

Report on Biotechnology-massage Combined Scalp Care Shop in Shishi City

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ABSTRACT. *A new kind of shops offer biotechnology-massage combined scalp care is becoming more and more popular in China's cities, including Shishi. This kind of shops provide customers with scalp care instead of haircuts. Shishi people have their own views on this. Besides, before and after the covid-19 pandemic, scalp care shops are facing various challenges, such as declining of consumers' purchasing desire and neglecting of scalp care issues.*

KEYWORDS: *Biotechnology, Massage, Hairology, Scalp care*

Shishi, Fujian province--"This scalp care shop opened the door to a new world for me," said Ke. "I never thought about scalp care before."

A 13 year old student, Ke said that until someone told her about the shops called Hairology, she had constant problems with bad dandruff. She washed her hair often and went to regular beauty salons, but nothing seemed to help. "In my experience, hairdressers care just for the hair. I don't pay attention to the word 'scalp.'

But Hairology salons, like the stylist with four salon chairs where Ke had just been to, are different. Founded in 2003, originally as a line of hair and scalp projects, Hairology has since expanded into a nationwide chain of more than 2100 shops and salons dedicated solely to the care of the hair and scalp.[1]

Chen Yingyan, a native of southern China, once the administrator of Gree Electric Company, who founded Hairology,[2] has said in interviews that when modern people pay attention to skincare, they often ignore the scalp. [1]"We should care for the scalp like the skin," Chen said in a reported interview.

The idea, Chen has said, is to target five major scalp problems—hair loss, gray hair, oily hair, dandruff, and sensitive scalp—by combining biotechnology with traditional Chinese massage.[1]

No haircuts are offered in a Hairology salon. Customers can't do styling, perm whether disposable or permanent wave or dye their hair. Instead, in a typical appointment, when customers come to the store, the employee in the store will use

the machine to test their scalp. The machine can magnify the human scalp thousands of times, and can see phenomena such as grease accumulation and fungal infection from a video image so as to prescribe the right medicine. Take the dandruff problem as an example. Next, is to "remove makeup" on the scalp, which is that cleanser will be applied to the scalp. Then it is "dandruff," which is shampooing. Of course, the shampoo uses an anti-dandruff type. After washing the hair and scalp, dry the hair first, then apply the essence to the scalp and rub the scalp to help absorption. After that, the employee will massage the scalp. Finally, the employee will help the customer tie up the hair and massage the shoulders as well.

"The massage is very comfortable," said Sofia, a middle-aged female teacher, after she finished a series of treatment. "When I visited this shop for the first time, I was surprised that the employee massaged me after washing my hair," she said. "Compared with other stylist I have been to, the service of this shop is very good." She even added that she hates trouble, so she feels that being able to experience the two services of shampooing and massage in a shop makes her happy.

With stores in almost every city in the country, Hairology opened its first branch in Shishi, a city of 690,000 in Fujian province, in China.

The pandemic forced the Shishi Hairology store to close this year, between February's spring festival and early March. One employee resigned, leaving the five rooms and twelve salon chairs with only three employees.

After the store was reopened, fewer customers came, resulting in a decline in turnover, which had some impact on the shop. But in April and May, business in the store had returned to near-normal, with extra disinfecting between customers.

One of the reasons why this store can resume business so quickly is also due to its reservation system, which creates a quiet atmosphere for guests to enjoy.

Ms. Cai, a 25-year-old freelancer, who has not been to this shop since the beginning of the epidemic until the beginning of August, likes the atmosphere, "I miss this shop whenever I have backaches. I miss the staff's excellent massage skills. I always fell asleep because I was very comfortable while washing my hair."

Even before the pandemic, this new Hairology salon faced special challenges in Shishi. Hairdressing is a prosperous industry in Shishi, a coastal city with many foreigners who have moved here to run businesses. To cater to the time difference of foreigners, people in Shishi will run shops very late, and it is late to wake up naturally. Thus, for Shishi people, going to the barbershop to wash their hair is a way to relax. You can wash your hair and sleep, which is very comfortable. Also, Shishi people are pursuing a good image and fashionable hairstyle, making the barbershop more popular. However, this reason is the fatal flaw of this scalp care shop, which is neither cut nor perm nor dye. This is very unacceptable for Shishi people.

"The way I thought of was to hire a barber, so that the Shishi people's idea of styling can be well satisfied, and their scalp care can be taken care of, which can make the business more prosperous," said Yingying Huang, a 38-year-old

housekeeper, who is a regular customer in the shop. “But the salary of the barber is also a problem, because the salary of the barber is determined according to the number of haircuts. If there is no one to cut the hair, the shop need to pay the barber, but a good barber’s salaries are generally very demanding. This is really a big problem.”

References

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