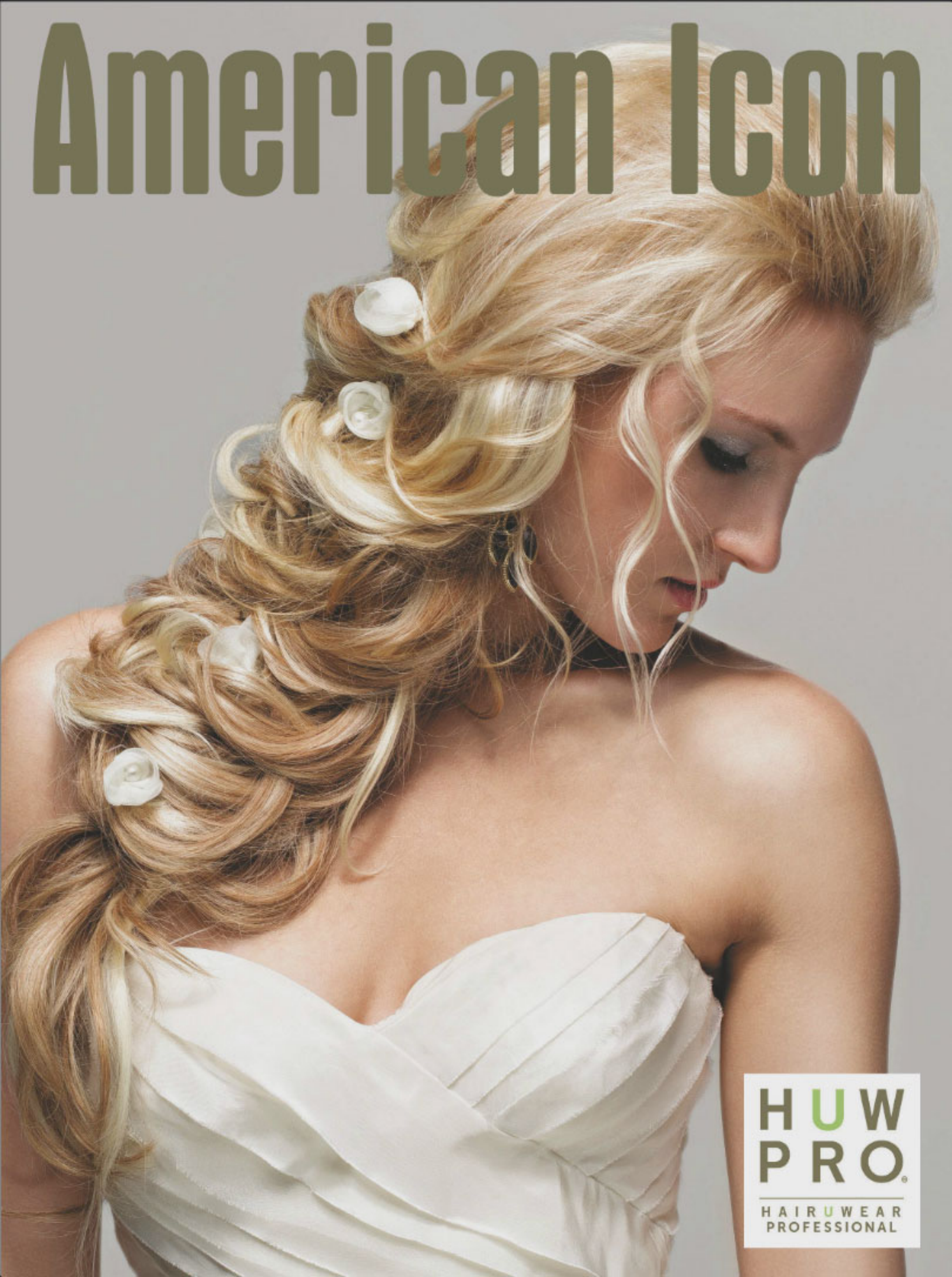


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CLIP NOTES

Two test salons report on the new HairUWear Professional Clip-In Extensions.

Danielle Keasling, owner of Salon Karma in Bluffton, SC, has been a Great Lengths Certified Stylist for nine years. She has been a semifinalist and a finalist in consecutive years at the Great Lengths Challenge, so it's safe to say she's a fan. Still, she's no pushover. Keasling says her experience with Great Lengths was validated when she tested a different brand in her salon. "I was not impressed," she says. "It confirmed for me that I could never switch a Great Lengths client to another extension. They're the Rolls-Royce of extensions."

It's the quality of the hair that Keasling most appreciates, as well as the integrity of the Great Lengths bonds, so she says she was excited when her salon was invited to test out the new HairUWear Professional Clip-In Extensions.

"The hair is beautiful—just gorgeous," she says. "The quality is comparable to the strand-by-strand, and the attachment is so lightweight it's just seamless. You don't have to thin out the extension to blend with the hair. It just

moves naturally and looks beautiful."

Bluffton is on the approach to Hilton Head Island, one of the premiere wedding destinations on the East Coast, so Salon Karma has come to specialize in bridal hair and styling for special events. Keasling says Great Lengths has contributed greatly to that part of the business.

"Brides-to-be are in the mindset that their hair has to look its absolute best on that day," she explains. "They'll bring in a picture for their consultation, and sometimes we just have to be honest and tell them: 'You have half that amount of hair.'" Still, she says, many brides balk at the expense and commitment that a full head of extensions would entail.

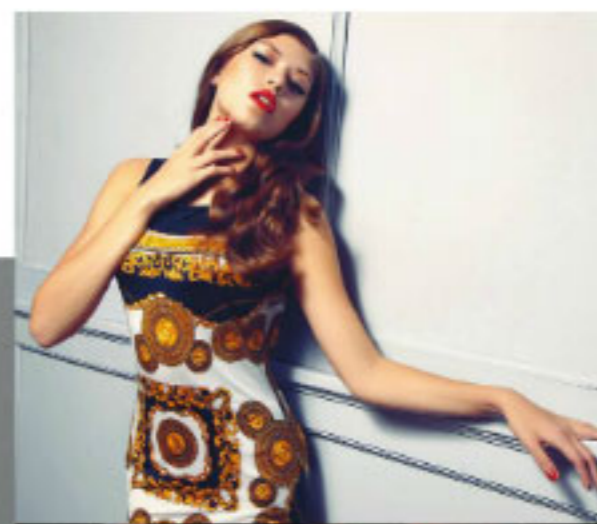
HairUWear Professional clip-ins provide the perfect solution, according to Keasling, because they can be

used to create a variety of effects from lengthening to balancing out hair density or adding pieces that are needed for elaborate bridal styles.

"We use them a lot for updos because they're so seamless," Keasling says. "You can even place them diagonally or vertically and you're not going to see a weft." She says that she has used them in a circular placement around the base of a ponytail to create a style that would be difficult to manage with most clients' natural hair.

"Clients say they can't feel them. And the clip is secure, so they're not worried about the extensions slipping out," Keasling says. That can be a plus for brides and bridesmaids once they hit the reception dance floor, but Keasling says this attribute is one that makes the new clip-ins so attractive to such a wide variety of clients.

"For someone who has fine or thinning hair and they just need a single clip on each side, it gives them an inexpensive alternative," she



CLOCKWISE, FROM LEFT: Examples of Great Lengths extension applications by stylists at Salon Karma in Bluffton, SC; salon owner Danielle Keasling styles a client after applying new HUW Pro clip-ins; Salon Karma.



FROM LEFT: Gemini 14 Salon's Kristina Barricelli; publicity from high-profile Great Lengths extensions users like clients Kristin Chenoweth and Vanessa Hudgens brings in new business; Gemini 14 Salon in New York City.



says. "We're also using them a lot as accents. We're using them to add a pop of color, and for photo shoots. Sometimes models don't want their natural hair chalked, so we'll chalk an extension before we place it."

Keasling says she sees the potential for increased extension business as

a result of having a low-cost, clip-in extension with the quality of the HairUWear Professional product. And though there's only one other stylist at Salon Karma who does extensions at present, Keasling says she believes more of her staff will start offering the new clip-ins because of the ease of use. "When we've worked with other extensions in the past, there was more of a learning curve," she says. "With these, it's a no-brainer. It's going to change the way people look at extensions."

Kristina Barricelli's relationship with Great Lengths also goes back to the brand's beginnings. She's the owner of

Gemini 14 in Manhattan, New York City, and one of eight Great Lengths Certified

"It's going to change the way people look at extensions."

—Danielle Keasling, owner, Salon Karma

Stylists there, where extensions have become the salon's bread-and-butter.

"We work with all different kinds of clients: stay-at-home moms, professional women—men too," Barricelli says. She

also works with many celebrities, such as Vanessa Hudgens, Kristin Chenoweth and Rooney Mara, who come to her for work that looks natural and won't damage their own hair. Until now, the majority of her extension clients have gotten Great Lengths strand-by-strand applications. "Traditionally, we've shied away from any kind of clip-in in the past because it's such a huge hassle: The ordering, attaching the clip or modifying it..." Barricelli explains.

She adds that the quality of other clip-ins has not been what she was used to with Great Lengths. She's known for creating natural looks, and says the color, texture and movement

of an extension all affect its ability to look natural on the head. "The new HairUWear Professional clip-ins sort of mold to the head, so they lie flat and smooth," she says. "And color blending is so important. Nobody understands that like HairUWear Pro. It looks professional, it feels professional and it behaves professionally."

Barricelli adds that the width of the new clip-ins makes them the most versatile she's worked with. "Three inches—that's brilliant. It's the best size for everything. If you need a wider piece, you just use multiples. For clients who wear their hair forward, you can turn them on a diagonal to direct the hair more toward the face, or you can create a ponytail by putting them on the vertical with the hair cascading backward."

Though she's only had the new tool for a few weeks, she says she's excited about the possibilities it holds for her salon. "It creates an easy upsell, and it's a way to satisfy the client on the spot," she says. "It's a way to enable and motivate your styling team. I think it's really going to inspire people!"

