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# UP TO HAIR

ISSUE 26

NEWS FROM DENING HAIR

10.2025

**Dear readers,**

an eventful year is drawing to a close – and we are looking forward to the coming trends and innovations with great anticipation.

With the BELLE MADAME collection, we would like to provide you with beautiful products as well as knowledge and practical tips.



This issue therefore focuses on comparing classic synthetic hair and the innovative HIGH-HEAT variant. Both fibres have their own special characteristics and care requirements – the key is to find the right recommendation for each customer.

We would like to thank you for your trust and excellent cooperation over the past year and look forward to inspiring you with fresh trends and innovative products in the new year.

Yours,  
Alexander Dening



DELIA HI SF  
Vanilla-Mix-Root

## BELLE MADAME HAIR COLLECTION

# HIGH-HEAT vs. CONVENTIONAL SYNTHETIC HAIR

Conventional synthetic hair made from modacrylic and the newer HIGH-HEAT variant made from polyester have different characteristics and care requirements. Product knowledge is essential in order to select the right model for the individual wishes of customers.

**T**he information flyer helps you find the right product and make a targeted recommendation.

The HIGH-HEAT care instructions also contain all the information

you need to care for HIGH-HEAT models properly.

The Belle Madame Hair Collection expands the possibilities in the field of wigs and hair pieces with HIGH-HEAT synthetic hair.

In contrast to conventional synthetic hair, this innovative fibre offers new styling options as it is heat-resistant up to a maximum of 180 °C and can be individually shaped with straightening irons, curling irons or hair dryers.

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## HIGH-HEAT vs. CONVENTIONAL SYNTHETIC HAIR



CHLOE MONO HI SSF  
Rusty-Red



### Who is HIGH-HEAT suitable for?

This hair fibre is ideal for customers who enjoy styling, want to vary their hairstyle and have experience using styling tools – or are willing to learn how to use them. However, it is less suitable for customers who prefer an instantly wearable ‘put it on and you’re done’ solution without any additional styling effort.

### Appearance and wearability

While conventional synthetic hair is more easily recognisable as artificial fibre due to its higher shine, HIGH-HEAT hair impresses with its matt colours, subtle light reflection and thus a more natural appearance. At the same time, thanks to the memory effect, the desired hairstyle is largely retained even after washing.

### Care and lifespan

HIGH-HEAT hair requires regular heat treatment, about once a week with straightening irons, to prevent frizz and maintain smoothness. With proper care, the lifespan is about 4–6 months, similar to conventional synthetic hair. Frizzy ends can be repaired with heat treatment – a decisive advantage over modacrylic, which cannot be repaired thermally.

## Conclusion

With HIGH-HEAT synthetic hair, BELLE MADAME offers a modern alternative for discerning wearers who value styling freedom but do not want to miss out on the advantage of synthetic hair’s generally lower maintenance requirements. The accompanying flyer provides concise information and clear guidance for professional consultation in the salon. ■



### HIGH-HEAT CARE INSTRUCTIONS

request free of charge  
from Dening Hair

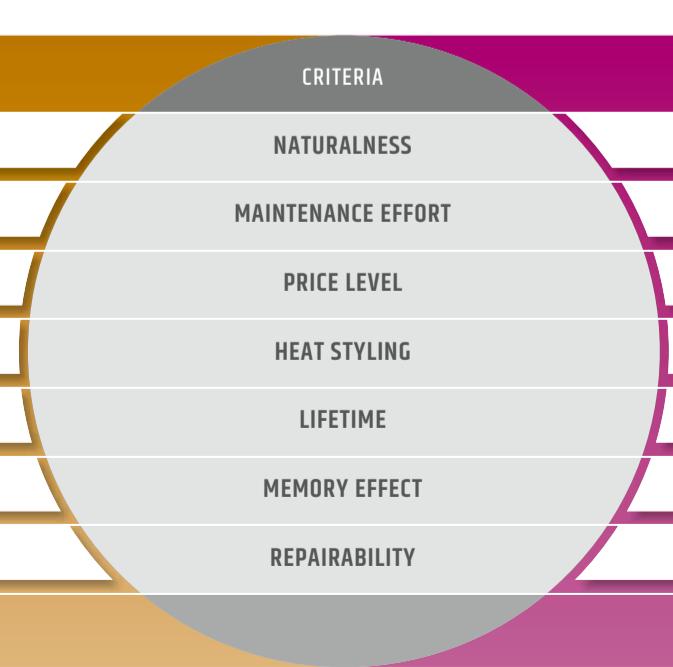


### HIGH-HEAT INFORMATION FLYER

request free of charge  
from Dening Hair



### HIGH-HEAT SYNTHETIC HAIR (POLYESTER)

matte colours, subtle light reflection, more natural appearance		NATURALNESS
requires regular thermal treatment (e.g. straightening), higher maintenance (approximately once a week)		MAINTENANCE EFFORT
comparable to conventional synthetic hair		PRICE LEVEL
yes – heat resistant up to a maximum of 180 °C (straightener, curler, hairdryer)		HEAT STYLING
4-6 months with regular thermal care (once a week)		LIFETIME
yes – the desired hairstyle mainly remains after washing		MEMORY EFFECT
brittle tips should be treated with heat (e.g. straightener)		REPAIRABILITY

### SYNTHETIC HAIR (MODACRYL)

has more shine, visible light reflection, more recognisable as synthetic in appearance
lower maintenance effort, no styling or heat application required
comparable to High-Heat synthetic hair
no – thermally shapeable only to a limited extent (with steam), heat application not possible
4-6 months with low maintenance
yes, factory-made hairstyle remains unchanged
no thermal repair possible – only a short-term effect with steam, i.e. higher effort with no long-term results



**Belle Madame®**

HEADWEAR COLLECTION

STYLE 911-80  
chain print



ALVA TURBAN  
STYLE 911-01  
black

BELLE MADAME HEADWEAR COLLECTION

## FRESH NEW LOOKS FOR 2026

The new season brings a breath of fresh air to the Belle Madame Headwear collection – with style and sophistication.

**T**he new **ALVA TURBAN** **STYLE 911** impresses with its simplicity and fine, subtle details.

Launched a year ago, the **LIVIA TURBAN** **STYLE 922** impresses with its flexible styling thanks to a separate headband and

has now been updated with a chain print.

The popular **MIA TURBAN** **STYLE 912** also has a fresh new look – it is now available in three exciting new prints. ■



LIVIA TURBAN  
STYLE 922-80  
chain print

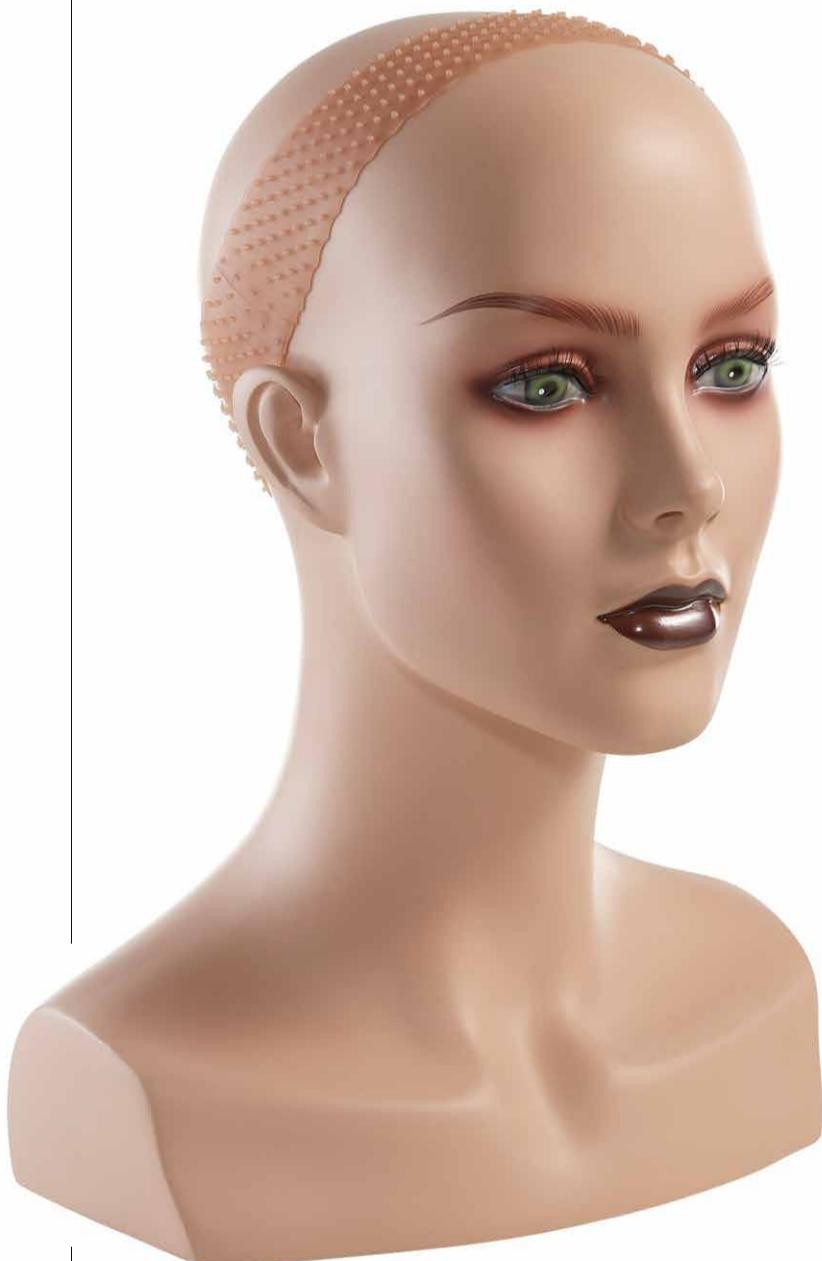


MIA TURBAN  
STYLE 912-77  
Shibori print

STYLE 912-79  
blossom print

STYLE 912-78  
black ikat print

The popular  
**MIA TURBAN**  
**STYLE 912**  
also has a  
fresh new look –  
it is now available  
in three exciting  
new prints.



OVERVIEW OF THE ITEMS



**Size S/M:**

Art. 4023-01 light brown  
Art. 4023-02 medium brown

**Size L:**

Art. 4024-01 light brown  
Art. 4024-02 medium brown

BELLE MADAME SILICONE BAND

# STRONG HOLD —NOW EVEN EASIER!

A secure fit has never been so comfortable: with our SILICONE BAND, wigs stay where they belong all day long, even in extreme situations – without slipping. The flexible, non-slip surface ensures maximum and secure hold.

And best of all: our popular band is now also available in a longer version! With an additional 4 cm in length, it now fits larger head shapes perfectly – for even better comfort and a secure hold on every head. ■



Alesson Fernandes

DENING HAIR IN PERSON

## LOGISTICS UNDER CONTROL

Alesson Fernandes has been working at Dening Hair for almost ten years. In 2022, after six years of gaining experience as a warehouse worker, he took over as head of the logistics department with 12 employees. Since then, he has been ensuring that everything runs smoothly in the warehouse with a great deal of commitment and organisational talent. As the person responsible for storage, returns and shipping of goods, he ensures that every order arrives at the customer on time, reliably and in the best condition. ■

For everything to work, the team must also run smoothly. Even after all this time, Alesson Fernandes still feels right at home in the company: "I really appreciate the independent work and the trust placed in me and my abilities. The family atmosphere and our diverse team, which consists of many nationalities, make it easy to keep track of things even

on stressful days. It may sound too good to be true, but everyone in our warehouse always has a smile on their face, there's always time for a little joke, and a bit of music makes the work easier," says the dedicated manager. ■

You can reach the Dening Hair Team directly through our order service from Monday to Friday between 9 a.m. and 5 p.m. on the usual telephone number +49 40 450 172-0