

UP TO HAIR

Dear readers,

When a new year begins, you often ask yourself where the time has gone since the last new year started. This feeling usually dissipates when you actually look back on the past year and realise how many new and eventful things have in fact taken place over the past twelve months. During just such a mini review, our attention was



drawn to the successful launch of the Platinum Hair Line in particular. We are absolutely

delighted with this and would also like to thank you for the great feedback this special product line has received.

Just recently, as practically our last act of 2018, we have redesigned the popular MEDICAL BROCHURE. The latest information, aids and up-to-date photos have been added to the booklet. We have, of course, also included the Platinum Hair Line. Available in ten languages, the brochure has now become an absolute MUST-HAVE — as is evidenced by the steady increase in demand for the product. We are delighted that evidently we have precisely fulfilled the needs of the specialist retail business.

As usual, I hope you enjoy reading our newsletter and I hope that 2019 will get off to a healthy, joyful and relaxed start for you.

Yours,
Alexander Dening



THE ELEGANT Light-Blond-Mix

MEDICAL BROCHURE

A CLASSIC WITH A NEW DESIGN

For many years, specialist retailers have considered the Medical Brochure to be an established reference for information on the subject of hair loss. DENING HAIR endeavours to keep the booklet up to date at all times.

With this in mind, it has once again been revised and enhanced with supplementary information, additional aids and up-to-date photos.

These include informative before/after images as well as the presentation of Platinum Hair wigs, which fit in perfectly with the already extensive selection of synthetic and human hair wigs. Thanks to the excellent blend of high-quality human hair and heat-resistant high-tech synthetic hair fibres, this collection is a class of its own. The synthetic hair fibres mean that the care required by the Platinum Hair styles is less than for human hair wigs. This is a benefit for chemotherapy patients, even though synthetic hair wigs remain the number one choice for short-term hair replacements.

The handy yet stylish and refined brochure provides information about medical backgrounds to chemotherapy, demonstrates how to find suitable alternative hair and reveals quality features to look for in a wig. The characteristics of the various wig models in relation to cap and hair quality are explained in order to provide patients with greater surety in their personal choice. Basic requirements with respect to wigs which are compatible with chemotherapy are illuminated. Important expert assistance is also given in relation to care, accessories and costs for wigs.

The brochure enables the specialist retailers to provide direct information and advice to patients who need a wig — in shops or in medical practices and clinics. The success of the concept is demonstrated by the extremely positive reactions of consumers and customers — not least because concise information of this type helps with the establishment of a trust-based relationship and makes initial contact much easier.

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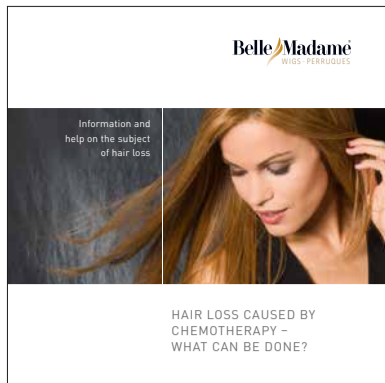
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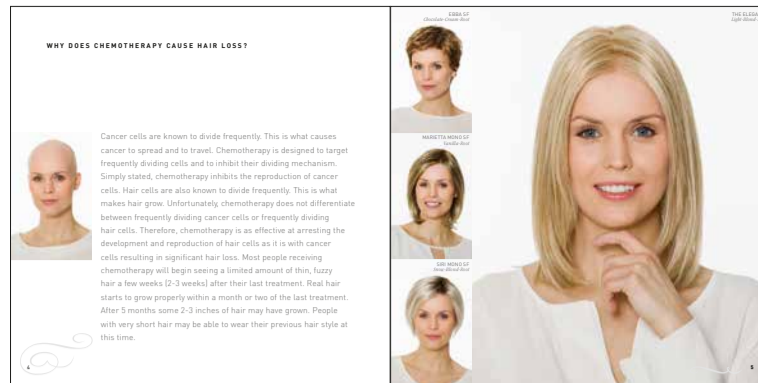


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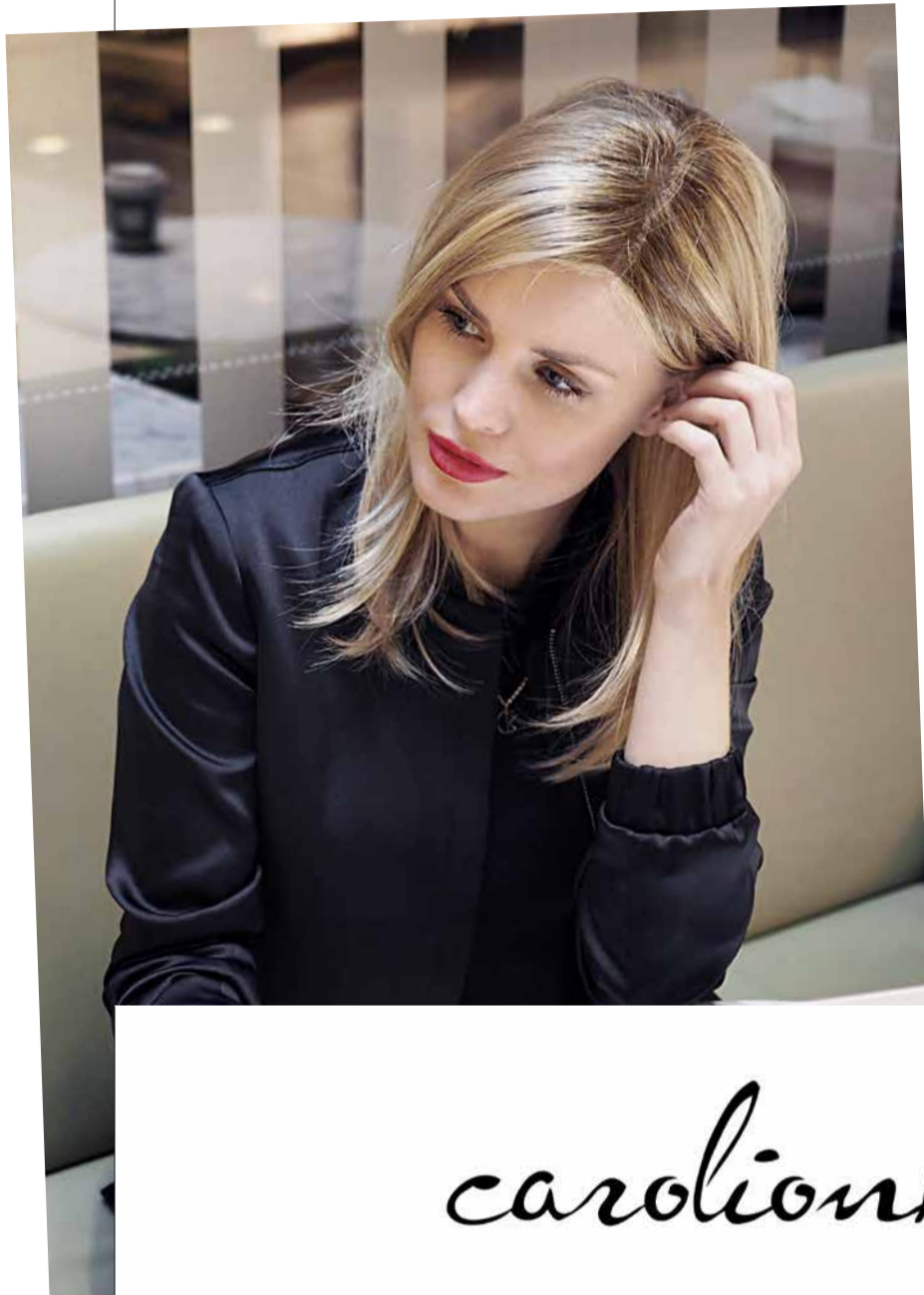
MEDICAL BROCHURE

Such content has made the Medical Brochure the absolute must-have for all sales activities of specialist retailers in the chemotherapy sector. It can be ordered directly from Dening Hair. The new version is currently available in German and English but will gradu-

ally appear in eight additional languages too (Swedish, Dutch, Italian, French, Spanish, Danish, Norwegian and Croatian).



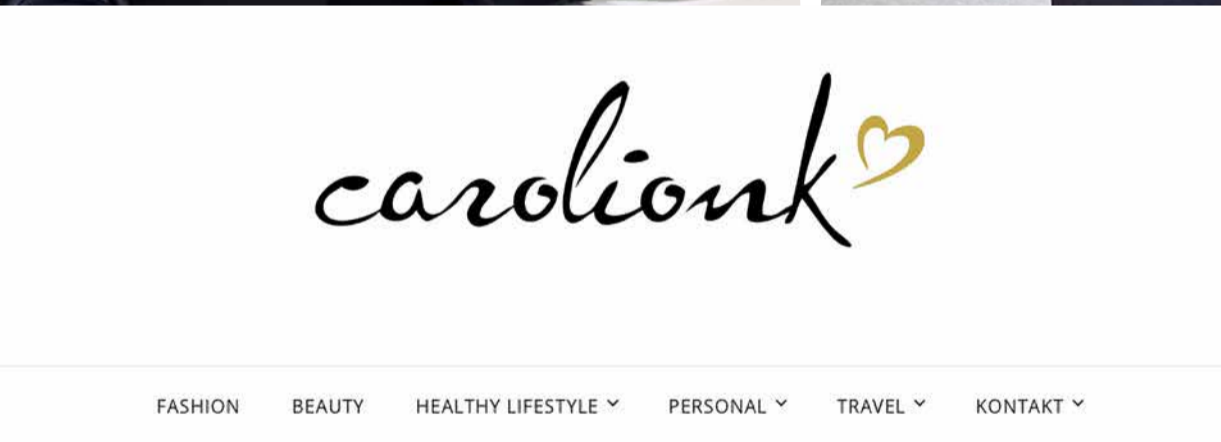
Caro Kotke, photo model and blogger, presents various models from the BELLE MADAME HAIR COLLECTION in the new MEDICAL BROCHURE.



GINA SF Vanilla-Root



Caro Kotke writes about her experiences at <https://carolionk.com>



BREAST CANCER DIARY

BLOGGER CARO KOTKE WEARS GINA SF

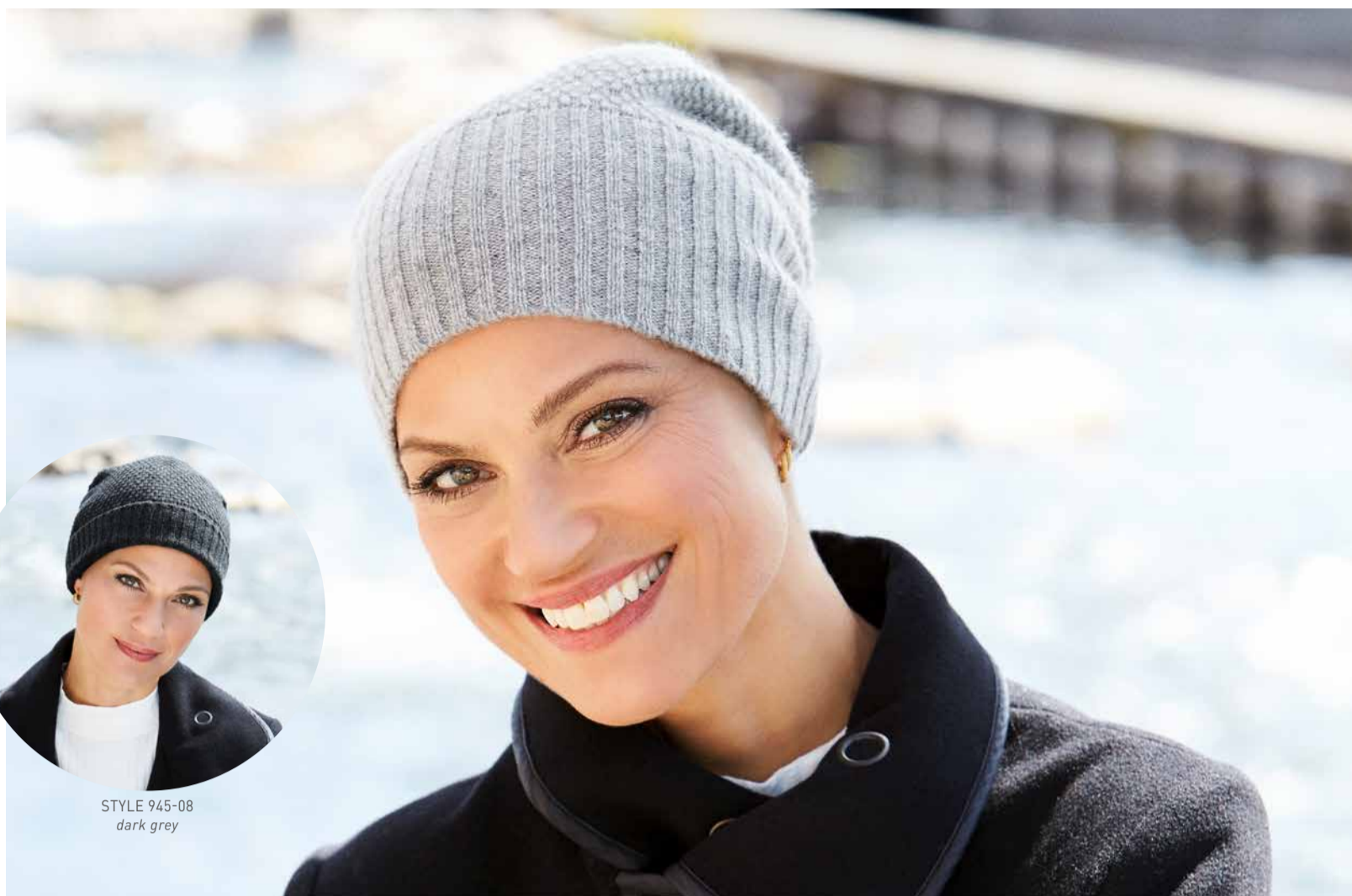
Again and again, certain people who receive a shattering cancer diagnosis show astonishing courage and disarming openness.

Through before/after images, the new MEDICAL BROCHURE offers a portrait of one such person. Caro Kotke is 30 years young, a photo model and blogger, and was diagnosed with breast cancer a year ago.

Chemotherapy and radiotherapy are now behind her, meaning that she can recommence her job in January. She is very open about the subject and has reported in detail about her disease and treatment in her blog (<https://carolionk.com>) and on Instagram (@carolionk).

By writing so bravely and openly about her illness, the treatment associated with it and her own feelings, the young woman is helping many women likewise affected by cancer. On the photos in the blog she wears the GINA SF model made by DENING HAIR.

By writing so bravely and openly about her illness, the treatment associated with it and her own feelings, the young woman is helping many individuals likewise affected by cancer.



STYLE 945-08
dark grey

KNITTED BEANIE, wool/cashmere STYLE 945-09 light grey

BELLE MADAME HEADWEAR COLLECTION 2019

BRILLIANT LOOKS FOR EVERY SEASON

Since last autumn a diversity of new models enriches the BELLE MADAME HEADWEAR COLLECTION by DENING HAIR. The collection impresses with new prints and materials.



HEADWEAR COLLECTION 2019

Sporty, modern and warm variants are sure to fulfil even the most varied of wishes. Hence, alongside the extra-voluminous **LUNA TURBAN** STYLE 915, which forms an addition to the bamboo collection, the range is rounded off by the **EASY TURBAN** STYLE 970 in cotton, featuring two attractive animal prints. The pretied band makes it particularly easy to put on. The inner lining made of soft viscose also ensures a comfortable wear.

The new **BEANIE WITH LOOP** STYLE 980 made of a soft viscose and cotton mix is ideal for a young, sporty look. It is available in navy blue, olive green and dark grey and offers various styling options thanks to its separate loop of material.

The **KNITTED BEANIE** STYLE 945 has also been added for the autumn/winter season. A warm yet soft wool and cashmere mix

guarantees comfort when the weather is cold.

All bamboo models are also available in two new prints. Paisley and leaf print are great in combination with a wide range of outfits, both in winter and in summer.

The BELLE MADAME HEADWEAR COLLECTION fulfils DENING HAIR's high quality requirements as standard. High-grade materials coupled

with an intelligent design that fits any size and shape of head guarantee ultimate comfort with the help of selected materials.

All head coverings are of course CE certified and complement other BELLE MADAME products perfectly with respect to quality and style. ■



EASY TURBAN STYLE 970-60 snake print



BEANIE WITH LOOP STYLE 980-07 olive green



MISCELLANEOUS



CUSTOM MADE ORDERS

WHEN DREAMS BECOME REALITY

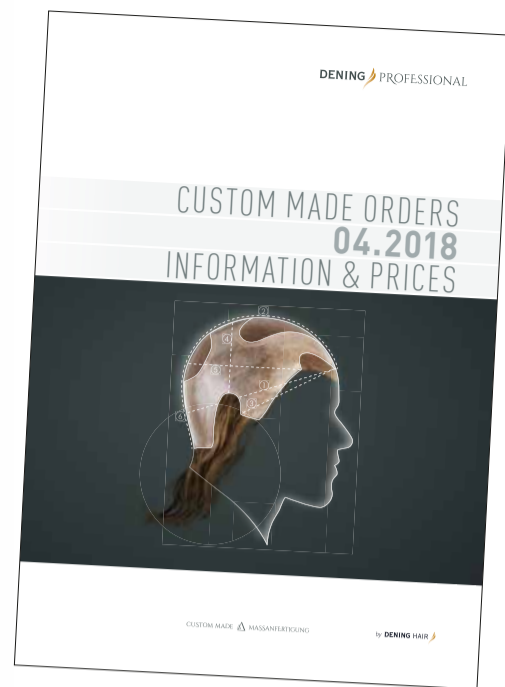
BELLE MADAME wigs and hairpieces, in addition to MANAGER TOP hair systems, offer a wide range of different solutions in a huge selection of colours. But sometimes a more individual solution is required, which can be achieved through a custom made order.

Custom made orders are fulfilled according to the personal wishes of the customer with respect to quality, colour, length, volume and haircut. To achieve the desired result, detailed instructions and clear communication are essential for custom made orders.

A detailed, subject-specific brochure supports specialist traders with these special requirements and so makes the path to a custom made hair system easier. ■

The desire for a hairpiece that optimally meets individual requirements and personal characteristics can often only be realised through a custom made order.

<p>MODEL TYPES cap designs</p> <p>The base of every custom made order is a cap or base material.</p> <p>A cap is the top of your standard product, long, square or hexagonal or a cap of your own sample ring. The cap can be changed and/or extended according to your specifications.</p> <p>We also produce a cap (top) on the basis of your sample, which can be modified as needed. The result can be a new cap for future custom made orders.</p> <p>Alternatively you can select a base material as a basis and the custom work can be made completely according to your specifications.</p> <p>Please refer to the table or the base material in the order form. All other options can be selected on the order form. Additionally you can indicate individual wishes and add a drawing.</p> <p>You can order following model types or cap designs:</p> <p>TOUPEES / HAIR SYSTEMS</p> <table border="1"> <tr> <td>PSU-Edge</td> <td>MT-300, MT-400, MT-420</td> </tr> <tr> <td>Transparent PSU-Front</td> <td>MT-120, MT-430, MT-450, MT-480, MT-800</td> </tr> <tr> <td>Capac-Front</td> <td>MT-410, MT-470, MT-490, MT-495, MT-2400, MT-2000, MT-2700, MT-5000, MT-4000, MT-LIGHT</td> </tr> <tr> <td>Blending Toupee Hat</td> <td>MT-1000, MT-3000</td> </tr> <tr> <td>Blending Toupee Hat</td> <td>Melino Skin, Melino Skin Plus, Secret Skin, Actual Skin, Strong Skin</td> </tr> <tr> <td>Hair integrations</td> <td>A-2, Barcelona RH, Bordeaux, Diamond SP, Diamond Long SP, H-1.0, H-2, Malaga RH, Mono-Line-Integration, Nylon-Line-70, Nylon-Line-100, Nylon-Line-150, Nylon-Line-200, Optima, Optima Long, Paris, Paris, Paris Light RH, Paris Large, Poly-Line-100, Poly-Line-200, Ribbon-Line-100, Soft-Line-2.0, Soft-Line-3.0, Valencia RH</td> </tr> <tr> <td>Ladies Wigs</td> <td>all styles from our BELLE MADAME catalogues</td> </tr> <tr> <td>Men's wigs</td> <td>all styles from our MANAGER TOP catalogues</td> </tr> </table>	PSU-Edge	MT-300, MT-400, MT-420	Transparent PSU-Front	MT-120, MT-430, MT-450, MT-480, MT-800	Capac-Front	MT-410, MT-470, MT-490, MT-495, MT-2400, MT-2000, MT-2700, MT-5000, MT-4000, MT-LIGHT	Blending Toupee Hat	MT-1000, MT-3000	Blending Toupee Hat	Melino Skin, Melino Skin Plus, Secret Skin, Actual Skin, Strong Skin	Hair integrations	A-2, Barcelona RH, Bordeaux, Diamond SP, Diamond Long SP, H-1.0, H-2, Malaga RH, Mono-Line-Integration, Nylon-Line-70, Nylon-Line-100, Nylon-Line-150, Nylon-Line-200, Optima, Optima Long, Paris, Paris, Paris Light RH, Paris Large, Poly-Line-100, Poly-Line-200, Ribbon-Line-100, Soft-Line-2.0, Soft-Line-3.0, Valencia RH	Ladies Wigs	all styles from our BELLE MADAME catalogues	Men's wigs	all styles from our MANAGER TOP catalogues	<p>SIZE / CAST Making of a cast (pattern)</p> <p>For the desired size, create a cast or send us a sample. Or send the size in the order form.</p> <p>For a cast pattern we offer you two systems:</p> <ol style="list-style-type: none"> 1. For the regular system (DINING) or plastic, use in combination with Swiss 89% adhesive tape (DINING) for adhesion. The "cut" for the base pattern is the base for the cast and needs to be adjusted. The Swiss 89% adhesive tape is stuck onto the cut. As a result you will receive a permanent cast. 2. Water Cast: Professional cast for pattern made of plastic. The non-temperature plastic material and glue take in an approx. 80° C water bath. After a short drying time to about 60° C, the material is easily and smoothly and can be moulded directly on customer's scalp. After complete cooling the cast gets stiff and stable. Available in 2 sizes for women's hair integrations (DINING) - article: HDT-8002 and for wigs (DINING) - article: HDT-8003. <p>Making of a cast (pattern) Example: foil pattern Step by Step</p>
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This brochure explains the basics and order processes for custom made pieces and lays out the varied options. The experienced and specially trained staff at Dening Hair would be happy to provide advice for any questions and offer professional support throughout the process – from the idea to the order to completion.



Monika Schreiber

DENING HAIR IN PERSON

FAVOURITE ACTIVITY: CUSTOMER CONTACT

Monika Schreiber has worked at DENING HAIR since autumn 2015 in order processing and so should be known to most telephone customers. This newsletter introduces this dedicated member of staff who is a qualified wholesale and foreign-trade clerk, putting a face to the voice. Monika Schreiber is used to processing the multitude of daily customer orders professionally and quickly.

She sees personal contact with customers as the top priority. "The best part of my job is talking to the customers on the phone, advising them and ultimately finding the optimal product together. No email correspondence can replace a personal conversation, in my view." Monika Schreiber thus fits in perfectly with her colleagues, as personal customer contact is generally

rated highly by the order processing team. "As far as we are concerned, nobody should shy away from picking up the phone to place an order or get advice. We are delighted to help." ■

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