



DI BIASE HAIR EXTENSIONS USA
EXTENDED REVOLUTION

As Featured In:

EXTENSIONS for Post-Chemotherapy Patients

By: Leanne Molter

As with any professional service, it is vitally important to do the research and to have all the proper training before offering professional hair extension services to a client who has undergone chemotherapy treatments. Many clients want professional salon hair extensions, yet some have hair that is so damaged it makes the application challenging. For example, if the client is a post-chemotherapy patient, their hair will be so fine and delicate that it will take an extra careful application to make their hair extensions work with no damage to their new hair.

Specialized Education:

As a hair replacement specialist, it is important to become highly educated on all of the available hair extension and wig products you use. Read as many articles as you can in major trade publications and attend hands-on certification and advanced technique seminars. While most hair extension companies require certification for bonded applications, you must stay up-to-date on all of the available services, equipment, techniques and products. Having extra education improves your credibility.

Hair Loss Consultations:

A consultation is a very important part of the education process when helping hair loss and post-chemotherapy patients achieve their desired image through reconstructive hair extension services. Take the time to listen to their needs, wants and desires before you offer the best solutions. It is important to share all of the potential customized service options and after-care requirements with each client. Your client must have at least two inches of hair to have professionally bonded hair extensions successfully applied. Shorter-length hair extensions will need to be used at first. Your client's desired hairstyle and look may take a series of services. It will take time for their own hair to be strong and long enough to handle shoulder-length hair extensions. Your consultations should preferably be held in a private room, where the client will feel comfortable speaking openly. Consultations prior to each visit are the best tool to plan a strategy for each individual so that the client fully understands the process and hair care strategy. Be clear that short, fine hair needs monthly touch-ups for both hair color and in order to maintain their extensions. The bonds of the extensions may become visible if their hair grows out too much. Finally, help your clients' hair extensions look great and last as long as possible by recommending care instructions along with the best possible shampoos, conditioners, hairbrushes and appliances.

Select The Best Quality Hair Extensions:

One of the most important points to consider when providing a professional hair extension service to post-chemotherapy patients is the quality of the hair you are using. The best hair extensions for the post-chemotherapy patient's baby fine and delicate hair will need to be lightweight and have a lightweight bond. The quality of the hair you select is very important after such a traumatic experience as chemotherapy, as better quality hair will give your client a much more natural-looking head of hair. Many hair extension companies treat their hair differently. Some companies chemically bathe the hair and others use hand-washing techniques. This important factor should be considered when trying to find the best hair extensions brand for your specialized services.



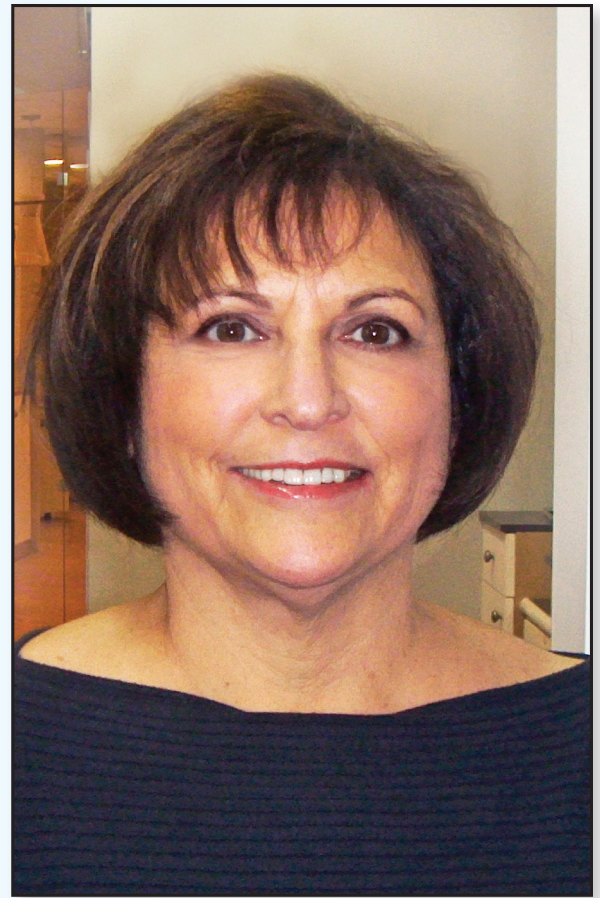
Since a post-chemotherapy patient has such delicate hair, certain bonding techniques should be avoided. You do not want to ever damage their incoming new and natural hair growth. Bond types like sticker or adhesive hair, I-tips, and weaves should be avoided as they may cause extra stress, breakage and hair loss to your client's ultra-fine hair. The best option is a keratin-tipped, fusion-bonded hair extension applied with heat. To help keep the reconstructive look in the optimal condition, it is best to use very small micro-bonds, often no bigger than half a grain of rice. This customized, smaller bond will help to hide the bond and keep it light, thus preventing any extra stress on your client's hair. Another way to help reduce stress on the client's hair is to flatten the bonds to evenly distribute the weight on the hair.

Marketing Essentials:

Networking and word-of-mouth referrals are usually the most successful and powerful way to grow your clientele. Create specialized service menus, fliers, direct-mail postcards, email blasts and counter cards as merchandising and marketing tools to share with local hospitals and medical professionals who treat post-chemotherapy patients. Ask how to connect with support groups in your area and offer to visit these support groups as a guest speaker. Create presentations that explain your services as well as before and after photographs and testimonials.

Marketing and servicing your chemotherapy and hair loss clients will take extra care, education and service, yet the rewards are always worthwhile. Hair extensions are a great way to build their self-esteem and confidence as well as to help restore their self-image.

EDITORIAL NOTES: The expert advice in this article is provided by Vikki Parman; CEO and Director of Education as well as Toma Rhodes; a Regional Educator for Di Biase Hair Extensions USA. Di Biase Hair Extensions USA is located at 38455 Hills Tech Boulevard ~ Suite 200, Farmington, MI 48335. For more information on Di Biase Hair Extensions USA, call 248-885-4748 or visit www.DiBiaseHairUSA.com.



Model: Donna Clark
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