

FAIR *F*ASHION®  
NATURAL LINE  
— *Easy Volume Luxury* —

## ABOUT US

For more than 30 years we've been close to women who have had to face difficult times in their life such as hair loss.

Our attention and care are focused on the development and production of not just ordinary wigs and hairpieces but rather on trying to find valid solutions.

We are aware that hair thinning and hair loss due to alopecia can lead to emotional trauma and prevent a person from living happily. For this reason, we have designed wigs and hairpieces to help every woman feel beautiful again and at the same time feel comfortable and as natural as possible.

Being in constant contact with our clients, has enabled us to design and create a line of hairpieces that are natural to the eye and allow you to live a full and active lifestyle whether you do sports, play with your children or just simply want to create a new hairstyle.



# HAIR THINNING IN WOMEN

Hair thinning or total hair loss is highly stressful for men and even more so for women, making it difficult to lead a normal life.

Unfortunately, increasing numbers of women are experiencing varying degrees of hair loss on the top of the head.

There are various factors which contribute to hair loss and thinning. These include:

- Genetic predisposition
- Environmental factors
- Stress
- Diet
- Ageing
- Hormonal imbalances

## The consequences:

- The average quantity of hair decreases
- Lengths and ends become thin and split
- The scalp becomes increasingly visible, especially on the upper part of the head, and there are often areas showing initial signs of baldness.

**If your clients are experiencing these issues, why not offer a service to address the problem, while helping them to significantly improve their quality of life?**



**Easy Volume Luxury Net blends seamlessly with the client's own hair, giving a thick and natural look your client can be proud of.**



FAIR FASHION  
NATURAL LINE  
— Easy Volume Luxury —

# EASY VOLUME LUXURY NET

Dozens of women contact us every day, looking for an answer to their problems of thinning hair and a salon in their home city who can help them.

Our Easy Volume Luxury hairpieces have been designed to help and improve your natural feminine beauty.

Made exclusively with 100% premium quality Remy European hair, with intact cuticles, our Easy Volume Luxury Net blend naturally with your hair to give full volume and therefore, restoring self-confidence.

Luxury Net differs from the many standard hairpieces on the market, blending perfectly with the client's existing hair with no need for shaving, thus avoiding further embarrassment.

## WITH EASY VOLUME LUXURY YOU CAN:

- Find a definitive, personalized, functional and exceptionally beautiful solution for hair thinning.
- Rely on a sure and tested method given by our 20 years of professional experience in this field.
- Regain happiness and self-esteem thanks to this discreet solution, which naturally blends with your hair and rebuilds your confidence and lets you live a full and happy life among friends and family every minute of the day.
- Benefit from this easy to apply and comfortable to wear solution, breathable to the scalp, which fits and feels perfect and allows you to do most everything.
- Change your hair style and colour with a temporary solution that does not limit you.
- Continue using hair sprays, gels or any other hair products, such as shampoos or conditioners, because you can wash and comb your Easy Volume Luxury hairpiece as you would your natural hair.
- Go for a swim, whether in a pool or the sea, continue doing sports, go the gym, wear helmets or hats without worrying about any inconvenient mishaps.



## Luxury Net offers incredible advantages for your salon and your clients:

- Non-invasive
- Requires no surgery
- No need to shave the head, integrating perfectly with the client's own hair
- Its natural appearance and high performance allow the wearer to enjoy every minute of the day in complete freedom, whether they are swimming, doing sports, playing with their children, or wish to change their hairstyle

Luxury Net is also ideal for clients with slight thinning:



## HOW IS EASY VOLUME LUXURY NET FIXED IN PLACE?

This method integrates a micro-fine, virtually "invisible" hair net into the client's existing hair. A special bonding thread of keratin is gently and durably worked into the client's hair.

The attachment with keratin thread has an average duration of 4-5 weeks, depending on the speed of regrowth of the client's own hair.

## KERATIN THREAD

Available in 3 different colours:

- Dark brown
- Light brown
- Blonde



# TESTIMONIAL

## NICOLETTA

● **Nicoletta can you tell us something about your hair thinning experience? When did it start?**

I started losing hair in large amounts in my 30s because of a really stressful period. In these last years, it started getting even worse, up to the point that I could not recognize myself anymore and this condition became very hard to accept. As you can understand, it was even harder for me because I constantly had to relate with customers and I could not hide this problem.



● **Why did you decide to wear a hair thinning system?**

I wanted to solve my problem. I was suggested to apply a hairpiece that required to be completely shaved off. It was totally out of question for me. Luxury Net was the best solution that I was advised for my hair loss problem and I'm very happy about it. Especially when I felt it on my head... it was fantastic! It was winter and I immediately felt a change in terms of temperature. I was particularly surprised to feel the coziness and warmth on my forehead, I was totally not used to it anymore!

● **Before actually wearing your luxury net did you have any doubt or fear?**

Yes, I had so many! I was particularly afraid that I would have felt uncomfortable and that it would have been quite binding in terms of styling. Furthermore, not being used to having a lot of hair, I was afraid it might bother me, to feel something on my head.

● **What did you think the first time you looked yourself in the mirror with Luxury Net? What did you feel?**

I could not believe it! It was incredible... finally my hair! When I saw them again I felt just as like time has gone back and my dream came true: I got a fantastic head of hair! I can't find a way to describe it in words.



● **You have been wearing Luxury Net for one year now. How do you take care of it in your all day life?**

I was very worried about this too. What if I was not able to handle them at home on my own? In the end it was actually very easy and natural! I just behave just as like they are actually mine! I wash them as usually and comb them with a common brush!

● **So it doesn't bother you?**

Absolutely not. As soon as I put it on my head it was mine! My hair! You don't really feel it. It's beautiful.

● **How did your family and friends react when they first saw you wearing your Luxury Net?**

They gave me so many compliments, it was fantastic! The most beautiful reaction was the one of people that I met just recently, who could not actually understand what was changed in me. They just continued asking if I got a new haircut or if I changed the hair color! Among the people I met later nobody noticed anything, because you don't notice anything!

● **Would you now be able to do without your Luxury Net? No, I wouldn't!**

● **Would you recommend it to other women that suffer from hair loss?**

Yes, definitely. It is life-changing! You feel comfortable, you don't feel observed (maybe this was just a personal sensation, but I really felt so). I feel different and confident now!



# TESTIMONIAL

## ISABELLA

● **Can you tell us something about yourself?**

My name is Isabella and I'm a social worker. I'm 33 and have a beautiful one-year-old daughter. I started losing my hair - very slowly - when I was 15.

● **Did someone send you to us?**

I found out about Fair Fashion through my hairdresser, who told me about Luxury Net at the beginning of 2019.

● **And how did you feel afterwards?**

After just a few days it was as if I'd always worn Luxury Net!

● **How do you manage Luxury Net from day to day?**

I wash my hair as normal three times a week, straighten it and style it as if it was my own. I didn't think it would be so easy to manage.



● **Did you have any doubts or fears before wearing Luxury Net?**

I thought it would need a lot of monthly maintenance, and I was worried people would notice it wasn't my own hair.

● **Why did you decide to try Luxury Net?**

To make myself feel more attractive and self-confident in general.

● **How did you feel the first time you wore Luxury Net?**

When I looked in the mirror and saw myself from a few years back, I was so happy I started to cry. It was wonderful to feel the "weight" of the hair on my head.

● **How did you wear your hair before using Luxury Net?**

I always used to tie it back.

● **Do you do things now that you used to deny yourself?**

Life is the same, but I'm happier!

● **How did your friends and family react when they saw you with Luxury Net?**

They all knew about my intention to try Luxury Net, but when they saw me, they were all curious to know how it managed to blend with my own hair so well.



● **Has anyone you've met recently noticed you're wearing a hairpiece?**

No, no-one!

● **With Luxury Net have your relationships improved?**

Yes, because I feel more attractive and self-confident.

● **So your social relationships have changed?**

My professional relationships in particular, thanks to my new self-confidence.

● **Do you think you could do without Luxury Net now?**

I doubt it!

● **Would you recommend Luxury Net to other women with thinning hair?**

I'd recommend it to all women who suffer from thinning hair and who want to feel attractive again!

# TESTIMONIAL

## LETIZIA

● **Letizia, can you tell us something about yourself?**

I work as a nurse's aide, working with the elderly, the sick and the disabled, while in my spare time I love going to the gym. A typical day for me goes something like this: I wake up at 7 and go to the gym when I can. I do the shopping, cook and do the housework, have a rest in the afternoon, then go out for a walk. In the evening I have dinner with my family and start work at 9 pm.



● **When did you begin suffering from hair loss?**

It started when I was young - 18 years old.

● **How did you find out about Fair Fashion and Luxury Net?**

I found out about you through my hairdresser Miriam, who suggested Luxury Net as a solution for my hair loss. I have considered other options in the past, but kept putting it off due to the cost, and because I thought it wouldn't look very good. Then when I saw another client getting the Luxury Net, I decided to give it a try.

● **How did you feel the first time you wore Luxury Net?**

The first time I tried this amazing new hairpiece, it was a bit of a shock!! I immediately felt at ease. When I looked at myself in the mirror, I could hardly believe it!! Finally, after so many years, I liked the way I looked.

● **Has anyone you know noticed you're wearing a hairpiece?**

To be honest, neither the people I've recently met or those I've known for years have noticed anything. Not even some of my family. A lot of them are used to always seeing me with my hair tied back, and they've been amazed to see me with this new look.

● **Has anyone asked any questions?**

Yes, and I told them I've found a great hairdresser!



● **How are things from day to day? How do you manage Luxury Net at home?**

To be honest, at the beginning I didn't think the hair would be so easy to manage. I was scared I might damage it when I washed it, but now I'm a lot more relaxed, everything has been really easy.

● **Has Luxury Net changed anything for you?**

My day to day life and my relationships with others have improved a lot. Now I feel better, more sure of myself and of how I look, and so my relationships in general have improved.

● **Do you do things now that you used to deny yourself?**

I can do things now that I could only dream of before. Most importantly, I can finally wear my hair down! Before, I was always forced to tie my hair back in a ponytail to hide the thinning.

● **Do you think you could do without Luxury Net now?**

I certainly couldn't do without it now!

● **Would you recommend Luxury Net to other women with thinning hair?**

I definitely would. But to everyone, not just women!



# WHY EASY VOLUME LUXURY LOOKS SO NATURAL

## OUR EUROPEAN HAIRS

European hair has a unique texture and shine, its own unique color (never homogeneous but a rich tapestry of shades), a unique movement, it is softer and thinner than Indian or Asian hair and can be styled as you like.

By hair movement, we mean the direction that the hair takes on, and how they wave and fall across the face and shoulders. When talking about natural hair, much depends on the length and thickness of the hair: generally, the longer and thinner the hair the more movement. But what actually influences the movement of the hair the most is the state of health. Porous hair appears lifeless and opaque, chemically treated hair can appear dry or “glassy”.

Long lasting and healthy hair is essential for the creation of our hairpieces which perfectly blend into the wearer's natural hair. A hairpiece is well-made when the hair used to create it is healthy and is knotted correctly into the lace in a way that it produces a natural movement of the hair itself, making it seem as natural as possible.

The quality and type of hair used in making a hairpiece is one of the most important factors that distinguishes a superior quality hairpiece from all the others.

The more characteristics of our natural hair are preserved in the production process, the more the hairpiece will seem natural.

## THE CUTICLE

The cuticle is the outer layer of the hair shaft that we can actually see and touch.

This layer is made up of flat cells, also known as scales, arranged like tiles on a roof with multiple overlaps and all pointing in the same direction. The free edge of these scales points towards the end of the hair.

This particular feature of the cuticles is responsible for the shininess of the hair itself and allows the single hair strands to slide one over the other without getting tangled and knotted.

The health of the hair depends on the state of health of the cuticle. The hair is healthy if the cuticle is healthy.

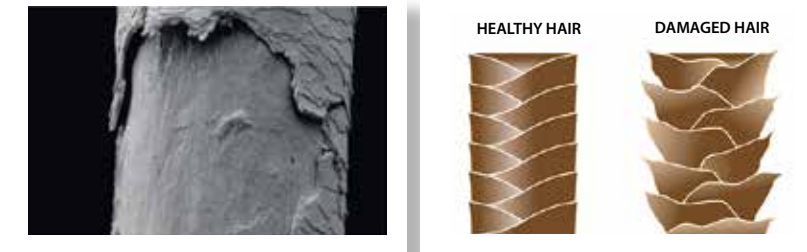
Hair is soft and shiny with the right amount of elasticity only if the cuticle is healthy and intact (that is, if the scales are smooth, regular and adhere well to the shaft).

On the other hand, when the cuticle is damaged or consumed, the hair appears dull, dry, and weak, and lacks of elasticity. Bleaching, dyeing, perms or any other chemical treatments as well as excessive use of heat or aggressive hair products can cause the scales to lift up, damaging the cuticle.

*All stages of manufacture, from the sourcing of the raw material to the processing of the hair and the creation of the end product, require the observance of precise quality standards.*

## BEAUTIFUL AND HEALTHY HAIR DEPENDS ON THE HEALTH OF THE CUTICLE.

This applies to the hair used to produce the Easy Volume Luxury Net and Luxury Top hairpieces, and to all our hair products.



## SOURCING OF THE HAIR

The use of high quality raw material is essential for the production of high end hairpieces. For this reason we select strong, healthy hair which has never been chemically treated (hair that has never been bleached, dyed nor permed). This hair must be 100% Remy hair, this means that the hair is all aligned in the same direction from the roots to the ends.

During the collection phase the hair must first be tied into braids or queues to maintain the same root to tip direction (and so also maintaining the cuticles in the same direction). We then cut the braids or queues.

*Nowadays, true European hair accounts for a minority of the products on the market. There are two main factors which have led to this trend over the last few years: an increase in both the demand for hair and in its cost.*



## SORTING DIFFERENT HAIR LENGTHS

The manufacturing process continues with the sorting of the hair: the hair is unbraided and sorted according to its length. This process is meticulously carried out so that the hair is all in the same direction. Then, the bundles of hair, which all have the same length, will be used to create our various hairpieces.



## BLEACHING

After sorting the different lengths, the hair undergoes a careful and delicate bleaching process. Our aim is to obtain shades that are very similar to what we are looking for without modifying too much the original hair colour. This allows us to maintain high quality hair. If this process is too aggressive it can permanently damage the hair and its structure, compromising its integrity. The hair may be dry and brittle, stripped of its natural softness and shine, with cracked cuticles which can lift and break off when damage is severe.

## COLOURING

After bleaching, the hair is dyed using gentle products to achieve the precise colour desired.

# LUXURY NET READY TO SHIP

Fair Fashion offers a number of different options for achieving a beautiful, thick and natural head of hair, tailored to the specific needs of each individual client, whether the thinning is at an initial, intermediate or advanced stage.

## BEGINNIG

If the thinning is in its initial stages, we recommend **LUXURY NET LIGHT** the least invasive and most natural option available.

**LUXURY NET LIGHT** is an exclusive hair integration system, consisting of a micronet of cells with a width of 8 mm on the perimeter and 5 mm in the central area, through which the client's hair is threaded..

## INTERMEDIATE

If the thinning is at an intermediate stage, particularly in the central part of the head, on the crown or the parting line, we recommend **LUXURY NET TOP LINE**.

**LUXURY NET TOP LINE** is an exclusive hair integration system which combines the visual perfection of the French Top on the parting line with an attachment system which uses special keratin thread on the perimeter micronet.

## ADVANCED

When the thinning is advanced and mainly on the front of the head, we recommend **LUXURY NET TOP FRONT**.

**LUXURY NET TOP FRONT** is an exclusive hair integration system which combines the visual perfection of the French Top on the parting line with an attachment system which uses special keratin thread on the perimeter micronet.



# BEGINNING

## INITIAL THINNING

One woman in 4 has or is experiencing hair loss on the top of the head.

We have developed the LUXURY NET LIGHT for those whose hair thinning is in its initial stages.

Where the quantity of hair is beginning to decrease, the hair is very thin but the scalp is still not entirely visible.

**LUXURY NET LIGHT** blends seamlessly into the client's existing hair, giving fullness and volume and giving the wearer the confidence to go about their daily life, changing their cut and style whenever they please.

**LUXURY NET LIGHT** is an exclusive hair integration system, consisting of a micronet of cells with a width of 8 mm on the perimeter and 5 mm in the central area, through which the client's hair is threaded.

## What is the MICRONET?

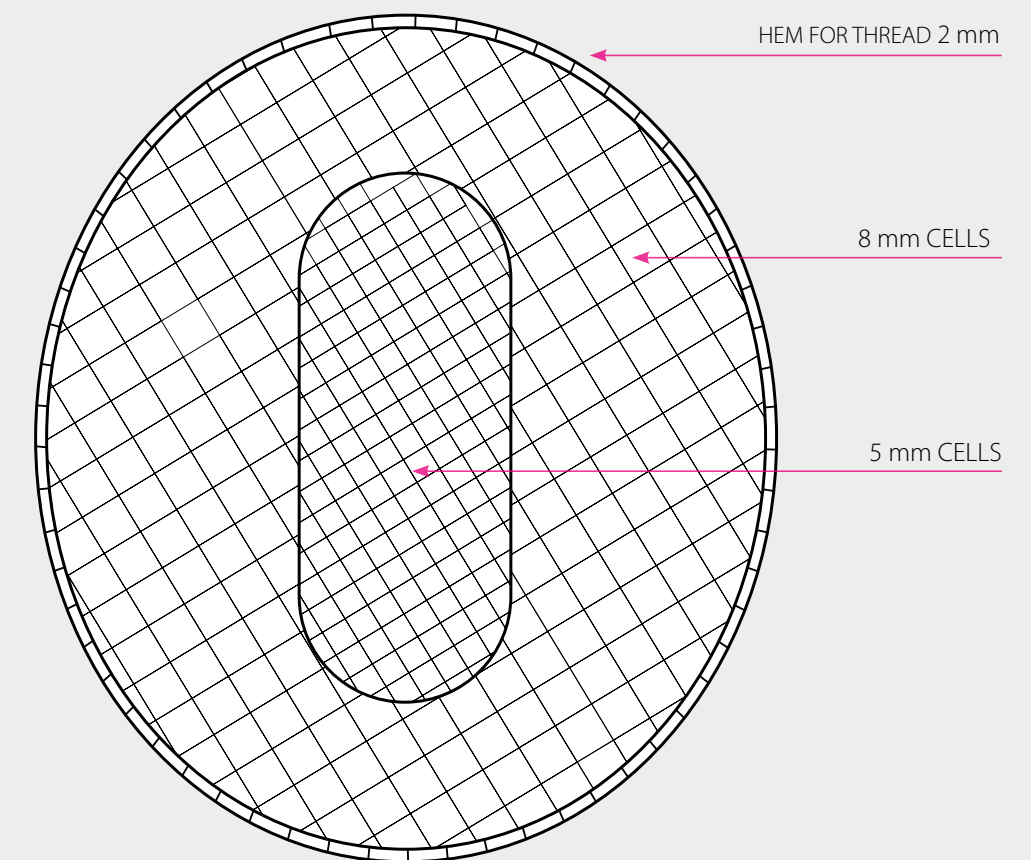
*The micronet is a mesh on to which the hair is knotted. Our hairpieces are all made using European hair. The client's existing hair is threaded through the holes of the micronet. The additional hair therefore becomes an integral part of the wearer's hair, and can be freely brushed and styled as if it were their own.*

*The fixing method using keratin thread around the perimeter of the hairpiece allows the wearer to carry out any tasks they please with peace of mind and with no need for any lifestyle changes. Unlike other hair systems, this method does not limit the wearer's daily routine in any way.*



# LUXURY NET LIGHT

ready to ship



## LUXURY NET LIGHT READY TO SHIP

Base size M 16x14 cm

Hair lenght 22 cm and 35 cm

*Luxury Net Light can be custom made. For details, see page 30.*

**Luxury Net Light is produced using Remy European hair with intact cuticles.**

## AVAILABLE COLOURS READY TO SHIP



2/4

4/6

8

8/14

10/12

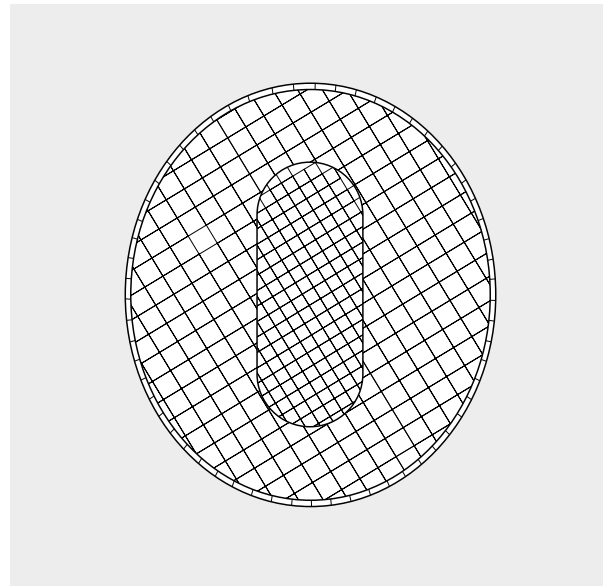
12/14/16

## BEGINNING

BEFORE



AFTER



**MODEL** LUXURY NET LIGHT M

**SIZE** 16x14 cm (ready to ship)

**MESH WIDTH** 5 mm internal 8 mm external

**HAIR LENGTH** 20 cm

**COLOUR** 8 (Slightly Bleached)

**APPLICATION** Keratin thread

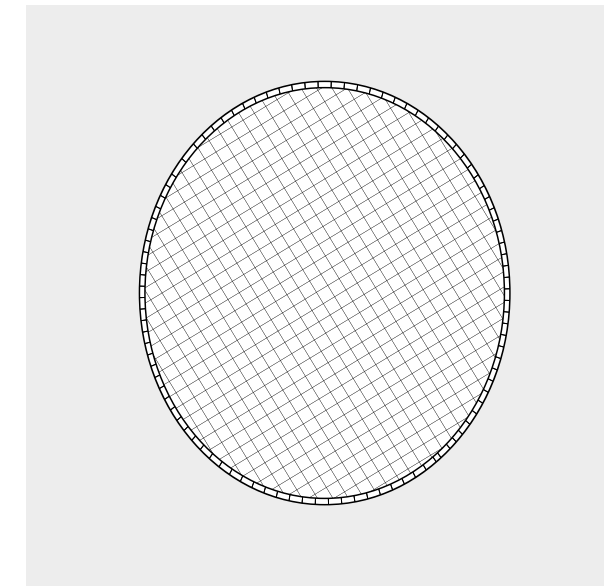
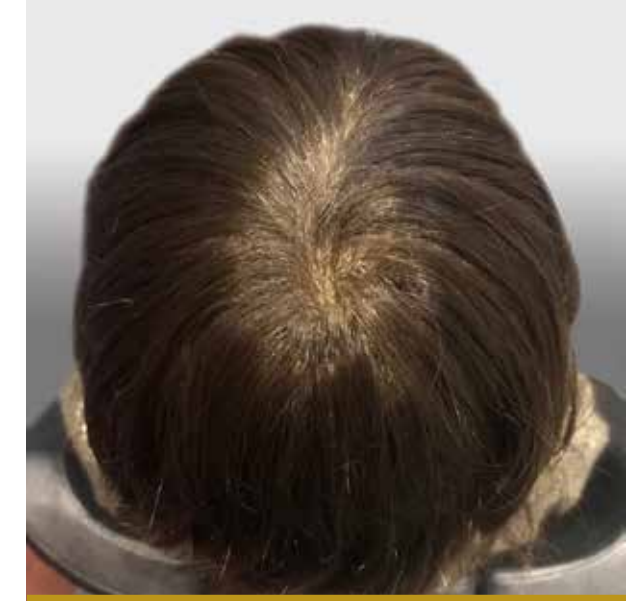
The client has only slight thinning on the top of the head. Luxury Net Light M was applied, base size 16x14 cm, hair length 20 cm (product ready to ship).

## LUXURY NET LIGHT

BEFORE



AFTER



**MODEL** LUXURY NET LIGHT M

**SIZE** 16x14 cm (custom made)

**MESH WIDTH** 5 mm

**HAIR LENGTH** 35 cm

**COLOUR** 4/6

**APPLICATION** Keratin thread

The client has thinning on the top of the head, with prominent hair loss on the crown. Luxury Net Light M was applied, base size 16x14 cm, hair length 35 cm, mesh width 5 mm (custom made product).

*Luxury Net Light can be custom made. For details, see page 30.*

# INTERMEDIATE

## INTERMEDIATE OR PROGRESSIVE THINNING

When the hair thinning begins to progress, especially in the centre of the head, parting line and crown, the scalp becomes particularly visible.

With **LUXURY NET TOP LINE** we have combined the perimeter microline with the French Top on the parting line, giving the impression that the hair is growing directly from the scalp, giving an unparalleled natural look.

**LUXURY NET TOP LINE** is an exclusive hair integration system which combines the visual perfection of the French Top on the parting line with an attachment system which uses special keratin thread on the perimeter micronet.

### What is the **FRENCH TOP**?

*The "French Top" consists of three layers of tulle which conceal the attaching knots and give the hair the appearance of growing directly from the scalp, creating an extremely natural look.*

*The French Top is made from natural materials with excellent breathability.*

### What is the **MICRONET**?

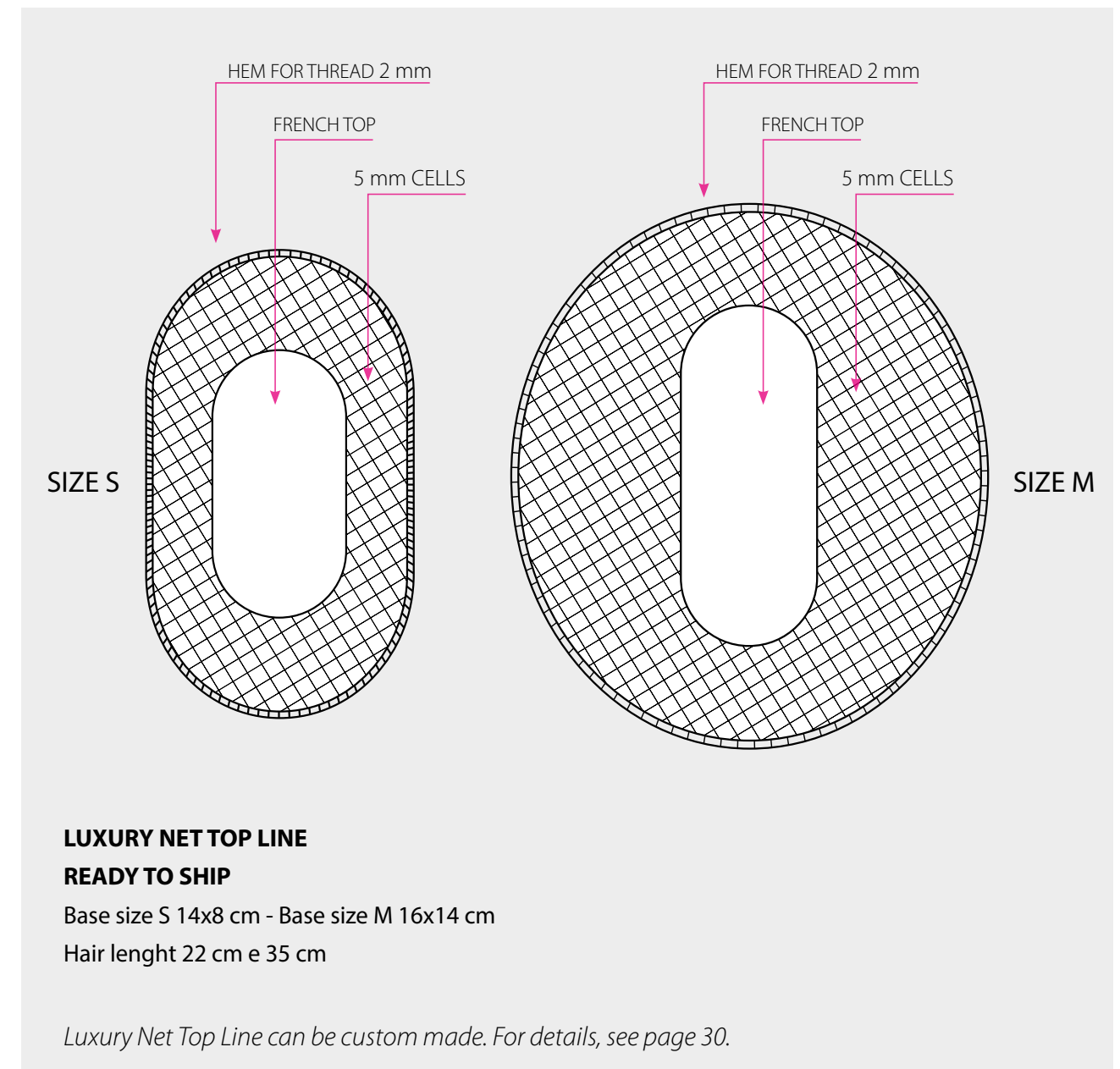
*The micronet is a mesh on to which the hair is knotted. Our hairpieces are all made using European hair. The client's existing hair is threaded through the holes of the micronet. The additional hair therefore becomes an integral part of the wearer's hair, and can be freely brushed and styled as if it were their own.*

*The fixing method using keratin thread around the perimeter of the hairpiece allows the wearer to carry out any tasks they please with peace of mind and with no need for any lifestyle changes. Unlike other hair systems, this method does not limit the wearer's daily routine in any way.*



# LUXURY NET TOP LINE

ready to ship



**Luxury Net Top Line is produced using Remy European hair with intact cuticles.**

### AVAILABLE COLOURS READY TO SHIP

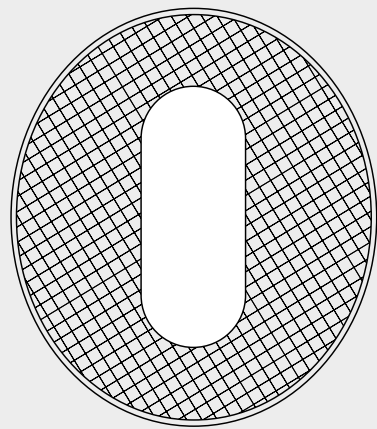


## INTERMEDIATE

BEFORE



AFTER



**MODEL** LUXURY NET TOP LINE M

**SIZE** 16x14 cm (ready to ship)

**MESH WIDTH** 5 mm

**HAIR LENGTH** 35 cm

**COLOUR** 4/6

**APPLICATION** Keratin thread

The client has thinning on the top of the head, with prominent hair loss on the parting line.

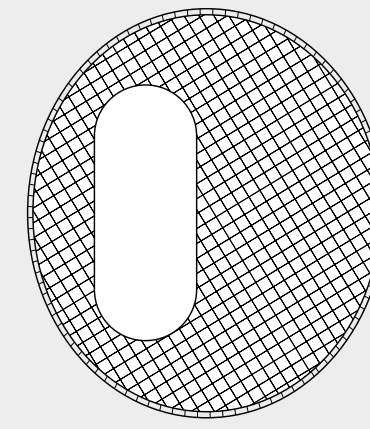
Luxury Net Top Line M was applied, base size 16 x14 cm with hair length 35 cm and French Top on the parting line (product ready to ship).

## LUXURY NET TOP LINE

BEFORE



AFTER



**MODEL** LUXURY NET TOP LINE M

**SIZE** 16 x14 cm - left parting (custom made)

**MESH WIDTH** 5 mm

**HAIR LENGTH** 30 cm

**COLOUR** 2

**APPLICATION** Keratin thread

The client has slight hair loss over the entire top of the head. Luxury Net Top Line M was applied, base size 16 x14 cm with hair length 30 cm and French Top on the parting line (product custom-made).

*Luxury Net Top Line can be custom made. For details, see page 30.*

ready to ship

# ADVANCED

# LUXURY NET TOP FRONT

## ADVANCED THINNING

Advanced thinning often also affects the front of the head, where the hair may be very sparse or even absent.

**LUXURY NET TOP FRONT** covers the entire front area and parting line as far as the crown using the French Top, making it the perfect choice for those with prominent thinning at the front of the head.

Luxury Net Top Front can be attached along the entire length of the perimeter using keratin thread. In the event that the client has insufficient hair in the front of the head, a special bi-adhesive can be used in direct contact with the skin.

**LUXURY NET TOP FRONT** is an exclusive hair integration system which combines the visual perfection of the French Top on the parting line with an attachment system which uses special keratin thread on the perimeter micronet.

## What is the FRENCH TOP?

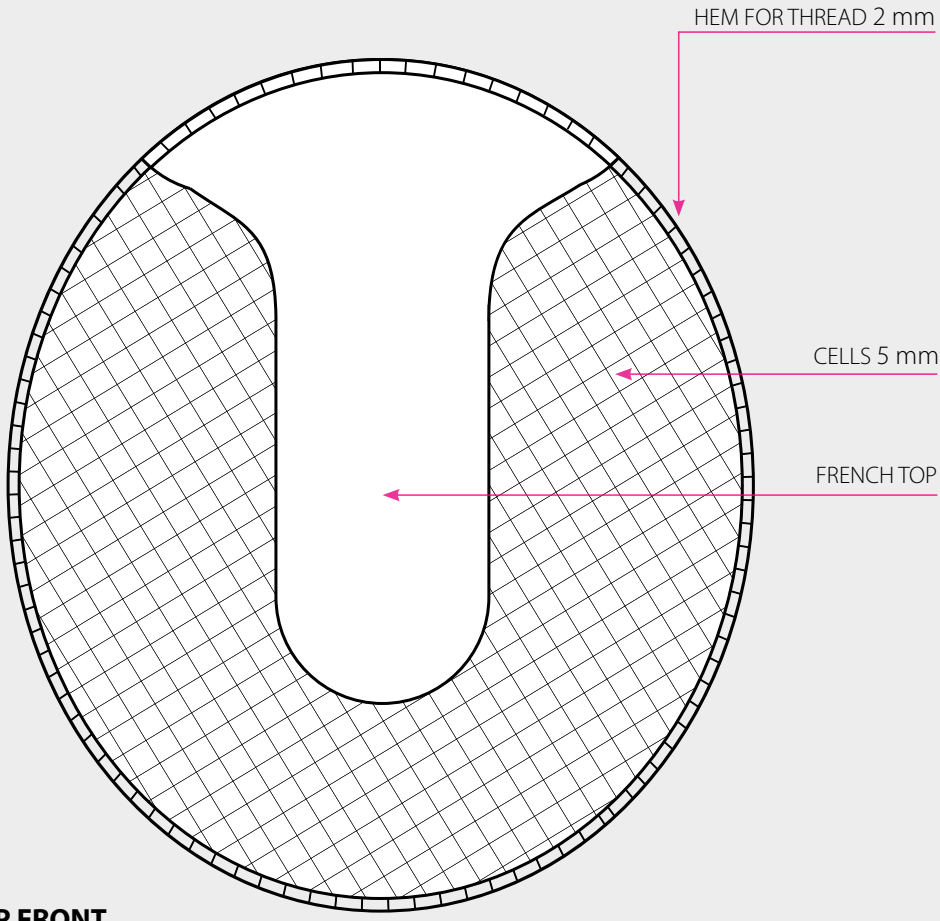
The "French Top" consists of three layers of tulle which conceal the attaching knots and give the hair the appearance of growing directly from the scalp, creating an extremely natural look.

The French Top is made from natural materials with excellent breathability.

## What is the MICRONET?

The micronet is a mesh on to which the hair is knotted. Our hairpieces are all made using European hair. The client's existing hair is threaded through the holes of the micronet. The additional hair therefore becomes an integral part of the wearer's hair, and can be freely brushed and styled as if it were their own.

The fixing method using keratin thread around the perimeter of the hairpiece allows the wearer to carry out any tasks they please with peace of mind and with no need for any lifestyle changes. Unlike other hair systems, this method does not limit the wearer's daily routine in any way.



## LUXURY NET TOP FRONT READY TO SHIP

Base size M 16x14 cm

Hair length 22 cm e 35 cm

Luxury Net Top Front can be made to measure. For details, see page 30.

Luxury Net Top Front is produced using Remy European hair with intact cuticles.

## AVAILABLE COLOURS READY TO SHIP

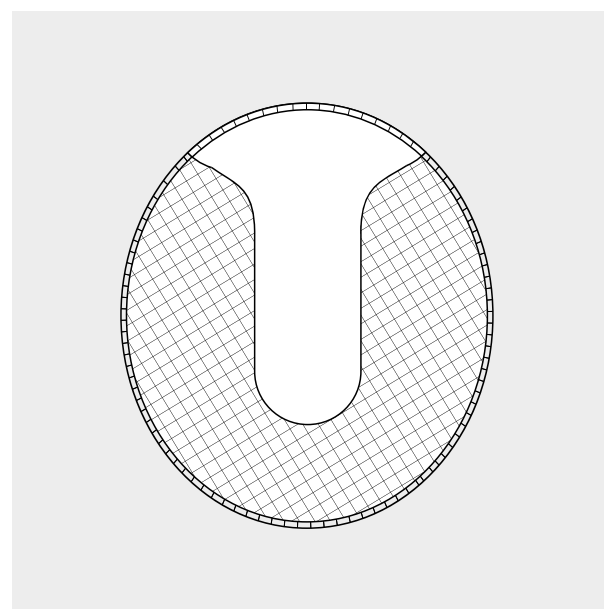


## ADVANCED

BEFORE



AFTER



**MODEL** LUXURY NET TOP FRONT M

**SIZE** 16 x14 cm (ready to ship)

**MESH WIDTH** 5 mm

**HAIR LENGTH** 35 cm

**COLOUR** 4/6

**APPLICATION** Keratin thread

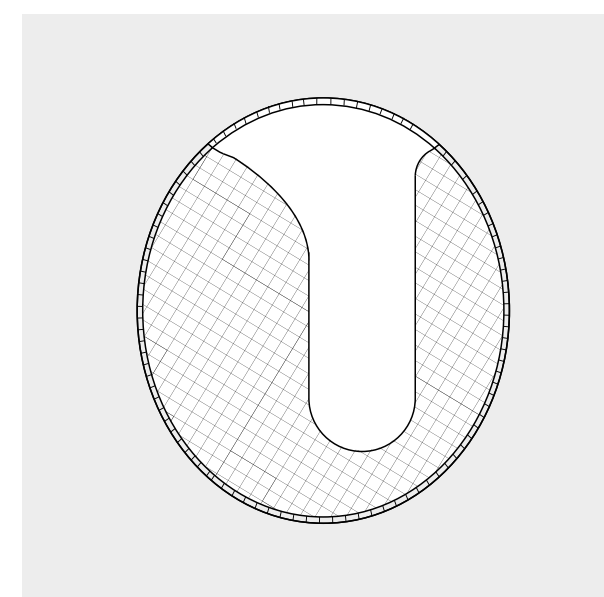
The client has thinning on the top of the head, with prominent hair loss on the parting line. Luxury Net Top Front M was applied, base size 16 x14 cm with hair length 35 cm and French Top on the parting line (product ready to ship).

## LUXURY NET TOP FRONT

BEFORE



AFTER



**MODEL** LUXURY NET TOP FRONT L

**SIZE** 18 x18 cm - right parting (custom made)

**MESH WIDTH** 5 mm

**HAIR LENGTH** 20 cm

**COLOUR** 8

**APPLICATION** Keratin thread + frontal adhesive

The client has very prominent hair loss in the upper and front part of the head. This is a special case, since the hair on the sides is strong and able to withstand the attachment process. Luxury Net Top Front L was applied, with base size 18 x18 cm, hair length 20 cm and French Top in the front area and on the parting line to permit the use of adhesive (product custom-made).

*Luxury Net Top Front can be made to measure. For details, see page 30.*

# CUSTOM MADE LUXURY NET

custom made

## DETAILS YOU HAVE TO KNOW TO CREATE A CUSTOM ORDER:

### 1. BASE SIZE

Luxury Net base size depends on the client's extent of hair thinning and bald area.

### 2. SIZE OF THE CELLS

The cells that form the net come in 3 sizes: 5mm – 8mm – 11mm.

The bigger these cells are and the less volume of hair the hairpiece has, vice-versa the smaller the cells and the more volume of hair.

### 3. POSITIONING AND SIZE OF THE FRENCH TOP (OPTIONAL)

The French Top can be added in those areas where there is an important extent of hair thinning. Hair thinning can be more prominent in areas such as the parting line, the crown area, and frontal area.

### 4. HAIR LENGHT

Our custom-made Luxury Net hairpieces are available in 6 different hair lengths:

20 cm – 25 cm – 30 cm – 35 cm – 40 cm – 45 cm

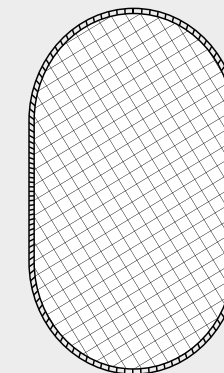
### 5. HAIR COLOUR

Our custom-made Luxury Net is available in a vast range of shades, from dark brown to light blonde. For a perfect and invisible integration the colour has to be as similar as possible to the wearer's natural hair.

*\*Estimated delivery time for custom-made products 60-90 days.*

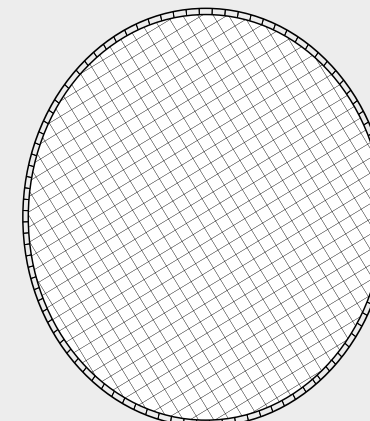
### 1. BASE SIZE

The choice of the base size depends on the extent of the bald or thinning area. A custom-made hairpiece gives the possibility to choose the perfect size for each and every client. Here are some examples:



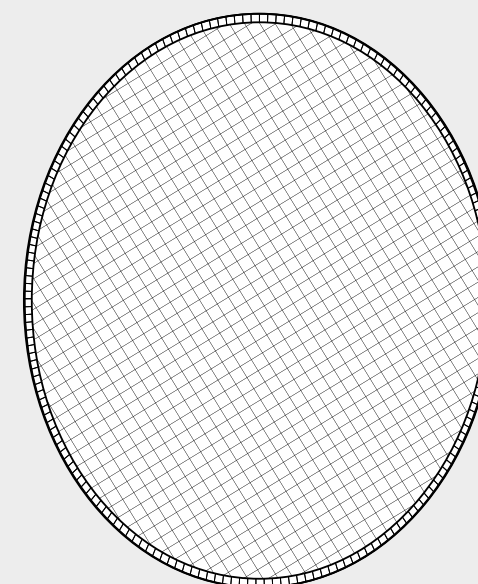
#### BASE SIZE S

UP TO SIZE 14X8 CM is considered a small size base



#### BASE SIZE M

UP TO SIZE 16X14 CM is considered medium size base



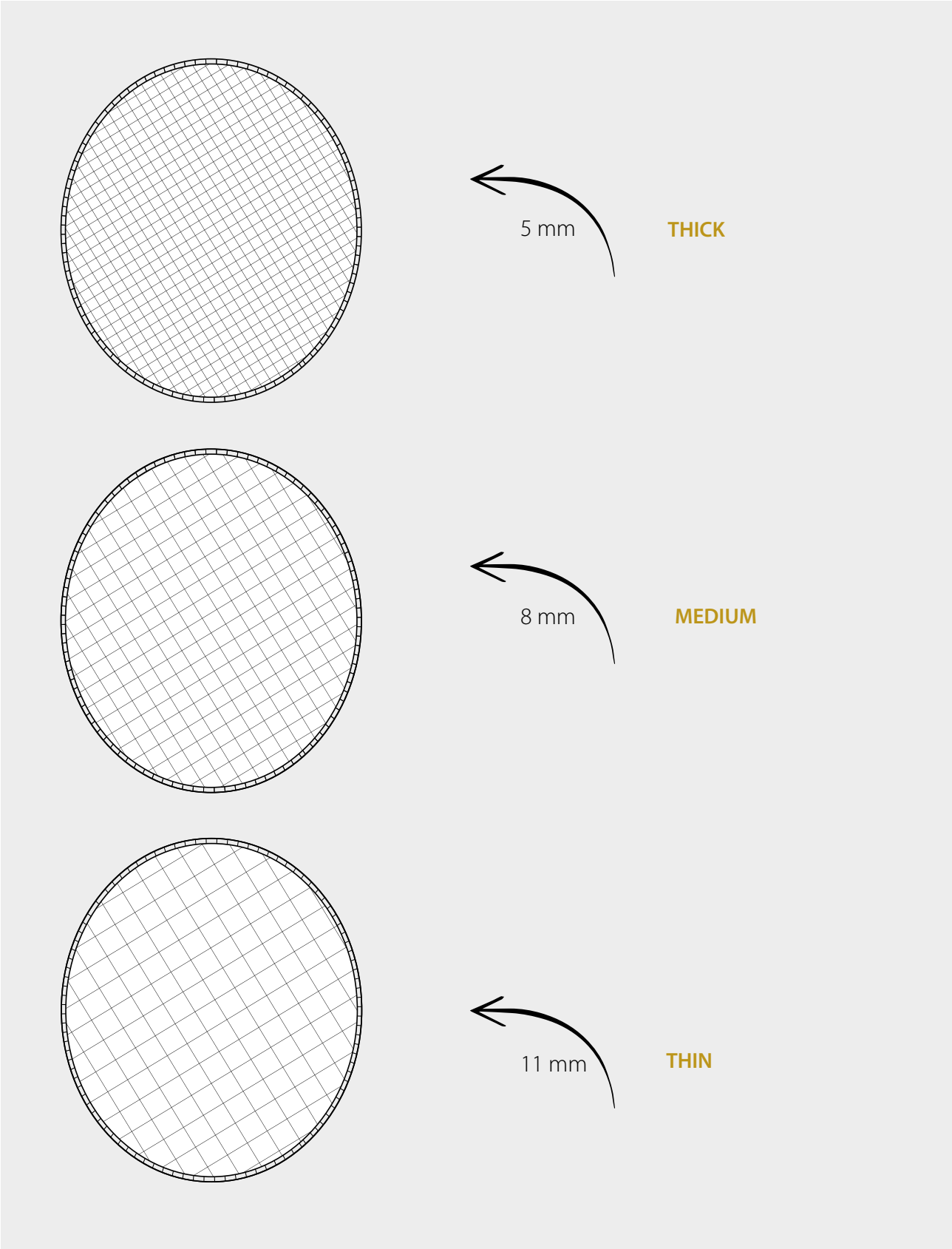
#### BASE SIZE L

UP TO SIZE 22X18 CM is considered a large size base

*\*Estimated delivery time for custom made products 60-90 days.*

2. CELL SIZE

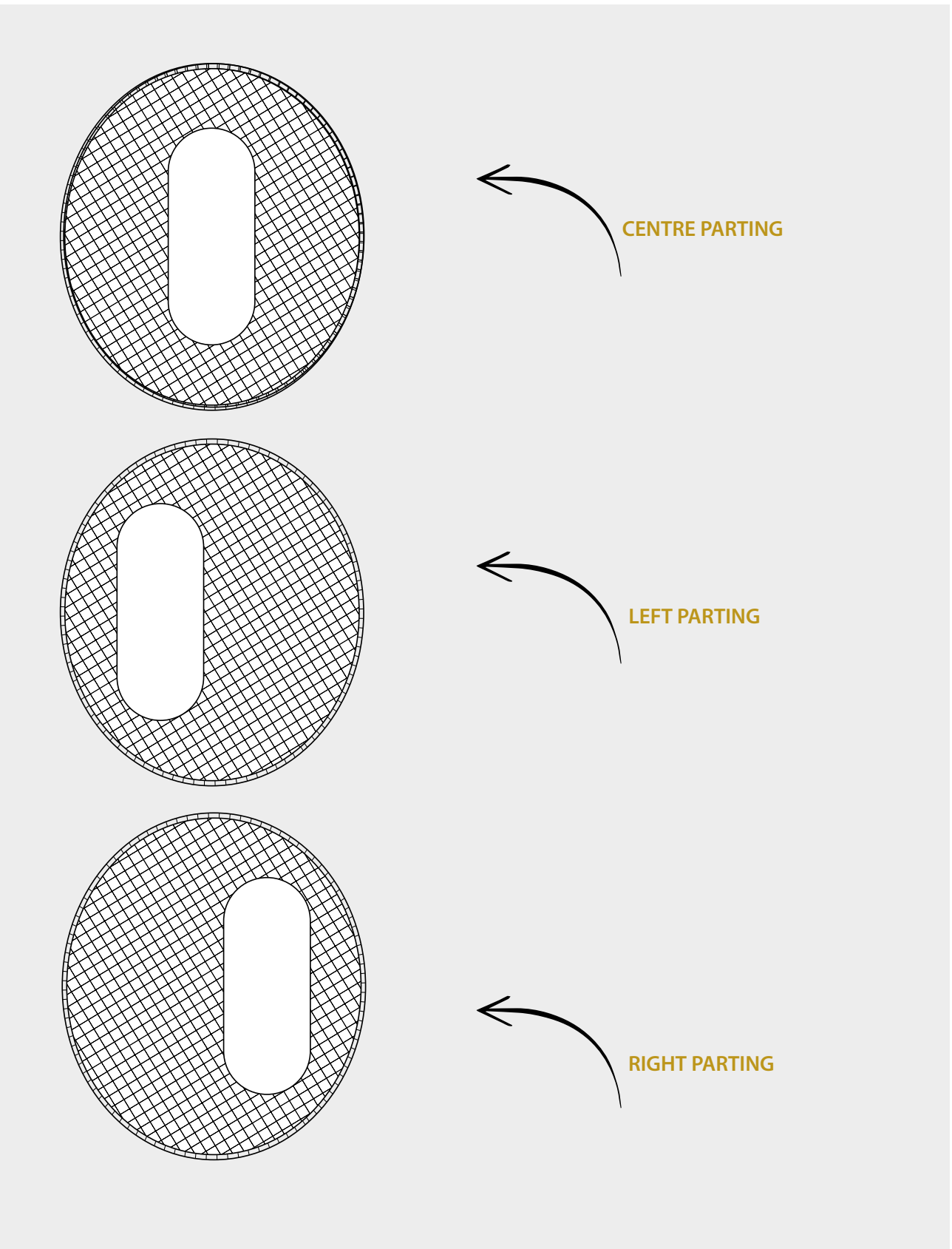
How much volume of hair is in the hairpiece depends on the size of the cells that make up the net structure. The bigger the cells, the less volume of hair the hairpiece will have, vice-versa the smaller the cells and the more volume of hair.



\*Estimated delivery time for custom made products 60-90 days.

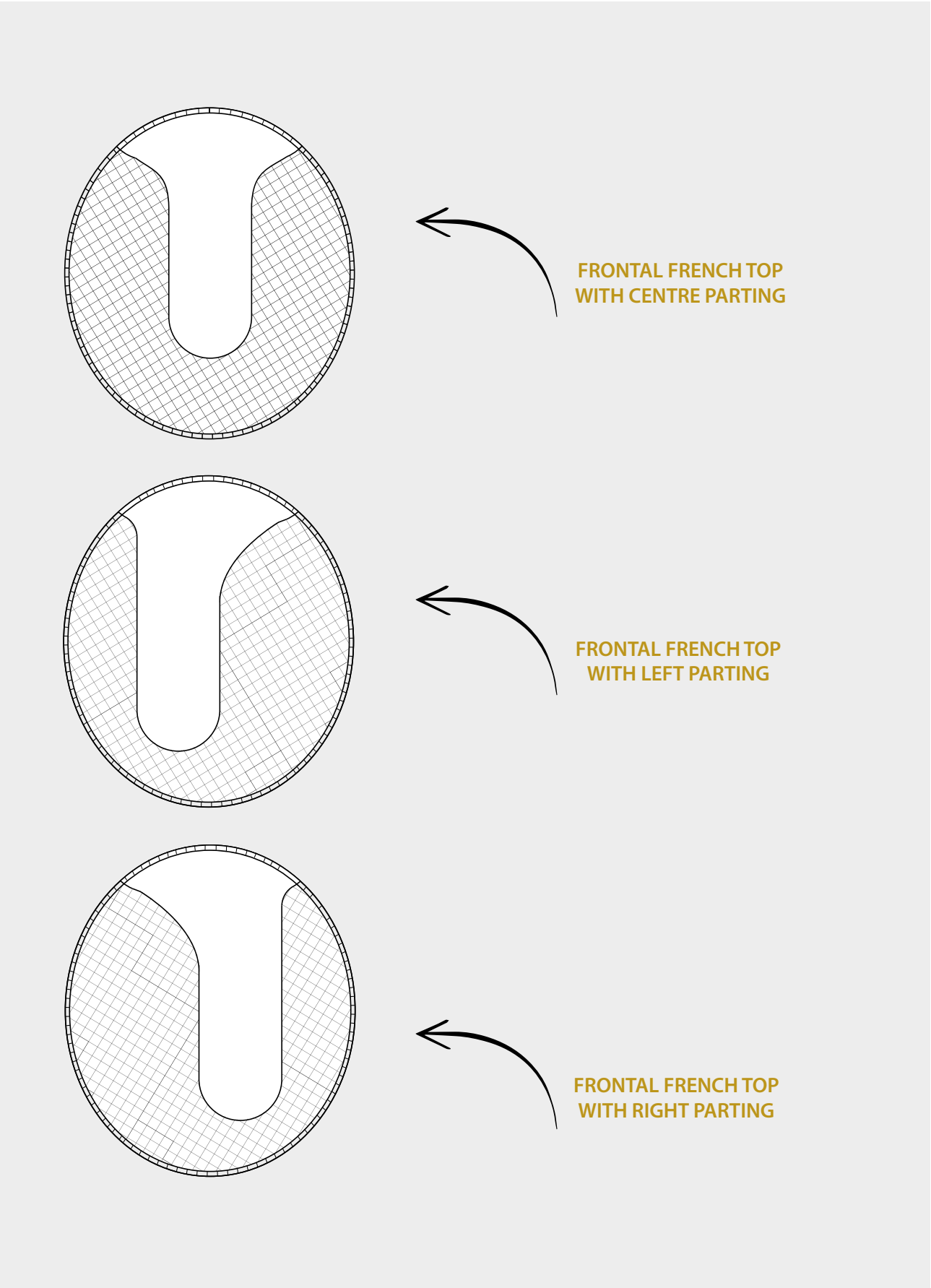
3. OPTIONAL INSERTION AND POSITIONING OF FRENCH TOP

It is possible to add a French Top to the net in those areas where there is extensive hair thinning. Custom made hairpieces allow exactly this and let you position the French Top in these areas (because not everyone's hair thinning is in the central part of the head).



\*Estimated delivery time for custom made products 60-90 days.

Option of applying the French Top to the front with polyurethane adhesive and on the parting line (centre, left or right) depending on the needs of the client.



\*Estimated delivery time for custom made products 60-90 days.

4. HAIR LENGHT

Our custom made Luxury Net hairpiece can be requested among one of our six different hair lengths:



5. HAIR COLOUR

Our European hair range offers a choice of 12 colours.



ready to ship

# EASY VOLUME LUXURY TOP

## EXTREMELY NATURAL APPEARANCE

Easy Volume Luxury Top thickens hair over a bald scalp where the thinning is too extensive, or where the existing hair is too weak to permit attachment with the keratin thread used to apply Luxury Net.

That's why we have developed Easy Volume Luxury Top, the non-surgical thickening made exclusively with European hair of incomparable quality.

The hair used is European virgin, therefore remy with intact cuticles, never been coloured or bleached, without any doubt the best quality of natural hair available on the international market today.

This European hair has a unique texture which makes it soft and shiny and gives it natural movement.

The upper section is made of 3 layers of lace mesh otherwise known as "French Top", which hides the knots giving the impression that the hair grows directly from the scalp with a very natural effect.

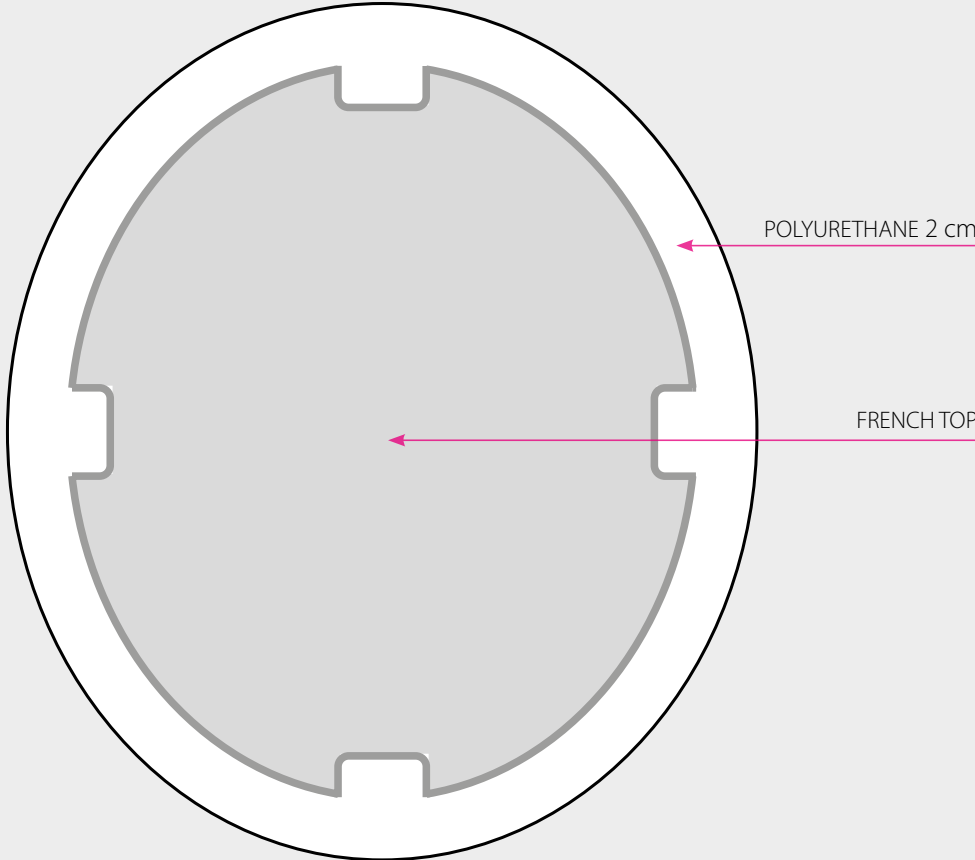
Depending on the customer's requirements, Easy Volume Luxury Top can be fixed temporarily with clip combs, or semi-permanently using double-sided tape.

LUXURY TOP comes with a strip of polyurethane all around its perimeter for an optional use of double-sided tape to ensure an extra grip.

LUXURY TOP can also be custom-made, with a choice of base size, colours and hair lengths.



# LUXURY TOP



**LUXURY TOP**  
**READY TO SHIP**  
Base size M 15x13 cm  
Hair length 22 cm

*Luxury Top can be custom made, with a choice of colours, hair lengths and base sizes.*

*Luxury Top is produced using Remy European hair with intact cuticles.*

## AVAILABLE COLOURS READY TO SHIP



ready to ship

# EASY VOLUME MONO

Easy Volume Mono is a non-surgical hair thickening process for people who suffer from hair thinning on top of the head and around the crown.

The hair are individually knotted onto an extra fine, breathable mesh, guaranteeing volume and a natural effect.

Depending on a client's personal preference Easy Volume Mono can be temporarily fixed onto the client's actual hair with combs or clips, or when necessary can be attached permanently to the skin with hypoallergenic two-sided adhesive.

This latter type of attachment allows for a hassle-free solution that will in no way restrict the client's lifestyle.



# EASY VOLUME MONO

MONOFILAMENT DIAMOND NET

PU 2 cm

SIZE M

MONOFILAMENT DIAMOND NET

PU 2 cm

SIZE L

**EASY VOLUME MONO**  
**READY TO SHIP**  
Base size M 15x13 cm - Base size L 18x17 cm  
Hair lenght 22 cm and 35 cm

*Easy Volume Mono can be custom-made, with a choice of colours, hair lengths and base sizes.*

Easy Volume Mono is produced using Remy Indian/Asian hair with intact cuticles.

AVAILABLE COLOURS



# HAIR THICKENING TRAINING COURSES

We regularly organize training and refresher courses on the best and most advanced hair thickening techniques. Our aim is to form specialized professionals in order to offer better support and the best solution for all those women who are suffering from hair thinning. Participating in our training courses will give you the skills and competence to work in the best way. It is our duty to produce innovative hairpieces, created with the finest quality cuticle-intact hair available on the market, and provide our professional and technical knowledge on up-to-date attachment methods. Attaching a hairpiece, such as our Easy Volume Luxury Net, is not complicated but at the same time can be very delicate and requires special skills in all its phases: from the initial consultation, to a correct attachment, to care and maintenance, up to its removal. A professional thickening service gives the possibility to transform and improve a person's self-esteem and image. In order to instil confidence and trust, it's very important to have the right competence and professional skills.

Why do we provide hair thickening courses dedicated for specialized salons?

We strongly believe that an excellent product must be combined with highly professional hair thickening skills, and for this reason we continuously invest in our formation attending up-to-date training courses all over Italy and abroad. We want to impart our way of thinking to all those who use our products.

**With over twenty years of experience, we at FAIR FASHION offer the possibility to become a skilled professional in hair thickening by offering courses created specifically for professional salons. Our aim is to forge highly skilled professionals in the world of hair thickening so that our salon can offer the best solutions.**

Our courses are aimed at developing the following skills:

- learn about our different types of hairpieces and their different features;
- the ability to understand when a hairpiece is a suitable option;
- the ability to choose the right hairpiece depending on the person's needs;
- acquire the skills for a proper application and removal of the hairpiece;
- how to make a mold for a customized hairpiece;
- learn the different techniques for the correct care and maintenance after each application;
- styling and trimming once the hairpiece has been applied;
- marketing skills for hair thickening services.

# WHY CHOOSE FAIR FASHION

## 1. PREMIUM QUALITY EUROPEAN HAIR

All of our Easy Volume Luxury hairpieces are made with premium European hair with intact cuticles, the best quality available on the international market today. This European hair, which is becoming always harder to find, compared to Asian hair, has a unique texture, is soft and shiny and has a natural movement making it almost impossible to notice you are wearing a hairpiece.

## 2. PROFIT MARGINS AND TRANSPARENT COSTS

Our Easy Volume Luxury prices guarantee salons more than a 200% profit margin. Our suggested retail prices make the end consumer feel confident they are paying the right price.

## 3. TRAINING COURSES

We regularly organize training and refresher courses on the best and most advanced hair thickening techniques. Our aim is to form specialized professionals. Our courses provide the skills and professional competence necessary to increase a salon's business.

## 4. A WIDE RANGE TO CHOOSE FROM

A wide range of hairpieces in stock and ready to ship and the possibility to customize your Easy Volume Luxury hairpiece depending the Client's needs.

## 5. INNOVATIVE FRENCH TOP WITH HIDDEN KNOTS RECREATES SCALP EFFECT

"French Top" is made with 3 layers of lace mesh which hides the knots giving the impression that the hair grows directly from the scalp with a very natural effect.

## 6. MARKETING - WE WORK FOR YOUR SALON!

Dozens of women contact us every day, looking for an answer to their problems of thinning hair and a salon in their home city who can help them.

# CARE AND MAINTENANCE PLUS 12 PRODUCTS

The hair used to create our Easy Volume Luxury hairpieces is unable to benefit from the substances naturally produced by the body that protect the hair itself. Even Remy hair with intact cuticles, the best quality of hair available on the market, requires greater care than natural hair, and needs to be moisturized by using quality hair products which compensate this lack of nourishment.

PLUS 12 is our new line of care and maintenance products, created specifically to help treated and colored hair. Each PLUS 12 product contains a blend of 12 natural active substances from organically grown plants obtained by enzymatic extraction, which in turn combine with other active ingredients chosen specifically and found in our Plus 12 products. The synergetic action of the various extracts gives a complete and effective phytocomplex, to restructure, nourish and strengthen the hair, from the roots to the ends.

All PLUS 12 care and maintenance products are free from sulfates, silicone, mineral oils, parabens and CMIT/MIT.



## PLUS 12 MULTI-ACTION RESTRUCTURING SHAMPOO

Multi-functional shampoo for treated and coloured hair, ideal for wigs, hair extensions and hairpieces with human hair.

Contains various active substances and amino acids, such as arginine, to restructure, reinforce and protect brittle and damaged hair, giving strength and nourishment to the entire hair structure.

Keratin and wheat protein nourish the hair right down to the cortex, protecting the hair from root to tip increasing brightness and shine.



## PLUS 12 NOURISHING AND RESTRUCTURING MASK

Its restructuring and reinforcing action is ideal for treated and coloured hair, and specific for human hair wigs, hair extensions or hairpieces.

It nourishes deep down, giving body and bounce to brittle and damaged hair which tends to break.

Shea butter and olive oil strengthen dry and damaged hair, increasing its resistance to the mechanical stress caused by styling.

It reduces split ends and helps prevent their formation.



## PLUS 12 LOTION WITH RESTRUCTURING KERATIN LIQUID

This spray lotion should be used after every wash. Ideal for wigs, hair extensions and hairpieces with natural human hair.

With its nourishing, strengthening and protective action, this lotion is ideal for the treatment of brittle and damaged hair. It is particularly recommended for stressed or treated hair.

It makes styling easier and protects against heat stress, so you can use straightening irons with no problem.

It contains a special, latest generation quaternized KERATIN which rebuilds the damaged cuticles, giving a uniform appearance to the hair and restoring shine.



## SPECIFIC HAIR BRUSH FOR HAIRPIECES

Our brush with Kotibe Wood is specifically designed for natural hair wigs, hairpieces and hair extensions. We recommend brushing your hairpiece several times a day, especially with long hair.

Regular brushing keeps the cuticles closed, and prevents tangling.





FAIR FASHION<sup>®</sup>  
NATURAL LINE  
— Easy Volume Luxury —

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