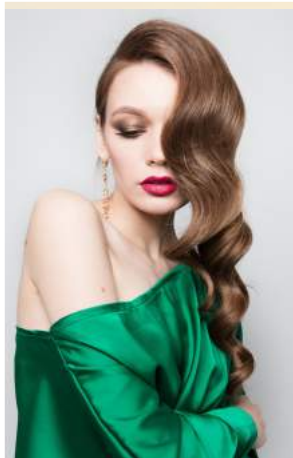


# Rapunzel

H A I R A C A D E M Y

## HAIR EXTENSIONS TRAINING MANUAL



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# INTRODUCTION

Hairdressers have again come out on top as UK's happiest workers. According to the 5th annual survey index, which provides a snapshot of how happy and fulfilled the UK workforce are in their jobs, it appears that the size of your pay slip is not what counts. Having an interest and enjoyment in the job you're doing does.

Pushing this year's happiest workers, hairdressers got 100% rating their happiness level as 10 out of 10. Hairdressers have the most motivation, ambition, fulfilment, and contentment with their vocation. Smiling and being happy creates a great atmosphere and this is projected to their clients as well.

# HISTORY OF HAIR

Biologically speaking, there are three distinct types of human hair:

- **Lanugo Human Hair:** This type of hair is one that we all have until we're born. While foetuses are in the womb, they lack the body fat needed to keep warm, so they grow lanugo hair to keep warm. This hair usually disappears shortly after birth and is replaced with vellus hair.
- **Vellus Human Hair:** The "peach fuzz" that grows on much of the surface of our bodies is usually less than a couple millimetres long. Vellus hair is found mostly on the face or the back of the neck and is more visible in women and children, who have less terminal hair than men.
- **Terminal Human Hair:** This is the type of hair we're usually most concerned with. Most terminal hair is found on the scalp, but it also covers nearly everything we think of as body hair including facial hair and armpit hair. It is the longest, thickest hair on the human body. Every strand of terminal hair is also connected to a sebaceous gland, which deposit necessary fatty oils onto the hair.

Depending on the person, hair can be thin, thick, straight, coarse, curly, or wavy. Generally, our hair geographical inheritance plays an important role to the type of hair we inherit.

## HAIR TYPES:

Hair types do not mean specifically a person is from this region of the world, but that the hair itself has a similar structure and character. For example, people from North America are diverse because the country was founded on immigrants. Ancient history reveals that people from Scotland are related to the Celts, also known as Caledonians, possessing strikingly red hair. Also, people of mixed ethnicities may not always follow in one simple category, but it is important to look back to their ancestors as well. A person of Asian and Caucasian decent, for example, would most likely possess thick, dark hair, as those traits are dominant.

- **European hair: Many people from a European background have dark and blonde hair.**

1. Under a microscope, the hair is oval and round shaped.
2. Has an oval cross-section.
3. These strands can be straight or wavy, and are generally lighter in weight than Asian hair as the density ratio is less than or around 90, 000.
4. Shampoos and conditioners are best suited for this hair type.
5. This kind of hair is very popular for hair products.
6. This hair type is great quality and can be pricey

- **Asian hair: People of Asian background usually have thick black or dark brown hair.**

1. Under a microscope, the strands are quite thick and rounded.
2. Has a round cross-section.
3. Such hair types are lustrous in nature because of their weight ratio.
4. This type of hair is dense with around 150,000 thick hairs around their head, so combing can be challenging and salon products are very advisable.
5. Because it is black, manufacturers producing hair extensions use an acid wash on the hair to make it thinner and lighter. Then, it can be processed into many different styles and colors.
6. This hair type is less expensive than usual as the cuticle can be partly removed or stripped away completely by the processing, so it needs careful conditioning to remain soft and shiny when installed. Spray-in conditioner is essential.
7. Care must be taken with Col: 22, 24, 60 and 613 the blondes.

- **Scottish hair: Some people from a Scottish background possess red hairs which are thicker than Asian hair.**

- **African or Yaki hair: People of African descent possess curly, dark, and tight hair.**

1. Under a microscope, the hairs would be flat and thin. The hairs curl right up to the flatness of the strands.
2. This hair type needs to always be moistened and a gentle cleaner is helpful to maintain healthy hair.
3. While combing, proper care should be taken as the hair breaks easily.
4. Curling irons and blow dryers should be avoided.
5. Yaki is human hair processed to resemble Afro Caribbean hair, and is suitable for applying weaves and braids.
6. Yaki hair is a heavy weight and the processed texture of this hair would not be suitable for Caucasian women.

- **Indian hair: Often, thought to be the highest quality of hair.**

1. The quality of the hair depends on the collection method. When different types of hair are mixed with the cuticles aligned in different directions, the cuticles must be removed to prevent tangling. Therefore, the hair will be covered in silicone, making it a less quality product and less expensive.
2. Great care must be taken to condition and prevent tangling.

- **Russian hair:** This hair is very expensive and most of the time is a high quality. It's usually virgin hair.
1. It's usually harvested from young, healthy women who are paid a high price for their long hair.
  2. It usually comes in bulk ponytails. All colours and lengths are available.
  3. Low quality Russian hair can come from someone who is ill, old, has over processed their hair, or carelessly harvested the hair so that it is in different directions. In this case, the hair will not install well.

#### TIP

As with all types, there are different grades of hair. Always use a reputable company who can provide valid paperwork of where the hair came from.

Hair extension quality is the most important factor responsible for the look and life span of the extensions, so it is necessary to know more about types of hair before you shop around for extensions.

- **Cuticle hair:** This is one kind of good human hair as the cuticle is healthy and undamaged. The cuticle locks in essential moisture and protects hair against outside elements. More importantly, most of the shine is due to the cuticle, which together with the pigment and cortex gives hair its healthy and natural appearance. This kind of hair is very expensive.
- **Non-cuticle hair:** The majority of hair sold today as it is less expensive. Non-cuticle hair is suitable for restyling and colouring. Without the cuticle hair could appear lifeless, dull, dried out, and brittle as it is the cuticle locks in moisture.
- **Cuticle correct:** This means the hair has been harvested with all cuticles going in the same direction, as a ponytail has been cut from the person's head and is tied securely at the top to ensure that the hair is in the correct direction.
- **Remy hair:** This is the best hair for endurance, feel, glossy shine, and can be easier to maintain. When you choose which hair to purchase, always make sure it is cuticle correct Remy hair. This means the hair has been harvested and is guaranteed to be cuticle correct. Good Remy hair should last between 3-6 months depending on the brand, and can be reinstalled in the same client.
- **Chinese Remy hair:** This hair can be very fine and silky, depending on the grade.
- **Indian Remy hair:** The finest quality hair and the most beautiful, with all cuticles present and aligned in the same direction.
- **Virgin hair:** This hair has been harvested cuticle correctly and has not been dyed. It's very expensive and in trials it has been shown that a high grade Remy hair is equivalent to standard virgin hair. Depending on the person, virgin hair is not always of a top quality condition as it varies from person to person.
- **Synthetic hair:** This hair comes in bundles and is very long, at least 48" and some is 52". You can get all natural colours and party colours as well. Synthetic hair is suitable for all hair extension methods. It is an economical alternative to using human hair. Some clients do not want human hair so synthetic is the only alternative.





# HEALTH & SAFETY

Always, make sure to work professionally, safely, and carefully to avoid accidents both to yourself and your client, as well as any other salon patrons.

## **WARNINGS:**

- Heat applicators can cause serious burns, always work carefully when using them.
- Never place fingers at the tip of the applicator as it gets very hot.
- Make sure you have a secure surface to prevent the applicator from being knocked over.
- Never point the applicator at the client's head.
- Make sure the applicator is far enough away from the client so they don't accidentally touch it.
- Make sure long electric wires are safely resting away from walking areas so there are no trip hazards.
- Never leave the hot applicator unattended, once finished switch it off and allow to cool somewhere safe.
- Strictly no smoking when removing or applying extensions.
- Always allow adequate air ventilation as the fumes from acetone cause coughing.
- Check your heat applicator and any other electrical equipment before plugging in to ensure cables are not torn or broken, and plugs are secure and not cracked.
- Never take hair out of one client's head and install into another client, as there is a possibility of cross-infection and infestation.
- When handling sharp cutting tools, take care and do not become distracted from the task at hand.
- Never reuse dirty towels or gowns as this can result in cross infection.
- Assess all the chemical products used to determine if there are any safety risks. Ensure you follow all manufacturer's instructions.
- Make sure all fire exits in salon are clear and have signs, as well as a clear Fire Congregation Point sign posted outside.
- Make sure to have a first aid kit available and fully stocked, as required by law.
- Health and Safety Rules state you must have a sharps box in your salon for disposable items that are potentially harmful, like scissors, razor blades or needles. It should be clearly labelled.
- Health and Safety at Work and Electricity at Work Regulations must be adhered to at all times.
- Electricity at Work Regulations states that all salon electrical equipment must be maintained and checked by a qualified electrician, and a written record of yearly tests kept available for inspection by a Health and Safety officer.
- Businesses using electrical equipment must dispose of it in a specific way. Contact your local waste collector to see their regulations for disposal.
- If working in a salon, Health and Safety rules state you should have suitable, clean toilet facilities with a wash basin, hot and cold water working properly, soap, and drying facilities available.
- Make sure to keep up to date with any new Health and Safety laws.

Prepare a Health and Safety Policy for your business and display it for all employees to familiarise with.



- Make sure your insurance coverage for public liability is up-to-date and displayed for the public to see. Salons and Mobile Technicians have an obligation to take all reasonable precautions to protect the health and welfare of your clients under Section 3 of the Health and Safety at Work Act 1974. This includes patch testing and allergy testing on clients as well as asking the customer questions during the consultation. Is she on medication? Does she have any illnesses? Is she pregnant?
- If you wish to have alcoholic beverages presented, whether or not they're complimentary, check with the licensing department to make sure your working within the law. It could be considered a sale, the salon should have a License for the Retail Sale of Alcohol under the Licensing Act 2003. If your particular Local Council is strict, you could risk a fine up to 20,000 pounds and up to 6 months in jail.
- Be aware no child under the age of 14 may be employed. All children who work need to have a permit which can be obtained from your Local Authority. This applies whether the child is paid or not, or is working for their parents.

If you own a salon you should do a risk assessment for all tasks undertaken on your premises, improving the health, safety, and performance of your business.

Always aim for high standards of work and cleanliness within the salon to provide a professional, efficient service. Hair extension learners may need up to one or two hours longer than highly skilled persons who have more experience and practice.

#### **REMEMBER:**

- Use rubber gloves to remove extensions. Prolonged users, in some cases, risk allergic reactions to removal fluid if gloves are not used. Also, gloves prevent dermatitis when removing hair extensions.
- Test removal solution beforehand because some solutions can melt rubber gloves.
- Always gown up your clients properly with a clean towel, protective cape, neck protection strips, and/or shoulder capes. It's important to protect the client's skin due to allergic reactions and irritation if clippings get under the client's clothes, which could cause infection. Also, the removal fluid makes the adhesive go to dust, so make sure to protect the client's clothing and skin.
- Do not get removal fluid on client's scalp and be sure to wash clients hair immediately after the hair extensions have been removed.
- Make sure your work area is clean, tidy, and safe.
- Ensure combs, clips, and tools are clean and sterilised before using on a client.
- Make sure you have all tools, clips, combs, and other equipment laid out neatly prior to starting extensions.
- Ensure all your tools and equipment are in good working condition and properly tested and maintained as a record of such for any Health and Safety Inspector who wishes to see

your records.

- Make sure the client's chair is at the correct height for you to work comfortably for up to 4 hours. Continual bending if client is too low can cause backaches and shoulder/arm aches. Incorrect stretching, if client is too far away, can cause tiredness and fatigue.
- Make sure all equipment, tools and hair are on a trolley close and convenient so you can work efficiently.
- Make sure you have sufficient lighting.

If you work with a window nearby, the natural light will shine on your client so you can see clearly.

- Make sure your client is relaxed and comfortable, allowing breaks, and reducing fidgeting. Ask if they need anything before starting, require refreshment, would like their handbag locked away, or anything else they may need.
- Hygiene, both in employees and the salon, is essential to attract business. Everything should be cleaned and disinfected after each client.

Wearing sandals or open toed shoes have no specific safety regulation, but be aware of potential accidents, i.e. dropping scissors on your toe.

- There are no legally set water temperatures for shampooing client's hair, but make sure it's comfortable for your client.

Guidelines for water temperature states that water should be set to a maximum of 42 degree centigrade to avoid burns. Having a water regulator fitted is a good idea to ensure the water gets to the correct temperature.

### **Cleaning and maintenance of Heat Applicators:**

- Never clean your hot melt gun, heat applicator or any other electrical equipment, in a steamer or in disinfected water as this will cause the equipment to become faulty. Electrical equipment must never be placed near or in water or steam cleaners.
- To clean the tip of the applicator, carefully wipe with acetone using cotton or wool.
- If the applicator is still warm and you wish to remove build up from the tip (which is not required), switch it off. Wipe the tip with thick tissue paper, or wipe acetone on cotton wool, taking care not to get acetone anywhere other than the tip of the applicator.
- Also, make sure to follow the manufacturer's instructions to avoid accidents.

### **Disinfecting equipment:**

- It is very important to disinfect all your combs and brushes that have been used on a client before re-use. Remove all loose hairs and soak brushes, combs, and section clips in water and disinfectant overnight before using again. Some salons have steam machines for sterilising tools.
- Clippers or electric razors must be disinfected and sterilised with specialist spray products.

- This is a very strict Health and Safety issue that needs to be followed closely. Clients must be confident of your professionalism and that all of your equipment is sanitised, disinfected, and clean before you use it on them.



## CLIENT CONSULTATION.

**Information to tell your client:** It's important for your client to know exactly what you have to offer for their requirements. Usually a free consultation should be booked and be around 30 minutes long.

- Show them a sample of the different types of extensions and different methods available based on their requirements in length, thickness, and colour.
- Find out how much they are prepared to pay, and choose the grade of remy hair which fits their price range.

18" long remy hair is the most popular length requested by most clients.

- Discuss what the client expects, and what can be achieved, as well as client's ability to care for the extensions. Explain they require commitment and care.
- Explain to client that for the first 2 weeks the extensions may feel strange, can take longer to wash than normal, require special products to care for them, may require monthly maintenance visits, and some clients may need thinning on the ends so the extensions can be blended in and a weight line will not be visible.
- Explain that they cannot use commercial shampoos or products as these may have chemicals in them that break the bonds down. It's important to use shampoos for extensions and condition from mid-length down to the tip of the hair. Applying on the bonds will make them slip.
- Advise client if they have a greasy scalp they may experience shedding more than normal.

If client has greasy hair / scalp using a dry shampoo or applying a small amount of talcum powder along the line of bonds can help in between regular shampooing.

- Check the roots of the clients hair and perform a tensile strength test to make sure the roots are strong enough to support the extra weight.
- Explain to client why these tests are important. If you discover any breakage at the roots, do not apply extensions.

- Explain that if the client has been told by a medical advisor not to have extensions, they cannot be applied. For example, if client is being treated for cancer or is 6 months into treatment extensions may make the hair fall out at a faster rate. Pregnancy can also speed up hair loss within 6 months after giving birth.

UP TO 100 HAIRS PER DAY IS CONSIDERED AVERAGE NATURAL HAIR LOSS.

**If your client still wants to proceed:**

- Perform a test bond into the hair and leave in for 48 hours. This gives the client time to get used to the feel as well as check for allergic reactions. This Health and Safety procedure must be followed.
- Perform a colour matching test using a remy hair colour ring to obtain the correct shade of hair for them.
- After checking there have been no allergic reactions, you are ready to book an appointment requiring a non-refundable deposit for the hair cost, and give the client a receipt.



The average deposit is 100 pounds; however, some extensionists like to ask for more.

1. Complete a consultation form:

## CONSULTATION FORM

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

### **This section to be completed by client:**

1. Are the roots of your hair porous?
2. Do you have split ends?
3. Do you bleach your hair?
4. Have you had extensions before?
5. Do you have Alopecia?
6. Are you on medication which causes hair loss?
7. Can you cope with long hair?
8. Are you prepared to put extra time in to look after extensions?
9. Would you agree to one test extension fitting as a trial/allergy test?
10. Would you agree to one text extension removal as an allergy test?
11. Do you have any skin condition that affects your scalp?
12. Have you any medical condition ie: fits or seizures?
13. Are you pregnant or recently given birth?
14. Do you wish to bleach, chemically straighten, etc. prior to install?

This section to be completed by the extensionist:

Length of client's hair: \_\_\_\_\_

Circle texture of client's hair: WAVY CURLY STRAIGHT

Reasons client may not be suitable and other observations: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_ If human hair is required, this has to be ordered specially for customer and a deposit of \_\_\_\_\_ is required. This deposit is non-refundable.

If client decided to cancel, they may collect their hair from us at their convenience.

If a cheque is given for the hair, then hair cannot be ordered until the cheque has cleared. If paying for your hair install by cheque, it must be given to extensionist prior to install and must clear in full before the extensions can be fitted.

If paying by credit card, payment must be processed in full prior to install.

Client agrees to follow the hair aftercare guidelines, set out in the enclosed brochure, once professional hair extensionist has installed the extensions.

If extensionist has advised against extensions and client insists on extensions at her own risk, for the following reasons: \_\_\_\_\_

Client's signature: \_\_\_\_\_

Extensionist's signature: \_\_\_\_\_

Build a professional relationship, stay in contact with your clients and be ready to answer all their questions.

### **COLOUR MATCHING:**

At the consultation stage, when the client indicates that they wish to proceed and make an appointment for a hair extension install, then it will be necessary for you to get your colour ring of remy human hair extensions and match to their base colour. Then, if the client wants highlights or lowlights in streaks, show her the colour ring and let her decide which contrasting colours she wishes to have positioned on the highest two or three rows. It is highly unlikely that you cannot match up to the client's base colour as there are a great number of hair colours and shades in remy hair to choose from. If the client has roots one colour and tips another, match up to her roots for your base colour.

If a client has never had hair extensions before, they are likely to feel more anxious than someone who has. To put your client at ease, give them information and answer their questions with professional confidence. Take your time answering their questions, and let them know they'll be given an aftercare leaflet and shampoo and conditioner specifically for the extensions, ensuring they follow the correct procedures and correct products.





## KEEPING CLIENT RECORDS:

We recommend you have a filing system to keep all customer records: the consultation form, the hair sample, maintenance records, and any left over hair. If a client comes for a consultation and wants extensions, but cannot afford them immediately, you can keep record of hair requirements for future use. This is important because sometimes, in salons, the person giving the consultation is not always the same person applying the extensions.

A client's records are confidential and must be stored in a locked cabinet. The Data Protection Act covers client confidentiality and you must never leave a client's record out for other customers to see.

**BEAUTY TREATMENT CLIENT RECORD CARD**

Surname \_\_\_\_\_ Forename \_\_\_\_\_ Date of Birth \_\_\_\_/\_\_\_\_/\_\_\_\_  
Street \_\_\_\_\_  
Town \_\_\_\_\_ County \_\_\_\_\_ Postcode \_\_\_\_\_  
Telephone (Home) \_\_\_\_\_ Work \_\_\_\_\_

General Practitioner Name \_\_\_\_\_  
Address \_\_\_\_\_ Tel No \_\_\_\_\_

STATISTICS Height \_\_\_\_\_ Weight \_\_\_\_\_ Chest \_\_\_\_\_ Waist \_\_\_\_\_ Hips \_\_\_\_\_

PRESCRIBED MEDICATION Yes  No  Details \_\_\_\_\_

SURGERY Yes  No  Details \_\_\_\_\_

AILMENTS Yes  No  Details \_\_\_\_\_

SKIN ANALYSIS Dry  Oily  Fair  Combination  Sensitive  Dark

ALLERGIC REACTIONS TO ANY PREVIOUS TREATMENT Yes  No  Details \_\_\_\_\_

### The Day Of Installation:

- Find out how the client liked the test hair extensions, and if they had any trouble.
- Remove the test hair extensions, making sure there is adequate ventilation if you are using chemicals.
- Explain to client they must have extensions removed after 3 months, as any longer may risk the root becoming tangled and matted. To prevent from matting, client must separate each bond from its partner when hair is wet.
- If client has their hair coloured, tinted, or permed, advise them to have that done 2 - 3 weeks before having extensions installed. If they must touch up their roots when they have extensions in, they must be careful to avoid saturating the bonds with any chemical solution as this could cause the bonds to slip out.
- Recommend washing the extensions with shampoo and water only once a week, client may use dry shampoo in between washes.

# CONTRAINDICATIONS.

## **You should not apply hair extensions if the client:**

- Has thinning hair
- Has hair loss patches
- Has scalp problems (itchy, flaky, red)
- Has head lice
- Suffers from trichotillomania
- Suffers from psoriasis
- Is having cancer treatment
- Is taking certain medications that cause hair loss
- Has epilepsy
- Is trying to get pregnant, is currently pregnant, or has a baby within the last 12 months.

## **Important things to check for:**

- Check that there is no rash visible on their skin. (Skin rash, disorders or scalp conditions such as acne, dandruff, eczema, or psoriasis) If the client does have a skin condition, they must go to a doctor and get it cleared before extensions may be applied. If client insists at their own risk, and the condition is mild, have them sign a disclaimer form in front of an independent witness.
- Client's hair must be checked for porosity prior to application of hair extensions. If hair does show porosity, their hair may not be strong enough to support the added weight. The first 4 centimetres of the client's hair (at root area) must be healthy and strong.
- Traction alopecia can occur when the bonds are not supported when brushing the hair, pulling on the hair, or even from a ponytail being too tight.

The visible signs of traction alopecia are a sore scalp, hard to see hair follicles, sometimes pus at the follicle entrance, hair becoming thin. This condition can take a year or more to rectify.

- Allergic reactions can occur from the resin. That's why the skin test is so important. Be sure to check for any type of rash visible on the client's skin.
- If you discover bald patches, hair loss, hair fall, scalp see through, alopecia, or thinning hair conditions, extensions will make the condition worse.
- If the client has had a baby, they must wait at least 12 months before getting extensions so their body can sufficiently recover as their hormone levels need to balance out correctly before installing extensions
- If the client has, or had, trichotillomania, they will twist, pluck, and sometimes pull out clumps of their own hair. This condition can destroy the client's hair follicles if left untreated.
- Psoriasis is a common condition in which the scalp surface becomes inflamed, full of scales, red, and very dry looking. Dead skin cells build up, giving it the appearance of oval patches of silvery looking scales which are thick and hard. It is not an allergy, and it is not contagious; it's an inherited disorder.
- It is not advisable to apply hair extensions on clients with epilepsy because it may not be

safe. If the client were to have a seizure, which cannot be controlled, during the install, it could be harmful to both the client and the extensionist. You may ask for a letter from their doctor stating the treatment would be safe and get a disclosure form signed by the client.

## **STORING HAIR.**

Always make sure you tie the hair the same way as it arrived, at the roots.

Make sure there are little holes in the plastic bag to allow the hair to breathe and prevent hair sweating. Never leave human hair on a window ledge in the sun as the hair will sweat. You cannot apply wet extensions; the bonds will not go hard.

When storing, always make sure that the room is clean, room temperature, and dry. Do not store any hair in a cold, damp room or the hair will smell musky and could go mouldy.

## **GENERAL INFORMATION ON APPLICATION OF HAIR EXTENSIONS.**

Prior to application of hair extensions, make sure the client's hair has been shampooed with a specialist hair extension shampoo to remove grease, dirt, hairspray, mousse, chlorine, and pollution residues. Do not use conditioner on hair prior to application as this will make the hair too slippery to work with and the bonds may fail.

Ensure the clients hairstyle is not cut in a block chunky cut. If it has heavy weight lines, the ends must be feathered, thinned, or razored prior to extensions being fitted. You must taper and thin the ends of client's hair to make sure that the extensions will blend in well with the natural hair.

Colouring, bleaching, or perming of the clients natural hair must be done 2 - 3 weeks beforehand to give client's hair time to recover from the chemical process. Once again, check that the client's hair is strong enough to support the extensions.

Avoid small bonds, as they are less resilient. Although, you will need to use these on fringes or near a parting if the client has very fine hair or see-through scalp.

Keep sectioning the hair and place a comb horizontally to where the row is intended. If you can see the comb through the hair, you cannot work any higher or the bonds will show.

Make sure the receiving section is the same as the extension. You don't want to put the client's hair under unnecessary strain by having a large bond and extension being supported with a fine piece of hair from the client's scalp.

Do not get roof lift as this will feel uncomfortable for your client. Root lift occurs when you are moulding the bond with the silicone pad and you lift the hair up too high. Once the bond is formed and the hair is released, the bond continues to stick out horizontally from the head. To avoid this, make sure you roll the silicone pad flat to the clients head when you are moulding the fusion bond so that when you release the hair, the bond will lay flat in the correct direction.

Do not pull on the receiving section when applying as this causes the hair to tighten up and not fan out and the adhesive will not pass through all the hairs. Do not twist the receiving section of the hair too tightly, or this will create a hollow bond and the adhesive will not seep through the

hair to create a strong bond.

Examine the bond. It should look like a long piece of rice, should be shiny, even, neat, and round. If the bond is flat, that's because you have released the pad before counting to 10. If the bond doesn't have resin throughout, you have done a **shoelace bond**, and this will open up in time and fall out. To avoid shoelace bonds, you must have a sufficient amount of hot melt on the extension tip. If you roll before the hair is fully saturated through with hot melt, you have a **hollow bond** and the middle of the extension will fall out, and the bond will remain intact. Always saturate the hot melt through **all the hair**, including clients own hair, then mould.

## MAINTENANCE & AFTERCARE.

Client may need to return for monthly maintenance visits to examine the hair and repair any odd bonds that may have failed. Check for any signs of breakage. If so, remove and reapply if the hair is ok. Remove any extensions that are not supported correctly.

It is important for you to provide your client with aftercare advice. You can produce a leaflet similar to this one.

### **Aftercare Leaflet:**

1. Always use the correct shampoo especially for extensions.
2. Condition from mid-length down. NO conditioner or products on the bonds.
3. NEVER go to bed with wet hair, or it will tangle.
4. After washing hair, when still wet, separate each bond from its partner.
5. Chlorine in pools dries hair and makes the bonds sticky. It can also change the colour of the extensions. Salty sea water dries hair. Wear hair on top of head and don't swim under water. Make sure to rinse hair thoroughly.
6. NEVER colour, perm, process or bleach hair extensions in any way.
7. Support bonds with one hand and brush gently with a soft bristle brush. Never use a comb.
8. Use dry shampoo daily to keep extensions fresh. Never spray dry shampoo on the bonds.
9. Wet wash extensions once per week.
10. Use leave-in Argan oil to revive your extensions. Never put oil on the bonds.
11. Visit your hair technician after six weeks for a maintenance check.
12. At night, tie hair gently in a soft scrunchie or plait hair to prevent tangling.
13. Never tie hair back in a very tight ponytail as this can cause traction alopecia.
14. If you have any questions, please call or text.
15. If extensions have been completed with a pre-bonded install, DO NOT wash hair for three days to allow time for the bonds to set.
16. Never use commercial products like shampoos on extensions as they may make them sticky or slip. It is essential you use the correct products, made for extensions so that they last and stay soft and shiny.
17. Please care for your hair extensions correctly for great looking hair.

## Home shampoo and styling:

1. Dilute shampoo in a cup of warm water.
2. Glide hands down wet hair with shampoo in palm. Do not rub hair; stroke the suds down, then rinse very thoroughly as shampoo can be trapped at the roots more easily. If hair is not rinsed well, the scalp could become itchy.
3. Always wash the hair with your head backwards in the shower. This will prevent tangling
4. Condition from mid-length to ends only
5. If taking a bath, do not use oils or bubble bath products in the water, as they can eat away the bonds, or do not soak your hair; tie it back.
6. Pat dry with towel; do not rub
7. Separate each bond when hair is wet while combing through with fingers to prevent any matting
8. When brushing, support the bonds with hand, being sure not to pull the bonds too much
9. Do not comb extensions, use a soft bristle brush
10. Style as required, diffuse, or dry naturally. When using a hairdryer or any other heated styling device (curlers, crimpers, curling irons, etc.), make sure to support the bonds and use a medium heat. Always treat delicate human hair extensions carefully, being sure not to overheat and damage the hair.
11. To curl synthetic hair: Gently spritz with water or setting lotion, put bendy rollers in, then blow-dry on medium setting and let the hair cool. Keep the rollers in for two hours or so and gently unravel, running fingers through to separate curls. You can also use heated plastic/steam type rollers and follow the same procedure. Never use metal curling appliances on synthetic hair, as it will fry it.
12. Oil, alcohol-based perfumes, wax, or silicone based styling and cleansing products should not be placed on the bonds.
13. Use dry shampoo in between washes, and only wet wash once per week. Dry shampoo helps keep human and synthetic hair extensions in the best condition.
14. It is recommended for all long term users of hair extensions to get a shower filter head to filter out chlorine from the water, as it can dry out extensions and make them dull.
15. At night place the hair into a side ponytail and secure with a soft hair tie or scrunchie to keep hair neat, avoiding tangles. Don't lie on the hair, as it will tend to knot up.

## Every day "what-if's":

- If client decides to wear their hair in a ponytail, to be sure not to pull their hair back too tight as this could cause traction alopecia. It can also be caused by not supporting the bonds while brushing the hair.
- If the client swims a lot, they must shower each time after swimming. Chlorine and salt water will break down the bonds, so hair must be rinsed thoroughly, air dried, sprayed with Daily Spray-In from mid length downwards, and softly brushed.
- If the client has to wear protective headgear or a helmet at work, extensions may hurt if the headgear is too tight.

- When sun bathing it's important to tie hair on top of head, do not lie on the hair, condition hair well, wear a hat, and do not get suntan oil on the bonds.

## PERMING & COLOURING EXTENSIONS.

Human hair extensions have undergone a lot of processes before they reach the customer, and for this reason, colouring or processing hair extensions can be difficult unless you are prepared to put a lot of time and effort in experimenting with various products beforehand.

Perms on extensions can have bad results because the chemicals used to process the extensions and the chemicals in the perming lotion are not always compatible. The same thing applies to colouring extensions.

Home colouring experiments on extensions are never recommended no matter how high the quality unless you are an expert colourist with years of experience, and are able to test various solutions on test hair extension strands to get the correct brand that does not have an adverse effect.

You should **never** attempt to experiment with stripping agents, bleaches, perming solutions, henna powders, or other chemically based colouring lotions because the results are unpredictable.

You should **never** try to bleach or lighten human hair extensions as this will over process the hair and leave it dry and damaged.

If you are a professional colouring expert, you may be able to put some brands of semi-permanent hair colour or a quasi colour (with strength no more than 4% hydrogen peroxide) on human hair extensions without an adverse reaction.

Remember, the client should have colouring, perming, or any chemical processes done **two or three weeks prior to installing hair extensions** to give their hair time to recover from the process. Never do all process together or this could cause shock to the scalp and hair may fall out.

### **Colouring and perming synthetic hair:**

Synthetic hair is manufactured in many shades and you cannot colour or perm it. If you want to change the colour of synthetic hair, you can mix and blend the colours together to create new shades.

Synthetic hair can be obtained in wavy and curly styles as well.

## REMOVAL OF HAIR EXTENSIONS.

Charges for removing extensions are roughly £15-£25 per hour, and usually take 1-2 hours or less.

Any keratin / glue bonds will need acetone or removal lotion to soften the bonds.

### **REMEMBER:**

- Removal solution is highly flammable.
- Allow proper ventilation as the chemicals are strong.
- Do not inhale fumes.



- Take care not to get any in the eyes or scalp.
- Always wear gloves.
- Never leave removal fluid or removal oil on client's hair.

#### **REMOVAL STEPS:**

1. Place removal solution onto bond.
2. Squeeze bond hard with removal tool / pliers. Pull extension gently and ease away from the natural hair.. Put more removal solution on bond if necessary to remove any residue.
3. Comb through with small tooth comb.
4. Once you have removed the client's extension, you should shampoo hair immediately.

## **PROBLEMS WITH EXTENSIONS.**

If you complete a thorough consultation with a test extension 2 days before applying the full head, and apply extensions correctly, you should not have any problems.

The main complaint from clients is that extensions feel uncomfortable and cause an itchy scalp. It is quite normal for the first 2 weeks. If excessive itching occurs, they are most likely not rinsing properly. Rarely, a client's scalp reacts against the extra weight. You can recommend a good scalp tonic to ease itchiness, as you should mention during the consultation.

When dealing with a client's problem, let them tell you everything. Do not say "did you remember to do this, this, this?" They will always say yes. Let them tell you, and usually their aftercare regime is lacking. Spend some time with your client and go through it with them again.

#### **Shedding:**

If you apply a shoelace bond, one which does not have resin all the way around, then you will find that water gets down the middle of the bond and it may slip out because it is not a firm, enclosed bond, so shedding and slipping will occur.

If a client has applied conditioner to the hair prior to a full install, the bonds may slip and shred because the conditioner is breaking down the bond. You should never have conditioner in the bonds.

This can also happen when the client has used a commercial shampoo, as they break down the bonds quickly.

Often shedding can occur because the client hasn't maintained their hair, by either brushing while not supporting the bonds, being too rough and pulling on the hair, tugging at the roots, soaked their head in a bath with oil or bubble bath products in the water, also it possible they didn't rinse hair well enough after swimming or shampooing, getting tanning oil in the bonds, or does not use the correct aftercare products correctly.

## EXTENSION TIPS.

1. When you have installed extensions, do not wash hair for 3 days to allow bonds to set.
2. Do not condition bonds, mid-length down only.
3. On day of install, hair must be washed but not conditioned.
4. Always install one test extension at back of head, leave in for 2 days to make sure client does not have an allergic reaction.
5. Don't forget to blend client's hair tips into extensions so there is no visible weight line.
6. Never go to bed at night with wet hair extensions. Sleep with a soft hair tie or night net to keep hair neat.
7. Use a detangle brush to gently remove tangles.
8. Use a shower cap to protect extensions.

### Customer Complaints:

#### **Itchy scalp**

- Not rinsing properly

#### **Rash appears**

- Client may be allergic

#### **Bald patches appearing**

- Wrong aftercare
- Client being too rough with hair

#### **Matting/tangling**

- Wrong aftercare; They must separate bonds when hair is wet

#### **Excessive shedding**

- Shoelace bond (too flat)
- Remove and reapply

#### **Hair comes out, bond intact, hollow bond**

- Shoelace bond (too flat)
- Remove and reapply

#### **Split bond**

- Shoelace bond (too flat)
- Remove and reapply

## RAZORING, BLENDING, AND CUTTING EXTENSIONS.

When cutting synthetic hair, do not use good quality hairdressing scissors because Synthetic hair quickly blunts them. Save your good scissors for the human hair and use a budget pair of scissors specifically to cut Synthetic hair.

When tidying up the length of the extensions, neaten the uneven ends by cutting them either straight or curved, then "chip into" or "point cut" the tips to take the blunt edge off and create a more natural line.

Note that client's hair must be feathered on the edges so the heavy weight line does not show.

When you have installed all the extensions, it's time to blend with a razor comb. If you do not blend this top row, there may be a visible line between the client's hair and the extensions. Hold your razor comb with the razor horizontally to hair. Placing one hand underneath client's hair, locate the weight line, on the top row, and gently begin to stroke razor downwards along the weight line and continue to gently razor all the way around the weight line until it blends in completely. This is called Expert Blending of Hair Extensions with a razor comb. This is an essential tool and important procedure to create natural look and making it impossible to determine where the extensions start and finish.

If you do not razor the client's hair in this way, it will never blend and always separate itself, especially on windy days. Professional extensionists normally spend up to 20 minutes blending clients hair into the extensions.

The same rules apply if a client wants layers in their hair. The easiest, quickest, and most natural way is to section hair vertically and razor some layers into the extension hair, taking care not to take too much off or you will razor all the extensions out.

Never box cut, blunt cut, solid cut, or square cut layers into hair extensions as straight, solid lines can look too choppy and chunky.

**Rapunzel Hair Academy also offer the "Advanced Cutting For Hair Extensions" Diploma. This course can be added onto any of our classroom based hair extensions training courses at a discounted price.**

### Blending colours into bulk hair:

All human hair has several colours within the strands. These are the main colours and then the highlights and lowlights which will in most cases will be multi-tonal.



To determine what colours are closest to the client's own hair, get a colour ring. Select a **base** colour, then the **major tone** colour, and lastly, the **minor tone** colour if necessary. The object of mixing hair is to get the colour of the extension hair to match with your client's hair as much as possible to give a natural look.

Never match you colour ring to the root of the client's hair because, in most cases, the roots of the hair are usually half a shade darker than the rest of the hair, and you won't get an accurate colour match. Always match the colour ring to your clients hair mid-length downwards.

Take a small bundle of hair, approximately 30 grams of base colour, and mix 30 grams of major colour. Then, if necessary, choose a minor colour, making the overall colour a lighter shade or a

darker shade depending on the colour chosen.

**To lighten the base colour:** select the second colour a shade lighter.

**To darken the base colour:** select the second colour a shade darker.

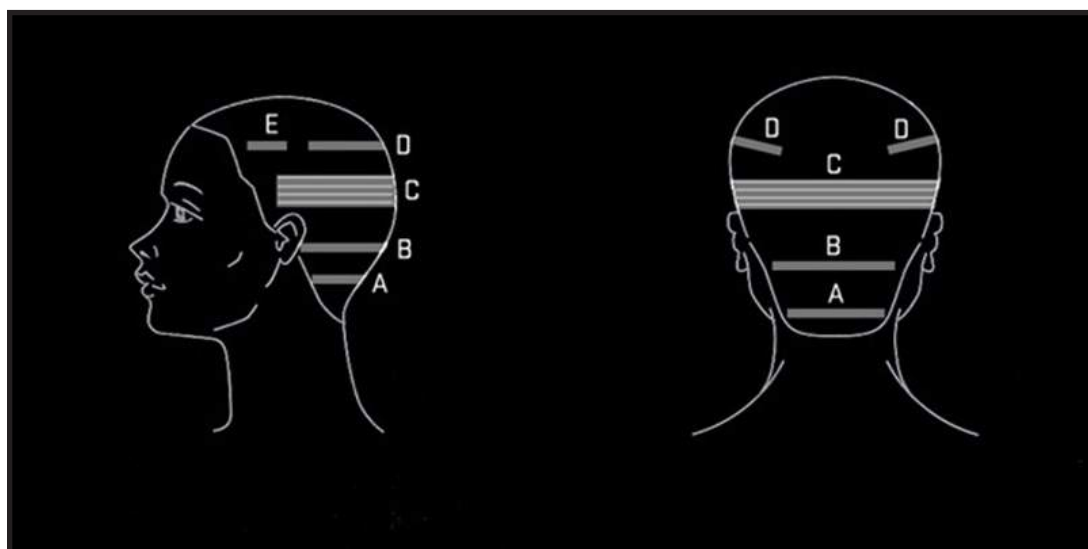
You may not always need to select a third colour, or minor tone, to mix with. This depends on if you can see highlights and lowlights or different hues or glints of your client's hair. If there are a few of these then it may only be necessary to mix two colours, i.e. a base colour or your main colour, and then a second colour, or major tone.



## DISTRIBUTION & PLACEMENT OF EXTENSIONS.

### Weaves,

- Sew-In, ProTac Tapes, Micro Weft & L.A Weave
- Usually four rows are enough for full head application of these methods
- You may go slightly higher for better blending, if client has thick hair that will cover the hair extensions.



## Single Strands Methods,

Always ensure when applying extensions that the amount you section is exactly the same size and weight of extension being attached. You cannot apply a large bond onto a small amount of hair, as the hair won't be strong enough to support the weight and could cause a bald spot.

- Pre bonded, shrink tubes, micro rings, nano rings, micro loop bonding, single extensions
- Distribution of bonds, working in a brickwork pattern  $\frac{1}{4}$  inwards from hairline
- If client's hair is thick, you may go three or four rows higher than illustration to get better blending

### For a full head install:

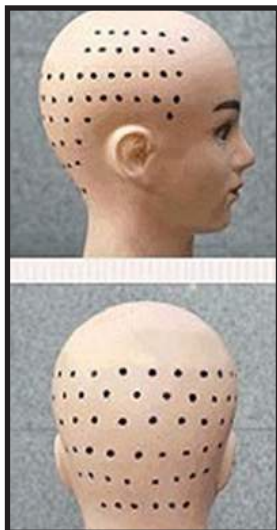
- 100-150 single bonds are normally required, 150-250 for nano, micro bonds
- 6-8 rows on average

### For half a head install:

- Place a row of extensions in, then skip the next row
- 4 rows on average

All bonds are even and neat, placed in straight rows in a brick work pattern. The neater the section lines, the neater the install. This makes it easy for the client to locate her bonds, place her fingers over the bonds, and then use heated straighteners. This way she will not accidentally heat up the bonds and pull them out with the heat appliance.

This diagram shows you how to place your bonds next to each other in a brickwork design, so that the bonds are evenly distributed throughout.



Don't take the extensions too close to your client's parting, make sure the client has enough hair to cover your top row.

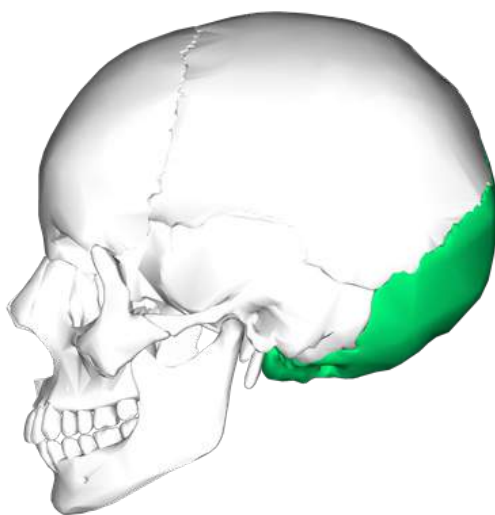
This diagram shows how to place the bonds neatly and tidily throughout the head. Please note you may need to go higher if the client has enough hair to cover the rows at the top. Also, remember to leave  $\frac{1}{4}$  of hair around the hairline so that the bonds don't show. If you put the bonds around the edges they may not be able to tie their hair back and the bonds may show.

## Occipital Bone:

This is a slightly protruding bone at the back of the skull, which is usually positioned horizontally across the back of the head from the top of one ear to another. To see if your client has a protruding occipital bone, gently stroke your fingers down the back of the client's head from top to bottom. Some clients have a more noticeable occipital bone while other don't.

If your client has a noticeable protruding occipital bone, bear this in mind when applying the extensions. Place the extensions starting from the nape of the neck upwards in straight (or slightly curved) rows, one next to another. When you come to where the occipital bone protrudes across the back of the client's head, skip a row so that there are at least two centimetres above and below the bone. Then, the extensions rest close to the head and don't stick out.

The rules of the occipital bone apply to whichever method of hair extension application you choose, whether single strand or wefts.



## PAYMENT

Pitching the price correctly is the key to your success. If you price yourself too high, you may price yourself out of the market and lose trade. If you price yourself too low, you risk losing your profit margins and may cut corners just to make any profit at all.

Check with your competitors prices to find the average price in your local area for certain services.

Whether working in a salon or mobile, it is a good idea to have different price structures for installing human hair. At the consultation stage, show the customer 3 different grades of human hair, and give them 3 price ranges for the install of each type of hair.

When setting your prices you need to be aware of the cost of the products you are buying to work out how much profit on each client you are making. Also, bear in mind what the market can take. You have to charge what your customer is willing to pay. If you have a 3 price structure, you can appeal to every end of the market.



If you are newly certified, you will initially want to focus on promotions and incentives to attract clients and build a new client base. But if you are a highly established professional with a salon, you may want to target the high end of the market straight away.

Never take a cheque from a customer and never take payment after you have installed the extensions. Take payment in advance so that you are not working for nothing in the event of a cheque bouncing or a credit card being declined.

## **WORKING IN SALONS**

The going rate to rent a chair for the day in a salon is £50 - £150 depending the area of the country you are working in and some salons insist on payment even if your client cancels.

The downside of working in a salon is those hairdressers tend to gather around you when you're working at their break time and watch you very carefully. Never show co-workers your technique. You have been trained professionally and are certified and insured to install hair extensions, do not let anyone in a salon have a go as they will not be insured to do this without having the relevant qualification.

Choose to work for a business where the people have the same business ethics as yours and a good database of clients.

### **Atmosphere:**

Your clients are very sensitive to the atmosphere and the energy service that providers give off. Therefore, it is important that you create the right atmosphere when you are working in a salon.

If you send out bad vibes to a customer, they will not come back to you. At the end of the day, the customer wants a pleasant experience and is paying money for this experience.

Playing soft music can help lift the energy. New age instrumental music is good especially if the beauty therapist is giving a massage in the beauty therapy room. In the case of hairdressers and extensionists, upbeat music is best. Sleepy music should definitely be avoided.

Incense and aromatherapy oils create a happy, peaceful mood. Make sure that the scent is not too strong because not everyone may like it.

You can adjust the mood with lighting, bearing in mind if you are a hairdresser, you will need to be able to see clearly.

Create a healthy office environment. Make it a habit to use non-toxic, environmentally friendly cleaning products. Brighten up your cubicle with plants, which absorb indoor pollution. Make it a policy to buy furniture, carpeting, and paint that are free of volatile organic compounds, and won't give off gas toxic chemicals.

### **Portfolio:**

When you have become certified and fully qualified, it is a good idea to put a portfolio together. You can show clients at the consultation stage your work, so you can discuss exactly what they want to achieve. Having a portfolio of your work is a great way to showcase your achievements

and professionally advertise your expertise.

Make sure that you put copies of your certificates and insurance in the front.

When you have finished your hair extension task, do an inventory of all your items to make sure you have everything before leaving the salon. Always remember to take your portfolio.

TIP: Your portfolio should include: certificates, insurance policy, plus before and after photos. Keep copies in the portfolio in case of loss or damage while keeping the originals in a safe place at home.

## **WORKING MOBILE**

- If you work mobile, you have little expenses except for travelling expenses.
- Working in a client's home can be interesting and very relaxing.
- You won't have to pay for a chair in a salon and usually get more referrals from customers when you work mobile.
- It's easier to give small discounts if they recommend you to their friends.
- Always leave two or three business cards so you can generate more business.

Be classy even if you're working from home. It's best to set your hair extension studio up so that the right impact is made right from the moment the clients, or you, make an entrance. Remember, the more professional the hair extension studio looks, the more you will be able to charge as you will attract a more up market clientele.

The overall look must not outweigh the warmth and welcome of the space. Try some flowers to add a touch of class.

Make sure your carrier bag or case is not damaged. Make sure you're presentable; first impressions count. If you are selling products to your customers to use at home, you could print your name, phone number, and logo on your carrier bag, which will generate more free trade. Make sure the bags you have printed are expensive looking, trendy, and classy.

Remember to stay up to date with refresher hair extension training course for new methods that are being developed all the time.

Getting feedback from your customers is a great idea for making improvements in your products and services. Feedback should be continuous and part of your business plan. Get feedback from your clients by giving them stamped addressed envelopes with a feedback form to fill in. Your customers can put their names on the form if they like, or leave their name blank if they wish to remain anonymous. Feedback is all about making you become better, and what areas of service need improvement. Act upon constructive feedback received.

## **PROMOTING YOUR BUSINESS**

There are many ways to promote yourself and your products and service. This depends both on your target audience, your budget, and the services you provide.

Always remember that before you spend lots of money on a promotional campaign, make sure what you're offering is what your clients need and want in your area. You want clients to come to your salon or mobile service. Only run a campaign in your quiet months, it is no use advertising for customers at busy periods when you may be fully booked and can't provide enough appointments.

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Making the most of marketing involves clever, structured planning. Before starting a campaign, first find out what your customers are looking for. Marketing must lead your customers to your business. Once you hit a marketing strategy that works for you, stick with it.

Make sure your budget can accommodate such promotions, as advertising can work out quite expensive, and putting too many adverts out could balance out the extra income you make.

### **To begin, make sure to:**

- Learn what the market is in your area
- Make a note of your objectives for the year
- Plan your budget carefully and stick to it
- Make sure the timing is right for promotions
- Plan ahead when it comes to credit crunch pricing structures
- Use local press to promote yourself
- Have a positive attitude
- Work hard to succeed
- Ensure your stock levels are high if promotions are operating
- Give freebies and discounts
- Reward loyal customers and customers that recommend you
- Ensure customers know exactly what services you offer
- Be fair and honest
- Act on feedback from clients
- Stay positive, focused, and with your vision

### **Some helpful ideas:**

Press advertising, especially local newspaper adverts, have great value. They ensure that local enquiries are generated, which is useful if you work mobile as well. It is pointless putting an advert into a national newspaper if you only want local work.

At quiet times of the year, you could put up "special offers," like buy one, get one free, or 20% off your next haircut, hair extensions, etc. This will encourage customers to come to you.

Keep a high profile by entering local and national competitions, and when you win or get places, send details to your local newspaper for free publicity, along with photographs of your winning work.

If you have a salon you wish to promote, you could send press releases with photographs to selected media, perhaps through a dedicated professional PR company if you have the funds.

Establish a loyalty card system for your customer, encouraging them to become regulars for various discounts or freebies.

You could get your uniform or shirt printed with a logo of your salon or service, giving a professional look to your outfit and sending subliminal signals to your client so they remember your salon or business name. If you chose to do this, putting the same logo on the back of your car is another trick for free publicity.

Holding charity events and fundraising events is another way to get your customers involved in your salon's activities. Send the details to the local paper as well so you can promote the event and your business. Some charities even raise money by distributing envelopes and your customers can put their old ink cartridges or old mobile phones into the envelopes and post them off. The charity gets a proportion of the profit from the sale of the mobile phones or refurbishing of the

old ink cartridges. All you need to do is hand one envelope to each customer. Customers will appreciate your thoughtfulness.

You could have party nights, or buffets, and invite your customers, promising them discount prices on certain products that night. Similar to Avon parties, this works well for off-loading old stock that may sell slowly.

Create an online presence including a regularly updated blog. Or join different hair, makeup, or beauty forums. This will generate interest in you and your business, leading to enquiries from potential clients. Choose a forum specific to your area of expertise. Social media websites such as Facebook and Twitter are excellent marketing platforms.

Target special key days in your calendar for special discount promotions like Mother's Day, Halloween, Valentine's Day, or pre-Christmas celebrations. These are times customers want their hair, nails, and bodies beautified. Promote your services during these times, and you will increase your sales. There are some services which clients want and need during certain times of the year, so make special offers at this time.

You could also use the telephone, direct mail, and email to promote your business and stay in touch with customers and keep them up-to-date with all your new events and sale offers. If you have a website, always make your email address, phone number, and salon address available. Websites without any contact details rarely succeed because your customers need to have confidence in you as a legitimate service provider.

Getting your customers to fill in "Feedback Forms" is a good idea as this keeps you in touch with your client's ideas and views on your service. You could ask them to take a form, and when they have filled it in, place it in a box on the counter. This way, they can fill the form in anonymously and give you honest, fair feedback. You will know if your customers are happy with your service, and any minor problems brought to your attention can be ironed out quickly. Feedback should be continuous to help you become better and expand your expertise. Just remember not to let constructive criticism or negative feedback get you down; you will grow from your mistakes.

Once you get anyone famous, locally or nationally, amongst your customers, ask them for permissions to take their photograph to display in your business or for advertisement purposes. Local models are usually more than willing to allow promotional photographs as this will enhance their career as well.

Make sure you have a business card and/or leaflets printed and hand these out to all your clients. Remember, if you have a client who works behind a bar, they could give you lots of free publicity and good referrals. Having clients pass out cards helps as well. You could give them a discount or free products as a thank you for passing them out.

Cross-promoting with another service provider, like a nail technician in your area, is helpful as well. You'll help each other while not encroaching on each other's business.

Giving out gift vouchers is another good promotion, as customers may want to buy a service for a loved one, increasing your revenue.

Why not produce your own Health and Beauty Newsletter, distributing it to local businesses, promoting you.

If you're a hair extensionist, putting a mannequin training head on the counter at the front of

your hairdressing shop with extensions in with a notice saying “Now offering hair extensions” will generate extra interest. If customers can see what the hair extensions look like, the size and feel of them, they are more likely to wish to book for a full head of extensions. Also, you could put party colours in the mannequin training head to add interest and generate curiosity with passing trade.

Offering free samples is a fruitful way of selling quickly as well.

There are a lot of websites where you can offer your professional services, like [www.gumtree.co.uk](http://www.gumtree.co.uk) or [www.vivastreet.co.uk](http://www.vivastreet.co.uk). You can put your phone number, email, web address and details of your service. This is a very cheap and effective method of local advertising.

Always remember that before you spend lots of money on a promotional campaign, make sure what you’re offering is what your clients need and want in your area. You want clients to come to your salon or mobile service. Only run a campaign in your quiet months, it is no use advertising for customers as busy periods when you may be fully booked.

Making the most of marketing involves clever, structured planning. Before starting a campaign, first find out what your customers are looking for. Marketing must lead your customers to your business. Once you hit a marketing strategy that works for you, stick with it.

Make sure your budget can accommodate such promotions as advertising can work out quite expensive, and putting too many adverts out could balance out the extra income you make.

Loyalty cards are a great idea as it gets customers to recommend friends and is an effective marketing tool.

Google Adwords are another way to promote yourself if you have a website, and it is a pay-per-click package. Make sure your budget correctly when advertising this way as competitors could click your advert considerable, raising your prices, and leaving you will a big bill and no genuine responses. Make sure there are secure options in place to avoid this type of sabotage by aggressive rivals.

## **UNIFORM, CLOTHING, AND PROFESSIONAL IMAGE**

### **Clothing and shoes:**

It is important to wear the correct clothing and shoes when applying hair extensions. Most professional hair extensionists like to wear a uniform. There are plenty of tunic type outfits to choose from that give a clean, crisp, professional outline. Another advantage is that the uniform saves all your best clothes.

In salons, it’s usual for hairdressers and extensionists to wear black clothing. Some salons insist that you wear their staff uniform, but even if you’re working mobile, it’s still a good idea to invest in a work uniform.

You can get a badge made with your photograph and name; this gives a very professional image and leads to customers having more confidence in you.

Dress professionally, wear your hair tied back, neat and tidy, and make sure you’re overall appearance is clean and nice.

Keep in mind; you may be on your feet without a break for four hours or more. Wear comfortable, slip-on shoes, preferably leather, which allow your feet breathe.

Most hairdressers and extensionists wear low heeled shoes that match their uniform, which is advised even if you're working mobile.

### **Body language:**

You should use good body language at all times to put your customer at ease, especially during the consultation stage. If bad body language is used, you could lose a sale along with making a customer feel uncomfortable, creating a problem getting referrals as well. Attention to detail can make all the difference and following these simple rules will ensure you have a successful time with your client.

Always come across as friendly, smile, and be pleasant. Give your client eye contact while explaining the procedures. Speak clearly, softly, and with warmth in your voice.

Do not cross your arms at the front of your body, as this is negative body language.

- Do not wear strong smelling perfumes, as your client may not like the scent, and some can trigger migraines or headaches.
- Take off any jewellery that may get in the way and tie your hair back if it is long so that it doesn't get tangled in the dripping adhesive.
- Make sure you are clean, tidy, and look professional.



### **Building rapport:**

- Smile
- Always make eye contact
- Say the client's name
- Be polite
- Compliment the client
- Be pleasing and understanding
- Ask lots of open questions about the services your client is after

Open questions obtain lots of information that you will need and open up conversations that require more than one word response answers. Open questions can sometimes begin with the



following words: what, why, where, when, how, tell me, describe to me, briefly explain.

- Make sure your clients know they're important to you
- Make them feel at ease
- Maintain a professional appearance and manner
- Make sure you know your products well, and ensure they are kept clean
- Offer to let the client touch and smell the products, as the scent can make a positive outcome to the sale
- Build up confidence and self-esteem
- Enjoy your job and let it show!
- Cultivate excellent customer care skills

**Always:**

- Be honest, trustworthy, efficient, and professional
- Build rapport and be friendly with clients
- Only sell clients products they need
- Think only of your client's best interest



**1. PRE BONDED**

There are two main types of pre-bonds available: nail tips & flat tips.

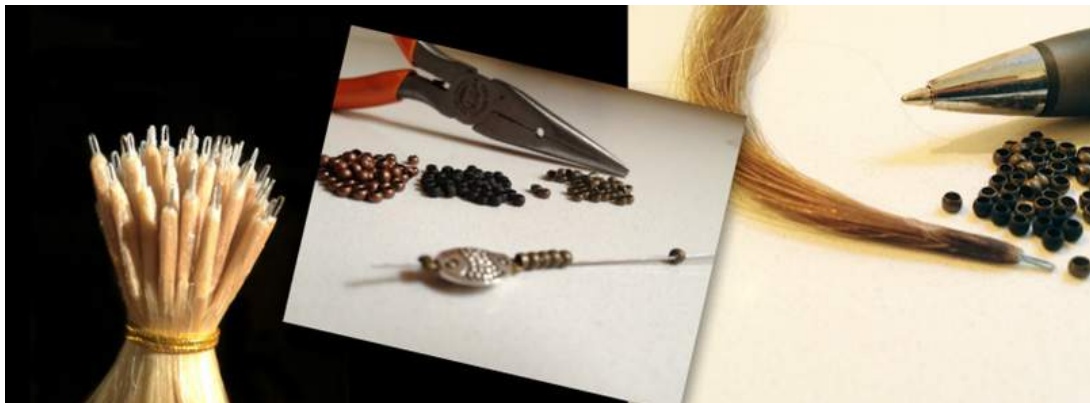
Nail tips are the most popular on the market, shaped in a half-moon shape similar to a finger nail and you attach these by placing the nail tip underneath sectioned client's hair using your heat connector clamp to melt the resin. Then, roll with Finger Cots forming a perfect rice-shaped, fusion bond.

**Pre-bonded nail tip steps:**

- Section off the receiving section of hair
- Trim end of nail bond so when it's melted you can create a neat bond
- Place nail tip underneath sectioned hair
- Heat with clamp shut firmly until bond is liquid
- Roll firmly downwards for 10 seconds then release
- Bonds should be neatly side by side in a straight line, brickwork pattern.

**TO REMOVE:** Put three drops of acetone removal fluid on bond and crunch loose with your removal tool. Comb out any residue, then wash hair.

When applying pre-bonded nail tipped hair with a heat applicator, use finger cots to mould the bond. Finger cots are hygienic and professional rubber covers for fingertips. If you are using a low temperature connector clamp, you may be able to use finger cots. If you're using a high temperature, the nail tip will become liquid quickly. In this case, you would mould with a silicone heat protector pad. If the nail tip appears to look like jelly when heated, it is too hot and requires a lower temperature.



## 2. ULTRASONIC COLD FUSION

1. Turn dial to full power.
  2. Make a straight parting along hairline.
  3. Section hair.
  4. Trim nail tip of the extension in order to create a neat bond
  5. Place nail tip underneath sectioned hair.
  6. Clamp the bonding along with the natural hair with the UltraSonic machine for a few seconds.
  7. Repeat until you can see the bond becoming soft.
  8. Then, fold the bond over hair, like an envelope, and make a flat square bond.
  9. You can create both flat bonds and rice shaped bonds with this system.
- 
1. Repeat this process until the bond is secure.
  2. Press firmly downwards.
  3. Bonds should be neatly side by side in a straight line, brickwork pattern.

You must close clamp tightly around hair. You can also mould the bond with your fingers into a rice shape if you prefer. Either way is correct.

**TO REMOVE:** Put three drops of acetone removal fluid on bond and crunch loose with your removal tool. Comb out any residue, then wash hair.

### 3. NANO RINGS

Nano rings are 90% smaller micro rings, and you will need a special fine looper tool to apply these.

This is a very popular newer method.

It's recommended only using a 0.5g weight of extension with nano tips as sectioned amount of client's hair should ideally match the amount of hair being applied.

V shape, U shape, or square shapes of sectioning are all correct.

#### Steps:

1. Part the hair neatly.
2. Place the hair through the loop tool and push nano ring onto client's hair.
3. Slide the nano tip hair extension into the underneath of the nano ring so the client's own hair covers the bond.
4. Clamp the nano ring shut with pliers.
5. Bonds should be neatly side by side in a straight line, brickwork pattern.

You can follow the American system and rotate the nano rings. This allows the client to keep her hair extensions in slightly longer.

#### The nano rotational system (American system):

1. Place one row in 3cm from base of neck (1st row)
2. Pull one row down (missing this row)
3. Pull third row down, and install on this row

Basically, you are placing the bottom row, skipping a row, placing the next row, and so on.

Take out the rows of nano rings installed after six weeks and reapply non rings in hair that didn't have rings installed previously. They should never be left in longer than 3-4 months.

**TO REMOVE:** simply squeeze the nano ring in the opposite direction so it becomes round again. Then, it will slip off.

Nano rings cannot be reused, but nano hair can if care is taken not to damage the metal loop at the top of the hair and the hair itself is in good condition. However, if using remy hair, you should be able to reuse the hair at least once.



#### 4. MICRO RINGS

Micro Rings are small protective covered metal rings which slot over the client's hair with a hook tool and then you slot the pre-bonded needle-tipped extension up the micro ring and clamp it shut with the tool.

Micro rings come in various colours to match the base of the client's hair, ie: black, dark brown,

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medium brown, tan brown, light brown, and blonde.

Micro rings can be easily removed with the removal tool by pressing the ring open by crushing horizontally with the tool and slipping it open with a circular motion. Then, it will easily slip out without heat.

### Steps:

1. Part the hair neatly.
2. Place the hair through the loop tool and push micro ring onto client's hair.
3. Slide the hair extension into the underneath of the micro ring so the client's own hair covers the bond.
4. Clamp the micro ring shut with pliers.
5. Bonds should be neatly side by side in a straight line, brickwork pattern.



## 5. MICRO LOOPS

Micro Loop extensions usually last up to three months.

### Steps:

1. Part hair neatly.
2. Place loop on top of hair.
3. Put a small section of client's hair through the loop.
4. Hold micro ring and pull on small plastic loop handle to release the micro ring
5. Crunch the micro ring shut at the top of the hair.
6. Bonds should be neatly side by side in a straight line, brickwork pattern.

**TO REMOVE** simply crunch the ring into a circle and it will slip out easily.



## **6. SHRINK TUBES**

You put the shrink tube onto a hook tool; slot this onto the client's hair, then push a pre-bonded needle-tipped extension up the shrink tube. Then, place the heat clamp applicator connector over the shrink tube. It will then shrink down to 1/3rd of its size, making a very strong, resilient uniform protected fusion bond. In essence, this is a fusion bond with a shrink tube covering making it stronger and firmer, without slippage or shedding.

You will need approximately 150 shrinks for an average of hair extensions recommended. However, this is only a guideline and client's with very thick hair may need more, so bear this in mind at the consultation stage.

Shrinks come in clear, brown, and black. You use the clear for all colours of hair, and black for black or very dark brunette shades.

The same rules apply to shrinks as other forms of bonds, i.e. client must wash their hair, but not condition it prior to install. Also, always do a test extension and test removal two weeks prior to a full install to ensure client is not allergic to any ingredient.

Shrinks must be removed after three months, and if the hair used is of a good quality, you can re-apply it using new shrinks. It is not recommended keeping them in for longer, as this puts too much strain on the client's roots because the bonds will be quite a long way down from the roots after that amount of time.

### **Steps:**

1. First, part hair neatly with a tail comb.
2. Slot shrink tube through looper tool, putting hair into loop on the tool.
3. Pull looper tool down, holding shrink tube in place.
4. The shrink tube should be near the roots of the client's hair.
5. Slot stick tipped hair into the shrink tube.
6. Heat clamp the shrink tube, counting to 2 or 3 until the tube shrinks down to a 1/3rd of its size, fitting tightly.
7. Squeeze the shrink tube hard with your fingers to make sure there is no air trapped.

### **To remove shrink tubes:**

1. Place a drop of acetone onto the shrink tube, making sure the removal liquid flows down the centre of the bond.
2. Crunch shrink tube all the way down its length using a removal tool.
3. Half turn the tube and continue crunching bond all the way down. Shrink tube should slip out easily.

## **7. FEATHER EXTENSIONS AND SPARKLE STRANDS**

Feathers extensions and sparkle strands need to be quite high up on the head so they will show clearly. If they're too low, the client's hair will cover them up.

Check if client wants synthetic feathers or real feathers, and complete an allergy test at least 24 hours before installation in case the client is allergic to birds.

Glitter strands are sometimes made of pure cotton and glitter, so you will need to do an allergy test here also to ensure the client is not allergic.



Make sure to purchase from a reliable source that has boiled, purified, disinfected and/or steamed the feathers for sanitation. If you are unsure, place the feathers into Milton fluid diluted with water as per manufacturer's instructions for a couple of hours, then carefully air dry.

**Steps:**

1. Section hair
2. Put micro ring on threading tool
3. Pull the section of hair through the threading tool and place micro ring onto hair
4. Ring is on hair, so put stick hair or feather or glitter strands up into the ring making sure natural hair covers the bond.
5. Clamp the ring shut with the curved nose pliers

Do not have stick sticking up too much from the ring or this could prick into client's scalp.

**TO REMOVE:**

Crunch micro ring back into a circle shape, bond will slide out of hair easily.



**8. PROTAC TAPES**

ProTac is a 12" adhesive lined, clear strip, which is attached to the front and back of the weft and then pressed onto a sectioned area of the client's hair.

Users say they can keep ProTac tape extensions in for six weeks. However, it's recommended for up to four weeks. You can wash hair under the shower, and when hair is wet squish tape back down firmly with your hand before blow drying. Never apply conditioner to the tape.

This is a good method for clients who want a quick fix for weddings or special events and don't require extended wear.



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Always complete an allergy test for the ProTac three days prior to a full install.

Steps:

1. Section hair straight.
2. Measure tape.
3. Measure hair.
4. Cut hair to fit tape length.
5. Take off bottom white strip.
6. Put hair wefts on sticky section of tape.
7. Take off top white strip.
8. Fold top part of tape over the hair.
9. Use hair dryer on warm setting to set the ProTac tape.
10. Take top blue tape off.
11. Press the new extension onto the required section and sandwich it with hair from the section above to hide the tape.
12. Now neatly section another row and complete the same steps.



For a full head use two half ProTac tapes, measuring approximately 6" at the back of the head, and one full ProTac tape, measuring approximately 12" for a full row placed ½" above the client's ears. If the client has enough hair for another row, use two half ProTac tapes as well.

## **9. WEAVE (SEW-IN)**

1. Make sure that the client's hair is washed, but not conditioned.
2. Work ¼" from the hairline, so that your extensions do not show.
3. Section in a straight line 1" from the base of the hairline, at the nape of the neck.
4. Braid ¼" row hair horizontally from left to centre, and from right to centre.
5. Wrap cotton around the braid in the middle to secure the two halves.
6. When you braid (plait), you are pulling in hair from the side to keep the braid flat to the head and secured neatly.
7. Use a blanket stitch to sew the weft of hair onto the braid, which is a secure stitch for extensions.

Always use the correct thread for weaving hair extensions as it is stronger than regular sewing thread and specifically intended for hair extensions.

For a full head of extensions, to lengthen and thicken hair, you will need approximately four rows, but this can vary. Remember, not to sew near hairline, make sure the rows are neat and straight, and do not make braids too bulky, large, or tight.

Always use a curved needle especially for sewing extensions with a blunt tip for safety, and extension sewing thread.

### **How to sew a blanket stitch:**

Thread your needle and knot the tail end. Start by sending your needle up from the back. This should be done about 1/4" in from the edge, or at whatever length you want your stitches to be.

To get the stitch anchored, poke your needle up from the back again, so that the needle comes out the top at the same spot where you started, creating a loop around the edge.

Send your needle under the loop stitch you just made. To do this, poke the needle under the

stitch going sideways at the edge of the felt. This gets your thread anchored, but it is not a true first stitch.

To start your first true blanket stitch, poke your needle down from the top. This should be about 1/4" over from where the thread first came up, and about 1/4" up from the edge. To complete your first stitch, bring your needle up from the back, and through the loop of thread. This should create a straight line down. Before pulling this stitch tight, be sure that your needle is in fact through the loop of thread. Now continue each stitch like this and you are on your way! Now you know how to do blanket stitch

### **How to braid hair:**

When plaiting (braiding), part hair into three sections. The right side folds over the middle. Then, the left side folds over the middle, taking in hair from the side to make a flat plait along section as you go.

Remember to keep your plait quite small so there is not too much bulk on the scalp, or the wefted hair will look too bulky. Keep the rows small to ensure a good final result.

## **10. LA WEAVE (MICRO SEW-IN)**

This is the most popular service offered and also the most natural. Client needs about 5-7 tracks to complete a full head. This is very similar to the volume and length that is achieved with sew in weave, but there are no cornrows. Micro rings are used to create a base to attach the hair to. This means that there is no glue, and no braids. These tracks lay very flat, and look very natural to the eye and feel natural to the touch.

### **Steps:**

- Place one full row of micro rings next to each other in a straight row 1" above the hairline at the nape of the neck.
- Complete four rows for a full head, with two half rows at the back and two full rows 1" above the ears. This will create the base for your weave.
- Once you have squeezed the micro rings into place with your tool, proceed to sew a weft of hair in a blanket stitch pattern onto the micro rings.
- Make sure your curved needle goes under the micro ring, as this makes a firm bed for the weft to be sewn on.

A blanket stitch is firm and will hold the weft flatly on the rings.

You may double your weft up before sewing it on the micro ring base, but be very careful not to put too much weight on each row or this could cause traction alopecia.

Always ensure the wefts are light enough in weight to be held securely and safely.



## **11. NEW YORK WEAVE (MICRO-WEFTING)**

This method is popular with clients as it is a good method for getting plenty of thickness and volume on fine hair.

When correctly applied, these will last for two to three months.

They are applied quickly with micro rings and are very secure when attached correctly.

### **Steps:**

1. Part client's hair.
2. Measure the right amount of weave for the receiving section
3. Clip the wefted hair onto client's hair
4. Leave at least 2cm around hairline so the weft does not show.
5. Starting from one end of the weft, take a small section of the clients natural hair from the section underneath the weft, also take the corresponding section from the weft and thread a micro ring onto these 2 small sections
6. Push the micro ring to the roots of the hair and base of the weft and clamp the ring shut.

Usually, four rows are sufficient. In some cases you may be able to place five rows in, leaving a ½" gap of hair in between rows if the client's hair is very thick.

### **TO REMOVE:**

Crunch micro ring back into a circle shape  
Ring and hair will slip off easily

