



DI BIASE HAIR EXTENSIONS USA
EXTENDED REVOLUTION

PROUDLY FEATURED ON:



HAA Radio Show



Vikki Parman

CEO, Di Biase Hair Extensions USA

Charlotte Howard and The Hair Artist Association, LLC team was honored to have Vikki Parman join them on the February 23rd, 2012 radio show.

Vikki Parman is the Chief Executive Officer, Director of Education and co-owner of Di Biase Hair Extensions USA. Since launching the North American Branch of Di Biase Hair of Italy, Vikki has taken great pride in introducing this new line of professional hair extensions.

Today, her mastery and artistry with professional salon hair extensions has earned her national and international respect. As a professional hair designer and hair extensionist, Vikki has performed on stage at national conventions and beauty shows, while training others in haircolor blending techniques and creative hair extension artistry. In working with Di Biase Hair Extensions USA, she hopes for more opportunities to help others as a respected platform artist so that she may share what she has learned through the years. Vikki has had the pleasure of putting hair extensions on some of Michigan's most well-known celebrities such as Nicole Blaszczyk who was Miss Michigan 2009, the Detroit Dolls Dance Team and Nancy Skinner of Fox TV News. Nicole Blaszczyk loves her Di Biase Hair Extensions. She shared with Vikki that if she had the hair extensions during the Miss America pageant, she may have won!

Charlotte Howard: Education is a big part of Di Biase Hair Extensions USA. Can you discuss the importance of proper education and placement?

Vikki Parman: We found in the industry that because it is so expensive for hairdressers to learn hair extensions application, they have been using other means to learn it because the demand is so high. What happens is that they are not getting the proper education because they are learning off of YouTube or learning from a friend. While they may know how to do it properly, they don't have the time to sit and work with that person, as opposed to if that person had attended a class where they do a hands-on training. Then they would have technical instructors to help them. There are two ways damage to the natural hair occurs with hair extensions. Either the hair extensions were not put in properly or the client has not been taught the right way to take care of their hair.

Charlotte Howard: How long do your fusion hair extensions last?

Vikki Parman: There's no way to say for sure how long they will last but our guidelines are four to six months. Those guidelines are based on how fast the hair grows and how fast the hair sheds. It also depends on how small the bond is. The smaller the bond, the shorter the bond life-span. When the bond is made smaller it is for specific reasons, like the hair is fine and fragile. One of the top priorities is to protect the client's natural hair, so to prevent putting too much stress on the hair some people will have to have their hair extensions retouched more often. But being able to have the extensions in their hair properly is probably more important than how often they have to come back to have them redone.

"It is truly amazing how something which you'd take for granted, like your hair, can make someone feel wonderful. They get a sense of confidence, a sense of beauty – and who doesn't want to feel more beautiful!" -Vikki Parman

Learn more about Di Biase products at www.DiBiaseHairUSA.com

The HAA Radio Show featuring Vikki Parman can be heard at

<http://www.blogtalkradio.com/hairartistassociation/2012/02/23/vikki-parman-ceo-di-biase-hair-extensions-usa>