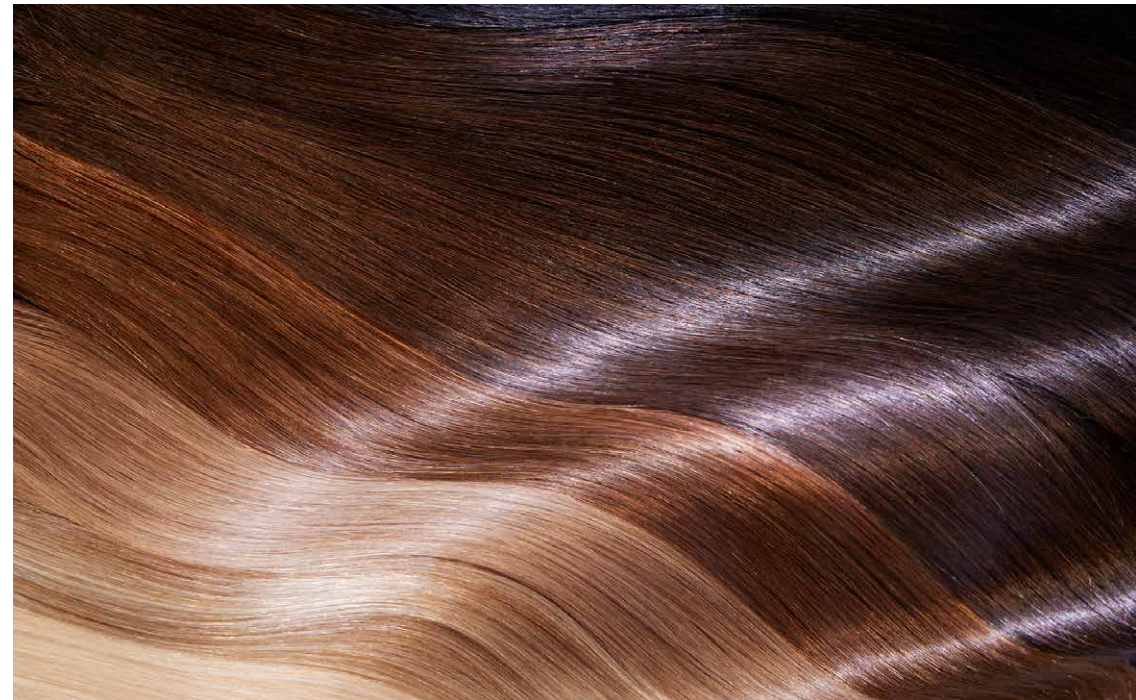


ENHANCING PROFESSIONAL CONSULTING EXPERTISE
COMPARISON OF HAIR QUALITIES









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This overview provides quick guidance to help you find
the right solution together with your clients – **according to
their needs and requirements.**

Whether it is natural look, styling flexibility, ease of care or budget
– each hair quality offers its own unique advantages.



Comparison of Hair Qualities

HIGH-HEAT SYNTHETIC HAIR (POLYESTER)	SYNTHETIC HAIR (MODACRYL)	CRITERION	HUMAN HAIR	PLATINUM HAIR (HAIR MIX)
matte colours, subtle light reflection, more natural appearance	more shine, visible light reflection, more recognisable as synthetic hair in appearance	NATURALNESS	very natural look and feel, realistic flow and natural movement	natural-looking, barely distinguishable from human hair
extensive colour range – from natural to modern trend tones, the colour is permanently set and stays the same	extensive colour range – from natural to modern trend tones, the colour is permanently set and stays the same	RANGE OF COLOURS	natural colours: The selection is more limited, especially for grey and red tones, but it can be individually coloured or dyed	colour range similar to synthetic hair, more matte and with smaller colour selection
requires regular thermal treatment (straightening approx. once a week), regardless of hair washing	lower maintenance effort, no heat styling required, after washing “just shake and it is ready”	MAINTENANCE EFFORT	higher maintenance necessary, similar to own hair, after washing natural wave can be straightened	needs less care than human hair, remains straighter after washing and in damp conditions, tips can be straightened
 yes – the desired hairstyle mainly remains after washing	 yes, factory-made hairstyle remains unchanged	MEMORY EFFECT AFTER WASHING	 no – needs restyling after washing, permanent styling only possible with chemical straightening or perm	 can be reshaped, but is less stable than synthetic hair
 yes – heat resistant up to a maximum of 180 °C (straightener, curler, hairdryer)	 no – thermally shapeable only to a limited extent (with steam), heat styling not possible	HEAT STYLING	 yes – fully possible, as with own hair	 yes – heat resistant up to a maximum of 180 °C (straightener, curler, hairdryer)
4–6 months with regular thermal care (once a week)	4–6 months with low maintenance	LIFETIME	8–12 months with proper care (high-quality European hair even longer)	8–12 months with proper care
comparable to conventional synthetic hair	comparable to High-Heat synthetic hair	PRICE LEVEL	higher priced – depending on hair quality	priced in the mid-range, less expensive than 100 % human hair