

### Beauty Heaven's Owner, Ann Merin, Tells the Truth About Hair Extensions



Recently, a local news station promoted a story called “Problems with Hair Extensions.” I waited through the entire broadcast only to find out that the piece focused on the damage that sewn-in extensions can do after prolonged wear. Sewn-in extensions require tightly braided tracks of hair into which the extension hair is sewn.

Tight braids worn over time tear out the hair and may even permanently damage the follicle. This is probably no surprise to anyone whose mother ever pulled their hair into tight braids as a child. The story went on to extol the virtues of strand by strand, keratin (protein) bond extensions. This was also information I already knew as someone who’s researched and worn hair extensions, and created a salon called Beauty Heaven that specializes in them.

Great Lengths, the brand we feature, was the first to develop and patent a damage-free application technique using a keratin bond that is fused with your natural hair using either heat or with a new heat-free method we offer called Cold Fusion. Though I’ve

seen imitations of this bond, I’ve never seen anything that works as well. Great Lengths also seems to have locked up the world’s best human hair sources. (As one can imagine, there is a limited supply of good, quality hair.) After extensive research, we have not found another company that furnishes the quality of hair that Great Lengths provides.

A great product, however, does not guarantee a great outcome. Only a well-trained extensionist can ensure lasting (up to 6 months), healthy bonds and prevent damage upon removal. An experienced extensionist should also provide color matching (we usually recommend at least 2 different colors), color blending (a unique service we offer which gives a more natural look) and a special cutting technique to seamlessly combine the extension hair with your natural hair. Beauty Heaven’s stylists go through a rigorous 6-month training program to ensure that their skills meet our strict quality standards.

*To find out more about extensions, we suggest you schedule a complimentary consultation by calling 949.309.2462 or booking online at [beauty-heaven.net](http://beauty-heaven.net).*