

experts SPEAK OUT

BY ANN MERIN

The Truth about Hair Extensions

HAIR AND MAKEUP
BY BEAUTY HEAVEN

PHOTO
BY MATT PEYTON



Last year, a local news station promoted a story called "Problems with Hair Extensions." It caught my attention - would there be some new development, some new issue that I didn't know anything about? I waited past the initial headlines, past the other puff pieces, past the weather...even through the sports update. The 45 second story was the last item in the broadcast indicating that this subject was a big draw for the largely female audience. The piece focused, primarily, on the damage that sewn in extensions can do after pro-longed wear. Sewn in extensions require tightly braided tracks of hair into which the extension hair is sewn, and these tight braids, worn over time, tear out the hair and may even permanently damage the follicle. This was not new information to me and I don't imagine that it was a surprise to anyone whose mother ever pulled their hair into tight braids as a child. The story went on to extol the virtues of the strand by strand, keratin (protein) bond application method - information I also knew as someone who has researched, worn, and trained in extensions and eventually created Beauty Heaven, a salon which specializes in them. The broadcast ended without offering other critical information that I will cover here.

Great Lengths, the strand by strand application brand we feature, was first to develop and patent a damage-free 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. Additionally, because they were first to market, Great Lengths negotiated first pick at the European Hair Markets which has a finite supply of good, quality hair. We have never 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 precise 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. To ensure a higher level of extensionist, we require our Beauty Heaven stylists go through a rigorous 6 month in-house training program in addition to the standard 3 day Great Lengths certification. All Beauty Heaven stylists must meet our strict quality standards in order to offer this service.

To find out more about extensions we suggest you schedule a complimentary consultation by calling 949-309-2462 or booking online at www.Beauty-Heaven.net. You can read more about extensions and other beauty secrets on my blog, www.BeautyDaze.com



Ann Merin is the owner of Beauty Heaven, a full-service salon specializing in hair color, hair cutting, Great Lengths hair extensions, eyelash extensions and makeup application.

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