

FREEDOM HAIR E-NEWSLETTER

Fall 2010

By, Karen Peterik

For those of us in the northern hemisphere, it is the season for tramping through a crisp forest of multi-hued fallen leaves, indulging in caramel apples and cheering on your favorite football team (the Chicago Bears!). With the aroma of something wonderful roasting in the oven, why not take a break and catch up on our latest news and information? Enjoy the Fall!

Freedom Wigs' pre-NAAF Conference Agent Presentation - June, 2010



Saugatuck, MI: Debbi Fuller, KP, Steve Conley, Donna Schillaci, Deanna Beattie, Martine Richards

The 25th annual NAAF International Conference was held this past June in Indianapolis, Indiana and Freedom Wigs was represented by two vendor tables: the U.S. Agents' as well as the Manufacturer's. Hosting our friends from Down Under was so much fun! Deciding to take advantage of the 3 hour drive between the conference hotel and a cozy summer cottage my husband & I own in Saugatuck, Michigan, we spent a few relaxed days exchanging information and inspiration with Steve Conley (NZ), just completing his first year as general manager, Deanna Beattie (NZ), sales manager and "Den Mom" to our 23 world-wide Independent Agents and Martine Richards (Aus.), sales and marketing extraordinaire. We were treated to a PowerPoint presentation zeroing in on the mission and goals of the company as conceived by our visionary founders, Murray and Averill Barrington some twenty years ago. The statistical charts were quite fascinating as we surveyed the world market for our hairpieces – the supply side as well as the demand. I believe that the Who, What, Where,

When and How all comes down to making just One person wanting to lead a normal life, happy. And then to do it over and over again!



What put the biggest smile on my face and the most warmth in my heart was a simple drawing of concentric circles representing the Freedom Family. The outer circle is Freedom Wigs; next are the Independent Agents, then the stylists and at the center of it all - You, our clients. I think that says it all. We are like a seed with tremendous potential for growth, given the right nurturing.

Above and below: Karen, Martine, Donna & Debbi without & with hair at base of Mt. Baldhead dune in Saugatuck, MI. Can you believe the name? It was just too perfect!

The NAAF Conference that followed seemed like a world apart from the lazy mornings of sipping coffee in our screened porch but snapped us back to the reality of our mission: reaching out to people in need of finding themselves again through the self confidence that having beautiful, natural-looking hair can bring. With our incredible laser scanning technology on display, a new promotional DVD running and a friendly and attractive sales team, we could barely keep up with the visitors at our tables. By the close of the conference, we experienced record sales. It was exhausting, but the glow of accomplishment carried us all the way home – and for some that meant twenty hours of flying! Can't wait to see you all again at next year's NAAF conference in L.A.



Before signing off, I just wanted to show a new look I discovered this summer while walking through a boutique: a straw fedora hat. Just for kicks I tried it on and instantly fell in love with it. When my husband gave



me that special look, I knew it was a winner. Don't think that just because we are wearing a hairpiece we can't also wear a hat. I've had a lot of fun with this look and so can you!

Because the hat is so light, it doesn't really mess with my hair at all. It also has the added bonus of shielding the sun's harmful UV rays from the most exposed top-of-the-head area.

*Karen Peterik, New Life Hair, L.L.C.
Freedom Wigs Midwest
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New Agent Spotlight

*Kim Karacz, Second Nature Hair
Freedom Wigs Texas & Southwest
kim@2ndnaturehair.com
www.2ndnaturehair.com (under con.)*

Hello from Texas!

My name is Kim Karacz, owner of Second Nature Hair, and I am thrilled to be the newest U.S. Independent Agent for Freedom Hair serving Texas and the Southwest. I have been a Freedom client since 1999 and have always thought highly of the Freedom hairpieces – in fact, they just don't compare to anything else on the market. From the moment I put on my very first Freedom vacuum hairpiece – I knew that someday I wanted to help others struggling with long-term, significant hair loss. I'm happy to say that day has come!

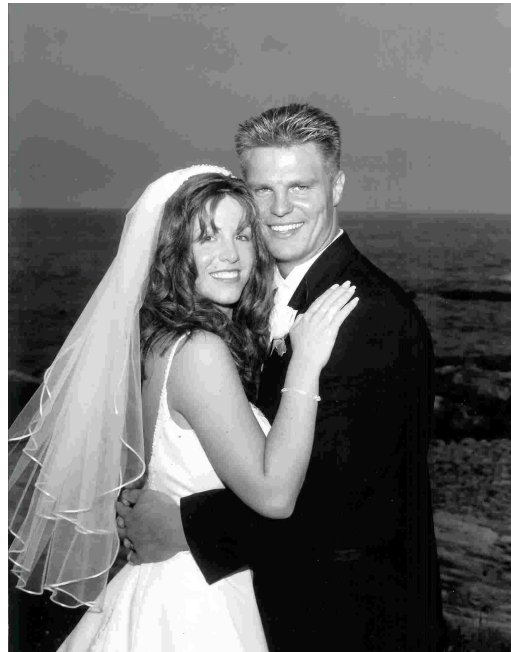


Kim's Bio:

I've had Alopecia since I was 9 years old. For several years, I had Areata only. The spots would come and go, some severe – some minor. When I was 12 years old, Mom and I started to explore options. We got very creative! But eventually, these measures were replaced with my first synthetic wig later that same year. I still remember the name of the piece: “Brandy” (and I think they still sell “her” to this day!) Wearing a hair piece was short lived, however, as most of my hair grew back in within the next year. I continued to have spots, but was able to disguise them pretty well. But by my senior year of college – about 8 years later - I lost it all in a span of about 4 months. Soon thereafter, I lost my eyebrows and eyelashes and had 100% totalis. Fear, anxiety, confusion and sadness all started to creep in. At the time, I was in a great relationship, and all of a sudden I physically became a very different person – and perhaps emotionally as well. As a child, I had always feared what a “boyfriend” would think, and I wondered if anyone would want to marry someone who was bald. Mind you, these were the very real fears of a 12 year old, (and perhaps to a certain degree, even a twenty year old!)

My first Freedom Hairpiece:

My mom and I decided to contact Fuller Hair. And along came Debbi Fuller – a wonderful, full of life, head-tattooed woman who rocked my world. And she was bald like me! But she was a lot happier, self-confident, and looked fantastic. It did take a while for Debbi to earn our trust. We felt that we had been burned before and we were still skeptical of any related “suction” or “vacuum” products. I remember when we went in for a consult – we immediately liked her candor, her honesty and her humor. And when we returned for measurement, she was so sweet with me. I remember feeling awkward about taking my hair piece off at her salon so she let me sit in the



back where no one could see me. I appreciated that level of empathy and understanding. She measured me, we ordered, and we waited. Boy, were we anxious! And when the piece arrived, we went to her salon and had it styled. It looked beautiful and EXCEEDED my expectations. I hadn't felt that good about myself and my appearance in a long time.

Well, I can happily report that my boyfriend turned out to love me regardless and still found me beautiful– and I'm happy to share that we've been married for over 10 years. A side note – the first day I wore a Freedom piece was the day of my wedding. I wanted to “save” it until that special day and reveal the new me on my wedding day. I felt like the most beautiful bride in the whole world!

Kim's Goals/Inspiration:

I believe everyone deserves to be happy. And everyone's definition of “happy” varies greatly. For me, it is not “hiding” the fact that I have Alopecia. I enjoy wearing a hairpiece and having hair on my head. I sincerely admire those who are able to go without a piece; this helps Alopecians become more socially acceptable. But for me, I like to wear a piece; I like to fit in; I like to have beautiful hair that people comment on. I feel attractive, sexy, and beautiful – with hair. For some who don't have this condition – it is very easy to say “it's just hair.” I wish it were that simple, but we all know that it is not. Hair – for many people including myself – is tied to identity, inside and out.



Kim's Other Fun Facts:

I hold an undergraduate degree in Psychology from Tufts University in Medford, MA and a Master's in Communications from the University of Texas-Austin. I have been blessed with a wonderful husband, two amazing children (Avery, 3 & Brody, 2) and a lovable

but sneaky) black lab named Casey. We live in Round Rock, Texas just 15 minutes north of Austin.

Debbi Fuller, Fuller Hair
Freedom Wigs East Coast
www.fuller-hair.com

Hello Everyone!

I have a couple of things to share with you this time. The first one is about 'saving' your hair piece. I've heard from many clients that they have put one of their hairpieces away to 'save' it for the future.

It might be a repair or it might be a new one. You need to know that silicone continues to age even if you are not wearing it! It is much better to start wearing a repair or a new piece immediately. Switch off with your other

piece(s) so that you can take full advantage of the entire lifespan of your hairpiece and in the case of a new one, your 1 year warranty. Storing a hairpiece in the closet for years is not a good idea. The average Freedom vacuum can be repaired up to approximately the 4th or 5th year of its life.

Beyond that date the silicone can become too fragile to repair so if you are 'saving' one to use later, it might backfire on you. We want you to get as much use as possible out of your hairpieces and wearing them all is the way to do that the best.



Second, we're always looking for the next great product to use on our hair. Currently, I'm using Pureology shampoo and conditioner in the purple bottle. It has the most sun protectant and antifade ingredients we've been able to find so far. We also like Moroccan Oil as a way to add extra shine and smoothness to your hair either after it is dry or after towel drying. It smells wonderful and a very little goes a long way. Put just a small amount on your palms and rub them together then run your hands over your hair especially on the ends and middle part of the hair. It makes it look shiny and healthy in addition to adding an extra layer of conditioning to your hair. JUST IN! A new product from Redken: It's called Time Reset, Youth Revitalizer. It is a replenishing deep treatment for your hair. Even though your new Freedom hairpiece is new to You, the hair has been growing for several years before you got it. This product will help add natural defenses to age-weakened hair to combat the aging

process. We buy only the best quality hair in the world but still, you need to treat it well in order for it to look its healthy best now and maintain that vitality throughout its lifespan. This means that you need to replace the natural oils that the hair is no longer getting from your scalp. It takes only 15 minutes to do and is well worth it.



*Martine Richards
Freedom Wigs Australia
www.freedomwigs.co.au*

*“Blondification”
for all the blondes out there....*

I’d just like to share my experience with ordering and wearing this great colour. I began wearing human hair wigs around 20years ago, and always wanted to be as blonde and light as could be (must have been my childhood fixation with Barbie) only to find that one Australian summer spent at the beach left me looking way too brassy blonde with no colour definition.

Armed with a little bravery I decided to go for a darker blonde base colour and add highlights especially around my face. I found that this resulted in a much more natural look, giving me a depth of colour underneath and poking through the top, but also allowed me to still feel blonde enough especially around my face.

I think we all want our hair to look as realistic as possible, and just recently I took courage in hand and had highlights added to my new hair with a slight re-growth look. My hairdresser added the highlights further along the length of hair than she normally would have. I still wanted a polished look to my hair, not too much re-growth, but a look that isn’t too perfect either. Almost looking like I would need to go to the hairdresser to have my colour done in the next couple of weeks if it was growing hair. It’s a look I’m really happy with. (See next page.)



I still do experience fading of my hair overtime like we all do, but having a darker base colour definitely has helped.

I think the most vital thing for us blondes to use is a shampoo that neutralizes yellow tones. Most good salon brands manufacture these and it will look

purple in colour. I use this every time I wash my hair and I love it. Hope you enjoy your hair - us blondes do have more fun after all ;-)

*Donna Schillaci, My Image by Donna
Freedom Wigs Northwest
www.myimagebydonna.com*

Hi Ladies,

All of us here in the Northwest like to take advantage of the outdoors when we can get the great weather! For all of you soccer moms sitting in the sun, and those of us nature girls hiking the trails, our hair is taking a beating in the sun, and that means “oxidation”. If you have noticed your hair has lightened in color about now, it has taken on a brassiness you don't especially care for. Here is a great remedy to get your hair back to looking fresh and healthy. Contact your stylist, and schedule a “low light” color service. She can match your original color by color matching



the hair underneath at the back. She will weave the top area with the darker shade and bring your color back to a richer, warmer shade that were used to seeing in the spring. Having this color service done, will also act like a deep conditioning, coating the hair to give it brilliance and extend the life of the hair. You can feel the difference, it's like new again! I like to have my hair low lighted mid-spring to have it color ready for summer, and then again at the end of the summer, for the richer warmer color for fall and winter.

Also, I want to remind you of using hair products with SPF to extend the color in your hair. I use Pureology anti-fade shampoo and conditioner, and my favorite "must have" is Pureology Color Max, in the green bottle. It guards against color fading UVA/UVB rays and thermal styling. It seals the hair cuticle to reduce hair breakage while it detangles and adds shine. It smells lovely too!

Hair Products and Accessories Shopping Cart

These products have earned high marks by vacuum stylists, agents and our clients, but as with everything in life, your own experience is the best teacher. Please share your favorites with your agent for inclusion in the next edition of this ongoing shopping cart feature.

Hair Products:

Moroccan Oil – Original (for darker hair) & Light (for blondes)

Moroccan Oil Moisture Replacing Shampoo & Conditioner

Kerastase Products – All good; ask salon for specific recommendations.

Alterna's Caviar Anti-Aging – Shampoo & Conditioner for Brunette, Red and Blonde hair. These have toners that keep the orangey hues at bay!

Bubble & Bumble – Super Rich Shampoo and Conditioner (no sun filters but wonderfully moisturizing – use in the winter!)

Pureology Hair Shampoo & Conditioner (designed for color-treated hair)

Pureology Color Max with Anti-Fade Complex (leave-in spray sunscreen)

Schwartzkopf's Bonacure – Color Save Silver (to tone down warm hues)

Redken Color Protect Line

Aveda Sun Care Hair Line

StylingTools:

Debbi loves her Caruso Ceramic Steam Rollers.

Karen loves her Wigo Hot Air Brush (with retractable bristles).

Helpful Accessories:

Clean Well All-Natural Hand Sanitizing Wipes – removes scalp oil and perspiration from the inside of our cap. (Thank you Allison!)

Buff - A seamless stretchy tube of moisture-wicking, polyester micro-fiber in a myriad of colors and patterns. Popularized on the Survivor TV series. Search Buff Headwear for a listing of retailers. Great sleeping cap! (Thank you, Jen!)

Headblade –Ergonomically designed razor for shaving the head. Available at Walgreens or at www.HeadBlade.com.

For tips and products for shaving your head go to: www.headshaver.org.

Please let your agent know what Your favorite products are and we will happily add them to our shopping cart.