

# UP TO HAIR

## Dear readers,

For us, the trade fair "DIE ZWEITHAAR" is definitely the most important get-together in the year. For this reason, we are delighted to report that the trade show was once again a resounding success for us. Alongside the presentation of innovations, valuable discussions and dialogue with our business



partners and customers are very important for us. They provided us with

many suggestions and ideas to take away.

Our new PLATINUM HAIR LINE, which we also wish to present to you here, met with a huge amount of interest too. The innovative hair mix of this completely new collection is sure to inspire you! Alongside our new PLATINUM HAIR LINE, in this newsletter we also want to share with you BELLE MADAME NEW PRODUCTS for 2018, with a multitude of new creations and colours to supplement our existing catalogues.

I wish everyone a successful and fantastic summer!

Yours,  
Alexander Denning

## HAIR COLLECTION



LEA MONO SF Black/Violett

## PLATINUM HAIR LINE



THE STARLET Light-Copper-Mix

## BELLE MADAME NEW PRODUCTS

# THE PLATINUM HAIR LINE SETS NEW STANDARDS

Various new products in the BELLE MADAME COLLECTIONS offer a whole host of variations and innovations. New models in the synthetic and human hair range as well as additions to the colour palette result in even greater choice. The PLATINUM HAIR LINE is a particular highlight, offering completely new possibilities with an excellent hair mix for the highest standards.

**T**he PLATINUM HAIR LINE is different! First of all, it features a mix of high-quality human hair and heat-resistant high-tech synthetic hair fibres. This mix creates a new dimension with respect to hair quality, as the benefits of both hair fibres are optimally combined, resulting in particularly soft and very natural-looking hair with the best care characteristics.

Visually the hair is difficult to distinguish from human hair, and heat treatment at up to 180

degrees is easily possible thanks to the innovative heat-resistant synthetic fibres. These synthetic

**Belle Madame®**  
PLATINUM HAIR LINE

fibres simultaneously ensure a very straight fall even after washing and subsequent care. This means that PLATINUM HAIR does not need to be elaborately straightened, unlike pure human hair. The four models

with the unmistakable names THE SMART, THE CHARMING, THE ELEGANT and THE STARLET are completely hand-tied and feature silicone at the temples and at the neck. They also impress with their perfect cut and stunning colouration.

Alongside the PLATINUM HAIR LINE, four new synthetic models and one new human hair model have also been developed. The successful model EBBA SF has

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WWW.DENING.DE

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DENING HAIR  
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FULL COMMITMENT  
FOR GREATER CUSTOMER  
SATISFACTION



# PLATINUM HAIR LINE

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## THE PLATINUM HAIR LINE SETS NEW STANDARDS

been expanded with two new variants. Starting immediately, the short-style wig is also available as a monofilament variety named EBBA MONO SF as well as

with a larger cap in the shape of EBBA MEDIUM SF. The popular bob model PRINCESS now features a SUPER-FRONT and is thus called PRINCESS SF.

The fourth new product in the synthetic range is the extremely high-quality model LEA MONO SF. It is hand-tied and has a pure monofilament cap. In addition, the new

human hair model REBECCA RH features a PU-Front for the first time and stands out thanks to considerably greater stability at the hairline. ■



THE STARLET Swedish-Blond-Mix

PLATINUM HAIR

Innovative hair mix of high-quality human hair and heat-resistant high-tech synthetic fibres

THE SMART Light-Copper-Mix



CREATIVE STYLING

A new dimension in terms of hair quality



THE ELEGANT Light-Blond-Mix



THE STARLET Mocca-Mix



THE CHARMING Chocolate-Mix



THE SMART Champagne-Root





REBECCA RH *Light-Blond-Mix*



EBBA MEDIUM SF *Fire-Mix*



PRINCESS SF *Blueberry-Grey*



EBBA MONO SF *Chocolate-Mix*



LEA MONO SF *Chardonnay-Root*



NEWS

*Natural Hair Line*

HAIR COLLECTION

OVERVIEW

# NEW COLOURS

The new colour creations, which express intensity and a lot of joy in life, are also real eye-catchers. Just reading their names is enough to make you want to try them. Fire-Mix, Blueberry-Grey and Black/Violet are immediate additions to the existing colour range – and are typically BELLE MADAME.

## BELLE MADAME HAIR COLLECTION SYNTHETIC HAIR 2018 – NEW COLOURS NEW MODELS

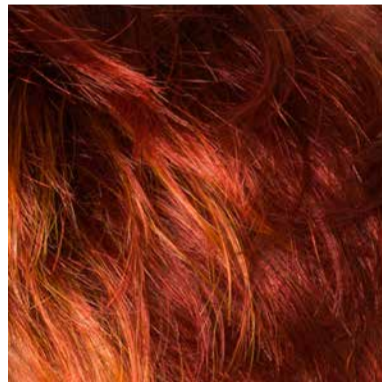
Ebba Medium SF	Fire-Mix (130/133/135+Front-Orange-Flame)
Lea Mono SF	Blueberry-Grey Swedish-Blond-Gold (22H/25R/-20/22) Black/Violett (2V-Violett) Pepper-Mix (44/51) Terracotta-Gold (30/33/27R-8)
Princess SF	Blueberry-Grey

## BELLE MADAME NATURAL HAIR LINE HUMAN HAIR 2018 – NEW COLOURS NEW MODELS

Rebecca RH	Light-Blond-Mix (15/50/23) Swedish-Blond-Mix (25R/22H-20+Root16) Light-Copper-Mix (30/27)
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**Belle Madame®**  
HAIR COLLECTION

**Belle Madame®**  
*Natural Hair Line*



*Fire-Mix*



*Blueberry-Grey*



*Light-Blond-Mix*



*Swedish-Blond-Gold*



*Black/Violett*



*Swedish-Blond-Mix*



*Pepper-Mix*



*Terracotta-Gold*



*Light-Copper-Mix*





Reach your target quicker thanks to optimised navigation and intelligent search functions: the new Dening Hair website.  
www.dening.de

WEBSITE

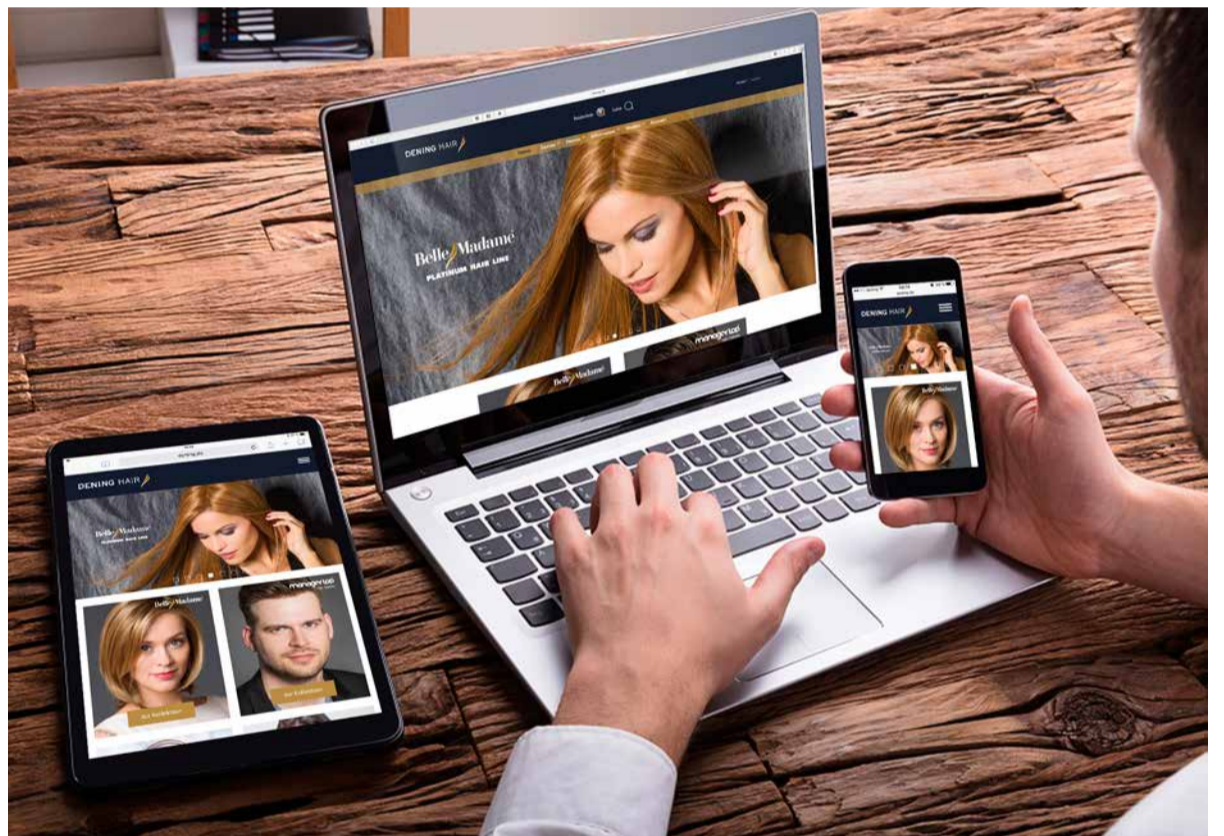
# NEW LOOK & FEEL FOR WWW.DENING.DE

Since May the Dening Hair website has featured a modern new design.

Many changes have been made to the look and content. Intelligent navigation and search functions steer you quickly to the content searched for.

In addition, each wig model can be viewed even more precisely thanks to optimised detailed views. An individual colour overview also helps with the choice of colour.

Thanks to its responsive design, the website takes account of a wide variety of display devices. Navigation and reading on smartphones and tablets are thus easy and convenient.



DENING HAIR IN PERSON

## FULL COMMITMENT FOR GREATER CUSTOMER SATISFACTION

Richard Gonzales is extremely familiar with many departments of Dening Hair GmbH. He employs this broad knowledge in his daily efforts to provide customers with optimal advice and to satisfy all wishes.

Richard Gonzales, who was born in Ecuador and speaks brilliant German, has supported the company since the beginning

of 2012. After starting out in logistics, he now provides expert support in the Order Service team.

With extensive specialist knowledge and great commitment, he is responsible for the processing of returns and credits as well as the handling of new orders.

Gonzales is particularly delighted to have had the opportunity to enjoy personal discussions with



Richard Gonzales

many customers at this year's trade show organised by the BVZ. "This has made many telephone calls more pleasant. Personal contact with customers is a matter very close to my heart."

*Order Processing and Customer Care can be reached from Monday to Friday between 9.00 a.m. and 5.00 p.m. on the telephone number +49 (0)40 - 45 01 72 - 0*

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