

Company: Hair Development

Stand: K205

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Hair Development Prepares for Salon Unveiling! HD set to introduce a new brand image to visitors at this year's Salon International!

With 40 years dedicated to pioneering revolutionary 100% human hair extensions, application systems and hair replacement solutions, Hair Development brings a another new innovation to Salon International this year – a new style for its brand!

As the company prepares to unveil its dynamic, contemporary new image, its expertise in bringing new products and innovations to the world of hair extensions remains as determined as ever. As the original creators of the extensions revolution in the UK, Hair Development has remained true to its original philosophy of sourcing the finest 100% human hair and developing application procedures, attachment technologies and hair replacement solutions around this core, and very vital, product.

The Secret to Amazing Looking Extensions

"The secret to amazing looking hair extensions and authentic hair replacement systems begins and ends with the quality of the hair," says founder and CEO Stan Levy. "Our global reputation has been built on our hair so we make no compromises and source only the very finest human hair. From this we have been able to invent, create and develop world-leading systems to attach hair giving clients the length, volume, colour and style that even the trained eye would struggle to detect. Our achievements in this have made us the benchmark for quality and earned us a first-class reputation."

All HD extensions are made from ethically sourced European Cuticle Hair, Virgin Hair or the finest Indian 'Remy' Hair. At Salon, they will be demonstrating this along with their comprehensive range of application systems that give salons several options to select the right system for their business and clientele explains Creative Director, Janis Levy. "Whereas most companies offer a system of attaching extensions, we have developed a varied range including those ideal for our

un-bonded bulk hair, pre-bonded extensions kits, Extend Magic that utilises our innovative 'tape cartridges' and our unique Strongest Link procedure that requires no bonding adhesives at all! HAIR DEVELOPMENT [UK] LTD | 247 Mile End Road | London | E1 4BJ Tel: +44 [0] 207 790 4567 | Email: hair@hair-development.com | www.hair-development.com "We also have a range of clip in systems and clip-in extensions, so there really is a system and hair combination to suit everyone's tastes and needs."

Similarly, this unparalleled expertise and experience is invested in non-surgical hair replacement solutions for both men and women. Led with the revolutionary Skinvisible system, HD uses the very finest, ethically sourced Indian Remy Human Hair to create the most natural, authentic look. "Hair loss is something people worry about," says Managing Director Mark Burns. "There are many reasons why people experience it; sometimes it's genetic or there can be medical circumstances that cause thinning of the hair or total hair loss. We have combined the world's finest hair with ground-breaking manufacturing developments to create the most natural results." In fact, as part of their new image, Hair Development has created HD MEN; a brand dedicated to their expertise in men's hair replacement. "We wanted to highlight our expertise in this area so men feel confident and aware that there is something unique to them and their needs," says Mark.

Get set for Salon!

At this year's event, visitors will be able to see and experience HDs hair extensions collection, application systems, clip-in fashion products and the range of accessory products including its Ionics and Tronics extensions care range.

The NuVolution Revolution

Among the highlights will be Hair Development's NuVolution - a full head of clip-on extensions created with a blended weft of the finest European 'Cuticle' Hair and heat-resistant man-made hair. This ingenious concept simply clips in to give a full head of extensions and instantly transform your look!

Also taking the stand will be Hair Development's latest innovation – VolumeXtra. Designed and created exclusively by Stan Levy, this clip-in piece helps perfect hair that has had a full head of extensions attached by cleverly camouflaging the bonds at the crown. When you have had a head of hair extensions attached, the bonds are hidden by the next layer of hair above. But with the back and sides extended, you can run out of camouflage as you reach the crown.

With 3 attachment methods, VolumeXtra can be:

Fed through the rippled looped monofilament edge and attached in a holding pattern. The customer's hair can be fed through a series of holes around the skin perimeter and through micro rings. The detachable Locktite Clips can be used on the perimeter VOLUMEXTRA. Is available in two lengths; 45cm [18"] and 15cm [8"]

"We'd like visitors to come and see what we have to offer today's salons and consumers," concludes Janis. "There are many extensions brands out there but few have the depth of experience, breadth of range and expertise of Hair Development, so we're keen to meet people and show how they could benefit from this."

See Hair Development on Stand K205 at Salon International, ExCel, London on 15-17 October 2011. For information call Mark Burns on 020 7790 4567, email hair@hair-development.com and visit www.hair-development.com