

PRESS RELEASE  
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## TK TrichoKare working with Arts Scene 'Official Trichological Centre' and sole 'Hair and Scalp care provider for Casts'

**Singapore – March 2015** TrichoKare has started supporting the arts scenes in Singapore since April 2014. By sharing the same sentiments of appreciating the inner beauty of arts and culture, TrichoKare recognizes this appealing avenue that amalgamates life, passion, emotion, creativity and culture learning into a representation.

In arts, it gives a unique means to express and the possibility to explore ideas. Truly, it is inspiring to know that arts scenes have made it to such quantum leap.



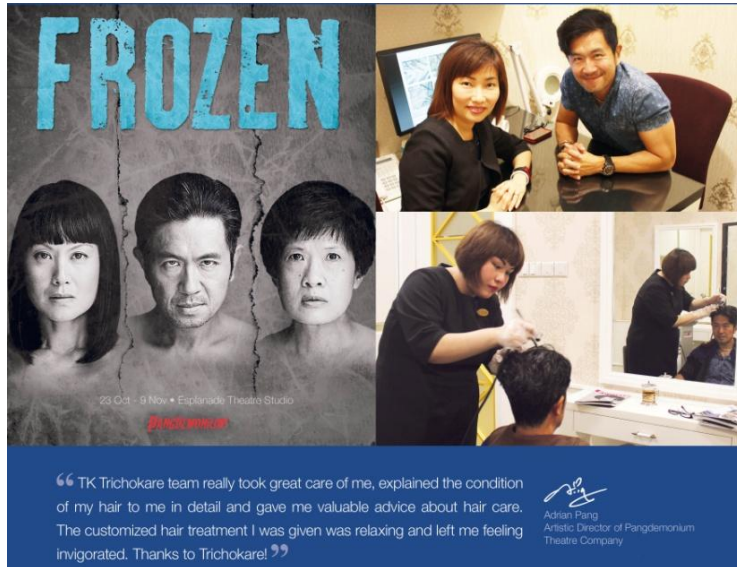
### Supporting Modern Asian Arts Production

TrichoKare started showing its first support to the arts scene with 'FLY Entertainment' collaborated, 'Running into the Sun' produced, "Ah Boys to Men, The Musical".

That's right, theatre veteran Beatrice Chia-Richmond is the face for TrichoKare for 3 years now! She is the Theatre Director for Running into the Sun Productions and Fly Entertainment Artiste.

The appointment of Beatrice as the media spokesperson follows a tradition for TK Trichokare of using genuine, real life testimonials and brand spokespeople. In the best European tradition of friendly transparency, Trichokare believes that success stories from satisfied clients are the best recommendation.

Beatrice Chia-Richmond will be leading a team of talented individuals as Creative Director of the Opening and Closing Ceremonies (OCC) for the 28th SEA Games' opening ceremony held at the new National Stadium.



After working with “Ah Boys to Men, The Musical”, it marks the beginning of being an ‘Official Trichological Centre’ for many other arts scenes. TrichoKare has shown support to ‘Pangdemonium’ Theatre award-winning Play “Frozen” and ‘Toy Factory Production’ produced “Innamorati (Musical)”. Much less to say, TrichoKare is the sole Hair and Scalp Care provider for the casts in abovementioned.

This year, TrichoKare has chanced upon another of Goh Boon Teck Arts, “Titoudao”.

In the delights of arts, TrichoKare has helped the casts to regain confidence and all ready to meet their fans in their best self. TrichoKare is able to relate how much struggles the casts are facing through the past few months. The amount of stress they are facing in the middle of scripting the play rehearsal has brought them into the state where hair problems should only be saved by a professional Trichologists and Hair Specialists at TrichoKare.





## *Hair & Scalp* **CARE** Insights of a **THEATRE THESPIAN**

TK TrichoKare is the Official Trichological Centre for Titoudao and the sole hair and scalp care provider for leading star, Audrey Luo. Titoudao is based on a true story where Audrey plays the life of Madam Oon becoming a top wayang star in Singapore and Malaysia. She finds it interesting that she is interweaving between reality and her role as she plays an artiste who has an acting passion.

In this opportunity, she discovered her scalp problems from TK Trichologist, Jane Ang. Behind the dry strands, her scalp showed possible signs of dry scalp that is due to the loss of moisture.

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**“ Stage Life Real Life, I am  
confident anyway! ”**

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Audrey thinks it is fascinating as she could display the same confidence as much now on stage as of her real life as TrichoKare is taking care of her scalp.

Through customized European Herbal Hair Remedy, Audrey has her scalp nourished deeply, restored scalp pH level and removed build-up left behind. The natural formulation, using premium European plants extracts, helps Audrey's hair reveals 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

### **For more information, please contact:**

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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.