



DI BIASE HAIR EXTENSIONS USA
EXTENDED REVOLUTION

As Featured In:

Add New Life To Your Hair!

Building Confidence with Healthy Radiant Hair Extensions

By Leanne Molter

Many women are unhappy with their hair, while there are endless professional solutions and new opportunities. It usually is because of reasons like lack of volume, body, texture or the inability to grow the desired length of hair. As a beauty industry supplier, it is important to offer beauty professionals and clients alike the best quality products and versatile tools. Professional salon hair extensions are one of the most versatile beauty tools that will solve many of the challenges your clients may have.

There are countless cases of women who have decided to make the life change, go for hair extensions and never look back! Having beautiful hair makes women feel great about themselves and their image. It boosts self-esteem, confidence and it also genuinely makes women and men look more attractive and healthier. Since there are times where creams, lotions and potions can't fix a problem; hair extensions are often a wonderful alternative to image enhancement rituals. As the most versatile tool in the beauty industry, hair extensions may be used to add length while also adding new volume and body. They can also help with clients whose hair has been damaged by chemical treatments. If a client wants some haircolor highlights or texture added but their hair is too fragile for chemical treatment, it is possible to gently add hair extensions as a chemical-free haircolor or texture adding alternative. The options and possibilities with hair extensions are endless.

One hundred percent Remy human hair extensions can be brushed, washed, curled, permed, haircolored and flat ironed just as though it is your own natural hair. Vikki Parman, CEO and the Top Platform Artist at Di Biase Hair Extensions USA shares, "One of the most important points to consider when a hairstylist is providing professional hair extension services is the hair you are using. The quality of the hair you select is very important. Better quality hair will give your client a much more natural head of hair to help instill more self-esteem and to improve their self-confidence. Many hair extension companies treat their hair differently. Some companies chemically bathe their hair and others use gentle hand washing techniques. Many important factors like this should be considered when trying to find the best hair extensions brand for any hair extension service."

Though hair extensions are a fantastic tool, they often get a bad reputation because of the way they used to be applied. There isn't just one way to apply hair extensions anymore. Today, there are a variety of application techniques. They are offered in weft, clip-in, keratin bond, I-tip and sticker/adhesive.

Sticker/adhesive hair extensions are a great way to have a client test out hair extensions for the first time. The sticker/adhesive hair extensions don't last as long and are more affordable, yet the client will get the experience of having long, luscious locks. They will quickly see if hair extensions are right for them. 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."

Tips you can share with your hairstylist customers who purchase hair extensions:

- When providing hair extension services and products, it is vitally important to schedule an initial consultation with your client. This will give you the opportunity to carefully listen to their hair desires and also their concerns. Inquire about your client's lifestyle, health, hobbies and home care regimens before offering any service or product. Then, you may give in-depth haircare instructions to your client, so her hair extensions will stay fabulous for months and throughout her daily activities. It is always good to hear what they actually want before sharing creative options and hair extension opportunities. This will help build their confidence in you, hair extensions and your business.

- Be sure to thoroughly analyze your client's hair to make sure their hair is in a condition that will enable a successful hair extensions application. Explain your haircare analysis, while sharing the wonderful benefits available through a variety of hair extension makeovers and application options. Select the hair quality and best application method for your client's hair extensions. Some clients may benefit more from a custom made clip-in or adhesive hair extension application which is more temporary, while others may benefit most from the usual long-lasting fusion and bonded hair extension applications.

- One of the biggest challenges with hair extensions today is that many hairstylists and other beauty experts do not have the proper training for hair extensions. As a beauty industry supplier, it could be a wise move to offer hair extension training and certification classes in the brands of hair extensions that you sell. Often manufacturers and distributors offer training in products and services. That way, your clients will always receive the best services, products and experiences. Hair extensions are one of the biggest and fastest growing beauty trends today. It is very exciting to be able to completely change a person's hair in one day. It is no wonder why hair extensions are making their way into many people's everyday life.

