



Welcome to hairtalk®, the global innovators of the tape-in hair extension method. hairtalk® was designed to provide stylists the ultimate creative freedom without the use of chemicals or damaging tools. Our superior quality cuticle-on Remy human hair coupled with medical grade adhesive bands result in discreet and comfortable hair extensions. hairtalk® blends flawlessly with natural hair adding volume, length, color, and dimension in the time it would take for a typical cut and blow dry.

Using a medical grade adhesive, hairtalk® secures your client's hair between two adhesive bands creating a watertight seal. The application will last 8 to 10 weeks and can be reapplied up to 3 times for a total of 8 months of wear. hairtalk® Extensions are available in three band sizes and two band styles, providing you the artistic freedom and versatility to customize every client's look.

**This Application Reference Guide is designed to be used in conjunction with a hairtalk® hands-on certification course. For course offerings and dates visit: [www.hairtalkusa.com/education](http://www.hairtalkusa.com/education)**

## BAND SIZES & STYLES



### original

1.6" / 4cm wide bands provide full coverage for clients with normal to thick hair.



### original plus PATENTED

1.6" / 4cm wide discreet bands that blend seamlessly to provide full coverage for clients with normal to thick hair.



### petite

1.1" / 3cm wide bands ideal for clients with thinner hair, smaller heads, or areas of higher visibility.



### petite plus PATENTED

1.1" / 3cm wide discreet bands that blend seamlessly and are ideal for clients with thinner hair, smaller heads, or areas of higher visibility.



### mini strand

0.4" / 1cm wide bands ideal for the crown, parietal ridge and fringe area.



### mini strand plus PATENTED

0.4" / 1cm wide discreet bands that blend seamlessly and are ideal for the crown, parietal ridge and fringe area.



During consultation, it's important to discuss the full preparation and installation process along with proper client care and plans for reapplication.

### Step 1: Consultation Questions

*Has your client ever worn hair extensions?*

Clients who've worn extensions before may be more comfortable with the process. However, each application must be preceded with a full consultation and client care expectations.

*What are your client's hair goals?*

Understand your client's goal in order to determine the best products, colors, lengths, and quantities. This can include volume, length, color effects, haircut correction and more.

*What is your client's lifestyle?*

Understanding your client's lifestyle will help you select the best products and manage your client's expectations. If your client wears their hair up often, using patented Plus or Petites rather than Originals would be a great option, especially around the sides of the head to better hide the extensions.

*When was your client's last chemical service – color, keratin, relaxer or perm?*

Chemical services should be performed 48 hours prior to any hairtalk® application.

*How does your client care for their own hair?*

To protect the adhesive, your client should refer to the Client Care Card. Always consult and price your service with hairtalk® hair care specifically formulated for extensions and is perfect for natural hair.

*Does your client swim, sun or sweat often?*

Your client can still do these things, however they must take extra care to protect their extensions. Swimming in a pool/ocean or using hard water may expose hair to chemicals or minerals and can cause discoloration. Refer to the Client Care Card for proper at home care.

*Is your client taking any medications?*

Some medication and medical conditions may promote hair loss, thinning, or skin irritations. These clients may not be good candidates for extensions.

### Step 2: Style and Color Matching

For the most accurate color match, use natural lighting. Using the hairtalk Professional Color Ring, identify desired band size, styles, and colors. Begin by matching mid-shaft to ends, as this is what you'll be extending. Then consider the client's root color. We recommend using multiple colors, including Colormelts, Rooted, and more to create the perfect dimensional blend.

Next, determine length and amount of hair extensions needed based on density and length of client's hair and desired end result. Volume and color effects can sometimes be achieved in one pack.

Average Number of Packs for Full Head Application

Band Style	# of Packs
Original (20 Band Pack)	2-3
Petite (12 Band Pack)	3-5
Original + Petite	1-2 Original 1 Petite 1 Petite Plus





## Color and Chemicals

**Note: Chemically processing and/or coloring extensions voids the hairtalk® warranty.** If you chose to custom color extensions to a desired shade, do not deposit more than 2 levels down.

DO NOT LIFT COLOR.

## Clarify

Gently detangle and wash 2x with hairtalk Cleanse Plus Intensive Shampoo to remove oil, impurities, and buildup from hair and scalp. **DO NOT** apply conditioner or styling product.

Blow Dry | Flat Iron

Dry completely and flat iron smooth.

## Sectioning

Using hairtalk Sectioning Brush and croc clips, section hair into 3 sections. See Figure 1 & 2. Clip Section 2 & 3 forward. Begin application in Section 1 at back of the head, working from occipital bone upward.

## Weight Line

If needed, diffuse any visible weight line as you drop each section before applying that row.

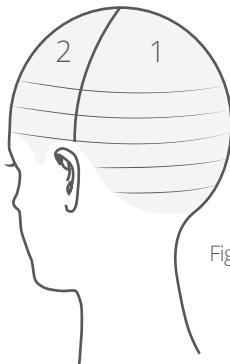


Figure 1

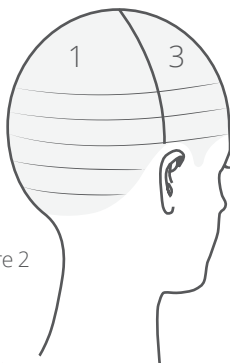


Figure 2

## NOTES

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1. Begin Row 1 at the nape in Section 1. Drop a small section of the clients hair approximately 0.75"/2 cm from the hairline. Use rattail to find the spot where the tail disappears: this ensures proper placement for Row 1, especially if client wears hair pulled up.
2. Use the hairtalk Sectioning Brush to take a section that is the same density and width as one extension. **Photo 1**
3. Flip the section up while holding the hair between the index finger and middle finger, use the pinkie finger as a hinge against the scalp. This provides control of the section and allows proper placement without tension. **Photo 2 - "Pop"**
4. Peel off adhesive lining from Extension 1, keeping finger tips and nails away from adhesive.
5. Place Extension 1 with adhesive side facing up about 0.25"/ 0.5cm away from the scalp. **Photo 3 - "Lock"**
6. Keeping pinkie hinged at the scalp to maintain control, roll hair down over adhesive band. Make sure to keep all hair smooth. **Photo 4 - "Drop"**
7. Remove adhesive lining from Extension 2, keeping finger tips and nails away from adhesive. Place Extension 2 adhesive side facing down directly on top of the Extension 1. Match up sides and both edges to prevent lifting and tugging. **Photo 5**
8. Use tip of rattail brush to remove "kick" away excess hair on either side of extension to prevent tugging.
9. Press firmly at corners to secure the two bands together and create a watertight seal. **Photo 6**

As you continue the row horizontally, each extension after the first will begin 0.25"/0.5 cm from the last. **Figure 1**

As you move up the head vertically, each row will begin approximately 0.5"/1 cm from the last. **Figure 1**

Average Number of Bands per Row  
(With Original or Petite)

Row	Original	Petite
Row 1	1-2	2-3
Row 2	2-3	3-5
Row 3	3-4	5-6
Row 4	5-7 (from sides in)	6-10 (from sides in)
Row 5	6-8 (from sides in)	8-12 (from sides in)

Repeat the steps for full application, continue working up the head row by row.

The amount of rows needed to complete a full application will vary from client to client and will typically range from 5 to 7 rows. Row 1, 2, and 3 are typically comprised of hairtalk Originals, while Row 4, 5 and possibly 6 would be customized in Petite, and patented Petite Plus.

When you reach the row above the ear, typically Row 4, measure 1" / 2.5cm (depending on client's hair density) above the ears in Sections 2 and 3 and drop down your sections to begin Row 4.

Apply the left side above the ear, then the right side above the ear. Move to the back of the head to complete the row, working from each side inward, and bricklay application to maintain balance. Repeat in Row 5 and above

## NOTES

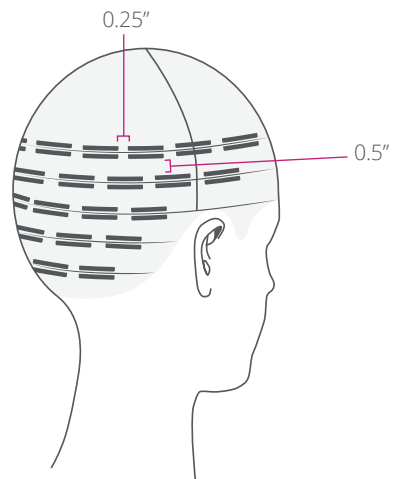
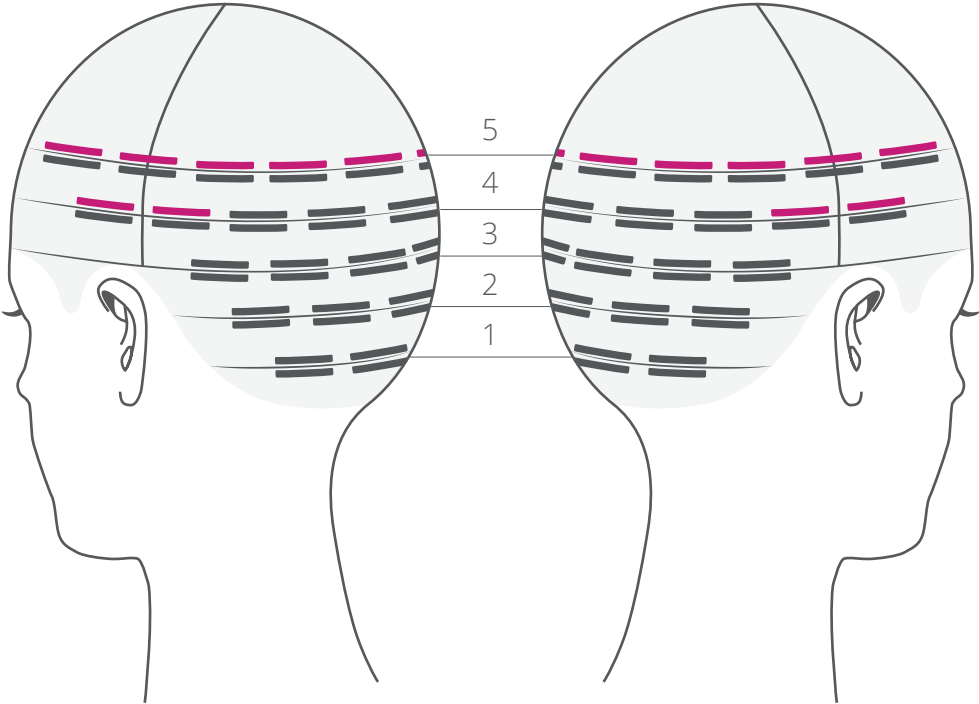
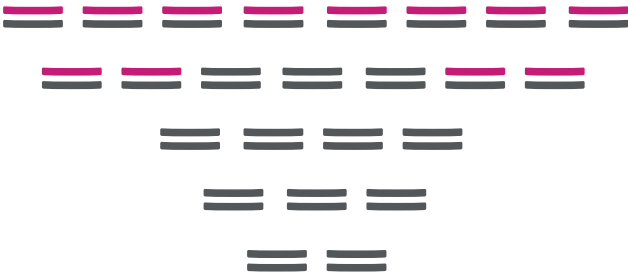
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Figure 1





Row Layout



Original Plus  
Original

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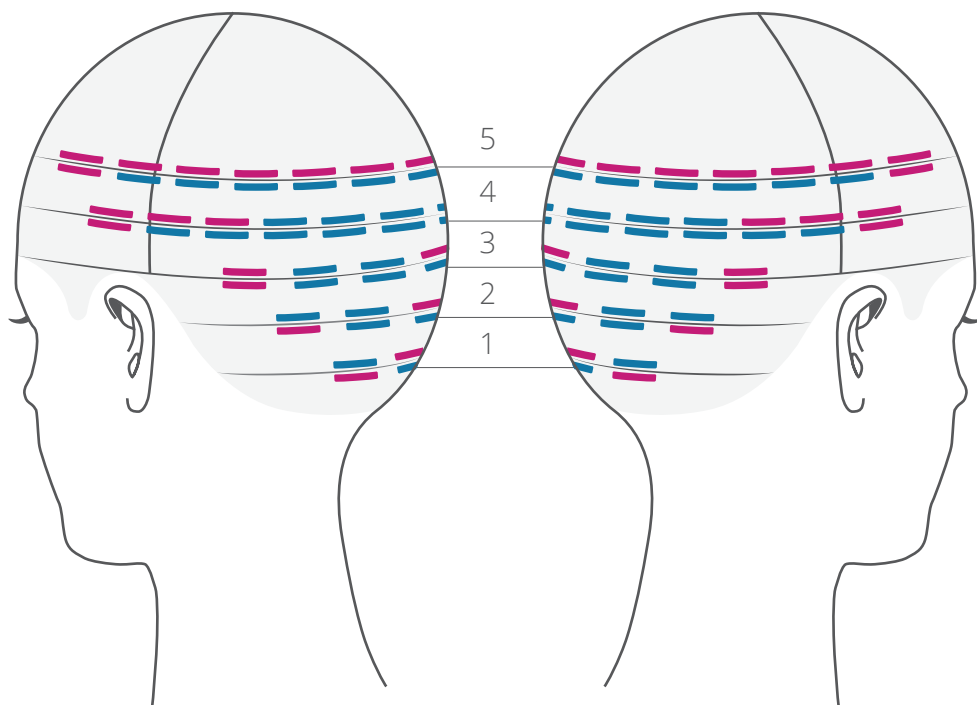
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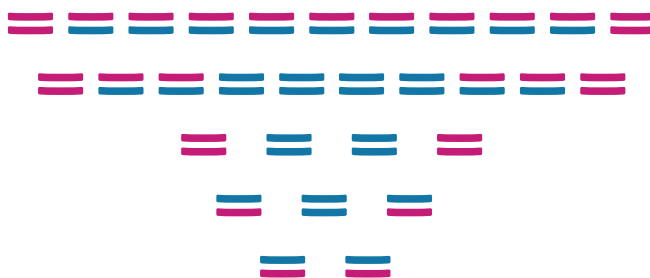


Row Layout

Petite Plus



Petite



## NOTES

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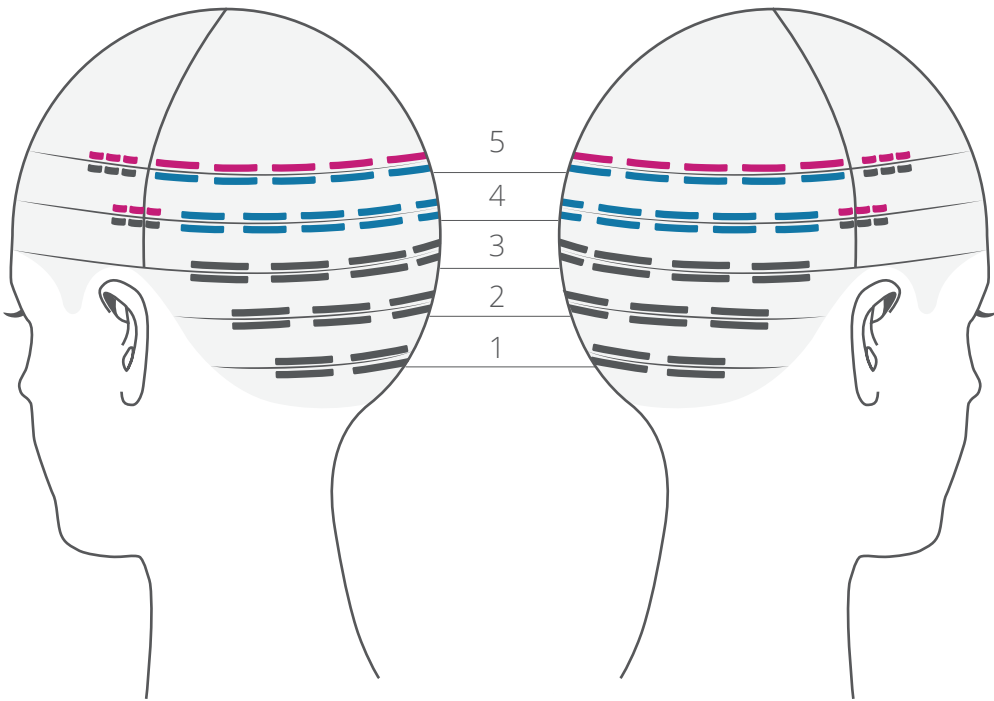
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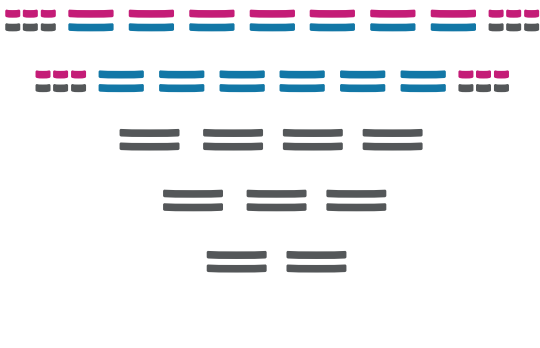
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Row Layout



- Mini Strand Plus
- Mini Strand
- Petite
- Petite Plus
- Original

NOTES

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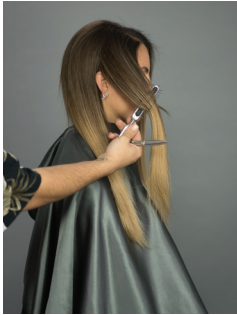
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hairtalk extensions are tapered. Typically, blending is minimal and extensions only need texturizing at the ends to blend with client's natural hair.

1. Determine desired length.
2. Part hair down the middle, forehead to nape and bring both sections forward.
3. Take a 1" / 2.5 cm diagonal section. Over direct the hair forward, using client's natural hair as a guideline.
4. Slide cut to blend hair *without* cutting client's natural hair.
5. Repeat this process bringing each subsection forward until you reach the front center part.
6. Continue the same sectioning, over directing, and slide cutting, on opposite side.
7. Bring all hair to the back.
8. Using client's natural hair as a guideline, create soft layers. Take small vertical section and slide cut to blend the natural hair with extensions.
9. Finish the blend shaping the perimeter to desired length.

## NOTES

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## REMOVAL

Removing and reapplying hairtalk extensions is safe, quick, and simple. Your client should arrive for their re-application with clean hair, so the extensions removed are clean and ready to be reapplied.

**hairtalk tools:** Solvent, Removal and Reapplication Board, Croc Clips and Sectioning Brush.

1. Begin removal at right side top of the head and placement at bottom right of board. Clip hair away to expose extensions and spray one to two pumps of Remove Solvent just above adhesive bands. DO NOT spray solvent directly on the band.
2. Let the Solvent travel down into adhesive for about 5 seconds.
3. Remove upper band and place on bottom right corner, "Row 7 Top".
4. Remove lower band and place just above the last on "Row 7 Bottom".
5. Continue removing entire row and maintaining placement on Removal and Reapplication Board across the same row.
6. Continue row by row *down the head* as you maintain placement moving *up the board*. Be sure to begin removal on the same side of the head for every row.
7. Once removal is complete, board is ready for reapplication beginning with Row 1 at nape.

### Note:

- Always keep fingertips away from adhesive.
- Begin removing each row on the same side to maintain placement on Removal and Reapplication Board.
- Remove down the head, place up the board.
- Allow extensions to dry completely on the board for approximately 15 minutes before Reapplication.

## NOTES

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To ensure client's know proper at home care, offer and review hairtalk hair care and Client Care Card.

### Clean | Condition

1. Before washing, brush gently working from the ends upward with hairtalk Extension Brush.
2. Wash & condition with hairtalk Cleanse Shampoo and Nourish Conditioner, keeping Conditioner away from adhesive bands.
3. Apply Nourish Plus as directed, working from mid-shaft to ends, especially on blondes, to hydrate and protect.
4. Rinse hair well to remove all product and prevent product build up.
5. After washing, towel dry. Hold at mid-shaft and brush gently working from the ends upward with a wet brush.

### Style

1. Before styling, remove tangles by brushing gently working from ends upward with hairtalk Extension Brush.
2. Apply styling, finishing or setting product away from the adhesive band and avoid your hair root.
3. Use thermal protecting product when heat styling.
4. Temperature settings: 300°F MAX Human Hair Extensions, 250°F MAX Synthetic Blend Extensions.

### Sleep

1. Sleep with dry hair tied in soft pony, braid or top knot. Wet, loose hair tangles and is prone to matting.
2. Try a silk pillowcase to give your extensions some extra love.

### Swim | Sun | Sweat

1. Before any of these activities, mix water with hairtalk Nourish Plus in hairtalk Spray Bottle and lightly mist mid-shaft to ends to help prevent discoloration from chlorine, salt, sunscreen and tanning products. Brush gently working from ends upward with hairtalk® Extension Brush. Tie hair in soft pony, braid or top knot to prevent tangling and discoloration.
2. After swimming or sweating, wash as directed above in CLEAN | CONDITION section.

### NOTES

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To ensure your client's experience meets hairtalk standards of installation, review the list of hairtalk Stylist Do's & Don'ts:

## STYLIST DO'S

**Do** provide a thorough consultation.

**Do** clarify with hairtalk Cleanse Plus.

**Do** dry and flat iron smooth before application.

**Do** follow all step by step guidelines for proper application, removal, re-tape and reapplication.

**Do** use Plus Extensions in visible areas.

**Do** follow Blend and Shape guidelines.

**Do** send client home with hairtalk® hair care and Client Care Card with *every* extension service.

## STYLIST DON'TS

**Don't** place extensions too close to the scalp, each other, or hairline.

**Don't** skip steps.

**Don't** apply heat directly to the adhesive bands.

**Don't** over direct the hair during application.

**Don't** place clients under a full-head dryer.

**Don't** lighten/lift extension color.

## NOTES

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It is important the stylist who installed the extension examine them when a client presents concerns. In each of these scenarios and anytime client expresses issues with their extensions the stylist should **ALWAYS** consider:

1. When were the extensions installed?
2. How many move ups has stylist done?
3. Is the client using hairtalk® hair care? If not, what hair care is client using?

**Scenario 1:** Extensions are slipping off

**Causes:** Improper preparation and application, products client's are using.

**Fact Find:**

- What styling, smoothing, setting or finishing product is client using?
- Was too much hair applied between extension pieces?
- Were any chemical processes performed after extensions were installed? In the last 48 hours?
- Is client using purple or tinted shampoo?
- Stylist must examine tabs to determine if properly applied.
- Was client hair clarified 2x times as directed prior to application?
- Was client hair completely dry prior to application?
- Was conditioner applied to hair prior to application?
- Where is client applying cleansing, conditioning and styling product? Above or below the tab?

**Recommendation:**

- Remove extensions and re-apply with new tape tabs as directed in the Application Reference Guide.

**Scenario 2:** Discoloration

**Causes:** Mineral and chemical deposits from hard water, ocean, lakes sunscreen, oils, and more.

**Fact Find:**

- What was original extension shade? And now?
- Has client been swimming in a pool, ocean, or lake?
- Does clients home run on well water?
- Has client used tinted sunscreen, tanning or other lotions?
- Is client using purple shampoo or tinted shampoo?

**Recommendation:**

- Refer to Client Care Card for proper care instructions **BEFORE** swimming.
- Apply a demineralizing remedy (ie. Revive).
- Remind client of proper hair care as outlined on Client Care Card.
- Remind client to apply hairtalk® Nourish Plus as recommended on Client Care Card before exposing extensions swimming, tanning etc.
- Client should avoid tinted product on hair and upper body skin which may come in contact with hair (ie. self-tanner).
- Client should avoid purple shampoo or any tinted hair care product.

**Scenario 3:** Matting and tangling

**Causes:** Client sleeping with wet hair, not brushing hair throughout day, not following Client Care Card.

**Fact Find:**

- Has client worn extensions before or is this first time?
- Refer to Client Care Card
- Does client sleep with wet or dry hair?
- Does client sleep with loose hair or tied in pony, braid or bun?
- How often in a day is client brushing for detangling?
- Is client detangling BEFORE washing?
- Is client leaving hair wrapped in a towel after washing for extended time?

**Recommendation:**

- Apply hairtalk® Nourish Plus as directed
- Strand by strand, gently detangle using a hairtalk® Extension Brush.
- Remind client to refer to Client Care Card for proper at home care.

**Scenario 4:** Disintegrating Tape Tab

**Causes:** Product build up, heat applied directly to adhesive bands.

**Fact Find:**

- Is customer completely washing products from hair? Most common cause!
- What styling, smoothing, finishing product is client using?
- How many pumps of Remove solvent are you spraying into the tabs during removal?
- In what direction do you spray Remove solvent? On the tab or above the tab?
- Is client applying heat directly to extension bands?

**Recommendations:**

- If stylist is removing extensions according to hairtalk® directions, and client is practicing proper at home care, contact your hairtalk® sale rep.

**IMPORTANT:** Chemically processing hairtalk® Extensions VOIDS the hairtalk® warranty. Chemical processes that VOID our warranty include but are not limited to: coloring, purple/tinted products, perming, smoothing treatments (ie. keratin, relaxer), or any product that chemically alters natural hair will do the same to extensions and effectively VOIDS the hairtalk® warranty.

**Scenario 5:** Scalp Irritation/Itching**Causes:**

- Application too close to scalp
- Diagonal application against the direction of natural hair growth
- Improper washing
- Possible allergy

**Fact Find:**

- Was application spaced properly from the scalp and from each other?
- Were extensions applied according to hairtalk® instructions?
- Does the client have any known allergies?

**Recommendations:**

- Although hairtalk® tape is made from medical grade adhesive and clients don't typically report irritations or allergies, if your client is allergic to medical grade adhesive they may experience a reaction to our tape as well.
- If applied correctly, remove the extensions according to hairtalk® removal instructions, re-tape and reapply according to hairtalk® reapplication instructions.
- If irritation persists, contact your hairtalk® sales rep.

**Scenario 6:** Dullness and brittleness**Causes:**

- Excessive/Improper heat styling
- Insufficient moisture and nutrients
- Client is not using hairtalk® hair care

**Fact Find:**

- What color were the extensions originally? And now?
- What temperature setting is client using when heat styling?
- How often is client using hairtalk® Nourish Plus?

**Recommendations**

- Apply hairtalk® Nourish Plus as directed.
- If dullness persists, contact your hairtalk® sales rep.

**NOTES:** Stylist should always educate clients (new and experienced) to proper at home care referring to the Client Care Card. Often times, end user /clients damage extensions with improper at-home care.

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Hallandale Beach, FL  
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