Hotheads Hair Extensions are human hair, adhesive weft extensions that are applied without the need for tools or heat. Our goal was to create a product for the salon professional that was simple... fast... and extraordinary, we have done just that.

Hotheads Hair Extensions allow you to provide your client with a full transformation in under an hour; saving time, energy and money. Once you experience how quickly and easily you can apply Hotheads, you will love how simple they are and will soon be making every client an extension client.

In this training manual, you will find everything you need to create the perfect style for your client with Hotheads Hair Extensions.

All you need to apply a full head of Hotheads is a few clips, a rattail comb and a color ring.

For clients, our products have completely revolutionized the way their hair looks and the way they feel about themselves. For stylists, this has completely evolved their extension business.

No Heat. No tools. No Damage.
Fabulous Hair in 1 hour or less.
It is important to make sure that your client understands the application process and how to care for extensions. Here are a couple of questions that you can ask to make sure your client and their hair are ready the day of the scheduled appointment.

**CLIENT CONSULTATION**

**Discovery**

Has your client ever used hair extensions?
Clients that have had extensions or long hair are accustomed to handling their hair and usually have no problems caring for extensions. Clients who have not worn extensions need a bit more information.

What is your client’s goal for their extensions?
It is important that you understand your client’s goal to determine how much product you will need. Also, keep the end result in mind, whether your client is seeking length, volume or color effects.

When was your client’s last chemical services? (Perm, Relaxer, Keratin, Color)
Chemical service should be performed at least 24 - 48 hours before the Hotheads application.

How does your client care for their hair?
Remember that the adhesive used for Hotheads Hair Extensions can break down if your clients use products containing alcohol, oil or ethanol. It is best if your client uses the Hotheads product line formulated specifically for second hair.

Does your client swim or workout regularly?
Inform your client that they can still do these things as long as they rinse their hair with fresh water immediately after sweating excessively or swimming in chlorine or salt water.

Is your client taking any medications?
Clients taking medications that cause hair loss may not be a good candidate for Hotheads.

Discuss the flow of the appointment.
Be sure to go over the timing of the application so you both know how much time to reserve for their appointment.
Using your color ring, assess your client’s hair to determine the color of extensions you will apply to achieve the desired result. Hotheads is available in over 50 different colors and can create hundreds of unique shades, so keep in mind that you may need to use more than one color to match your client’s hair perfectly. Hotheads also offers 3 different band options—Original, Ultimate & Micro Strands.

The next step is to determine the length and quantity needed based on the density and length of your client’s hair and their desired look. There are 12 - 24 pieces in one pack and the average client needs 2 - 3 packs to add length, however, the exact number will vary with each client. Below are some examples of packs of hair used based on the desired result. Recommendations are based on 20 piece packs.

<table>
<thead>
<tr>
<th>Desired Results</th>
<th>Fine/Medium Density</th>
<th>Thick Density</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volume</td>
<td>1 - 2 Packs</td>
<td>2 Packs</td>
</tr>
<tr>
<td>Color</td>
<td>1 - 2 Packs</td>
<td>2 - 3 Packs</td>
</tr>
<tr>
<td>Length</td>
<td>2 - 3 Packs</td>
<td>3+ Packs</td>
</tr>
</tbody>
</table>

**QUICK TIP:**
- Clients with a heavy weight line or blunt cut should have their ends texturized prior to application. This will allow the extensions to blend seamlessly into your client’s existing haircut.

The preparation is always the same no matter the desired outcome. Following the preparation steps accurately ensures optimal results.

**Shampoo:**
Clarify your client’s hair twice with Hotheads Squeaky Clean Shampoo. This process will remove all residue and buildup from your client’s hair. Do not condition or use any styling products until 24-48 hours after the Hotheads application, as this could compromise the adhesive properties of the tape tabs.

**Dry:**
Dry your client’s hair using a hand-held blow dryer or a hooded dryer. Then, using a high-quality flat-iron, straighten your client’s hair to allow for precise sectioning.
Shown Color No. 5
Hotheads Hair Extensions can be applied quickly and easily without the use of any special tools or heat. Next are the steps you should follow for proper application and placement.

APPLICATION

Sectioning

Using your rattail comb, create an ear-to-ear parting. Isolate the two front sections. Begin the application in the back section, working from the occipital bone upward.

For a basic full head application your first row should start at the occipital bone. Each row after should begin on the opposite side of the head than the row before to ensure that you automatically brick-lay the extensions. Keep in mind that your sections should be clean and precise. Securely clip away all hair above the row you are currently working on for maximum visibility.

QUICK TIPS:

- Depending on the shape of your client’s head, you may have to begin slightly above the occipital bone. Always leave enough hair at the nape to cover the tabs should your client want to pull their hair up.

- As you move up your client’s head, your rows will be approximately 1” apart from each other, but they may be closer together or farther apart based upon your client’s desired look, length and natural density of their hair.
Application Steps

STEP 1
Begin Row 1, on the right side of the head. Measure ¾” from your client’s hairline; your first extension will start here.

STEP 2
Use your rattail comb to take a section that is the same density and width as one extension.

STEP 3
Flip the section up while holding the hair between your index finger and middle finger, using your pinkie finger as a hinge against the head. This will give you control of the section and allow the hair to be placed onto the adhesive tab without creating tension.

STEP 4
Place the first extension tab with the adhesive side facing up about ¼” below the section.

STEP 5
Roll the hair down onto the adhesive tab, making sure to keep all hair smooth.
STEP 6
Place the second extension tab with the adhesive side facing down on top of the first extension tab, cradling the hair between.

STEP 7
Firmly press the two tabs together to activate the adhesive. This will create a watertight seal.

QUICK TIPS:
• Always leave enough hair at the perimeter of the hairline to cover the tabs should your client want to pull their hair up. (Approximately ¾").

• Always place the extensions in the direction of the hair growth making sure the hair lays down in the natural growth pattern.

• As you brick-lay the rows/extensions, you will automatically fill in any space, eliminating the need to cut the extension tabs. Cutting the extension tabs will compromise the adhesive seal.

• Avoid placing extension tabs in areas with strong growth patterns, such as the crown and hairline.
Extensions should be placed approximately 1/4” apart.

Average number of tabs per row:

<table>
<thead>
<tr>
<th>Row</th>
<th>Tabs</th>
<th>Placement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Row 1</td>
<td>1-2 Tabs Placed Right to Left</td>
<td></td>
</tr>
<tr>
<td>Row 2</td>
<td>2-3 Tabs Placed Left to Right</td>
<td></td>
</tr>
<tr>
<td>Row 3</td>
<td>3-4 Tabs Placed Right to Left</td>
<td></td>
</tr>
<tr>
<td>Row 4</td>
<td>4-7 Tabs Placed From Sides In</td>
<td></td>
</tr>
<tr>
<td>Row 5</td>
<td>5-8 Tabs Placed From Side In</td>
<td></td>
</tr>
</tbody>
</table>

(See diagrams on left)

Repeating steps 1-7 (page 7 & 8), continue working your way up the head, row by row, until you reach the row above the ear. This would typically be your 3rd or 4th row.

Row 4 should begin 1” above the ears. This will ensure the extensions lay flat above the ears and allow space for glasses.

Apply the extensions on the left and right side before working inward to complete the row. Repeat this step to complete Row 5.

Consider Ultimate & Micro Strands in your application of Rows 4 & 5 to create a flawless blend and to allow for versatility in styling.
Color Effects

In addition to being available in over 50 colors, Hotheads Hair Extensions can be combined to create hundreds of unique shades.

To create color effects, place the color closest to your client’s base color on the top and the dimensional color on the bottom.

QUICK TIPS:
• It is not recommended to lighten Hotheads Hair Extensions. Color can be deposited a maximum of two levels. Keep in mind, any coloring or chemical process done on the extensions will void the manufacturer’s warranty.

• If your client needs color between extension services, a partial t-zone retouch is recommended. Avoid saturating the extension tabs with color.

Blending & Cutting

Once you’ve completed the application, blending is recommended using the following tools and techniques:
• Shears
• Blending Shears
• Razor
• Point Cutting
• Slide Cutting
REMOVAL

STEP 1
Begin the removal process in the order that the extensions were originally applied. Spray the solvent on your client’s natural hair and allow it to travel down the natural hair between the two tabs. Only saturate one row at a time to ensure that the Solvent does not evaporate in the hair.

STEP 2
After about 10 seconds the tape can easily be removed by lifting the top corner and pulling across to remove.

STEP 3
The bottom extension can be lifted from the center up and away from the natural hair.

STEP 4
Allow the extensions to dry for 10 minutes before applying new tape.

STEP 5
Layer the new tape (sticky side down) on top of the adhesive tab, matching the rounded corners.

STEP 6
Remove the adhesive covering prior to reapplication.

QUICK TIPS:
- After your client’s installation, schedule their reapplication 8-10 weeks from their initial service. Make sure your client comes in with clean hair so that their extensions are prepared for the reapplication.
- Create a system to keep the extensions in the order in which they were removed. This helps in maintaining the haircut and style. A dry-erase board is recommended.
After you have applied Hotheads, ensure that your client has all the proper tools to care for their new hair before they leave the salon.

To help you with this, we have formulated our product line specifically for second hair.

To ensure your client is informed about the proper care of Hotheads Hair Extensions, educate them on Hotheads Client Do’s & Don’ts.

**Client DO’S & DON’TS**

**DO’S**

- Wait 24-48 hours before washing or chemically processing your hair.
- Use a soft, boar bristle brush; starting at the ends and working your way up, always brushing in a downward motion. Brush before shampooing to keep hair from matting.
- Use a nourishing leave-in conditioner from midshaft to ends, keeping away from the tape tabs. For the best results use Hotheads products to keep extensions feeling soft and looking sleek and healthy.
- Wear your hair in a ponytail or loose braid when swimming, exercising and sleeping.
- Have a licensed professional remove and reapply your extensions.

**DON’TS**

- Don’t use any products containing alcohol, oil, or ethanol. Alcohol based products are drying to the hair and can compromise the strength of the adhesive bond.
- Don’t brush hair harshly.
- Don’t go to bed with wet hair.
- Don’t chemically process your hair at home. Rely on your salon professional for any services while wearing extensions.
- Don’t remove your extensions yourself.
To ensure your application and consultation meets Hotheads Hair Extensions standards of installation, review the list of Hotheads Stylist Do’s & Don’ts.

**Stylist DO’S & DON’TS**

**DO’S**
- Provide a consultation outlining maintenance and associated fees to your client.
- Make sure hair is clarified twice and 100% dry prior to application.
- Make sure sections are clean and precise.
- Blend colors to create the optimal match.
- Place the color closest to your client’s base color on the top when mixing two colors together.
- Recommend Hotheads or high-quality maintenance products to your guests.

**DON’TS**
- Don’t place the tape tabs too close to the scalp. Apply ¼” below the section.
- Don’t place the extensions too close to the hairline. Stay ¾” from the hairline.
- Don’t apply heat directly to the tape tab.
- Don’t place clients under a full-head dryer.
- Don’t lighten the extensions. Deposit color only 2 levels.
When a salon professional and client both follow the guidelines for Hotheads application and hair care, remarkable results can last 8 to 10 weeks. If a challenge should arise, refer to the following solutions.

**CHALLENGES & SOLUTIONS**

The extension slips off.

**Possible causes:**
- Client’s hair was too damp
- Products with oil or alcohol were used
- Client’s hair was freshly colored
- Too much hair was placed between the extension tabs

**Solution:** Completely remove Hotheads Hair Extensions and reapply with new tape, making sure your client’s hair is prepared according to the Hotheads standards of installation.

Scalp irritations.

**Possible causes:**
- Extensions were applied too close to the scalp
- Section was pulled too tight
- Extensions were placed against the natural growth of the hair

**Solution:** Completely remove Hotheads and reapply carefully following instructions. Let the strand of your client’s hair fall over the lower adhesive loosely and in the natural direction of growth.

Itchy scalp.

**Possible causes:**
- Client’s scalp has not adapted to the new weight
- Client may not be shampooing and rinsing properly

**Solution:** No scratching; the scalp must adjust to the new weight. Make sure to reiterate the importance of rinsing all product out of the hair. Remember, there is no latex, silicon or other allergens in the tabs that would cause irritation.

Extensions are looking dull and brittle.

**Possible causes:**
- Extensions could be damaged due to excessive heat
- Using products without sufficient moisture or nutrients

**Solution:** Use Hotheads Hydrate Deep Conditioning Masque on natural hair and extensions.

Extensions are tangling.

**Possible causes:**
- Client went to sleep with wet or damp hair
- Wrapping hair in a towel for an extended period of time
- Washing hair without brushing prior
- Not brushing periodically throughout the day

**Solution:** Apply Hotheads Hydrate Deep Conditioning Masque strand by strand and carefully brush through the hair.
How long do the extensions last?
8 to 10 weeks depending on your client’s hair growth. They can be reapplied up to 3 times for a total of about 6-8 months of wear. The maximum amount of reapplication is 3 to keep the extension tab seamless and undetectable.

Where does the hair come from?
Our hair is 100% cuticle-on Remy human hair, from India. The extension itself is hand made in China with products from Asia, Europe and the US.

Is it Human Hair?
Our regular extensions are 100% Remy human hair, meaning the cuticle is intact and the hair is placed with the cuticles facing the same direction. Benefits to this are no matting, tangling or short hair returns.

Our fantasy color hair is a blend of temperature safe synthetic and human hair. Bright colors typically have drastic fading within one to two shampoos and this blend allows the colors to remain vibrant. This product can be heat-styled using a low heat setting.

Can you color it?
There are over 50 colors that can be blended to create hundreds of unique shades. If you are unable to blend to create your desired shade you can deposit color two levels. We do not recommend that you lighten the extensions.

In the process of applying color, avoid saturating the extension tab. If you decide to deposit color to create your desired shade, it is recommended that you wait 24-48 hours from the time of application to allow the adhesive to seal firmly. Please keep in mind coloring the extensions voids the warranty.

What lengths are available?
10” -12”, 14”-16”, 18”-20” & 22”-24”

Can you iron, curl or blow dry the hair?
Hotheads Hair Extensions can be heat-styled with any method so long as heat is not applied directly to the extension tabs. Do not allow your clients to sit under a dryer while wearing Hotheads Hair Extensions. Concentrated heat applied to the tabs can make the adhesive tacky.

How many extensions come in a pack?

<table>
<thead>
<tr>
<th>Type</th>
<th>Pieces</th>
</tr>
</thead>
<tbody>
<tr>
<td>Original</td>
<td>20</td>
</tr>
<tr>
<td>Ultimate</td>
<td>12</td>
</tr>
<tr>
<td>Mini</td>
<td>12</td>
</tr>
<tr>
<td>Micro Strands</td>
<td>20</td>
</tr>
<tr>
<td>Hi-Lite</td>
<td>24</td>
</tr>
<tr>
<td>Lo-Lite</td>
<td>24</td>
</tr>
<tr>
<td>Rainbow</td>
<td>24</td>
</tr>
<tr>
<td>Pastels</td>
<td>12</td>
</tr>
</tbody>
</table>

How many tape tabs come in a pack?
60 individual tabs which will re-tape 1(20 piece) pack of hair 3 times.
Shown (HB29) Soft Peach & 23
FAQ’S
CONTINUED

Do you offer different textures?
Our body wave hair can be worn straight or wavy.

Can I reuse them?
Yes, the suggested number of reapplications is up to 3 times. After 3 uses, bulk at the attachment area may be created and therefore the purchase of new hair is necessary. Be sure to purchase solvent and tape for your reapplication.

What products can be used in the hair?
We recommend that clients use Hotheads Hair Care. It is formulated specifically for second hair (hair not attached and receiving nutrients from the root). Heavy conditioners are not to be applied at the scalp, or extension tabs, but rather from midshaft to end. Remind your client to rinse longer than usual to ensure there is no product left in the hair and to avoid products containing alcohol, oil or ethanol.

Can roots be retouched while the extensions are in the hair?
Yes, roots can be retouched, keeping in mind to keep color away from the extension tabs. It is recommended that hair is colored 24 to 48 hours prior to application. If your client needs color between extension services, a partial t-zone retouch is recommended. Avoid saturating the extension tabs with color.

How do I remove them?
Apply solvent to new hair growth and allow it to run down the hair shaft in between the extension tabs. Let it set for a moment and then separate the tabs. Do not rub the adhesive tabs. A good tip is to take a dry erase board and place the extensions on it in the pattern they were taken from your client’s head. This will guarantee an easy and accurate reapplication.

Can I swim, exercise or go in the sauna?
We recommend applying and leaving in Hotheads Smooth Conditioner prior to swimming. This nourishes the hair while preventing it from absorbing harmful substances, such as chlorine and minerals. Hair tangles when dirt and sweat build up so advise clients to wear their hair up or in a ponytail when exercising or relaxing in a sauna. Clients should wash their hair after working out, as well as brushing before and after exercising. Exposing extensions to sunscreen may cause discoloration.

How much do they cost?
Refer to current price sheet. Price is according to length and color.
## Average Salon Profit Compared to Service Menu Standards

<table>
<thead>
<tr>
<th>Service Type</th>
<th>Average Service Cost</th>
<th>Average Product Cost</th>
<th>Average Stylist Commission (40%)</th>
<th>Service Time</th>
<th>Average Profit Potential Per Hour</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Hotheads Full Head Application</strong></td>
<td>$600 - $1200</td>
<td>$300 Average 2-3 (20 Piece Packs)</td>
<td>$240 - $480</td>
<td>60 - 90 Minutes</td>
<td>$480</td>
</tr>
<tr>
<td><strong>Hotheads Partial Application</strong></td>
<td>$300 - $500</td>
<td>$100 Volume in as little as a Mini Pack</td>
<td>$120 - $200</td>
<td>45 - 60 Minutes</td>
<td>$200</td>
</tr>
<tr>
<td><strong>Hotheads Reapplication</strong></td>
<td>$250 - $500</td>
<td>$12 Tape Tabs &amp; Solvent</td>
<td>$100 - $200</td>
<td>90 Minutes</td>
<td>$133</td>
</tr>
<tr>
<td><strong>Average Single Process Hair Color</strong></td>
<td>$48</td>
<td>$4 - $7</td>
<td>$18</td>
<td>50 Minutes</td>
<td>$18</td>
</tr>
<tr>
<td><strong>Haircut &amp; Blow Dry</strong></td>
<td>$40 - $75</td>
<td>N/A</td>
<td>$16 - $30</td>
<td>30 - 40 Minutes</td>
<td>$60</td>
</tr>
<tr>
<td><strong>Full Head Foil Highlighting</strong></td>
<td>$100 - $125</td>
<td>$5 - $7</td>
<td>$40 - $50</td>
<td>60 - 90 Minutes</td>
<td>$50</td>
</tr>
<tr>
<td><strong>Keratin Treatment</strong></td>
<td>$250 - $400</td>
<td>$30</td>
<td>$100 - $160</td>
<td>120 - 150 Minutes</td>
<td>$80</td>
</tr>
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</table>