

UP TO HAIR



Dear readers,

2020 continues to be a year of huge challenges. While it is true that most of us have accepted the new everyday requirements and restrictions resulting from Covid-19 and have grown used to the change in circumstances, we are left with a vague sense of uneasiness and subdued optimism. All the same, the



situation has eased significantly in many regions with regard to daily life and our inter-

actions with one another – developments which must now be built upon.

At any rate, we are delighted to present this year's innovations to you in detail in our newsletter. The particular focus here is the new hair pieces in the PLATINUM HAIR COLLECTION. In keeping with these innovations, there is a new hair pieces flyer, which you can order from us directly with immediate effect at no cost. Brand new at BELLE MADAME HEADWEAR: With two attractive prints we have restaged the popular CARLA TURBAN and hope that we will inspire you with it.

The new hair piece LUXURY CAP HAIR is an excellent addition to turbans and headscarves.

We hope that you enjoy reading this newsletter and wish you continued good health.

Best wishes,
Yours, Alexander Denning



THE TOP PIECE Mocca-Mix

PLATINUM HAIR LINE HAIR PIECES

WELCOME ON BOARD

To coincide with the publication of the new PLATINUM HAIR LINE catalogue, the innovative BELLE MADAME range has gained two hair pieces.

The hair pieces **THE PARTING** and **THE TOP PIECE** are 30 cm long and feature a fine welded mono parting. Both have a Lace-Front and differ only in terms of size. For thin hair or in the event of large bald patches around the parting, **THE TOP PIECE** is perfect at 16 x 14 cm. The narrower 13 x 8 cm hair piece **THE PARTING** is particularly suitable if hair is thin around the parting. It can also be used to simply add greater volume.

Both hair pieces are secured using four clips. This mobile shape means that, after initial instruction, customers can easily secure and remove the hair piece themselves.

PLATINUM HAIR, a mix of high-quality human hair and heat-resistant synthetic hair fibres, ensures particularly soft and natural-looking hair with optimum care characteristics.

Thanks to the memory effect, the hair remains perfectly in shape after washing, in high humidity and even in rain. For **THE PARTING** and **THE TOP PIECE**, the straight hair structure retains its shape without any elaborate straightening. ■



Catalogue PLATINUM HAIR LINE

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Platinum hair ensures particularly soft and natural-looking hair with optimum care characteristics

HAIR PIECES



THE TOP PIECE Mocca-Mix

HAIR PIECES FLYER

MORE THAN SIMPLE HAIR REPLACEMENT



address field

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WELCOME ON BOARD



THE TOP PIECE

PLATINUM HAIR

SIZE 16 x 14 cm
HAIR LENGTH 30 cm

Fine-Welded-Mono-Parting with 4 clips and Lace-Front.



THE PARTING

PLATINUM HAIR

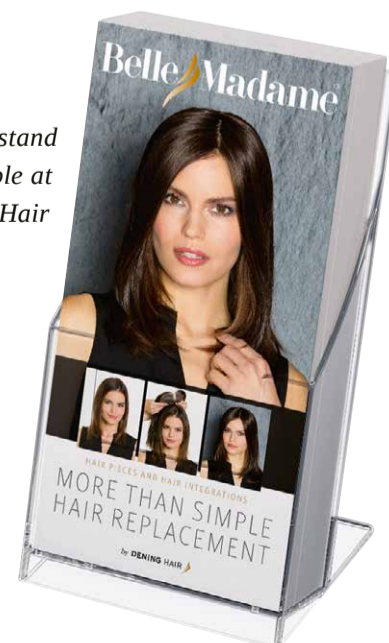
SIZE 13 x 8 cm
HAIR LENGTH 30 cm

Fine-Welded-Mono-Parting with 4 clips and Lace-Front.

Der new BELLE MADAME HAIR PIECES FLYER – which is ideal for displaying in shops, clinics or medical practices – radiates a glossy freshness and can be requested free of charge from DENING HAIR.

In the specially designed address field on the back, the flyer can easily be personalised using a sticker or stamp. ■

brochure stand also available at Dening Hair



CARLA TURBAN
STYLE 985-62
dark leo print



KOPFTUCH
STYLE 920-19
red



CARLA TURBAN
STYLE 985-63
stripes print



LUXURY CAP HAIR
Chocolate-Mix
+
CARLA TURBAN
STYLE 985-15



hair piece human hair,
with detachable fringe



LUXURY CAP HAIR
with detachable fringe

LUXURY CAP HAIR
without fringe

BelleMadame®

HEADWEAR COLLECTION

BELLE MADAME HEADWEAR

SIMPLY STYLISH

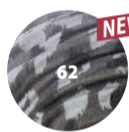
The popular CARLA TURBAN STYLE 985 is now also available in two prints. A leo print in grey-blue nuances as well as a colourful stripe print can be easily combined to different kind of wardrobes. The design of the turban is characterised by its charming cut, which makes it easy to put on and gives the model great volume at the same time. The model is lined with a particularly soft cotton-viscose mix, which is a balm for the often irritated scalp.

A beautiful warm red completes the BAMBOO COLLECTION. TURBAN STYLE 910 and HEADSCARF STYLE 920 are available in this new colour.



Catalogue
Headwear Collection

dark leo print



stripes print



red



LUXURY CAP HAIR

THE PERFECT HUMAN HAIR SUPPLEMENT TO HEADWEAR

The CAP HAIR hair pieces of the BELLE MADAME HEADWEAR COLLECTION, which enjoy great popularity, are now followed by a hair piece made of human hair. LUXURY CAP HAIR is made of Remy human hair and is 30 cm long like the CAP HAIR LONG. Because of the natural wave, the hair piece looks a bit shorter than its synthetic hair counterpart. The hair piece offers many advantages for women wearing headscarves and turban. The innovative product ensures that hair sticks out from under the headwear and at the same time the sensitive scalp on the top of the head remains free.

Bald areas, especially behind the ears and in the neck, remain completely covered. A special highlight: the removable fringe allows the wearer to decide individually whether she wants a forehead-free hairstyle or a fringe look.

The hair band to which the hair is attached adapts to any head size thanks to its stretch inserts at the sides. The soft surface also makes it comfortable to wear on the scalp. A secure and optimal fit as well as a comfortable feeling are thus guaranteed and ensure maximum well-being.



LUXURY CAP HAIR
with fringe

Dark-Mocca
(4)



Mocca-Mix
(6/10-6)



Chocolate-Mix
(8/10/27/20)



Honey-Mix
(12A/25R/28)



Champagne
(20R/23)



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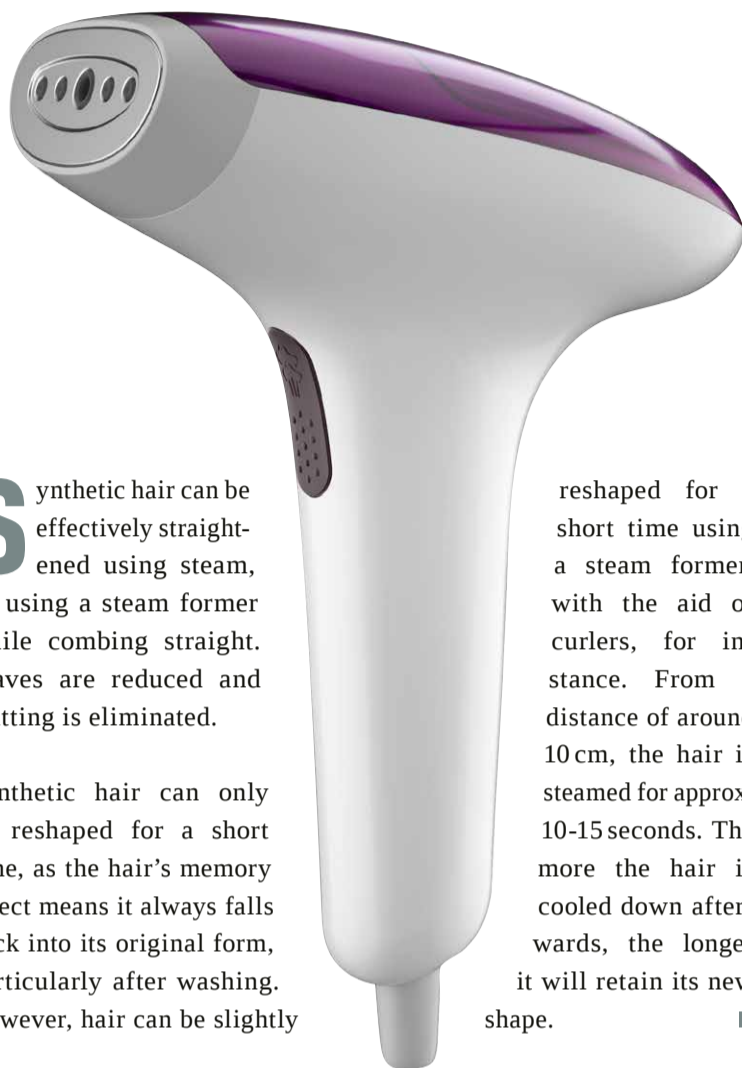


STEAM FORMER DP-4077

STEAM FOR SHAPE AND CARE

Synthetic hair can be effectively straightened using steam, by using a steam former while combing straight. Waves are reduced and matting is eliminated.

Synthetic hair can only be reshaped for a short time, as the hair's memory effect means it always falls back into its original form, particularly after washing. However, hair can be slightly



reshaped for a short time using a steam former, with the aid of curlers, for instance. From a distance of around 10 cm, the hair is steamed for approx. 10-15 seconds. The more the hair is cooled down afterwards, the longer it will retain its new shape. ■

NEW BELLE MADAME DECORATION HEAD

SMARTLY PRESENTED



DECORATION HEAD 4001SKIN

The range of decoration heads has been expanded. The new head captivates thanks to its natural appearance. Its very

attractive face and healthy colour render it a real eye-catcher and skilfully set the stage for any BELLE MADAME wig. ■

“Constant customer contact forms the heart of my work.”

DENING HAIR IN PERSON

CUSTOMER PROXIMITY DESIRED

Sabine Stanke is the new face in DENING HAIR's order processing unit. To be precise, the qualified industrial clerk joined the team in this department in December 2019. Previously, this dedicated member of staff worked as a sales assistant and is delighted with her varied role. “Constant customer

contact forms the heart of my work here. Exciting new customers and familiar established customers are equally important components. It's a great potpourri,” says Sabine Stanke. “I have no chance to be bored as there are numerous telephone calls, meaning you often have to act quickly, which provides an exciting, dynamic



Sabine Stanke

environment.” Despite this, there's time and space for a personal word or two, as well as for extensive advice. ■

Order Processing can be contacted in person from Monday to Friday between 9.00 a.m. and 5.00 p.m. on the regular telephone number +49 (0) 40 - 450 17 20.

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