



DI BIASE HAIR EXTENSIONS USA
EXTENDED REVOLUTION

As Featured In:

Excellence Through Education

"Success is measured by how the service enriches our client's lives."

by: Vikki Parman, CEO of Di Biase Hair Extensions USA

In this business we have opportunities to work with various media sources. I have asked to write articles explaining the dangers of inadequate education in an effort to raise awareness of the increase in unethical training practices. As extensions become more and more mainstream, it seems critical that there be an understanding of the increasing tendency of companies to maximize profits by minimizing the level of competency training. Stylists need to appreciate that education is for their own protection and benefit. It is my firm belief that there is too little being said and too much misinformation being generated. By continuing to accentuate the positive benefits of education we have a chance to challenge companies to build their sales by incorporating a quality education component. It's important that we move forward with higher levels of skill and education and not fall into the trap of easy profits.

I have witnessed the expansion of the hair extension industry first from the perspective of a stylist and now as a distributor and director of my company's extension education program. Starting my own hair extension company has been a dream come true for many reasons. One of the most rewarding things about my job is that I have a chance to visit with stylists and their clients all across the country and hear testimonials of the value that extensions have contributed to their lives. Being able to share in so many stories of joy is simply an amazing experience and is perhaps the most positive reflection of our investment of time and energy.

I truly believe that hairdressers love what they do because of how they make people feel about themselves. There is nothing better than to give someone the gift of regaining their self esteem. Helping them fit into a world where hair is an important part of how one looks and feels. Thinning hair often results in a negative self-image. A compassionate stylist, properly trained in extensions can make all the difference.

As a distributor I believe in the value of extensions but I also care about quality teaching in both application and client care. Companies that sell hair to hairdressers on the premise that it will help them help their clients must have the integrity to make sure that the extensions are being done right. Education is truly everything! It is equally important to teach the clients how to care for their new hair. I am concerned that without the proper education on the part of hairdressers, people seeking solutions for hair loss will find bigger problems than those they started out with. Some companies sell extensions online to stylists without concern as to whether that stylist is qualified to apply them. Some even attempt to explain a "how-to" application over the phone. I am concerned that the lack of ethics, in this attempt-to-be-helpful service will result in doing more damage in the lives of people who need help the most. In all honesty, as online or telephone "training" becomes more pervasive, I am frightened as well. I frequently receive calls from hairdressers that were inadequately trained and were never told what might happen if they did not follow the rules of application. They are usually calling because their clients have hair loss and the stylist doesn't understand why. Clients lose hair due to improper training, or lack thereof and improper application. Training should include educating stylists in both the rules and the dangers of not following the rules. It is a stylist's responsibility not to cause further hair loss.

Damage happens in two ways, improper application and the client not being taught how to care for the hair. When we fail either to train the hairdresser or for the hairdresser to train the client, we have failed altogether.

I applaud the American Hair Loss Council for making a commitment to education as well as to salon owners who go the extra mile to insure that their stylists are fully trained because they are devoted to the well being of their clients. Belonging to organizations like the AHLC makes



a difference in our industry. We can all learn and benefit from the experience and wisdom of each member. These people are heroes in my eyes because they walk the walk and talk the talk every day. Their measure of success is not by how many services they offer, but ultimately how the service enriches the lives of their clients.

The sale of hair extensions is a growing market. The number of extension companies as well as the number of consumers is increasing dramatically. The quality of education within this market must be addressed. I believe we must have guidelines and structure and that states should implement a mandatory requirement that hairdressers seeking to do extensions complete a competency program.

Whether through including extension education in cosmetology programs, public relations or state requirements (or a combination of all of these) we must encourage extension companies to institute proper training standards as a prerequisite to a stylist purchasing hair. Education must be priority for the benefit of everyone.

Let's make that happen.



Why have ordinary hair when you can have *Extraordinary Hair?*

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