



Our shades of gray

News Worthy

Hollywood uses our gray extensions. These images are from Danielle Mincolla, our extensionist from MA, as she worked on actress, Leslie Woodies, for a film about the first female serial killer.





The Hair



News Worthy



FOCUS, SW Florida: "Change Your Hair," showcases various risk-free appearance transformations that are possible with SHE hair extensions, including clip-in extensions, ombre colors, fantasy colors and clip-In bangs.



Ultra Sound Cold Fusion



Warm Fusion

The Equipment

Ask about our trade-in program.

The Tools

April Special
 10% off these products
 with purchase of
 100 strands
 Code NL14

Argan for You
 Maintains the vitality and
 life of our extensions and
 all natural growing hair.



White Devil Iron
 Conditioning treatment,
 uses ultrasound
 infrared technology



Cordless hot razor
 Cuts and seals the
 ends with precision.

News Worthy

American Salon, January 2014



SIGNATURE SERVICE White Hot

Looking to fulfill client requests for a treatment that helps heal dry and damaged hair, Gucci Image, a full-service hair-loss center in Paramus, NJ, recently introduced **She by So.Cap.USA's** White Devil Conditioning Treatment. The sinfully delightful in-salon hair restoration treatment uses an iron that features infrared and ultrasonic technology, and in



Offer a **brush** with every set of extensions



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



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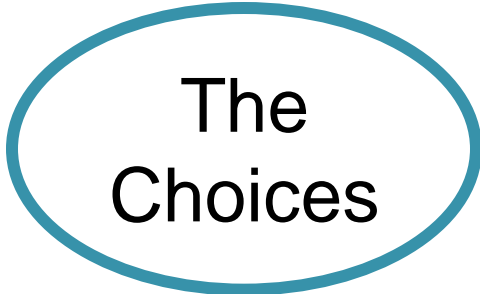
Washington Kirkland Reporter
 Mermaid Hair Extensions
 was busy for the Super
 Bowl. The salon offered free
 blue and green extensions
 for their team.

News Worthy

American Cheerleader
 Show off team spirit
 with our colored
 one-inch clip-ins
 extensions.

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Firstchair.com, Spring 2014
 “The Extensionist” talks about
 the benefits and strategies of
 being an extensionist. Our
 certified stylist, Dianna: “Find
 out what your clients’
 concerns are and talk to them
 about their dream length.
 Conversation will lead to a
 consultation....start at 20-30
 bonds...lead to 80-100....Get
 them in the chair.”



The
 Choices