

COLL 01

001

A STYLIST'S INTRODUCTION TO

Hair Replacement

TABLE OF Content

INTRODUCTION

WHAT IS HAIR REPLACEMENT?... 3

WHY IT'S A GAME-CHANGER FOR STYLISTS AND CLIENTS... 4

CHAPTER 1: TYPES OF HAIR REPLACEMENT

EXPLORING HAIR REPLACEMENT SOLUTIONS... 7

CUSTOM HAIRPIECES: SIMPLE SOLUTIONS FOR EVERY CLIENT... 8

CHAPTER 2: HOW IT WORKS

BASIC APPLICATION TECHNIQUES... 11

KEY TIPS FOR A NATURAL LOOK... 12

CHAPTER 3: GETTING STARTED WITH PELUCARTE

WHY CHOOSE PELUCARTE?... 14

HOW OUR CUSTOMIZABLE HAIRPIECES BENEFIT YOUR CLIENTS... 14

CHAPTER 4: GROWING YOUR HAIR REPLACEMENT SERVICES

HOW TO MARKET HAIR REPLACEMENT SERVICES TO CLIENTS... 16

BUILDING A LOYAL CLIENTELE... 17

CONCLUSION

READY TO TRANSFORM YOUR SERVICES?... 19

JOIN PELUCARTE'S STYLIST COMMUNITY FOR SUPPORT AND GROWTH... 20

Introduction

- **WHAT IS HAIR REPLACEMENT?**
- **WHY IT'S A GAME-CHANGER FOR STYLISTS AND CLIENTS**

WHAT IS Hair Replacement?

Hair replacement is an **innovative** and **transformative** solution designed to help clients experiencing **hair loss** or **thinning**, as well as those who simply want to **enhance** their **natural hair**. Whether it's adding volume, length, or covering thinning areas, hair replacement offers an effective way to create a fuller, more confident look through; *Wigs, Hair Toppers, Extensions, & more!*

As a **stylist**, offering *hair replacement solutions* can **elevate** your **skillset** and set you **apart** in an ever-growing beauty **industry**. Clients come to you not only for beautiful cuts and colors but also for **solutions** to their **hair concerns**. *Hair replacement* provides you with the **tools** to make a **meaningful** impact on your clients' **confidence** and **self-esteem**.

This *guide* is here to help you **understand** what *hair replacement* is all about, so you can **confidently** introduce it into your services. You're already an expert in the world of hair, and this is just the next step in expanding your knowledge and offerings. Whether you're just starting from **zero** or looking to **refine** your existing expertise, *you're in the right place!*

Game Changer

FOR BOTH YOUR CLIENTS & YOU!

Hair Replacement **isn't** just another **trend**. It's an ongoing solution for clients seeking to regain their confidence and achieve their desired look. It's your **opportunity** to offer something more **personalized** and **specialized**, enhancing your service menu and **boosting** client **loyalty**.

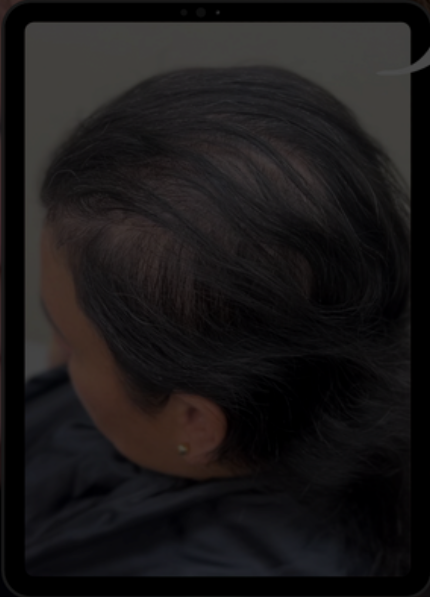
When you understand how to **incorporate** *hair replacement* into your **offerings**, you become a trusted **expert** for clients looking for lasting, **natural solutions**. The beauty of *hair replacement* is that it caters to so many **needs**, whether it's for a client experiencing hair **thinning**, someone wanting a quick **style boost**, or those looking to change their look **entirely**. By adding these options to your skillset, you'll increase your **value** as a **stylist** and offer your clients something truly **unique**.

We're here to help you *every step of the way*. **PelucArte** believes in the power of **personalization**, and we're excited to **support** you as you **explore** this incredible **service**. Together, we can create beautiful **transformations** that not only **enhance** the client's appearance but also their **confidence** and **happiness**.

Chapter 1

Types of Hair Replacement

- EXPLORING HAIR REPLACEMENT SOLUTIONS
- CUSTOM HAIRPIECES: PERSONALIZED SOLUTIONS FOR EVERY CLIENT



Exploring Different SOLUTIONS

Hair toppers are **perfect** for clients who are experiencing **thinning** or **hair loss** in the crown or hairline. These *lightweight, customizable* pieces sit on *top* of the natural hair to add **volume**.

Ideal for:

- Thinning or patchy hair
- Clients who want to add volume at the crown
- Clients with damaged hair in the crown area

→ Hair
Topper

Hair extensions are **designed** to add **length** and **volume** to the entire head of hair. Whether your client is looking to go longer or just wants a fuller, more voluminous look, extensions are a versatile solution.

Hair
Extensions ←

Ideal for:

- Clients wanting length and/or volume
- Temporary or long-lasting style changes
- Client with damaged ends

Wigs provide **full coverage** and are an **excellent** choice for clients seeking a **complete transformation** or **experiencing hair loss**. With various styles, colors, and lengths available, wigs allow for **endless** creative possibilities.

Ideal for:

- **Complete coverage for hair loss**
- **Clients seeking a dramatic change**

→ Wigs

CUSTOM Hairpiece

At Pelucarte, we understand that every client is unique, and their hair needs are just as personal.

That's why we offer custom hairpieces that allow you to provide a truly tailored solution. These pieces can be designed to match your client's natural hair color, texture, and style, giving them a flawless, natural finish.

The beauty of custom hairpieces lies in their ability to cater to specific hair loss patterns or styling preferences. Whether your client is seeking full coverage or a simple volume boost, custom hairpieces offer an easy way to elevate your service offerings.

By introducing custom options, you not only enhance your clients' confidence but also position yourself as a specialist in a highly sought-after niche.

If you are interested in a custom solution [Book a Consultation Here.](#)

Chapter 2

How it Works

- BASIC APPLICATION TECHNIQUES
- KEY TIPS FOR A NATURAL LOOK

BASIC Application Techniques



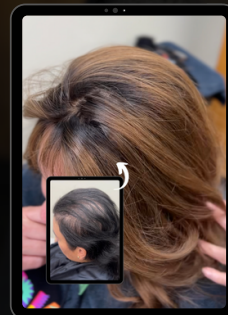
Hair Topper

- *Clip-In Toppers:* These toppers use clips to secure the piece in place, blending seamlessly with the natural hair for instant fullness.
- *Adhesive Toppers:* Toppers are applied using a lightweight adhesive or tape, offering a secure fit for a more long-lasting solution.
- *Sewn-In Toppers:* These are sewn in with a needle and thread, provides a secure semi permanent option.



Hair Extensions:

- *Sew-In Wefts:* Weft extensions are sewn directly into horizontal rows of the natural hair using a needle and thread. This method provides a secure, long-lasting hold and is ideal for clients looking for a more permanent solution.
- *Clip-In Wefts:* These wefts come with clips attached, which are securely fastened to small sections of natural hair. They are easy to apply and remove, making them perfect for temporary volume and length.



Wigs

- *Lace-Front Wigs:* These wigs are secured with adhesive tape or a wig cap, offering a natural hairline and seamless fit.
- *Full-Coverage Wigs:* Wigs are placed over the natural hair, adjusted for a snug fit, and secured for a full, comfortable coverage solution.
- *Silk Top Wigs:* These wigs are applied glue-less, using adjustable straps for a secure fit. The silk base allows the hair to look as though it's growing directly from the scalp, offering a seamless, natural look without the need for adhesive.

Key Tips

FOR NATURAL LOOK

Find the Right Solution for Your Client's Needs:

A successful hair replacement starts with a proper consultation. Take the time to understand your client's specific needs, whether they're looking for volume, length, coverage, or a completely new look. Assess their hair type, lifestyle, and preferences to select the best hair replacement solution—be it a topper, extension, or wig—that fits their goals.

Blending is Essential:

Once you've chosen the right product, the key to a natural look lies in the blending. Match the color, texture, and density of the hair replacement to your client's natural hair. Cut, layer, and style the piece as needed to ensure it integrates smoothly with their own hair, creating a seamless transition. This step will ensure the replacement looks like it belongs to them.

Adjust and Troubleshoot:

Throughout the application process, be prepared to make adjustments. If the piece doesn't sit right, or if it's not blending as expected, don't hesitate to troubleshoot. Adjust the fit, trim the piece, or even reapply using a different method (e.g., adjusting clip-ins or securing a wig more snugly). It's all about making sure the final look is secure, comfortable, and natural for your client.

Chapter 3

Getting Started with Pelucarte

- **WHY CHOOSE PELUCARTE?**
- **HOW OUR CUSTOMIZABLE HAIRPIECES BENEFIT YOUR CLIENTS**

WHY CHOOSE PelucArte

We stand out because we put both stylists and clients first. Here's what makes us different:

- **Unmatched Quality:** Every hairpiece is crafted with premium, 100% human hair that's full to the ends and blends seamlessly for a natural look.
- **Customizable Solutions:** Our hairpieces come in basic tones (blonde, brunette, and black) and can be fully customized by stylists to create unique, personalized looks for their clients.
- **Reliable Support:** We don't just provide products; we're here to support you with education, resources, and a community of stylists who share your passion for excellence.
- We offer an Affiliate program.

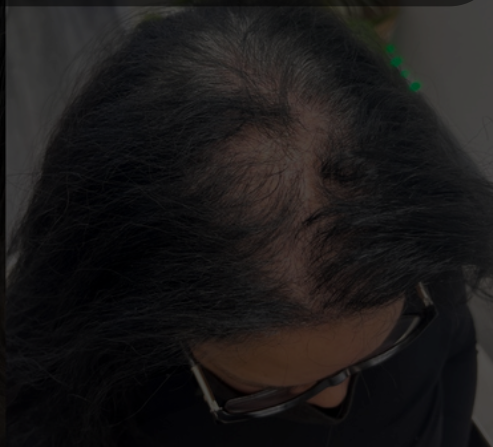
BENEFITS FOR YOUR Clients

When you work with Pelucarte's customizable hairpieces, you're offering more than a one-size-fits-all solution. Here's how they make a difference for your clients:

- **Tailored to Their Needs:** Clients receive a hairpiece that's designed to suit their specific style preferences, hair type, and lifestyle.
- **Versatility and Comfort:** From hair toppers for subtle coverage to wigs for bold transformations, our solutions are lightweight, durable, and comfortable for everyday wear.
- **Confidence Boost:** When clients leave your chair, they'll feel empowered and radiant, knowing their hair looks exactly the way they dreamed it would.

Chapter 4 Growing Your Hair Replacement Services

- HOW TO MARKET HAIR REPLACEMENT SERVICES TO CLIENTS
- BUILDING A LOYAL CLIENTELE



HOW TO MARKET Hair Replacement

Educate Your Audience:

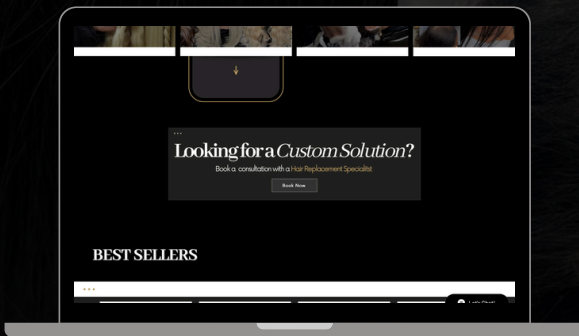
Clients might not know what hair replacement is or how it can benefit them. Use social media platforms like Instagram to share before-and-after transformations, styling tips, and the versatility of hairpieces. Reels, carousels, and stories are perfect formats for grabbing attention and showcasing your expertise.

Highlight Customization:

Emphasize that your hair replacement solutions are tailored to each client's needs. Share how you customize color, cut, and style for every piece, making their hair uniquely theirs.

Offer Consultations:

Host free or discounted consultations to help clients understand how hair replacement can work for them. Use this time to build trust, explain the options, and address their questions or concerns.



BUILDING A Loyal Clientele

Let Your Work Speak for Itself:

- Delivering exceptional results is the best way to earn loyalty. When hair replacements are expertly blended, applied, and styled to match each client's needs, the quality will shine through. A flawless finish not only boosts client confidence but also encourages word-of-mouth referrals.

Create a Personalized Experience:

- Clients value stylists who take the time to understand their unique needs. By listening carefully during consultations and tailoring solutions to their preferences, you'll build trust and show that you genuinely care about their satisfaction.

Follow Up and Stay Connected:

- A simple follow-up message asking how a client is enjoying their hairpiece can go a long way. Regular check-ins not only show you care about their happiness but also remind them that you're available for adjustments, maintenance, or future services.

Be Their Expert Problem Solver:

- Hair replacements can require adjustments, and being proactive about solving any issues—whether it's refitting a piece or refreshing its look—shows clients they can rely on you for long-term support. When clients feel supported, they'll keep coming back.

Conclusion

- **READY TO TRANSFORM YOUR SERVICES?**
- **JOIN PELUCARTE'S STYLIST COMMUNITY FOR SUPPORT AND GROWTH**

Ready to Transform your Services?

YOU'VE JUST TAKEN THE FIRST STEP TOWARD ELEVATING YOUR HAIRSTYLING SERVICES AND EXPLORING THE WORLD OF HAIR REPLACEMENT. BY ADDING THESE TRANSFORMATIVE SOLUTIONS TO YOUR OFFERINGS, YOU'RE NOT ONLY GIVING YOUR CLIENTS THE CONFIDENCE AND BEAUTY THEY DESERVE BUT ALSO POSITIONING YOURSELF AS A SOUGHT-AFTER EXPERT IN THE INDUSTRY.

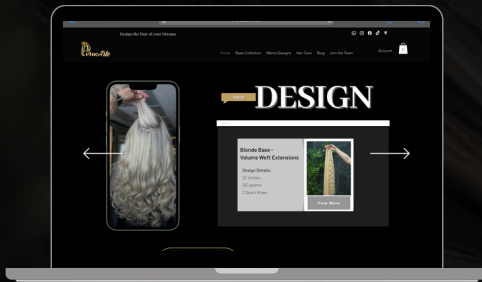
AT PELUCARTE, WE'RE HERE TO SUPPORT YOU EVERY STEP OF THE WAY. FROM OUR CUSTOMIZABLE, HIGH-QUALITY HAIRPIECES TO A COMMUNITY OF LIKE-MINDED STYLISTS, WE WANT TO HELP YOU UNLOCK THE FULL POTENTIAL OF YOUR BUSINESS. WHETHER YOU'RE JUST STARTING OUT OR LOOKING TO EXPAND, WE'RE YOUR PARTNER IN CREATING INCREDIBLE RESULTS FOR YOUR CLIENTS.

COLL 01

020

Ready to take the next step?

JOIN THE PELUCARTE STYLIST COMMUNITY TODAY
AND START OFFERING THE HAIR REPLACEMENT
SOLUTIONS YOUR CLIENTS WILL LOVE.



TOGETHER, WE'LL TRANSFORM YOUR SERVICES, YOUR CLIENTS'
LIVES, AND YOUR BUSINESS SUCCESS.



[VISIT PELUCARTE.COM](https://www.pelucarte.com)



[FOLLOW US!](#)