

**Title** Svenson Hair Center Unveils Real Solutions for Real People, Introduces Six Spokespersons Discovered Through HeadHunt 2007/08 Campaign

**Summary** Svenson Hair Center introduced six Malaysians (two females and four males) as its new spokesmen for 2008. Svenson Chief Trichologist Mr. Teo said that lifestyle a possible link to hair loss at a younger and the representatives of the earlier age of onset of hair loss among urban Malaysians. Problems could be solved successfully if professional help is sought as soon as the problem is detected.

## Health

Svenson Hair Center introduced six everyday Malaysians who have regained their crowning glory through the brand's hair solutions as its new spokespersons for 2008.

In October 2007, the public call for participation to Svenson Head Hunt 07/08, the brand's annual hair and scalp health awareness campaign that is in its third year, received enthusiastic response especially from people aged between 24 to 35 years.

The selected final participants were two women and four men who underwent a five-month treatment programme using Svenson's advanced technologies and effective solutions, including the newly introduced Meso-Elixir Hair Therapy.

The new male spokespersons 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, were selected as Svenson Hair Center's female spokespersons.

All participants have seen dramatic improvement to their hair condition in the form of hair re-growth, reduced hair loss and stronger hair follicle. Two of the spokespersons received Svenson AddHair Technology hair weaves and treatment, while four received hair and scalp treatments alone. All spokespersons will continue to receive these treatments at no cost for a full year from the time of their selection.

### Lifestyle Factors A Possible Link to Hair Loss at a Younger Age

The participants were noticeably younger than in previous years, ranging from 24 to 29 years of age.

According to Svenson Hair Center's Chief Trichologist, Mr. 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 twenties. Some of the HeadHunts this year began losing hair in their late teens," said Mr. 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," Mr. 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," Mr. Teo said.

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Hair Loss and Thinning Occurring in Younger People Due to Lifestyle Factors



### New Svenson Spokespersons Shake Their Experiences

New Svenson spokesperson Jane Priya Sellaiah's hair loss was triggered in the line of duty, as she was assigned to Bandar Aceh in Sumatra for 3 months to cover the Boxing Day Tsunami of 2004, and relief efforts.

Jane was among the many reporters who passed their food, toiletries and clothes to the people around them. "The limited clean water was used for drinking – I washed my hair with any water I could find; my shampoo had been given to the children," Jane explained. Her hair thinning began months later, and gradually worsened.

"It's good to see my hair growing and to feel attractive again. It's so satisfying to be able to shampoo and brush my hair without fear of clumps dropping out," Jane said.

Svenson spokesperson Wong Ken Nee's hair loss began in his late teens and he had grown weary of looking much older than his age. Now using a Svenson AddHair Technology hair weave he said: "I'm finally looking 25 and not 40. My social life is back on track. I'd recommend Svenson to anyone who wants a professional opinion, a workable solution and excellent service."

For fashion-conscious Muhd Szali Mukhtar, better known as Shaz, who has a family history of male pattern baldness, regaining his hair through participation in the Svenson HeadHunt has been a relief.

"I'm a DJ for a youth focused radio station. Looking trendy and young is as important to me as sounding good over the airwaves. I'm so relieved that I have hair to style again. Thanks to Svenson I don't need to opt for the shaven headed look – it's so not me. With my now great-looking hair, I feel that I can get a date again, and hopefully a mate," Shaz said only half-jokingly.

Sharon Tan's prematurely thinning hair has been resolved with a Svenson AddHair Technology weave, with an uplifting conclusion – she is in a relationship again.

"As a woman, facing hair loss at such a young age was deeply troubling and made me self-conscious since the first thing people noticed and asked me about was my very thin hair. The hair loss was very rapid – less than a year. I went from being the life of the party to being depressed and staying at home," Sharon explains.

"The hair weave gave me an instant confidence boost. I'm back to being bubbly and I have just begun a relationship again after more than a year of being unattached – that's the wonder of having hair again," Sharon said.

### Seek Professional Help Early

Mr. Teo Kim Teik stressed that hair and scalp problems could be resolved successfully if professional help is sought as soon as the problem is detected, while people with advanced stage hair loss could benefit from a boost to their appearance and self-confidence by considering a customised hair weave.

"Svenson's six new spokespersons have very different reasons for seeking help for their hair and scalp problem but one thing they have in common is the difference having a good head of hair makes to these young people," Mr. Teo said in closing.