands.

Prevention: Through application of herbs, follicles containing hair roots are nurtured, preventing premature roots from dying and falling off.

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

To make an appointment, call 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 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)

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.



101 HAIR CARE™

Since 1974



Women, Face the Terrible Post Natal Hair Loss!

"It was a very scary experience, as I noticed that there was an overall thinning of my hair, especially the crowning area, but more around the hair line. It was the first time that I had lost such a massive amount of hair, in such a short period of time.

IOI's Signature Therapy Solution was very effective as I noticed that my scalp was no longer oily and my dandruff problem was gone. Whenever I combed my hair, I felt that the volume of hair was thicker and my hair wouldn't fall anymore!

Having a child is such a wonderful experience for many mothers to be. Unfortunately, 40% of women experience some degree of hair loss after childbirth, this is known as Post Natal Hair Loss.

The hair loss is because of the steep decline in estrogen level after the baby has been born. 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. If left untreated, the problem will persist and success rate of recovery will be very much lessened, this is also known as Female Pattern Baldness.

Symptoms of Post natal Hair Loss:

- Significant Loss of Hair
- Excessive Shedding if
- Dead Skin Cells from Scalp
- Balding
- Oily Scalp
- Itchy

IOI HAIR CARE's Signature Therapy Solutions, includes:

Deep Cleansing

- Clear follicle blockage
- Control scalp sebum secretion
- Prevent sebum oxidation

Prevention

- Prevent further hair loss
- Stabilize scalp condition
- Maintain healthy sebum secretion

Strengthening

- Strengthen hair root
- Improve follicle condition
- Strengthen new born hair

Growth Stimulation

- Stimulate cell regeneration
- Improve hair density
- Enhance hair growth effect

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

Successful Case

Hariaty bt Kastolany, age 34

Post Natal Hair Loss

