

PRESS RELEASE
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TK TRICHOKARE RECEIVED 'Most Trusted Trichological Centre'



SINGAPORE, FEBRUARY 2015 – A survey carried by Nathan Rich Research LLP found out that most people chose Trichology and European herbal hair remedy as the most credible treatment.

TrichoKare will be moving towards raising awareness on Trichology, where it all started. Survey findings also show that most respondents have indicated their trust with TrichoKare.

Referring to the survey result, Trichologist at TrichoKare, Jane Ang said while she thinks that it is an honor for TrichoKare, she sees an opportunity in creating a healthier scalp care model and making it available for respondents who may not be aware.

TrichoKare Principal Trichologist, Raynell Zhang added that the recognition will not mark the end of service quality but with aim to fill up gaps in reaching greater heights. TrichoKare is in the onset of introducing new technology and a stronger USP to meet more demands. This is dedicated to TrichoKare existing clientele and the potential clients out there.

Trichological Approach to Hair Loss

Majority of the people who visit TrichoKare consult the hair specialists on various hair problems. But a good number of them also seek treatment for scalp issues such as dandruff, itchiness and inflammation. Pictures do speak a thousand words with the before and after photos captured through Tricho-Scan Scalp Analysis.

Understanding different Hair and Scalp Concerns

Among the many interesting findings by Nathan Rich Research LLP, more Women agree that hair problems would affect their confidence level. Whereas, more Men is cool about their hair problems and would encourage their partners to seek help if they are concerned. The survey also finds out that top hair concerns for both genders are Grey Hair and Thinning Hair.

Understand the Different Hair Woes of Men and Women:

Men	Women
Dandruff	Split Ends
Prominent Hair Parting	Frizzy Hair
Greasiness	Prominent Hair Parting

The survey tells us that Men are more concerned with dandruff, prominent hair parting and scalp greasiness. The result reflects realistically with the observation with TrichoKare customers.

Indeed, more Men in TrichoKare faced dandruff problems. TK Trichologist Jane Ang explained that dandruff is more common in Men due to the influence of androgens (male hormones) and larger sebaceous glands, which will result to excessive sebum production that leads to greasiness. Men also face receding hairline when it shifts backwards from the forehead.

On the other hand for Women, hair thinning begins gradually at the part line. Though Women can take advantage of their longer hair length and fringe to hide the thinning area, what became their concerns would be hair texture and hair ends. Again, understanding from Jane, the natural sebum fails to reach the ends as it grows and therefore results to spilt ends and frizziness.

European Herbal Hair Remedy

Discover what could help one develop better means to ease troubling condition. At TrichoKare, you are able to get comprehensive advice in managing the state of your scalp, as well as highly effective treatment and extremely enjoyable experience that releases you from the worry of early hair problems appearing before your time.

The treatment is enriched with application and supplying of minerals and vitamins that help to increase blood circulation, speed up the metabolism of the scalp, nourish hair follicles and regulate the sebum production of the scalp for healthier hair while encouraging cell growth on the scalp. It also restores hair to its natural, lustrous and glossy state.

Trichologists at TrichoKare

Principal Trichologist Raynell Zhang I.A.T.
Trichologist Jane Ang I.A.T.
Member of International Association of Trichologists
Specialize in Hair and Scalp Problems

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About TK TrichoKare:

TrichoKare is the 1st ISO 9001 Trichological Centre that provides customized European Herbal Hair Remedies validated by certified Trichologists with products formulated by a professional herbalist.