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TK TRICHOKARE BEGINS MARKING OF 10TH ANNIVERSARY YEAR

- A DECADE OF SOLVING HAIR LOSS PROBLEMS

SINGAPORE, OCTOBER 2013 – TK TrichoKare is commemorating 10th Anniversary this year with exciting programmes.

We are proud to have helped TK TrichoKare to be the first provider of Hair Care Programmes achieved your ISO 9001 certification in February 2007. Through your consistency and commitment by providing Quality Service and Products, you have built a solid reputation.

– Josef Lock, Managing Director, QAI Certification Pte Ltd

TrichoKare is the first ISO 9001 certified trichological centre in Singapore. Treatments are validated by a certified trichologist and products are formulated by a professional herbalist. TrichoKare has been in 10 years of service since passing the conformity assessment of providing consistent standard of commitment to its product and service quality. Furthermore, TrichoKare is proud to be a member of the International Association of Trichologist and be part of this profession in the branch of scientific study and promotes the research concerning the hair and scalp problems.

It is quite an achievement to reach this milestone with its quality trichological products and services. Wish more people can benefit from its effective treatments.

– Carienne Hew, Certified Trichologist

Over the past decade, TrichoKare has initiated with an outlet in Wheelock and has gradually expanded to 5 in the pipeline. TrichoKare has since built a strong customer base and managed to help individuals

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improve their hair and scalp conditions. Not only has TrichoKare addressed to their hair concerns, TrichoKare has become their choice of hair loss solution. We value our customer and would therefore like to honor and thank them for their continuous support.

TrichoKare has been highly featured by professional reviewers and famous bloggers for the natural and effective results. It has also been widely reviewed by editors of local and overseas media and won various awards. A handful to list being, the 'Best Hair Care Salon' awarded by Singapore Tatler for 3 consecutive years since 2011 and several awards by Singapore Women's Weekly since 2009.

TrichoKare is also honored to have celebrity spokespersons. Previously, Diana Ser, a former newscaster, actress and host who is professional in her every role is contented that TrichoKare gives her a tremendous boost of confidence in the hands of capable consultants. Following our traditions of using genuine and real life testimonials as brand spokesperson, Beatrice Chia-Richmond joins Diana Ser as a media icon who works with TK Trichokare to maintain the beauty and health of their hair.

Congratulations TrichoKare on its 10th Anniversary. I am proud to have been the face of TrichoKare for the last 2 years as they have definitely improved the quality of my scalp and hair, as well as to have been able to share TrichoKare's many wonderful treatments to others who are facing scalp and hair problems. Happy 10th Anniversary!

– Beatrice Chia-Richmond, Theatre Director, Fly Entertainment Artiste

Mark your calendar for our 10th Anniversary!

In many ways, this year is not about TrichoKare turning 10, but about TrichoKare wishes to do more to touch customers closer and connect with them of the importance to take care of scalp just like any part of the complexion. TrichoKare provides a comfortable and luxurious environment for its customers to enjoy pampering hair and scalp care treatments through premium European herbs. Dedicated to serve better, get close to the root of your hair and scalp problem with Australian Herbalist Steve Cordeiro & Radio Presenter Daniel Martin from FM 938LIVE Body & Soul, only dedicated daily health talk-show.

Hair, Herbs & Health

Date: 19 October 2013

Time: 1pm to 4pm

Venue: The Joyden Hall
201 Victoria Street
#07-01 Bugis+
Singapore 188067

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This season with Herbalist Steve Cordeiro

Herbalist Steve Cordeiro has been in the botanical hair industry for over 15 years. He has been studying and researching on the use of medicinal properties of plants. Steve went through the traditional production methods from the fundamental source. He made his way as a frequent visitor to the South Pacific Islands of Fiji, Samoa, Tong, Cook Islands Kiribati and Tuvalu in search for the vital component such as plant extracts, mineral and essential oil.

CEO of an Australia-based company, Steve, formulates and manufacturers hair and skin care products using mainly natural ingredients. He believes that many of the problems affecting us today can be relieved through proper diet, personal care and most of all supplemented through treatment through natural ingredient. Hear him out on the 19th of October in line with our 10th Anniversary, he will be sharing his findings on essential botanics and how natural herbs would benefit our scalp and hair problems.

We are proud to be associated with an organization such as TrichoKare which is recognized as being on the forefront in the use of herbs and natural ingredients in the treatment of hair.

– Steve Cordeiro, Australia Herbalist

Using the healing powers of natural and botanics

Herbology's philosophy is all about carefully analyzing and dealing with underlying reasons for hair problems before the condition is treated, thus minimizing re-occurrences of the same issues. The root of the problem is dealt with directly, ensuring long lasting results. TrichoKare specializes in a range of effective treatments to treat hair and scalp problems, using only European herbal hair remedies developed from natural botanicals. Leveraging on the healing abilities of plant extracts to promote hair growth and strengthen the immunity of hair and scalp problems, TrichoKare successfully helps to resolve hair loss problems and prevent them from returning. Among the comprehensive European Botanicals, here are some to name:



Chicory: Commonly used to treat irritated or inflamed scalp, also provides natural color for graying hair.



Leopard's Bane: Also known as Arnica, it rejuvenates the scalp, stimulate hair follicles and provides dandruff control.



White Willow: Good for dandruff and dry itchy scalp, a highly effective anti-inflammatory for oily and acne-prone scalp.

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All Month Long Promotions in Pampering and Comfortable Environment

TrichoKare will continue to provide hair care solutions and be the exquisite choice for sophisticated individuals who desire to improve their hair and scalp condition while experiencing the European herbal remedies as enjoyable as it is effective. Individual going through the treatment will be pampered with high quality service as all our customers will be our privileged guests who get to enjoy exclusivity through the use of premium natural plant extract and customized treatment that fits respective hair and scalp condition. Sit back and enjoy a brew of soothing herbal infused aromatic tea and cushioned yourself with a warm shoulder pad that encourages relaxation to improve your blood circulation while treating your hair loss problem after a long heavy day at work!

With the up and coming 10 years of service to the public, TrichoKare is offering Scalp Restorative Treatment with complimentary exfoliation at just \$59.99! (Worth \$338) The first 10 customers who call us now at **6-3388-680** get to enjoy a top up of \$10 for TrichoKare Signature Hair Loss Defence Ampoule worth \$179!

About TrichoKare:

TK TrichoKare is a holistic hair and scalp care centre that provides European herbal hair remedies, catering to all hair conditions in a comfortable and luxurious environment for its customers to enjoy pampering hair and scalp care treatments through premium botanical extracts. Started by a trichologist and being the first ISO 9001 certified trichological centre in Singapore, treatments are validated by a certified trichologist and products at TrichoKare are formulated by a professional herbalist.