



Origin Herbal Hair Treatment (Pte. Ltd.)

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FOR IMMEDIATE RELEASE

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TERMINATION OF LICENSE BUKIT MERAH & WOODLANDS OUTLETS

[SINGAPORE, September 16th, 2020—]

With effect from **1st October 2020**, Purely Herbal Hair Treatment Pte Ltd licence shall be terminated and they will no longer be licensed to sell or offer for sale all Bee Choo Origin products or hair treatment packages for Origin Herbal Hair Treatment Pte Ltd.

With the notice of the cessation of Purely Herbal licence on 1st September 2020, Purely Herbal is no longer authorized to sell new hair treatment packages to customers in the Bukit Merah and Woodlands outlets. However, they can continue to service Bee Choo Origin customers until **30 September 2020**.

Please read the notice below to understand if you will be affected by the termination of Purely Herbal.

Bukit Merah Outlet

Origin BeeChoo Herbal Hair Care Pte Ltd, authorized franchisee of **Bee Choo Origin** (Singapore) will be taking over the Bukit Merah outlet from 1st October 2020.

All customers visiting the Bukit Merah outlet can expect a short transition period of 4 working days from 1st October 2020 to 4th October 2020 and Bee Choo Origin (Singapore) shall strive to complete transition process and commence business at the Bukit Merah Outlet on **4 October 2020**.

Further details on the resumption of business at the Bukit Merah Outlet shall be posted on our Facebook and Beechoohair.com website.

All purchase of hair treatment package services will resume as usual once the takeover is completed and we will be in touch with customers who have made prior reservations that fall within the transition period to arrange for new appointments for them.



Woodlands Outlet

The Woodlands Outlet will cease operation on **30 September 2020**.

All existing customers who visits Woodlands outlet for their treatment services can choose to visit any of our Bee Choo Origin outlets nearest to them:

- **Ang Mo Kio Outlet**
- **Jurong East Outlet**
- **Clementi Outlet**
- **Hougang Outlet**
- **Bedok Outlet**
- **Bukit Merah (Reopening 4th October)**

The premises of Woodlands Outlet will be returned to the owner on 1st October 2020. So any prior bookings for Bee Choo Origin treatment services made to the Woodlands Outlet with a date after 1st October 2020 will be automatically cancelled and you will be notified of such cancellation via SMS.

We do sincerely apologize for any disruption of our services offered to you and any inconvenience caused during this transition period.

We hope to return to Woodlands in the near future to continue to serve you.

We shall do our best to assist all affected customers with their queries. Your kind understanding and patience is sought as we anticipate a high volume of enquires during this transition period. We shall have dedicated customer service officer to help answer your queries and provide assistance, where needed.

From 1st October 2020 onwards, Bee Choo Origin shall have no links, connection or association to any business operating on the premises of Woodlands Outlet or with Purely Herbal Hair Treatment Pte Ltd. We do not endorse any other brand of products (besides our own Bee Choo Origin products) and will not be responsible for any other brand of products sold at the Woodlands Outlet now or after 1st October 2020.

Thank you for your continued support of Bee Choo Origin, we will continue to offer you our best service when you visit our Bee Choo Origin outlets.

Frequently asked questions

1) Now that Woodlands store is closing, where can I use my package?

You may continue to utilize your package as per usual at any of our other main outlets

- **Ang Mo Kio Outlet**
- **Jurong East Outlet**
- **Clementi Outlet**
- **Hougang Outlet**
- **Bedok Outlet**
- **Bukit Merah (Reopening 4th October)**

2) A new team is taking over Bukit Merah? Should I expect any changes?

The same team that have served you in Ang Mo Kio, Bedok and Clementi will be taking over the store, all our services remains to be the same and we aim to create a better experience for our Bukit Merah customers as we plan for more exciting changes which include a facelift of the store in 2021

3) When is the last day I can have my treatment at the Woodlands outlet?

The last day of operations will be on 30th September. Bee Choo Origin Woodlands will be permanently closed from 1st October onwards.

4) I have more questions, who can I ask them to?

Drop us a message on facebook or email us at sayhello@beechoohair.com and we strive to get back to your questions within 3 working days.