



DI BIASE HAIR EXTENSIONS USA

EXTENDED REVOLUTION

Vikki Parman

Vikkiann '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, Parman has taken great pride in introducing this new line of professional hair extensions.

Parman's first interest for a career in hair design began at the young age of six, when she visited her aunt's salon to watch her style hair. By the time she was eight, Parman would regularly assist her aunt. Parman shampooed clients' hair for a nickel each. After many weekends learning from her aunt, Parman became truly inspired to pursue a career as a professional hair designer. The road to become a successful hairdresser was not an easy one. Parman continued to move forward and has always taken on any challenge to do whatever it may take to accomplish her career goals.

Parman has achieved much success as a hairdresser for the past 30 years. She received her cosmetology certification in high school. Parman's perseverance and persistence landed her a job at a high end salon right after graduation. While working at several high end salons at the early stages of her career, she learned from several master hairstylists the importance of mastering your trade and craft as well as how to continually take advantage of advanced educational opportunities to create a successful career. Parman's desire to continually learn drove her to enroll in as many advanced courses as she could at national beauty trade shows, regional events and cosmetology schools. She remains a wonderful example of how combining pure talent with creative energy, positive attitude and hard work will enable a hairstylist to succeed in the professional beauty

business. Parman knows that a basic cosmetology degree and license merely give you the opportunity to launch your career. She knows that it isn't where a cosmetology education is received that is important. It is more important to stay educated and up-to-date with all of the latest hair services, products, techniques, fashion and beauty trends. Parman has proudly worn professional salon hair extensions for the last ten years.

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, Parman 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. Parman 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 Parman that if she had the hair extensions during the Miss America pageant, she may have won!

She plans to develop superior distribution and educational systems for Di Biase Hair Extensions USA while she and Dale Aho work closely with each regional distributor, salon sales consultant and educator. Parman says, "My top priority is to personally help other salon owners and hair designers, to help share my knowledge and to help get them excited about what they are doing. To be a success, not only do hair designers need to receive technical know-how with advanced training, but they also need to remember to have some fun, be creative and to just let their creative energies flow."

