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by Elyse Glickman

Esuchen Hair Care



Head East

When it came to creating a sanctuary within a sanctuary of beauty and well-being, **Gavin Kelly** and the folks at **GBK** really put a lot of intelligent thought into their **2007 Emmy Suite** at their favorite standby, the **Hollywood Roosevelt hotel**. They took full advantage of the top floor and the Gable/Lombard suite's architecture. The famed suite's upstairs loft was solely dedicated to face, skin and hair, and one could not help but be taken by the **Esuchen Hair Care** display, lined with products in bottles designed to provide a visual representation of the products' obvious and more subtle benefits.

Packaging aside, the range for men and women is also luxury priced for what's inside as well. While Asian haircare lines are now being sought out by everybody keeping a close eye on grooming products and trends worth investing in, Esuchen is very specific with its various products, which in effect take the guess work out of picking the right product for the right texture of hair.

Esuchen prides itself on being an innovator in the haircare industry for more than a decade in 34 countries globally. Their products are created by a select group of health professionals that make up their R&D Pharmaceutical team. They use the finest natural ingredients to create the best solutions for hair & scalp care with the most complete line of haircare products, with a special focus on scalp treatment because frequent chemical processing and environmental agent damage hair, deep scalp treatment is the most vital solutions when it comes to haircare.

Salons and beauty boutiques carrying Esuchen nationwide, and you can study up on the collection by visiting www.esuchen.com.

This week, **two lucky readers** will get a head start, so to speak, on the road to better hair health, the Asian way.



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