

# EXPERT ADVICE

## History & Hair Damage: Hair Extensions



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**H**air extensions were first introduced to the western world by way of African decent. Its founding father was the weave. Most suitable for African hair, the weave hid natural hair, allowing, "European textured" hair — the weave — to be safely sewn onto the natural braid. As such, this magnificent invention soon caught the eye of others who desired longer and thicker hair.

But because every human has varying ethnic traits, there were challenges for non-African people applying the weave. Straight hair types did not need to tuck away their natural hair, they just needed more of it! For years, people with fine, straight hair took refuge in the weave, as it was the first hair extension product



available in our Canadian market. Unfortunately, because braids used in the weaving method are pulled excessively tight to allow for long-lasting wear, prolonged tension on the hair caused traction alopecia. This type of or tension hair loss is almost always associated with hair extension damage.

Next, the fusion method was brought to the Canadian market as an alternative to the conventional weave. The fusion method used keratin adhesion bonding to bind natural hair with cosmetic hair. Then the taping technique arrived in our market and spread like wildfire.

With each new method came entirely new issues for natural hair. If not properly suited the correct hair type problems arise by way of harsh adhesives being applied to the natural hair, use of the required solvents for removal, and potential excess tension to the natural hair.

Over the last 10 years, more and more women in Canada have given in to the temptations of hair extensions, and unfortunately, many have fallen victim to hair damage caused by method, hair type or improper installation or removal procedures.

Whilst it seems every method promises a world of benefits and guarantees no damage, women are beginning to see

this is simply not true, especially when it comes to prolonged use, which can lead to traction alopecia.

That is until now.

There are now a number of methods using silicone-lined beads, which are tiny copper or aluminum tubes, lined with a silicone barrier to protect natural hair from damage. This new method has provided the most success for finer, thinner, and more delicate hair types.

Five years ago, I developed a technique using silicone-lined pearl beads and wefts called VOGUEPEARL™. Combined with my uniquely developed personal hand technique, The Extensionist Consultancy Inc.'s signature installation technique was born.

As a company, we have adapted our method to provide hair replacement services for women suffering from hair loss with the use of our signature method. VOGUEPEARL™ can last in the hair up to six months at one time, whilst maintaining the integrity of your natural hair.

Finally, a method better suited for more hair types and prolonged use. Now everyone can enjoy long, full hair while encouraging natural, healthy hair growth and happier people. ■