

# Why SHE



Global leader in hair extension industry



- Increase your value
- Superior quality products
- 100% human remy hair extensions
- Cutting edge technology
- Keratin-tipped or tape-in extension attachment options
- Variety lengths and textures
- Over 90 colors; ombre shades
- Experience and reputation

175 Myrtle Ave, P.O. Box 51, Mahopac Falls, NY 10542  
1-877-855-4247  
[www.socapusa.com](http://www.socapusa.com)

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# WHY "SHE"

- Hair extensions safe alternative to dye or bleach
- Short to long, thin to thick – instantly
- Color and highlights without chemicals
- Hollywood looks for the everyday woman
- Wedding and formal updos
- Attachment choices to meet her needs.
- Quality education and free refresher courses
- Excellent customer service and support
- Incentives and weekly promotions
- Premium hair care products and tools

## CROSS-OVER PROGRAM

- ❖ Honor certification from other brands
- ❖ Excellent customer service support
- ❖ Strand by strand, tape-in, and clip-in
- ❖ Cutting edge technology
- ❖ Exclusive extension brand recognition
- ❖ Color ring with over 90 colors
- ❖ Variety pack of our 100% human remy hair
- ❖ Trade-in towards a FireX fusion machine
- ❖ Free refresher courses

## Rewards

**SHE** is proud to offer our stylists a Rewards Program. Our way to say thank you . Points are based on purchases. Points accrue until redeemed for great **SHE** products and equipment, with no expiration.

**New customers: 500 points with new account.**





## Tape-In (Extensive)

- Easy Flat tool
- 1/2 day hands-on training
- Take-home manual
- 2 packs Extensives for training
- Protective shields
- 24 metal hair clips
- Spray remover
- 4 finger clips and 1 comb
- 24 reusable adhesive strips
- Extensive pliers
- Certificate
- Unlimited refresher classes
- Education and kit



## Strand-by-Strand

- FireX Machine
- 1-day hands-on training
- Take-home manual
- Aluminum carrying case
- Color ring
- 20 pieces of strand-by-strand extensions
- 6 protective shields
- SHE brush
- Sol gel and remover tool
- Work belt
- Certificate
- Unlimited refresher classes
- Education and kit



**Note:** Experienced extensionists can join one of our refresher opportunities any time

**Join our team of extensionists**

**bishe**<sup>®</sup> by

**SO.CAP.U.S.A** hair extensions

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**R**ecognized global leader in extensions, hair replacement, and wigs.

**B**acked by a scientific process to ensure consistent quality products and technology.

**R**eputation for excellence. Passion for the art.

**S**taffed in Italy with research chemists and engineers renowned in the hair restoration and beauty industry.

