

Title

Help For Hair Loss

Summary

Svenson Hair Center introduced six Malaysians (two females and four males) as its new spokesmen for 2008. Mr. Teo said premature hair loss is occurring in younger people due to lifestyle factors more so if they have a history of baldness and hair thinning in their family.

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By ANGIE TAN

Help for hair loss

Svenson reveals new spokespersons



BALDING might provide plenty of joke fodder for mischievous friends, but it's no laughing matter for those who are afflicted by it, especially if hair loss happens to those on the underside of 30, or to women. However, premature hair loss is occurring in younger people due to lifestyle factors. This was revealed by Svenson Hair Center, as they introduced their new 2008 spokespeople, all of whom are under 30, with two of them being female.

The six are Muhd Shazli Mukhtar, 24 year-old radio DJ and producer, Wong Ken Nee, a 25 year-old IT consultant and business owner, Chang Min Wai, a 27 year-old hedge fund analyst and Bryan Low Der-Shyong, a 29 year-old financial consultant, Sharon Tan Suet Li, a 26 year-old marketing executive and Jane Priya Sellaiah, a 29 year-old reporter.

The six were chosen after a call for participation in the Svenson Head Hunt 07/08, the brand's annual hair and scalp health awareness campaign that is in its third year. Plenty of those who responded were noticeably younger, aging between 24 to 35 years.

According to Svenson Hair Center's Chief Trichologist, Teo



Kim Teik, the spokespersons are representative of the earlier age of onset of hair loss among urban Malaysians. He said that the trend was not limited to Malaysia but was supported by data collected from all of Svenson's centers across the region.

"Over the past 10 years, more customers have begun seeking professional help from us while in their early to mid-20s. Some of the HeadHunts this year began losing hair in their late teens," said Teo.

"From our data, many of our younger clients are in high-stress, high-pressure occupations, and their lifestyles of constant stress, late nights, lack of sleep and fast food diets, would contribute to hair loss, more so if they have a history of baldness and thinning in their family," Teo explained.

"The objective of the Svenson HeadHunt is to reinforce the effectiveness of Svenson's treatments in a credible manner using real people with real problems and, at the same time, help bring hope and confidence back to those battling hair loss problems — no matter their age", Teo said.

The selected spokespersons underwent a five-month treatment programme using Svenson's advanced technologies and effective solutions, including Svenson AddHair Technology hair weaves and the Meso-Elixir Hair Therapy. The latter is a transdermal electro-diffusion system that disperses active ingredients through the scalp by creating electropores (little openings) in the scalp using electrical pulses. This allows active ingredients to penetrate deeply into the scalp layer, nourish the scalp and revitalize hair follicles.