



CARE AND HANDLING

The **HIGH-HEAT** synthetic hair requires slightly more attention than conventional synthetic hair:

FOR WAVES AND CURLS	STRAIGHTENING OR REPAIR
<p>CURLING IRON</p> <p>Use for 30 -40 seconds per strand – in damp or dry hair – at approx. 110 -120 °C.</p> 	<p>STRAIGHTENER</p> <p>Slowly pass through the dry or damped combed hair at 140 °C. Allow the hair to cool completely to set the memory effect before further styling!</p> 
HAIR CARE	HAIR CARE PRODUCTS
<p>REGULAR HEAT TREATMENT</p> <p>Using a straightener once a week helps to reduce frizz or brittle tips and maintains the hair's smoothness.</p> <div><p>i Detailed information can be found in the High-Heat care instructions</p></div>	<p>HIGH-QUALITY CARE PRODUCTS</p> <p>Specially formulated products for synthetic fibres extend the lifetime and improve the look and feel of the hair.</p> 



HIGH-HEAT synthetic hair is an extension of the Belle Madame Hair Collection.

It opens up new creative styling possibilities within the area of synthetic wigs and hair pieces.

SUITABLE FOR:	LESS SUITABLE FOR:
<ul style="list-style-type: none">• Customers who enjoy styling and like to personalise their hairstyle.• Experienced wearers who already know how to use straighteners, curling irons or hairdryers – or are open to learning how to use them.	<ul style="list-style-type: none">• Customers looking for an instant ready-to-wear solution or a fully pre-shaped hairstyle without modifications.• Customers without styling experience or those who prefer not to use styling tools.



HIGH-HEAT SYNTHETIC HAIR
INFORMATION FOR EFFECTIVE CUSTOMER CONSULTATION



HIGH-HEAT SYNTHETIC HAIR vs. CONVENTIONAL SYNTHETIC HAIR

HIGH-HEAT SYNTHETIC HAIR (POLYESTER)

matte colours, subtle light reflection, more natural appearance

requires regular thermal treatment (e.g. straightening),
higher maintenance (approximately once a week)

comparable to conventional synthetic hair

yes – heat resistant up to a maximum of 180 °C
(straightener, curler, hairdryer) ✓

4-6 months with regular thermal care (once a week)

yes – the desired hairstyle mainly remains after washing ✓

brittle tips should be treated with heat (e.g. straightener) ✓

CRITERIA

NATURALNESS

MAINTENANCE EFFORT

PRICE LEVEL

HEAT STYLING

LIFETIME

MEMORY EFFECT

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

