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Haircolor Without Chemicals

Professional Hair Extensions Could Be The Answer

You may have had a client that really wanted to change things up by adding multi-dimensional haircolor or even by simply adding highlights. However, they were scared that they wouldn't like the nearly permanent results of chemical haircolor. There is a solution to this problem that many of your clients may not be aware of. Let's explore the benefits of professional hair extensions, not only for your client but also for you as a stylist.

Haircolor is very popular today, with over 75% of women now coloring their hair and there is a growing percentage of men following suit. Unfortunately, most men and women today are unaware or uneducated about the benefits of adding hair extensions for haircolor rather than using harsh chemical dyes.

No Surprises! Sure, as a hairstylist you can create the highlights or lowlights your client wants by mixing the right haircolor shades, but what if the end result isn't exactly what your client was going for? With hair extensions, clients are able to choose the exact color and are guaranteed the result they want. For example, SO.CAP. USA Hair Extensions offers 81 unique haircolor shades. You can provide your client with a color ring that allows her to choose the exact shade she wants. There are no guessing games as to what the final result will be. The color she picks will be the color she gets! You can place the lighter extensions to frame your client's face or do all-over highlights by placing the extensions strategically around the head to blend the new haircolor shade with the natural haircolor. If bonded properly, hair extensions are invisible and blend with the natural hair perfectly. With this many options, your clients are bound to find a haircolor or highlight shade that they just can't leave the salon without.

No Damage! The best thing about using hair extensions for haircolor is that they will not damage the hair, yet they will provide your client with the complete haircolor or highlights they've always wanted. When deciding which hair extension company you want to be your provider, there are a few things you need

to consider to ensure that your client leaves the chair with the best head of hair extensions she could possibly have. Research and keep in mind the bonding method for the hair extensions. Many companies today are still using glues to bond hair extensions to the natural hair. This will likely cause damage to your client's hair. You will want to look for a company that uses a keratin protein to bond the extensions. Keratin is the protein our natural hair produces. By using this protein, there is no damage done. You'll also want to consider whether you want to offer synthetic hair or 100% real human hair for your clients. They will most likely prefer real human hair for their extensions; this will make their hair look natural and also allow for easier styling. You and your client will be able to curl, straighten, brush and style the hair extensions as if it were her natural hair.

More Than Just Color! Do your clients want more than just the normal haircolor or highlights? Ask them to consider adding semi-permanent or temporary haircolor, feathers and crystals to creatively express themselves. For example, SO.CAP. USA Hair Extensions offers an array of 100% human hair fantasy shades; some including neon green, bright yellow, pink, violet, orange and many more. Dual-tone fantasy haircolor extensions are also available for those women and men who want something extraordinary. Traditional chemical haircolor does not allow for such styles and dual-tone haircolor. These can be supplied in clip-on extensions for a night on the town or with a keratin protein tip for a more permanent style. Haircolor options are seemingly endless with hair extensions!

The more colors you can offer, the more willing your client will be to consider hair extensions rather than chemical haircolor. Provide as much information as possible about the benefits of hair extensions over chemical haircolor. Assure your client that their natural hair will not be damaged and reinforce that the extensions are smooth to



the touch and invisible to the eye. Professional hair extensions could be the answer to your client's haircolor fears. Hair extensions provide a damage-free solution with an array of options for every client.

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There are multiple hair extension manufacturers today including SO.CAP. USA Hair Extensions, Hairdreams, Great Lengths, Hairlocs, Cinderella, Paris Hilton Dream Catchers, Hairdo Ideas and more. Adding or enhancing your professional hair extension services will not only benefit your color-fearing clients but

offering these services will also increase your bottom line and help with client retention.



How to Look Healthy and Red Carpet-Ready For Your Big Event



Here is a six-month plan to stay healthy and look like a star on your big night.

The Day Before

If you are planning on doing something different to your hair, such as trying a new color or adding extensions, one expert said it is best to do that the day before a big event.

"Hair extensions can be permanent or temporary and they can be used to add volume, length or hair color accents," said Toma Lee Moore, national artistic and education director for SO.CAP. USA Hair Extensions.

Moore said time in a salon can take anywhere from one to four hours, depending on what you have done, so plan accordingly.



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FoxTVNews.com • New York City • Jessica Doyle • FoxNews.com • PHN: 212-901-4507 • EML: Jessica.Doyle@FoxNews.com

FOR MORE INFORMATION, CONTACT:

Larry Oskin, President or Hannah Mayo, Marketing Coordinator • 703-359-6000 • FAX: 703-934-5490 • EML: Hannah@MktgSols.com • LOskin@MktgSols.com

How To Get Ready For The Oscars! Be Ready For Elegant Upstyle Hair Fashions & Hair Extensions

Interview Of Toma Lee Moore, National Artistic Director of SO.CAP. USA Hair Extensions

New York This year will be another exciting year to celebrate sexy, sophisticated and glamorous looks on the Oscar's red carpet. Toma Lee Moore, National Artistic & Education Director of SO.CAP. USA Hair Extensions, shares her predictions for stars, celebrities and TV hosts at the Oscars this year.

Moore notes, "This year, everything will be in fashion as long as it is fun, flirty, sexy and glamorous. Every woman can share their elegance, creativity or even their wild side. Hair fashions will be everywhere from short to long, while how the hair is styled and 'dressed' will remain the critical focus this year. The Hollywood stars know that their hair, makeup and dress are all important as they glide in front of the news reporters and TV cameras for interviews and sound bites. Women will need to work with their hair designers and hair extensionists to keep their upstyles high on the head, which adds grace with height and distinctively unique hair fashions that are highly visible. Your look should be fashionable and memorable. Women will need to opt for graceful high curls or smooth sleek looks that are accented by wispy bangs to frame your face. It is best to have a hair design and look designed to fit your total image, while considering some of the most classic hair designs. Variable images of Audrey Hepburn with her Breakfast at Tiffany's hair design or the glamorous Bridget Bardot and Ann Margaret looks are now back in fashion for gala events like this."

Toma Moore continues, "Professional salon hair extensions really are the biggest rage in Hollywood and will be seen all over the Red Carpet this year! Hair extensions can be permanent or temporary, while Oscar bound celebrities will be using them for added volume, length, haircolor accents and more. National and internationally respected companies like SO.CAP. USA Hair Extensions now offer over 81 haircolor shades, plus a large variety of fantasy haircolor options. Thus, some stars can now consider bold and bright fantasy haircolor accents to match their dress or mood. Swarovski crystal hair extensions and hair ornaments are now available to further add a delicate, yet important touch of glamour while adding a star-kissed look to celebrate your party image. Further, many celebrities are now using hair extensions for subtle lowlights, highlights and multi-dimensional accents to make their hair more noticeable. The key will be to keep your hair soft, sexy, touchable and elegant!"

Timing is everything! Your new upstyle hair designs should be created on the day of the Oscars, with your makeup before you finalize your total look and step into your limousine. If you really want to take advantage of hair extensions, you can have them added to your hairstyle within hours or one day prior to the Oscars. For example, temporary hair extensions can be added within an hour, while professional and permanent bonded hair extensions should be installed at least by the day before you have your finished upstyle hair design created for you. If you desire a partial head of permanently bonded highlights, lowlights or fantasy haircolor shades for accent, that may only take a few hours. You should leave a full day for a salon visit to take advantage of full head of hair extensions, while they may only take a few hours to install.

The Oscar red carpet will have every star well groomed and well prepared from head to toe with facial treatments, manicures, pedicures, eyebrow arches, haircolor, hair extensions and wonderful outfits by the most famous designers in the world. Toma Moore concludes, "The good news is that today any woman can celebrate red carpet fashion with pretty upstyles accented by haircolor. The very best news is that professional hair extensions are now available everywhere, affordable and offer you many diverse hair fashion options! Take the time to visit your salon professionals for a consultation to consider the newest options in fashion trends. Watch the Oscars. Then, cut out photographs of their published hair fashions afterwards, while sharing these with your local hair designers. If you have a prom, party, wedding or any special event – you should really consider giving yourself the red carpet treatment!"

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