

San Francisco Chronicle

STYLE

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## FANCY FOLLICLES

# Scalp treatments go luxe: Now you can pamper your hair follicles

By Cheryl Locke  
SPECIAL TO THE CHRONICLE

‘Another Japanese beauty company, DHC, which has its U.S. headquarters in San Francisco, introduced its olive-oil-based Head Oil scalp treatment in 2000 and sells about 4,000 bottles nationwide each year (\$17.50, at [www.dhccare.com](http://www.dhccare.com)).

‘DHC adapted the same principle of using conditioning, nutritive oil—but to rid unwanted buildup as well as deposit moisture—right at the follicle roots,’ said Miles Perdigueria, the company’s marketing director.’



Chronicle / Mike Kepka

Head Oil  
1 fl. oz.  
# 44  
\$17.50

Jessy Clonts  
Public Relations  
DHC USA Inc.  
115 Sansome Street, Ste. 400  
San Francisco, CA 94104  
[jclonts@DHCcare.com](mailto:jclonts@DHCcare.com)  
415.908.1400 ext. 321

**DHC**  
[www.DHCcare.com](http://www.DHCcare.com)