

Extend The Style – Enjoy The Fun!

By Hannah Mayo



Naturally, women with thinning hair have some reservations about most hair replacement options such as wigs, hair pieces, topical cosmetic fibers and hair regrowth solutions. The typically questions include “Will people be able to tell?” and “Will it really work and look real?”, In addition to their skepticism, some female consumers may be embarrassed about purchasing and using some of these products simply because they are associated with balding, rather than with thinning hair.

The majority of women will begin to experience some form of hair loss by age 50. Thankfully, for the disbelievers there is an alternative treatment for adding new volume to thin hair. It is semi-permanent, visually undetectable and works every single time. It is also the hottest thing among celebrities and runway models which will help suppress any negative misconceptions about the typical hair replacement options. The solution? Professional hair extensions!

Women can begin to experience thinning hair due to a number of reasons such as hormone changes, stress, chemotherapy or simply genetics. However, in our increasingly image conscious culture, this does not change the desire to look utterly fabulous! Fortunately for women, most cases of thinning hair are different than traditional male pattern baldness. For women, naturally thinning hair is usually consistent throughout the entire head, rather than concentrated in certain areas like male pattern baldness. This provides an ideal condition for hair extensions, as the existing hair serves as ‘anchor points’ when attaching the extensions. Luckily for your clients, endless volume can be created by simply adding more hair.

For some female hair replacement clients, the benefits of hair extensions surpass those of other replacement options. Many women do not want something as drastic as a wig, while others may not want to hassle with applying topical solutions or hair fibers. Hair extensions are a more permanent and discreet way to add volume to thin hair. Besides their user friendly appeal, extensions also allow for various hair styling options because they are treated like natural hair. Women can carry on with their day to day activities without having to worry about someone noticing their thinning hair or a wig. And, with so many haircolors and textures to choose from, extensions provide an endless number of creative styles such as adding length, highlights, lowlights and various textures to add dimension. The options with hair extensions are potentially endless. How can any woman experiencing thinning hair resist the temptation of undetectable new volume and color without any hassle?

SO.CAP.USA Hair Extensions, a pioneer in the hair replacement industry, has developed several advanced techniques for hair replacement applications. Generally known as flat bonds, this extension method provides the benefits of adding volume without the worry of visibility, which is crucial for clients who have thin hair. Most quality hair extension companies offer human hair that is pre-bonded with adhesive already applied to the tip, simplifying the application process for the hair extensionist. A few professional hair extension companies, including SO.CAP.USA Hair Extensions, have taken the pre-bonded tip one step further by formulating 100% Keratin tips, which is the made of the same protein as our own natural hair. This ensures a strong, healthy and long lasting bond, which is molecularly the same as our own hair. When properly cared for, hair extensions can last up to six months or more. Removing the extension is as simple as applying a specially formulated solvent that quickly and safely dissolves the bond, causing virtually no damage to the hair.

Provide your female clients with a new, enticing hair replacement alternative by suggesting professional hair extensions. Not only will they be excited about their new makeover options, they will come back to you time and time again!