

Client Newsletter

Winter 2013

This issue highlights our Specialty extensions. **Clip-in extensions** offer the simplest solution to having gorgeous long locks in an instant. Available in a variety of colors and styles, including ponytails and bangs. **The Ebony Line** designed for our Latino and Afro-American clients; this line of 100% natural virgin hair extensions ideal for the exotic woman who wants natural texture in warm tones of dark color. Our popular **Ombre/Shatush** effect extensions available in strand-by-strand as well as clip-ins extensions, combine two shades, dark to light.



877-855-4247
www.socapusa.com

Made in Italy



ishe® by
SO.CAP.USA hair extensions

9-Piece Clip-in Extensions

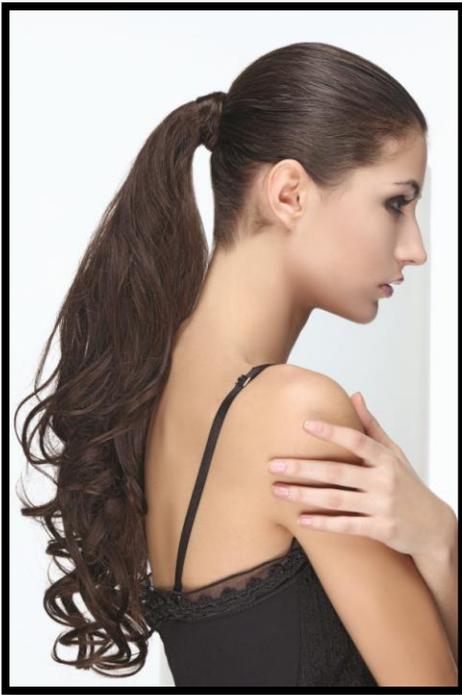
30% Price
Reduction



Harper's
BAZAAR
.com

News Worthy

Harper's Bazaar July/August 2013
"The five minute solution when fighting thin or lifeless strands is simple: add more hair.... Clip-in human extensions work wonders."



Human Hair

Clip-ins

Ponytails

Bangs

Braids



Premium

Easy

Fast

Reusable



Quality

Investment



News Worthy

Short Hair Magazine, "3 Simple Ways to Switch Up Your Style," featured tips from Celebrity Stylist, Sacha Quarles on how to switch up a hairstyle from day to night. "Our 9-piece clip-in set is a way to add length or volume. Another option for a quick style is creating a glamorous high ponytail. Pull hair into a ponytail, either high or low, and add SHE by SO.CAP.USA's clip-in ponytail which easily attaches to your own hair. If you want to bump up the look, wrap hair around a curling iron to create some beach chic waves."

Ebony Line | Weft



News Worthy

We are the recipient of the 2013 *EBONY* Beauty & Grooming Award in the Best Hair Extensions category.



White Devil Treatment Conditioning Infrared Iron and our Argan Line



News Worthy

"The White Devil Treatment works well on hair that is damaged from over-bleaching or is dull and frizzy. The ultrasound waves from the treatment excite the molecules in the hair and the conditioner that is applied allowing it to penetrate the cortex of the hair shaft where it is sealed inside rather than just sitting on the surface. The result from the White Devil Treatment is stronger, shinier hair that reflects light."



Ombre Line

Strand-by-Strand Clip-Ins

News Worthy

RealBeauty.com, Glamour .com, Upscale Magazine.
Celebrity Stylists, Sacha Quarles explains how to use our clip-in extensions to easily replicate Hollywood hair styles.





175 Myrtle Avenue, P.O. Box 51
 Mahopac Falls, NY 10542
 914-423-6545

BRIDAL GUIDE

News Worthy: BridalGuide.com, October 22, 2013, "Which Hair Extensions are Right for You?" reviewed our clip-In, tape-In and keratin tipped extensions.

Clip-in Extensions: Many brides opt for clip-ins because there's no commitment required; you just add in the clips when you want longer locks and remove them when you're done. SHE has more than 90+ different shades available, so it's easy to find a match for your hair color — and if you somehow can't find a perfect match, these human hair extensions can also be dyed.

**Clip-In
 Meets
 Ombre**



We are proud to announce
 SHE has won two of
 Beauty Launchpad's
 Reader's Choice Awards.
Best Taped Hairpieces
Best Bonded Hairpieces

