

SHE USA Hair Extensions by SO.CAP. **THE COMPANY, THE PRODUCT & THE DIFFERENCE**

What differentiates SHE USA Hair Extensions by SO.CAP. from their competition, is their continuous efforts to offer extensive and personalized educational opportunities and support to their salons. SHE USA Hair Extensions by SO.CAP. is the North American branch of the 40 year old Italian Company, SO.CAP. s.r.l. It is headquartered in Mahopac Falls, New York with several regional offices nationwide, which provide SHE USA Hair Extensions by SO.CAP. salons with a local network of education, marketing and technical support.

Recognized as an Intercoiffure Member, SO.CAP. USA Hair Extension services and products are among the finest in the world. Their brand new state-of-the-art factory in Italy privately produces original hair extensions and bonding equipment, which are second to none. They use only the best hand selected, 100% European-type human hair that is pre-bonded with 100% Keratin Tips to ensure a healthy, strong and long-lasting bond.

SHE USA Hair Extensions by SO.CAP. also offers the largest selection of hair types and haircolor for hairstylists to select from. More than 81 haircolor shades are currently available in three different textures: Straight, Medium Wave and Curly.

PRODUCT VERSATILITY & CUTTING-EDGE TECHNOLOGY



Every SHE USA Hair Extensions by SO.CAP. product and piece of equipment is developed and manufactured at their own factory in Italy by their team of specialized research chemists, engineers and hair extensionists. They are constantly improving their equipment, hair extensions and bonding methods to stay ahead of the competition.

Recently, SHE USA Hair Extensions by SO.CAP. has introduced several new and innovative products, including new clip-in hair pieces, special adhesive extensions called Extensives, long hair wefts, hair parfum and three new flat irons. They are also introducing a new warm fusion machine – FireX.

In coming years they will also be introducing a makeup line, haircolor and a complete line of complementary hairstyling tools. They also plan to reintroduce their state-of-the-art cold fusion machine.

A realm of hair extensions that is often overlooked is the use of fantasy haircolors and special hair ornaments. SHE USA Hair Extensions by SO.CAP. offers a complete line of wild haircolor options and hair ornamentation such as strands of crystals and feathers. These new types of hair extensions are widely popular among celebrities and the avant-garde fashion industry. They are also terrific for parties, proms and weddings.



ADVANCED EDUCATION & PERSONAL SUPPORT

The regional SHE USA Hair Extensions by SO.CAP. offices work as a distribution, education and support network for salons in their area. This superior infrastructure gives SHE USA Hair Extensions by SO.CAP. salons and their hair extensionists extensive educational opportunities, immediate availability to the entire line of SHE USA Hair Extensions by SO.CAP. products and a personalized technical support system with creative hair designers and marketing professionals. Each SHE USA Hair Extensions by SO.CAP. regional office has two specific functions, both of which are designed to give hairstylists the education and marketing support they need to increase their hair extension service offerings and to maximize their profit potential.

Training ~ Beginner through advanced training programs are taught by licensed professionals and creative hair designers to give hairstylists the opportunity to learn from the best. Each regional office has a salon professional teaching hands-on hair extension artistry, while also sharing both technical and marketing expertise during their educational seminars and certification sessions. They also offer telephone 'help lines' to answer any technical questions that a hairstylist may have to offer personalized advice.

Marketing ~ Creative marketing, advertising and client service strategies are also an important part of what makes SHE USA Hair Extensions by SO.CAP. different. Each regional office has a creative marketer who is able to offer professional advice and training to salon owners and hairstylists. This helps them effectively introduce hair extension services and treatment options to their clients through marketing and merchandising techniques.

