



NEW style,  
NEW concept



**40 YEARS** of EXPERTISE  
*in 100% Human HAIR EXTENSIONS  
& HAIR REPLACEMENT  
for MEN & WOMEN.*

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*HAIR EXTENSIONS &  
HAIR REPLACEMENT SYSTEMS*

*using the world's finest  
human hair*

# *The EXTENSIONS & Hair Replacement EXPERTS.*

HAIR DEVELOPMENT IS AT THE LEADING EDGE OF HAIR EXTENSIONS, PROFESSIONAL EXTENSIONS SYSTEMS AND HAIR REPLACEMENT SOLUTIONS FOR MEN AND WOMEN. FOR OVER 40 YEARS, WE HAVE DEVELOPED REVOLUTIONARY PRODUCTS, APPLICATION TECHNIQUES AND PIONEERING HAIR REPLACEMENT PROCEDURES FOR PROFESSIONAL SALONS AND CONSUMERS WHO DEMAND THE HIGHEST QUALITY AND GREAT VALUE FOR MONEY.

We source only the finest 100% human hair to guarantee a totally natural look and feel, and create the most authentic results. Whether you are looking to enhance your natural hair, replicate the latest fashion styles by adding length, volume or colour; achieve a new style for a special occasion, or restore thinning hair caused by genetic hair loss or medical circumstances, we have a system that is right for you.

Our search for the ultimate products has seen us introduce the most innovative and comprehensive range of extensions and non-surgical hair replacement systems available, making Hair Development the benchmark for quality, service and results.

We recognise how important your hair is; not just to your look, but to your overall sense of well-being, confidence and self-esteem. That's why we have dedicated four decades to the pursuit of perfection - so you always look and feel your best.

As a wholesaler to the trade and supplier to professional salons, our products are also available direct to the public at our London extensions boutique and hair replacement centre, and online. If you're worried about your hair, want to wear extensions or start offering professional services to your clients, call us today!

*Hair Development is proudly recommended by The Trichological Society. Our founder and CEO Stanley Levy MTTs, Creative Director Janis Levy MTTs and Managing Director Mark Burns MTTs are all members of this prestigious organisation. This gives Hair Development a unique position in the industry and assures every customer of its commitment to high standards and good practice. We are also members of HABIA.*



AMAZING LOOKING EXTENSIONS  
begin with beautiful hair

# HAIR EXTENSIONS

The **FINEST QUALITY**  
**100% HUMAN HAIR**  
Extensions.

- 100% QUALITY ● 100% BEAUTY ● 100% NATURAL

Amazing looking extensions begin with beautiful hair. We make no compromises to ensure our hair is the very finest available, anywhere in the world.

Using all our experience and expertise, we have an ethical and reliable supply chain from around the world to guarantee the origin, quality and processing of hair. Our hair is only good enough for you when it's good enough for us - only when it has been through our rigorous monitoring procedures and reaches our very exacting standards do we make it available to you.

We specialise in the finest quality European and Indian human hair, as we believe hair extensions have to be real hair to look completely natural. To offer total versatility and choice both for professional hair-dressers and their clients, all our hair is:

#### • DOUBLE DRAWN

This guarantees quality to ensure ours is the best hair available. Double Drawn means that the shorter strands are removed so hair is the same length from root to tip. The hair is hand-selected to guarantee quality and perfection.

#### • 100% REMY

This means the natural direction of growth is maintained throughout our entire range because if the cuticle layer runs in opposite directions, it would have an effect similar to back-combing when the hair is brushed, so this feature of our hair is vitally important.

#### • PROTEIN MOISTURE INJECTION TREATMENT

Processed using our exclusive treatment, this finely coats and injects each hair strand with a blend of micro-polymers to render the hair super-smooth. It gives the hair additional protection through over 100 shampoos to maintain it in optimum condition.

Our hair is available in three main types:

- **100% European Cuticle Hair** - this finest quality European hair has been sourced and prepared for use in extensions
- **100% Virgin Hair** - this is natural hair that has not been treated, coloured, permed or undergone any chemical treatment prior to being used for our extensions
- **100% Indian Remy Hair** - the very best hair available from ethical sources

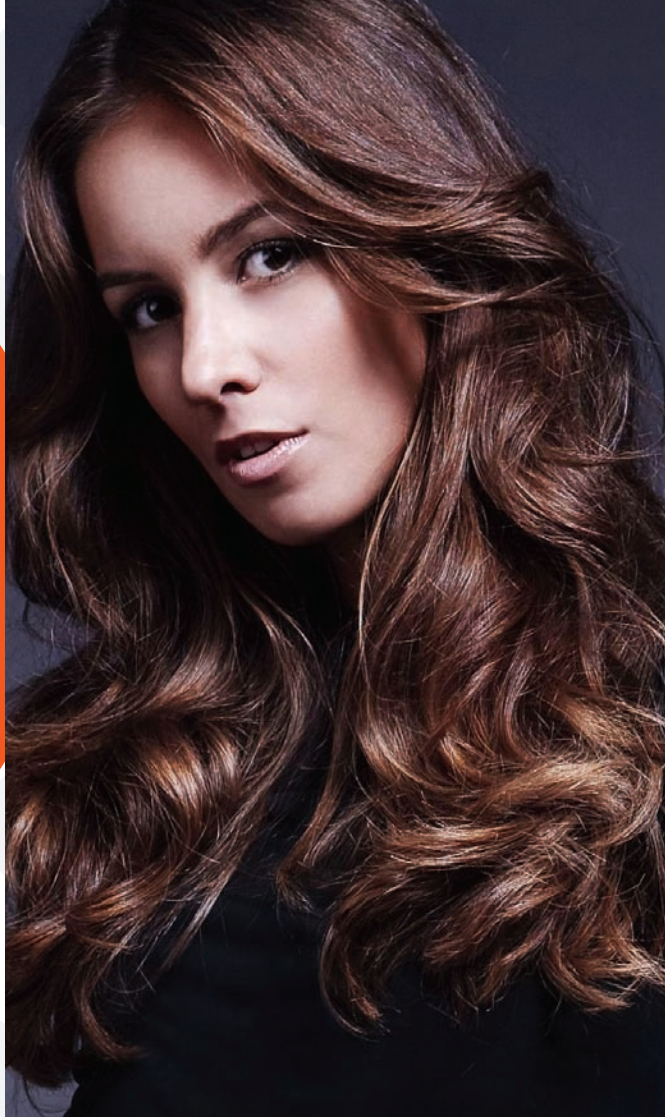
Our 100% Double-Drawn, Remy human hair is available for use with our various application systems (see page 10):

- **Professional Hair Fusion System**
- **Strongest Link Mini-Strands**
- **Supreme Pre-bonded Extension System**
- **Micro-Sealed Weft systems**



# HAIR EXTENSIONS

The WORLD'S FINEST HAIR  
& MOST INNOVATIVE  
Systems.



GET YOUR LOOK FROM  
OVER 45 COLOURS!

Everyone's hair is different, so to achieve a perfect colour match, we have one of the most extensive collections of shades available. From Jet Black to Angel White, our colour spectrum covers natural shades, fashion and fun! Add nuances of colour; boost volume or increase length; add high-lights or a splash of colour to create a unique look - do whatever suits you!

## • COLOUR • TEXTURE • LENGTH

Once our hair is sourced and selected for use in our systems, we prepare it in a range of textures, colours and lengths to suit every requirement. And, with a range of application techniques and systems, professional hairdressers, freelancers and consumers have the most comprehensive choice to suit their every need.

### • COLOURS AND LENGTHS

We want you to have total freedom to choose how you want your hair. You are not limited by our range - with 45 shades and hair lengths ranging from 10-24 inches, select from one of the most extensive ranges of colour and lengths available to get the look and style you want!

### • TEXTURES

Depending on which system and hair you choose, we have a selection of different textures to replicate the direction of growth and wave of natural hair. These are:

- **Straight** - the very finest silky straight hair that can be styled when attached
- **Natural Body** - replicates the natural variation of normal hair that is not perfectly straight
- **Natural Wave** - a medium natural wave
- **French Body Wave** - specially processed to add a permanent wave for tousled looks
- **Relaxed Straight** - naturally straight Virgin hair
- **Deep Curl** - deep waves producing natural curls



THE MOST extensive  
colour collections,  
to suit you!



# FASHION EXTENSIONS

*Bringing TODAY'S  
glamour to your HAIR*  
- in a instant!



TRANSFORM ●  
FASHION ●  
GLAMOUR ●

Nothing has the power to change the way you look and feel quite like your hair! To create instant glamour and transform your style for the office, a night out or special occasion, we have created a range of clip-on fashion products to add to your hair. Using all our experience, we've made it possible to look just the way you want without mess or fuss!

## NEW innovation!

### • VOLUMEXTRA

When you have had a head of hair extensions attached, the bonds are hidden by the next layer of hair above. But with the back and sides extended, you can run out of camouflage as you reach the crown. What do you do? The answer to this predicament is VOLUMEXTRA, an ingenious unit with 3 attachment methods designed and created exclusively by Stan Levy MTTs of Hair Development.

### • CLIP-ON WEFT

Volume, length and glamour in an instant – this 100% human hair weft provides the most instant, convenient and natural looking way of transforming your hair style. This human hair piece is secured with Locktite Clips that gives virtually undetectable and comfortable results!

### • NUVOOLUTION FULL-HEAD CLIP-ON EXTENSION

These blended wefts of the finest European cuticle hair and heat-resistant man-made hair clips in instantly to give you a full head of extensions. The hair can be hot-tonged or blow-dried and retain its curl even after washing.

### • LACE FRONT

A new innovative piece that replaces a broken hairline with single individual hairs knotted onto an invisible lace.





• CREATIVITY • INNOVATION • CHOICE

Hair Development has developed the most comprehensive range of hair extensions systems and tools available to enable salons and consumers to create a diverse range of styles, looks and textures.

From professional systems for use in the salon, to clip-in extensions, wefts and systems that require no bonding adhesives, we guarantee to deliver a system and hair that meets your every need. Our systems are:

• PROFESSIONAL HAIR FUSION

This slim-profile free-standing applicator is ergonomically designed for use with our bonding resins cartridges. Its non-drip action allows more applications per cartridge whilst its newly developed heating element delivers fast warm up to maximise energy efficiency. For use on Bulk Hair.

• SUPREME PRE-BONDED EXTENSIONS SYSTEM

Delivers easy handling to ensure fast, efficient and secure attachment of the extension to the clients own hair. Designed to attach our Supreme Pre-bonded extensions, this offers a professional range of tools to create totally natural looking glamour!

• THE STRONGEST LINK MINI-STRANDS EXTENSION SYSTEM

Innovation at its best, this unique system requires no heat, bonding materials or chemical treatments. It is kind to hair and lasts for at least three months.

This unique extension system utilises tiny precision engineered micro-links that can be preloaded on a special application tool, or used with a single-link tool. Mini-strands of human hair are fed through the link with the clients own hair and securely pressed into place using the Supreme Pressing and Releasing tool. This system easily and quickly allows the stylist to attach hair that delivers extra length or volume in a virtually invisible concept that is exclusively developed by Hair Development.

• MICRO-SEALED FLAT WEFT SEWING EXTENSION SYSTEM

Used with our Micro-Sealed Flat Weft human hair, the wefts of fine European human hair are literally sewn into your existing hair using a unique process developed by Hair Development. This extremely thin 0.5mm weft is securely placed in the hair using our special weft sewing needle and thread, boosting length and volume quickly and efficiently for a natural looking result. Alternatively it can be taped into hair for a temporary look.

• PREMIUM FLAT WEFT SEWING EXTENSION SYSTEM

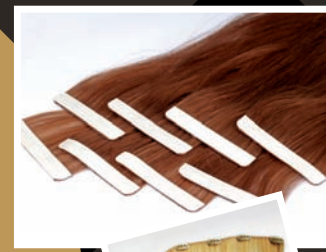
This system is the same as the above but features our 100% Virgin Hair.

• EXTEND MAGIC

Revolutionary Extension System - Hair Development brings another revolutionary innovation to the extensions industry. Using no adhesives or bonding applications, special tape cartridges automatically apply the bond to deliver fantastic results with no mess and no fuss. This system is ideal for use with our bulk hair.

# APPLICATION SYSTEMS

The MOST INNOVATIVE non-surgical HAIR EXTENSION Systems.



# ACCESSORIES

Looking AFTER YOUR Extensions.

EXTEND LIFE ●  
CARE ●  
MAINTAIN ●

Many of our systems come with a range of accessories that are important to look after your extensions, maintain them in peak condition and extend their life. Our accessories include:

- **Colour Rings** - see our range of colours to match and choose the look you or your clients want
- **Locktite Clips** - these mini-clips can be sewn to wefts to create instant clip in wefts
- **Drawing Mats** - used for holding the hair in place
- **Extend USA, Hot Melt Resin** - these custom formulated bonding cartridges are used with our exclusive Professional Hair Fusion system and are ideal for all non-bonded hair, 10 cartridges per pack
- **European Hot Melt Extensions Resin** - the world's finest extensions resin bond, this extra long bond is quicker and longer lasting for total extensions perfection, 10 cartridges per pack
- **Liquid Gold Bond Adhesive** - an exclusive bonding adhesive to attach extensions whilst respecting hair and skin
- **Amber Adhesive and Tape Remover** - a specially formulated solvent that gently and effectively removes adhesives and tape from hair
- **Protective Shields** - these protective discs prevent bonding solution from coming in to contact with the scalp
- **Silicone Pads** - these enable the bond to be shaped and rolled when it is pliable during the application process whilst protecting the hands
- **Bond Remover** - a specially formulated solution with sponge applicator to remove bonds without damaging the hair

**Extensions Care -**  
*Hair care products designed exclusively for extensions.*

The bond or application adhesive used to attach extensions needs to be properly maintained to extend the look, life and beauty of your extensions. Keep your hair extensions in optimum condition with our specialist hair care products designed especially for extensions wearers.

## IONICS extensions care

### • DAILY CONDITIONER

This miracle conditioner is formulated with an intricate blend of special conditioning agents to smooth the hair, reduce friction and prevent breakage. Available in 8oz or 16oz.

### • DEEP CONDITIONER

Our most highly recommended product for extensions. Deep Conditioner contains the highest levels of almost all essential ingredients necessary to nourish, protect and render cut hair in the very best condition. Containing Keratin and other advanced ingredients, hair is 'fed' to ensure maximum health. Available in 8oz or 16oz.

### • MAINTENANCE SPRAY

A light leave-in maintenance spray, this is the only solution for preventing colour oxidation! Essential to complete the care regime required for extensions, this special conditioner is unique in that it literally neutralises oxidation; that is it prevents colour fading and problems that cause colour loss including washing, the sun, ultra-violet rays and exposure to the environment. Available in 8oz.

## TRIONICS a new innovation in extensions care and maintenance

### • CLARIFYING SHAMPOO

Cleanses the hair and extracts residues prior to new treatments including the removal of silicone build-up. This is especially important for pre-perm or pre-colour. Available in 1000ml (1 Litre).

### • HAIR EXTENSIONS SHAMPOO

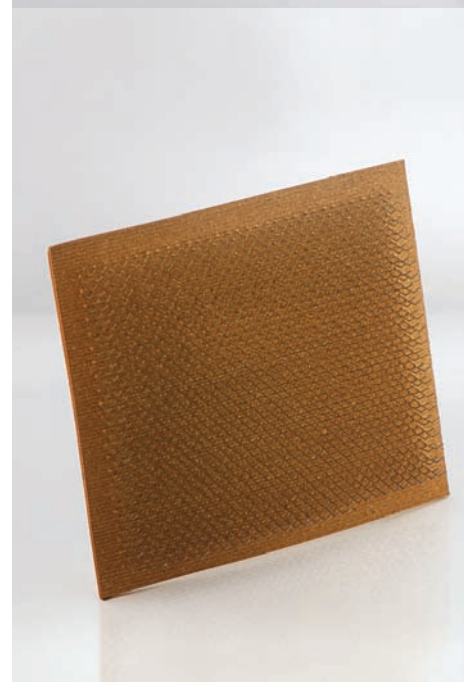
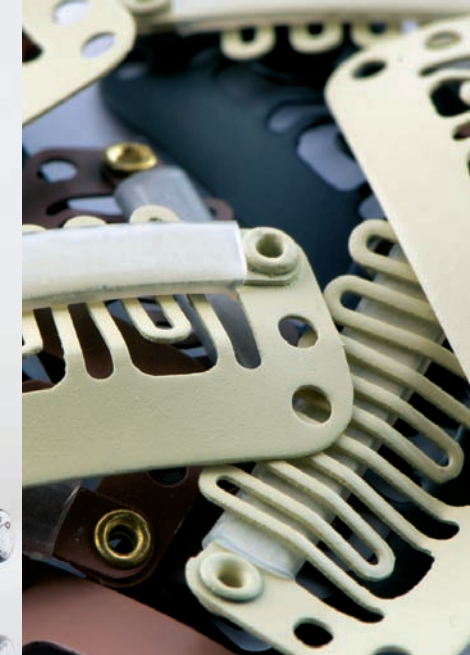
A beautiful soft wash shampoo, this non-drying cleanser is formulated to prevent interference with the bonding adhesives helping to protect the bond and extend the life of the attachment. Available in 250ml.

### • SHAKE & PROTECT

Our Thermal Conditioning Spray combines special proteins to enhance hair health and provide heat protection. As well as adding radiance and shine, it actively reduces heat damage caused by styling tools and dryers to leave hair luxuriously soft and smooth. Available in 250ml.

### • GLOSSING SERUM

A specially blended concentrated glossing serum that delivers instant shine and vibrancy whilst actively repairing split ends, managing flyaway hair and reducing static. Available in 30ml.



# WOMEN'S HAIR REPLACEMENT

For *TOTAL* CONFIDENCE  
in your Hair.



## • CONFIDENCE • CARE • MAINTAIN

For women, hair loss is a distressing experience. Changes in the body, alopecia, cancer treatments and other hormonal and medical conditions can affect normal hair growth either permanently or temporarily. When you experience circumstances that result in the loss of hair, we understand how stressful this can be.

At Hair Development, we ease the anxiety of hair loss so you can focus on what really matters, without worrying about your hair.

**STRETCH SKINVISIBLE-  
live life to the full without  
worrying about your hair!**

### • THE HAND-CRAFTED VERSATILE SOLUTION FOR HAIR LOSS IN WOMEN

As the ultimate stretchable human hair replacement solution, SKINVISIBLE is designed especially for women.

We have applied all our expertise to painstakingly hand craft the most comfortable, undetectable system using the latest clear mono-filament skin-like membrane. With human hair expertly implanted one hair at a time it looks just like the hair is growing naturally from your scalp, even up close.

Versatile and stretchable, Skinvisible moves with the natural contours of your scalp so you'll forget you're wearing it! No-one will ever know but you! Skinvisible is available from stock or can be custom-made to your unique specification. Choose from over 50 colours and enjoy a **FREE** consultation where your privacy and dignity are respected at all time.

### • HAIR REPLACEMENT FOR MEN

Hair Development is one of the world's leading hair replacement experts. Our non-surgical hair replacement expertise is also available in a range of solutions for men. Please request our Men's brochure or visit our website for more information.





# EDUCATION & TRAINING

Get **STARTED**  
& start **PROFITING** from  
Hair Extensions today!

LEARN ●  
PROMOTE ●  
PROFIT ●



As one of the world's leading extensions companies, Hair Development has a full range of training courses, instructional DVDs and Starter Kits to ensure salons are fully trained on every system we offer.

We are proud members of HABIA and are recommended by the Trichological Society. We also offer Homecare education for customers so they know how to care for their extensions at home.

#### • COURSES

We offer intensive training to individuals, students and salons in every system we offer, so your salon can offer the very latest hair extensions innovations with 100% confidence. Students attending our certified courses are awarded with a certificate on successful completion to instil confidence in your customers.

#### • STARTER KITS

Hair Development offers a wide range of extensions starter kits to get you promoting and profiting from extensions. The growth in extensions and the demand generated by celebrities' means this is a guaranteed profit booster for your salon!

#### • PROMOTIONAL TOOLS

As our customer, you can choose from a range of instructional DVDs, posters and promotional materials to promote your extensions business and boost turnover and profits!

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*Please see the back of the brochure for details of our courses, DVDs and promotional tools.*





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