



DI BIASE HAIR EXTENSIONS USA  
EXTENDED REVOLUTION

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The HAIR EXTENSION  
guide

# Create New Excitement With Hair Extension Marketing!

*Extend Your Potential Opportunities With Unique Service Advantages!*

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Professional salon hair extension services are hot and getting even more popular with celebrities as well as every day salon clients! There are often more hair extension companies exhibiting at the professional beauty trade shows across the globe than shampoo and appliance companies. Whereas several five to ten years ago there were only about 25 professional hair extensions companies here in North America, today there are almost 750. There is great and challenging news with this declaration.

Hair extensions are definitely much more main stream popular with women, men and teens to the Hollywood celebrities, beauty pageant contestants and TV news anchors. There are competitive advantages and disadvantages. The good news is that more people are now aware of the benefits of professional salon hair extensions. The downside is that you really must stand out by marketing yourself as a hair extensions expert. It's time to not only get yourself and your entire team certified on hair extension artistry, you must really learn how to create a terrific marketing, advertising, promotional and PR campaign for this highly profitable and specialty salon service.

Hollywood celebrities, musicians, beauty pageant queens and high profile women are definitely helping to make hair extensions the best and hottest new hair fashion trend again this year. Just watch the Red Carpet. You will see them at the Oscars, Emmys, and the MTV Awards as well as on Bachelorette, bachelor Pad and all of the newest reality TV shows. Stars like Paris Hilton, Lindsay Lohan, Nicole Kidman, Faith Hill, Jessica Simpson, and others often magically go from smooth and sleek looks to long voluminous looks overnight – while wonderfully taking advantage of today's hair extension options. You should not be surprised to know that many of the male actors and musicians also now wear hair extensions. From all reports and like creative haircolor, this progressive new salon hair service trend will continue for many more years to come. Today, professional hair extension services are being promoted for much more than length. You can help your female and male clients with new volume, texture, highlights, lowlights, multi-dimensional haircolor and even fantasy hair fashion artistry.

**Define Your U.S.A. With Professional Hair Extensions:** Do you have a salon service that you truly specialize in? Does your salon or day spa have and promote a specialty service? Do you know what your Unique Service Advantages are? Today, there are great salons on virtually every street corner, in every shopping center and mall across the globe. Everyone may be good at haircuts and haircolor, yet now is the time to take advantage of creating a special niche for yourself and your salon with professional salon hair extension services.

**The Advantages With Many New Choices:** Most salon clients do not really know to ask for a namebrand hair extensions company, service or products. Some of the very best known professional hair extension companies include Di Biase Hair Extensions USA, Ultratress, Balmain, Cinderella, Hairlocs, Hairdreams, Great Lengths, HairUWear, SO.CAP. Euro, SO.CAP. Original, Dream Catchers and the list goes on. You need to analyze the unique quality and benefits of each hair extensions' brand, before you will be able to effectively market your specialty hair extension services and products. They really are not all the same! If you do not currently offer hair extensions in your salon, take the time to investigate these companies, while researching what comprehensive marketing, advertising and PR support they may be able to share with you. If you already do have hair extension services in your salon, make sure that your manufacturer and distributors are supporting you with both national and localized education as well as marketing programs.

**Hair Extension Techniques ~ Clip On, Sticker & Fusion Bonds:** You need to learn about all of the best hair extension application techniques and variables available, so that you may properly educate each of your clients. With all of the recent national media attention, most every woman understands clip on and adhesive hair pieces as well as the bonded hair extensions today. They are easy, inexpensive and temporary solutions with extremely competitive pricing. Many clients buy these synthetic hair clip-ons at their local drug stores, beauty stores and discounts stores, so you should not want to compete at that type of lower quality discount retail level.

Your hair extension consultations should begin with an explanation of the differences between clip-on, bonded and adhesive sticker techniques as well as the various warm and cold fusion hair extension bonding techniques. There are certainly plenty of options with synthetic



versus human hair qualities as well as with a variety of hair extension equipment and bonding techniques. It usually stands to reason that the more expensive the equipment investment, the better quality the hair and equipment are. For example, Di Biase Hair Extensions USA offers very exciting warm and cold fusion techniques. Cold fusion bonding machines specially apply energy that softens the 100% keratin bond, forming a strong, invisible and long-lasting hold. This occurs without using any heat, which is often the preferred method for attaching hair extensions to thin, colored or chemically treated hair. It's safe to the hair and scalp of your client, while also safe for you and your fingers. The bonds are stronger and the service is heat free.

**Education & Certification:** Vikki Parman, CEO of Di Biase Hair Extensions USA, notes, "You really must take the time to become certified, so that you will be able to effectively perform and style your hair extension services while also learning how to best market them. Most professional hair extension companies offer one and two day certification classes as well as refresher and advanced workshop options. To be successful, you really must invest some of your time to educate yourselves and your clients. While researching the best available hands-on workshops, review each company's website, background and media credentials. If you are already certified, you still really need to research reciprocity options, so that you will truly understand all of the products, techniques, advantages, benefits and options – if and when you determine to switch hair extension companies."

**Hair Extension Marketing Basics:** It's time to become respected as one of 'THE top hair extensionists' in your town, through a well supported marketing, advertising and PR campaign. If you already offer professional salon hair extensions, you now need to ensure that your local community knows this. Properly marketed, hair extension artistry will definitely make you and your salon highly respected. It will enhance staff and client recruitment. It will also make you much more profitable. You will need to create an annual hair extension marketing plan that is complete with advertising, promotions, printed merchandising materials, special events and media relations.

**Hair Extension Brochures & Service Menus:** Besides your traditional salon service menu, you should add one full section on your professional hair extensions. Like specialty haircolor services, consider creating a separate menu dedicated to your professional hair extension services and expertise. This menu should explain the many benefits, options and variables with your professional salon hair extensions. It should explain what to ask for, what to expect and how your client's should take care of their new hair extensions at home between salon visits. Show off some of your best before and after hair extension makeover photographs.



**Service & Pricing Strategies:** There really are so many variable options to consider, when consulting with your clients. You may want to start with a portion of their heads while adding multi-dimensional haircolor highlight or lowlight accents. We recommend that you do not try to 'sell' hair extensions to someone. Take your time by analyzing all of each client's personal needs and haircare desires during your preliminary haircare consultations. Determine their current haircare challenges. Offer customized hair extensions as the perfect solution to their personal hair challenges, whether it is for length, volume, texture, body or highlights. For example, if they want permanent haircolor and highlights, yet do not want bleach you can safely add multi-dimensional haircolor with hair extensions. If they have short hair, yet need long hair for a special event, prom or their wedding, you will still have the solution.

Do not worry about anyone else's hair extension service prices. You should price your hair extension services in a competitive manner like you do for your haircuts and haircolor. By being competitive, you should offer a premier price, if you are one of the best or only hair extensionists in town. You really do not need to offer low prices or discounts with hair extensions. Do not try to undercut anyone else. You really need to value your premier hair extension products, your time and to respect your own talents.

Today, a full head of professionally bonded human hair extensions by a salon professional may be offered at anywhere from \$1200 to \$5500+ across North America. The reality is that an average full head of salon facilitated hair extensions today should sell between no less than \$1500 to about \$2000. Many salons are currently at the \$1500 to \$2000 price. \$800 to \$1000 is really much too cheap, when you consider the actual costs of the hair, the required equipment, educational certifications, inventory, your personal artistry, marketing support programs and most importantly the value of your time. There are many top hair designers that sell their haircuts at \$65 to \$85, haircolor highlights at \$150 to \$250 and their hair extensions at \$2000 to \$3500+. Today, many professional salon hair extensionists make well

over \$100,000 to \$200,000 by specializing in this popular service. The choice is yours! Do you want to be respected as one of the best experts at hair extensions ... or just another hairstylist who occasionally offers this as an extra service. Make a statement!

We strongly suggest that you promote your hair extension services at full price. If desired, you may want to offer a \$100 or \$200 gift certificate discount towards any new first-time full head of hair extensions. You can also offer a 'Gift With Purchase' by offering a large gift of professional home haircare products, tools and special hair extension safe hairbrushes with any full head of hair extensions. Cross market a discount on your hair extensions with gift card sales for other salon and spa services.

**Creative Marketing, Advertising & PR Strategies!** Do you want to become known as 'THE Top Hair Extensionist' in town? If you really want to become respected as the best team of hair extensionists in your area, you will need to create a complete annual marketing, advertising and PR strategy dedicated to hair extensions, while balancing it with your other services like haircuts, haircolor, nailcare and spicare. If no one has created a position for themselves as the leading hair extensionists in town, then you will need to create a marketing plan that will earn this title for you. Even if others do offer hair extensions locally, there's no reason you cannot become respected as the top hair extensionist. There are many options and promotional strategies that you may consider. As part of our certification educational programs, we work with our salon professionals to teach them how to effectively market hair extensions as these sell-through techniques will be critically important to your long-term success and profitability.

**You Must Wear Them To Sell Them!** This is true! You have heard this before for creative haircolor and highlight artistry. This is really true for professional salon hair extensions. Make sure everyone on your staff wears them, especially your receptionists. You cannot effectively sell hair extensions if you don't wear them.

**Email Marketing:** This very affordable marketing strategy is excellent! It should become an essential part of your annual hair extension marketing strategy! Create colorful email blasts with some of your most amazing hair extension makeovers, while educating your clients on the special advantages, benefits and options with hair extensions. Create a special computerized email database of your clients, so you or your webmaster will be able to email them hair extension news, promotions and makeover ideas.

**Print Advertising:** Consider advertising your hair extension makeovers and artistry in some of the best local city and regional magazines. Even if you only acquire ¼, 1/3 or ½ page full color advertisements two to three times per year, this will help to position you as one of the top hair extension artists in town. We do not recommend newspaper advertising unless they are offering a special salon, haircare, hair extensions or 'Best Of' section.

**Internet & Website Marketing Options:** Make sure your website promotes your hair extensions, sharing a complete gallery of your makeover photographs. Tell about all of your various hair extension services, products and extras. Take the time to do an Internet search of hair extension websites, where consumers can find local hair extensionists. Type in 'hair extensions' on your next Google Search. You will be amazed. As you already should know by visiting this website, one of the leading websites internationally is www.HairExtensionGuide.com. This website is perfect for salon clients and salon professionals alike. Here you will find all of the top professional hair extension companies. You can also search to see who is competitively listed in your area. You will certainly be able to learn more about professional hair extensions by checking updates at this website weekly and monthly. This website gives you the opportunity to promote yourself and your salon as hair extension specialists.

**Direct Mail Marketing:** Direct mail should become an essential part of your annual hair extension marketing strategy! Create colorful postcards with beautiful hair extension makeover photographs and your logo on the front with a personalized message about complimentary consultations on the backside. Collect the names, addresses, telephone numbers and email addresses from your clients. Create a computerized direct mail database of your clients, so you will be able to mail them special hair extension postcards, newsletters, fliers and brochures. Explore upscale Clipper Magazine, Savvy Shopper and Mint – direct mail magazines, where you can affordably promote your haircolor for less than 3 to 4 cents per home, while reaching as many as 50,000 homes surrounding your salon. They even offer detached label postcards at less than 10 to 15 cents per home, specifically targeted to the homes near your salon.

**Radio & TV Broadcast Advertising Options:** We only recommend cable TV and radio advertising in small city markets or if you have multiple locations in a large metropolitan city. Radio and TV are quite expensive, if you buy preferred drive time spots. It is not worth buying R.O.S. or 'Run Of Schedule' with odd hours in the middle of the night. Radio and TV will usually target a much larger area than you need, while most salon clients still will only drive 3 to 5 miles for their services. If you can afford it and you can put together an ongoing campaign, then do it. Your radio and TV stations will help you create the commercials, so negotiate for these as part of your annual advertising agreement package.

**Pretty For Prom & Fun Bridal Party Promotions:** Have fun promoting a few hair extension grafts / hair pieces to match the prom dresses, bridesmaid's gowns or party dresses for only \$10 per piece or \$25 for three hair strands / pieces. You should run advertisements in the high school and college newspapers as well as to run full color advertisements in your regional bridal magazines. You can offer 3 FREE Hair Extension strands / pieces to match any prom, homecoming or bridal party dress, with complete 'Pretty For Prom' or 'Bridal Party' Packages – each with a new haircut, haircolor or highlight, upstyle, eyebrow arch, manicure and pedicure.

**Seasonal Promotions:** You should promote temporary sticker and clip on hair extensions seasonally with fantasy haircolor artistry for holidays with green for St. Patrick's Day, red or pink for Valentine's Day, orange and black for Halloween. You can promote hair extensions with team colors for the big football and basketball games.



**Hair Extension & Makeover Consultation Portfolios & Stylebooks:** These will be your most fun and visual promotions. Share as many of your own makeover photographs as you can in your advertising, posters and point-of-purchase materials. Create your own 'Hair Extension Makeover Consultation Stylebooks'. Include PR Reprints as well as feature articles about hair extensions from local and national magazines. Be sure to offer Passion and other stylebooks, where hair extensions are featured.

**Teens:** High school and college teen women love hair extensions for added texture, length, fantasy haircolor and highlights. They love everything fun, flirty and fashionable. With teens, you can promote both temporary clip-ons and permanent hair extensions. You will be surprised at how they can afford it, with a little help from their parents. Try to create special Teen Nights with lecture demonstrations and educational events in your salon and at the local high schools. Hand out special Salon V.I.P. Cards and Hair Extension Gift Certificates to everyone in attendance. Offer a few free colorful hair extensions to the captains of the high school cheerleaders and dancers. Everyone follows the lead of these teen fashionistas.

**Men:** Create and market a special hair extensions program just for men with thin and thinning hair. Once you have a few men start to wear your hair extensions for volume, body, length, texture and highlights, you will be surprised at how many more men you will start to handle. Michael Baker a Di Biase Hair Extensions USA educator and hair extensionist that owns the Michael Warren Salon in Elkhart, IN – specializes in men's hair extensions. He has perfected very small micro-grafts, so you can't see or feel the hair extensions in your

Why have ordinary hair when you can have *Extraordinary Hair?*

**Explore Magical Makeovers**  
with various new length, texture and highlights.  
The possibilities are endless!

**Ask Your Hairstylist For A FREE Consultation!**

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Di Biase Hair USA Hair Extensionists are trained, certified specialists who are able to create smooth and invisible bonds while maintaining the vitality and health of your natural hair.

client's hair. He has established a large clientele of local men and celebrities as well as many who drive for hours on end just to take advantage of his unique expertise.

**Cross Marketing:** Visit with local dermatologists, hair loss clinics and medical clinics that help teens and women with alopecia or those that are recovering from chemotherapy treatments. Drop off your cards and brochures, while offering free hair extensions and hair replacement service consultations. Be sure to offer these folks private and confidential consultations. You may be able to offer their receptionist a complimentary product or partial service, just for working with you.

**Point-Of-Purchase Merchandising:** Create colorful tent cards, mirror cards, counter cards, self talkers, posters, window banners and outdoor signage that will seasonally promote all of your creative hair extension services both in and outside of your salon. Share big photographs of your best hair extension makeovers on women, men and teens.

**Boilerplate Hair Extension Marketing Programs:** Some of the professional companies like Di Biase Hair Extensions USA offer you pre-designed brochures, posters, postcards, newspaper and magazine advertisements where you can easily add your own salon logo, address, telephone number and website information. They may offer this artwork on their websites or on CD's. If they offer PR Reprints from nationally published feature articles, ask how you can get copies of these to use in your salon and to frame for your 'Wall Of Fame'.

**Charity Fundraiser Events:** You may be able to promote your hair extensions, by being affiliated with a charity. For example, many of the professional hair extensions companies will work with you during Breast Cancer Awareness Month, using pink hair strands. You can add fun pink hair extension grafts to your client's hair for a small \$10 donation, per hair graft. This event has helped raise hundreds of thousands of dollars to support breast cancer research and education. It has also helped raise awareness of salon hair extension services inclusive of fantasy haircolor extensions.

**Promote Your Basic & Advanced Hair Extension Certifications:** Your salon 'Wall Of Fame' should boast framed copies of your Hair Extension Certification Award certificates. Clients are always very impressed by well educated hair designers.

**PR & Media Relations Strategies:** PR exposure must be pursued by you to promote your hair extension specialties, while educating the public on these specialty services. You cannot over commercialize or 'sell' anything through PR via media releases and feature stories. Plan a hair extension makeover photography session, so you can share your best work with the local newspapers as well as the national consumer hair magazines. Once published, take this new found fame to the bank with posters and advertisements that scream "ABC Salon Makes National & International Headlines!" These special hair extension makeover photographs should also be used in your email blasts, reception area portfolios, regional magazine advertisements, postcards, newsletters and on your website.



**Specialty Hair Extension Products:** It is important that you are ready to promote how your clients should take care of professional hair extensions at home between salon visits. We suggest that you include a \$50 to \$75 value package of Specialty Hair Extension Shampoos, Conditioners, Hairstyling Products and a Hairbrush with each new Full Head Hair Extension Service. When clients are willing to spend \$1500 to \$2000 on a hair extension service, you cannot be afraid to sell a \$50 to \$100 home haircare regimen. For example, Di Biase Haircare Products as well as a special hair brush, which each are specifically designed to safely protect any client with permanently bonded hair extensions. These same products can be used on regular hair, yet this is a wonderful addition to help ensure your clients hair extensions last for at least 6 months while also making your salon more profitable.

**Create New Hair Extension Marketing Solutions:** Dale Aho, COO of Di Biase Hair Extensions USA notes, "There definitely is an explosively growing market today for professional salon hair extensions. Take advantage of this opportunity by creating a complete marketing, advertising and PR program for your salon. Now is the time to use hair extensions and creative hair design accessories to make your salon known as 'THE Best Hair Extensionists' in town as well as one of the most fashion forward salons in your community!"

**Editorial Note:** For more information about Di Biase Hair Extensions USA or to attend an upcoming Hair Extension Certification Seminar, call 248-489-8900. Email: [Info@DiBiaseHairUSA.com](mailto:Info@DiBiaseHairUSA.com) or visit them on the web at: [www.DiBiaseHairUSA.com](http://www.DiBiaseHairUSA.com).

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