



*Secret*  
*Strands*<sup>TM</sup>

Platinum

Luxurious Quality Hair • Natural, Soft & Silky • Unparalleled Versatility • Blends Seamlessly

Hairstylist: Mario Grassa • Makeup: Cherie Pia Grassa • Model: Jessica Petra • Photographer: Todd McLellan

## About Secret Strands™

Our 100% human hair extensions are lightweight and easy to attach, these virtually undetectable extensions can be put in and taken out in a matter of minutes.

Nothing beats the versatility of human hair extensions. Human hair, unlike synthetic hair can be straightened with a flat iron, curled with heat, or chemically treated to perm or dye the hair. Thin and fine hair becomes full and thicker.

Since there is no tension, stretching, chemicals, heat or glue, your clients hair will be left undamaged and healthy. Your client will be able to care for their new extensions as easily as they do their own hair.

Secret Strands™ Loop N' Locks are available in 19 natural and 5 fun colors in addition to multiple textures to fit any need.

## What is in this booklet?

This booklet will give you all of the information you need to know on what New Image has to offer you & your clients with the Secret Strands™ Platinum line of products; including products and installation directions.

## Before & After

With Secret Strands™ short hair transforms to long, luxurious hair. A complete transformation.



Hairstylist: Mario Grassa  
Makeup: Cherie Pia Grassa  
Model: Jessica Petra  
Photographer: Todd McLellan

# Secret Strands™

Platinum

## Loop N' Lock Extension System

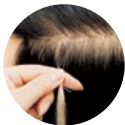
### About Secret Strands

The Secret Strands™ Loop N' Lock extension system is a cold application system. No Glue, No Heat, Just Load, Loop & Lock! It's as easy as one, two, three!

#### Extension System Installation



- 1.** Gather a strand of natural hair with a tail comb.



- 2.** Place guiding loop at root end of the strand.



- 3.** Lift root end of the strand through guiding loop.



- 4.** Hold tube holder with the other hand.



- 5.** Hold tube with one hand and pull guiding loop to guide and through flat tube; discard loop.



- 6.** Adjust tube position on strand and hold still.



- 7.** Flatten tube with tool to lock strand in place.



- 8.** Loop 'n Locks extension now complete.

#### Extension System Removal



- R1.** Turn tube sideways to a 90° angle.



- R2.** Grip tube with the hollowed out part of installation tool.



- R3.** Press tube to return it to original round shape.



- R4.** Gently glide tube off of natural hair.

#### Close-Up of Loop N' Lock Tip



## Other Products Available from Secret Strands

Secret Strands™ accessories & products are available for purchase individually or in a kit for convenience. Call a customer service representative today for more information on this innovative product line.

### Secret Strands™ Loop N' Lock Bundle



#### Super Loop Brush



#### Pliers



#### Tool Tote Bag



#### Secret Strands™ Color Ring



## Other Products Available from New Image

New Image offers a wide range of hair extension and care products to fit any need. For more information and other products call a customers service representative.

### Extend Magic Kit



### Extend Magic Cartridge



### AXIS™\*



\* This product is not available for international shipping.

## Frequently Asked Questions

### Is this Fusion?

No heat, no glue, no damage. The safest, most natural method around!! This method should only be applied by a licensed and Certified Hair Technician.

### Do you offer training?

Yes, New Image offers private and group training in our West Palm Beach, Florida facility and more. For more information visit the upcoming events section of our website at [www.newimagelabs.com](http://www.newimagelabs.com). You can also find more information below.

### How does it work?

See Extension System Installation inside.

### Can you see the extensions?

The extensions should be applied behind the hair line and away from natural parts. The plastic clasp is color matched to the hair, making the extension virtually undetectable.

### How often will the extensions need maintenance?

Every 3-4 Months.

### How long will the extensions last?

6-12 months depending on the nature of your hair style and the speed at which your natural hair grows.

### How long are the extensions?

All of our hair extensions are an actual 18"

### Is the hair human or synthetic?

All of our extensions are 100% Human Remy Hair.

## New Image University Training

**New Image University (NIU)** is designed to offer personalized training by professionals who provide step-by-step guidance through every aspect of hair replacement.

Certification classes are held at New Image's newly designed facility in West Palm Beach, Florida.



**New Image University (NIU)** and other events are available internationally, and are offered year round. Call a customer services representative at **1.800.359 HAIR** for more information.