

HAIR EXTENSIONS
TRAINING ACADEMY

10 TIPS THAT WILL MAKE YOU INFLUENTIAL

THE TOP TEN
MOST PROFITABLE
HAIR EXTENSIONS
TECHNIQUES

The Ultimate Guide

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**JANUARY 2019**

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## How to Win Customers And Influence Bookings with the TOP TEN MOST PROFITABLE HAIR EXTENSIONS TECHNIQUES

### *Why did I produce this guide?*

If you are thinking of becoming a qualified hair extensions technician or consultant, it is important to consider how potential clients might make their decision. Some people will make a decision based on their budget, others on their hair type and life style, some on what their friends recommended. Whilst these points are interesting, it is important for you to consider techniques that will service your clients and keep them coming back but equally as important your own bottom line and profitability.

### *Why is it so popular?*

Hair has been synonymous with beauty both for men and women. Hair is gods priceless gift and is as important as other parts of the body.

Hair loss can be trumatising for any age or gender and can lead to stress or affect self esteem.

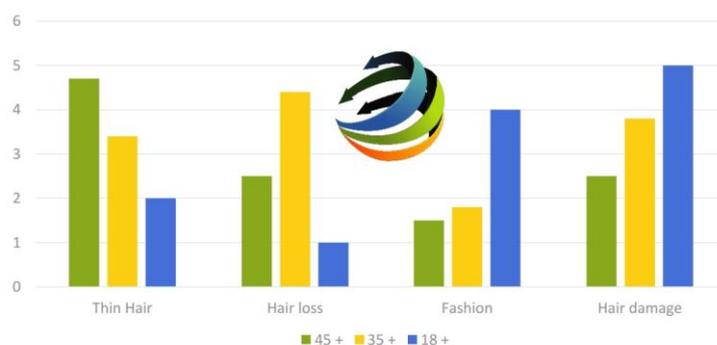
For women, hair is an extremely important part of their total self-image. Many women today find themselves devoting countless hours trying to hide their hair loss problem, while also attempting to

maintain their self-esteem. In this regard the human hair industry is offering solutions through hair extension and wigs.

The global market for hair extensions is expanding at an incredible rate, much like the celebrity hairdos in magazines.

Hair has been ‘donated’ for use by others for centuries, but the increasing customer

### WHY ARE HAIR EXTENSIONS POPULAR?



demand for thicker hair is prompting suppliers to source more human hair than ever before and now Document Created by Diane Shawe [hairextensions@europe.com](mailto:hairextensions@europe.com) Call 0121 318 2880

we are experiencing the growth of the heat resistant synthetic hair.

### ***The Market***

We have seen the hair extension market grow over the past 15 years, now there are more hair extension techniques than ever before, and it can be confusing to decide which is the right one for your business or for your clients.

Today, hair is more than just a symbol: it is big business. From India to Peru, the human hair trade has spread across the globe, and it has the UK in its grasp. Last year HM Revenue and Customs recorded more than £38m worth of hair (human, with some mixed human and animal) entering the country, making the UK the third biggest importer of human hair in the world.

Despite the previous recessions the UK extension industry is booming, with hair extension companies claiming it is worth between £45m and £60m (according to London based industry research firm IBISWorld, revenue from hair and beauty salons will be £3.64bn in 2012- 13). Great Lengths Hair Extensions, who supply more than 1,000 salons in the UK, report a staggering 70% growth in the past five years. "It's still an emerging market. We are now seeing the growth that colour [hair dye] saw 30 years ago.

Here are just a few tips to help with your decision-making process.



1. **Wigs:** Wigs are a quick and easy way to give a client a quick makeover. What you need to bear in mind is that the cheaper the wig the more unnatural it will look. If you have a client with special needs then it might be possible to make at least 28% profit. We know that the internet has changed a lot of shopping habits and

clients can source their own wigs online or in some of the high street hair supplier shops for as little as £25.00. Sourcing or even making a custom wig for a client is an alternate route and they will pay between £220 – £600 for a good quality wig which could last for up to 12 months.

MAKING WIG 4HOURS,

INSTALLATION 1 HOUR - **NOT PROFITABLE**



2. **Hair Pieces:** There are lots of different hair pieces from pony tails to rear hair attachments, in all different shades, curly, straight or plaits. There are also specialist hair pieces for thinning hair that can help disguise any thinning hair problems. The thing to bear in mind is that hair pieces are not often very secure and could make a client feel a little self conscious. Some of the ponytail pieces can be securely fixed, for a temporary look.

INSTALLATION 45 MINS. **NOT PROFITABLE**

3. **Integrated Weaves:** This is when wefts of hair is sewn onto a fine cornrow which is then hide by the bulk of your hair on top. It is a popular technique because if done correctly it can look very natural and offer up a robust and secure hair enhancement solution. If the client looks after the hair they can reuse it when they get it re-tightened.



Clients could pay between £190 – £430 for the integrated weave and £60 - £120 for a retighten every 8 weeks.

INSTALLATION 2 HOURS - RETIGHTEN 1 HOUR - **VERY PROFITABLE**

4. **Pre-tips:** This is small pieces of hair that have been pre-bonded together. They can be added in sections all over the head to aid thickening, give the impression of highlights or lowlight and length. Pre-tips can be applied using heat, micro rings or even small elastic bands. Be aware that they must be professionally removed so as not to damage your own hair.

Client could pay between £160 - £500 for installation. Retighten every 10 - 12 weeks can be expensive as it involves removing and reapplying (sometimes new hair) £55 per hour.

MAKING PRE-TIPS 1 HOUR - INSTALLATION 2 HOURS - RETIGHTEN - 4 HOURS - **SLIGHTLY PROFITABLE**

5. **Strand by Strand (glue gun):** This is when hot bond heated up in a glue gun is used to bond small sections of hair to the recipients own hair. It was a very popular technique with top end celebrity 6 years ago but requires professional application and removal by a qualified technician. Can give the appearance of flyaway hair that client could somewhat run their fingers through. It is a very time-consuming technique and is much better for a long-term wear over 3-4 months. Clients could pay anything between £400 - £2100. INSTALLATION - UPTO 5 HOURS - RETIGHTEN - 6 HOURS - **MODERATELY PROFITABLE.**

6. **Clip in hair extensions:** These are now very popular. They are best used for lengthening mid should length hair. If the hair is shorter they don't sit very well because they can be a little bulky

in appearance. They don't offer up much security unless they have been professionally fitted. This is when a very small cornrow is done, and the clips are slipped through for much added security. Great for an evening occasion but not advisable for long term wear. Clients can now buy these themselves or even make them from purchasing wefted hair. **NOT PROFITABLE**



7. **Net Weave:** This technique is used when the client wants to partially extend just a section of their hair or if the client suffers from patchy alopecia. This technique is suitable for 2-4 months wear.

Clients can expect to pay between £190 - £500  
INSTALLATION 3 HOURS - RETIGHTEN 4 HOURS. **PROFITABLE**

8) **Hook and Latch: New Technique.** This technique does not use any glues or threads. It is a beautiful technique, flat to the touch and hair could be worn up. It works well with shorter hair especially the Micro ring track technique.

Clients can expect to pay between £160 - £550. INSTALLATION 2 HOURS, RETIHTEN 1 HOUR - **VERY PROFITABLE**

8. **Lace Wigs:** Lace wigs have become very popular. They are really good for girls with short thin hair, damaged hair, hair damaged by medication or cancer. they can be used for hair that needs a rest or a complete makeover for a client who does not want to use chemicals. Top celebrities have made them really popular and you can see why from the video testimonial below.

Clients can expect to pay anywhere between £200 - £3000 (included the Lace wig) If the clients looks after the hair the lace wig could last up to 6 months.  
INSTALLATION 3 HOURS - REFIT 2 HOURS - **PROFITABLE**



10) **Braids and Plaits:** Braids and Plaits have been around for hundreds of years. A technique that can look very simple or quite exotic. Braids can be worn for several months until the hair grows out, they can even have beads added to the end for that extra special look.



Clients can expect to pay from £90 - £400.  
INSTALLATION UPTO 6 HOURS - RETIGHTEN - 7 HOURS - **NOT PROFITABLE**

BONUS TECHNIQUE

### *Hair Loss Specialists*

One of the up and coming growth sector is the Non Surgical Hair Enhancement using Hair Extensions, specialist hair pieces for either gender experiencing severe hair loss due to stress, medications, illness or hereditary.

There are five techniques which could be learned within 4 weeks which would enable the consultant to work with other specialists.

### **14 Days To learn the TOP TEN MOST PROFITABLE HAIR EXTENSIONS TECHNIQUES**

Start a New Career with just 6 clients a month = £1200

"DO YOU WANT TO LEARN HOW TO GENERATE £1000 A MONTH WITH JUST 6 CLIENTS ?"

- Are you Fed-up of Seeing Bad Looking Hair Extensions and makeup not looking quiet right?
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A qualified Hair Extension Consultant is now in the top 15 best paying business to be in - Globally



This is a great time of year to sign up for our hair extensions courses

Request a 2019 prospectus  
<https://bit.ly/2BVtOXC>

and start working with models, photographers in TV from home or consult for salons or tricologists



[Download our latest training course Prospectus](#) which will go into more details about the different hair enhancement and hair Extensions techniques.

If you are professionally qualified, this is a very profitable and fulfilling service. My favourite sector.



No 1 Training Academy -16 Hair Extensions & Hair Loss Techniques



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