

# Newsletter

## Refresher Edition

### Maintenance

What is the difference between growing and non-growing hair (extensions)? Growing hair has lubricants and nutrients that replenish the cuticle, naturally. Our 100% remy extensions do have the natural cuticle. Extensions need proper products to maintain healthy, manageable cuticle and structure.

Very important for your clients to use products designed for extensions. Our hair care product line is specially formulated for the health and maintenance of the hair extensions, as well as natural growing hair. The **4U** and **Argan For You** hair care systems are essential tools for hair extensions.

**Repair and Smoothing Treatment** is great service for dry, brittle, fly away, static and unmanageable growing or human hair extension, without harmful fumes or chemicals. Your clients will be thrilled with the results of our **White Devil Treatment**. Receive 10% off the ultrasound tool and conditioner. Code: WD14



**4-U Shampoo and Conditioner**



**Argan Conditioner**

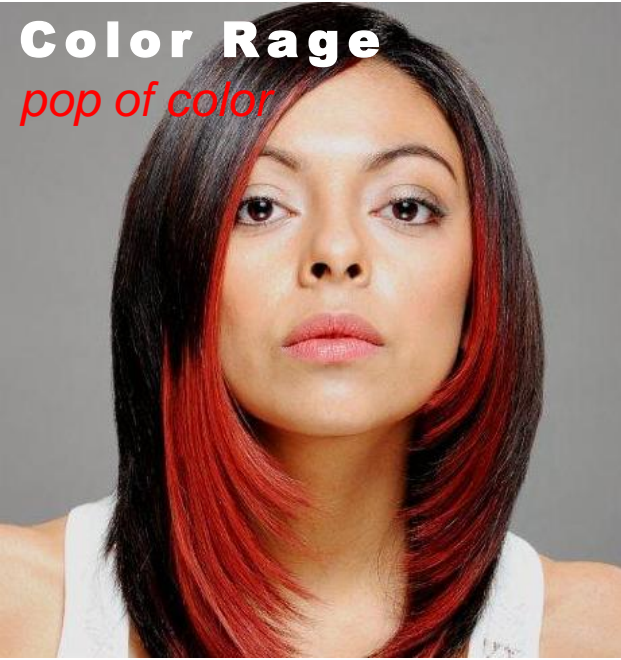


**White Devil Treatment Iron**

# Summer Trends

## Color Rage

pop of color



**Summer sun?** Our extensions retain color **with** proper care. Prolonged exposure to sun--wear a hat or spritz our Argan leave-in spray oil to protect hair.

**Air dry or wind?** Yes, natural drying is fine. The client may need to use Argan oil, or leave-in conditioner to relax the cuticle. Do not expose hair to extreme wind. Gently tie back or braid hair.

### Pool or ocean water?

Chemicals and salt water can be damaging and harsh on human hair, including hair extensions. It is best **not** to allow chemicals or salty ocean water to remain in hair. Before swimming, apply conditioner or thermal spray and leave in the hair during swimming. Always tie hair up in a braid before swimming and shampoo immediately after.

## Ombre



**10% off Ombre extensions**  
14"-16" and 18"-20"  
Summer Special  
Code: OMB14

Thermal  
Spray



4U Prepack



Argan Oil

**Can the client dye her hair or roots after extension installation?** YES. They can have you, the extensionist, color their hair **72 hours before** having extensions applied. Once applied, they must return for future chemical services to protect bonds and extensions.

**Can the client alter the color of the hair extensions?**

We do **not** recommend changing the color of extensions. We have over 90 shades to choose from. It is advised not to lighten or highlight extensions.



4-U  
Repairing  
Spray



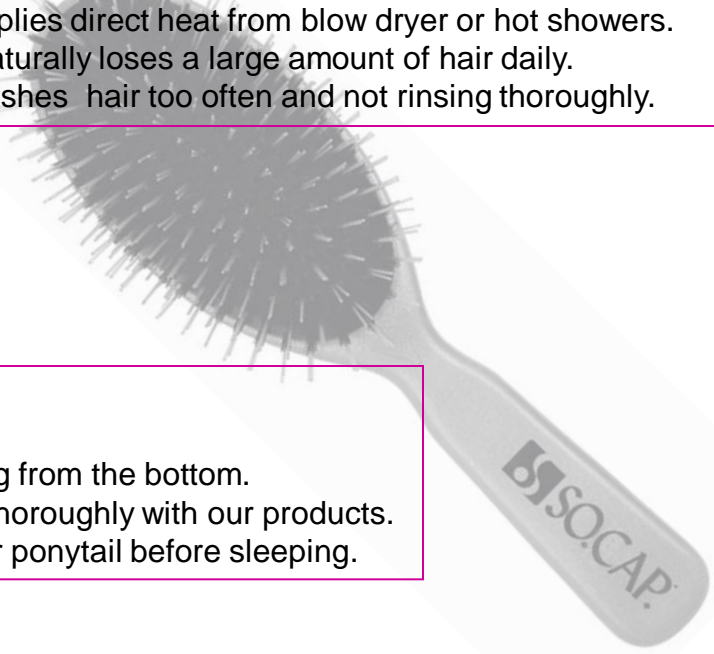
Argan  
Curly  
Cream

**What causes lose of extensions?**

- Not clean, oily or wet hands during application .
- Hair not properly prepped: SHE Steps 1, 2, 3 products.
- Bonds placed too close to scalp.
- The keratin not completely softened or the tool was too hot which disintegrated the keratin.
- The hair not thoroughly dried or sealed completely, which causes a moisture barrier.
- Client did not wait 2 days before first shampooing.
- Client did not use our hair care products and/or brush.
- Client applies direct heat from blow dryer or hot showers.
- Client naturally loses a large amount of hair daily.
- Client washes hair too often and not rinsing thoroughly.

**What causes hair extensions to tangle?**

- Too many extensions are attached.
- The client is not brushing correctly, starting from the bottom.
- The client is not shampooing and rinsing thoroughly with our products.
- The client is not tying hair in loose braid or ponytail before sleeping.



**bishe**<sup>®</sup> by

**SO.CAP.USA** hair extensions

175 Myrtle Avenue, P.O. Box 51

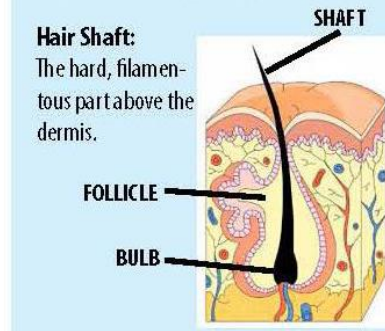
Mahopac Falls, NY 10542

914-423-6545



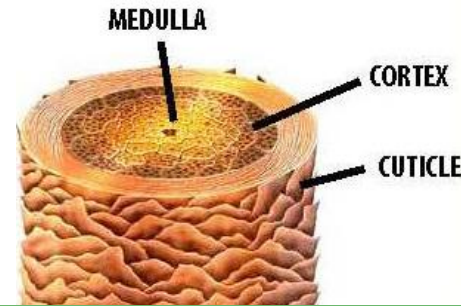
# Growing Hair Facts

- The average human sheds about 5-150 strands of hair a day.
- A hair follicle is replaced about 20 times a lifetime.
- A single healthy strand of hair withstands about 6.5 pounds.
- A strand of hair is stronger than copper wire.
- The only part of hair that is not dead is within the scalp.
- Each hair follicle has muscle, nerve and blood supply.
- Hair is made of three parts: medulla, cortex and cuticle.
- Cuticle lies in the same direction – which is called **Remy Hair**



# Extension Facts

- Other extension brands strip the cuticle and coats with silicone.
- SOCAPUSA is 100% human remy hair, with the natural cuticle in the same direction.
- Hair extensions with real cuticle behave like growing hair, with less tangling, and more body and sheen.
- Extensions attached to healthy hair follicles have a secure, long lasting bond.



*pop-of-color*

**Make a difference with 5-30 strands**



# Our Rewards Program

Each dollar is worth one reward point

## Points

- 2,000 6 paddle brushes
- 5,000 Extension work belt, plus gift bag:  
(Shields, Combo Tool Remover, Clips, Crystal Extension)
- 7,500 Blending shears or cutting shears
- 10,000 Infrared Flattening Iron
- 15,000 Salon white acrylic work cart
- 17,000 Cordless hot razor or refurbished hair extension machine
- 20,000 FireX, Warm Fusion Machine
- 40,000 Flat Ice, Cold Fusion Machine
- 60,000 5-day cruise to Bermuda (Cruise departs from New York, two tickets provided, travel to New York/Port is not provided, non-transferable, no cash value.)



60,000

40,000



*Cold Fusion*

20,000



*Warm Fusion*

17,000



*Cordless Razor*

2,000



5,000



7,500



10,000



15,000



**Redeem:** When placing an order, ask about your Rewards balance, and we will get back to you with a total. You may choose to accept the gift or accrue points for a higher level. Thank you for your business.