

## PRESS RELEASE

### DERMA-Rx® LAUNCHES NEW TRICHOLOGY HOMECARE LINE

The 17-year-old home-grown premier beauty brand's first foray into trichology-based hair care products.

FOR IMMEDIATE RELEASE

Singapore, 18<sup>th</sup> March 2016 – After 17 years in the premier skincare line arena, Derma-Rx® is making its first foray into hair products to complement The DRx Trichology Centre's hair regeneration treatments. Sold exclusively at The DRx Group, their new Derma-Rx® Trichology range comprises 4 products, Derma-Rx® Trichology Scalp-clear Prewash, Purifying Shampoo, Nourishing Conditioner and Trans-follicular Serum. This range of trichologist-certified products focuses on the transformation of crowning glory through a healthy scalp. Containing a calibrated blend of superior scientific ingredients and powerful botanical extracts, Derma-Rx® Trichology aims to let users achieve glorious locks and shining tresses in the comfort of their homes.

Derma-Rx Trichology advocates a 4-step system to help maintain optimum hair and scalp health from the inside out:

1. Pre-wash: Slough off dead skin cells with **Derma-Rx® Trichology Scalp-Clear Prewash** that is infused with Stem Cell Reactivator & Bio-Antioxidant Enzyme. To be used as the first step of the Derma-Rx hair care regimen, this moisturizing scalp deep cleanser contains fruit enzyme to effectively exfoliate the scalp while removing excess oil and dirt that can clog hair follicles. Enriched with a synergistic blend of botanical extracts, the prewash detoxifies the scalp from toxin and maintains scalp's moisture and pH level.

RSP: \$65

2. Shampoo: Deep cleanse your tresses and rid excess sebum and dirt in the scalp with **Derma-Rx® Trichology Purifying Shampoo**. Fortified with a unique blend of synergistic active ingredients to revitalize the scalp while strengthening hair from root to tip, this trichology-certified shampoo also controls dandruff and creates an optimal scalp environment for healthier and fuller-looking hair.

RSP: \$59



3. Condition: Restore dry, frizzy and chemically damaged hair with **Derma-Rx® Trichology Nourishing Conditioner**, a silicon-free nourishing conditioner with zero parabens, mineral oils and fragrances. This conditioner penetrates deep within the hair shafts to deliver moisture and nutrients, allowing shine and glow from inside out. Hair becomes resilient and cuticles are smoothed out to leave hair soft and manageable, with lasting volume.

RSP: \$59



4. Treat: Treat and revitalize hair follicle stem cells with **Derma-Rx® Trichology Trans-Follicular Serum**, a reactivating serum formulated with a blend of multi clinically-proven ingredients that promotes healthy hair growth while protecting scalp from external aggressions that can accelerate hair loss.

RSP: \$109



### About Derma-Rx®

Since 1999, Derma-Rx® has consistently created quality skincare products that are formulated to be safe and therapeutic. Made from premium grade ingredients at a high concentration level, the products are sold at medical clinics by trained and qualified physicians or skincare specialists.

But Derma-Rx® does not just stop at taking care of skin. Derma-Rx® is determined to improve and revive the health of troubled scalps. With experts at hand, effective haircare products and tailored treatment targeting hair loss and scalp issues, Derma-Rx® prides itself on real results that make every crowning glory the true star.

### About The DRx Group

The DRx Group consists of The DRx Clinic, The DRx Medispa, DRx Trichology Centre, and Derma-Rx range of skincare and haircare products. The DRx Clinic is an ISO:9001 certified aesthetic clinic in Singapore, and occupies 10,000 sq feet of premium space at Tong Building within the Orchard shopping belt. The DRx Group has also expanded to Malaysia from 2005. Having served more than 60,000 customers and counting, The DRx Group hopes to continue to form long-lasting, trusted relationships with customers, and celebrate more years of great skin and hair.

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