



DI BIASE HAIR EXTENSIONS USA  
EXTENDED REVOLUTION

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# All About Sticker Hair Extensions

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Temporary sticker and adhesive hair extensions are the faster and more affordable way to apply hair extensions. They are also the perfect way to introduce many of your salon clients to hair extensions. Vikki Parman, CEO and top platform artist for Di Biase Hair Extensions USA, shares the best ways to utilize sticker / adhesive hair extensions for you and your salon.

Vikki Parman says, "Sticker / adhesive hair extensions are often held together by a thin keratin tip or weft to an adhesive tape. The hair extension is attached by wrapping the sticker / adhesive hair extension around thin horizontal sections of hair. The width of the section depends on the brand of hair extension. The more versatile sticker / adhesive hair extensions are ones that are smaller and more closely resemble the fusion method of application. The smaller the section of hair needed for each sticker, the more versatile the hairstyling options will be."



## Benefits of Sticker / Adhesive Hair Extensions:

- It usually takes less than an hour for a full head application. This saves you and your clients time and money.
- They are great for special occasions where long hair is desired, yet when your client doesn't want long hair for longer than two months.
- Sticker hair may be reused with a simple reapplication of tape.
- The only needed tools for bonding the extension to your client's hair is a pair of sticker hair extension pliers.
- This is the perfect way to add a single strand of fun or fantasy haircolor to a client's hair.
- Sticker Hair Extensions will easily last for two months with proper haircare products and maintenance.

## Tips for Marketing Sticker / Adhesive Hair Extensions:

### • *Wear the Hair Extensions!*

Parman notes, "When selling Sticker / Adhesive Hair Extensions as a service and/or a retail product, it is important for you and your entire staff to wear them. Try something different every few months to stay fashionable, while also creating something new to talk about during your client consultations. The client will observe that if the professional hair designer is wearing them, then the hair extensions must be safe for her hair as well. Wearing hair extensions will show off your fashionable options as well as to build confidence in the professional new services that are being offered in your salon!"

### • *Complimentary Consultations:*

Continually offer and market 'Free Hair Extension Consultations!' This is a great way to open the discussions and to promote the options for these services. During each consultation, ask what your client likes and does not like about their hair. After listening to their wish list with likes and dislikes, offer a variety of new hair extension options that will solve some of their haircare challenges. A complimentary hair extension consultation will make your client more willing to try extensions.

### • *Educate Clients On Sticker / Adhesive Hair Extensions:*

Share how the new adhesive hair extensions will give each client the opportunity to try them out, whether temporarily for a special occasion or for a potential new long-term haircare solution with bonded applications. Teach them about all of the

color options as well as how easy they are to attach and remove.

- *Market Sticker Hair for Special Occasions:*

If proms, weddings, holiday parties or any particular season is coming up, be sure to offer professional hair extension consultations sharing an array of beautiful new options for these occasions. Be sure to carefully explain all of the various hair extension and upstyle services and options. Explain how hair extensions will instantly give your clients added new volume, length, body, highlights, fantasy haircolor and makeovers, without any harsh salon chemical services.

- *Fun & Safe Haircolor Options:*

Parman shares, "Hair extensions are the perfect way to help introduce highlights to your clients, without any bleach or haircolor chemistry. The fantasy haircolor options are a great addition for a fun look during any party or special event. Try one streak or multiple streaks for a fun new look that requires no bleach or harsh chemicals, meaning no damage to the client's hair. Many student athletes would like to proudly share their school colors in their hair. Many teens like to have a few streaks of fantasy haircolor to match their prom dresses."

- *Get Charitable With Your Hair Extensions!*

Charitable fundraisers are great opportunities to help the community and introduce professional hair extensions as an exciting new hair fashion option. Start activating and reinforcing your hair extension service business by participating in annual charitable fundraisers. Create a campaign to sell a colorful strand of sticker or bonded hair at only \$10 to \$15 per graft for a charitable donation. Have the cumulative donations from a one or two month event go to support a great community or charitable cause that has meaning for your salon. This will help introduce professional salon hair extensions to many clients who may not have even thought about them before. A popular program is to offer pink hair extensions during Breast Cancer Awareness Month in October. You can offer them in green for St. Patrick's Day or to celebrate any cause with a special color. Parman shares, "The creative fundraising and marketing possibilities are endless, especially with sticker hair!" Contact your hair extensions companies as well as local and national charitable organizations to start a fundraising program for your salon, using sticker extensions today!

- *Create A Full Marketing, Advertising & PR Program:*

Work with your manufacturers and distributors to create a complete marketing, advertising and media relations campaign, so you and your salon will become respected as the hair extension experts in your town. Be sure to take professional photographs of your hair extension makeovers while sharing them with your press announcements that are targeted to all of the local and national media resources.

Professional salon sticker / adhesive hair extensions are an exciting way to help your clients begin to fashionably explore all of the hair extension service and product options available today!

