

UP TO HAIR



Dear readers,

Our new issue of "UP TO HAIR" is packed full of new features this time around. Amongst other things, we are delighted to present our new models for 2019 from the BELLE MADAME HAIR COLLECTION to you.

In the men's area, the MICRO-SKIN-PLUS colour portfolio has been expanded, with

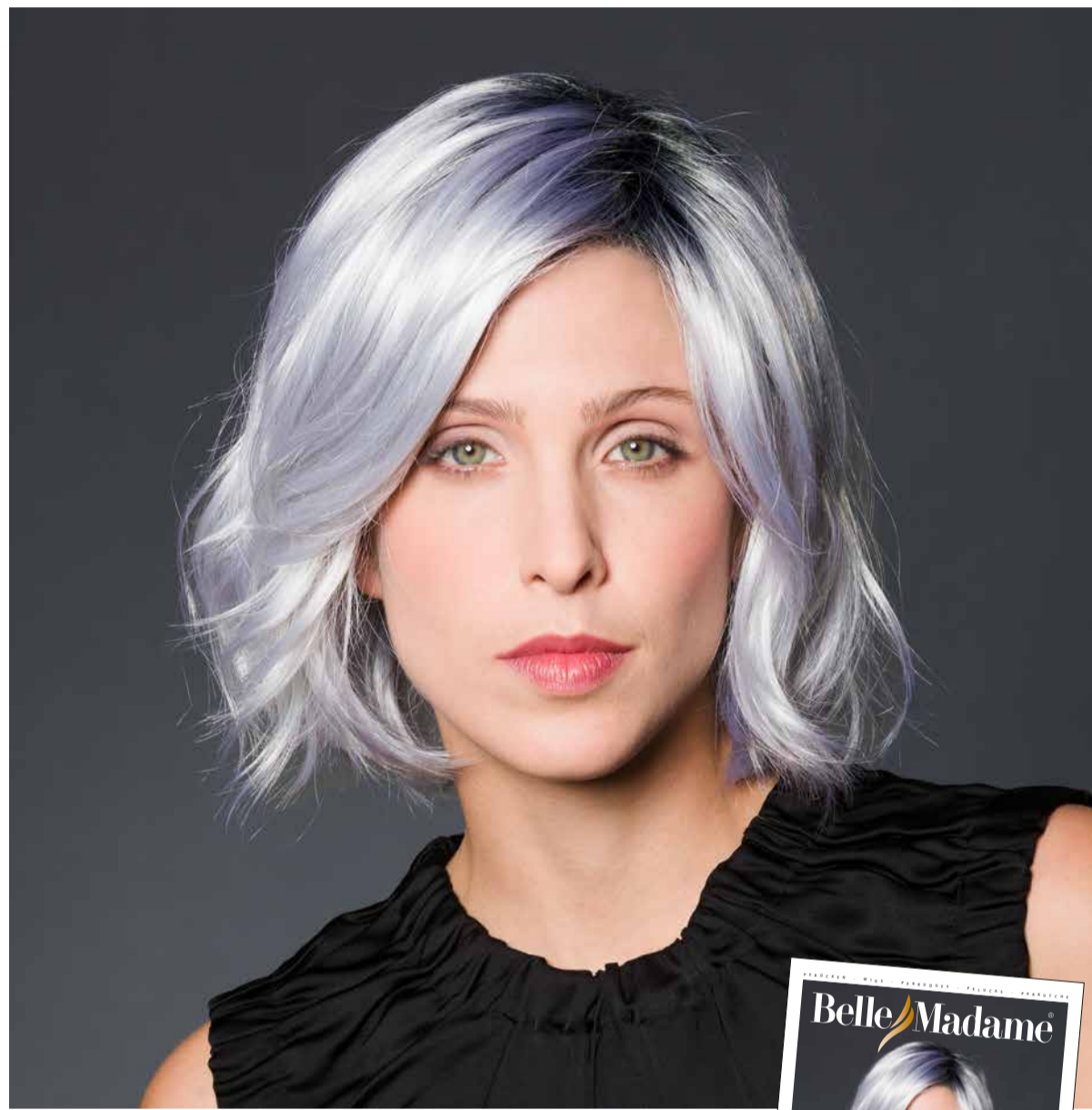


new colours containing grey tones. We are also pleased to present the GREEN LINER, a patented extension of the MANAGER TOP bonding accessories.

Business matters aside, it is always important to us to support projects that need help. And so it was that the "Rapunzel" charity campaign, initiated and organised by BVZ (German association of alternative hair specialists) which took place for the 10th time this year. The collected hair donations have traditionally been auctioned off in Fulda, and we are very happy to have made this year's winning bid. The proceeds will go to the HUMOR HILFT HEILEN foundation, run by Dr. Eckart von Hirschhausen. Ultimately, it is a win-win situation for all involved, since we are now able to launch a new wig onto the market, named after the charity campaign and unique in terms of its hair quality, the RAPUNZEL wig.

I hope you enjoy reading our newsletter.

Yours, Alexander Dening



ISABELLA MONO SF+ Pastel-White & Black-Blue-Root

BELLE MADAME BY DENING HAIR

UPDATE 2019

The BELLE MADAME HAIR COLLECTION is getting a fresh update with 11 new wigs. Attractive cuts and a wide range of colours, alongside various sizes and innovative processing methods, offer the right alternative hairstyle for all requirements.

Amongst them are four new short cuts, several medium-length hairstyles in elegant or modern designs, and two curly long-hair models. **KIRA MONO SF+** and **ISABELLA MONO SF+** both take up the hip beach-wave look. The deliberately unstyled cuts create a casual look that appears particularly natural.

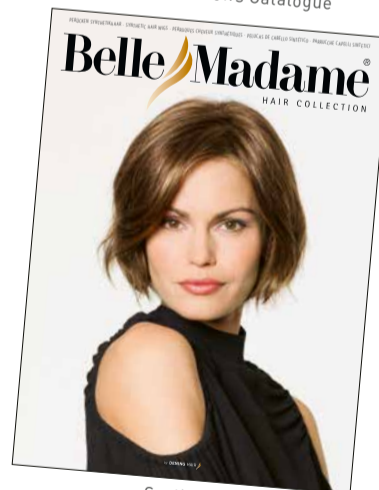
DENING HAIR has created a special highlight with a newly developed

soft cap, whose extra-soft and stretchy tulle gives the **ELISA SOFT SF** and **TILDA SOFT SF** models, which are $\frac{3}{4}$ individually hand-woven, a particularly soft feel for the wearer. Both models have a **SUPER-FRONT** as well as a mono-parting and nestle comfortably close to the head thanks to their stretchy material.

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News Catalogue



Synthetic Hair Catalogue



Human Hair Catalogue

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DENING HAIR
IN PERSON
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STRENGTHENS
THE FIELD
SERVICE TEAM



PANDORA MONO SF+ Rusty-Red



TILDA SOFT SF Nordic-Ash-Blond

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UPDATE 2019

The range of models with SUPER-FRONT PLUS has also been greatly expanded, with the **PANDORA MONO SF+**, **KIRA MONO SF+** and **ISABELLA MONO SF+** models. The SUPER-FRONT PLUS is a wide lace front that spans the hairline from one temple to the other. As lateral hairs can be worn behind the ear, these models allow additional styling variations.

Of course, new colours will once again enrich this year's collection: a warm and a cool blond (Irish-Gold-Blond + Nordic-Ash-Blond), in addition to an attractive red (Rusty-Red) and an elegant grey

(Silver-Stone), expand BELLE MADAME's extensive colour portfolio. The eye-catching and trendy Pastel-White & Black&Blue-Root is a trend colour for the modern and courageous woman. This particular trend colour was picked up by DENING HAIR from the catwalk.

BELLE MADAME's human hair collection, NATURAL HAIR LINE, has also grown: the high-class human hair assortment has been expanded with 6 new wigs made from human European hair, as well as 4 new hairpieces. ■



Detailed information can be found in our new catalogues, which are available on request from Dening Hair.

ELISA SOFT SF Champagne-Ash-Root



KIRA MONO SF+ Chocolate-Mix



AURELIA SF Irish-Gold-Blond





Great joy about the successful and largest auction of hair donations.



CHARITY CAMPAIGN RAPUNZEL

RAPUNZEL DONATION CAMPAIGN 2019

ONCE AGAIN A TOTAL SUCCESS

For the Rapunzel charity campaign, initiated and organised by BVZ (German association of alternative hair specialists) on 7th April 2019 was another important day. For the 10th time, hair donations collected over a whole year were auctioned off in Fulda. The generosity of attendees' donations exceeded all expectations. An incredible 203 kg of hair came under the hammer this time around!



A record amount of €72,000.00 was achieved in what was a very exciting hair auction. The proceeds of the auction, less taxes and BVZ expenses, will once again go to the "HUMOR HILFT HEILEN" foundation, run by Dr. Eckart von Hirschhausen. Amongst other things, the foundation, which celebrated its 10th anniversary in 2018, can use this sum to finance visits by clowns to hospitals or humour workshops for doctors and nurses. In this way, the donated hair brings laughter to those places where laughter can heal. Because, as Hirschhausen says: "Healthy people can laugh themselves sick – and sick people can laugh themselves healthy. Professional clowns lighten the mood, cheer up patients both big and small, and strengthen courage and hope. Which is pretty much what a well-done hair replacement can do." As in the previous year, DENING HAIR bought the splendid collection of hair at auction.

But what happened to the 130 kg hair, or 1700 pigtails, that DENING HAIR bought last year as part of the "Rapunzel" charity campaign at the "Die Zweithaar" trade fair?

In honour of the eponymous charity campaign, DENING HAIR has now launched its **RAPUNZEL** wig onto the market, which is unique in terms of its hair quality. The untreated and unprepared human hair ("virgin hair") is sorted according to length and colour, before being processed without any colour changes being made. Each wig is therefore unique, which means that the hair's colour, length and fall are all subject to natural variation. Each colour's name says something about its character.

Thanks to years of experience in the field of custom-made products, DENING HAIR has the skill needed to pull off complex work processes and turn the uniquely beautiful hair into uniquely beautiful wigs.

Alexander Dening has once again made the winning bid this year, and he is delighted to be able to offer his **RAPUNZEL** wig for such a long period. Supporting the BVZ's charity campaign, and with it the "HUMOR HILFT HEILEN" foundation, is a key concern for Alexander Dening. At the same time, he is also happy to have the unique opportunity to process completely un-

treated hair, which, due to its origin being limited to Central Europe, is exceptional. "We are delighted that the hair we purchased at the auction will bring laughter to those places where laughter can heal, while at the same time enabling us to offer an extraordinary wig

that will surely give comfort and courage to many people, both in clinics and beyond." ■

Rapunzel



Donated ponytails become a unique high-quality wig: RAPUNZEL-25 by DENING HAIR.



The joy of helping: Dr. Eckart von Hirschhausen and Alexander Dening.



The proceeds go to the "Humor hilft Heilen" foundation. The auction for the amazing human hair was won by Dening Hair again this year.



MANAGER TOP

NEW ADHESIVE TAPE

The latest development in the field of adhesive tapes for toupees is called GREEN LINER, a new addition to the MANAGER TOP attachment line, which is available now.



INFO GREEN LINER

- ✓ 3-4 week hold time
- ✓ Dullest finish
- ✓ Easy to apply
- ✓ Won't stretch out
- ✓ Easy to remove
- ✓ Removes in one piece
- ✓ Adhesive won't bleed
- ✓ Thinner than Blue Liner – very thin and comfortable to wear
- ✓ Derivative of Blue Liner: Same adhesive effect – better handling



MANAGER TOP

MICRO-SKIN-PLUS ALSO AVAILABLE IN GREY COLOURS

The MICRO-SKIN-PLUS foil toupee with its very thin foil is now also available in colours containing grey tones.

COLOURS

- 1-B, 2, 3, 4, 6, 7, 8, 9, 10, 11, 12-G, 14, 15, 16
 2B/10, 2B/20, 2B/40, 4/20, 4/40, 10/20, 10/40, 10/60, 11/30, 11/75, 12/25, 12/50, 14/40



MICRO-SKIN-PLUS

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“The great thing about my job is that I always meet new people.”



Stefanie Roes

DENING HAIR IN PERSON

STEFANIE ROES STRENGTHENS THE FIELD SERVICE TEAM

After two and a half years, Mrs Friedrichsen left DENING HAIR at the beginning of the year. With her high level of commitment and comprehensive product knowledge, she has been consistently active in her support of the company. Knowing that every farewell brings a new beginning, DENING HAIR is now looking forward to working with Stefanie Roes. Stefanie Roes has been responsible for sales, customer service and salon training in northern Germany since February. Stefanie Roes brings a wealth of branch knowledge with her. The trained hairdresser has already gained valuable field experience in the alternative hair

sector over the past nine years. She is now looking forward to new challenges: “I look after 410 customers, and I hope to do justice to all their wishes and concerns. The great thing about my job is that I always meet new people. No day is like another.”

Stefanie Roes can be contacted at any time to make an appointment: +49 172 472 45 08