

Traditional Chinese herbal solutions for hair growth



Origin – Bee Choo Herbal Hair Treatment

"It all started after the birth of my second child when I noticed that I was starting to lose quite a bit of hair" says founder Cheah Bee Chew of Bee Choo Herbal Hair Treatment. The numerous treatments that she tried from various salons and institutes proved both futile and costly. She was starting to lose more hair and this started to affect her emotionally and psychologically.

Desperate and on the verge of giving up, she met a well-known Chinese Physician from Hong Kong who introduced her to traditional Chinese herbal treatments that has yield promising results. After several consultations and discussions with him she decided to allow him to treat her with his recipe. Little did she realize that this was the turning point in her life and the beginning of a new and successful business venture in treating hair loss the natural way.

"The treatment was very effective and I not only recovered the hair that I lost but also regained my confidence", says Bee Choo

She kept in close contact with her Physician and soon a profound friendship flourished. Trust soon led to him to share his secret recipe for the treatment of hair loss using Chinese herbs. Bee Choo wanted to help those in need as well and as a professional hair dresser she was able to infuse this treatment to her existing clients who saw remarkable results within a short period of time. Word spread and soon she was overwhelmed with numerous requests for her treatment. This led her to move out from her home in the East side of Singapore and to set up her first herbal hair treatment centre in Ang Mo Kio.

In 1998 the Origin trademark was registered and today she is the proud owner of three salons and with a clientele base exceeding 10,000 from all races. Plans for expansion are also underway both in Singapore and in Indonesia.

What makes Bee Choo Herbal Hair Treatment unique and much sought after is Bee Choo herself. Her friendly and humble disposition along with her philosophy to genuinely care and to provide the best possible treatment and solutions for her

clients has generated strong loyalties from her clients. And to top it all, her treatments cost a meager \$25.00 - \$45.00 per session that typically lasts anything between one and a half to two hours, a far cry from existing market prices. The other factor is the freshness of the herbs that are used for all treatments. All in ten different Chinese herbs are blended and cooked daily for four hours until the desired "formulation" is attained. No additives or chemicals are added to ensure its purity. Once this process is completed the "secret formulation" is packed into containers and immediately transported and delivered to the outlets where it is used within three days to ensure its freshness for maximum effectiveness. This therefore ensures that you receive only the best and freshest herbs for your treatments all of the time.

Says Bee Choo, *"We take pride in doing this ourselves as we believe that it is not only important to give our clients the freshest herbal treatment possible but to also ensure that the best results are achieved all of the time"*.





Before Treatment



After Treatment

A typical treatment includes seven steps:

- 1** An analysis of your hair and scalp is done using the latest scalp analysis device from Korea. This helps to identify the condition of the scalp to determine the required and appropriate treatment.
- 2** Hair tonic made from ginger wine is applied on your scalp to stimulate and open the pores during steaming in order to remove impurities on the scalp and for the herbal ingredients to be absorbed into the scalp.
- 3** One hundred percent pure virgin olive oil is applied on your hair ends before steaming to ease out split ends.
- 4** The secret formulation of herbs is applied directly onto your scalp and hair ends.
- 5** Your head is wrapped with clear plastic and headband to avoid leakage and to ready for steaming.
- 6** Steaming is done for forty five minutes to ensure that all the active ingredients from the herbs are fully absorbed in the hair and scalp.
- 7** Your hair is then washed and style accordingly.

These seven steps are repeated at every treatment with on-going progress monitoring to ensure that the desired results are met with. "Depending on the condition of your scalp, it usually takes between four and six treatments before you can see some results, sometimes even sooner" says Bee Choo. She also recommends to her clients that it is necessary to ensure proper diet and nutrition to ensure the best results.

Testimonial 1: Hair Growth and Texture Improvement



Some known benefits include:

- controls oiliness of the scalp (80% of hair loss problems start with oily scalp)
- activates hair follicles
- cover grey hairs (replaces chemical dyes which cause scalp sensitivities and skin cancer)
- improves hair conditions leaving hair healthy, shiny and manageable
- increase growth of black hair (active Chinese herbal ingredient He Shau Wu known to promote hair re growth)
- helps treat dandruff
- delays the growth of white hair

Remarkable as it may seem, many satisfied clients are spreading the word like wild fire. This is also evident with the constant flow of existing and new clients making a bee-line to her treatment centers everyday. You know the old adage "mother-nature will provide....." well Bee Choos's secret herbal formulation straight from mother-nature may just be the answer to keeping your crowning glory intact.

Origin

Bee Choo Herbal Hair Treatment outlets

Blk 443 Ang Mo Kio Avenue 10, #01-1239, Singapore 560443

Tel : 6554 3003 / 9099 0706

Bee Choo / 9382 2909 Riff

www.beechoohair.com

Blk 433 Clementi Avenue 3, #01-256, Singapore 120433. Tel: 6779 1101

Blk 217 Bedok North Street 1, #02-65, Singapore 46021. Tel: 6246 1238

Operating hours

Monday – Friday: 8:30am -7:00pm

Saturday & Sunday: 8:10am – 4:30pm

Public holidays & eve of public holidays:
8:10am – 4:00pm