

she[®]USA

Newsletter

Winter 2013

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That's What "SHE" Said



Bangs, bangs, bangs

20%
Discount

The First Lady knows what we've known for years. Bangs can make a big difference in a small way. Receive **20% discount** on our popular bangs and ponytails in February. Adding a splash of color, length, and thickening are among the many ways extensions can enhance beauty.

SHE by SD.CAP.USA is committed to working with you by providing the highest quality products – like our clip-ins, fusion, or Extensive tape-in lines. Also our educational programs, certification and marketing classes, are beneficial to maximize your hair extension business.

IBSnewyork
INTERNATIONAL BEAUTY SHOW



April 14.15.16. 2013
jacob javits convention center NYC

VISIT US: BOOTH #2019

Follow Us On



Extensive Adhesive Line

Our popular Extensive line is 100% human remy reusable tape-in hair extensions. Fantasy Colors now available. Extensive classes ~\$495~ Kit free.



Quick and easy method to lengthen, thicken and add color



Coming Soon New Ombre Colors



Two-toned strands: dark to light, light to dark, fantasy tipped.



"SHE" Wants More

Unlimited complimentary refresher courses available to our certified stylists. Always more to learn, hone your skills and see new products.

Both warm fusion and tape-in classes can maximize your business. Variety of extensions and methods to fit customer preference.

Marketing classes help promote your business - providing suggestions on advertising, referral systems, using social media to network.

Posters, decals, brochures, catalogs available when placing your hair orders.

At the IBS New York in April our top national educators will be demonstrating techniques and new products. Booth #2019

"SHE" Suggests



Quick Tip

Wear **she**^{USA} Hair

Have someone in your salon wear our hair extensions. Stylist, receptionist, assistants wearing extensions to achieve their desired look. The more dramatic the change, the better the affect. Go short to long, highlights, lowlights, or fantasy strands. You, the extensionist, wear SHE hair yourself! Our hair extension center is available to service stylists like you who want to wear extensions to promote this service.

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S o c a p u s a . c o m

If you live life straight, wavy, curly or kinky
she^{USA} got you covered
bySQCAP.

A Message from our CEO



Ron Cardillo, CEO

Hello. I am thrilled to touch base with our stylists. Being in the hair industry for over 40 years, I know the value of communicating what is relevant and trendy, yet maintaining our mission to offer the highest quality hair, excellent education programs and premium customer service.

SHE stands above the other hair extension companies. Although the names are similar, our hair is not. Our brand is exclusive; we have our own factory in Italy who supplies us with 100% human remy hair.

Our strand-by-strand bonding system consists of pre-tipped hair with a keratin base that attaches with our cutting edge machine. My goal is to ensure that you, the stylist, has the best products to offer your customers. I want to personally let you know how much we value your business, and if there's anything we can do better, just let me know.