**8 Myths, Lies and Omissions**

**You Must Hear About Before**

**Selecting Any South Jersey Hair Replacement Salon**

**INTRODUCTION**

Whenever a selection or decision is not absolutely clear and obvious, you can’t help wondering if…

* ***what you’ve been told is a lie or an exaggeration…***
* ***what you believe is wrong…***
* ***you haven’t been told everything…***

Hair loss and thinning hair are traumatic. Whether they’re sudden…or even if you have been gradually losing your hair over a long period of time…you are affected deeply.

**Your hair is very much a part of your self-image.**  And dealing with hair problems is uncomfortable and upsetting – especially because the criteria for choosing a solution are unclear and confusing.

**So much is misunderstood.** So many myths are out there – often fueled by companies, and even salons, that don’t want you to know too much because it wouldn’t be good for business.

That’s why I wrote this Report. It’s time to get the truth out there. My business partner Paula Kraszewski and I just got tired of the old way of running a hair replacement salon. If we are really to live up to our “Client 1st” promise to men, women and children who need our help, we must be totally transparent about the services we offer – and do what’s best for each client.

We believe that doing entirely what is best for each client will be good for business in the long run (as well as being the right thing to do). We believe that people will want to come to us because they trust that **we will have their best interest behind every recommendation and service we offer.**

And that’s what has happened. **We now have clients from seven states** travel long distances – past many other larger and more prominent salons – because they know they’re getting not only the best service, but also they trust us to do what’s in their best interest every time.

So it’s time to get the facts out there. Here’s a list of Myths, Lies and Omissions you should know about before selecting the best hair replacement salon for YOU…

**1. All real-human-hair replacement units are about the same quality**

After all, it’s just hair, right? Not so fast. Not only can the resilience and life of the hair itself be different, depending on its source…other factors must be factored when considering the “quality” of a hair replacement unit – for a man, woman or child:

* **Attachment** – There are big differences on how well strands of hair are attached to the base of the unit, the direction of the attachment and how that affects flexibility in custom parting of the hair. You, as a consumer, will not easily see these differences. That’s why you must be confident in your trust of the professional advising you.
* **Match** – And it’s not just about the color match. Human hair has different textures. A hair unit can visually look just like your hair…but, once it is on, you can feel and sometimes see the difference in texture – not too cool when your girlfriend, boyfriend, spouse or children are running their fingers through your hair.
* **Is it really “custom?”**  It is not a unique circumstance when a salon substitutes a “stock” hair unit for a “custom” unit to cut costs. If, in measuring your head for a custom unit, a stock unit could come close to fitting, it’s easy to substitute.

However, very seldom will a stock unit perfectly fit the sizing, pattern, color and texture of the precise unit you need. And quality differences can add to the variance from what you’re paying for. Again, it a matter of trust – and asking questions.

**2. One manufacturer or product line is best for everyone**

**Most of the large chains of hair replacement salons have one prominent product line that they promote as the greatest.** It has a fancy brand name and is heavily promoted. The reason is simple – volume purchasing produces volume discounts. Don’t, however, look for those discounts to make their way to your pocket.

Technicians are expected to tell you, “This line is the only hair system you should be wearing.” It’s fitting the salon’s preferred hair system to the client rather than identifying the best possible hair system for the client, and then getting it from the supplier that makes that type of unit best.

That can be a big difference if your individual needs don’t fit the hair systems line carried by the salon. The most client-centered salons maintain relationships with many suppliers to access the best hair unit for each client’s individual needs.

**3. Synthetic hair is better because it’s more durable**

No question – synthetic hair IS more durable – it’s a plastic – like the fibers in many carpets. However, durability has some trade-offs:

* **Synthetic hair can’t be colored** – so it stays what color it is – even if tint changes in your real hair, e.g., from lots of sunlight, would call for a slight tint change to maintain perfect match.. You’re just out of luck.
* **Synthetic hair also can’t be treated** – to improve softness, texture, fullness, etc.
* **It will always look synthetic.** It will never exactly match the look and “feel” of real human hair.
* **It can change color visually as the light hitting it changes.**  So the synthetic hair can look different from you real hair in different light conditions.

**The best hair units are made with 100% human hair.** It’s still very durable (Look at the abuse your real hair has taken over the years). And it will blend in, both color and texture, with your real hair more naturally.

**4. Hair loss can be reversed**

**The ability to re-grow hair in areas where it had ceased growing is severely limited.**  And, when some growth is experienced, it is almost always thinner and less hearty than the original hair. B b

Hair loss treatments and elixers have been promising miracle hair growth throughout history. The appeal is compelling and powerful. But very seldom does expectation meet reality without disappointment.

When growth is achieved, it is often more like peach fuzz than real hair, and usually occurs on the crown area but not at the hairline or on temples. And once you stop taking the hair treatment, whatever growth you have experienced will stop – so it requires a lifetime commitment.

Some conditions like alopecia areata, and some other forms of pattern baldness, are not universally without the ability to grow some hair. However, the vast majority of cases are not going to produce a satisfactory outcome. So managing expectations is essential.

Often unskilled technicians may bond over areas temporarily not growing hair because of a thyroid condition, e.g., and then find, when the thyroid condition is treated, that the area covered by bonding adhesive had suffocated the follicles and is now permanently unable to grow hair. Your salon technician should be knowledgeable about the medical implications of hair loss and hair replacement techniques.

**5. With a hair transplant, you’ll look like your old self again**

A hair transplant continues to be a viable alternative in hair replacement, but it is not a miracle cure. Don’t expect to get back the same density that was lost. When you transplant hair from your “back yard” into your “front yard,” you can fill in spaces, but not with the density of your original hair. And your hair will always be thin in that area.

A hair transplant is costly, uncomfortable and takes a while to achieve results that will make a real difference – often requiring two or more sessions. In addition, the entire substantial fee must be paid up front – before knowing the results. So it becomes a leap of faith as much as an investment.

One more thing…too often a hair transplant is considered by someone who is too young. A hair transplant should not be considered until the individual’s baldness pattern is fully formed – usually by age 30-35. Otherwise, gaps can form between your real hair that has further receded and the transplanted hair – not good.

**6. Hair pieces require a lot of money up front, too**

While it is still possible to purchase hair pieces and pay for them up front, most salons today offer monthly programs that combine a prorated cost of the hair piece(s) and monthly service – thereby minimizing the amount of investment needed up front.

Most salons, especially larger regional and national chains, require a minimum 12-month Agreement to ensure that the upfront investment by the salon in the hair will be recovered. However, some smaller independent salons, like Aesthetic FX, are confident enough in their quality of product and high level of personal service that they do not require any minimum Agreement period.

**7. Hair pieces are heavy, sweaty and the edges can be seen easily**

Years ago, that was true. But modern advances have made it possible to create hair systems that are so thin and lightweight that they are virtually undetectable from the real thing – even if someone runs their fingers through your hair or the wind blows your hair up. An edge will never be seen.

No one will be able to tell your hair isn’t your own. It looks and feels like real scalp. And it’s so lightweight it feels like there isn’t anything there but your real hair. It’s amazing!

**8. Hair replacement is primarily a business that caters to men**

Again years ago that had some truth to it. But times have changed. While men continue to be an important part of any salon’s business, the primary source of new business for salons is now women. And catering to the unique needs of women is now a major part of the most forward-thinking salon.

A sensitivity to the unique individual needs of women is the cornerstone of the future for the smart hair replacement salon. In South Jersey, the go-to salon for expert, experienced hair-loss solutions for women is Aesthetic FX.

***For a Free No-Obligation Consultation, call 856-988-1700***.