



PRESS RELEASE

MEDICAL GRADE STEM CELL HAIR SOLUTIONS NOW AVAILABLE AT NEW PHS HAIRSCIENCE® CAPSULE CONCEPT RETAIL STORES

Medically Proven Korean SigGrow™ Complex For Grey Hair Reversal and Hair Loss
Debuts in Singapore



Singapore – For the first time in Singapore, medical grade results-proven Korean stem cell solutions for grey hair reversal and hair loss, previously only available in doctor’s clinics, will now be available to consumers through PHS HAIRSCIENCE®’s new signature *MIRACLE STEM CELL SOLUTION*. It is being launched in conjunction with the opening of the new **PHS HAIRSCIENCE® CAPSULE** concept retail outlets at Bedok Mall and Parkway Parade.

Developed by a team of Korean bio-scientists, trichologists and dermatologists specialising in hair restoration surgery, *MIRACLE STEM CELL SOLUTION* is specially formulated with SigGrow™, a Korean-developed complex of nano-sized growth factors, peptides and cytokines scientifically proven to be effective in reviving hair follicles, with initial results expected as early as two months.

Scientifically developed and botanically sourced, SigGrow™ has been shown to be 50 per cent more effective in maximising hair growth period compared to a common prescriptive drug-based topical medication and has won recognition from the Korea Food and Drug Administration. In addition to SigGrow™, *MIRACLE STEM CELL SOLUTION* also contains vitamins, antioxidants and DHT blockers, is free from harmful ingredients such as parabens, mineral oils and benzophenone, and is non-invasive in application.

The *MIRACLE STEM CELL SOLUTION* for grey hair reversal, Grey Reverse Regenerator, contains SigGrow™-Mela, which helps to rekindle cell signals that are essential in increasing melanin production and transportation of melanin from the root of the hair to the shaft. It helps grey hair regain its natural colour without the need for chemical hair dyes, which with repetitive use can be harsh on the scalp.

Catering to the hectic lifestyles of busy professionals who are not able to commit to time intensive treatments and package costs, **PHS HAIRSCIENCE® CAPSULE**'s convenient fuss-free concept gives consumers the option of a quick 45-minute in-store treatment and a selection of home care trichological products to choose from based on their hair concerns and lifestyle preferences.

According to Ms Anita Wong, Founder and CEO of PHS HAIRSCIENCE® GROUP, this launch reflects the company's continuous exploration and evaluation of what is new and effective in the world of trichology. She said: "*MIRACLE STEM CELL SOLUTION* is really a breakthrough in grey hair reversal and hair loss solutions, containing more than 100 active botanical ingredients, which is 10 times more than other products in the market. The potent formulation, which contains 9 growth factors, is the very reason we are now able to revitalise hair follicles to reinstate hair's natural colour and treat advanced hair loss of Stages 5 and 6, without the need for needles".

"Drawing from our experience in hair and scalp care over the past 12 years, we not only focused on the formulation but also the effectiveness of the delivery and absorption process. In order to maximise absorption, the nano-sized molecules of our *MIRACLE STEM CELL SOLUTION* are liposome-coated to ensure they do not evaporate before being fully absorbed into the scalp and help enhance the penetration of active ingredients to the follicles cells. The SigGrow™ complex in our formulation helps to rekindle cell signals that were previously inactive to enable cell restoration, repair and rejuvenation," added Ms Wong.

The *MIRACLE STEM CELL SOLUTION* for hair loss is available in five variants to address specific stages of hair loss – Hair Thinning Control, Hair Loss Control, Patchy Hair Loss (Alopecia Areata) Control, Hair Thickening Regenerator and Hair Growth Regenerator.

A box of six vials of *MIRACLE STEM CELL SOLUTION* for grey hair reversal and hair loss retails at \$988 and includes complimentary ongoing scalp analysis, 45-minute treatments including oxygen scalp therapy, oxygen infusion of each of the solution vials, and progress charting.

For optimal absorption into scalp, application of the *MIRACLE STEM CELL SOLUTION* should be done at **PHS HAIRSCIENCE® CAPSULES** and paired with daily use of home care products recommended by scalp care consultants.

PHS HAIRSCIENCE® CAPSULEs are located at Bedok Mall, #B2-40/41 and Parkway Parade, #B1-70/71. They are open daily from 11am to 9pm. Appointments and enquiries can be made by contacting 6692 0662 or support@phshairscience.com.

-ends-

About PHS HAIRSCIENCE® CAPSULE

PHS HAIRSCIENCE® CAPSULE is a new scalp care retail boutique concept by PHS HAIRSCIENCE® that caters to the hectic lifestyles of busy professionals who are not able to commit to time intensive in-centre treatments and package costs. Convenient and fuss-free, it offers consumers medical grade stem cell solutions for grey hair reversal and hair loss with the option of a quick 45-minute in-store treatment and a selection of home care trichological products to address their hair concerns and lifestyle preferences.

About PHS HAIRSCIENCE® GROUP

PHS HAIRSCIENCE® GROUP is a leading premium scalp specialist that is committed to providing effective, scientifically-developed, botanically-sourced scalp care therapies to meet the increasing demand for holistic hair and scalp care solutions in Singapore. PHS HAIRSCIENCE®'s holistic approach to healthy hair and scalp combines the power of plant-based ingredients with the latest technological advancements, years of research and experience to deliver effective therapies that go deeper than merely cosmetic.

Established in 2006, it offers in-spa treatments, home care products and salon styling services using products and methods that are kind to the hair and scalp. PHS HAIRSCIENCE® is supported by a team of more than 80 people including an in-house trichologist, therapists, consultants and stylists in Singapore. It has provided quality hair and scalp care to more than 20,000 customers in Singapore over the past 12 years.

Issued by:
On behalf of:

Dunbar•Jones & Associates
PHS HAIRSCIENCE® GROUP

For more information, contact:

Janice Loh / Nur Atiqah Ali
Dunbar•Jones & Associates
1 Goldhill Plaza
#03-45 Podium Block
Singapore 308899
Tel: (65) 6356 2830
Email: jloh@dunbarjones.com.sg
atiqah@dunbarjones.com.sg