



DI BIASE HAIR EXTENSIONS USA
EXTENDED REVOLUTION



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ASK THE EXPERTS

Extension Creativity

When working with extensions, the possibilities for creativity, business and solving clients' hair concerns are endless.

By ELIZABETH JAKAITIS

NEED TO CORRECT A HAIRCUT? No problem. How about some chemical-free highlights? Consider it done. As one of the most profitable categories in professional beauty, hair extensions provide a variety of unique, money-making opportunities for stylists. MODERN interviewed the professional beauty industry's leading hair extension brands and top artists to share all the ways in which extensions benefit your clients, your salon and your paycheck.

» Creating Fullness

"I have been a hairdresser for 30-plus years," says **Vikki Parman**, co-owner, CEO and national education director of **Di Biase Hair Extensions USA**. "Of all the ways to dress the hair, nothing has ever touched my heart and moved me more than giving hair back to women suffering from post-cancer treatments or hormonal hair loss. Di Biase trims the bond to even finer proportions, often very thin, in order to correctly match the density of the client's hair. Through experience and education, the stylist can create a look that is consistent with the client's natural hairstyle using extensions that are virtually undetectable under normal conditions. Every salon has clients who have thinning hair concerns. Imagine the impact on lives if hair extension specialists everywhere took it upon themselves to help those clients in need."



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