

FREEDOM HAIR eNEWSLETTER SPECIAL EDITION!

From the North American Freedom Wigs Independent Agents

August, 2012

“Getting a ‘Grip’ on Reality”

📖 Comparing **THE GRIPPER NET-BASED WIG** to a **FREEDOM HAIR VACUUM HAIRPIECE** 📖

1) HAIR QUALITY

THE GRIPPER: *Processed human hair* – cannot be highlighted due to previous processing (color may not “take” or will be unpredictable, often producing a greenish tint); cuticles are chemically altered leading to massive tangling, hair breakage and a dry, dull appearance; colors are limited.

FREEDOM HAIR: *Virgin (unprocessed human hair)* – bundled ponytails of once healthy, growing hair in colors and curl patterns exactly as nature intended; cuticles left intact to add years of life and luster; silky feel and natural movement; can be colored by a professional colorist with predictable results; colors are unlimited since blending any of the 17 natural colors is an option.

2) SECURITY

THE GRIPPER: *Not recommended* for swimming or wearing in convertibles or roller-coasters; sewn-in silicone strips provide limited grip to the scalp and are rendered ineffective when wet.

FREEDOM HAIR: *Can be worn* for swimming, in very windy situations and sports; entire cap made of medical-grade silicone which grips the scalp securely, custom-made to your unique head size and shape; cap is waterproof, yet breathable allowing comfortable vapor dissipation throughout the day while keeping the hair dry and clean.

3) FIT

THE GRIPPER: *Non-custom fit* limited to five sizes; cap may need to be “taken in” after purchase to eliminate bulky material by having to sew in darts.

FREEDOM HAIR: *Custom molding or laser scanning* to provide a precise replica of your head from which your cap is made; fit cap check before implantation of hair with hairline alteration possible at this time.

4) COMFORT

THE GRIPPER: Cap materials are known for being *itchy* and since it isn’t custom-made, cap may come down too low over the ears or nape causing bunching and added discomfort during head movement.

FREEDOM HAIR: Cap material is skin-like, *comfortable* medical grade silicone; it is breathable, anti-microbial, dye-resistant, strong yet flexible and extremely durable with no need for re-lining; hairline is designed to have a natural forehead contour and allow for adequate spacing around ears and at nape.

5) CAP

THE GRIPPER: Basic model contains *wefts* (ladders) of machine-sewn hair which is revealed when the wind blows the hair open – hand-tied caps eliminate the wefts but raise the price dramatically;

Cap allows transmission of perspiration and scalp oil to the hair causing it to get dirty sooner; cap material absorbs scalp oils & perspiration which can have an odor build-up.

FREEDOM HAIR: Silicone cap is tinted to match your individual skin color and *implanted* with virgin hair that can be parted in any location to reveal a natural-looking scalp; cap is impermeable to oils and perspiration keeping hair clean from scalp oil and perspiration; cap is also vapor-permeable to allow comfortable dissipation of body heat; cap can be washed daily without disturbing your hairstyle.

6) HAIR ATTACHMENT TO CAP

THE GRIPPER: Processed hair is *knotted* onto the cap requiring extra care in maintenance; hair must be secured to a mannequin while keeping hair products away from the cap to risk loosening the knots and allowing hair to slip out.

FREEDOM HAIR: Virgin hair is securely *implanted* deep within the silicone cap; maintenance is as carefree as simply washing and conditioning the hair while taking a shower or washing it in a bowl; the freedom to have one's hair styled at a salon is also an option.

7) LIFESPAN

THE GRIPPER: *Limited wear* due to already weakened condition of the processed hair; knotted hair is vulnerable to water, shampoo and conditioners, coming loose during normal styling and maintenance.

FREEDOM HAIR: *Three to five years of wear* with one or two repairs possible; less active lifestyles have even greater longevity; implanted hair does not slip out of cap but repeated pressure at the cap level (preventable) could cause it to break off; repairs are possible up until the end of its life span.

8) RELATIVE COST

THE GRIPPER: Comparing "apples with apples", conventional, non-vacuum wigs using processed human hair range in retail price from \$850-\$1,300; Grippers are *priced at three times or more* this amount allowing the manufacturer to offer "discounts" and "special" promotions.

FREEDOM HAIR: Cost represents a *fair margin* that will allow the company to sustain their high level of materials and workmanship while responsibly looking toward the future to ensure their succession for their client's future and their future clients.

9) VISION & MISSION STATEMENT

THE GRIPPER: "To be the most trusted authority on added hair solutions worldwide." (Focus on mfr.)

FREEDOM HAIR: "Our product is focused on the customer's needs. We want to improve people's lives and make a difference." (Focus on client.)

10) OVERVIEW

THE GRIPPER: suited for *short-term wear* such as in the case of chemotherapy-induced hair loss.

FREEDOM HAIR: suited for *long-term needs* such as in the case of alopecia and hair follicle damage.

11) WHAT EXPERIENCE HAS TAUGHT THEM

THE GRIPPER: : "...overpriced for a net-based wig, does not last as long as a custom-made vacuum, the cap is itchy, the security and hair quality are not nearly as good as my vacuum."

FREEDOM HAIR: "I consider this my Hair, not a wig!"