



casey chua

HAIRSTYLING HONCHO /
DIRECTOR OF CASEY INC

Casey will never leave a reporter short on quotes. His candid comments are sometimes as thought provoking as they are witty, regardless of whether it's about hairstyles or politics.

It has been three decades of cut and colour for commercials, editorial shoots, fashion weeks, educational seminars, and the throngs of local and international celebrities that he has styled the tresses of – and his passion for the industry hasn't waned.

He constantly challenges himself to do better and still gets the occasional "butterflies in the stomach" before a show. His humble approach towards teaching others of the craft is evident in his role as a Redken ambassador and his ability to understand and translate the science of hair to a wider audience is not something that any ordinary hairdresser would readily admit to know. He discloses that those in the industry should be more disciplined and professional – a message he would want to bring to his course and the people working with him.

Having known Theresa for a long time since her early days with L'Oréal when

they worked together on shoots overseas, Casey was more than happy to commit to the academy as part of its consulting arm and to also lead the hair & scalp course. But admittedly he didn't agree straightaway till he was sure of his availability.

Understanding that the subject of hair & scalp can be filled with scientific jargons, Casey looks to bring his points across in layman's terms, which the participants can understand. At the end of the day, they would be equipped with the know-how of the numerous hair conditions of their clients and administer the right treatment needed to solve the problem.

Aimed at beauticians, hairstylists and spa professionals looking to understand the growing needs of the hair spa industry, it is time for him to help define the words 'hair spa' as he believes it has been "overly used and abused". For the experienced beauticians or hairstylists, this might be an eye opener and a possible addition to your salon business. As it's just a small class for each course, the hands-on experience is even more rewarding.

With Casey's name attached to this exclusive course, the response has already been overwhelming and it's a guaranteed winner for the academy.

ACADEMY TRAINER FOR: HAIR & SCALP

"I would like to see a lot more qualified operators in Singapore, whether it's hairdressers, beauticians or spa owners so that we can have the same level of standards around. I like somebody to say that Singapore is like New York, London or Hong Kong. I get very upset when I hear, 'Singaporeans cannot cut hair or I can't get a good facial here!'"