

FREEDOM HAIR E-NEWSLETTER

FALL - 2007

A warm welcome to the Freedom Wigs dealers' E-Newsletter!

As in the past, we hope to share our collective insights into living with alopecia areata and in particular, getting the most out of our vacuum wigs made by Freedom Wigs. We look forward to getting your feedback including areas of interest for future newsletters.



From Karen Peterik, owner of New Life Hair (www.newlifehair.com)
Chicago area: 630-887-7083, Toll-free: 866-439-7083

Hi everyone! The hairpiece that I am wearing above is over 4 years old and has had a couple of repairs. This past summer, it was one of my favorite “looks”. Must be nice to be able to say that with an old piece that you almost gave up on, right? Let me share some insights into repairs so that you too can say the same thing about one of your older pieces. New clients always ask about what a hairpiece will look like when it needs a repair. Questions like how long will it take, what exactly is done and how much will it cost come up just as frequently.

Those of you that are past your first hairpiece repair will recognize the following photos and text, but I hope to add to your knowledge with information on how to best refurbish your newly repaired hairpiece.



In the photo above you see a silicone interior that is beginning to thin in a spot and peel in another. Repairing this hairpiece now will prevent it from getting to the point where the implant layer becomes exposed to scalp oil and perspiration. At that point, the adhesive bonding the hair to the inner cap deteriorates causing rapid hair loss. The more hair that is lost the more expensive the repair. With the current cost of hair on the rise, this has brought our repair quotes up to the \$300-\$500 range. If there is very minor surface silicone peeling this does not require a repair immediately, but rather, just keep an eye on it so that it doesn't spread. If it looks like it is getting bigger, an effective quick-fix is to apply a very small amount of 100% pure clear silicone in between the peeling layer and the base layer. Smooth over with a finger dipped in diluted dish detergent (to prevent sticking), cover with a small patch of Glad Wrap and weight it overnight to dry. (This technique also works when you get a small silicone bubble that breaks open revealing the rough silicone liner.) Let your dealer know and she will make a note in your file that you will need a repair within 6 months or so. This may require a little planning since the usual repair time frame from start to finish is 8 weeks. This is especially important if you don't have that second hairpiece yet. Time to order #2!



The photo above shows interior “ridging” - a distortion of the silicone cap that occurs from improper placement on the head. Repeatedly forcing the cap into the wrong position creates air bubbles that don’t go away until they are eventually forced to flatten to the head. I have actually seen donut-shaped ridges around a top-of-the-head air space that have caused the soft tissue on the scalp to dent in! This is, of course, temporary, but still disconcerting! By the way, it stands to reason that a large air bubble on the top of the head is actually caused by the hairpiece being worn too far forward so that the crown space is now *on top of the head* instead of the crown. Some clients want to duplicate the way their conventional wig had to be pulled down over their head in order to provide better security and attempt to do the same with their vacuum. They end up trying to wear their hairpiece way too low on their forehead and this causes the air bubble on top. We all know that this is not necessary with a good vacuum fit!



The photo above is an example of hair loss at the crown. This is a vulnerable area since our hair radiates out from here and combing and styling usually begin at this point. Try to reduce the stress at the crown and part by infrequent combing. Never use a brush

unless it is a plastic vent brush - the bristles can pull too hard and rough up the cuticles. And prevent mechanical breakage by never sleeping in your hair, inadvertently pulling on it, scratching the scalp repeatedly or playing with your hair. Thank goodness Freedom Wigs has an excellent repair staff - this piece will be good as new when they are done with it!

When you're ready for a repair, here is the drill: Mail your clean, dry hairpiece to your dealer with some protective inner fill, like your fit cap and bag of foam peanuts and place inside a plastic zip-lock bag. Make sure to track your shipment and insure it for peace of mind. Your dealer will fill out the appropriate paperwork and mail it to the New Zealand factory. Once evaluated by the FW repair experts, your dealer will ask you to approve of the repair quote before the work can begin. The old silicone is meticulously peeled out (with tweezers!) and replacement hair *matching the current hair color at the original length ordered* is then re-implanted where needed. This includes not only the obvious spots of loss, but any thinning areas and the underneath fringe hair implant that often gets peeled out with the old silicone. Many "bangs-cut- too-short" clients have salvaged their hairpiece thanks to this process. There is new reinforcement edging and metal stiffeners added and finally the wonderfully smooth yet grippy new silicone lining that is hand applied to the interior. When you receive your repaired hairpiece, you will have to have the re-implanted hair cut into your existing style or better yet...

Take advantage of this opportunity to refurbish your newly repaired hairpiece by having both the color and the cut re-evaluated. It's surprising how much a trip to the salon can perk up a repair and actually give it a whole new life! You'll most likely need to reverse the damage from sun bleaching and oxidation by having your hair colored. This can be accomplished with either overall color or my favorite technique – lowlighting. Choose at least two low-light colors one a bit darker than the original color for the best effect. You will end up with very natural-looking highlights left by the uncolored hair – awesome effect! Next address the cut by not only trimming the added hair but perhaps changing the geometry or "weight" of the hair. The ends may also need a trim if you're fond of using heat for your styling. Remember our mantra: "You can always go shorter, but you can't go _____." You can fill in the blank!



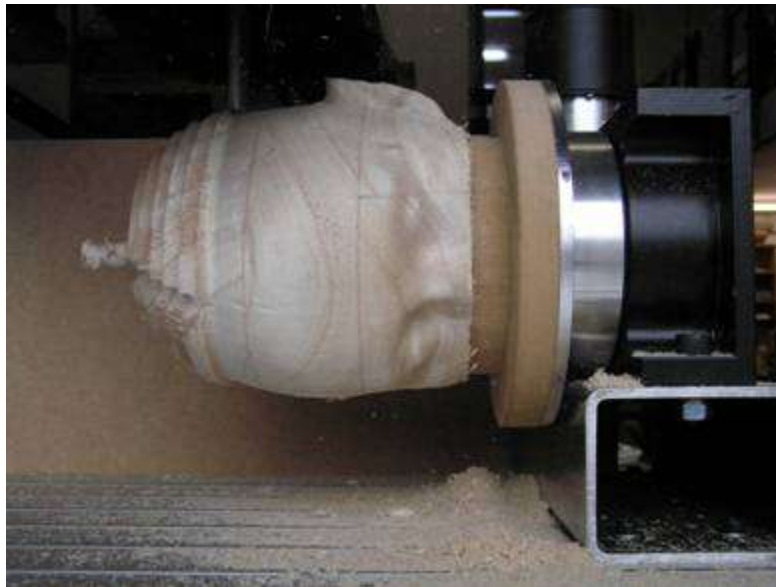
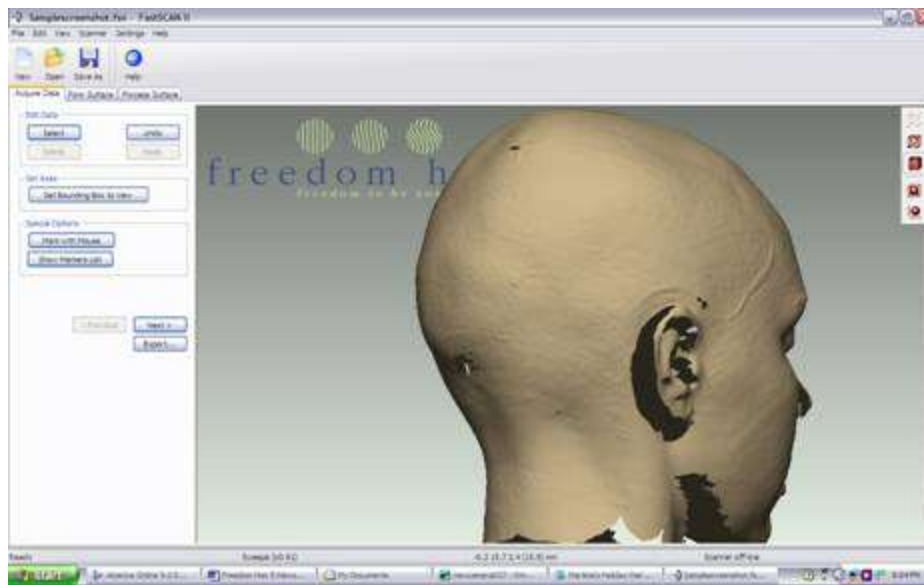
From Debbi Fuller, owner of Fuller Hair Inc. (www.fuller-hair.com)

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My topic this time is very exciting!! Karen Peterik and I have both purchased the brand new Freedom Hair® proprietary SCANNER TECHNOLOGY!! This means that from now on, new molds on new customers or remolds on existing customers (such as when you lose or gain a considerable amount of weight) will be done by scanner. You sit in a chair in the middle of the room and we walk around you making approximately 7 sweeps with a laser scanner. The image of your head appears on our computer screen. When finished, we e-mail the results to the factory where your exact image is routed out of a block of wood. This head mold is now an exact replica of your head and accurate to within 1 millimeter. The entire process takes about 10 minutes. No muss, no fuss, no plaster, no water, no drips, no gyrations to get the mold off of your head - quick, accurate and easy! This scanner technology has been used for medical purposes for some years and is completely safe. The type of laser used has been used to make scalp coverings for babies with cranial soft spots as well many more medically related prostheses. Now, it is available exclusively from us at Freedom Hair®.

Now, for the best part: The scanner technology makes it possible for us to reduce the delivery time for your new hairpiece!! You may have noticed that if you buy a new piece and you don't need a fit cap, that the delivery times are shorter than for a new piece. That is because we don't have to ship fit caps and molds back and forth to New Zealand. Now, even for new customer or remolds, we can eliminate the extra time we used to spend on shipping and get your new Freedom Hair® prosthesis to you in record time! We feel that it takes off as much as 3 to 4 weeks of the usual waiting period. The technology is so accurate that we do not need to send fit caps to be sure that your new prosthesis will fit accurately.

For us, this new scanning process means that we are on the cutting edge of vacuum technology. Expect more innovations to come soon from Freedom Hair®. Our manufacturer, Murray Barrington and his wife Averill, along with the entire team at the factory are committed to bringing us the best vacuum-fit prostheses possible. It makes us proud to wear and sell this product. The following pictures show a completed head scan and the wooden block being carved using the scanned data. All of your caps will be made from this head.



*From Deanna Beattie, New Zealand Freedom Wigs Dealer
deanna@freedomwigs.com*

Hello from New Zealand. I'm so pleased to be part of the Freedom team and be able to contribute our latest find!

If you look below you will see photos of one of our clients wearing the latest silicone and hair eyebrows. Aren't they fabulous! They are called "Classic Brows" and are available through "Feel Good Look Good" in Australia www.feelgoodlookgood.com.au (There's a link on the Freedom Website)

Their photos don't look as good as these, but I've seen this client in person and can confirm that the client is AU and they actually do look this good! I feel they are a great alternative to pencils and tattooing and definitely will help those who are unhappy with the 'one dimensional' look that goes with those choices. Hope you all enjoy this new product.



From Martine, Sydney, Australia Freedom Wigs Dealer
www.freedomwigs.com.au



The following series of photos show Martine modeling 3 different Holiday Updos that may be just what you are looking for this holiday season. Even if you don't have her hair length, the basic directions can be followed using shorter hair to arrive at your own unique look. All of the styles are best done on hair that was washed several days before. These styles you should all have your hairline wispy pieces pulled out before hand to give us coverage around the capline.



1/1



1/2



1/3

Holiday Updo Style #1 (previous pg.) – “Christmas Party Bow”

Section hair from behind the ears pulling into a high pony tail. Leave hair above the nape section loose. Separate pony tail into two and pin each piece by the ends to form a bow-like shape (1-1). Using the hair at back divided in half, bring one section up to opposite side under pony tail. Loop on top of head and secure with pins and hair spray. Repeat on opposite side (1-2). Use front pieces of hair to bring around to the back and again secure with pins and hairspray. Use a curling iron to curl any long pieces left loose (1-3).

Holiday Updo Style #2 (following) – “Christmas Senorita”

Section hair from ear to ear, leaving out the nape hair again and pull into a crown-high ponytail. Use a second elastic band to secure the nape section near the end and lift into place just below the first ponytail. Secure with pins. Sweep side sections of hair from front to back and pin in place near the second elastic band (2-2). Take the front section of the front pony tail and pin forward, use two pins in a cross fashion (2-1). Then lift the hair up and back over the ponytail and pin under to form a loose roll; spray stray hairs in place (2-3). Attach ornament at back or leave plain and elegant (2-4).



2-1



2-2



2-3



2-4

Holiday Updo Style #3 (following) –“ Loopy”

Create 6 to 8 triangular sections and secure each with an elastic band (the band should be placed along the ponytail not at the base). Don't pull the hair all the way through thus forming a loop instead of a ponytail (3-1). Pin loops randomly to create desired effect - messy is best. Pin front sections of hair towards the back to make a nice even sweep of the sides (3-2). Don't be afraid to leave out straight sections of hair, the less structured, the better the look (3-3+4)



3-1



3-2



3-3



3-4