

## PRESS RELEASE

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**TK TrichoKare announces new Flagship Store at nex**  
*Setting forth a new era this New Year, bringing the first and only Trichological Centre in nex servicing our clients' needs and delivering real results.*



**SINGAPORE, JANUARY 2014** – TK TrichoKare continues to strengthen its presence in Singapore unveiling its fourth store in nex. nex is situated in Serangoon Central, which is strategically located in the heart of the North East. With this, TrichoKare marked being the first and only trichological centre within the vicinity.

With tens of thousands sophisticated individuals choosing TrichoKare over the past 10 years, TrichoKare is honored to be the first choice in solving their hair and scalp problems.

TrichoKare started its first store in Wheelock Place and had since, achieved what it aspired to be. Not only have clients chosen TrichoKare as their solution to hair loss, they have had their image enhanced with our premium treatments.

Started by a certified Trichologist who is a member of International Association of Trichologists and International Society of Trichology, treatments are validated under the expertise of Trichology practice.

TrichoKare built its foundation by committing itself in a network of the highest quality for hair and scalp care. It is the first ISO 9001 certified trichological centre that provides customized European herbal hair remedy tailored to individual needs.

It is also the recipient of 'Best Hair Care Salon' awarded by Singapore Tatler for 3 consecutive years since 2011, and has been widely reviewed and awarded by various media.



## The new flagship store

Determined to meet its rising needs, TrichoKare adds accessibility and convenience to new and existing clientele. It reaches out to more individuals who yearn to improve their hair and scalp conditions with its door opened at nex.

Marking its debut this New Year at nex #02-24, fighting hair loss is a whole new experience in addition to the philosophical connotation. Now, the facility takes on a modern luxury of exclusive comforts built in with four spacious consultation zones for all our privileged clientele.

It completes with a total new level of pampering and indulgence with a unique VIP lounge for our guests to sit through a calm and relaxed restoration service. Staying true to the brand's natural formulation of remedies extracted from European plant actives, our premium hair and scalp remedy gives an urban escape from the bustling city with the massage facilities.

To each of its own unique feature, all TrichoKare stores embodied a timeless elegance of European-inspired décor and fixings.

For a Trichological Scalp Treatment, TrichoKare is having a promotional deal to the public at only \$59.99! The treatment will compliment an additional Intensive Active Scalp mask. (Total worth: \$487)

Treating your hair loss problem after a long heavy day at work can be enjoyable now by sitting back and relax with high quality service. Our treatment promises to prevent hair loss effectively via the triple actions:

- ❖ Promote scalp metabolism
- ❖ Strengthen hair follicles
- ❖ Control sebum level within the scalp

### About TrichoKare:

TK TrichoKare is a holistic hair and scalp care centre that provides European herbal hair remedies, catering to all hair and scalp conditions in a comfortable and luxurious environment for its clients to enjoy pampering hair and scalp care treatments through premium European plant actives. TrichoKare is the first ISO 9001 certified trichological centre in Singapore that features customized treatments validated by a certified trichologist with products formulated by a professional herbalist.

