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UP TO HAIR

ISSUE 25

NEWS FROM DENING HAIR

07.2025

Dear readers,

2025 is a special year in our history. This year, we can look back on 60 years since our company was founded in 1965. We are proud of this, but above all very grateful to have you as our customers at our side.

The trade fair ZWEITHAAR 2025 in Frankfurt is now behind us—and we can look back on a successful event with stimulating discussions and inspiring impressions. It was a great pleasure to welcome many of you personally to our stand and



to be able to show our new products for 2025 to you.

In this newsletter, we present our new products from the BELLE MADAME NATURAL HAIR LINE—first and foremost the new DONNA FT CRH wig made from 100% Chinese Remy hair, which stands out with a smooth fall and a French Top cap.

With two new high-heat synthetic hair pieces and two high-quality hair pieces made from human hair, we offer customised solutions for more volume and fullness, especially for wearers with long hairstyles.

We hope that you like the new styles and hope you enjoy reading about them!

Yours,
Alexander Dening



BELLE MADAME NATURAL HAIR LINE

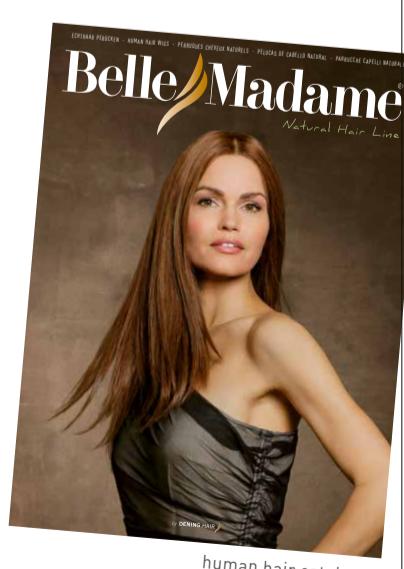
HAIR INNOVATIONS TO FALL IN LOVE WITH

The BELLE MADAME NATURAL HAIR LINE wig collection inspires with fresh new products.

DONNA FT CRH impresses with 100% Chinese Remy hair, the highest quality level within the Natural Hair Line collection. It is characterised by its minimal natural wave and therefore its smooth fall. Belle Madame has also set new accents in the field of wig caps. The **DONNA FT CRH** wig impresses with a French Top, a double-layer lace front and PU temples, while the **AMELIA SWISS LACE RH**

wig impresses with a Swiss-Lace top and temples. A new addition to the Master Style range is **XENIA SWISS LACE RH**, which ensures maximum comfort with a complete Swiss-Lace style.

The selection of BELLE MADAME wig caps has become particularly diverse, especially in the human hair sector. The detailed illustrations of all available caps on pages 80-83 of the new human hair catalogue provide an overview. ■



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HAIR INNOVATIONS TO FALL IN LOVE WITH

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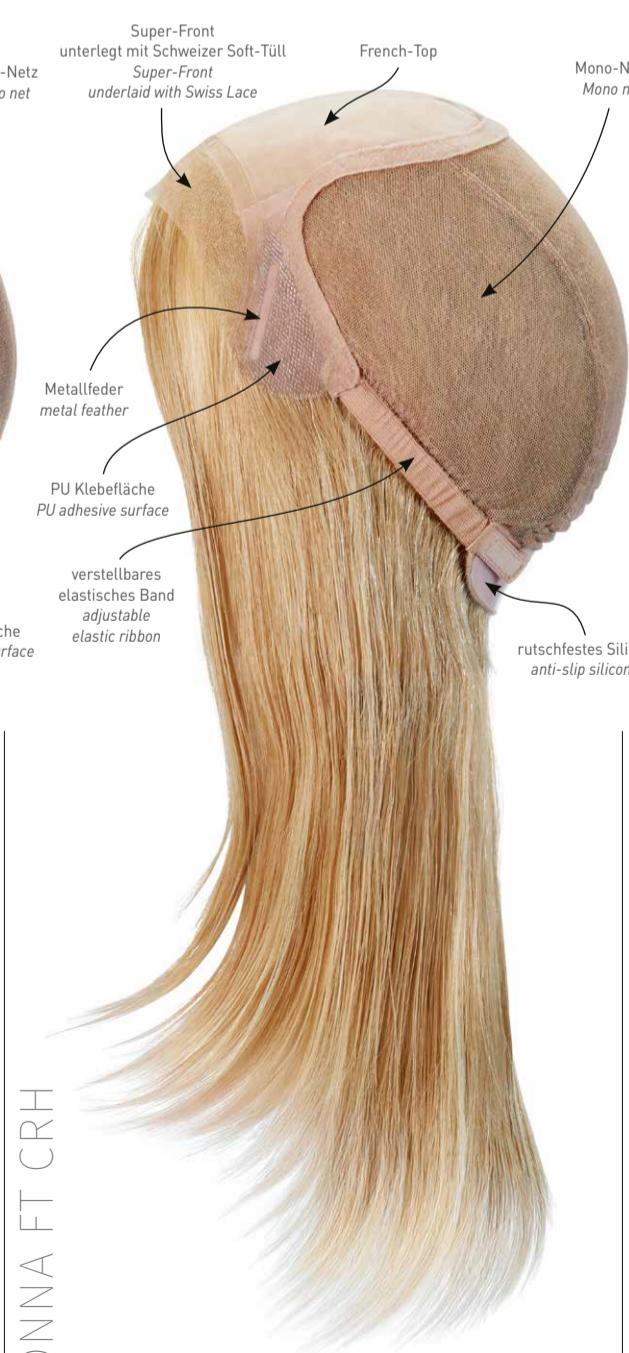


HUMAN HAIR

AMELIA SWISS LACE RH



DONNA FT CRH

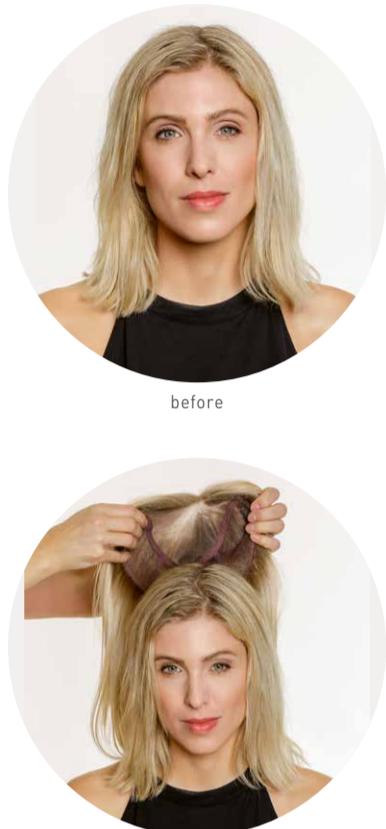


XENIA SWISS LACE RH



MORE LENGTH, MORE VOLUME, MORE WOW!

Dening Hair has launched four new hair pieces this year—two made from synthetic hair and two from human hair. The focus was on solutions for longer hair.



“The DIAMOND LONG HI SF in particular, which can be described as a half wig, makes thin hair appear more voluminous in no time at all.

The PARTING LONG HI SF and the DIAMOND LONG HI SF made from high-heat synthetic hair are 40 cm long, making them the perfect solution for women with long hairstyles and thinning hair or a thinning top of the head. The DIAMOND LONG HI SF in par-

ticular, which can be described as a half wig, makes thin hair appear more voluminous in no time at all. Both hair pieces are equipped with the innovative and heat-resistant High-Heat fibre, which allows the hair pieces to be worn curled or waved if required.

Two new hair pieces made from human hair also create long, full hair. The 40 cm long LYON FT RH hair piece with a French top—a double-layered fine monofilament—makes the hair appear as if it has grown naturally. With a length of 35-40 cm and a size

of 22 x 22 cm, the BARCELONA LONG RH, like the DIAMOND LONG HI SF, is a half wig that fulfils the highest demands thanks to its hand-tied monofilament cap with Super-Front. ■

PARTING LONG HI SF

DIAMOND LONG HI SF

LYON FT RH

BARCELONA LONG RH





BELLE MADAME WIG BAND

CUSTOMISATION MADE EASY

The non-slip wig band is a practical tool that can be used to easily adjust or repair wigs.

The primary function of the tape is to adjust the size of the wig by sewing it in. The tape can be sewn into the inside of the wig, for

example, to reduce the circumference. To do this, it is worked into the neck or side area of the wig with slight tension. This method is ideal for individually optimising the fit—especially for narrow heads or children's wigs.

Thanks to its rubberised, slightly textured surface, it ensures a reliable hold on the scalp—without any adhesives, clips or Velcro.

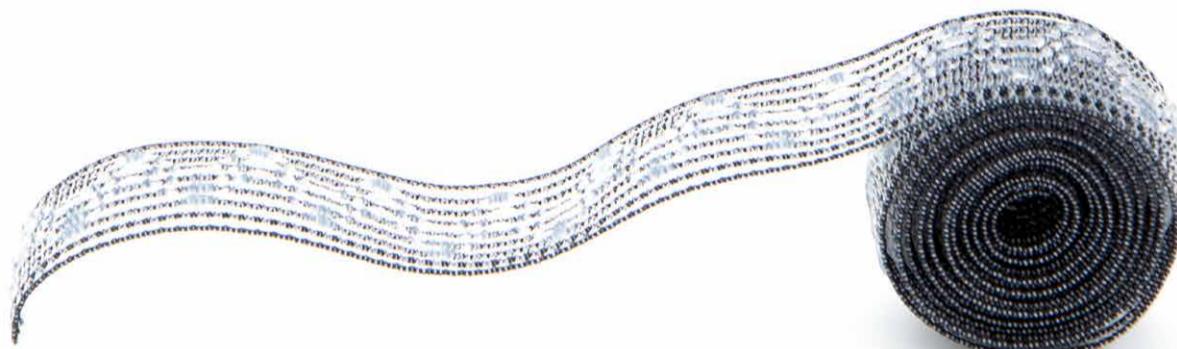
The wig band can also be sewn into a wig that actually fits well. This is necessary, for example, if the wearer's own hair has grown back

and the wig therefore starts to slip. At the same time, however, the hair is still too short to use clips or other fastening options.

The non-slip wig band is also a versatile repair tool that can also be used to replace extended elastic bands in the long term. ■

IMPRINT

Dening Hair GmbH
Sorthmannweg 18
22529 Hamburg
Germany
Phone: +49 40 450 172-0
Fax: +49 40 450 172-20
Email: information@dening.de
Website: www.dening.de



Sabrina Henke

DENING HAIR IN PERSON

NEW CONTACT IN THE ACCOUNTING DEPARTMENT

Sabrina Henke has been the new face in the accounting department since March 2024. She succeeds Katharina Singelmann, who has taken her well-deserved retirement after more than a decade of dedicated work with Dening Hair.

Sabrina Henke brings extensive experience with her and, after her first year at the company, has a thoroughly positive summary.

“I’m responsible for the entire field of accounting—it’s varied and exactly what I enjoy doing. Resolving tricky issues is a great feeling for me. I also have fantastic colleagues and get great support from all sides, both personally and professionally.”

Sabrina Henke enjoys the field of accounting. “I’ve always worked in accounting. Part-time while I was bringing up my children

and then full-time afterwards.” You can see her professional expertise and the enthusiasm that goes with it. ■

If you have any questions, please do not hesitate to contact Sabrina Henke. She is happy to receive calls from Monday to Wednesday from 9 a.m. to 5 p.m. on +49 40 450 172-0