



DI BIASE HAIR EXTENSIONS USA
EXTENDED REVOLUTION

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Smarten Up!



Vikki Parman, CEO

Negative comments about extensions in general, are almost always the fault of the technician and not the hair! As the lead educator for Di Biase USA, I'm constantly traveling to different salons and schools in several States to teach the art of properly applying extensions. In the process, I see many models who already have extensions that have patchy bare areas and breakage.

Here are just a few tips that will eliminate follicular stress and breakage:

- When clients ask you to place their extensions as close to the scalp as possible, resist the temptation to grant their request.
- A hair extension strand must never be heavier than the weight of the hair you're attaching it to.
- The hair used to secure the extension must never be wider than the bond.
- Mishandling of hair at home is a common cause of natural hair breakage and broken bonds. The root cause: Poor client education.

Because I had to teach myself how to do extensions, I was forced to fail my way to success. This is one of the most important reasons why I'm so proud to work for Di Biase USA, a company that's truly dedicated to doing things the right way. While our affordably priced extensions are top-quality remy hair, the bonds are smaller and the hair is lightweight, it's our certification courses and in-salon advanced education that will ensure your overall business success. (DiBiaseHairUSA.com)

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