



DI BIASE HAIR EXTENSIONS USA  
EXTENDED REVOLUTION



As Featured In:

# Myth-Busting: Extensions



## MYTH

### Extensions are too costly for my clients.

“Years ago, it was true that hair extensions were expensive. Stylists charged \$3,000 to \$8,000 for a full head of hair extensions,” says Vikki Parman, co-founder of Di Biase Hair Extensions USA. “As they grew more popular, the price for salon hair extensions has drastically reduced. A partial to a full head of extensions may only cost a client from \$500 to \$2,000, which is much more affordable. It’s important to remember that as hair extensionists, we are providing a valuable service. Work and communicate with your clients. Find out if they will need a full head of extensions or if they will only need the application on the sides or top. Instead of having your clients pay for a full head extension service all up front, you can add volume, length or highlights over several installations. That way, you will also keep them as a happy client by having them return on a regular basis for your services. Plus, this reduces the sticker shock for clients. Another factor to consider is reusability. Tape-in hair extensions can be reused two to three times.”

