



FAIRO *F*ASHION®
EXTENDYOURFASHION



ABOUT US

Fair Fashion has been specializing in the production and sales of hair extensions since 2005.

Not only do we produce and sell premium quality hair extensions but our aim is to form specialized professionals in this field.

We offer cuticle-intact hair of the highest quality, transformed into perfect hair extensions using a strictly controlled manufacturing process, to provide you with the best products available on the market today. Together with all our related expertise, our products will allow you to create perfect hair extensions, helping to boost the use and sales of these products in your salon.

Fair Fashion is proud to present a complete line of hair extensions, both tape in and keratin, giving you perfect results every time, with numerous benefits, to satisfy even the most demanding clients.

FAIR FASHION®
EXTENDYOURFASHION

Our Hair and our Extensions

WE SELECT ONLY THE FINEST QUALITY HAIR AVAILABLE IN THE WORLD

OUR REMY HAIR

We use only selected, high-quality hair, which has never been chemically treated – virgin hair with intact cuticles for our hair extensions, which preserves all the characteristics of perfect healthy natural hair. The hair we use comes from all over the world (India, Kazakhstan, Mongolia, East Europe), and undergoes a careful sorting process, before being processed and transformed into splendid hair extensions.

**Virgin: hair which has never been chemically treated*

**Remy: hair which is aligned in the same direction from the roots to the ends*

**Intact cuticles: hair which has not lost its original structure thus guaranteeing healthy beautiful extensions.*

OUR HAIR EXTENSIONS

The production of professional hair extensions is an extremely complex process.

The sourcing of the raw materials and all the production phases must meet precise quality standards.

Failure to observe these rules may result in various flaws, which depend mainly on the poor quality of the hair and a manufacturing process which does not respect the hair structure.

Only a careful selection and scrupulous manufacturing process will result in extensions which maintain their softness, shine, silkiness and body over time.

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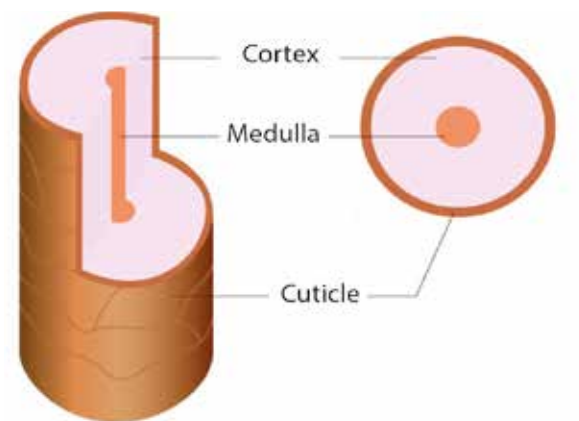
HAIR STRUCTURE

Each hair consists of two parts: the root and the shaft. The root is the part under the scalp, and is the live part of the hair, known as the bulb.

The external and visible part is known as the shaft.

Observed in cross-section, the hair consists of 3 concentric layers:

- medulla – the inner layer, consisting of cells responsible for hair growth;
- cortex – the intermediate layer, consisting of cells containing melanin,
- cuticle – the external layer, consisting of flat cells, which protect the hair shaft from outside agents.



HAIR EXTENSIONS AND CUTICLES

The part of the hair that we see and touch is the cuticle, and its integrity is one of the main indicators of how healthy the hair is.

The flat cells which make it up overlap each other in layers, like the tiles on a roof. They all lie in the same direction, with the free side pointing towards the tip. This arrangement gives the hair its shine, and allows the hairs to slide over each other, without becoming knotted or tangled. When the cuticle is healthy and intact, the hair appears shiny, soft, and elastic.

If, however, these cells are damaged or worn out, the hair will appear dull, dry and brittle.

Chemical treatments, such as bleaching or perming, the use of excessive heat or aggressive products, may damage the cuticle, raising the scales.

Strong, healthy hair depends on the cuticle, whether it's natural hair or hair extensions. For this reason, it is extremely important to purchase hair extensions which have intact and healthy cuticles.

PRODUCTION OF FAIR FASHION HAIR EXTENSIONS

● Sourcing of the hair

We select strong, healthy hair which has never been chemically treated meaning it has never been bleached, dyed nor permed.

Before the donor's hair is cut, it is tied into plaits in order to keep the hair all in the same root-tip direction, this ensures that all the cuticles are lying in the same direction, therefore, 100% Remy



● Sorting different hair lengths

The next step involves dividing the hair by length: the plaits or bunches are untied, and the hair is sorted according to length.

This procedure must be carried out with the utmost care, to ensure that the root-tip direction is the same for all the individual hairs.

Once the hair is sorted by length, coloring can begin.

● Bleaching and Coloring Process

The bleaching process must be thorough and delicate, to ensure that the cuticles and overall hair structure remain intact.

The time needed varies depending on the color desired.

For light blonde extensions, a progressive bleaching procedure must be performed on the hair (originally dark in color, normally brown or chestnut), which may take anything from 20-25 days, so as not to damage the structure of the hair. Once the hair has been bleached, it undergoes a coloring process, using non aggressive products.

A vast range of color shades is available, from black to very light blonde, from chestnut to shades of red, not forgetting the various crazy colors (pink, purple, blue...), and effects such as highlights, darker root growth, and ombres.

Please note:

Many manufactures, in order to have a significant production at lower costs, prefer using hair which has been collected randomly. This leads to bundles of hair all with different hair lengths and with a small percentage of long hair in them. As a result, these hair extensions will be very thin and with little volume at the tips thus making them second-hand hair extensions.

- Creation of the individual locks

At this point, the hair is divided into individual locks, to which adhesive or keratin bonds are added, necessary materials for the attachment of the extensions to the client's hair.

Once the extensions have been checked and approved, they are given the "Best Quality Cuticle Remy Human Hair" quality seal.

BEST QUALITY CUTICLE REMY HUMAN HAIR

6 MONTH GUARANTEE.

The result is soft and healthy extensions, which keep their beauty and appearance over time.

Please Note:

The widespread use of the term Remy has led to a lot of confusion among those who use hair extensions, but also among hairdressers and professional stylists. It is now commonplace to see the term "100% Remy Hair" accompanying the sale of extensions, especially on the Internet: the truth is that genuine Remy hair, particularly with intact hair shaft and cuticles, is now the minority on the market. This is due to a high demand, and to the increase in cost of the raw material – virgin hair – which is becoming increasingly difficult to obtain. In order to have a significant production many manufactures prefer using second-hand hair which has been collected randomly and not aligned in the same direction from the roots to the tips thus, producing second-grade extensions.

CHARACTERISTICS OF A HIGHLY ACCURATE AND PROFESSIONAL PRODUCTION:

- Prime quality hair: 100% cuticle intact Remy natural hair all aligned in the same direction.
- meticulous manufacturing process and sorting of the various lengths
- the use of non aggressive hair products that respect the structure of the hair shaft during all its phases of production, bleaching and coloring.
- use of high quality materials which guarantee a strong hold without damaging the client's hair (double-sided tape, keratin..)

WHAT SHOULD YOU CONSIDER WHEN PURCHASING HAIR EXTENSIONS?

- the quality of the hair, 100% Remy with intact cuticles;
- the quantity of hair at the tips;
- the overall quantity of hair in each hair extension.

The bleaching process must be thorough and delicate, to ensure that the cuticles and overall hair structure remain intact.

Our warranty

BEST QUALITY CUTICLE REMY HUMAN HAIR"
6 MONTH GUARANTEE

WARRANTY TERMS & CONDITIONS.

Confident that our hair extensions are of top quality we guarantee them up to 6 months from the date of purchase. After this period the hair guarantee will be considered expired, no claims can be made after this time.

The warranty DOES NOT cover improper use of the product nor improper care and maintenance. We reserve the right to determine if the hair is in fact defective due to manufacturing flaws which are covered by the warranty.

There are many factors that can damage the hair: high temperature, wrong trimming of the hair, aggressive hair products, coloring, bleaching, perms, just to name a few.

The warranty DOES NOT cover damages related to the improper care of the product such as not rinsing the hair extensions immediately after taking a dip in the sea or swimming pool, or brushing the extensions too close to the bond site.

Fair Fashion reserves the right to inspect and determine if the hair is in fact defective due to manufacturing flaws before activating the warranty. We believe that it is fundamental to educate our clients and our salons on the rules for proper use and maintenance of our extensions.

WHEN IS THE WARRANTY VALID?

The warranty is valid in case of knotting, tangling

or premature drying whereby all the necessary precautions have been observed for the proper care and maintenance of the hair extensions, and only Plus 12 care products have been used. Fair Fashion will replace the product with another of the same length and color.



IS THE WARRANTY ALSO VALID FOR PROBLEMS DUE TO THE KERATIN OR TAPE BOND ATTACHMENTS?

The warranty is valid for problems related to the bonds, whether keratin or tape, but only and ESCLUSIVELY for those salons who have attended our FAIR FASHION training courses.

WHAT SHOULD BE DONE IN CASE OF PROBLEMS WITH OUR HAIR EXTENSIONS?

In the rare event that may arise a cause of complaint, the Fair Fashion warranty card is a valid document to get a replacement, it must be preserved and shipped back along with the extensions for our inspection.

In case of problems as stated above, the extensions must be removed and returned to Fair Fashion together with the **WARRANTY CARD**.

WHEN IS THE WARRANTY NOT VALID?

The warranty is considered void if the hair extensions have been bleached, colored or permed..

Please note:

Because hair extensions are not attached to the scalp they do not benefit from a continuous supply of nutrients produced by our organism. Even the BEST QUALITY CUTICLE HUMAN HAIR needs the right care and maintenance. For this reason we have created PLUS 12, a complete line of products, for the proper care and maintenance of hair extensions. PLUS 12 products contain 12 organically produced extracts which nourish and give gloss to our extensions..

Hair Extension Business

HOW CAN YOU STAND OUT FROM ALL THE OTHER SALONS?

TOP QUALITY HAIR

We have to keep in mind that the world of hair extensions is one of those fields where it is extremely important to use only top quality materials.

Only hair extensions made with the best quality on the market can assure beautiful and long lasting results to both your salon and your clients.

The hair has to be Remy and have intact cuticles so that it stays soft and shiny over time without knotting or becoming brittle.

PROFESSIONALISM

Like all professions, especially in the world of hair extensions, it's very important to be an expert in the field.

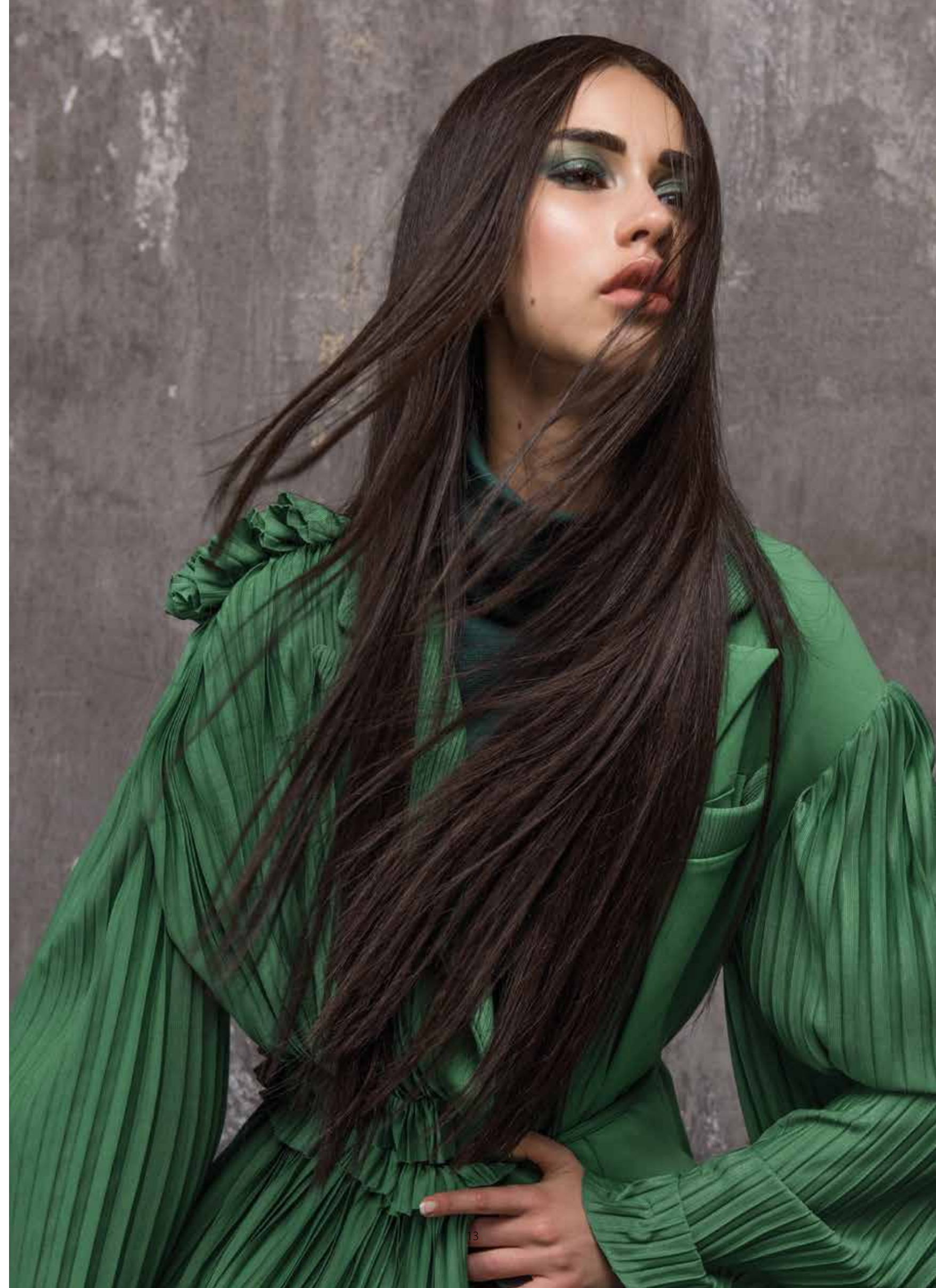
By becoming an expert, specialized in hair extensions, your salon will no longer offer just a simple installation, as do most salons, but a full and complete service!

If you are a professional hairstylist, who creates beautiful hairstyles by adding volume and length and who plays with different colors and shades to satisfy the client, then, why not offer your clients something more, something they will want to repeat. This way you lay down the foundations for a strong bond between your salon and the client.

With your professional skills and expertise you can give your clients a unique experience. As a stylist you have to enhance your client's qualities in every aspect, becoming their reference, even on topics concerning health, beauty, and their look.

Thus, to be a true professional it is important to constantly attend our training courses and be informed on the latest techniques.

A well-done hair extension installation will make you the talk of the town.



A PERSONALIZED HAIR EXTENSION SERVICE

Client support is an essential part of having a successful salon with many loyal clients that follow your every advice and try your many services. But to obtain all of this, it is very important that you build a relationship of trust based on transparency, honesty and understanding of the client's needs.

The key lies in offering an exclusive and personalized service. You need to understand what the client likes or does not like, their needs and what they want to obtain in order to create a new and appropriate look.

You should consider all aspects, from the person's hairstyle, hair color, their skin tone, eye color and why not, the way they are dressed. From all of these details you can create the perfect hairstyle.

You might need to dye or bleach your client's hair before applying hair extensions in order to enhance the person's eyes or facial features.

To improve your client's look, it is essential to work with premium quality hair and of course apply the hair extensions correctly!

Do not improvise being a professional in the application of hair extensions, especially regarding keratin bond extensions. Take part in our training courses and improve your skills.

Just remember that a hair extension installation will have people talking about you and your salon whether you have done an excellent or a poor job. Being something so expensive it has to be perfect, and only in this way can you benefit in terms of costs and marketing.



Extend Your Fashion

FASHION AND HAIR A TIMELESS DUO

Fashion is constantly changing, reinventing itself, and continuously surprising us but what never changes is what Fashion pursues and at the same time creates, that is, beauty itself.

Because the concept of beauty is based on the many transformations dictated by the latest trends, fashion has to always reinvent itself. The fundamentals remain the same but what changes are the different combinations. Fashion is inspired by the body, its forms and features, and is highlighted by them in a multitude of innovative ways.

We generally tend to match an outfit with our shoes or hairstyle or even our make up.

This brings us to hair, which has always been the symbol of feminine beauty, and is, was and will always be the protagonist of fashion trends! Whether short or long, dyed or styled, hair is an essential element in the creation and definition of a particular look or style. Every outfit has to be accompanied by the perfect hairstyle in order to be successful, perfect, spot on and polished!

If fashion and hair are inseparable at this point, then hair extensions cannot be overlooked and are a true secret of beauty, as they blend so perfectly with your hair seeming almost invisible. The end result will always be a beautiful head of hair... and not only! The best hairstylists in the world know this and use hair extensions to add volume and length, create a

multitude of shades, or accentuate a hairstyle or new look. Hair extensions are invisible and natural solutions that now belong to the world of fashion.

But careful! Not all hair extensions are of the same quality. Hair extensions will blend naturally with your hair only if they are the finest quality on the market, processed with advanced techniques and applied by professionals.

All this makes them the perfect solution for your everyday activities and also for special occasions. They can be used for weddings to create a beautiful bridal hairstyle or on the red carpet or on the catwalk in a fashion show. Without a doubt, hair extensions are in the spotlight!

Celebrities pay careful attention to every detail to create their look and do not let anything that can improve or enhance their aspect slip away! Hair extensions are both natural and cool, so much that they leave us in awe and make us wonder "what would celebrities look like, and not just them, without hair extensions or hairpieces?!".

Hair extensions are precious allies of all women who wish to accentuate their femininity, and being so will never go out of style. So why not benefit from them.



Before/After

BE INSPIRED BY OUR CREATIONS

A perfect installation, whether simple or complex, does not only depend on the quantity of extensions but also on how well the hairstylist is able to apply them.

Here are all the secrets to obtaining fantastic results.

Be inspired by our creations!

Who would have imagined that the secret of so much beauty lies on hair extensions?

Thanks to both the quality of the hair and the hairstylist's skills we obtain fantastic results!

Beautiful virtually invisible extensions that are impossible to detect!

Hair extensions are beautiful when they seem natural.

STANDARD TAPE EXTENSIONS



EVOLUTION TAPE EXTENSIONS



CORINNE

TYPE

STANDARD TAPE EXTENSIONS

EVOLUTION TAPE EXTENSIONS

(top row for the finishing touch)

QUANTITY

Medium Hair: 24 INSTALLATIONS *

3 packs of Standard Tape Extensions

1 pack of Evolutioni Tape Extensions

HAIR LENGTH

50/55cm

COLORS

2/2BSH4 – 4/6SH27

Dark brown/chocolate brown base colors

Blended to light brown/ honey light blonde

APPLICATION TIME

35 minutes

APPLICATION

5 rows have been applied starting from the nape all the way up.

Corinne's hair was slightly layered and although it was rather short, we trimmed it in order to blend her hair with the extensions.

The extensions were applied without leaving any space between one and the other.

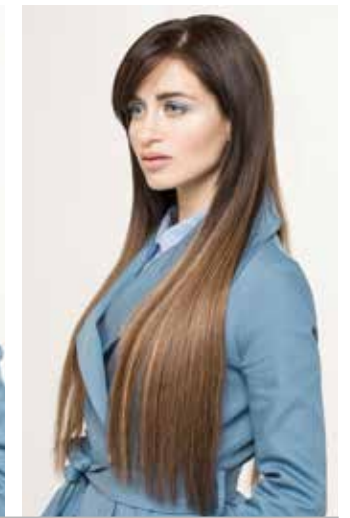
Evolution Tape Extensions were applied in the top row for the finishing touch.

* Installation/application: by installation or application we mean 2 hair extensions paired or "sandwiched" together, one on top of the other with the client's hair in between.

Before



After



ELISABETTA

TYPE

STANDARD TAPE EXTENSIONS
EVOLUTION TAPE EXTENSIONS
(top row for the finishing touch)

QUANTITY

Thick Hair: 30 INSTALLATIONS *
4 packs of Standard Tape Extensions
1 pack of Evolution Tape Extensions

HAIR LENGTH

50/55cm

COLORS

2
Dark Brown

APPLICATION TIME

45 minutes

APPLICATION

Elisabeth had just below the shoulder length thick straight hair.
We trimmed it slightly before applying our extensions and then cut it into shape to make sure there was a smooth transition from the extensions to her natural hair.

* Installation/application: by installation or application we mean 2 hair extensions paired or “sandwiched” together, one on top of the other with the client's hair in between.

Before



After



ELENA

TYPE

STANDARD TAPE EXTENSIONS
EVOLUTION TAPE EXTENSIONS
(top row for the finishing touch)

QUANTITY

Extra Thick Hair: 36 INSTALLATIONS *
5 packs of Standard Tape Extensions
1 pack of Evolution Tape Extensions

HAIR LENGTH

50/55cm

COLORS

RTD4/25 – 4SH25
Dark rooted colors:
Medium golden brown root color blended to light golden blonde.

APPLICATION TIME

45 minutes

APPLICATION

Elena had short thick hair. Our hairstylist had to apply a considerable amount of extensions in order to achieve a perfect end result.
It was possible to apply Evolution Tape Extensions near the top, making them blend perfectly with Elena's hair.

* Installation/application: by installation or application we mean 2 hair extensions paired or “sandwiched” together, one on top of the other with the client's hair in between.

Before



After



GIULIA

TYPE

STANDARD TAPE EXTENSIONS
EVOLUTION TAPE EXTENSIONS.
(top row for the finishing touch)

QUANTITY

Thin Hair: 18 INSTALLATIONS *
2 packs of Standard Tape Extensions
1 pack of Evolution Tape Extensions

HAIR LENGTH

50/55cm

COLORS

32/34 - 35
Intense Reds

APPLICATION TIME

25 minutes

APPLICATION

Giulia had thin layered hair.
Ideal hair for hair extensions.
We achieved a perfect look with only 3 packs of ex-
tensions without adding too much weight.
We did not need to trim her hair after the application
of our extensions.

* Installation/application: by installation or applica-
tion we mean 2 hair extensions paired or “sandwi-
ched” together, one on top of the other with the
client’s hair in between.

Before



After



VANESSA

TYPE

STANDARD TAPE EXTENSIONS
EVOLUTION TAPE EXTENSIONS.
(top row for the finishing touch)

QUANTITY

Thick Hair: 30 INSTALLATIONS *
4 packs of Standard Tape Extensions
1 pack of Evolution Tape Extensions

HAIR LENGTH

50/55cm

COLORS

7SH101 - 5RTD101
Frosted platinum blonde ombre color:
Light ash brown base color blended to a frosted
platinum blonde.

APPLICATION TIME

45 minutes

APPLICATION

Vanessa had below the shoulder length thick
straight hair.
Her hair was slightly thinned out at the ends before
applying our hair extensions.
After applying our hair extensions, we cut her
hair into shape to make sure there was a smooth
transition from the extensions to her natural hair.

* Installation/application: by installation or applica-
tion we mean 2 hair extensions paired or “sandwi-
ched” together, one on top of the other with the
client’s hair in between.

Before



After



ALIONA

TYPE

STANDARD TAPE EXTENSIONS
EVOLUTION TAPE EXTENSIONS
(top row for the finishing touch)

QUANTITY

Thin Hair: 18 INSTALLATIONS *
2 packs of Standard Tape Extensions
1 pack of Evolution Tape Extensions

HAIR LENGTH

50/55cm

COLORS

8-10
Auburn and golden dark blonde

APPLICATION TIME

25 minutes

APPLICATION

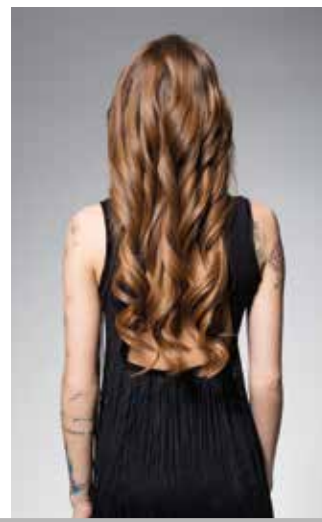
Aliona had thin layered hair.
The installation of our hair extensions was quite simple and there was hardly the need to trim her hair afterwards to blend the extensions with her natural hair.

* Installation/application: by installation or application we mean 2 hair extensions paired or “sandwiched” together, one on top of the other with the client’s hair in between.

Before



After



ELENA

TYPE

STANDARD TAPE EXTENSIONS
EVOLUTION TAPE EXTENSIONS
(top row for the finishing touch)

QUANTITY

Medium Hair: 24 INSTALLATIONS *
3 packs of Standard Tape Extensions
1 pack of Evolution Tape Extensions

HAIR LENGTH

50/55cm

COLORS

2BSH26
Medium brown base color blended to auburn.

APPLICATION TIME

35 minutes

APPLICATION

Elena had short layered hair. We slightly trimmed her hair to blend perfectly with our hair extensions. Her hair was long enough to apply ombre colored extensions without the need to dye Elena's hair before the application.

* Installation/application: by installation or application we mean 2 hair extensions paired or “sandwiched” together, one on top of the other with the client’s hair in between.

Before



After



Why Fair Fashion?

- **Premium quality remy cuticle human hair**

Fair Fashion offers a wide selection of tape in and keratin hot fusion extensions made with the finest quality hair available on the market. 100% natural Remy hair with intact cuticles, meticulously selected and carefully processed, used by the best salons all over the world.

- **A 6 Month guarantee**

Confident that our hair extensions are made with premium quality hair, we guarantee our product up to 6 months.

- **Transparency**

With Fair Fashion you know exactly what you are purchasing and its quality.

The field of hair extensions is one of those few fields where you cannot overlook the quality of the products you purchase.

Only hair extensions made with top quality hair can guarantee beautiful and long lasting results for both the wearer and the salon.

- **Fair Fashion hair extensions last longer!**

Perfect hair extensions which stay beautiful and tangle free over time.

Our Keratin hot fusion can last from 5 to 7 months, while our tape in extensions last up to 12-18 months as they are reusable. Easy to apply and remove.

- **Double drawn remy hair**

Beautiful thick hair all the way down to the ends.

- **Training courses**

We regularly organize training and refresher courses on the best and most advanced hair extension techniques. Our aim is to form specialized professionals. Participating in our training courses will give you the skills and competence for the correct application of hair extensions and will increase your salon's image.

- **A wide range of shades to choose from!**

More than 40 different shades, with which you can create over 500 color combinations!

24 natural colors

7 highlighted colors

7 ombre colors

3 rooted colors

6 crazy colors



Tape Extensions

FAIR FASHION IS A LEADER IN THE PRODUCTION OF TAPE IN EXTENSIONS.

Lengthen... Volumize... Thicken... Now easier than ever before!!

Create up-swept styles, play with the hair that you have always dreamed of.

With Tape Extensions, you can do all this and more.

Tape Extensions are a revolutionary, ultra thin and ultra flat tape in extension system, which gives a full, perfect head of hair extensions in less than 20 minutes, without taking precious time away from the various tasks performed everyday in hair salons.

The main characteristics that distinguish Tape Extensions from other imitation tape in extensions is the quality of the hair – 100% Remy hair with intact cuticles, and the extra strong hold adhesives, which easily last for up to 4 months from the time of application.

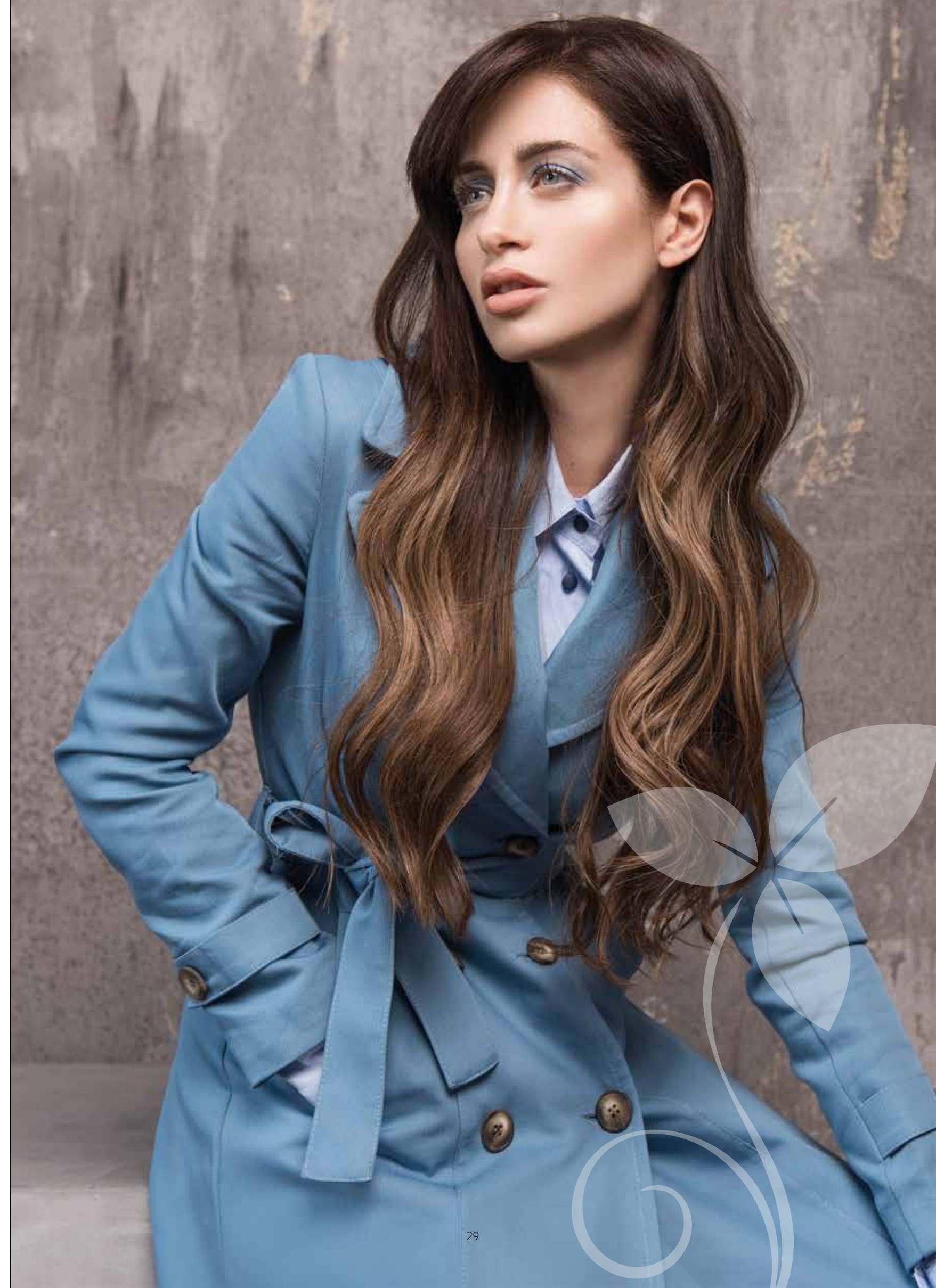
The hair used – “Remy with cuticles” – is of prime quality, 100% guaranteed for up to 6 months from the time of purchase.

You will exceed your client's expectations with a fast and excellent service and with top quality hair extensions.



Standard Tape Extensions

Evolution Tape Extensions



The advantages of Tape Extensions

WHY HAVE MANY SALONS CHOSEN TO WORK WITH TAPE IN EXTENSIONS RATHER THAN WITH KERATIN HOT FUSION EXTENSIONS? AND WHY HAVE THEY CHOSEN OUR PRODUCTS?

- **100% cuticle-intact Remy Hair**

We guarantee the finest hair on the market: meticulously selected 100% cuticle-intact Remy hair that has the same texture and characteristics of European hair and which are kept throughout the production process.

- **Fast and easy installation**

Tape Extensions is an ultra thin tape in extension system that covers the whole head in less than 20 minutes!

- **Benefit**

Your salon can only benefit from Tape Extensions! Lower costs and less time on an installation. It's the service that offers your salon the highest profit margins!

- **Reusable**

You can receive more positive reviews, attract new and old clients and be able to build customer loyalty because Tape Extensions are reusable.

- **No need for expensive equipment**

- **Creation**

Depending on your client's needs you can choose from 3 different lengths:
30/35cm - 40/45cm – 50/55cm.

- **Installation without the use of heat**

No heat, which can damage the hair, is needed for the application of Tape Extensions. They are fast and easy to apply and remove.

- **Ultra thin**

Undetectable, ultra thin and ultra flat tape extensions, only 1 mm thick

- **Maximum hold**

Extra strong hold for up to 4 months! Water and dye-resistant adhesives.

- **Imperceptible application with Evolution Tape Extensions**

Evolution Tape Extensions are the thinnest and most natural-looking tape in extensions in the world! Unlike standard tape in extensions, the protective silicone in Evolution Tape Extensions is hidden, revealing only the hair in the extension itself, which blends in with the client's own hair, guaranteeing an extremely natural result.

Evolution Tape Extensions

THE THINNEST AND MOST NATURAL-LOOKING TAPE IN EXTENSIONS IN THE WORLD!

As the name itself suggests, **EVOLUTION TAPE EXTENSIONS** are a new generation of tape in extensions, which improve the appearance and naturalness of the end result.

Unlike standard tape in extensions, the protective silicone in **Evolution Tape Extensions** is hidden, revealing only the hair in the extension itself, which blends in with the client's own hair, guaranteeing an extremely natural result. This is due to the fact that the hairs are grafted one by one onto the upper part of the lock of hair.

Evolution Tape Extensions can be combined with our **standard Tape Extensions** to lengthen the hair, giving a natural and refined result.

Evolution Tape Extensions are particularly suited for the most exposed areas of the head, such as the temples and the crown, where the hair tends to part and show the silicone used in **standard tape in extensions**.

Evolution Tape Extensions blend perfectly with your hair making them imperceptible.

They are the perfect solution for those who have thin hair.



Evolution Tape Extensions have been especially designed for a finish that is as imperceptible and natural as possible.

Curly Hair Tape Extensions

NATURAL WAVES OR STRUCTURED CURLS

Even curly hair maintains its original structure and intact cuticles, allowing it to keep its shine even months after it has been installed.

The extensions retain their curl even after many washes, especially in the mid-and dark colors.

With the lighter colors, a slightly more delicate perming process is used, to leave the hair structure intact.

The extensions are colored using a slow and delicate process, which protects their cuticles and lifespan.



How to apply Tape Extensions

A perfect result means finding the right balance between the client's natural length, and the length of the hair applied.

Furthermore, it is very important to apply the right amount of hair extensions depending on the client's hair thickness.

Therefore, the quantity of extensions necessary for the entire head depends on:

- the client's hair thickness
- the length of the client's hair
- the desired end result

A complete and full installation of average medium thickness requires between 100 and 150 grams of hair, in rare cases even up to 200 grams.

For a more defined and natural effect, we recommend combining Standard Tape Extensions with a pack of Evolution Tape Extensions, specifically designed to achieve a result that is as imperceptible as possible.

Here are some examples of different combinations to help you choose the right quantity and type of Tape Extensions.

● Fine Hair

18 INSTALLATIONS (36 individual tape in extensions – 3 packs of Tape Extensions)

For a more defined and natural effect:

2 packs of **STANDARD TAPE EXTENSIONS**

1 pack of **EVOLUTION TAPE EXTENSIONS**

● Medium Hair

24 INSTALLATIONS (48 individual tape in extensions – 4 packs of Tape Extensions)

For a more defined and natural effect:

3 packs of **STANDARD TAPE EXTENSIONS**

1 pack of **EVOLUTION TAPE EXTENSIONS**

● Thick Hair

30 INSTALLATIONS (60 individual tape in extensions 5 packs of Tape Extensions)

For a more defined and natural effect:

4 packs of **STANDARD TAPE EXTENSIONS**

1 pack of **EVOLUTION TAPE EXTENSIONS**

Each pack contains 12 individual tape in extensions, which correspond to 6 installations.

Each Standard Tape Extension is 4 cm wide and contains 2.5 grams of hair.

Each Evolution Tape Extension is 4 cm wide and contains 3 grams of hair.

STEP BY STEP TAPE EXTENSION APPLICATION

Before applying the tape in extensions, wash the hair with shampoo only, do not apply conditioner.

If necessary, apply conditioner on the ends only.

DO NOT apply conditioner to the roots or close to the root area, as this could affect the holding power of the tapes.

Thoroughly dry and straighten the hair, observing how the hair falls naturally.

The tape in extensions are applied one on top of the other, with the client's hair "sandwiched" between the two.

● Using the tail of the comb, create a thin section with the same width as the tape extension to be applied.

● Remove the protective paper and apply the first tape extension under the section of the client's hair. Be careful not to touch the tape with your fingers.

● Press down using the pliers for a few seconds so that the two Tape Extensions adhere firmly.



● Removing the Tape Extensions is very simple, just apply a few drops of remover solution between the

two extensions and "separate" them, pulling gently with your fingers. Continue removing the Tape Extensions, and if necessary add more drops of remover.

Once the tape extensions have been removed, the old tape has to be replaced in order to reapply them.

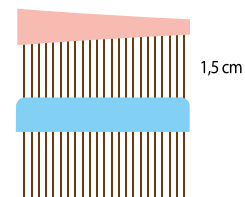


Rub the tape with your fingers and remove any residue.

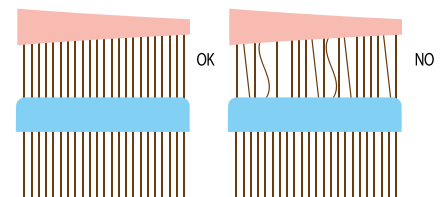
Dry the extensions thoroughly with a hair dryer before applying the replacement tape tabs.

The tape strips are pre-cut and are 4 cm wide, as the **TAPE EXTENSIONS** AND **EVOLUTION TAPE EXTENSIONS**.

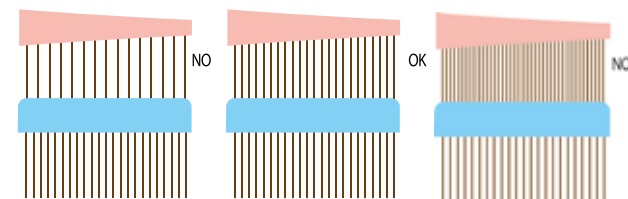
Basic Rules



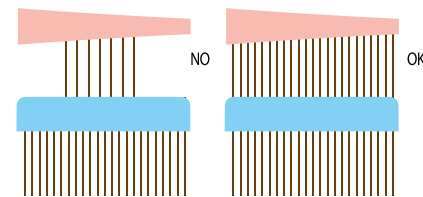
- Leave a distance of approximately 1.5 cm between the Tape Extension and the client's scalp.



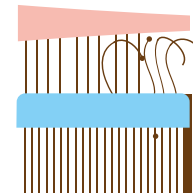
- Work at the correct angle: it has to be perpendicular to the direction of the hair growth in order to avoid pulling.



- Create the right balance between the quantity of hair that the client has and the amount of hair applied. The section must have the same quantity of hair as the Tape Extension strand. If there is too little hair between the bonds, the weight of the Tape Extensions will cause discomfort. If there is too much hair, it will prevent the two strands of extensions from adhering properly together. The two tapes have to perfectly adhere together in order to assure a sufficient hold over time, up to 3-4 months.



- Distribute the hair along the entire width of the extension strand and not only in the middle, to prevent the Tape extension from slipping and falling out.



- We suggest periodically checking and cleaning the bonding points because within this time there is a chance that a certain amount of the client's hair may fall out naturally, while some remains stuck in the bonds. If left in the bond it can cause a teasing effect.

Our Special Tape

MAX 2 REPLACEMENT TAPE

Max 2 is a strong hold tape that lasts for up to 8-10 weeks. Years of experience in the production of tape in extensions has led us to create this special tape that presents many advantages compared to other replacement tapes available on the market.

- Water and dye resistant
- Lasts for up to 8-10 weeks
- Easy to remove and clean as it leaves no glue residue



Each pack contains 60 pre-cut 4x0.8 cm tape tabs
Tape rolls also available

MAX 4 REPLACEMENT TAPE

Max 4 is the strongest replacement tape ever produced by Fair Fashion.

Guaranteed to be super bonding, it will last for up to 12-16 weeks.

- Water and dye resistant
- Extra strong hold for up to 12-16 weeks



Each pack contains 60 pre-cut 4x0.8 cm tape tabs
Tape rolls also available

SINGLE-SIDE REPLACEMENT TAPE

Max 4 Single-side replacement tape has been designed for all those women who have extremely thin hair and therefore the weight of two strands of tape in extensions can become too heavy.

Unlike our traditional double-sided tape, this Max 4 Single-side tape enables you to add a single strand of tape in extensions, by applying this tape on the back side of the strand while guaranteeing a particularly strong hold.



Each pack contains 60 pre-cut 4x0.8 cm tape tabs

Keratin Extensions

BEST QUALITY CUTICLE REMY HUMAN HAIR

The application of keratin extensions is a refined art, one which requires a high degree of skill throughout all the phases of the extension service, including the initial consultancy, after-care, and removal of the extensions at the end of their lifespan.

We believe that a quality product, such as our cuticle-intact keratin extensions in Remy hair, should be accompanied by an application process which is of the same high quality, the only way to achieve perfect extensions and a final result which meets the client's expectations.

For this reason, we are constantly investing in our own training and in that of the salons which work with us.

Keratin extensions are ideal for lengthening an entire head of hair, creating color effects, thickening thin hair, or creating fringes and side fringes.

The bond is almost invisible, but highly resistant to all kinds of stress, such as shampoos, styling products, hair dryers and straightening irons, salt and chlorinated water, etc..

Bearing the "Best Quality Cuticle Remy Hair" quality seal, and guaranteed six months from the date of purchase, Fair Fashion keratin extensions give an ultra-flat bond which respects all the characteristics of healthy hair, and blends with the client's natural hair.



Curly Keratin Extensions

SOFT AND VAPOROUS CURLS, EXTRA VOLUME!

Even curly hair maintains its original structure and intact cuticles, allowing it to keep its shine even months after its application.

The extensions retain their curl even after many washes, especially in the mid-and dark colors.

In the lighter colors, a slightly more delicate perming process is used, to leave the hair structure intact.

The extensions are colored using a slow and delicate process, which protects the cuticle and its lifespan.



How to apply Keratin Extensions

THE IMPORTANCE OF OUR TRAINING COURSES

We advise against applying hair extensions, in particular those with keratin bonds, without prior training. The application of these extensions requires precision to avoid any possible problems afterwards.

We recommend attending one of our training courses, which will provide you with all the necessary skills and knowledge to apply keratin hair extensions with confidence.

TIPS ON HOW TO APPLY KERATIN HAIR EXTENSIONS

A perfect result means finding the right balance between the client's natural length and the length of the hair extensions applied.

It is also very important to find the right balance between the client's hair thickness and the quantity of hair extensions to apply.

Thus it is essential to consider:

- the client's hair thickness
- the length of the client's hair
- the desired end result

A complete and full installation of average medium thickness requires between 100 and 150 grams of hair, in rare cases even up to 200 grams.

- for thin hair apply 100-125 keratin extensions;
- for medium thick hair apply 150-175 keratin extensions;
- for thick hair apply 200-250 keratin extensions.

Each pack of keratin extensions contains 25 strands of keratin hair extensions. Each strand has 0.8 grams of hair.

HOW TO APPLY KERATIN BOND EXTENSIONS

Before applying the keratin extensions, we recommend removing a few millimeters of the keratin (by cutting the bond along its length) in order to reduce the quantity to be applied and make it imperceptible to the touch.

Place the extension under the client's own hair, fuse the keratin using the Fair Fashion keratin extension fusion machine FFTC, and fold it over on top, pressing it with your fingers.

Press it again using the heat wand, then press it all round with your fingers.

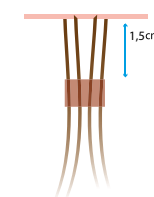
The keratin must be firmly pressed to make the bond thin, flat and smooth with no wrinkles.

BASIC RULES

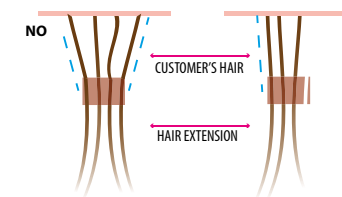
Before applying the extensions, wash the hair with shampoo only, do not apply conditioner.

If necessary, apply conditioner on the ends only (DO NOT apply conditioner to the roots or close to the root area, as this could affect the holding power of the keratin).

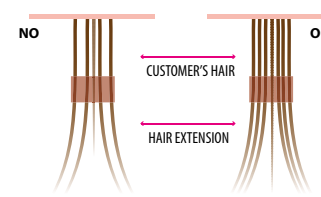
Thoroughly dry and straighten the hair, noting how the hair falls naturally.



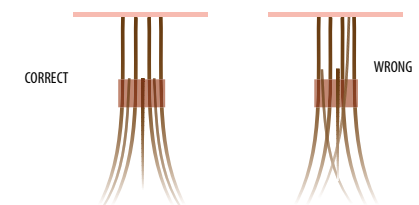
- Leave a distance of approximately 1.5 cm between the top of the bond and the client's scalp.



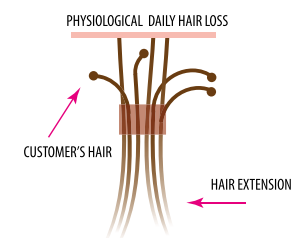
- Work at the correct angle: it is important to work in the same direction as the hair growth to avoid dragging.



- Ensure that the section of hair created is of the right thickness: not too thin, to prevent the weight of the extension from "stressing" the hair, and not too thick.



- Part the client's hair to allow the melted keratin to take hold.



- CHECK THE APPLICATION EVERY 3-4 WEEKS
Within this time there is a chance that a certain amount of hair may fall out naturally, while some remains in the bond. If left on the melted bond there may be a teasing effect.
Bear in mind that we naturally lose between 50-70 up to 100-200 hairs per day, depending on the season.

Therefore we recommend periodically checking and "cleaning" the bonding points.

Hair Extension Machine

AND KERATIN BOND EXTENSION ACCESSORIES



MODEL FFTC
Professional Flat Tips Keratin Fusion Hair Extension Machine Connector with digital temperature control



Extension Pliers 1, used to apply pre-bonded Keratin extensions



Extension Pliers 2, used to break and remove keratin bonds



Keratin bonding nail tips for Fusion hair extensions



Keratin Remover

Crazy Color Hair Extensions

BOTH OUR TAPE AND KERATIN HAIR EXTENSIONS ARE AVAILABLE IN 6 DIFFERENT "CRAZY" COLORS MADE WITH THE BEST QUALITY CUTICLE REMY HUMAN HAIR

BEST QUALITY CUTICLE REMY HUMAN HAIR



BLUE



BURGUNDY



FUCHSIA



PINK



RED



PURPLE



HAIR LENGTH 40/45 cm

AVAILABLE WITH 45 cm LENGTH KERATIN AND TAPE HAIR EXTENSIONS

Quickclips

TEMPORARY EXTENSIONS
FOR ALL OCCASIONS

Want beautiful full long hair every single day or just on special occasions?

For a wedding ceremony or for an important date, or do you just want to add volume or create a particular hairstyle?

You can add volume and length to your hair with just one click!

Quickclips are clip extensions made with 100% remy hair. They are quick, easy and ready to use and can be applied in just a few minutes. It is the fastest and easiest way to have beautiful full long hair. Quickclips allow you to change your look and transform your hair by adding length, volume or new shades of color in the shortest amount of time..

A triple weft is sewn together to make up our **Quickclips** giving you extra volume. Our **Quickclips** are available in the length of 50 cm and in 3 different sizes **S – M – L**.

Size **S**; width = 10 cm; 25 grams; ideal for the sides

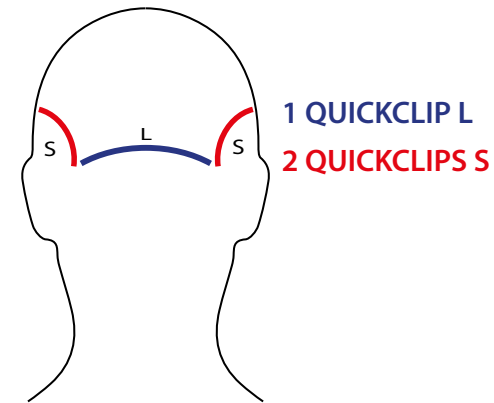
Size **M**; width = 15 cm; 37,5 grams; ideal for the lower back part of the head

Size **L**; width = 20 cm; 50 grams; ideal for the upper back part of the head

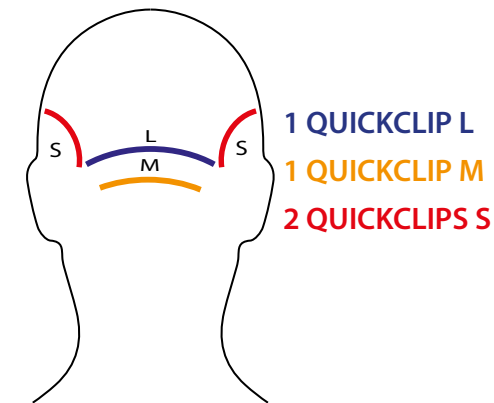


Add full volume with just a few Quickclips. Here are some combinations and examples:

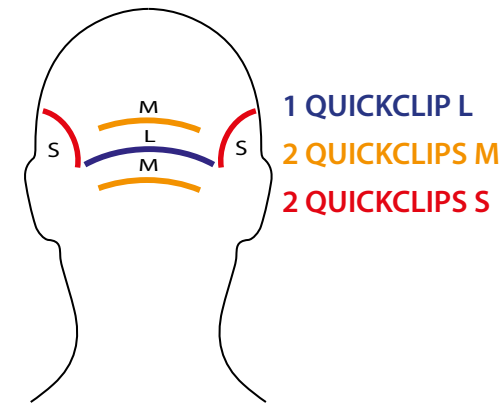
100 GRAMS FOR FINE AND THIN HAIR



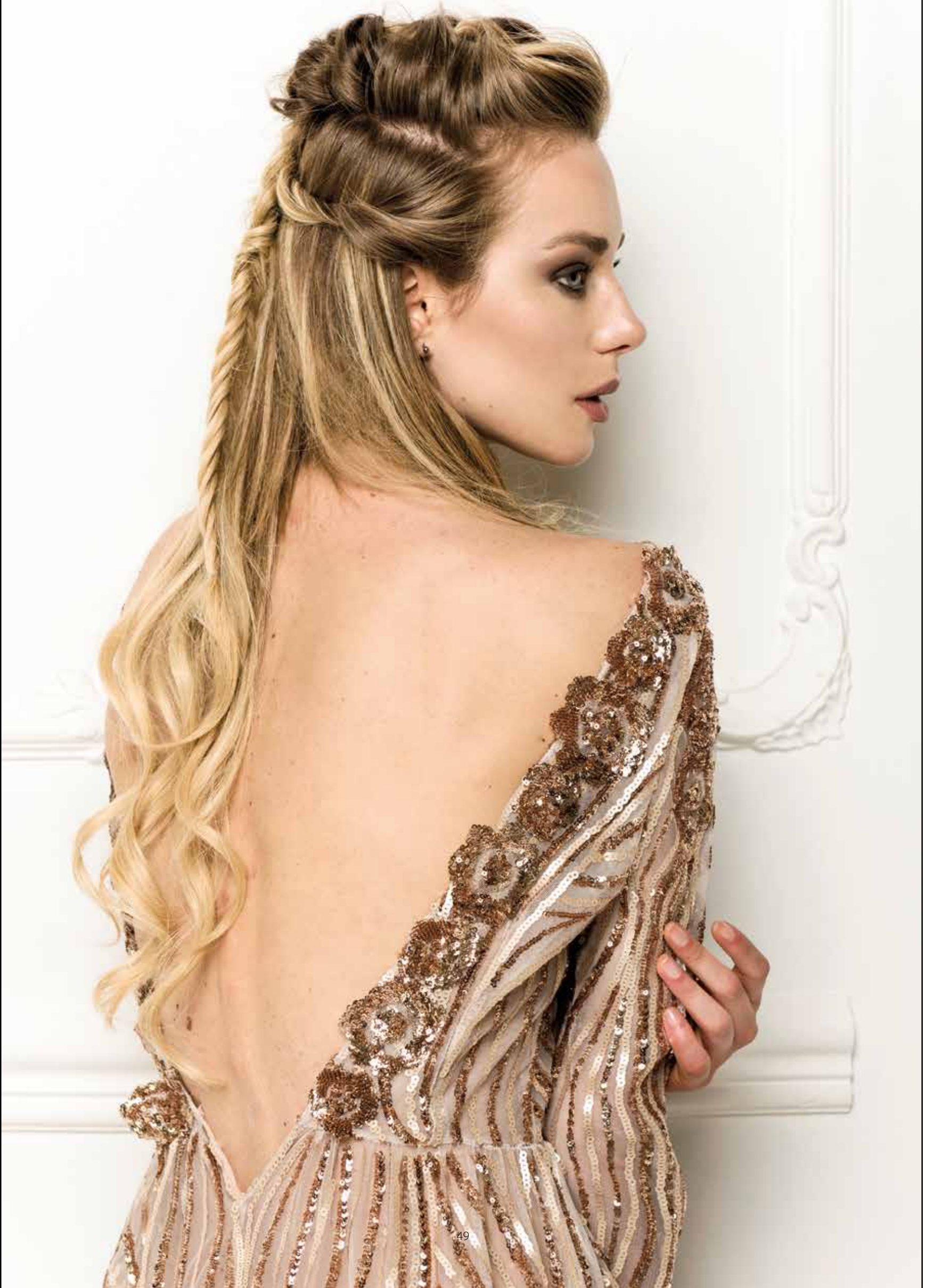
137,5 GRAMS REGULAR FOR MEDIUM THICK HAIR



175 GRAMS FOR THICK HAIR



A whole new range of colors created specifically for our Quickclips, with various tones and shades.
To blend naturally with the wearer's hair.
Our Quickclips are a temporary solution made with premium quality non-cuticle Remy hair.
Our Quickclips S-M-L come in single packs so you may choose the right set according to your hair thickness.
The combinations indicated above are just some suggestions.



BLACKS AND DARK BROWNS



1 1b 2 2B

GOLDEN MEDIUM BROWNS



3 4



5 6

LIGHT ASH BROWNS



7 9

LIGHT BROWNS AND GOLDEN AUBURN BLONDES



8 10



12 26



27 24

LIGHT BLONDES



24 28



25 101



613 31

AUBURNS AND REDS



31 32/34



33 35



130 3/27

HIGHLIGHTS



3/27 6/24



27/25 27/613



28/613 7/12/101

OMBRES



2/2BSH4



2BSH26



3SH28



4/6SH27



4SH25



7SH101

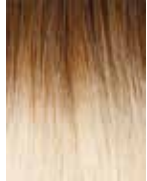


10/27SH28

ROOTED



3RTD28



4RTD25



5RTD101

STANDARD TAPE EXTENSIONS

HAIR LENGTH 35 cm

Naturals: 1 – 1B – 2 – 2B – 3 – 4 – 5 – 6 – 7 – 8 – 9 – 10 – 12 – 24 – 25 – 27 – 28 – 31 – 33 – 35 – 101 – 130 – 613

HAIR LENGTH 45 cm

Naturals: 1 – 1B – 2 – 2B – 3 – 4 – 5 – 6 – 7 – 8 – 9 – 10 – 12 – 24 – 25 – 26 – 27 – 28 – 31 – 33 – 35 – 101 – 130 – 613

Highlights: 3/27 – 6/24 – 27/25 – 27/613 – 28/613 – 32/34 – 4/27/613

Ombres: 2/2BSH4 – 2BSH26 – 3SH28 – 4SH25 – 4/6SH27 – 7SH101 – 10/27SH28

Rooted: 3RTD28 – 4RTD25 – 5RTD101

HAIR LENGTH 55 cm

Naturals: 1 – 1B – 2 – 2B – 3 – 4 – 5 – 6 – 7 – 8 – 9 – 10 – 12 – 24 – 25 – 26 – 27 – 28 – 31 – 33 – 35 – 101 – 130 – 613

Highlights: 3/27 – 6/24 – 27/25 – 27/613 – 28/613 – 32/34 – 4/27/613 – 7/12/101

Ombres: 2/2BSH4 – 2BSH26 – 3SH28 – 4SH25 – 4/6SH27 – 7SH101 – 10/27SH28

Rooted: 3RTD28 – 4RTD25 – 5RTD101

CURLY - HAIR LENGTH 55 cm

Naturals: 1 – 1B – 2 – 2B – 3 – 4 – 5 – 6 – 8 – 10 – 12 – 24 – 25 – 27 – 28 – 31 – 33 – 613

EVOLUTION TAPE EXTENSIONS

HAIR LENGTH 45 cm

Naturals: 1 – 1B – 2 – 2B – 3 – 4 – 5 – 6 – 7 – 8 – 9 – 10 – 12 – 24 – 25 – 26 – 27 – 28 – 31 – 33 – 35 – 101 – 130 – 613

Highlights: 3/27 – 6/24 – 27/25 – 27/613 – 28/613 – 32/34 – 4/27/613

Ombres: 2/2BSH4 – 2BSH26 – 3SH28 – 4SH25 – 4/6SH27 – 7SH101 – 10/27SH28

Rooted: 3RTD28 – 4RTD25 – 5RTD101

HAIR LENGTH 55 cm

Naturals: 1 – 1B – 2 – 2B – 3 – 4 – 5 – 6 – 7 – 8 – 9 – 10 – 12 – 24 – 25 – 26 – 27 – 28 – 31 – 33 – 35 – 101 – 130 – 613

Highlights: 3/27 – 6/24 – 27/25 – 27/613 – 28/613 – 32/34 – 4/27/613

Ombres: 2/2BSH4 – 2BSH26 – 3SH28 – 4SH25 – 4/6SH27 – 7SH101 – 10/27SH28

Rooted: 3RTD28 – 4RTD25 – 5RTD101

KERATIN EXTENSIONS

HAIR LENGTH 35 cm

Naturals: 1 – 1B – 2 – 2B – 3 – 4 – 5 – 6 – 7 – 8 – 9 – 10 – 12 – 24 – 25 – 27 – 28 – 31 – 33 – 35 – 101 – 130 – 613

HAIR LENGTH 45 cm

Naturals: 1 – 1B – 2 – 2B – 3 – 4 – 5 – 6 – 7 – 8 – 9 – 10 – 12 – 24 – 25 – 27 – 28 – 31 – 33 – 35 – 101 – 130 – 613

Ombres: 2BSH26 – 3SH28 – 4SH25 – 7SH101

Rooted: 4RTD25 – 5RTD101

HAIR LENGTH 55 cm

Naturals: 1 – 1B – 2 – 2B – 3 – 4 – 5 – 6 – 7 – 8 – 9 – 10 – 12 – 24 – 25 – 26 – 27 – 28 – 31 – 33 – 35 – 101 – 130 – 613

Highlights: 3/27 – 6/24 – 27/25 – 27/613 – 28/613 – 32/34

Ombres: 2/2BSH4 – 2BSH26 – 3SH28 – 4SH25 – 4/6SH27 – 7SH101 – 10/27SH28

Rooted: 3RTD28 – 4RTD25 – 5RTD101

HAIR LENGTH 65 cm

Naturals: 1 – 1B – 2 – 2B – 3 – 4 – 6 – 8 – 10 – 12 – 24 – 25 – 27 – 28 – 101 – 613

CURLY - HAIR LENGTH 55cm

Naturals: 1 – 1B – 2 – 2B – 3 – 4 – 5 – 6 – 8 – 10 – 12 – 24 – 25 – 27 – 28 – 31 – 33 – 613

QUICKCLIPS

HAIR LENGTH 50cm

Naturals: 1 – 2 – 3 – 4 – 6 – 7 – 8 – 10 – 24 – 25 – 28 – 33 – 35 – 101 – 613

Highlights: 28/613 – 27/25 – 6/24 – 4/27/613

Ombres: 2BSH26 – 3SH28 – 4SH25 – 7SH101

Hair Extensions Training Courses

We regularly organize training and refresher courses on the best and most advanced hair lengthening techniques.

Our aim is to train specialized professionals in the art of hair extensions.

Our courses will allow you to gain the necessary skills and professionalism needed to achieve perfect extensions and increase this area of business in your salon.

We undertake to provide you with the best cuticle-intact hair available on the market today, along with our expertise in the cutting-edge application techniques needed to achieve perfect extensions, together with the necessary marketing and advertising tools to boost this area of your business. It is vital that a hair extension service brings added value to your salon and that it does not, under any circumstances, cause problems to your clients following an application, and consequently to you as a result.

These problems include:

- hair which becomes tangled, dry or dehydrated just days or weeks after an application
- extensions which cause pain to the client due to an improper application;
- extensions which fall off from the client's hair due to an improper application or poor after-care.

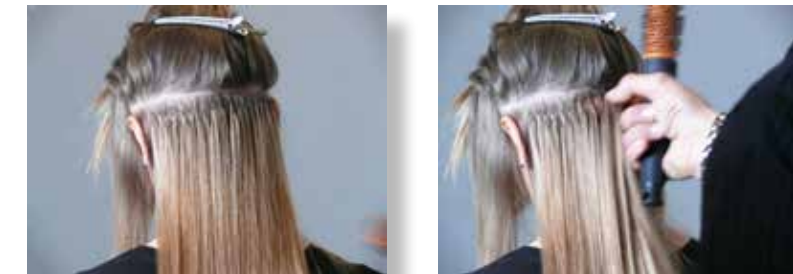
If you know a colleague who has had any of these experiences, or if they have happened to you personally, then you will be well aware of the negative effects that poor publicity can have on your salon. Not only will it lead you to lose that particular client, but also to lose credibility in the eyes of all your clients, causing enormous damage to you, and to the hair extension industry in general.

In terms of hair lengthening, training is the key! Having extensions applied is expensive, and the client's expectations are high as a result.

So when you provide a hair extension service, not only must you use high quality hair, but it also has to be applied to perfection.

Professional training is a fundamental step in being 100% sure of the type of extensions you are applying, and to prevent any possible problems following an application.

As many of your colleagues have done before you, enroll in one of our Extension Specialist Workshops, involving two intense days, working alongside expert professionals and become a **"Hair Extension Specialist"**.



The benefits of our courses are numerous:

- You will achieve perfect hair extension installations, which will boost your and your salon's reputation;
- Your work will act as a form of free publicity, increasing your visibility;
- You will immediately be noticed by friends and colleagues, eager to know who achieved such perfect extension installations;
- You will apply superior quality hair that your clients are probably not used to wearing;
- You will no longer need to worry about today's immense competition in this field, because your services will be chosen by even the most demanding clients;
- A perfect installation will bring you more clients!

We believe that an excellent product, such as our cuticle- intact Remy hair extensions, should be accompanied by a high quality application process. Application and aftercare performed by trained stylists is the only way to obtain perfect hair extensions and a final effect which satisfies the client and encourages them to return, as well as preventing any possible post-sales problems. .

Our courses aim to develop the following skills:

- Knowledge of the different types of Fair Fashion hair extensions and their characteristics;
- Ability to evaluate when the application of extensions is appropriate, based on the individual client;
- Knowledge and mastery of the specific techniques for correct application and removal, and for correct maintenance following an application;
- Promotion of hair extension services.

Care and Maintenance Plus 12 Products

Hair extensions are not attached to the scalp, therefore they are unable to benefit from the substances produced by the body to protect the hair.

Even cuticle-intact Remy hair, used for the best quality extensions available on the market, requires greater care than natural hair, and needs to be moisturized using quality products.

PLUS 12 is Fair Fashion's new line of products, designed to meet the specific needs of treated and colored hair such as are hair extensions. Each product contains a blend of 12 organically grown plants, obtained by enzymatic extraction, which combine with other specially chosen active ingredients. The synergic action of the various extracts gives a complete and effective plant complex, to restructure, nourish and strengthen the hair, from root to tip.

All products in the PLUS 12 line are free from sulphates, silicone, mineral oils, parabens and CMIT/MIT.



PLUS 12 MULTI-ACTION RESTRUCTURING SHAMPOO

Multi-functional shampoo for treated and colored hair, ideal for hair extensions. Contains various active substances and amino acids, such as arginine, to restructure, reinforce and protect brittle and damaged hair, giving strength and nourishment to the entire hair structure.

Keratin and wheat protein nourish the hair right down to the cortex, protecting the hair from root to tip, and increasing brightness and shine.



PLUS 12 NOURISHING RESTRUCTURING MASK

Its restructuring and reinforcing action is ideal for treated and colored hair, specific for hair extensions. Nourishes deep down, giving body and bounce to brittle and damaged hair which tends to break. Shea butter and olive oil, thanks to their unsaponifiable fraction rich in squalene, plant sterols, oleic and linoleic acid, strengthen dry and damaged hair, increasing resistance to the mechanical stress caused by styling. Reduces split ends and helps prevent their formation.



PLUS 12 LOTION WITH RESTRUCTURING KERATIN LIQUID

Spray lotion to be used after every wash. Ideal for hair extensions.

With its nourishing, strengthening and protective action, this lotion is ideal for the treatment of brittle and damaged hair. Particularly recommended for stressed or treated hair.

Makes styling easier and protects against heat stress, so you can use straightening irons with confidence.

Contains a special, latest generation quaternized KERATIN which rebuilds the damaged cuticles, giving a uniform appearance to the hair and restoring shine. Its strong conditioning action gives softness and shine to dry hair, repairing the damaged hair shaft.



BRUSH FOR HAIR EXTENSIONS

Our brush in Kotibè wood is specifically designed for hair extensions. We recommend brushing several times a day, especially if the extensions are very long.

Regular brushing keeps the cuticles closed and helps prevent tangling.





Easy Volume Luxury Net

MORE VOLUME WITH OUR FAIR FASHION HAIRPIECES

ABOUT US

For more than 30 years we've been close to women who have had to face difficult times in their life such as hair loss. We are aware that hair thinning and hair loss due to alopecia can lead to emotional trauma and prevent a person from living happily. For this reason, we have designed wigs and hairpieces to help every woman feel beautiful again and at the same time feel comfortable and as natural as possible.

Our attention and care are focused on the development and production of not just ordinary wigs and hairpieces but rather on trying to find valid solutions.

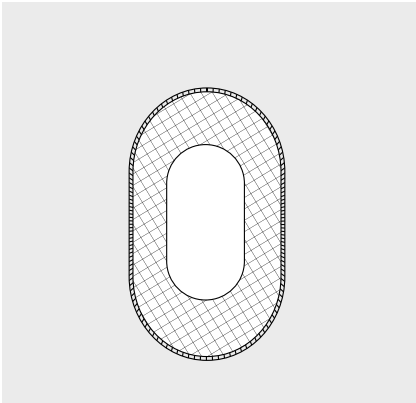
Being in constant contact with our Clients, has enabled us to design and create a line of hairpieces that are natural to the eye and allow you to live a full and active lifestyle whether you do sports, play with your children or just simply want to create a new hairstyle.

Our Easy Volume Luxury hairpieces have been designed to help and improve your natural feminine beauty. Made exclusively with 100% premium quality Remy European hair, with intact cuticles, both our Easy Volume Luxury Net and Luxury Top blend naturally with your hair to give full volume and therefore, restoring self-confidence.

BEFORE



AFTER



TYPE LUXURY NET S ● **SIZE** 14 x 8 cm (stock piece) ● **CELL SIZE** 5 cm ● **HAIR LENGTH** 20 cm

HAIR COLOR 8 (bleached) ● **ATTACHMENT** Keratin thread

The client suffers from slight hair thinning at the top part of the head and because the area is quite small, we applied an Easy Volume Luxury Net S size 14x8cm, hair length 20cm, with French Top on the parting line (hairpiece in stock and ready to ship). An alternative can be a custom-made Luxury Net hairpiece with 11mm size cells.

Why choose Easy Volume Luxury Net

WITH EASY VOLUME LUXURY NET YOU CAN:

- Find a definitive, personalized, functional and exceptionally beautiful solution for hair thinning.
- Rely on a sure and tested method given by our 20 years of professional experience in this field.
- Regain happiness and self esteem thanks to this discreet solution, which naturally blends with your hair and rebuilds your confidence and lets you live a full and happy life among friends and family every minute of the day.
- Benefit from this easy to apply and comfortable to wear solution, breathable to the scalp, which fits and feels perfect and allows you to do most everything.
- Change your hair style and color with a temporary solution that does not limit you.
- Continue using hair sprays, gels or any other hair products, such as shampoos or conditioners, because you can wash and comb your Easy Volume Luxury hairpiece as you would your natural hair.
- Go for a swim, whether in a pool or the sea, continue doing sports, go the gym, wear helmets or hats without worrying about any inconvenient mishaps.

LUXURY NET SIZES AND HAIR LENGTHS



Top Size S 14X8 cm



Top Size M misura 16X14 cm



Hair length: 22 cm



Hair length: 35 cm

Easy Volume Luxury Net

HAIRPIECE ATTACHMENT

Easy Volume Luxury Net is a non-surgical hairpiece that integrates a virtually invisible net into the Client’s existing hair with a special thread of keratin. The Client’s hair is pulled through the holes all around the perimeter of the net.

It’s not like most other hairpieces available on the market, because it integrates perfectly into the wearer’s natural hair and does not require the wearer’s natural hair to be shaved prior to installation, therefore, avoiding further discomfort.

This Microline method is not invasive, and thanks to its natural appearance and characteristics does not set any limitations to one’s normal lifestyle: you can go for a swim, do sports, change hairstyles, or play with your children with no restrictions.

This method integrates a micro-fine, virtually “invisible” hair net into the client’s existing hair. A special bonding thread of keratin is gently and durably worked into the client’s hair.

Our micro-fine thread of keratin is available in 3 different colors, dark brown, light brown and blonde, in order to blend in perfectly with your hair.

THREAD OF KERATIN

Available in 3 different colors:

- Dark brown
- Light brown
- Blonde



AVAILABLE COLORS AND READY TO SHIP



4/6



8



8/14



10/12



12/14/16

Custom Made Luxury Net

WHAT PARAMETERS ARE NECESSARY FOR A CUSTOM MADE HAIRPIECE?

1. TOP SIZE

Luxury Net top size depends on the Client’s extent of hair thinning and bald area.

2. SIZE OF THE CELLS THAT MAKE UP THE NET STRUCTURE

The cells that form the net come in 3 sizes: 5mm – 8mm – 11mm.

The bigger these cells are and the less volume of hair the hairpiece has, vice-versa the smaller the cells and the more volume of hair.

3. POSITIONING AND SIZE OF THE FRENCH TOP

The French Top can be added in those areas where there is an important extent of hair thinning. Hair thinning can be more prominent in areas such as the parting line, the crown area, and frontal area.

4. HAIR LENGTH

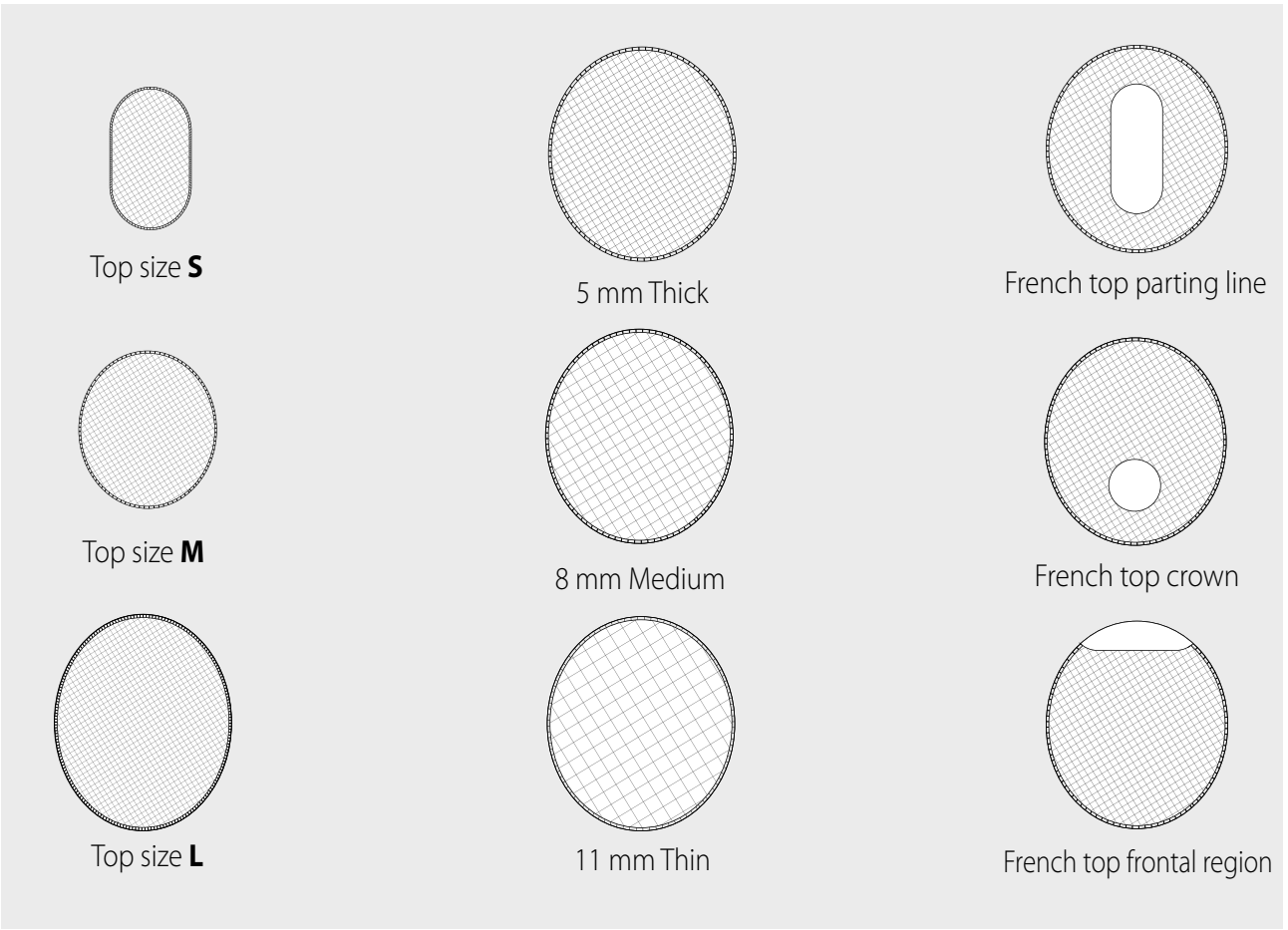
Our custom made Luxury Net hairpieces are available in 6 different hair lengths:

20cm – 25cm – 30cm – 35cm – 40cm - 45cm

5. HAIR COLOR

Our custom made Luxury Net is available in a vast range of shades, from dark brown to light blonde. For a perfect and invisible integration the color has to be as similar as possible to the wearer’s natural hair.

**Estimated delivery 60-90 days*



Why Choose Fair Fashion

PREMIUM QUALITY EUROPEAN HAIR

All of our Easy Volume Luxury hairpieces are made with premium European hair with intact cuticles, the best quality available on the international market today. This European hair, which is becoming always harder to find, compared to Asian hair, has a unique texture, is soft and shiny and has a natural movement making it almost impossible to notice you are wearing a hairpiece.

PROFIT MARGINS AND TRANSPARENT COSTS

Our Easy Volume Luxury prices guarantee salons more than a 200% profit margin. Our suggested retail prices make the end consumer feel confident they are paying the right price..

TRAINING COURSES

We regularly organize training and refresher courses on the best and most advanced hair thickening techniques. Our aim is to form specialized professionals. Our courses provide the skills and professional competence necessary to increase a salon's business.

A WIDE RANGE TO CHOOSE FROM

A wide range of hairpieces in stock and ready to ship and the possibility to customize your Easy Volume Luxury hairpiece depending the Client's needs.

FRENCH TOP

Now available with French Top lace mesh, that can be positioned either on the parting line, the frontal region or crown, those areas where hair thinning can be prominent.

"French Top" is made with 3 layers of lace mesh which hides the knots giving the impression that the hair grows directly from the scalp with a very natural effect.

Hair Thickening Training

WE FORM SPECIALIZED PROFESSIONALS IN THE FIELD OF HAIR THICKENING
AND GUARANTEE THE RIGHT COMPETENCE AND SKILLS TO YOUR SALON

We regularly organize training and refresher courses on the best and most advanced hair thickening techniques.

Our aim is to form specialized professionals in order to offer better support and the best solution for all those women who are suffering from hair thinning.

Participating in our training courses will give you the skills and competence to work at best.

We produce innovative hairpieces, created with the finest quality cuticle-intact hair available on the market, and provide our professional and technical knowledge on up-to-date attachment methods.

Attaching a hairpiece, such as our Easy Volume Mono and Easy Volume Luxury Net, is not complicated but at the same time can be very delicate and requires special skills in all its phases: from the initial consultation, to a correct attachment, to care and maintenance, up to its removal.

A professional thickening service gives the possibility to transform and improve a person's self-esteem and image.

In order to instill confidence and trust, it's very important to have the right competence and professional skills

Why do we provide hair thickening workshops dedicated for specialized salons?

We strongly believe that an excellent product must be combined with highly professional hair thickening skills, and for this reason we continuously invest in our formation attending up-to-date training courses all over Italy and abroad.

We want impart our way of thinking to all those who use our products.

With over twenty years of experience, we at FAIR FASHION offer the possibility to become a skilled professional in hair thickening by offering courses created specifically for professional salons. Our aim is to forge highly skilled professionals in the world of hair thickening so that our salon can offer the best solutions.

Our courses are aimed at developing the following skills:

- learn about our different types of hairpieces and their different features;
- the ability to understand when a hairpiece is a suitable option;
- the ability to choose the right hairpiece depending on the person's needs;
- acquire the skills for a proper application and removal of the hairpiece;
- how to make a mold for a customized hairpiece;
- learn the different techniques for the correct care and maintenance after each application;
- styling and trimming once the hairpiece has been applied;
- marketing skills for hair thickening services

FAIR FASHION®
EXTENDYOURFASHION

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