

SHE by SO.CAP. USA Hair Extensions Extends Hair Enhancement Services With Wigs

New Line Of 100% Human Hair Wigs & A New Certification Program For Hair Replacement Clients



Mahopac, NY Internationally respected SHE by SO.CAP. USA Hair Extensions announces the release of their new line of professional wigs. The new hair replacement line is now being offered in conjunction with their newly created training program aimed at providing the best services for cancer patients and survivors dealing with hair loss.

There is no question that hair loss is a devastating side effect of chemotherapy. Ron Cardillo, Sr. President of SHE by SO.CAP. USA Hair Extensions says, "This extremely emotional experience is indescribable for most patients and one that SHE by SO.CAP. USA Hair Extensions wants to help alleviate. It is something that we have wanted to do for a long time. We know there is a great need for these types of hair replacement services. We want to fulfill that need in any way that we can. So we have begun to pull all our international resources together, to get our staff trained and ready."

Immersed in the professional salon industry his entire life, Cardillo began his early career as a hairstylist, creating fashion-forward haircuts, haircolor and texturizing services. He later became a licensed trichologist, where he was able to diagnose and refer patients with hair and scalp problems to the appropriate medical doctors. Additionally, Cardillo worked in the medical profession for 27 years as an EMT with Scarsdale Ambulance Core. He assisted with surgical hair transplants. Now, Cardillo plans to help many others.

SHE by SO.CAP. USA Hair Extensions has begun to launch a new training program for those salons that want to be involved with this extended hair replacement program. Under Nicholas French, SHE by SO.CAP. USA Hair Extensions National Educator, certified hair extensionists will be trained on how to conduct a proper consultation as well as how to cut and style wigs to meet the needs of each individual salon client.

Cardillo says, "These are not your typical wigs that are provided by most salons. Like all of our hair loss solutions, our wigs are premium quality, high-end, completely undetectable, produced with 100% human hair and fully customized for each individual." With SHE by SO.CAP. USA wigs, individuals can take a shower, shampoo hair as normal, blow dry, style and be on the go for work and play. Dealing with hair loss is frustrating, stressful and even scary. SHE by SO.CAP. USA Hair Extensions hopes to ease those feelings by helping their clients feel comfortable when it comes to hair replacement services. Cardillo adds, "We want to be known as the company that truly cares. We want them to feel good and look good, because we feel there is an obligation on our part to help them get through what they are going through."



Kathy Williams, SHE by SO.CAP. USA Educator and Artistic Director shares "Most wigs used for hair replacement are not custom fitted to the individual. What is so nice about our professional SHE by SO.CAP. USA Wigs are that they are only available

through certified salons that are knowledgeable and experienced in selection, fitting and styling for each individual case. Going to a generic wig store to pick out a wig does not compare to the personalized treatment they will receive at a certified SHE by SO.CAP. USA Hair Extensions and Wig salon."

Through their annual Pink Hair For Hope and Project Lady Bug Programs, certified salons have already had first-hand experience helping cancer patients and survivors. Wigs and advanced education will now add to what SHE by SO.CAP. USA Hair Extensions & Wigs offers as well as to expand the amount of concern and care they have for individuals suffering from hair loss due to cancer."