BALMAIN
HAIR+

GENERAL COURSE

extension information manual for professionals

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General

Preface
Professional Hair extensions have been around for over 25 years and during this time extension techniques have evolved to become an every day part of salon life. With the versatility of extensions today it is no longer seen as a 'just for lengthening' service but ideal for creating color effect without chemicals, to increase body and volume, altering texture and of course lengthening.

Balmain Hair offers one of the widest ranges of products and application methods available to the professional hairdresser. Our technical manuals are divided into different product lines and different application techniques *(for Length & Volume or Color & Volume)*:

- Fill-In extensions
- DoubleHair
- hair*Make-up*

These products can be used in 'The Modular System', which combines different products.

The company

Balmain *(head licensee office in Paris)*
The name Balmain stands for a unique concept of elegance, a clientele comprising royal houses and movie stars and as a criterion for fashion, acknowledged by the whole world. The ready-to-wear department, started in the seventies, has gradually made an impression on the market and now clearly shows satisfactory results, with licensees worldwide.

Balmain Hair
Balmain Hair is the world licensee and manufacturer of the Balmain hair and extensions program, supporting the world of hair fashion since 1975. The famous Paris fashion house stands for a unique concept of style and elegance, acknowledged all over the world.

Our vision
To make consumers and hair professionals aware of the development of a new profession: the integration and addition of hair.
Most important, Balmain Hair stands for the commitment to quality, value and innovation.

Our mission
- *To initiate this new profession, by inspiring partnerships with hair professionals, all over the world.*
- *To educate and train hair professionals for this new market.*
- *To offer the best products and services by developing and implementing new methods and materials.*

Balmain in the media

Other Balmain licensees

Sponsorship OMC
OMC, Organisation Mondial Coiffure, the world hairdressers' federation, representing 70 countries with 1.000.000 hairdressers, has stated that hair extensions and integration is, after coloring, the fastest growing salon service in today's professional hairdressing market. This relatively young service will only be successful if hairdressers are professionally educated. Balmain offers a special educational program that meets all the demands and is recognized as one of the best and most detailed programs available today. Students are guided step by step on the path to professionalism.

Sponsorship OMC Organization and awards
The Extensions World Championship is an initiative by Balmain and OMC in order to create awareness in the market for the hottest service in the salon: extensions. This contest is a unique challenge to encourage creativity and craftsmanship as a hairdresser and to create a new 'fashionable Trend Cut and Style' with extensions.
OMC is also the organizer of the OMC Coiffure Global Award, which is a global hairstyle competition, open to members and non-members alike. Entrants will not take the stage with models, but rather will submit slides of their work to an OMC panel of judges

Purpose of this competition
1. To inspire the hairdresser to become more creative with the concept of Extension Fashion Awareness on a global scale.
2. To participate in our training and education programs.
3. Increase media attention via a high-fashion hairstyling competition, which will provide us with valuable editorial material.
4. Build awareness to manufactures, salon owners, stylists and distributors - in the 65 countries where OMC is already active and, going beyond, in those countries where OMC may launch more educational activities.

organisation mondiale omc coiffure
GOLD SPONSOR

'The application of extensions is, after coloring, the fastest growing salon service at the present time and this relatively young service can only be successful if the employees are professionally educated. This is why I would like to thank Balmain Hair for their educational program. A program that meets all the demands and which is appreciated as one of the best and most detailed programs available today. The students are guided step by step to lead them to professionalism.'

Salvatore Foderá
World President of OMC (Organisation Mondial Coiffure, hairdressers' federation with 70 member countries)

Research & Development
Balmain Hair has its own department for product development and quality control. Balmain Hair develops new products in close relation with Balmain Paris.
The development of new and improved products has the highest priority in the company.
The goal is to launch new products continuous together with effective marketing plans.

Production
Balmain Hair controls the processes of all hair that Balmain uses in its products. Balmain Hair has its own processor and manufacturer plant based in Hong Kong that does all the processing. Balmain Hair uses EuroTex hair, this hair is special treated hair that integrates perfect into European hair. The quality has such a high standard that we give 6 months guarantee on Human Hair Products.

Guarantee

How are Extensions & DoubleHair maintained?
Depending on the natural hair growth, Balmain extensions needs to be re-applied within 3-4 months or the bond may become visible. DoubleHair is recommended to be repositioned every 2 months. To compliment your home aftercare regime and help you keep your extensions beautiful, we recommend a regular maintenance visit to your extension stylist. This could be every four to eight weeks and your stylist can re-apply the extensions or DoubleHair when it needs new placement.

Removal
Removal is a simple procedure, which does not damage the hair in anyway if performed by your Balmain Extension Stylist. Balmain guarantees the condition of the Human Hair extensions and DoubleHair for 6 months when using our Hair Care range. The better you look after your extensions, the longer they stay looking fantastic. Your stylist can re-apply a percentage of the extensions or DoubleHair using the Balmain Rebond system, therefore re-application is very cost effective, significantly lower than the cost of your first application.

Balmain 6 months guarantee only when:
- You make an appointment to check the extensions or bonds within 10-14 days!
- Remove extensions that makes the client feel uncomfortable and attach new ones. There should not be too many of these if applied correctly.
- 6 months guarantee on Balmain Human Hair extensions when Balmain Hair care is used.
- When application is done by a Balmain educated hairdresser.
- When consultation is followed and the agreement is signed by the client.
- When Balmain educational & application rules are followed.
- Only on the hair quality.

Professional Education Program

Why Training
Driven by the increasing demands of consumers who wish to take greater care with their appearance, the hairdressing profession has had to become more creative in the last few years. Hair care manufacturers have responded by developing innovative products that allow the professional hairdresser to offer unlimited styling possibilities. Balmain extensions are such a product, our innovative product range can satisfy the demands of every client. By using Balmain extensions you can create volume, length, provide highlights, lowlights and add texture. You have the potential to fulfil every clients dreams.
Learning how to apply extensions is simple. Our quality, internationally approved, training by professionally qualified extensions specialists will provide you with the knowledge and skills to add extensions to your salon services whilst enhancing your professional qualifications.

The hairdresser guarantees the high quality of hairdressing treatments. By investing in a one day extensions training, that extra knowledge & skills is gained, so that the hairdresser is able to treat the customer as a professional. The right use of the technique and the ability to correctly answer the questions of the customer are things that cannot be learned out of a book.

Balmain's Salon Support Program - Star System
A modular step-by-step concept to help you create a profitable extension service.

The Salon Support Program is based on 2 principles:
1. professional education (consultation, application, inspiration, pricing)
2. creating consumer awareness (display, advertising and promotion)
Benefit from this worldwide brand, promoting your salon on the web.

In the Salon Support Program brochure you can read all about this program and;
- *education, how to become a successful Balmain Hair Specialist;*
- *how to create awareness in your salon;*
- *how to install your salon successfully;*
- *how to become a Balmain Exclusive Salon;*
- *how to join the Balmain partnership program;*
- *salon merchandising;*
- *profit calculation.*

How to become a Balmain extensions expert?
1. Come to the Excitement Presentation and Color & Volume course; check our website or call.
2. Order the Color & Volume display; see special offer.
3. Come to the Length & Volume course.
4. Order the Length & Volume display; see special offer.
5. Become a fully certified Balmain selected partner and benefit from worldwide promotion; be updated about the latest techniques, innovative products, fairs, mail-ads.

Come to the Excitement Presentation check our website!

Information

Education

Promotion

Installation

Content of the courses
During these interactive one-day courses you will learn all about the professional Balmain products. Application techniques, international inspiring designs, advice and promotion for your salon, profit calculations, after care and many more will be discussed during these courses.
In the morning you will go through the theory part of the course and practice this after lunch on a practicing head or model. The training kit includes all the needed trainingmaterials and course modules. You also practice different styles moments and techniques.

STAR 1. **Color** *& Volume*
During this course you will be taught all about Balmain Fill-In extensions. The main subject in this course is the world of color. Highlights, lowlights and creative color effects in just a few minutes! Different application techniques show how easy it is to start working with Balmain extensions. Discover the profitability of this service in your salon.

Highlights: general information, product knowledge, artistic design, application systems, removal and rebonding, hair care, profit calculation.
Products: Fill-In extensions (human hair and fiber), DoubleHair Color and hair*Make-up*.

STAR 2. **Volume** *&* ***Structure*** AVAILABLE JANUARY 2009
Take Fill-In extensions application to the next level. Create big differences in length and volume and work with microPlusbonds. Next to creating volume with more hair, we teach you working with specific textures and styling techniques to create volume.

Highlights: general information, product knowledge, microbonding, planning & placement, application systems, color & perming, consultation, integration, hair care.
Products: DoubleHair Lite, Fill-In extensions, DoubleHair Strip, hair*Make-up*.

STAR 3. **Length** *& Volume*
In this one-day course it's all about lengthening with DoubleHair and Fill-In XL extensions. Keywords are consultation, cost calculation, placement and integration with different cutting and styling techniques. Perform a full lengthening with DoubleHair in 35 minutes!

Highlights: general information, product knowledge, planning & placement, application systems, consultation, removal and rebonding, integration/cutting techniques, profit calculation, hair care.
Products: Fill-In XL extensions, DoubleHair Strip, DoubleHair XL, hair*Make-up*.

Allround Balmain Hair Specialists
Congratulations! You have gone through the 3 Stars Education Program, now you are a **Balmain Hair Specialist** with the knowledge and know-how. You will be appointed as a BALMAIN selected salon and can be contacted on the national Balmain Website with millions of visitors.
Your salon will be promoted on www.balmainhair.com and will be linked to this site; your salon info will be displayed *(logo, address, telephone number, opening hours, pricelist and team/salon pictures)*.
You will get your own BALMAIN extension web module for your own website, with consumer info, photo gallery, regular updates and service.
After completion of the courses you will be certified as **Balmain Hair Specialist.**

You have gone through all stars, now you are a Balmain Hair Specialist!
For Balmain Hair Specialists we offer many promotional & supportive tools to build up you business. Ask for the Salon Support Program brochure.

Become a Balmain Trainer!
Follow the 'Train-the-Trainer' Course

color

Revolutionary color system

limitless creativity
with DoubleHair Color

Education

Creativity and awareness phase. Open your eyes to the world of DoubleHair and extensions. Learn all about DoubleHair Color and the Soft Blend Edge.

Presentation

We help stimulate your staff to get started with your new salon service, plus merchandising support with DoubleHair Color.

volume

DoubleHair Strip Texture & Style

become a specialist
in DoubleHair Strip and
prebond extensions

Education

Specialize in professional Fill-In bonding technique and DoubleHair Strip application for volume; learn all about the Soft Blend Edge.

Presentation

Merchandising Fill-In prebond extensions in your salon; we stimulate your staff to realize the full potential of professional prebond extensions.

length

DoubleHair Length & Fill-In extensions

learn all about
length and fine finishing
in 35 minutes

Education

Specialize in long hair technique with DoubleHair and the Soft Blend Edge.
Learn all about the most challenging and advanced extension service: **length**.

Presentation

Installation and promotion of long hair in your salon.

fully qualified hair extension
and integration specialist

Hair Specialist

You have done all 3 stars; now you are a fully qualified hair extension and integration salon/specialist and will be certified as

Balmain Hair Specialist.

AVAILABLE JANUARY 2009

How to use this program
This education guide teaches you the art of applying professional Balmain hair products.
There are two ways to learn this program:

- You choose to sign in for a one day Balmain course guided by qualified Balmain trainers. If ending this course successful you will receive a certificate afterwards.
- You can study yourself going through the program and practice all exercises, which are explained in the course book. You can study any time you want and as long as you like, you will not be coached and tested, therefore you will NOT receive a certificate.

This educative guideline will teach you the art of applying Professional Balmain Extensions.
This manual includes all general information about techniques, tools and equipment.
For specific courses in *Color, Length and Volume* it is necessary to use the following Training Modules:

1. **Training Module Color & Volume**
2. **Training Module Volume & Structure** AVAILABLE JANUARY 2009
3. **Training Module Length & Volume**

More information about the Training Modules on the next page.

During the year you can follow Balmain training in your region. For dates and locations you can visit the Balmain website **www.balmainhair.com.**

Check www.balmainhair.com

Professional Training/Starter Kits

For every training Balmain selected all the material and the best selling products you need to follow the courses and start your business in your salon. It is not possible to follow a Balmain course without the Professional Starterkit and the Training Module which goes along with the training.

The following kits are selected:

1. **Professional Starter Kit**
For those who are starting to work with Balmain extensions. This kit gives you the opportunity to make professional applications with all Balmain products. Including a step-by-step DVD, a general course module and tools. This kit is needed for all courses, complete it with the Training Module for the course of your choice.

2. **Training Modules**
In each Training Module you find the best selected products to use during the different courses. The different application systems and specific product knowledge will be explained in the course modules. The special designs and tips make it fun to follow the practical parts of the courses. All hair is re-usable and after the training you will have enough hair left to have a good start for building your extension business in your salon.

3. **Tools & Care Module**
This kit includes all extra tools and equipment to start with. Includes the Color & Texture colorring which is a tool you can not miss during your consultation.

1.

Professional
Starterkit

2.

color volume length

Training Module Color & Volume

color volume length

Training Module Length & Volume

3.

Module Tools & Care

Modular Product Line

The modular system
Untill now it was possible to change many things on a woman's body, acryl nails, face-lifts, silicones, eyelashes, to reach a desired result.
Now Balmain Hair makes it possible to make the change for hair. Compose new looks with different products, used as modules with each its own unique benefits. Let the different modules fuse into a complete new look!

The Professional Modular Product Line

BALMAIN
HAIR+

PROFESSIONNEL

100% human hair
for permanent attachment

Fill-In extensions
•
Natural Straight 30, 45 cm
Straight 45, 60 cm
Straight Fantasy 45 cm
Wavy 45 cm
Curly 45 cm

DoubleHair
•
DoubleHair Color 15, 30, 40 cm
DoubleHair 40 cm
DoubleHair XL 55-60 cm
DoubleHair Lite 40 cm
DoubleHair Strip 25, 40 cm

PRÊT-À-PORTER

100% Memory®Hair
for daily use

hair*Make-up*
•
Color Fringe 15, 30 cm
Color Accents 30 cm
Complete Extension 25, 40 cm
Length Extension 25, 40 cm
Strass Extensions

The system works as follows:

Step 1. Define the shape of the face
Step 2. Aesthetic and technical recommendations
Step 3. Benefits of products and modules
Step 4. Choose the right products and modules
Step 5. Compose

Step 1 Define the shape of the face

The shape of the face is the single most important consideration in achieving a flattering hairstyle. The face-shape of your client is the starting point to choose a new hairstyle, the hair type is the next consideration. Is the texture of the hair straight, natural straight, wavy or curly? Is the hair fine, medium or thick? You, as a hair stylist, know very well how to work with face shapes, for a little help try this experiment.

There are lots of suggestions on how to figure out a shape, from outlining your face shape on a mirror with lipstick. But, there is actually a scientific way to determine a face shape once and for all.

1. ***Oval Face*** Length equal to one and a half times width.
2. ***Round Face*** The face is as wide as it is long.
3. ***Oblong*** Longer than it is wide.
4. ***Heart*** Narrow at jaw line, wide at cheekbones/and or forehead.
5. ***Square*** The face is about as wide as it is long.
6. ***Diamond*** Widest at cheekbones, narrow forehead and jaw line of approximately equal widths.
7. ***Triangular*** Widest at the jaw line, small at the forehead.

1. Oval *Only slightly narrower at the jaw line than at the temples, with a gently rounded hairline.*
Try A variety of styles... almost any hair shape looks good on an oval face shape. The 'perfect' features allow the oval face shape to wear more styles than any other face shape. Short, medium and long hairstyles are possible, the shape is well 'balanced' or in even proportion.
Have you ever noticed the majority of models fall into this shape? Have you noticed how many different hairstyles they can wear?
Avoid Covering up your perfect features with heavy bangs, or too forward-directed styles.

2. Round *Full-looking face with a round chin and hairline. Widest point is at the cheeks and ears.*
Try Hairstyles with fullness and height at the crown. By layering the top to achieve fullness and keeping the rest of the cut relatively close to the face, the face shape will appear longer and narrower.
Avoid Chin length hair with a rounded line that mirrors face's circular shape. Short-short crops. Fullness at side of ears. A rounded haircut ending at the chin will certainly add weight to the face shape. Because the widest part of this face shape is at the cheeks and ears, you need to avoid having the fullness of the cut here as it will make your face appear wider.

3. Rectangular or oblong *Long and slender, about the same width at forehead and just below cheekbones. May have a very narrow chin or a very high forehead.*
Try The recommended length is short (cheekbones) to medium lengths. Volume at the sides of the face will make the face look more balanced. You'll want to balance the look by using soft layers around the face. Soft blended fringe will shorten the length of the forehead.
Avoid Too much hair length, the face will look even longer! When the hair gets past your shoulders there is a good chance it is doing more harm than good. Strong advice is to keep it above shoulder length.

4. Heart *Face is wide at the temples and hairline, narrowing to a small delicate chin.*
Try Choose a length at chin-length or longer styles. A bob looks great on the face shape! This creates a balanced look by giving fullness where it's needed. This will achieve more balance between the cheekbones and more narrowing chin.
Avoid Short, full styles that emphasize upper face. Height at the crown. Severe, slicked back looks. Too much height at the crown will give the appearance of a longer and narrower chin.

5. Square *A strong, square jaw line and usually an equally square hairline.*
Try Short-to-medium length hair, especially with wave or roundness around the face. You want to soften the square look of this face shape with layers and wispy looks. If your hair is straight consider a body wave, as some curl or wave to the hair will achieve a nice balance to the straight features of your face shape.
Avoid Long straight styles that accentuate square jawbone. "Linear" straight bangs or centre parts. A straight bob ending at the jaw line is the wrong thing to do for your face shape. You can wear a layered bob, however it should end above or below the jaw line.

6. Diamond *A cross between heart and a dramatic oval. Widest at the cheekbones, and narrow equally at the forehead and jaw line.*
Try The most hairstyles will work with this face shape. Try a variety of styles. It is possible to wear shorter styles, if the diamond is very strong than leave weight in the back nape area like a heart shaped face.
Avoid You can do just about everything, but try not too wear too much hair on your face, thereby hiding great features.

7. Triangular *Reverse of heart-shape, a dominant jaw line which narrows at the cheekbone and temples.*
Try Styles that are full at the temples, taper at the jaw. You need lots of layers to achieve fullness through the upper part of your face. Try tucking hair behind your ears as this will draw attention to your eyes and add width in this area.
Avoid Long, full hair styles that draw attention to jaw line. Centre parts off-centre is more flattering.

Step 2 Aesthetic and technical recommendations

When you have discovered which face shape your client has, it is possible that the current hairstyle is not flattering the face. With the Balmain Hair modules it is possible to make changes in the hair. which were not possible before.

The following recommendations are possible:

- Change the **hair length**.
- Change the **volume** or add volume to specific areas.
- Change the **color**, quick and without damaging natural hair.
- Make fine hair **thicker**.
- Bring **structure** to the hairstyle.
- Follow up quick **fashion** changed.
- In different **comfortable** systems.

Step 3 Benefits of products and modules
In the product chapter of this manual you learn all about the specific benefits of the products and modules. Here is a list of the most common benefits.

*1. **Invisibility*** The bonds of Human Hair Fill-In extensions are not visible after applying. DoubleHair is double or triple layered, the bonds are between the layers, therefore the bonds are not visible.

*2. **Lite*** If the hair is very fine and cannot hold much weight, use DoubleHair Lite. By using DoubleHair Lite it is possible to create lengthening in 35 minutes in fine & thin hair. Use micro extensions in fine hair.

*3. **Extra hair in short time*** When you miss hair to create you desired hairstyle the DoubleHair Strip offers you extra volume in short time. *Use Hair Make-up for full lengthening in 1 minute.*

*4. **Adding color*** Impossible color compositions are now possible, use DoubleHair Color to reach the end result. With highlights on top, the hair colors will compliment your completion. Use Fill-In extensions to create highlights, 1 extension in 1 minute.

*5. **Quick length*** Affordable lengthening with DoubleHair makes your hairstyle longer, a fresh, young look will make the shape of your face look longer.

*6. **Temporarily*** For the ones who want to follow fashion and like to change their hairstyle all the time, the clip-in system is the perfect system.

*7. **Extra long*** In the special edition we add XL length. It is possible to choose for the Fill-In system or the DoubleHair system. Even long hair can be longer.

*8. **Comfortable*** When comfort is required, the way of application is key. During the Balmain Hair courses you will learn all about this. Clients can experience comfort when wearing Balmain extensions without considering which application system you will chose.

*9. **Finishing*** Use Fill-In extensions to finish the hairstyle. Fill- In extensions are precise and therefore the best product for this.

Step 4 Choose the right products and modules

Choose the right product and modules to create your desired style. It is possible to make combinations with the different products and modules.

Step 5 Compose
Mix and match all products to create the desired style.

This design with DoubleHair Color

Used products:	3x DoubleHair Color 30 cm
Color:	Autumn Gold
Application system:	permanent/clips
Design:	A-symmetric Placement
Time:	15 minutes

This design with Fill-In extensions

Used products:	36 Fill-In extensions, Natural Straight 40 cm
Color:	Level 8 colored into a more copper character
Application system:	permanent
Used technique:	Solid Row
Time:	36 minutes and time to color the Fill-In extensions

Products

Hair

100% Human Hair

For more than 30 years, Balmain Hair is specialized in human hair extensions. All our hair is hand selected and processed in our own production facility using a unique enzyme treatment. It feels just like your natural hair, has body and blends with your natural hair beautifully. Plus, Balmain Hair provides a 6 months guarantee on the hair quality when following our education and application rules and when using Balmain aftercare.

Human Hair products:

- Fill-In extensions
- Fill-In extensions XL
- DoubleHair Color
- DoubleHair Strip
- DoubleHair
- DoubleHair XL
- DoubleHair Lite

FlairHair

FlairHair is a high quality fiber and is especially used for bright colors. This soft, shiny and very flexible fiber keeps the hair in perfect condition under all circumstances. FlairHair can be styled very easily and stays in perfect shape with very little hair care. Do not apply heat on the fiber.

FlairHair products:

Fill-In extensions (only in bright fantasy colors)

Memory®Hair

MemoryHair is the latest Balmain Hair innovation: This is the best improvement when it comes to hair integration and comfort. MemoryHair holds color and curls even better than your natural hair. MemoryHair can be curled an straightened time after time.

MemoryHair products:

hair***Make-up***

- Color Fringe
- Color Accents
- Length Extension
- Complete Extension

Fill-In extensions
Balmain pre-bonded extensions are small pieces of human hair or fiber that are exactly the correct size for extension application, with a keratin bond already in place. We use keratin as this is the closest fixing agent available to the natural hair structure and still allows movement, a flexible hold and durability.

Professional attachment with Plusbonds

Human Hair Fill-In extensions
A package includes 10 Human Hair Fill-In extensions with a length of 30, 40 or 60 cm and is available in many colors and textures; you almost can serve everyone with this product. The handy speed organizer *(included in the package)* makes it easy to apply the extensions.

The 30 cm, natural straight extensions are with pre-colored bonds and are available in different duotones which make it easy to integrate and play with color.
The competitive advantages of 30 cm extensions are:
- *It is a re-usable system, therefore advanced, due to the raising prices on human hair.*
- *Most layered volume and color styles have a hairlength in the crest, top part, not longer then 30 cm.*
- *Price advantage.*

Where to use for?
- To make small color changes/volume changes (+/- 20 pcs).
- For volume and lengthening (± 100 pcs).
- To create color which seems normal wise impossible.
- To work on the top area of the head with *micro extensions*.
- To be unlimited in designing hair and colors.
- To use as finishing in combination with DoubleHair.

Benefits of Balmain Pre-bonded Extensions:
- correct size of extension;
- correct weight of hair;
- hair running in natural direction;
- movement and flexibility;
- no wastage;
- neat and clean system to use;
- re-usable using the Balmain Rebond system;
- permanent (6-8 weeks);
- pre-colored.

Colors & Textures:

Straight
24 colors

Natural Straight
12 colors

Wavy
12 colors

Curly
12 colors

30 cm extensions
12 colors

XL extensions 60 cm
12 colors (level colors only)

FlairHair Fill-In extensions ***(high quality fiber)***
A package includes 10 Fill-In extensions with a length of 40 cm in structure straight. Including a speed organizer, which makes it easy to apply the extensions. Available in 12 colors.

Why?
- To create small, bright color designs in your hair.
- Colors don't fade.
- Affordable.

Benefits of Balmain FlairHair Fill-In extensions:
- Easy application.
- Affordable.
- Permanent (6-8 weeks).
- Funny colors.

For small color changes you need about 5 Fill-In extensions or DoubleHair Color. Follow the Color & Volume course

DoubleHair® system
DoubleHair is a patented invention by Balmain Hair and revolutionary in the hairdressing industry, a product to change your look and increase creativity. For those who want to compose color, volume or create a basic lengthening, DoubleHair is the right product. DoubleHair is a handmade strip with two or three layers of hair and is the most comfortable system that covers the bonds as they are applied between the two layers of hair.

DoubleHair allows you to be very creative and makes it possible to follow fashion. Work with a-symmetry, lenghtening at specific areas like the neck and create volume below the crest line. It is also possible to use different colors which give an artistic color effect. It is possible to do up-do's with DoubleHair lengthened hair.

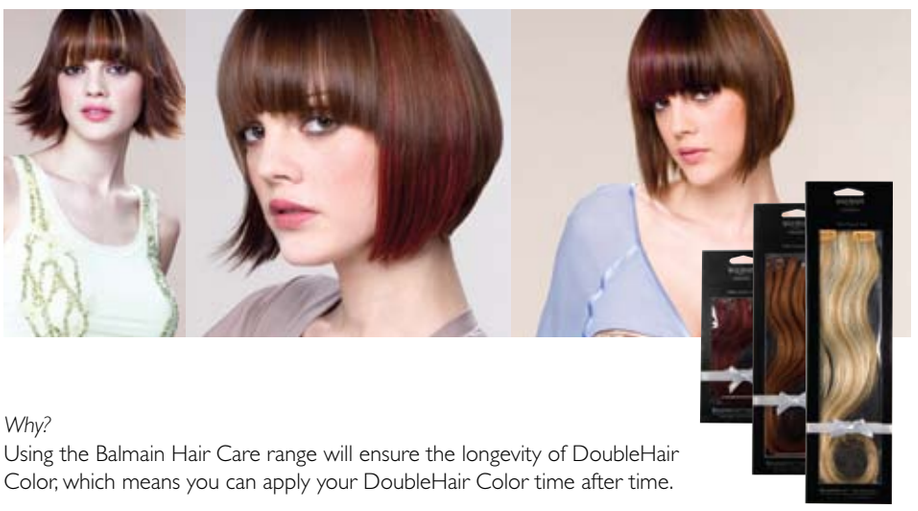
DoubleHair® Color
- Is a hand made 6 cm wide Human Hair extension with two layers of hair.
- Is available in 3 different lengths *(15 cm, 30 cm and 40 cm)* and 12 colors.
- One strip equals 9 Fill-In extensions and is re-usable.

Professional salon system and test/positioning clip system
Available in two different systems:
1. Permanent application, with Plusbonds
2. Temporary application, with test/positioning clip system

DoubleHair Color makes it easy for you to advise your clients. With the easy test & positioning clip system you can show the client what the final result will be. When the client likes the colors and design you proposed you make a permanent application with Plusbonds. The strip is connected at 4 fixed points, which creates a unique locking system.

Test/Daily application with clips

Professional attachment with Plusbonds



Why?
Using the Balmain Hair Care range will ensure the longevity of DoubleHair Color, which means you can apply your DoubleHair Color time after time.

Salon Benefits of DoubleHair Color
- *Low investment*
- *Quick fashion colors*
- *Easy to start with*
- *Fashion tones*
- *Great for hair up*
- *3 lengths, create variety*
- *Easy blending*
- *Stimulate to go for color*
- *Instant results*
- *Flexible to work with*
- *Great profit maker*
- *Fast and easy application*
- *Complete marketing support*

Color
Highlights & Lowlights in a minute! Guaranteed 100% color results, create colors without damaging the natural hair. Balmain made a collection that makes it fun to change color & techniques in short time. This new color service makes coloring in your salon easier than ever. Color combinations and coupe changes are unlimited and done in one minute.
DoubleHair Color is an easy solution to create volume and color at once. Adding hair is a permanent solution that gives both hairdresser and client the opportunity to shape the hair any way they want.

Volume
One of the most sellable products in the hair industry is volume or related products and treatments. We all know the volume shampoos, styling products and perms to create volume. We spend hours blow-drying the hair to create volume. Also from a consumer point of view volume is a desire. It is hard for the client to create the same volume hairstyle like the professional hairdresser creates it.

Volume:
- compensates hair that is not there;
- is fashionable;
- gives movement to the hair;
- covers the scalp;
- gives more hair and is viewed as beautiful;
- is something not everyone has;
- makes a hairstyle complete;
- looks healthy, DoubleHair Color is an easy solution to create volume and color at once.

For international inspiration, follow the Color & Volume course

Benefits of DoubleHair Color
- *Most comfortable system*
- *No damage to your natural hair*
- *Changing color in a minute*
- *No color skills needed*
- *What you see is what you get*
- *Time saving*
- *Adds volume to the hair*
- *High quality color method*
- *Difficult color combinations, easier than ever*
- *To combine with every hairlevel*
- *Permanent or just for one day*
- *Can be placed on a colored base*
- *Is already pre-cut*
- *Price advantage*
- *Quick and easy system.*
- *Movement and flexibility*
- *Large quantity of hair at once*
- *Different colors in one DoubleHair*
- *New generation of extensions*
- *Complements DoubleHair (use them both)*
- *Brings color & extensions together*
- *High quality of hair*
- *Neat and Clean system to use*
- *Re-usable*
- *Invisible bonding system*
- *100% Human hair*
- *Patented system*
- *6 months guaranteed hair quality with Balmain Hair Care products*
- *No matting*
- *Hand-made*

Mix principles for DoubleHair Color
The colors are divided in 3 different categories. The names are related to the combination, ***Harmony, Contrast and Progression.***

Harmony
A pleasing and harmonizing combination of colors, which are similar in level and/or tone. Harmony colors can be used for all ages, it gives a natural look and integration with the natural hair color.
Harmony colors are: Cool Blonde - Caramel - Soft Copper - Chili - Cashmere - Coffee Bean

Contrast
A relationship of opposites, which creates interest, variety and excitement in design. In hair color, contrasting colors are at least three levels apart. Contrast colors are fashionable and trendy.
Contrast colors are: Hot Copper - Contrast Brown

Progression
A gradual color change in an ascending or descending scale. In hair color, colors can progress from light to dark and it contains 3 colors.
Progression colors are: Autumn Gold - Cafe Blonde - Flame - Blackberry

BALMAIN
HAIR+

DoubleHair® *(treatment)*
DoubleHair is a patented invention by Balmain Hair. The DoubleHair is a 9 cm wide Human Hair extension made of two human hair strips. The strips are connected at 5 fixed points, which creates a unique locking system.
A treatment of DoubleHair includes: 5x DoubleHair and 10 Fill-In extensions, Plusbonds, consultation forms and agreements for your clients to sign.

Unique Balmain knotting system:
No short hairs, no matting, all hairs running in the same direction and smooth contours.

Why?
For volume and lengthening.

Professional attachment with Plusbonds

DoubleHair is available in 9 natural colors (including 3 level colors). You can do almost everybody a favour with this product.

Benefits of Balmain DoubleHair:
- quick and easy system;
- hair running in natural direction, natural distribution of hair;
- movement and flexibility;
- large quantity of hair at once;
- neat and Clean system to use;
- re-usable;
- invisible bonding system;
- 100% human hair;
- patented system;
- 6 months guaranteed hair quality with Balmain after care.

Salon Benefits:
- Low investment
- Great profit maker
- Fast application
- Easy application
- Complete marketing support

Consumer Benefits:
- Low investment
- Comfortable
- Easy to manage
- Invisible bonding system
- 100% Human hair
- Beautiful long lasting result

Promote sales with a display in your salon

DoubleHair® XL
DoubleHair XL is 55 to 60 cm long hair and is 9 cm wide DoubleHair extension with test/ positioning clips. The Natural Straight structure gives the DoubleHair XL up to 20% more volume. The lighter shades in the edge of the DoubleHair XL gives the hair a natural look which makes integration easy. The package includes all material for permanent application. The hair of this re-usable product has 6 months guarantee when Balmain Hair Care is used and the guarantee instructions are followed.
1 Strip per package

Why?
Because of the great success of DoubleHair and the demands in the market Balmain Hair has developed an extra long DoubleHair. This DoubleHair XL is 55 to 60 cm long hair and is available in natural straight structure in 3 level colors and color 4. The level colors can be colored in almost every color.

Level 6, level 8 & level 10 can be colored

Benefits of Balmain DoubleHair XL
- DoubleHair.
- Handtied.
- Hand selected Human Hair.
- Single packed.
- With positioning clips and 10 Plusbonds included in the packaging.
- To create XL lengthening.
- Time saving.
- Re-usable.
- Invisible bonds.
- Easy to integrate.
- 6 Months guarantee.

For working with DoubleHair, follow the Length & Volume course

DoubleHair® Lite
DoubleHair Lite is a 9 cm wide strip of 40 cm long hair and is applied with microPlusbonds. One DoubleHair Lite has as much hair as 18 extensions and consists of 3 layers of hair.

A treatment of DoubleHair Lite includes: 5x DoubleHair Lite, 10 Fill-In extensions, consultation forms and agreements for your clients to sign.

DoubleHair Lite is connected with your natural hair by using a small keratin bond. DoubleHair should be repositioned every 2 months. The condition of the Human Hair extensions and DoubleHair Lite is guaranteed for 6 months, when using Balmain Hair Care range.

Why
DoubleHair Lite is special designed for fine & thin hair. Fine hair can not handle much weight, specialy when we talk about lengthening. The quantity of hair is balanced to create volume & length without damaging the natural hair. DoubleHair Lite will integrate easily and is comfortable to wear.

Professional attachment with Plusbonds

Promote sales with a display in your salon

With Soft Blend Edge

DoubleHair® Strip
Handtied DoubleHair Strip is a 27 cm wide Human Hair extension and available in 2 lengths: 25 cm and 40 cm. Professional system *(patented DoubleHair system with clips for positioning and testing)*. Instant long hair equals 45 extensions.

The edge of this strip is designed with a curved shape, this worldwide patented **Soft Blend Edge** makes it the thinnest edge in the world of only 1 mm.

Professional attachment with Plusbonds

27 cm hand tied DoubleHair Strip of 25 cm or 40 cm long
The package is completed with the following materials:
- crochet needle;
- stitch ripper;
- conditioner sachet;
- protector disc;
- 18 micro Plusbonds.

DoubleHair Strip is available in 5 duotones and 4 basic colors.

Why
If you want volume or quick lenghtening the DoubleHair Strip is the perfect product. The invisible system with the Soft Blend Edge is easy to blend in your natural hair. The DoubleHair Strip equals a solid row of Human Hair extensions in natural color shades.

Benefits of DoubleHair Strip
- Much volume in one closed row
- To create length
- Contains Soft Blend Edge
- Easy integration
- Natural color shades
- Apply in 10 minutes
- Low investment
- Comfortable.
- Invisible bonding system

Equipment

Plug & Play Connector
The Plug & Play Connector (pp 30) is an ergonomically designed tool especially for the standard application of Balmain Fill-In extensions, DoubleHair and Plusbonds.

Characteristics Plug & Play Connector:
- Automatic temperature regulation: 140°/160°C (effective working temperature).
- 3 Meter power cord.
- Ultra fast heat up.
- Durable non-stick coating.
- Pre-shaped clamps for fast and secure bonding.
- Lightweight, unbreakable.
- Ergonomic design.
- Only the bottom tip heats up.

Plug & Play Micro Connector
The Plug & Play Micro Connector (mc 30) is especially designed for fine finishing and application of Fill-In (micro) extensions, DoubleHair and micro Plusbonds.

Characteristics Plug & Play Micro Connector:
- **Same characteristics as pp30.**
- Closer to the scalp.
- Detailed control.
- Finer finishing/polishing.
- Ultra slim clamps for extra precision micro connection.

Plug & Play Connector pp30 (ART. CODE PLUG&PLA)

Plug & Play Micro Connector mc30 (ART. CODE PLUG&MICRO)

Hair connector user instructions and tips
- Try to keep your hands free. Do not hold the connector when you do not need it.
- While you are closing the Plusbond, put the hair connector on a trolley within reach or put it in the Heat Resistant Bag.
- The *Heat Resistant Bag* is also meant to safely store the connector. In this way you are protected against burning.
- Close the connector for a while before you start, like this the cold part also gets some warmth.
- The connector must be cleaned regularly. Otherwise the bond will not get the right heat. When you are finished, clean the connector with a damp cloth and disinfectant.
- Hold the cold point of the connector towards you while connecting.
- The hand with which you melt must be the same hand you are rolling the Plusbond with.

Heat Resistant Bag Plug & Play (ART. CODE WAXC BAGP&P)

Complete safety instructions leaflet for connectors is delivered with every connector, read all the instructions before attempting to operate this product and save the instructions for future reference.

Quick Remover®
The Balmain Quick Remover is an invention from the Balmain Research and Development department. The Balmain Quick Remover uses the latest technological advancements to revolutionize the removal of extensions. Extension removal is now quick, easy and comfortable for the extension professional and their client.

Dissolvent Gel cartridges for the Quick Remover.
A releasing solution for removal of Balmain pre-bonded extensions and Plusbonds. The dissolvent gel neutralizes the adhesive strength of the bonding under the influence of pressure and UV light.

- *75% Time saving*
- *Comfortable*
- *Single hand operation*
- *Ergonomic design*
- *UV dissolve control*
- *Automatic Cartridge system*
- *Long storage life dissolvent*
- *Dermatological tested*
- *Including: 3 x AAA batteries*
- *2 dissolvent gel cartridges*

Quick Remover
(ART. CODE WAXC QUICK REMOVER)

Dissolvent Gel 2pcs
(ART. CODE WAXC GEL DISSOLV)

Plusbonds
Individual keratin bonds. They are transparent and do not stick to the fingers while you are applying.
What are they used for:
- Re-applying Fill-In extensions and DoubleHair.
- Using fewer extensions on shorter hairstyles (flexibility to use wasted length).
- Used on Avant Garde techniques or hairstyles.

Protector
There are two uses for the protector disc:
- To give a cleaner neater application of extensions by covering surrounding hair and new growth.
- To flatten the natural hair to ensure the tension on the pre-bonded extension is correct, this is achieved by using the measurements shown on the disc.

Balmain Clips
Clips can be used to hold the protector and the products in place during application.

micro Plusbonds
(ART. CODE WAXC REBONDMP)

Hair Clips
(ART. CODE SC CLIPS)

Speed Organizer
Speed organizer is a tool that makes it easier to open the DoubleHair before applying. It shows how many and where bonds have to be placed.

Color & Texture Selector
The colorring is a tool for ordering materials and color matching.
The colorring contains:
- 24 Human Hair natural colors,
- 12 Human Hair fantasy colors,
- 12 Fill-In Fiber fantasy colors,
- 4 Textures (straight, natural straight, wavy, curly).

Crochet Needle
The Crochet Needle is a tool used to pull strands through the locking points of DoubleHair.

Color & Texture selector (ART. CODE COLORRING 004)

Extension Trolley-mobile working station

Mobile workstation where you can store stock, tools and equipment.

- Stores your extensions
- Displays aftercare
- Holds all your extensions, tools plus hairdressing equipment
- Perspex tray designed for easy re-application

Place the trolley on a prominent place in your salon. It promotes extensions!

Extension Trolley
(ART. CODE DISPL TROLLEY)

Before You Start

Consultation
As with all hairdressing services, consultation is the key to success.
Before you decide to apply Fill-In extensions or DoubleHair or any other Balmain product it is wise that you have a consultation appointment with the client. You have to discuss the cost, maintenance time, return appointments and rules for guarantee. But, first of all you (the hairdresser) are the professional and you have to decide which extensions are right for the client.

Consultation sheet
Here you will find everything you need to find out if extensions are right for your client. The consultation sheet is included in every DoubleHair treatment. For a consultation sheet see the enclosures.

Guarantee card
You find this in every package, it is important that you write down the next appointment and the lot numbers of the Balmain extensions. A lot number is a production number, which stands for quality, color and manufacturer process. With a lot number Balmain Hair can trace the procedures of the production. .

With the unique lotnumber on the guarantee card we can trace production.

Client/Salon agreement
When both parties agree to proceed with the hair attachment it is advisable to make and sign a client/salon agreement. Give a copy of this agreement to the client.
You can find an example of the client/salon agreement on the consultation form (see enclosure).

Pre-color
It is recommended that the clients hair must be colored 2-3 days before applying Balmain extensions. The natural hair will expand when treated with chemical colors. If you apply Balmain extensions the same day, the extensions can fall out easily.
The right color: to create a natural look choose the color which is close to the ends of the hair.

Pre-cutting the natural hair
Whenever planning to lengthen hair, it is vital to pre-cut/soften the existing hairstyle. This to blend the old hairstyle into the new extension hairstyle.
Please note if you do not soften any straight lines in the clients hairstyle before applying extensions, you will see a demarcation (shelf) line in the new extended hairstyle.
Take sections of natural hair and chip into line with scissors. Use thinning scissors on ends of the hair and then use a razor.

Changing color
If you are considering to change the color of one of the Balmain Human Hair products we recommend to use *level colors*. Level colors are especially developed to adopt color and hold them.

Other colors within the Balmain range are sealed with a protection layer which makes color adopting less possible. The color will lay around the hair and will give a character change only.

Level 6 ----------can be colored till color level 4
Level 8----------can be colored till color level 6
Level 10 ----------can be colored till color level 8

Follow the step-by-step in the Color & Volume course module

Perming
Perming Balmain Fill-In extensions and DoubleHair.

Texture
Often the client wants a different hair texture than his/her own, or has a different texture than the extensions. However, it is advisable to use the same texture as his/her natural hair.
Human Hair extensions/DoubleHair can be curled in the same way as you perm the natural hair of the client. Therefore it is essential to determine the right texture first.

If the client wants to create a curly or wavy texture, his/her natural hair has to be permed first before *(a few days)* the Balmain Fill-In extensions/DoubleHair treatment is attached. You may use your own familiar brand of perm lotion; remember to use a perm lotion for colored hair. You can treat the Balmain Fill-In extensions/DoubleHair the same as if it's your own.
That also means that we do not recommend perming light colored hair. Balmain colors which can NOT be permed: 613, 614, 21,22 and Level 10.

Identical curl strength cannot be guaranteed, no more than when the client's natural hair is permed. Also bear in mind that perming may cause a slight color change, when the color fades you can use a color rinse. Protect the extensions. Bleaching is not advisable. Bleaching deteriorates the quality of the hair and makes hair dry. Making highlights is possible by using different colors of extensions.
Advice: With 45 cm hair length maximum 3 Fill-In extensions on a rod.

Do not perm: color 613, 614, 21, 22 and level 10

In the course modules you will learn all about perming DoubleHair & Fill-In extensions

Professional Application

3 application systems
1. Clip-in system
2. Fill-In system
3. DoubleHair

In the course modules of the courses Color & Volume, Volume & Structure and Length & Volume you will learn all specific details, which go along with the different techniques.

1. **Clip-in system with test & positioning clips**

With the easy positioning clip system you can show the client what the final result can be or let the client play with placement, lengthening and color designs without applying permanent.

You can find postitioning clips on the backside of the following products:
- DoubleHair®
- DoubleHair® Color
- DoubleHair® Strip
- hair*Make-up* collection (MemoryHair artificial human hair)

The clips are designed for a non-permanent character. *Make fringes, create highlights, and play with colors in an unlimited way!*

Remove the clips for permanent application.

2. Fill-In system
Fill-In extensions are connected to the hair with Plusbonds.
In the course modules *Color & Volume* and *Length & Volume* we will discuss the step-by-step 7 stages application system for Fill-In extensions.

Why
- For permanent application
- To create color & length & volume
- Re-usable
- Correct size of extension
- Hair running in natural direction
- No wastage
- Re-usable using the Balmain Rebond system
- Easy to mix colors
- Not visible
- 6 months guarantee
- Correct weight of hair
- Movement and flexibility
- Neat and Clean system to use

With Fill-In extension application, always follow the 7 steps

3. DoubleHair system
When the client likes the colors and design you proposed you can make a permanent application with Plusbonds. DoubleHair is connected at several fixed points (number of points depending on the product), which creates a unique locking system. DoubleHair covers the bonds. When the natural hair needs to be colored, or permed, it has to be done at least 3 days before you start to apply the extensions or DoubleHair!

Products within the DoubleHair range:
- DoubleHair
- DoubleHair Color
- DoubleHair Strip
- DoubleHair Lite

Why
- Time saving
- Invisible bonds
- 6 Months guarantee
- Re-usable
- Easy to integrate
- Less locking points

Use the organizer when you apply DoubleHair

Balmain Hair Care

6 months guarantee on the human hair

Balmain hair care
Your clients are not hairdressers; they will need your advice on how to look after their hair at home, from the simplest of things, brushing, shampooing, blow-drying and styling, to how to keep their extensions in the optimum condition.
Hair Care is essential to maintaining healthy, shiny, beautiful hair. Hair with extensions needs a little extra nourishment and the Balmain range of Hair Care products has been specially developed to give the extra nourishment required whilst keeping the natural hair in perfect condition.

Balmain's amazing new aftercare range includes Shampoo, Conditioner, Hair Mask and Shine Spray. When using these hair care products Balmain guarantees the condition of the human hair extensions and DoubleHair for 6 months. The products are made with natural ingredients, have a nice fragrance and extend the life of extensions.
The range is beautifully packaged reflecting the established style of Balmain, but with a contemporary twist that will look stunning in the salon or at home.

Shampoo moisturises and refreshes
A gentle moisturising cleanser enriched with 'Green Tea' extracts to cleanse the hair and scalp. Rich in Catechin Polyphenols, Green Tea extract contains EGCG, a powerful antioxidant and is a good source of Vitamin C, proteins, tannins and theanine. The Balmain shampoo gives a natural shine and color protection. First brush your hair thoroughly, then soak with warm water, we would suggest that you do not turn the head upside down but always wash from the crown down. Next apply shampoo. Distribute your normal amount of shampoo at the root area; gently massaging in small circles over the scalp area, this will cleanse both the natural hair and your extensions. There is no requirement to scrub the mid-lengths or ends as these will be cleansed sufficiently during the rinsing process. Rinse thoroughly and repeat if necessary. Suitable for daily use.

- Moisturising cleanser
- With Green Tea extracts
- Gives natural shine
- Gives color protection

Conditioner nourishes and gives shine
All hair needs conditioning whether natural or extensions. Apply the Balmain Conditioner to the mid-lengths and ends only, do not apply to scalp or bonds, gently massage, distributing the conditioner thoroughly. You can brush the ends using your soft bristle brush. This will help ensure every hair is coated thoroughly with conditioner. You should leave the conditioning treatment on for a minimum of three minutes and a maximum of 10 minutes. Once conditioned, rinse thoroughly with warm water. Use the recovering Balmain Hair Mask once a week. Apply on damp hair, leave in for 5 minutes and rinse out. It moisturizes and restores dry and damaged hair. Strengthens from within and gives vitality and shine. For best results, use in conjunction with Balmain.

- Nourishes and restores hair
- With 'Green Tea' extracts
- Makes it easy to brush
- Gives shine and protection

Hair Mask repairs and moisturises
Moisturises and restores dry and damaged hair. Strengthens from within and gives vitality and shine. Best result in combination with Balmain Shampoo. Apply to damp hair to mid-lengths and ends only, leave in for 5 minutes and rinse out. Use once a week.

- Repairs and moisturizes
- Strengthens from within
- Gives natural shine
- Gives vitality

Shine Spray gives a radiant shine
Adds a radiant shine to the hair. Does not make the hair heavy or oily. Prevents from split ends. UV-protective. Spray from a small distance (30 cm) on wet or dry hair. Avoid eyecontact. Suitable for daily use. Shine spray will protect your hair against heat of styling tools.

- Gives a radiant shine
- Prevents from split ends
- UV protective
- For daily use

Drying and Styling
After rinsing, squeeze excess water from the hair, wrap a towel around the head and gently pat towel to remove moisture from hair. Avoid rubbing at scalp and hair. Next, sort the hair gently with your fingers, than gentle with the brush on towel dried hair.
We recommend drying your hair direct after washing with a hairdryer. If using a hairdryer we suggest that you use a low heat and a soft bristle brush to style. Once dry, you may style using Carmen, Hot Rollers, Hot Sticks, Curling Tongs or Hair Straightness. NB: 100% human hair only, do not use these styling methods on Fiber extensions.

Brushing
When brushing your hair it is always better to use a large soft bristle brush. The Balmain brush is recommended, as this will ensure the hair does not snag or catch your extensions or natural hair, as other types of brushes might. Using the recommended Balmain brush will leave the hair shiny and in optimum condition. We recommend that you begin brushing at the ends of the hair, then move up to mid length and finally brush the root area. At nighttime gently tie your hair back in a loose braid or twist; this will help prevent tangles or knots.

Removal

Removing with the Quick Remover
The Balmain Quick Remover uses the latest technological advancements to revolutionize the removal of extensions. Extension removal is now quick, easy and comfortable for the extension professional and their client.

75% timesaving with the Quick Remover

- 75% Time saving.
- Comfortable removal.
- Single hand operation.
- Ergonomic design.
- UV dissolve control.
- Automatic cartridge system.
- Dermatologically tested.
- 1 Year guarantee.
- Preserves effectiveness of dissolvent.

Step by step removal with the Quick Remover
1. Place the bonding into pincer.
2. Pull the dissolvent trigger to release a measured amount of dissolvent onto the bond, the UV light is automatically activated.
3. Pull the pincer trigger to crush bond, repeat pincer trigger movement if required.
4. The bond can now be removed.
5. Comb out any bond residue left on natural hair.
6. Wash the hair thoroughly using Balmain Shampoo.

UV active dissolvent gel (cartridge system)
The dissolvent gel neutralizes the adhesive strength of the bonding under the influence of the pressure and UV light. It is clear to see when the bonding is ready to be removed.

Remove 250 bonds with 1 bottle

The Quick Remover is not only quick but also protects your nails if acrylic. It is usable for almost all extensions application systems.

Soft Blend Edge®

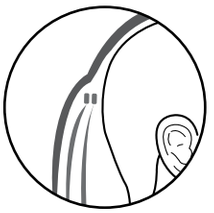
Soft Blend Edge®
Soft Blend Edge *(worldwide patented)*, the greatest innovation when it comes to hair integration and comfort. The curved shapes give the best integration and blending with your natural hair. The edge itself is 1 mm, now thinnest in the world because the hair is tied below each other, not on top of each other. The Soft Blend Edge will follow the shape of the head, which results in a perfect blending

Worldwide patented!
20% more hair per cm²
70% thinner

Soft Blend Edge, the best integrating hair connection in the world.

Unique Balmain knotting system:
- No short hairs.
- No matting.
- All hairs running in the same direction.
- Smooth contours.

USP's
- Beautiful color mixtures.
- Soft Blend Edge *(patented)*.
- 70% thinner than any other system; closer to the scalp: smooth integration.
- DoubleHair system *(patented)*.
- Comfortable.
- 100% High quality human hair, 6 months guarantee.
- Handtied.



Without Soft Blend Edge

With Soft Blend Edge

Prêt-à-Porter

Prêt-à-Porter Products

hair*Make-up* Ready to wear - Prêt-à-Porter Collection
Balmain launches the ready-to-wear collection **hair*Make-up***. You can now offer instant Color Accents up to Full Length. hair*Make-up* contains 4 different products in various lengths.
All the items are now available with the latest Balmain innovation: Soft Blend Edge. This is the best improvement when it comes to hair integration and comfort. The hair is made from MemoryHair, that can hold color and curls even better than your natural hair. MemoryHair can be curled and straightened time after time.
hair*Make-up* comes in 11 beautiful color mixes, in natural straight. These colors last longer than colored human hair.

Memory®Hair
MemoryHair is an artificial human hair. Heat-resistant with its own unique properties. This is shared with the molecular structure composition.

Heat resistance
MemoryHair is extremely heat resistant, 160°C - 320°F can be used for styling. Higher temperature is not recommended.

Memory
By heating the hair **(Max. 160°C - 320°F)**, it becomes soft and manageable. The new form (curls or straight) sturdy as it cools off. Make sure the hair is cooled off.
Result: a curl that keeps it form longer than most permanents in Human Hair and synthetic hair. This can be achieved through normal curling, rollers or hair dryers. The hair will keep its new look for as long as you want until you heat again, even when you wash.

Besides the professional collection, now also available: Prêt-à-porter collection hairMake-up For daily use

Easy Clip-In system
You can easily apply hair*Make-up* yourself. The clips make it possible to apply the hair*Make-up* for a day or for a special occasion or just to test the color or style.

Clip it in yourself

Promote sales with a display in your salon

hair*Make-up* Collection
hair*Make-up* collection contains:

1. Color Fringe

The Color Fringe is an extension hairstrip of 6 cm wide with 2 layers MemoryHair and is available in 2 different lengths (15 cm & 30 cm). A Color Fringe equals 12 Fill-In extensions. The products have a Soft Blend Edge which is designed for a perfect integration of the product.

Product Benefits:
- Soft Blend Edge (patented), 70% thinner than any other system.
- Closer to the scalp: smooth integration.
- Comfortable.
- Light weight.
- Fast in and out system with test/positioning clips.
- Promotes professional permanent attachment.
- Specially designed packaging to create impulse purchase.
- Price competitive.

2. Color Accents

Color Accents are a small strip of extensions, which is 1 cm wide with 2 layers MemoryHair. Color Accents have a 30 cm hairlength and equal 5 Fill-In extensions. The products have a Soft Blend Edge which is designed for a perfect integration of the product.

Product benefits

- Soft Blend Edge (patented), 70% thinner than any other system.
- Closer to the scalp: smooth integration.
- Comfortable.
- Light weight.
- Fast in and out system with test/positioning clips.
- Promotes professional permanent attachment.
- Specially designed packaging to create impulse purchase.
- Price competitive.

3. Length Extension
The Length Extension contains 3 strips of 9 cm wide with 2 layers of MemoryHair and is available in 2 different hairlengths (25cm & 40cm). A Length Extension equals 45 Fill-In extensions and has a Soft Blend Edge which is designed for a perfect integration of the product.

Product benefits
- Soft Blend Edge (patented), 70% thinner than any other system.
- Closer to the scalp: smooth integration.
- Comfortable.
- Light weight.
- Fast in and out system with test/positioning clips.
- Promotes professional permanent attachment.
- Specially designed packaging to create impulse purchase.
- Price competitive.

4. Complete Extension
A Complete Extension is a fast in and out system with test/positioning clips witch creates full lengthening in one minute. The Complete Extension is made of memoryHair. The blended hair colors make it easy to integrate with your natural hair.

Product benefits
- Soft Blend Edge (patented), 70% thinner than any other system.
- Closer to the scalp: smooth integration.
- Comfortable.
- Light weight.
- Fast in and out system with test/positioning clips.
- Promotes professional permanent attachment.
- Specially designed packaging to create impulse purchase.
- Price competitive.

Cost Calculation

Application of extensions and DoubleHair is an extra service that completes your salon service. Extensions are one of the most profitable salon services these days.

The better your advice, the more you sell!

Many questions are rising when a new product is launched:
- How do you know if you charge the right price in your salon for the application?
- How do you know that you charge the right price for rebonding?
- How do you know what prices are usual for a consultation advice conversation?
- What can you guarantee my clients?

Check-up service
We strongly recommend that you give a 'FREE' check-up on the extensions in the first two weeks, if not you will not have any guarantee on application or hair quality. It is a good moment for you to see if the client treats the Hair Extensions as they should.

The selling price of the product also depends on:
The general price level in your salon, the extra service you give, cutting, styling, coloring etc.

This overview can be a great assistance for answering above questions:

Cost calculations

Service	**Charge**
Clip-in system	Product x 2 + TAX
Permanent	Product x 2 + TAX + Time *(time x hour price of the salon)*
Full service	Product x 2 + TAX + Time + Hair Care Kit + Removal time
Check-up	Service
Remove	Time + extra service like styling etc…
Re-application	Time + Plusbonds + Hair Care Kit

General information

System	**Application time**
Fill-In extensions	1 extension, 1 minute to apply
DoubleHair	5 minutes to apply, 1 Treatment - 35 minutes
DoubleHair Strip	10 minutes to apply

System	**Removal time** *based on Quick remover service (75% Time saving)*
Fill-In extensions	100-200 Extensions - 25-50 minutes
DoubleHair	1 Treatment - 30 minutes

System	**Re-application time**
Fill-In extensions	1 Fill-In extension, 1 minute to apply
DoubleHair	5 minutes to apply, 1 Treatment - 35 minutes
DoubleHair Strip	10 minutes to apply

We recommend not to charge for the application of the clip-in system, see it as a service!

If you include removal in the price, your client comes back to you!

Support Material

As support for the sales of extensions/DoubleHair in your salon we offer different marketing tools to attract the attention of the client.

- Image brochures *(incl. display)*
- Window sticker
- Image display *(3 x 2.31m)*
- Image banner *(incl. display)*
- DoubleHair poster A1
- Seminar poster A2
- DoubleHair consumer brochures (incl. display)
- DoubleHair Color poster A3
- Complete training & promo DVD
- Press release *(incl. image disc)*
- Mail-ads *download at* **www.balmainhair.com/press**
- Advertisements *download at* **www.balmainhair.com/press**

BALMAIN
Long Hair in 25 minutes
affordable luxury

Keeping up your Knowledge

Step 1 Color & Volume
Working on a training head, your educator will guide you through the simple application techniques of pre-bonded Balmain extensions, with the focus on achieving competence in applying extensions for color and volume. You will learn the application and removal of Balmain extensions. Gain Balmain product knowledge. Experience new flexibility & creativity with Plusbonds, which enable you to re-use your extensions. Your educator will take you through cutting & styling techniques for pre-bonded extensions. You will also learn safe removal.

Step 2 Volume & Structure
During this one-day course you will learn the specific application techniques especially for fine hair. You will learn all about micro extensions, planning and placement, tips and tricks for fine hair, integration techniques and consultation. You will work with Fill-In extensions, DoubleHair and the latest innovations of Balmain Products for fine hair.

Step 3 Length & Volume
During this one-day course you will learn how to create a complete lengthened extension hairstyle in 35 minutes, consultation, planning, the application, how to color and the Balmain aftercare line. You will learn all about the DoubleHair products, the two application systems, permanent application with Plusbonds and temporary application with the clip-in system. Besides the two application systems you will learn all about the different designs, international inspirations and how to advise and promote Balmain products in your salon.

School Program
In a two-hour workshop the students get to know the world of 'Balmain hair extensions'. The training is a mixture of theory and practice. Product information, application, creative ideas and learning to advise the customer are the main subjects during this workshop.
For this training a special 'Student Kit' is developed, this kit will be used during the training.
The materials can also be used after the training in practice.

When you've successfully completed all courses you are a certified **'All-round extension specialist'.**

Train-the-Trainer
If you want to get one step further it is possible to attend a Train-the-Trainer course. Next to the regular training on various locations throughout the world, the Academy for Hair Alternatives has started a complete new training 'Train-the-Trainer'. This is a super one-week training for hairdressers, who want to become a trainer themselves.

Salon training
Hands-on extension trainings in your own salon with your own team of hairdressers. One- and two-days courses are available. In consultation with the trainer you can invite customers on the same day to get a treatment (highlights, lengthening or volume treatment).

Website

Balmain Hair created the most complete website about extensions.

The following educational information can be found:
- Complete training program.
- International training dates.
- Technical brochures.
- Product information.
- Help desk.
- Frequently asked questions.
- Latest Balmain news.
- International fair agenda.

Enclosures

Consultation form

What you and your hairdresser should discuss

Before you decide to apply extensions it is wise that you have a consultation appointment with your hairdresser. The hairdresser has to decide if extensions are right for you. Here you have some questions and theories you have to discuss at the initial consultation. The answers you are looking for should demonstrate if the expectations have thought through and if there is a positive and realistic view of what extensions or DoubleHair will do.

- ❑ What style would you like?.....
  .....
- ❑ What length would you like?.....
- ❑ Why do you want extensions?.....
  .....
- ❑ Have you had extensions before?.....
- ❑ Do you find it easy to look after your natural hair?.....
- ❑ Would you mind spending more time taking care of your hair?.....
- ❑ How often do you wash your hair?.....
- ❑ What problems do you feel you have with your hair?.....
  .....
- ❑ Do you have a sensitive skin, scalp?.....
  .....
- ❑ Have you suffered from hair loss?.....
- ❑ Are you on any medication?.....
- ❑ Have you just given birth?.....

- You should be confident that you are able to look after your own natural hair. If you are not, it is unlikely that you will be able to look after your new hair additions.
- If your hair is in poor condition, over processed, severely damaged, extremely fine and shows reason for concern, if you have a sensitive scalp or skin complaints, we would strongly recommend that your hairdresser carries out a strand test.
  Have several extensions applied and monitor the reaction, we suggest these are worn for 5 days and then return to the hairdresser to check if there have been no obvious difficulties. Same rule applies for those on medications or post pregnancy.
- The hairdresser will ask about your life style; the time you spend on your hair, the quality of after care you give your hair, do you blow dry, condition, style or are you a 'wash and go' sort of client!
- The hairdresser will check if there are any area's of concern that may indicate that the client may not be right for extensions or DoubleHair, for example, suffers from dandruff, psoriasis or has over processed hair.
- The hairdresser will check your hair structure, is your structure suitable for hair additions?
- A good rule to adhere to is that you must only double the length of the natural hair to keep it looking realistic and manageable.
- Is the natural hair long enough? The hair must be the minimum of 8cm at the nape and 12cm at the top of the head.
- Does your hair need a pre-cut? One length hair cannot be extended; the hair must be softened and slightly layered before lengthening.
- Does your hair need to be colored? It is better to do this a few days in advance.
- Keep in mind that if you want to re-use the DoubleHair you should treat the hair with care!

If there is any doubt about your expectations, the ability to look after your natural hair or your health, trust on the hairdresser's professional judgement. On some occasions it is better to say, 'sorry extensions are not suitable for you', and discuss another hairdressing service as an alternative.

Frequently asked questions & answers

- Can I have them put in again?
  Yes, your Balmain extensions are re-usable, using the Balmain Plusbond system and the quality of the hair is guaranteed for 6 months.
- Can I take them out myself?
  Your Balmain Extension Stylist must carry out the removal process.
- Will my hair be damaged?
  No, you will not sustain damage if your extensions have been applied and removed correctly by a qualified Balmain extension stylist.
- How often should I wash my hair?
  We would recommend you wash your hair every other day. This will prevent any build up of natural oils on the scalp which could affect the durability of the bond.
- Can I tie my hair back?
  Yes, but we would advise that you wear it tied in a loose tail at the nape of the neck.

Guarantee

Maintenance
Depending on the natural hairgrowth, the Fill-In extensions need to be re-applied within 3-4 months or the bond may become visible. DoubleHair should be repositioned every 2 months. To compliment your home aftercare regime and help you keep your extensions beautiful, we recommend a regular maintenance visit to your extension stylist. This could be every four to eight weeks and your stylist can re-apply Fill-In extensions or DoubleHair that needs new placement.

Removal & re-application
Removal is a simple procedure, which does not damage the hair in anyway if performed by your Balmain Extension Stylist. Balmain guarantees the condition of the Human Hair extensions and DoubleHair for 6 months when using our Hair Care range. The better you look after your extensions, the longer they stay looking fantastic.

Your stylist can re-apply a percentage of the extensions or DoubleHair using the Balmain Plusbond system, therefore reapplication is very cost effective, significantly lower than the cost of your first application.

Balmain hair 6 months guarantee only when:
- you make an appointment to check the extensions or bonds within 10-14 days! *Remove extensions that make the client feel uncomfortable and attach new ones. There should not be too many of these.*
- Balmain Hair Care is used.
- application is done by a Balmain educated hairdresser.
- consultation is followed and the agreement is signed by the client.
- Balmain extensions are colored or permed by a professional hairdresser.
- Balmain educational & application rules are followed.

The 6 months guarantee covers only on the hair quality.

Caring for your new hair.

Long beautiful hair is a sign of a radiance, health and luxury. To maintain your extensions in premium condition just follow these simple steps.
Hair Care is essential to maintaining healthy, shiny, beautiful hair. Hair with extensions needs a little extra nourishment and the Balmain range of Hair Care products has been specially developed to give the extra nourishment required whilst keeping the natural hair in perfect condition. Balmain's amazing aftercare range includes *Shampoo, Conditioner, Hair Mask and Shine Spray.* When using these Balmain Hair Care products Balmain guarantees the condition of the human hair extensions and DoubleHair for 6 months. The products are made with natural ingredients, have a nice fragrance and extend the life of extensions. The range is beautifully packaged reflecting the established style of Balmain, but with a contemporary twist that will look stunning in the salon or at home.

Shampoo ***moisturises and refreshes***
A gentle moisturizing cleanser enriched with Green Tea extracts to cleanse the hair and scalp. Rich in Catechin Polyphenols, Green Tea extract contains EGCG, a powerful antioxidant and is a good source of Vitamin C, proteins, tannins and theanine. The Balmain shampoo gives a natural shine and color protection. First brush your hair thoroughly, then soak with warm water, we would suggest that you do not turn the head upside down but always wash from the crown down. Next apply shampoo. Distribute your normal amount of shampoo at the root area; gently massaging in small circles over the scalp area, this will cleanse both the natural hair and your extensions. There is no requirement to scrub the mid-lengths or ends as these will be cleansed sufficiently during the rinsing process. Rinse thoroughly and repeat if necessary. Suitable for daily use.

Conditioner ***nourishes and gives shine***
All hair needs conditioning whether natural or extensions. Apply the Balmain Conditioner to the mid-lengths and ends only, do not apply to scalp or bonds, gently massage, distributing the conditioner thoroughly. You can brush the ends using your soft bristle brush. This will help ensure every hair is coated thoroughly with conditioner. You should leave the conditioning treatment on for a minimum of three minutes and a maximum of 10 minutes. Once conditioned, rinse thoroughly with warm water. Use the recovering Balmain Hair Mask once a week. Apply on damp hair, leave in for 5 minutes and rinse out. It moisturizes and restores dry and damaged hair. Strengthens from within and gives vitality and shine. For best results, use in conjunction with Balmain.

Hair Mask ***repairs and moisturises***
Moisturises and restores dry and damaged hair. Strengthens from within and gives vitality and shine. Best result in combination with Balmain Shampoo. Apply to damp hair to mid-lengths and ends only, leave in for 5 minutes and rinse out. Use once a week.

Shine Spray ***gives a radiant shine***
Adds a radiant shine to the hair. Does not make the hair heavy or oily. Prevents from split ends. UV-protective. Spray from a small distance (30 cm) on wet or dry hair. Avoid eyecontact. Suitable for daily use.
Shine Spray will protect your hair against heat of styling tools.

Drying and Styling
After rinsing, squeeze excess water from the hair, wrap a towel around the head and gently pat towel to remove moisture from hair. Avoid rubbing at scalp and hair. Next, sort the hair gently with your fingers, than gentle with the brush on towel dry hair.
We recommend drying your hair direct after washing with a blowdryer. If using a blowdryer we suggest that you use a low heat and a soft bristle brush to style. Once dry, you may style using Carmen, Hot Rollers, Hot Sticks, Curling Tongs or Hair Straightness. NB: 100% human hair only, do not use these styling methods on fiber extensions.

Brushing
When brushing your hair it is always better to use a large soft bristle brush. The Balmain brush is recommended, as this will ensure the hair does not snag or catch your extensions or natural hair, as other types of brushes might. Using the recommended Balmain brush will leave the hair shiny and in optimum condition. We recommend that you begin brushing at the ends of the hair, then move up to mid length and finally brush the root area. At nighttime gently tie your hair back in a loose braid or twist; this will help prevent tangles or knots

After care
Make an appointment to check the extensions within 10-14 days! Some extensions can fall out in the first few days. Collect them so they can be re-attached with Plusbonds. Let the hairdresser remove extensions that make you feel uncomfortable *(and attach new ones)*, there should not be too many of these. Do not needlessly fiddle with the bonds. This may damage the bond.

Client/salonagreement

I have well read and understand all information on this consultation form. I answered all questions on this form truthfully. I fully understand the content and the procedure explained during my consultation.

I understand that costs have to be made by the salon, ordering stock and reserving appointment. Herefor I pay a deposit as a guarantee if needed. The deposit is deductible from the total final bill.

Balmain Hair Care: yes/no
.....

I have confirmed my Balmain extension application appointment on:

Date: ..... *Time:*.....

The cost of my Balmain extension appointment and application is: .....

.....

The initial deposit is: .....

Signature client: .....

Signature stylist: .....

Date: .....

BALMAIN
HAIR+

Color & Volume course module
First edition, published May 2008

Manufacturer and world licensee of hair fashion by Balmain
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