



CREATING HEADLINES WORLDWIDE



[THE CREATIVE COLLECTION]

Exclusively designed for you

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The Trendco Promise

Since 1965, Trendco have been supplying bespoke hair replacement systems which are the perfect solution for long term hair loss. With 50 years of experience, our team of experts are able to offer the world's most comprehensive bespoke service. We understand that hair loss is a life changing experience and has a psychological impact on those it effects, so rest assured, Trendco are dedicated to helping those wanting perfection.

All of our bespoke systems are individually created and are virtually undetectable to both sight and touch. Our bespoke wigs, hairpieces and integrated systems are designed and styled to the highest standards within the industry, ensuring you can live your life the way you want.





WHAT IS A BESPOKE WIG OR HAIRPIECE & WHY CHOOSE ONE ?

Bespoke is a term used to describe all products which are made specifically to your individual requirements. Each wig or hairpiece is designed uniquely for you through a consultation process and is handmade to your specified design.

IS A BESPOKE WIG OR HAIRPIECE THE BEST OPTION FOR ME?

Bespoke hair replacement systems are the perfect solution for those with long term hair loss, like Alopecia. The design and production process takes approximately 10-12 weeks, which means it is not suitable for short term hair loss, like chemotherapy patients.

HOW DOES THE PROCESS OF A BESPOKE PIECE WORK?

The first step of the process is to have a consultation with one of our experienced stylists, where your individual requirements are discussed. You are able to choose the hair length, hair type, colour, hair density, curl and type of foundation. Then, a template of your head is taken to give dimensions for the base. The design is sent to our factory for processing, if a hair and base approval is required, this can extend the time.

WHAT ARE THE DIFFERENT TYPES OF HAIR USED FOR BESPOKE PIECES?

We use various types of human hair including European hair, Mono hair, Remy hair, Indian and Chinese hair. We also have developed two types of synthetic hair called Cyberhair and V-Hair, both these synthetic hairs are unique and replicate human hair. To find out the advantages and disadvantages of human hair, Cyberhair & V-Hair, have a look at the chart below.

HUMAN HAIR

ADVANTAGES

- Natural appearance
- Heat resistant
- Style can be changed
- Soft texture
- Can add darker colour tones

DISADVANTAGES

- Oxidises in colour
- Heavier than fibre hair
- Porous, dries slowly
- High maintenance

Exclusive fibres to Aderans

CYBERHAIR

ADVANTAGES

- Appearance of human hair
- Very lightweight
- Colour stability
- Heat resistant
- Absorbs water but dries quickly

DISADVANTAGES

- Not Suited to all clients*
- Length limited
- Cannot change style

Exclusive fibres to Aderans

V-HAIR

ADVANTAGES

- Appearance of human hair
- Very lightweight
- Colour stability
- Heat resistant
- Absorbs water but dries quickly
- Style can be changed
- Texture of hair can be chosen

DISADVANTAGES

- Not suited to all clients*
- Length limited

** Suitability will be discussed in consultation*



Dermalite

[THE CREATIVE COLLECTION]

The Dermalite is the original bespoke product and is still one of the best!

Since the Dermalite's introduction in 1992, we have refined and improved this unique product. For those experiencing total hair loss, the Dermalite provides the ultimate hair replacement.

Unlike conventional foundations, the Dermalite offers a non-elasticated fit and is secure, comfortable and virtually undetectable. There are many choices with the Dermalite including skin and lace partings, lace fronts, side vents, just to name a few!

You will be required to have at least two consultations with your stylist. During the first consultation, you will discuss all your individual requirements; hair type, hair colour, hair length, curl and thickness of hair, all for the desired finished look. A template of your head will be made to recreate the exact size and shape for the base. The design will then be sent to our factory, where it will be made. Upon completion, your stylist will contact you to arrange for you to meet your brand new hair!



Dermalite base



Dermalace

The Dermalace is an innovative product, which was launched in 2010. Unlike the Dermalite, it is made on a lace foundation, helping to create an invisible lace front which is undetectable to the eye.

It is extremely lightweight, secure and comfortable.

BEFORE



Dermalace base

Ultra Secure Dermalite

The Ultra Secure Dermalite is our newest addition to the bespoke collection. The Ultra Secure Dermalite base has anti-slip strips, which means that it is comfortable and extremely secure.

This base requires no tape for extra security.



Model wearing the
Ultra Secure Dermalite



Ultra Secure
Dermalite base

As with the Dermalite, the same consultation process is needed for the Dermalace & Ultra Secure Dermalite.



[THE CREATIVE COLLECTION]

Cyberhair

Cyberhair is a man-made fibre, developed to replicate human hair. It feels and looks natural, is easy to maintain and is extremely durable. Cyberhair is built with a unique memory in the hair strands, specific to your design, so when washed your piece will simply revert back to its original style. Cyberhair is lightweight, heat resistant and does not require the same level of styling as human hair.

With all of our bespoke systems, a consultation with one of our experienced stylists is necessary. Please call 01273 774977 for further information.



[THE CREATIVE COLLECTION]

Cyberhair



BEFORE

COLOUR FAST

It has great colour stability with only 2% fade in one year

CURL RETENTION

Will allow you to have hot showers without losing its curl

LIGHTWEIGHT

Lighter than human hair but moves just like it

DURABLE

Twice as strong as human hair and synthetic hair

HIGH MOISTURE CONTENT

Holds moisture for longer allowing your hair to always feel soft and looking healthy

MEMORY

Will retain its style when washed



V-Hair

[THE CREATIVE COLLECTION]

V-Hair is a revolution! Re-launched from VitalHair, V-Hair feels, looks and behaves just like human hair. By combining the best properties of real and artificial hair, we really have created hair with truly unique qualities. Like Cyberhair, V-Hair has a memory in the hair strands which means it doesn't require the same level of styling as human hair but the difference is with V-Hair, you can change your style as to how you feel!

With all of our bespoke systems, a consultation with one of our experienced stylists is necessary. Please call 01273 774977 for further information.



V-Hair

[THE CREATIVE COLLECTION]

TWO TEXTURES

Available in two textures which can be used separately or together to match your hair perfectly

LIGHTWEIGHT

Lighter than human hair but moves just like it

DURABLE

Stronger than human hair

COLOUR FAST

Has great colour stability with only 2% fade in a year

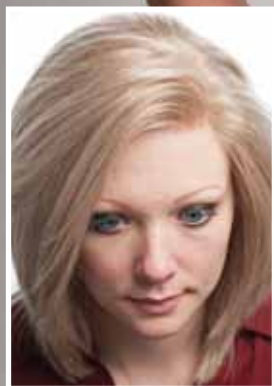
HEAT RESISTANT

Change your style to how you feel for that day

MEMORY

V-Hair has a memory, so you can restyle after restyle

Semi Custom Made Designer Collection



Semi Custom Made Base

Our unique semi-custom made designer collection offers the ideal solution for those who are unsure of having a full bespoke system. The full head pieces are available in six different sizes, 3 different lengths and 11 stunning colours, all you need to do is choose one of each! Unlike full bespoke systems, the base is pre-made. No template is necessary so it takes approximately 8 weeks to be completed.

The semi-custom made designer collection can only be supplied following a consultation with an experienced stylist in a salon. Please call our head office on 01273 774977 for more information on this innovative and unique collection.

Bespoke hairpieces for specific areas of hair loss

BEFORE



Whether your hair loss is caused by scarring such as lupus or by burn scars etc., we can create a bespoke hairpiece that can blend in seamlessly with your own hair.

During a consultation with an experienced stylist, a template of the exact size, shape and contour of the hair loss area is measured. A colour sample from your existing hair will be taken so we can obtain the perfect colour match to create a virtually undetectable, specialised bespoke hairpiece.

Attachment methods will be discussed during the consultation as there are many different ways to attach your hairpiece.

Ask your Trendco representative for more information.

BEFORE



BEFORE



Semi Custom Made Gem Hair Enhancers

Gem premium hair enhancers are the perfect answer for thinning top hair as they give the appearance of fuller, thicker hair. There are two different base sized toppers which are both attached by using clips, making them invisible when worn.

The Gem premium and premium parting hair enhancers take 8-10 weeks to make and are available in 20 natural colour shades.

Specifications

Gem premium hair enhancer

Base Size – 16cm x 12cm

French drawn top – 10cm x 5cm

Hair Length – 10-12 inches/25-30cm

Hair Density – 80%

The **Gem premium hair enhancer** has a French drawn lace top.

Specifications

Gem premium parting hair enhancer

Base size – 13.5cm x 8cm

Hair Length – 10-12 inches/25-30cm

Hair Density – 80%

The **Gem premium parting hair enhancer** has an all over lace top.

Caring Touch Integrations



Caring Touch Integration systems are an excellent alternative hair solution for women who require volume and lift for thinning hair.

The integration systems are made to suit your particular needs and hair type, adding 30%-50% extra thickness and volume to your existing hair. The application system blends and weaves seamlessly into your own hair for a very subtle and natural look.

All of our Caring Touch Integrations are bespoke and have the option to be produced with a skin top, front or parting area. This is a fantastic option for those who have thinning hair on the top area of their head.

Caring Touch Integrations can only be supplied following a consultation with an experienced stylist in one of our salons. Please call our head office on 01273 774977 for further information.

Masking solutions provide an instant, convenient and effective way to disguise thinning areas.

COUVRÈ MASKING CREAM

Couvrè is a gentle, non-greasy cream ideal for both men and women; it is 98% water resistant and rub proof, does not stain or discolour hair and only takes minutes to apply!

Couvrè is available in Black, Dark Brown, Medium Brown, Light Brown & Grey.



MANE HAIR THICKENER SPRAY

Mane Hair Thickener spray is a fast and effective thickening spray, which not only makes hair appear thicker but also helps to mask thinning areas. It is dispensed as a colour powder and can be sprayed onto the hair and scalp areas where the hair is thinnest. Mane Hair Thickener spray needs to be sealed in place with a follow up application of Mane Seal & Shine.

Mane Hair Thickener Spray is available in Black, Dark Brown, Medium Brown, Light Brown, Auburn, Hazel, Light Blonde, Ash Blonde, Silver & Grey.



MASKING SOLUTIONS

MANE HAIR FIBRES

Mane Hair Fibres are an innovative way of thickening hair and providing increased scalp coverage. Mane Hair Fibres are tiny synthetic fibres that attach to your own hair giving the appearance of thicker, fuller hair. Mane Hair Fibres needs to be sealed in place with a follow up application of Mane Seal & Shine.

Mane Hair Fibres are available in Jet Black, Black, Dark Brown, Mid Brown, Ginger, Hazel/Auburn, Light Brown, Mid Blonde, Sandy Blonde, Salt & Pepper & Grey



MANE SEAL & SHINE SPRAY

Mane Seal & Shine has been formulated specifically to work with both the Mane Hair Thickening spray and Mane Hair Fibres range. Its non aerosol pump action delivers a fine spray across your thickened hair style. It will leave a soft and gentle hold that will last all day, making your hair look thicker for longer with a natural great looking shine.



Polyhead

Lightweight polystyrene head for styling and storage.



Strengthened Work Head & Clamp Holder

A heavy duty version of the polyhead. Perfect for styling and aftercare work. The clamp holder has a suction hold that will secure to any flat surface. Sold separately.



Collapsible Wig Stand

Lightweight stand that snaps in two, ideal for travel or home storage. Keeps wig in shape.



Snap Lok Clips

Can be sewn into any wig or hairpiece to provide increased security. Available in 3 sizes, 0.75", 1" and 1.25". Available in black, silver, beige & brown.



AFTERCARE ACCESSORIES

Ultra Hold Mini Tab Tapes

Long lasting tape tabs for a more permanent attachment of up to 6 weeks. Available in packs of 36 strips.

Aderans Straightening Irons

We have teamed up with Corioliss, one of the leading suppliers of electrical hair goods. Together, we have created the perfect pair of straightening irons for your human hair & V-Hair bespoke wigs and hairpieces.



Aderans Straightening Irons benefits:

- 80°C—220°C Temperature gauge
- Ceramic plates
- 30 minute sleep mode
- Heat mat/travel pouch included
- Slim line design

Mono Tape

Our most popular adhesive tape. A transparent, strong and hypoallergenic double sided tape. Available in a 5m and 25m roll.



Max Adhere 360

Multi-purpose adhesive solution offers a more permanent hold of up to 5 weeks and can be used with polyurethane or lace front pieces.



Max Liquid Adhesive

Re-invigorates old tape or can be applied directly as a quick fix solution to tape tab areas and lace fronts.

Max Remove It

Super strength biodegradable solvent to remove even the most stubborn residue. Available in 4oz and 12oz bottles.



Trendco offer a wide variety of products and accessories to help you style, store & care for your hair with ease and ensures you get the most out of your piece. We have worked hard to develop and research unique shampoos, conditioners, treatments and styling products and accessories to complement and enhance our wigs and hairpieces.

HUMAN HAIR PRODUCTS

We stock a range of products from **Pureology** and **Redken** to care for our human hair wigs and hairpieces. After trialling and testing these shampoos, conditioners & treatments, we believe they are one of the best products on the market for human hair wigs and hairpieces.

These products do not contain sulphate, has antifade complex, keeps the hair moisturized and has repairing agents, all in one bottle!

Exclusive to Retail only

To see the full range of **Pureology** & **Redken** products that we can offer, please call us for more information on 01273 774977.



AFTERCARE PRODUCTS

CYBERHAIR & V-HAIR PRODUCTS

For all Cyberhair & V-Hair wigs and hairpieces, the correct products must be used to maintain the natural appearance and keep the lifespan of your hair lasting as long as possible.

Revitalising Shampoo – A moisture enriched revitalising wash.

Detangling Conditioner – A rich, deep nourishing conditioner.

Moisture Protection Spray – A moisture enhanced treatment spray for daily conditioning and care.

Intensive Treatment Conditioner – An intense, nourishing and replenishing treatment recommended for weekly care.

Structure & Protect – Versatile styling cream for flexible definition and fixing.

Model & Fix – A styling gel for texture and flexible hold.

Sculpt & Create – A finishing spray for control and hold for daily styling.





Human Hair aftercare

WASHING YOUR HUMAN HAIR WIG OR HAIRPIECE

STEP 1

Prior to washing, remove all knots and tangles, paying particular attention to the nape area.

STEP 2

Wet the hair using a shower nozzle with tepid water allowing the water to run from root to tip. Apply a little Trendco recommended shampoo evenly and smooth into the hair. Always apply products from root to tip.

STEP 3

Rinse the hair using a shower nozzle with tepid water until all traces of shampoo are removed. Never rinse the hair under a high pressured tap.

STEP 4

Wrap the wig in a towel and gently pat out the excess water. Do not rub, squeeze or twist the wig.

STEP 5

Gently smooth some Trendco recommended conditioner evenly throughout the hair. Work the conditioner into the hair and comb through carefully. Optional - apply Trendco recommended deep conditioning treatment for that extra softness.

STEP 6

Thoroughly rinse the conditioner out.

STEP 7

Repeat step 3

STEP 8

Place the wig on a polyhead or collapsable Wig Stand and brush through ready for styling or to dry naturally. *(Take great care that you do not catch any hair knots with the comb or brush teeth. The hair knots at the base absorb the water when washing which makes them expand but will tighten once dry.)*

For best results with your human hair wig or hairpiece.

Human hair can be styled using the following; hairdryers, curling tongs, hooded dryers, straightening irons and heated rollers.

We advise that you use Trendco recommended products when styling. Ask your stylist for further advice.

IMPORTANT

- Any type of heated appliance can be used on human hair for the desired style/look
- With our lighter shades of blonde, we recommend you do not exceed 180° on the temperature gauge for straightening.
- All finishing products from our Redken range are recommended, from hairspray to serums.
- Should your wig need colouring, please seek professional advice from one of our experienced stylists.
- All human hair wigs fade, this is due to sun and environmental conditions!
- Longer hair should always be brushed from the ends first!



Cyberhair & V-Hair aftercare

For all Cyberhair & V-Hair wigs and hairpieces, the correct products must be used to maintain the natural appearance and to keep the lifespan of your hair lasting as long as possible.

WASHING YOUR CYBERHAIR OR V-HAIR WIG OR HAIRPIECE

STEP 1

Prior to washing, remove all knots and tangles paying particular attention to the nape area.

STEP 2

Wet the hair using a shower nozzle with hand hot water (40°C), allow the water to run from root to tip.

STEP 3

Using a small amount of **Revitalising Shampoo**, smooth the shampoo through the hair. Do not agitate the hair.

STEP 4

Rinse the shampoo off as per step 2. Repeat step 3 if necessary.

STEP 5

Fill a hand bowl with hand hot water (40°C), dilute a small amount of **Detangling Conditioner**. Submerge the wig or hairpiece into the water and leave to soak for 15-20 minutes.

STEP 6

Rinse off using clean hand hot water (40°C).

STEP 7

Wrap the wig or hairpiece in a towel and pat or squeeze. Do not massage or rub.

STEP 8

Once the hair is clear of any excess water, lightly spritz the **Moisture Protection Spray**, holding the bottle 6-8" from the hair.

STEP 9

Gently brush the hair into shape and leave to dry.

STEP 10

Once dry, lightly spritz the **Moisture Protection Spray**, holding the bottle 6-8" from the hair.

STEP 11

Repeat washing process every 2-3 days.

STEP 12

If your wig or hairpiece is "V-Hair", a medium heat hairdryer can be used to style. If using Straighteners or curling tongs to style once dry, ensure appliance has a temperature gauge and do not exceed 160°C. **Aderans Straighteners** are perfect for styling V-Hair.

STEP 13

For styling your wig or hairpiece, we have a range of styling sprays, creams and gels. Please turn to pages 15 and 16 for all of our aftercare products and accessories.

IMPORTANT

- ALWAYS have a trained Cyberhair or V-Hair technician cut your wig or hairpiece.
- ALWAYS spray with Moisture Protection Spray before and after brushing and styling.
- NEVER rub your Cyberhair or V-Hair.
- ONLY use satin or silk pillow cases if you happen to sleep in your Cyberhair or V-Hair.
- AVOID exposure to excessive high heat, such as rush of oven heat, BBQ flames and fireplaces.
- IT IS important that Cyberhair and V-Hair is soaked in hand hot water. 40°C water is perfect. Boiling water will damage the foundation.
- ONLY use a low-medium heat from the hairdryer on Cyberhair.

For wearers with a permanent attachment, you need to saturate your wig or hairpiece by standing under a hot shower for 5 minutes every day. This will replenish moisture.



Trade Training Information



Trendco provide training for all our trade accounts in all aspects of hair replacement.

Cyberhair & V-Hair can only be supplied by trade accounts who have had full training.

Throughout the year, we host a wide range of seminars in our training centre in Hove, East Sussex. By investing in training for you and your staff, you will gain a better understanding about all aspects of hair loss and will be in a better position to offer your client's the correct product for them.

Learn how to improve and expand your knowledge with our educational programmes.

- Cyberhair
- V-Hair
- Human Hair & Bespoke Human Hair Wigs
- Men's Hair Replacement
- Ready To Wear – Cutting, Styling, Tips & Tricks

All delegates will be awarded with a certificate on the completion of each course.

We offer group and individual seminars that can be tailored to you.

For more information about our seminars and training courses, please call Jane Kelly on 01273 774977 or email jane@trendco.co.uk
Training is only available to Trendco trade accounts



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