



LORDH^AIR
For A Better You

Training Manual for Businesses



LORDHAIR

For A Better You

Dear Fellow Professionals,

Welcome to the hair system industry and thank you for taking the first steps towards entering into a business relationship with us. By doing business with us, we guarantee you top-quality products, a professional service and an international outlook from a company with nearly 20 years' experience in the industry.

Over the course of this training manual we will cover a wide range of topics relevant to this industry. No doubt some of you will already be familiar with certain aspects of the industry but we still hope that you can learn something from us, just as we hope to learn something from you so that we can both grow together.

We hope you find this training manual informative and we look forward to working with you in the future.

The Lordhair Team



LORDHAIR FOR A BETTER YOU

OVERVIEW

If you want to sell then it goes without saying that you must know your products inside out. We provide a wide range of different products to match whatever needs your customers may have and we will provide you with detailed information about all of our different models.

Our base materials, for example, can cater for every need but the reality is that it is not necessary to offer all of them to your customers. Better to establish your customers' needs and then provide them with the most suitable one.

Another key piece of advice for ensuring that your customers get the correct hair system is that they do the following three things: properly measure their head size, choose the correct hair density and get a good color match. This should be the priority when dealing with any order.

Read on to find out more detailed pieces of advice and techniques to ensure you are able to match all the needs of your customers.

A portrait of a young man with dark hair and a light beard, wearing a dark blue suit jacket over a dark shirt. He is looking directly at the camera with a serious expression. The background is dark and out of focus.

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GETTING THE CORRECT HAIR SYSTEM FOR YOUR NEW CLIENT

The design process begins with the correct fitting of the base or foundation and correct color matching. We will discuss the different base models (base materials) and design in our next section but for now, let's talk about how to get a correct fit.

The measurement depends on two things: the type of attachment and the size and shape of the bald patch.



Attaching with tape

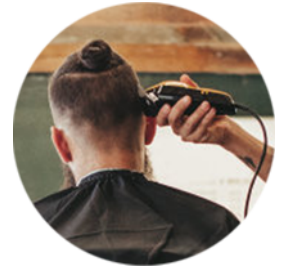
Attaching with tape requires a perfect match in size, shape and blending with the client's own hair. If the client chooses to use tape to attach a hair system then the base size should be smaller than or exactly the same as the hair loss area: it cannot overlap the client's own hair. Otherwise, the tape or glue will stick to the client's own hair and cause problems (i.e. it will be painful when removing the hair system). That's why we suggest making the base size as small as possible and utilizing the client's existing hair as much as possible. This of course, requires the color to be matched perfectly as well. The only exception to this method would be if the client's own existing hair were too thin for it to blend well with the hair system.



Bond or Graft

For a total graft or bond such as in a total skin or total lace attachment, it is better to take measurements smaller than or the same size as the hair loss area just as is the case for attaching with tape.

For the cross linking attachment method, it is better to use a measurement that goes $\frac{1}{2}$ " to $\frac{3}{4}$ " into the existing hair of the client from both side to side and front to back. This will help to make for a more secure attachment.



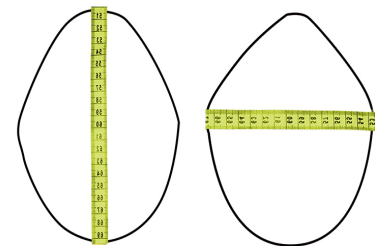
Clips, Snaps, Fusion etc.

If the client wants to wear the hair system by attaching it to his or her own hair, then we suggest making the measurements big enough to go about $\frac{1}{2}$ " into the existing hair so that there is enough existing hair to hold the hair system in place. This method is also dependent on the quality of the client's existing hair. You will need to tell the client that this method can cause hair loss to the places where the clips or snaps are attached. Therefore, the client should attach the clips in a different place after a while to allow the hair to recover from stress.



When to take measurements and when to make molds/templates

The general rule is that when the bald patch is over 6.5" x 9.5", it is better to make a mold. For sizes smaller than 6.5" x 9.5", most of the time, standard shapes and contours will fit just fine. For bigger sizes however, there might be buckles during fitting because different people might have different contours.



CHOOSING THE RIGHT BASE

Choosing the right base is one of the most important decisions to make.

The majority of customers want the most natural-looking bases but at the same time, they also want durability. But there is no way to make a very natural and a very durable base. The more natural a hair system, the less durable it will be. Conversely, more durable means less natural. Honesty is, therefore, the best policy with your customers. You must tell the truth to them otherwise you will get complaints afterwards such as, “you didn’t tell me”

However, before you can recommend the right base to your customer, you first need a thorough understanding of the different types of bases.



Bases fall into the following categories

1

Mono(with PU)

Durable material with double knots. Its PU perimeter makes it easy to tape/glue and clean.

Take our stock model as an example:
F27: 2-3pcs needed a year.

MONO



2

Skin

Natural but not as durable as mono bases. The durability depends on the thickness of the skin which at its thinnest can be just 0.03mm. Knot types on skin can be single split knots, V-loops and injected hair. V-loops are the most natural but least durable. Single split knots are more durable, but a little bit less natural than V-loops.

Take our following stock models as examples:

S1: 0.08mm skin thickness with V-loops on the front 1/2" and single split knots on the rest. 3-4pcs needed a year.

S1-V: 0.06mm skin thickness with V-loops all over. 4-6pcs needed a year.



3

Lace

Natural, soft, breathable but not so durable. Bleached knots will make the base more natural but at the same time less durable.

Take our following stock models as examples:

S7: Full french lace with bleached knots all over. 4-6pcs needed a year.



4

Combination of mono, lace and skin

Mono/lace with a skin perimeter and a lace front, lace with a skin perimeter or on the back and sides or even skin with a lace front. The durability depends on the combination method.

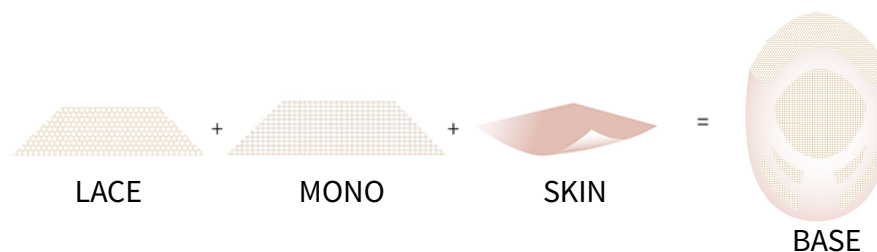
The front hairline is very important. Many customers want natural hair systems but in actual fact, they just need a natural front hairline. So, a lace front would be a good choice for them. Lace fronts can also be repaired and replaced.

Take our following stock models as examples:

S15+: 0.08mm skin with a lace front. 3-5pcs needed a year.

Q6: French lace with skin on the back and sides. Bleached knots on the front and crown. 3-5pcs needed a year.

F27+: Fine mono with a PU perimeter and a lace front. Bleached knots on the front lace. 3-4pcs needed a year. The front lace can be repaired/replaced.



COLOR MATCHING

Normally, we take some hair from the back of the head as a hair sample. When you are taking a hair sample, please try to avoid taking a volume of hair that is too short or too small. Such a sample would make it very difficult (nearly impossible in fact) for the factory to make an exact color match.



Please be aware that the color at the back is normally the darkest part of the head. If the client's hair is a fairly dark color like #1, #1B or #2, then you can order the same color as the sample from the back. If the client's hair is not so dark, then it's better to order a color that is about two shades lighter than his/her own hair on the back. However, we don't just suggest you order "two shades lighter than the hair sample", because we won't be able to guarantee exactly how the color will turn out. It could be with more of a red or ash tone than you imagined since there is no definite standard of what the color "two shades lighter than the sample" is. In this case, it's better to choose colors directly from our color ring. Our custom color ring has more than 100 colors that you can choose from. You can order the front, top and temple area to be light, the crown and sides darker, and have the back as the darkest. This will create a more natural look rather than having the same color all over. Also make sure that the back and sides color of the hair system matches the client's own hair well.

If you cannot find one color from the color ring that fits the client well, you could try to blend two colors to see if that matches.



A few tips on color matching

- 1 Start from the back of the client's head which will be the darkest color and then proceed around to the sides and temples.
- 2 Usually the temples and sides are one shade lighter than the back.
- 3 Usually the color will be two or more shades lighter when you go from the back of the hair up to the crown and the front of hair.
- 4 Most of the time, a client doesn't have any hair on the front. Therefore you can place the color you have chosen for the front of the hair system on the client's forehead to see if the color goes well with the client's complexion. If you use the same color on the front as the back, you will usually find that it is too dark or too harsh for their complexion.
- 5 Comb the color(s) you choose from the color ring into the client's own hair to see if it matches well. If you are not very sure if the color you have chosen is the right one, then let your other employees have a look too. Two sets of eyes are always better than one after all. You can also ask for advice from the clients themselves or their partners.
- 6 We recommend you change your color ring every couple of years as human hair colors begin to fade over time. When you're not using it, please try to keep the ring in a cabinet or drawer etc to avoid direct sunlight or other forms of light. Doing so will help to better maintain the colors.

STOCK OR CUSTOM

Before making any decision on whether to order a stock or custom hair system for your client, make sure you know our stock hair systems first.

Stock hair systems: We have 10+ base models and 20+ different colors and our standard base size is 8" x10" which can be cut down to smaller sizes. The hair density is either medium-light or medium which are the most popular densities. The hair is slight wave which is also the most common wave. The stock hair systems are of a very high quality, as standard orders can be more easily controlled and monitored. If the hair color, hair density, and wave all match your client well then order stock hair systems for them. It's also the most convenient way. We can ship orders out within 24 hours of you having placed your order and you will get the stock hair systems in one week or less.



But our color options are still limited compared to the many different hair colors that individual clients can have. Many clients also have smaller wave curls than slight wave. At the same time many clients want special hair densities or need a special shape or contour. That's why when stock hair systems do not seem appropriate for your clients, you shouldn't hesitate to order custom hair systems for them instead. Hair color must match your client well along with wave curls, hair density, base shape and contour. Although time is needed to produce custom hair systems, they really are worth waiting for.

Before recommending base models, you need to know the following information about your client.



1 . Lifestyle



2. Age



3. Occupation



4. Type of hair



5. Desired type of hair style (hairline)

6. Color, texture, density of existing hair and how much of the same features are to be in the hair replacement.

It is really important to educate your clients on the proper care of their hair systems and for you to understand their expectations for their hair systems as well. Just bear in mind that when discussing complaints with clients, we often hear them say, "my stylist did not tell me that."

Attached are some tips (but not all) on how to take care of our different stock models.

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Thank you for taking the time to read this training manual and we do hope it proves to be an invaluable asset to you in the future. If there is any further information you need then do not hesitate to get in touch as we will be more than happy to assist you. Once you have established your clients' needs just remember that aside from our range of stock hair systems we can also customize any type of hair system.

We look forward to working with you in the future.



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