



The Season for Travel: Introducing Snow Fox Skincare's Mini "Love Heart" Hair and Scalp Gua Sha Brush

Snow Fox Skincare is thrilled to announce the launch of the new, compact sized **Love Heart Hair and Scalp Gua Sha Brush**, a modern fusion of brand design, artisanal Taiwanese craftsmanship and centuries-old Scalp Reflexology. This exquisite brush, traditionally hand made with 24k gold-plated needles set in natural, hand blended rubber, offers not just a luxuriously soothing brushing experience but also a holistic approach to scalp and hair health.



June, 2024 – A Testament to Traditional Artistry

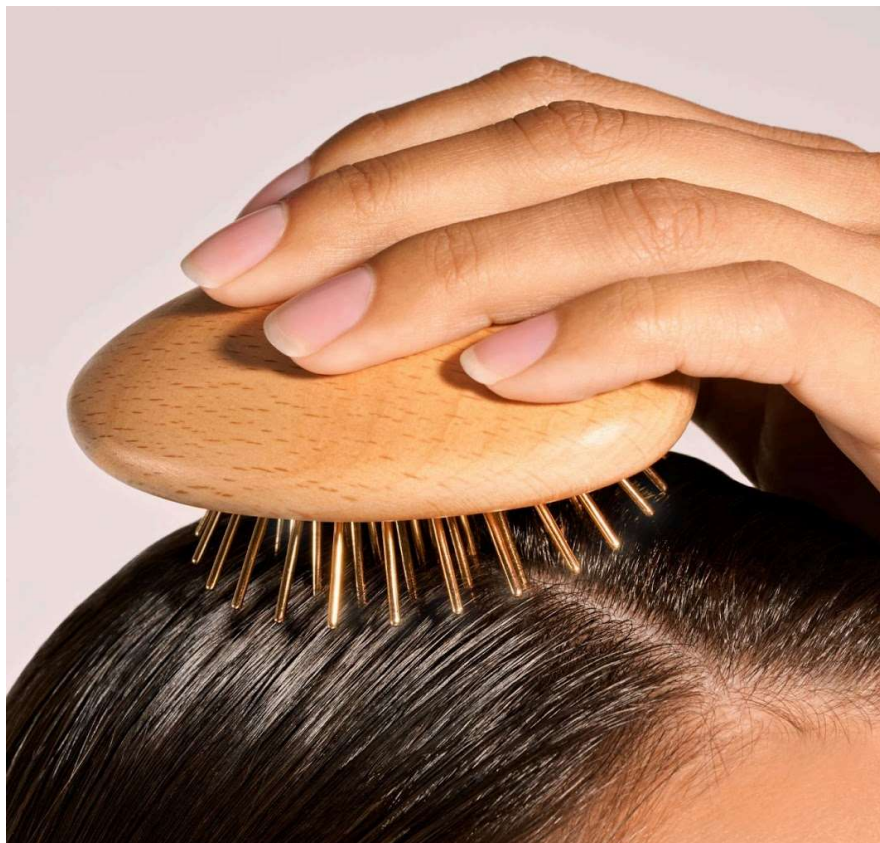
Every **Love Heart Hair and Scalp Gua Sha Brush** is meticulously handcrafted by skilled Taiwanese artisans who have honed their craft through generations. Our youngest crafter is over 60 years old and our eldest is 76. Each brush features 24k gold-plated round tipped needles, designed to stimulate and “scrape” across reflexology points and Meridian lines across the scalp. Each love heart base is carved from beechwood by hand.

Stimulating Meridian lines and acupressure points in the scalp is beneficial according to Traditional Chinese Medicine (TCM) practices because it is believed to promote the flow of Qi (vital energy) and blood circulation. In TCM, Meridian lines are pathways through which Qi flows, connecting different parts of the body. By stimulating these lines and acupressure points, you can unblock any stagnation and balance the body's energy. This process helps to nourish hair follicles, enhance hair growth, minimize hair thinning, and alleviate stress, leading to healthier hair and overall well-being. It's also believed to harmonize the body's internal systems, supporting physical and mental health.



Key Features

- **Promotes Healthy, Thick Hair:** Based on centuries-old Eastern reflexology practices, the mini brush applies a comfortably light pressure to acupressure points, boosting blood circulation to the scalp.
- **Hypoallergenic, Drug-Free Hair Solution:** Addresses postpartum hair loss, hair thinning, breakage and excessive hair fall. Real 24K gold plate ensures hypoallergenic properties on sensitive scalps
- **De-Stresses and Revitalizes On-the-Go:** Provides a calming, sensory scalp massage that helps reduce stress, ideal for high-stress lifestyles, long commutes or even just during office hours
- **Optimal Stimulation Levels for Scalp:** Gentle, comfortable and soothing, perfect for Scalp Gua Sha Brush beginners
- **Supports Traditional Craftsmanship:** Each purchase supports our traditional Gua Sha brush artists, who have been hand-carving reflexology tools and hairbrushes for over 30 years.



Inspired by Postpartum Hair Loss

Phoebe Song, Snow Fox's founder explains:

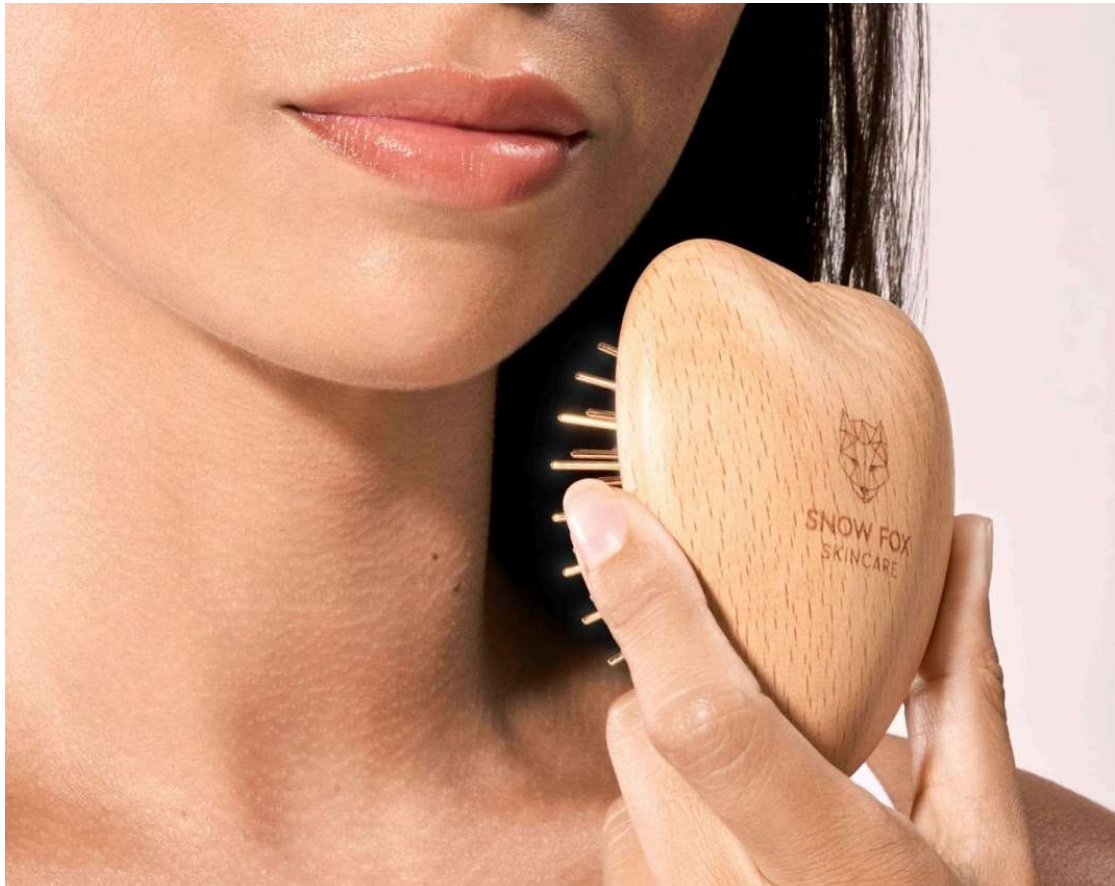
"The original full-sized Hair and Scalp Gua Sha brush was born from my struggle with postpartum and post-Covid hair loss. In a traditional Taiwanese hair salon, a hairdresser introduced me to Gua Sha brushing after noticing my hair coming out in clumps while she was washing - it was embarrassing and I felt terrible. But in true *Taiwanese Auntie* mode, she fussed over me and recommended that I start to Gua Sha my scalp properly with the right tools. After a year-long journey of scalp gua sha testing, it led us to collaborate with the very artists who now carve and assemble every single Snow Fox Gua Sha Brush, preserving a valuable art form and supporting their livelihood. When I first met them, they were considering retirement due to losing most of their lifelong business offshore to mass factories. Now, their production's been booked for the year! Our Love Heart edition was developed in response to customer feedback, offering a travel-friendly option with softer needles for a gentler massage."

Proven Performance and Popularity

Our original 24K Gua Sha Hair and Scalp Brush has captured hearts worldwide, where it has sold out multiple times due to overwhelming demand. At times, it sells out within a week of restock, pushing month-long waitlists as Snow Fox's team works to ensure that their elderly artists have time to rest and work in a safe, comfortable environment.

Product Usage

Take out of the cotton travel bag and brush into clean, dry hair, making sure to apply firm but comfortable pressure to the scalp. Start from the hairline and pull backwards in long, slow strokes or as preferred for optimal comfort. When done, place back in the bag. Do not rinse with water and use only the provided cleaning cloth to wipe the needles clean.



About Snow Fox Skincare

Snow Fox Skincare is dedicated to creating high-performance, clean skincare solutions as well as handcrafted reflexology beauty tools. Combining innovative technology with botanical ingredients and artisanal craftsmanship, we strive to offer products that deliver visible results while maintaining the highest standards.

Pricing and Availability:

Price: \$60 USD

Comes in a travel bag and box

Materials: 24K gold plate needles, handcarved beechwood, natural rubber

The full range of Clean Hair and Skincare is available online at snowfoxskincare.com

About The Brand

Founded by Phoebe Song, Snow Fox Skincare emerged as a result of a long sought solution to her Inflammatory Rosacea.

With a clean-by-necessity, results-driven philosophy, Snow Fox Skincare only uses cruelty-free ingredients and is sensitive-skin friendly. Brand highlights include its clean sheet masks as well as its unique take on traditional Gua Sha reflexology tools for skin and scalp.

For more information: snowfoxskincare.com

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