



# CONTENTS

1

MANAGER TOP  
HAIRSYSTEMS  
SOLUTIONS FOR EVERY  
AGE GROUP

2-3

EXPERIENCE REPORT  
AND INTERVIEW WITH  
KOLJA NAUMANN  
"IT FEELS  
LIKE MY  
OWN HAIR"

4

EYEBROW  
COSMETICS  
PERFECT EYEBROWS  
IN A JIFFY

DENING HAIR  
IN PERSON  
TEAMWORK  
AT ITS BEST

KOLJA NAUMANN  
freelance dancer,  
choreographer and  
dance teacher



## Dear readers,

Welcome to the latest edition of our newsletter.

We are seeing an increasingly open approach to the topic of hairpieces among young men.



Social media has certainly played its part in this, increasingly proclaiming acceptance and diversity in society.

Kolja Naumann, a successful dancer and choreographer from Hamburg, stood in front of the camera for us and talked to us about his experiences. He is the epitome of this young target group, which fulfils its desire for a full head of hair with a hair-system.

Moreover we would also like to introduce you to our new products in the area of eyebrow cosmetics, which help to fill in gaps or even create complete eyebrows.

We wish you happy reading!

Yours,  
Alexander Dening

## MANAGER TOP HAIRSYSTEMS

# SOLUTIONS FOR EVERY AGE GROUP

Hair loss can be a difficult experience for men, affecting both their appearance and their self-esteem. In response, many men are turning to hair replacement options such as toupees.

**T**he role of hairpieces for men has changed over the years. In fact, hairsystems have become increasingly popular in recent years. More and more men are opting for this solution to improve their appearance and self-confidence.

In terms of age demographics, the target group for hairsystems has shifted in recent years. While

the market for toupees used to be limited to older men, the clientele has expanded to include younger men in their 20s and 30s.

The trauma of hair loss is usually greater at a young age, so it is at this very age that more men are opting for a hairsystem, especially since it is almost impossible to distinguish it from own hair, particularly in the skin-toupee sector (perma-

nent bonding). This increase in demand also reflects the growing desire for self-improvement and the preservation of a youthful appearance. ■

Read Kolja Naumann's  
experience report on page 2-3



KOLJA NAUMANN  
freelance dancer,  
choreographer and  
dance teacher

EXPERIENCE REPORT  
KOLJA NAUMANN

## “IT FEELS LIKE MY OWN HAIR”

**K**olja Naumann is a freelance dancer, choreographer and dance teacher. With this career profile he has managed to pursue his love for music and now lives exactly the life he dreamed of.

The dancer’s references include many well-known clients. Currently, for example, he is touring many cities in Europe with Jasmin Wagner, alias “Blümchen”, and this year, for the first time, he is

also responsible for the choreography of the performances.

“I can live out my love of dance and movement in my work and bring in my own personal style,” says the 30-year-old. “The job is

extremely demanding physically, and my hairsystem withstands enormous stress on a daily basis due to my job. I don’t feel it at all; it feels like my own hair.” ■





# „I FEEL MUCH MORE CONFIDENT, ESPECIALLY ON STAGE“



**DENING HAIR ACADEMY**  
Information on  
workshops on the topic  
PERMANENT BONDING  
you can obtain from:

Lena Wilke  
lwilke@dening.de



**DENING HAIR:** KOLJA, CAN YOU TELL US WHAT MADE YOU DECIDE TO WEAR A HAIRSYSTEM?

**KOLJA:** As a professional dancer, my appearance is very important to me, and unfortunately I struggled with hair loss at a young age. After a few detours, I decided to try a hairsystem.

**DENING HAIR:** HOW DID YOU GO ABOUT IT?

**KOLJA:** I contacted a specialist dealer in my local area to find out what my options were.

In my view, professional advice from someone who is familiar with the different hairsystems, materials and application methods is essential. Only a specialist is capable of finding the best option for my needs and preferences. The fit of the toupee is also crucial.

**DENING HAIR:** AND WHAT HAS CHANGED FOR YOU SINCE YOU STARTED WEARING A HAIRSYSTEM?

**KOLJA:** It has changed my life so much. I feel much more confident, especially on stage, and I can concentrate on my work as a dancer.

**DENING HAIR:** HOW IS YOUR HAIRSYSTEM FIXED/GLUED?

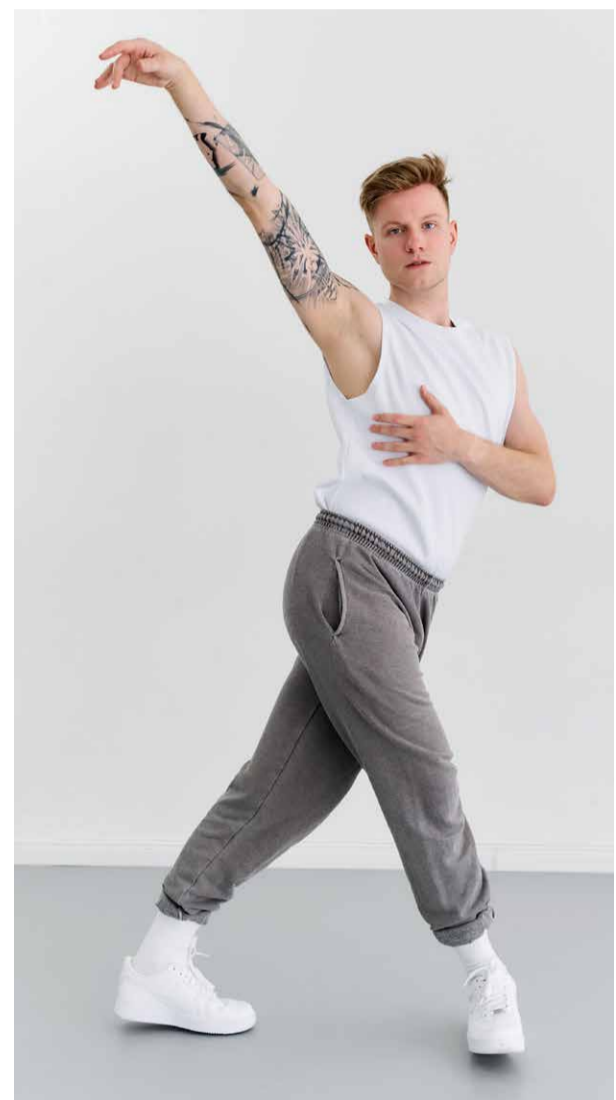
**KOLJA:** After shaving and cleansing the skin, my Micro-Skin-Plus is attached with a medical liquid adhesive (Track-Power). Depending on the selected hair system, there are different bonding techniques. Immediately after bonding, it is advisable to avoid doing any sports for a few hours and also not to shower, so that the adhesive can dry thoroughly and nothing slips.

**DENING HAIR:** WHAT KIND OF HAIRSYSTEM DO YOU WEAR AND HOW LONG DOES IT USUALLY LAST?

**KOLJA:** Basically, it depends on the type and quality of the hairsystem and, of course, how well I take care of it. As I do a lot of sport, I clean my toupee myself every 2 weeks and I have it professionally cleaned and re-glued every 4 weeks or so. I wear a Micro-Skin-Plus, and on average it lasts me about 3-4 months.



Follow  
Kolja Naumann  
on Instagram  
@koljae



INTERVIEW

BONDING



## BONDING CONCEPT

The client's scalp is cleaned with special products and prepared for bonding. The bonding is realised with medical liquid adhesive, with special adhesive tapes or with a combination of adhesive tape and liquid adhesive. The connection will last for about 3-6 weeks. This depends on method, care and handling of customer as well as on type of client's scalp.

The client always receives two hairsystems so the removed hairsystem can be thoroughly cleaned. This enables professional working and a long lasting connection.





EYEBROW COSMETICS

# PERFECT EYEBROWS IN A JIFFY

## 4-TIP EYEBROW PEN

The 4-Tip Eyebrow Pen was introduced with the 2023 innovations to complement the eyebrow powder. With its four fine tips, it finely traces eyebrow hairs and works wonderfully in combination with the powder.



Eyebrow Transfer-Tattoo  
black brown  
or medium brown



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

DENING HAIR IN PERSON

# TEAMWORK AT ITS BEST



Ulrike Herriger

**U**lrike Herriger has been working in order processing at Dening Hair since January 2022 now, so she is very familiar with all the relevant processes. She has detailed knowledge of the wide range of wigs, hairpieces and toupees, making her a competent contact for special customer enquiries. Ulrike Herriger particularly ap-

preciates the good cooperation and atmosphere within the team.

„I just feel comfortable here. My colleagues are really nice, and the work is varied,“ says the trained linguist.

After her commercial training, Ulrike Herriger gained several years of experience in the IT in-

dustry before deciding to take on a new challenge at Dening Hair.

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 40 450 172-0