

FREEDOM HAIR E-NEWSLETTER

October, 2011

By, Karen Peterik

This edition brings so much exciting news to share with you that I am practically jumping out of my skin! Get ready for something big – I mean Really Big. Freedom Wigs is announcing an unprecedented event open to all FW vacuum clients: The winner of the “Your Story” competition will receive a new vacuum hairpiece AND a trip to New Zealand to tour our factory! Freedom Wigs now has its very own Facebook Page and invites each of you to be a “friend” with our wonderful Freedom Family of owners, staff, agents and other FW vacuum wearers. The New Agent Spotlight introduces not one, but two new Canadian agents! Debbi Fuller shares her insights into preventing mechanical hair breakage and Kim Karacz has a very informative piece on assessing your Fashion “Hairdrobe”. But to kick things off I wanted to further explain our new Repair Pre-Booking System – the way to spend as little time as possible apart from your beloved hairpiece in need of a repair.

Karen Peterik, New Life Hair, L.L.C.

Freedom Wigs Midwest

www.newlifehair.com



The Freedom Wigs’ Repair Pre-booking System began earlier this year and the few of you have already used it can surely attest to its effectiveness. After returning to work in mid-January from their usual holiday break, the FW repair staff became inundated with work as the unanticipated demand continued to build into mid-year. The management responded by training additional repair staff to help with the increased load and

also by looking at the process of repairs, looking for ways to increase productivity and lessen delivery times. They came up with the brilliant idea, in my opinion, of allowing the client to ask their agent to schedule a “Repair Pre-booking”. This is a simple matter of your agent providing your name and hairpiece order number to the repair department for scheduling your repair ahead of the time you actually have to part with it. They let each agent know when the hairpiece has to be with them to ensure a 2 month turn-around time. We, in turn, will let you know when we need to receive your hairpiece to be mailed to NZ to correspond with that pre-determined date. This is really important if you have only one or two hairpieces and can’t be without one for very long. This will always be subject to demand, but repair deliveries can take up to four months or sometimes longer if there is a hair supply issue. With this new system, you can keep you hair until Freedom is actually ready to work on it. Then when you send it out, you will get it back within a couple of months. Pretty great, I think!

WIN A TRIP to New Zealand & Freedom Hair!

*Freedom Wigs’
“YOUR STORY” Competition
for vacuum wig wearers
around the world.*

*Competition runs
October, 2011 thru March, 2012.*



Do you love your new hair and have an inspiring story to share?

Are you more adventurous?

Has your life changed in a significant way?

*Maybe you have experienced a more subtle but meaningful change
because of your new hair?*

Or perhaps you have a humorous story to tell?

We would like to hear from you and share your story around the world. Please submit your story and an (optional) photo of yourself in your freedom hair that best illustrates your story. Chance plays no part in determining the winner. The best story will win a Freedom prosthesis PLUS a trip to NZ to see where your beautiful hair is made.

E-Mail: YourStory@freedomwigs.com

Mail: PO Box 575, Dunedin, New Zealand 9054.

Main Prize Details

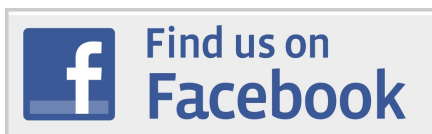
- *One 8-inch Freedom hairpiece of your choice (colour and style subject to availability).*

- *One round-trip airplane ticket (from a major airport) to Dunedin, South Island, New Zealand.*
- *Three to four days in Dunedin, with 3 nights' Bed and Breakfast accommodation provided. (Deanna Beattie will be your host.)*
- *To allow time for seeing more of New Zealand, the ticket home can be arranged for a date that suits.*
- *Runner up prizes for each agent's client base!*

The competition commences October 1st, 2011 and runs for six months until closing on April 1st, 2012. The Prize must be redeemed by September 1st, 2012.

Your story will be featured on our websites and in newsletters reaching thousands of people with alopecia.

Full terms and conditions are available on our website: www.freedomwigs.com



<http://www.facebook.com/FreedomHairNZ>

Please join our friends list, say Hi and get to know others just like you. The Freedom Facebook page will be attended to regularly with all your questions answered quickly and accurately, by our well trained staff and independent Agents around the world.

NEW AGENT SPOTLIGHT! OUR NEIGHBORS TO THE NORTH



***Jennifer Krahn, Image Evolution
Freedom Wigs Eastern Canada
[www. imageevolutionhair.ca.](http://www.imageevolutionhair.ca)***

Hello from Canada!!!

I am so excited to be newest independent agent for Eastern Canada and Manitoba up here in the great white north. I truly believe that the Freedom hairpiece allows anyone to regain their adventurous spirit. I experienced the complete loss of all of my hair approximately 3 years ago. In looking to regain my confidence I began looking for hairpieces, all of which left me feeling uncomfortable, insecure (especially in a good North wind) and unnatural. My freedom

hairpiece changed that outlook quickly. I met with Karen Peterik for my fitting and from the moment I put my hairpiece on it was me again. I have gone camping, hiking, canoeing, running, swimming and have even been thrown off the dock unexpectedly without panic...the Freedom wig is truly Freedom and I am grateful to be able to pass on the Freedom Wig to my clients. My passion for helping others first lead me into my position as a high school teacher and I am now pleased to be using this passion in helping others like myself who are experiencing medical hair loss.



Fun Facts about Jenn:

I have a Bachelor of Science and Bachelor of Education degree and played volleyball at the university level. I taught Biology for eight years (Never heard or taught about the autoimmune disease alopecia!) I have recently run two marathons, and I have two wonderfully energetic children (Kaiya 6, Braeden, 4), a fantastic hubby, and a crazy black lab

named Taiga. (see above photo)

***Sandra Fournier, Reality Hair
Freedom Wigs Western Canada
www.realityhair.ca***

***Hello from the Beautiful Canadian Rockies!
My name is Sandra Fournier and I'm the Owner of REALity Hair. I live in Calgary, Alberta and I'm very excited to be Western Canada's newest Independent Agent for Freedom Wigs! I'll be managing and servicing, British Columbia, Alberta and Saskatchewan. I'm thrilled by this new venture and can't wait to meet and help the customers of Canada.***



After the birth of our second son in 2001, I experienced significant hair loss. At first I thought the loss was due to hormones, but I soon realized it was much more serious when my hair began coming out in handfuls. Within three months I lost all my hair and within a year I was AU. I was the person who made every attempt to regrow my hair. I tried everything from endless dermatology treatments to alternative holistic treatments. Eventually I ended up in the emergency room after experiencing a very bad reaction to oral medication I was taking for my Alopecia. From that day forward, I decided it was time to truly accept my Alopecia, instead of constantly "fighting" it.

I've been wearing Freedom Wigs for 3 years now. Initially I was so amazed with the vacuum suction and all the choices I had when designing my own customized wig. This was a wig just for me, not an "off the shelf" wig that everyone else was wearing! My rep Donna, didn't just talk to me over the phone, she met with me in person! I had never met a company before that truly delivered on the customizing and quality promise. The end result...a wig that would truly mimic my own biological hair! Having a product like Freedom has literally changed my life. While hair does not identify who you are, it sure helps my confidence, makes me feel feminine and helps portray the image I want the world to see. I no longer sit on the sidelines of life in fear of having my wig blown off by the wind, or slipping off while doing activities. Today, I've resumed all of the activities I enjoyed prior to my hair loss!

Fun Facts about Sandra:

I married my high school sweetheart and we recently celebrated our 17th wedding anniversary. We have two active boys, Carson, 10 and Matthew, 12. I've worked as a Recruiter/Human Resources Consultant for over 15 years but many moons ago I was a professional figure skater and still love the thrill of a good competition and living an active lifestyle. Hobbies include travelling, boating, spending family time at our cabin in B.C., downhill skiing and dabbling in interior decorating. Currently, I'm trying to master yoga and recently joined a wine club so I can learn more about the great wineries in other countries. My REALity Hair website will be active by October, 2011.



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

Hello All!

I hope that you've all had a marvelous summer! Here in New England we really hit the jackpot – nice weather and just enough rain to keep the grass green. I thought I'd just tell you a few general things that have come up recently with regard to wearing your Freedom Hair. Most of my clients seem to be able to go about 2 years without needing a repair on their hair but I have a certain number who need them much more often. As we've told you in other newsletters and on the DVD we are now including with new orders and repairs, the reason for hair loss on your

Freedom Wigs hairpiece is mechanical breakage. The company spent quite a bit of time and money researching why some people have loss and others don't. The indisputable reason is breakage caused by repeated bending of the hair at the point on insertion into the scalp.

A little story to illustrate: I have a client in Connecticut who only had her new hair for about 8 months when she called to tell me she needed to order a new one as hers had a lot of hair loss at the top and crown. When we met to do her new order, she stood talking to me, telling me how careful she was with her hair and how she used only the best shampoo and conditioner, only washed it once a week and only brushed it in the morning before she left for work. As she was telling me this, she repeatedly ran her hand through her hair from front to back. She did this at least 15 times during the 2 minutes it took her to tell me all this. Finally, I grabbed her arm and pulled it down while she was mid-stroke. She looked at her hand as if it didn't belong to her. She said, "My husband told me I did that, but I didn't believe him". She was completely unaware of what she was doing. It was just a nervous habit she had developed and of which she was totally oblivious. The upshot of this is that if you have experienced the need for frequent repairs and/or bald patches, you might want to enlist the help of your friends and family and ask them to tell you if they see you running your hands through your hair, pushing down on the top or twining your hair around your finger – any action that might cause mechanical breakage. Try to remember to take your hair off once you are ensconced in front of the TV or lying on the couch reading. This is the same as wearing your hair to bed – which we all know is a big no-no, right?

FW Note: Most repairs are to replace hair in the top & crown areas. You know when you have the cap in place 'just right', because there's no 'bubble', it stays where you put it, and it doesn't ride up. That's really important, because the frequent pushing down through the day, every day, to get rid of a bubble is bending those hairs at cap level and they will break off, sometimes as fast as 3 or 4 months. Best to spray water into the cap before putting it on, so you can wriggle it into the right place with no bubbles!

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



***Getting the Most out of your “Hairdrobe”
(Planning Repairs, Salon Visits and What to Do
with an Older Wig)***

Similar to taking stock of your clothing wardrobe, staying on top of your Hairdrobe will allow you to get the most out of each and every hairpiece. It will also decrease your financial and emotional anxiety when the time comes for repairs or re-orders.

REPAIRS

Repairs can be expected to occur around the 18 - 24 month mark. Some need this sooner, others, later. It is advisable to hold off on having your hairpiece repaired until it absolutely needs one. Your agent can help you assess this need, but in general, wait until you see hair loss that is on the verge of becoming noticeable. Repairs can take a toll on the cap since it is completely taken apart in order to implant new hair. When you receive your repair, you may notice the cap edge is slightly thicker and there may be some loss in the length of the hair (1/4"-1/2") - both unavoidable side-effects.

Keep in mind that there is no such thing as a "spot" repair. It was recently learned that the cost of refurbishing an old hairpiece is roughly half of that to create a new one, thus repair pricing has risen dramatically. But with proper care in handling and maintenance, we might expect this to become necessary only once during the lifespan of your hairpiece. Soon, we will be including a fit cap DVD with every fit cap that will help you assess your fit at this important juncture. Our hope is to help you avoid the type of hair breakage that comes with continually pressing down on the cap to remove air bubbles occurring from a bad fit or the cap being worn in the wrong position.

It is important to note that hairpieces that are too old may not be repairable due to the fragile nature of aging silicone. Even if you don't wear it full-time, the silicone is getting older as time passes – another good reason to stagger your orders. The Freedom Wigs' repair team carefully assesses each repair to determine if it will withstand the rigorous repair process. Those deemed not repairable, usually occurring sometime after reaching the 4 year mark, are returned to the client. Please do not consider having any other company repair your Freedom hairpiece. Doing so will immediately void your warranty! What we do is totally unique and special – no one else can replicate it. Lastly, please clean and thoroughly dry your hairpiece before mailing it to your agent.

STYLE & COLOR MAINTENANCE

One of the great things about wearing a Freedom vacuum is that we don't need to wash it as frequently as growing hair. Most clients wash and condition once every 7-10 days. We all know why touch up cuts are not necessary, but if your hair is worn during the spring and summer months (when we are outdoors much more often), it is quite likely that within 6-8 months, the color will have lightened to the point of needing maintenance. Overall color, whether using a conditioning color gloss, a demi-permanent color (does less damage than permanent) or foil low-lighting all work quite well with our healthy hair. Keep the color off the "skin" as much as possible to protect the implant site from sitting in the coloring product the same way you would not allow a wash out conditioner to sit on the skin for more than a couple of minutes. Your colorist can control this by applying the product of choice with a brush and sectioning the hair rather than shampooing it into the scalp.

NOT ABLE TO REPAIR? DO NOT DESPAIR!

There will come a time when you've exhausted your ability to repair, but this does not mean that the piece is no longer useful to you. I love having an older piece that I can

work out in and do physically demanding activities so that I may 'save' the newer pieces for less rigorous activity. This just increases the longevity of our pieces. So do not put that older piece away just yet; use it under baseball hats, scarves or the like and take full advantage of the fact that you now have multiple wigs for multiple purposes.

RETIRING AN OLD FRIEND

*Retiring a wig may not be easy emotionally, but at some point, the piece will no longer work for you in a way that makes you feel most confident. Time to say good-bye and Thank You for the years of service it provided. If you are the type to keep things, it may be fun to take out in 5 to 10 years to compare the style, color and length with your newest piece. Otherwise, you can simply wrap it in plastic bag and place it in the trash. You will always be on to bigger and better things, so...
Enjoy your Hairdrobe and use these tips to take full advantage of it!*

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! New from Alterna:
Bamboo UV+ Vibrant Color Shampoo & Conditioner*

Bumble & Bumble's – Super Rich Shampoo and Conditioner (no sun filters but wonderfully moisturizing – use in the winter!) Curl Crème and Styling Lotion.

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

Leave-in spray-on sunscreens: Pureology Color Max with Anti-Fade Complex and Rene Furterer's Okara Color Protector

Schwartzkopf's Bonacure – Color Save Silver (to tone down the warm hues in Any color hair) It looks purple but don't worry, your hair will not turn this color!