



# Ouielle

## **The 101 On Hair Extensions**

*It Is All Easy, Learn all you need to know about hair extensions.*

## **Choosing the right method**

*Like A PRO, Learn to install every method like a seasoned pro.*

## **How To Care For Installs**

*90% is in the grow out, Make the most out of your experience*



# Yes She Can

Ouielle means Yes She in French, we are a new spin on an old industry which is focused on the male gaze. We are ethical, we are strong, we are enduring and we believe you can have perfect hair every damn day.

# Your guide to Hair Extensions



## Ouielle is in service to women

From our first launch in 2018 we have been inspired by you. Your needs, your comments have inspired our brand, have pushed us forward and have made us stronger. We are a brand that is here for you.

“I founded Ouielle because I saw an industry of cheap over priced products that were anything but women centric. As a hair wearer who depends on hair extensions everyday I knew I had to change something. Hair shouldn't be sold by using sex appeal or the male gaze. Hair extensions need to last, they need to be pure, ethical and I need to trust them. To me the truest expression of Ouielle is that we are here to support women, create a community and empower through education and fair trade.”

**Tessa Sechay**  
Founder

[www.ouielle.com](http://www.ouielle.com)

*Each piece in our collections starts with our in-house design team. We're inspired by current trends, natural results and you; we celebrate the diversity of colours, the depth and dimension of a balayage; and we're energized by your personal style. Each colour goes through countless versions with our design team, lengths, attachments, durability, flexibility, authentication—no detail goes unnoticed or undiscussed—until the piece is exactly right.*

*Our expert technicians use the highest quality materials from Russia— and the most pure natural dyes from China to create our one of a kind collections.*

**"If you do anything, do it because you value yourself and because you are in service to others"**

## PRECIOUS MATERIALS

### SINGLE DONORS

Our hair comes from single willing donors and is maintained in its original bundle through production. We never use found hair or scraps. Quality is everything, and true ethical quality is hard to come by.

### GENTLE PROCESSING

Hair is a natural material, and it should stay that way. We say NO to acid baths, silicones, and harsh chemicals. we say YES to natural protein, colour and strength..

## DETAILS ARE WHAT MAKES US DIFFERENT

Each phase of production is held under the greatest standards. We do everything by hand to ensure no detail is overlooked.

## GLOBAL SUPPLY CHAIN

Sourced in Europe our raw materials are brought back to Qingdao China to our award winning factory. Since 2000, our factory has been dedicated to small production for only the leading elite salons.



# Designed with Craftshership

We're committed to fair pricing and superior quality without the traditional industry markups. We do things differently. To make luxury accessible, we work directly with the best suppliers around the world, remove the middlemen and sell directly to you. Because we work in partnership with our technicians, we get the very best quality at the best price. All so that you can perfect hair every day, not just on special occasions.



# Are You Ready?

*Are you ready to start a lucrative career? Are you already in the hair styling industry and want to provide additional services to your clients? Need a refresher or want to gain further? Or are you needing to learn how to take care of your own hair extensions? knowledge in the business?*

# Hair Extension 101

Information every hair professional should know about the hair extension profession. This is a great business to be in. People around the world are fascinated with hair extensions. As a professional you will be asked all kinds of questions relating to many different types of extensions. Keep yourself educated by staying on top of the latest trends and the tried-and-true techniques. If you can answer questions with knowledge, you will gain your client's trust.

Looking to jump in and learn all our most popular methods? Students will learn how to apply all tape-in, fusion, keratin tips and sew-in weft hair extensions, conduct in-depth consultations, and maintenance and aftercare for each method. This course comes with all knowledge needed to perform these methods! Whether you're just starting out or are a seasoned vet behind the chair, the eBook will take you through the step-by-step process of each method.

Hair extensions should only be applied by licensed professionals. Check with your local "State Board of Cosmetology" for more information. The "Hair Extension Training Guide for Professionals" is a resource for information only. Use at Your Own Risk. This information does not guarantee that you will be able to get or apply hair extensions properly. Rather, it gives you enough information to help you make better hair extension decisions.

If you choose to DIY your own install we are not responsible for your outcomes or the hair warranty. We do understand that in the post pandemic world DIY is here to stay, we can only offer the best tips to help you get your hair on point.

Hair extensions today are ubiquitous. The use of hair extensions is so prevalent, in fact, that their attachment and maintenance could almost be considered a ritual in today's culture. As technology and the hair extension marketplace have become more complex, the diversity and availability of hair extensions has never been greater than today. This rapid development in the hair extension industry of both common and luxury hair extensions may cause one to think that hair extensions are a relatively recent development. In fact, human beings have been trying to add length and volume and otherwise alter their hair for thousands of years. Here is a brief look at some major moments in hair extension history. Ancient Egyptians the first documented use of hair extensions took place all the way back in Ancient Egypt, circa 3400 BC—over 5,000 years ago! Not only did they use hair extensions, but they also actually had a variety of extension options to choose from. They placed and fixed wigs to their head and used sewn-on hair pieces and braids. The extensions were made from a variety of materials, including human hair and dyed sheep's wool. Materials like resin and beeswax were used to attach the extensions. Anyone who has seen Egyptians hieroglyphs can probably guess that these wigs and extensions were frequently colored with a deep black color. In addition to black, Ancient Egyptians also wore colored extensions in bright blue, red and gold, proving that the current trend toward brightly-colored hair is far from a new phenomenon. Hair extensions in Egypt regained popularity during the time of Cleopatra, whose favorite colored extension was famously peacock blue. Throughout the history of Egypt, different hair extensions and braids used different colors, knots and twists to indicate the age, religion, or social status of the wearer.

# Types of Hair



**We only sell and condone Slavic European Hair. This is due to regulations and trade laws. It is the highest quality and is the only method that is ethical. We highly warn against other kinds.**

One of the most common questions from clients that have been “shopping” around for European or Russian hair extensions is “How do I know if I am getting real Slavic hair?”. The sad reality is that most salons around the world that say they are selling Slavic hair, AREN’T. They are using Chinese and Indian hair and passing it off as Russian to unsuspecting clients and for the most part, it works. The problem for clients is that short of doing a DNA test to determine the origin of the hair, there is no way for a client to be 100% certain. Clients who are new to hair extensions don’t have anything to compare it to and probably didn’t have the time to have consultations at a few different salons while the more seasoned extension wearer isn’t aware that they don’t have Russian hair and that something better exists. But if you know what to look for there are a few clues that can help you to identify all the salons masquerading Chinese and Indian hair as Russian.

## Key Factors of Russian Hair

### 1. Price

Chinese and Indian hair is cheap because it’s readily available in large quantities. Often coming from prisons, cemeteries, and forced labour camps. China and India account for 38% of the world’s population while Russia only accounts for 1.89%. Over the past 4-years demand for Russian hair has skyrocketed and supply, due to the time it takes hair to grow, has not been able to keep up. The impact is that the price per KG which is denominated in USD has increased 35% and the purchasing power of GBP (because of COVID-19) has fallen 20% making real Russian hair for salons more expensive than it has been at any other time in history. Salons who offer “competitive” prices because they buy their hair wholesale or in bulk are a big red flag. The concept of buying Russian hair at wholesale prices or in bulk simply does not exist. You cannot buy Russian hair in bulk or wholesale any more than someone can buy gold, silver or diamonds in bulk or wholesale. Ethical Russian hair, like precious metals, is a commodity. It is a rare commodity that is becoming rarer every day. The hair seller knows it so if you don’t buy it at their price someone else will. Why would he sell it cheaper? After it isn’t like the hair has a past due date. So, if you see a salon offering a full head of 22” Russian hair for around \$350.00 you can be confident in knowing that this isn’t Russian. In fact, for that price with the marks ups salons need to place in order to pay their bills, you could even assume it isn’t even 100% human hair.

### 2. Price Differential Between Lengths

Another tell is the price differential between the shorter and longer lengths. If the salon’s price relationship is linear (equal amounts between different lengths) then this can be a clue that it isn’t real Russian hair. Longer lengths cost much more than shorter lengths. Anything more than 20” is likely to attract a length premium of 30% or more, so it stands to reason

that the price difference between lengths should not be in equal increments.

### 3. Mass Market Products Line

Salons and online suppliers that offer Russian hair extensions products, tapes, clip-ins and wefts, in a myriad of colours and lengths, ready for next-day delivery are not selling real Russian hair. In order to understand why this determination can be so easily made, it is important to understand why it does not make sense to create a mass-market extension line from Russian hair. For this reason you may see that we often have very low inventory. We are proud to be the first direct to consumer company that offers access to Russian hair.

### 4. Supply

There simply is not enough Russian hair stock to supply all of the sellers around the world who claim to use Russian hair as Real Russian hair is extremely scarce, but scarcity alone doesn’t eliminate the possibility of someone producing a mass-market Russian extension line.

### 5 Hair colouring and processing.

For a mass-market line to work, everything needs to be exactly the same. If someone buys an 18” clip-in, in colour X5, all the X5 18” clip-ins must be the same colour and same length. This cannot be done by hand and must be done in a factory with specialized machinery. When you colour hair at an industrial level (large quantities) you lose about 25% of the hair in waste and subject the hair to an aggressive acid and colouring process. When we colour our hair we do so in our private controlled factory. Blonde hair comes from blonde donors and brunette from brunette. We use zero acid in our dyes and toners. Each dye is crafted with plant extracts and each colour takes 40+ days. We dye/tone each batch gently with no heat in organic dyes. This allows for full cuticle penetration without any damage. This leaves the cuticle intact, meaning we never put a silicone layer over the hair. Allowing for the hair to retain its natural soft and light weight feel.

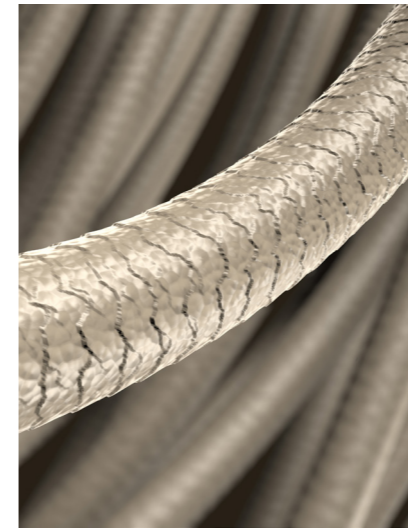
### 6 Inventory.

If a business is stocking wefts, i-tips, clip-in and tapes, each in 60 colours and 3 lengths, we are talking about 720 separate “products”. That-is 720 products supplied globally, daily, several times a day. There simply isn’t enough good quality hair out there to make this possible. We now keep our inventory levels public so you can be aware of how much Russian hair is available.

### 7.. Hair Appearance

While the above clues can all be used before you step foot in a salon, it is also helpful to know what to look for when handling Russian hair. To the touch, Russian hair is soft and fine while Asian hair is coarser and heavier. Hair should not be unnaturally shiny.

# How To Tell Quality



Remy (remi)/Cuticle Correct Hair Remy hair is the best type of hair to purchase for hair extensions. Unfortunately, many companies today are calling their hair Remy and it is not really Remy. True Remy hair has been carefully braided or tied before being cut from the donor's head. This keeps all of the cuticles aligned, thus eliminating tangling and matting. The hair needs to be carefully handled through all coloring processes to keep the cuticle aligned. Real Remy hair should last 3-6 months if it has been chemically textured or lightened to a level 6 or higher and 6 months to 2 years if the color is level 5 or darker with no chemical texture.



Non-Remy/Fallen or Brushed Hair – This is the cheapest hair available and is not recommended for long term wear. Non-Remy hair is collected from cutting room floors, hairbrushes and anywhere else long hair can be found. It is then thrown in a vat of acid to wash away as much of the cuticle as possible to try to prevent tangling,(with no cuticle the hair swells terribly with washing and humidity). At this point coloring will take place. The hair is then put in a silicone bath to make it shiny and feel beautiful. The hair is then aligned and put into wefts, keratin tips or bulk. If a texture needs to be permed into the hair more silicone will need to be added. Chinese hair is the best hair to go through the acid bath because of its strength.



Single Drawn-This hair has been placed in a ponytail or braid and then cut from the donor's head. At this point the very shortest hairs are removed, (the shortest hairs are “drawn” out, hence the name single drawn). This leaves some hairs that are shorter than the full length giving it a slight tapered, layered look. This makes for easy blending and the most natural look. 95% of all true Remy hair is single drawn. If you want a very thick bottom edge to your client's hair order the extensions 2”-3” longer than the desired length and trim.

Double Drawn-This type of hair is all one length. There are no shorter hairs in the extensions like single drawn hair. All of the short hair has been “drawn” out. 95% of the time double drawn hair is the inexpensive non-Remy hair. Double drawn Remy hair is very expensive because so much of the hair is discarded, because of this very few companies have Remy double drawn hair. The advantage is you always get the length you want without it being too thin at the bottom. A disadvantage is unless you are an expert at cutting with a razor the hair can look doll like and rather fake.



# Choosing a Length



*Most people who want long hair extensions really want extensions that are 20"-22" in length. For many people 18"-20" is long enough. Keep in mind that the longer the hair the more the hair costs.*

*Every women wants to have long hair once in lifetime, and hair extensions can meet their needs perfectly. However, how long is enough for you? Products with different length will bring you a completely new appearance. Thus, Hair length is one of the most important factors you should consider. However, hair can make longer hair extensions based on customers' requirements.*





# Consult Length

## Short hairstyles:

- 18 Inch Hair: Customers order 18 inch hair extensions for impressive short hair styles with weaves, clip in, keratin hair, etc.
- 8 Inch Hair: Chin length hair will look longer and thicker with 8 inch hair weaves.
- 10 Inch Hair: tape in hair, weave hair or wig is approximately 25 centimeters in length, so it is suitable for short or bob hairstyles.
- 12 Inch Hair: Natural hair length that reaches the chin or longer will be transformed into shoulder length hair with closures, frontal, weave hair, etc.

## Medium hairstyles:

- 18 Inch Hair: 18 inch Tape-in hair, Weft in hair, etc can transform short hairstyles into hair that extends past the collar bone.

## Long hairstyles:

- 18 Inch Hair: placed lower weft or tape in hair can create a long look on clients with longer hair.
- 20 Inch Hair: You natural short hair can reach to the middle of the back with 20 inch extensions. Best with Weft or Tape
- 22 Inch Hair: Hair is really long hair reaching your rib so applying tape hair, weave hairs, keratin hair, etc. are very suitable.

## Extra Long hairstyles:

- 24 Inch Hair: A 24 inch weft hair can reach over your rib, even reach your waist if you are not too tall.
- 26 Inch Hair: With this impressive length, 26 inch Weft only for a proper look.
- 28 Inch Hair: is breath taking, best to

use weft hair only as it will look stringy with individuals.

- 30 Inch Hair: SPECIAL ORDER SALON ONLY Beautiful, long, and smooth 30 inch clip ins, tape, lace frontal hair extensions can give your hair an ideal length which can reach your hip.

- 32 Inch Hair: SPECIAL ORDER SALON ONLY This is the longest hair extensions currently which can reach to your thigh. The length of 80 cm hair weaves, clip ins, wigs will actually make you surprised with a Rapunzel look. Hair length can be divided according to the place it ends up such as ear length, chin length, shoulder length, armpit length, mid back length, etc. Chin length is short haircut, while ear length is a very short haircut, shoulder length is of medium length while mid back length is really long hair length.

The longer your hair is, the more options to style it. You can make up-do, French twists, and chignons and tons of hairstyles for both daily life and occasional events. . The hair length also brings out the feeling of femininity so that people usually describe long hair women as girly, mild, gentle, etc. With long hair extensions, you can look graceful, sexy, and fancy whenever you want even if you wear just jeans and t-shirt.

**Always recommend going longer with high quality hair. This is because the hair extensions will last a long time. This allows for trims during move ups to reduce the evidence of heat damage.**



# Hair Colour

Hair extension colors do not match the color level system made by the hair color companies used in most salons. If you The following are some tips learned from many years of hair extension application experience: order hair extensions by level, unless you want #1 Black, the colors may be wrong. The best way to order is to have a color ring from the company you are purchasing from. Each company has their own color ring and they do vary. The hair extension color does not have to be an exact match to the client's hair color. Look for the same depth of help you to match hair by phone if needed. Email Pictures and we will help with matching any of our hair.

Unless your client has solid, one color hair, (this is unusual), best results will be achieved when you apply 2 or more hair. Don't let your client select the color. This is your job as a professional. The experience will be more seamless if you take over the consult with your expert opinion.

**1. The hair extension color does not have to be an exact match** to the client's hair color. Look for the same depth of not enough. This adds more stress and worry for them and you. Have your hair all set up and ready when they arrive. color not the exact tone. Once the extensions are in, they will "take over" the whole head of hair and will look great. Open your package as soon as it's delivered to make sure everything is correct. It happens over and over. A stylist has Most extensions will have a slightly warmer tone than the client's hair because the extension hair is lightened, and the natural warmth has come out.

**2. Don't let your client select the color.** This is your job as a professional, some people will go crazy worrying about comes, the package is opened and the order is wrong! It could have been easily fixed if it was opened upon delivery. the hair not being exact. You know better than they do, save yourself the headache and trust your experience.

**3. Don't show the client the hair before application** unless there is a specific reason. This adds more stress and worry for them and you. Have your hair all set up and ready when they arrive.

**4. Open your package as soon as it's delivered to make sure everything is correct.** It happens over and over. A stylist has the hair for several days but never bothers to open the package to make sure the hair is correct. The the morning of the service comes the package is opened and the colour is wrong! It could have been easily fixed, it is your job to ensure the colour is correct and that all the tools are ready.

**5. Select a base color, lowlight, and highlight or base color and highlight.** Level 5 and lighter hair looks best to have 3 colors Base, highlight, and lowlight. These colors can be just a shade apart or several shades for a more dramatic effect. Level 4 and darker looks best to have 2 shades usually the base then a highlight.

**Base Color:** is selected by matching the client's hair color at the mid shaft of the hair just below the occipital bone. The Base color will make up approximately 50%-75% of the total amount of hair extensions. This hair should never be as light as the ends of the client's hair, or it will look washed out and unnatural.

**Highlight Color** is selected by matching the client's ends or existing highlights. This color should make up approximately 25% of the total amount of hair extensions.

**Lowlight Color:** is selected by matching the client's root color for a natural look or 1-3 shades darker for a more dramatic look. Lowlights should make up approximately 25% of the total hair extensions.

# How To Color And Tone

1. Select the hair with the closest color to the color you want. Always select the same or slightly lighter color, never darker. Hair extension hair can be very difficult to lighten if it is any color except virgin color #1b or #2.

2. The hair needs to be in a weft or pre-tipped and banded loosely with an elastic. You will have to work the color up under the elastic. Wash the hair first with a mild shampoo and pat dry but leave damp. (Dry hair will "suck" the color up and be uneven)

3. The toner (color): demi-permanent color works the best with a very low developer. ( Shades EQ for example), if you are toning blonde hair mix clear into the color if available. For blondes, a purple shampoo may be enough for toning.

4. Work the color thoroughly into the hair using a color brush-you can also pick up the bundle and work it in with your hands. Be gentle with the hair make sure you don't scrub. Get the color under the elastic or you will have a missed spot on the strands. Try not to get color on the keratin bonds. If you do make sure you wash them thoroughly. Extension hair can process color faster than the natural hair on the client's head because the extension hair can be porous. It can also process slower because there is no heat. Keep a close eye on it. If it is slow, wrap in plastic and warm with a blow-dryer.

5. When processed, wash gently with lukewarm water and a gentle shampoo. Work in a very light conditioner, rinse again. **DON'T GET ANY CONDITIONER ON THE KERATIN!**

Let dry on a towel, (overnight if possible), dry gently with a blow-dryer or hang under a hooded dryer. Flat iron the hair after drying to smooth and make it easy to work with

## **It is the best policy "NOT" to color hair extensions**

*No company will guarantee their hair when you have processed it; there are just too many variables. Remember: Hair extensions don't need to match the client's hair exactly! See Matching Hair Extension Colors for more info. If you simply have to color the extensions here are the rules (No Guarantees):*

## **TIPS ON MAINTAINING A CLIENT'S HAIR COLOR WITH HAIR EXTENSIONS**

Your clients can have hair color, highlights and extensions too, just follow these tips:

- Color the clients roots approximately 3 days before the extension application. This will let any residue or swelling leave the hair and prevent extension slippage. (This is especially important with keratin/fusion extensions). This will also give you four or more weeks of growth before the next touch-up, making it easier. When doing a touchup avoid the bonds as much as possible but some color on the bonds will not hurt them. Foil highlights can be done on the crown top and sides and between any extensions. Extensions themselves work as highlights.
- Hair Extensions should be brushed 2 times daily. Extensions need a brush that won't catch the bonds but will flow through the scalp and eliminating tangling at the roots.



# Care Guide

- Boar and Nylon Bristle Brush (top) – these bristles will flow through hair with extensions very well. Great for fine hair but will work on any hair. Make sure there are no balls on the ends of the nylon bristles.
- Loop Brush (bottom) – the loops on these brushes are made to float right through any type of hair to the scalp. Best for curly hair.
- Hair extensions have no natural oil of their own, so the correct shampoo and conditioner is very important. It is essential to use a sulfate free shampoo which will not strip hair. Only a single use of a stripping/volumizing shampoo can damage the hair. Shampoo that is formulated for hair extensions is an excellent choice too.
- Use a rich conditioner that is formulated for color treated hair. Keep the conditioner away from the roots but be generous with it on the rest of the hair. Do not over rinse the conditioner, (leave a bit behind). Use a generous amount of silicone based leave-in conditioner on your hair before drying and reapply if hair gets full of static or tangly.
- When washing and drying hair gently squeeze the shampoo and conditioner through, never scrub the hair. The same goes for towel drying, gently squeeze the hair to dry do not rub.
- Wear a braid when you sleep at night to keep hair from tangling and to keep pressure off the bonds.
- Never go to bed with wet hair.

**Prescribe.  
Don't Sell**

## Swimming:

Before swimming always wet hair with tap water, apply conditioner and braid hair before swimming to help avoid tangling. Avoid chlorine for natural hair extensions. For lower grade hair extensions, we do not recommend swimming.

Always wash hair with a clarifying shampoo and deep conditioner after. Do not use sulphate products as the chemical reaction will not be good.

Avoid products with alcohol or other harsh ingredients.

## Hair Methods:

- *Tape hair – Especially great for fine hair. Avoid if the client is excessively oily.*
- *Pre Bonded Flat Tips – The most versatile, great for all hair types*
- *Pre Bonded Mini Link Tips – Not suited to clients with oily hair*
- *Pre Bonded Nano Tips – Especially great for fine hair. Avoid if the client is excessively oily.*
- *Hair Wefts – Suited to all hair types but we would recommend that hair hits the shoulders or longer for a good blend.*

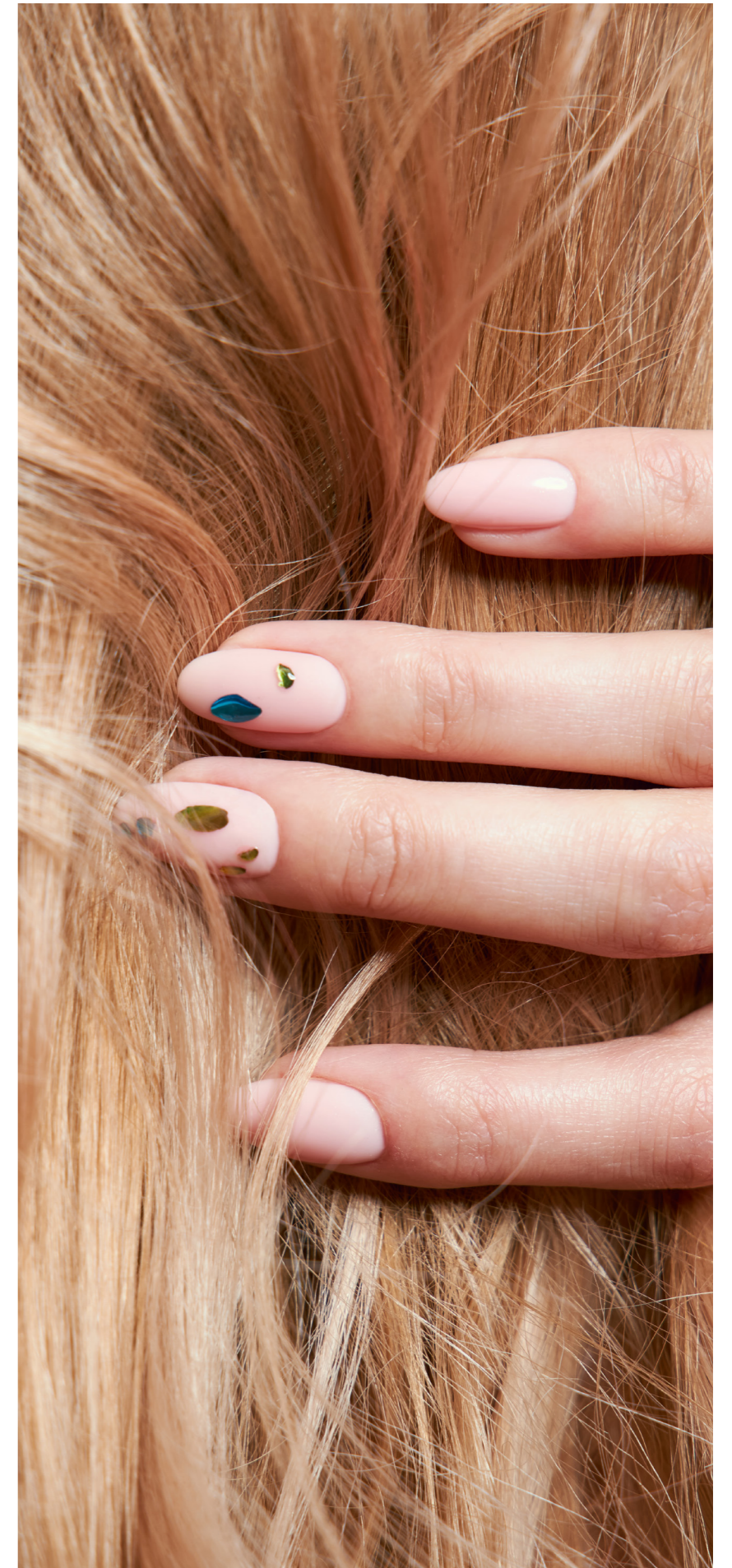
*Short terms 1-2 months*  
**Clip-in, I Tip, Tape**

*Medium wear*  
**Tape, Weft, Nano**

*Long wear*  
**Keratin, Weft, Nano**

*for more information email*  
[hello@ouielle.com](mailto:hello@ouielle.com)

[www.ouielle.com](http://www.ouielle.com)



# Prep —



From our first launch in 2018 we have been inspired by you. Your needs, your comments have inspired our brand, have pushed us forward and have made us stronger. We are a brand that is here for you.

## Your guide to Hair

*Each piece in our collections starts with our in-house design team. We're inspired by current trends, natural results and you; we celebrate the diversity of colours, the depth and dimension of a balayage; and we're energized by your personal style. Each colour goes through countless versions with our design team, lengths, attachments, durability, flexibility, authentication—no detail goes unnoticed or undiscussed—until the piece is exactly right.*

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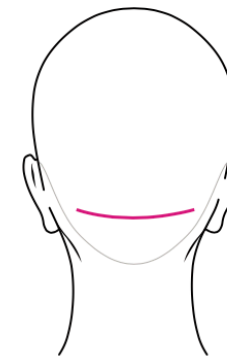
##### GLOBAL SUPPLY CHAIN

Sourced in Europe our raw materials are brought back to Qingdao China to our award winning factory. Since 200, our factory has been dedicated to small production for only the leading alite salons.



# How to Install

Ouielle means Yes She in French, we are a new spin on an old industry which is focused on the male gaze. We are ethical, we are strong, we are enduring and we believe you can have perfect hair every damn day.



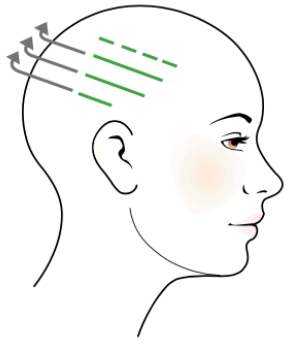
OCCIPITAL BONE



BRICK LAY PATTERN



BRICK LAY APPLICATION



SIDE APPLICATION

Begin just above the Occipital Bone by building rows from the bottom-up, not too close to the hairline.

Apply extensions approximately 1" above each other using a brick lay pattern.

Apply 2 layers upward on the back of head (depending on the size and shape of client's head).

Begin the next row on the right side of the head, above and toward the back of the ear. Pull hair back from the face and behind the ear while applying to ensure proper placement.

The first side attachment should be placed approximately 1" above the ear.

Alternate application between the back and side rows. Continue this pattern filling the right, left, and the middle.

Continue this pattern filling the right, left, and the middle.

Be sure you leave enough natural hair on top of the client's head to cover the top layer of extensions.

If client has thin hair and they want fuller hair, they will need "volume" application.

A typical client will use one or two sandwich(s) on each side of the head and one or two sandwich(s) on the back of Use your professional judgment when deciding placement and how many extensions will be needed to get the desired result.

the head.

If client is looking for highlights/lowlights or some fashion color pieces, they will need "color accents" application. Color accents should be placed dependent upon hair condition and desired look.

Color accents should be placed dependent upon hair condition and desired look.

**HAIR EXTENSION CONSULTATION FORM**

Client's Name: \_\_\_\_\_ Consult. Date: \_\_\_\_\_

Application Date \_\_\_\_\_ Applied by \_\_\_\_\_

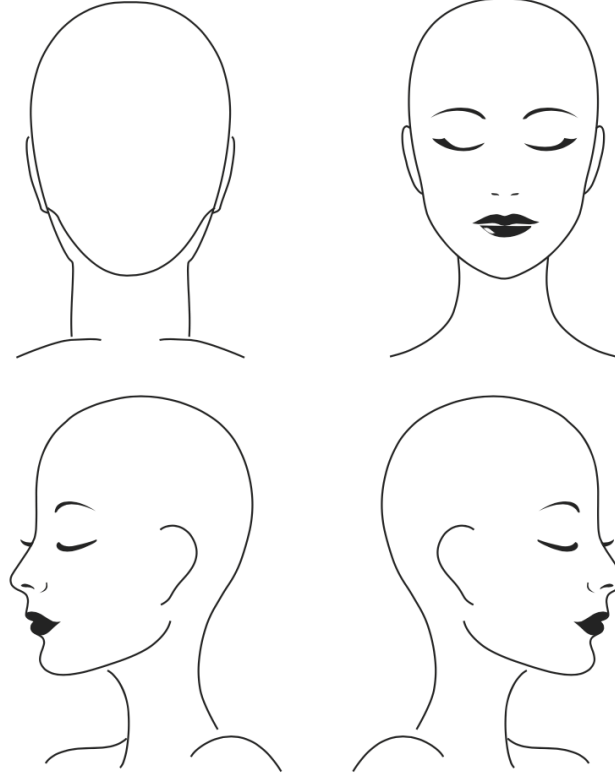
Tape-ins \_\_\_\_\_ Keratin \_\_\_\_\_ Hand Tied \_\_\_\_\_ Extension brand \_\_\_\_\_

Color #1 \_\_\_\_\_ How many pieces? \_\_\_\_\_

Color #2 \_\_\_\_\_ How many pieces? \_\_\_\_\_

Color #3 \_\_\_\_\_ How many pieces? \_\_\_\_\_

Color #4 \_\_\_\_\_ How many pieces? \_\_\_\_\_



**COST:**

Cost of hair \_\_\_\_\_

+ application fee \_\_\_\_\_

+ extra charges \_\_\_\_\_

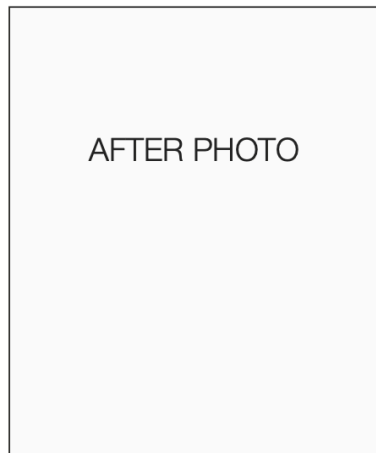
= Total cost \_\_\_\_\_

Deposit Paid \_\_\_\_\_ 50%

Balance due when completed \_\_\_\_\_

extra charges may be:

perm \_\_\_\_\_ microbonds \_\_\_\_\_ color \_\_\_\_\_ highlights \_\_\_\_\_ removal \_\_\_\_\_ shipping \_\_\_\_\_



Notes:

# Client Consult Guide

Client's Name \_\_\_\_\_ Date of Service \_\_\_\_\_ Initial each Instruction

\_\_\_1 Do not shampoo for 24 hours. Always wash your hair with your head up or back like in a shower and not tilted forward. Never put conditioner on your bonds, keep 3" away from scalp. Never dry with a scrubbing action, instead wrap with a towel to absorb water. Always dry bonds to prevent breakdown.

\_\_\_2 Run your fingers between your bonds every day to keep extensions from tangling together. It is very important to be gentle with your hair extensions. They are attached to small amounts of your own hair. While hair extensions themselves will not harm your hair, rough handling of them will pull your hair and may cause damage.

\_\_\_3 Brush extensions 2-3 times a day, or the amount recommended by your stylist, with the recommended hair extension brush. Start in the nape and work your way up. Always pull extensions into a covered hair tie or braid while sleeping to prevent tangling. Never go to bed with wet hair. If you sleep restlessly or you have very fine hair in the front it is recommended that you sleep with a soft head band on. This protects your delicate front hair.

\_\_\_4 Make a follow-up appointment for 4-6 weeks after your initial service. Notify stylist/salon immediately if you have any problems such as tangling or excessive loss of extension hair.

\_\_\_5 Curling irons, flat irons and hot rollers may be used, but must be kept an adequate distance from the bonds or tape.

\_\_\_6 Activities taking place in a constant, damp environment such as aerobics, steam baths or saunas may lessen the longevity of the extensions. Dry your bonds as soon as possible after any of these activities.

\_\_\_7 I have received a copy of the "Hair Extension Care Guide", and I understand it.

\_\_\_8 Seawater and pools can cause damage and tangling. To minimize these effects, wet hair completely in a shower and apply a conditioner to the ends. After swimming, shampoo and blow-dry the bonds to prevent bond breakdown.

\_\_\_9 Some extension loss and shedding are normal and to be expected. It is normal to lose 1-4 extensions a month. Average client hair loss is 50-150 hairs a day. A full head application covers approximately one third of the head. You can expect to see a small quantity of naturally released hairs trapped in the attachments after some time. This is normal and should not be interpreted as hairs pulled of the scalp by the extensions themselves. Daily brushing close to the scalp and finger separation of the applied strands will avoid matting in this area.

\_\_\_10 There are no refunds on hair extension applications. Deposits may not be refundable; each hair extension application is different. Please discuss any issues with your hair extensionist.

I have read, initialed, and understood my home care maintenance sheet. If I do not follow the above instructions, I understand Your Salon Name cannot be held responsible.

CLIENT SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_ STYLIST SIGNATURE \_\_\_\_\_  
 RE \_\_\_\_\_ DATE \_\_\_\_\_

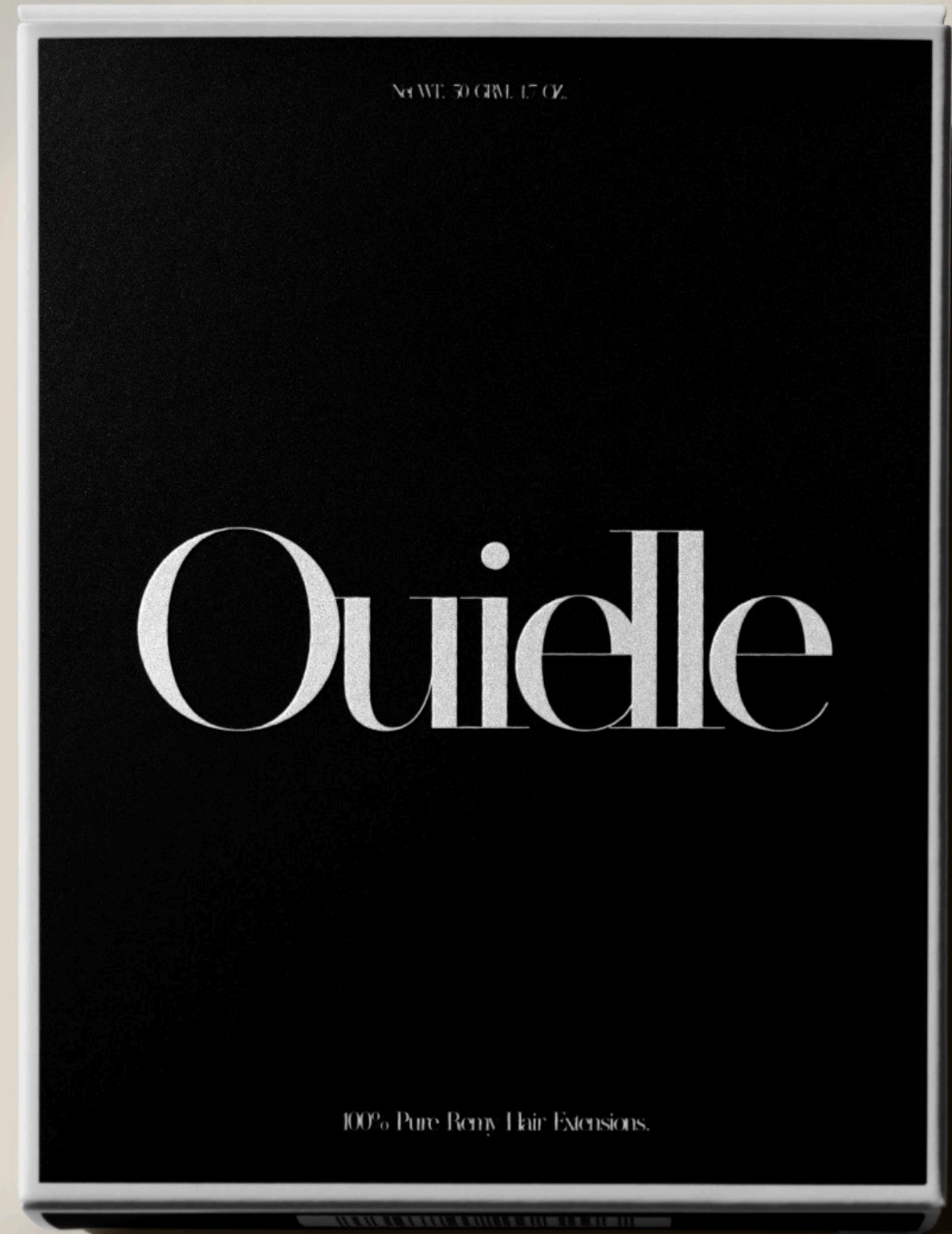
Give a copy to every hair extension client

#### HAIR EXTENSION CARE GUIDE

1. Brush hair gently working from ends toward scalp before and after washing.
2. Use a professional sulfate free shampoo for dry-color treated hair. NEVER USE A VOLUMIZING SHAMPOO! Volumizing shampoos raise the cuticle of hair and can cause tangling.
3. Wash hair gently in cool to warm water. Do no scrub roughly while washing. Gently comb through hair with fingers in a downward motion while washing and rinsing.
4. Do not apply conditioner to scalp or bonds. Too much conditioner or very oily hair can weaken the keratin bonds or tape.
5. It is best not to wash more than 2-3 times a week unless you have a very oily scalp. Over washing will dry the hair. Use a dry shampoo in between shampoos.
6. Softly towel dry by patting with a towel before blow drying. It is important to dry the roots, but you don't have to completely dry extensions unless you are going to bed.
7. Use a spray leave-in and/or shine drops on your extensions after shampooing while still damp, (avoiding the bonds). Apply to ends daily if needed.
8. If extensions become dry and damaged treat once to twice a week with a deep conditioner. Keep 2" from scalp.
9. Brush gently 2-3 times a day. Brushing right up to the scalp will keep tangles from forming at the base of the extension. Use one of the following brushes:
  10. When blow-drying hair, blow downward with hair's natural growth, not up into / against hair flow. Dry with fingers then style with a curling iron or flat iron if needed.
  11. Swimming Always wet hair with tap water, apply conditioner and braid hair before swimming to help avoid tangling. Avoid salt water, (the worst for extensions), and chlorine.
  12. Braiding long extensions is recommended before bed.
  13. NEVER GO TO BED WITH WET HAIR. (Causes tangling and matting)
  14. Have extensions checked every 4-6 weeks by stylist.

Recommended Products: \_\_\_\_\_

Next Maintenance Appointment: \_\_\_\_\_





Hair for  
Everyday