Gorgeous hair in less than an hour.

Simplicity Hair Extensions are so unique, they are a patented, ground breaking new application system of hair extensions.

Simplicity Hair Extensions are simple, safe and fast! What once took hours to achieve can now be done in less than an hour!

Simplicity Hair Extensions are made of the highest quality, 100% Remy Human Hair that have been ventilated (hand-tied) into a polyurethane surface. This patented technology makes for a truly simple application like no other on the market. Simplicity Hair Extensions and Grafts are available in a variety of chemical-free lowlights and highlights. It has never been easier to produce length and volume.

As a salon professional, you know that the more time you have, the more clients you are able to service. Let Simplicity Hair Extensions provide your clients with comfortable, versatile extensions and you with a time-saving service unlike any other extension brand out there!
Color used to create this look: 613
Texture used to create this look: Wavy

2” Simplicity Extension
1½” Simplicity Extension
1½” Simplicity Graft

Placement diagrams are for guidance only and are not exact, stylist should determine best. Placement of extensions based on bricklaying pattern.
Simplicity Hair Extensions are a patented, ground breaking new application system of hair extensions. What once took hours to achieve can now be done in less than one hour! Simplicity Hair Extensions are made of the highest quality, 100% Remy Human Hair that is hand-tied into a polyurethane surface and lined with medical grade adhesive. This patented technology makes for a truly simple application like no other on the market. Simplicity Extensions are available in natural and funky colors, and in both Straight & Wavy. Simplicity Extensions are offered in 1½” and 2” widths and are available in three different hair lengths; 10-12”, 14-16” and 18-20”. There are 12 extensions in a pack. Also available are Simplicity Hair Grafts, which are designed to create volume and length on the top and sides of the head and/or on the temple areas of the head. Grafts can be used on both men and women with thinning hair to increase the appearance of hair density. Grafts are available in straight hair only, and come in 1½” width and 8-10” length. There are 12 Grafts in a pack.

Simplicity Funky Color Extensions are offered in Red, Pink, Blue & Purple and they are available in 3” width and 10-12” hair length. There are four extensions in a pack. With the combination of choices of Simplicity Extensions, Grafts and Funky Colors for fun occasions, it allows you to customize your client’s hair to best suit their needs. With Simplicity’s patented easy application process, it has never been easier to produce length, volume and chemical-free color! As a salon professional, you know that the more time you have, the more clients you are able to service. Let Simplicity Hair Extensions provide your clients with comfortable, versatile extensions and you with a time-saving service unlike any other extension available on the market today!

Design Your Placement Plan

It is important to plan your work and then work your plan. The first step is to sketch the placement of each extension on the chart provided [see pages 1 & 12], before application. Correct placement is very important. Please ensure that there is enough hair in the crown and top area to cover all attachment sites. Using your placement chart, place the first extension three-finger widths up from the nape area and make sure to leave at least one inch of natural hair around your client’s hairline and temples. This free natural hair will then cover the attachment sites when hair is styled. Continue upwards placement of Simplicity Hair Extensions and Grafts to achieve brick layering pattern, until you are satisfied.

An easy method of finding the correct side placement is to use your client’s ear as a guide. For example, your first extension should be placed three finger widths above the top of the ear and three finger widths in from the temples. This will ensure that all attachment sites are hidden when the hair is pulled back or styled in a high up do. Once you have determined the correct side placement in relation to your client’s ear, you can begin application. Select 1½” width only and follow the brick layering pattern as already outlined to establish the density desired.

Pre-Application Process

Before applying the extensions make sure your client’s hair is clean and free from all residue. Please shampoo your client’s natural hair at least twice using Simplicity Clarifying Shampoo, as this will ensure that the application has a longer lifespan. Do not use conditioner as oils from the conditioner will compromise the longevity of the extensions remaining on the head.

Use a soft towel to absorb excess water and blot firmly, never rub or massage hair with towel. All of your client’s hair must be totally dry prior to the application of Simplicity Hair Extensions and Grafts. Moisture left behind can build up and cause the extensions to release prematurely. Depending on your client’s current cut, it may be helpful to add texture or layers prior to the application.

Before applying Simplicity Hair Extensions it is recommended that you smooth the hair with a blow out or flat iron, as this will help you successfully complete the application and prevent stray hairs from catching in the attachment sites. Remember to avoid using any hair product while smoothing. Simplicity Hair Extensions must be applied on dry, clean, product free hair; do not use any styling or conditioning products in the hair until after the extensions are applied.

It is important to advise your clients that they must NOT wash their hair within 48 hours from the time they have Simplicity Hair Extensions applied. They should avoid all activities that involve water or any harsh chemicals coming into direct contact with their hair. This includes the pool, sauna or heavy exercise that creates sweat or perspiration, as this will compromise the longevity of the extensions remaining on the head.

Simplicity Graft Application

Simplicity Grafts are designed to create volume or length at the crown and top area of the head and/or on the sides of the head. Grafts are designed especially for a woman or man with thinning hair. Unlike traditional extensions, Simplicity Grafts are hand tied in a V-shape to create a more voluminous look, versus a traditional extension that lies flat. They have a scalloped edge which allows them to blend in with the natural hair more discretely and gives clients more styling options. Simplicity Grafts should be brick layered the same way you did for Simplicity Extensions. Simplicity Grafts are applied by following the same steps outlined for the application of Simplicity Extensions. They are designed to allow the hair on the Grafts to be re-directed in order to create added volume. This will allow for easier styling once applied on your client’s hair. Since grafts are usually applied to the top and crown, make sure hair is extra clean and free of product. Depending on the clients scalp this might call for using Simplicity Clarifying Shampoo to wash your client’s hair three times. Hair must be dry without any conditioning before graft application.

NOTE: Never attempt to perm, color, or chemically treat Simplicity Hair Extensions.
Simplicity Hair Extension Introduction and Overview

■ **Styling Immediately Following Application**
Proceed to style using same method and recommendations outlined for Simplicity Extensions.

■ **Styling During Follow Up Visits (NOT Immediately After Application)**
Wash client’s hair using Simplicity Balance Shampoo. Once the hair is towel blotted please immediately proceed to first dry the root and attachment surface area before proceeding to style by using cool to warm air on a low blow setting. When dry, curling or flat irons may be used on a low or medium heat setting, staying away from the attachment sites. For shine and gloss use Simplicity Argan Oil sparingly and use Simplicity Finish Mist for the final touch. Styling aids such as mousse and gels may be used but please avoid any products on the attachment area. Shine serums, styling pomades, and thermal products must be used sparingly and only on the ends of the hair as they may travel up the hair and into the attachment sites which may shorten the life expectancy of the extensions. Spending large amounts of time in water or allowing the hair to remain wet will permit moisture to remain in the attachment area and cause premature detachment. Always dry root area first before proceeding to style.

■ **Pricing for Extensions Services**
To determine the right prices to charge your client for Simplicity Hair Extensions you should first decide if your shampoo, cutting, and styling services are included, then add in the cost of your Simplicity Hair now and use a 4-5 multiple of your total costs. This allows sufficient profits for complimentary visits by the client after application if the occasion arises.

■ **Certification Kit Components**
The Simplicity Certification Kit includes everything you need to successfully complete the Simplicity Certification Course. During this training practice you will use all the items provided in this kit to help you achieve a successful application of Simplicity Extensions.
Simplicity Hair Extension Application

**IMPORTANT:**

You MUST first use Simplicity Clarifying Shampoo on your client prior to applying Simplicity Hair Extensions.

After you have completed the Pre-Application Process and designed your placement plan, it is time to begin the application process. Make sure the hair is totally dry and that no conditioner has been applied. Make sure your client’s hair is **completely dry prior to application**. Begin your application at nape area and brick lay upwards. Section your client’s natural hair to create a clean horizontal part. Be sure the part forms a perfect line in order to properly place the extension. (See certification video).

1. Remove the tape backing from the center section of the extension and place extension 1/4" below the parted section.

2. PRESS GENTLY by gliding your thumbs in an inward-out motion across the attachment. Be sure to do this only one time and only use 30% pressure when gliding your thumbs across. Picking up too much hair will fail to create a maximum bond and may cause premature release of the extension. (See certification video).

3. Flip hair up and over the top of the part line. Make sure that just the right amount of hair has been secured to the adhesive section. Remember that picking up too much hair will reduce the bonding effect. Remove all excess or stray hair from the adhesive site as any stray hair caught in the adhesive can cause pulling and discomfort.

4. Next, remove the tape backing from the right wing.

5. Secure in place by bringing it in towards the middle section, overlapping precisely the existing adhesive area of the extension. Repeat process to the left wing. Return hair extension to its natural hair flow position and PRESS FIRMLY by gliding your thumbs in an inward-out motion across the extension’s attachment. **IT IS IMPERATIVE THE WING IS PERFECTLY ALIGNED TO THE TOP ADHESIVE SECTION.** (See certification video).

6. Using Simplicity Pressing Tool, press first on each end of the wing and then evenly across the entire adhesive area. The Pressing Tool will eliminate any air pockets and guarantee maximum hold. (See certification video for more details).

7. Using the Simplicity Loop Brush, gently brush through your client’s hair.

**NOTE:** Follow directions carefully regarding when to press gently and when to press firmly. Pressing too hard or too gently in the wrong order will compromise the bond and reduce the length of wear for your client. Remember that only a small section of your client’s natural hair is needed to secure your Simplicity Extension. Remind your client NOT to wet or wash her hair for 48 hours.
Simplicity Hair Extension Removal

Simplicity Hair Extension Removal Instructions

Before removing Simplicity Hair Extensions, shampoo and condition your client’s hair using Simplicity Balance Shampoo & Simplicity Conditioner. This will leave the extensions smooth and ready for re-use and re-taping. Once you have removed all Simplicity Hair Extensions, shampoo your client’s hair thoroughly two to three times, with Simplicity Clarifying Shampoo.

Extension Removal & Preparation

Within 6 to 8 weeks or longer your client’s Simplicity Hair Extensions will need to be replaced. When removing, focus on attachment sites and try to avoid getting excess remover on the client’s scalp. Be aware that your client’s natural hair has also shed itself over the course of wear. It is common that some of this naturally shed hair may be adhered to the attachment site. Carefully remove any hair or excess residue with Simplicity Remover and a comb. Follow the steps outlined below to successfully remove Simplicity Hair Extensions.

1. Brush the hair smoothly before commencing removal using the Simplicity Loop Brush.

2. Spray a generous amount of Simplicity Remover along the top and bottom of the wings.

3. Using the end of your tail comb, gently pry apart the wings. Let the remover penetrate the inside of the attachment site for about 30 seconds.

4. Gently work your fingers in a circular motion across the attachment site. This allows the remover to soak into the attachment and slowly begins to release the extension. Separate as much as possible and then gently slide the extension down the hair shaft applying Simplicity Remover as necessary.

After every extension has been detached, shampoo your client’s natural hair with Simplicity Clarifying Shampoo. It is recommended that you shampoo 2 to 3 times to ensure all excess material has been removed from the hair. Remember that you should avoid conditioning the hair prior to applying a new set of Simplicity Hair Extensions.
Reusing & Re-Taping Simplicity Extensions & Grafts

**Recommended Tools For Re-Taping**

You may re-use Simplicity Hair Extensions and Grafts two to three times. It is important that you always keep 2 sets of Simplicity Hair Extensions available for your client. Once you remove a set from your client’s head you can prepare it on your down time and have it ready for her next visit. You will alternate between the 1st and 2nd set thereby always having one set ready for placement when your client is ready. Before removing Simplicity Hair Extensions, make sure you shampoo and condition your client’s hair using Simplicity Balance Shampoo & Simplicity Conditioner. This will leave the extensions smooth and ready for re-use and re-taping. Once you have removed all Simplicity Hair Extensions, make sure you again thoroughly shampoo your client’s hair two to three times, this time using Simplicity Clarifying Shampoo, following the same steps outlined during “Pre-Application”. This will ensure that all oils and residue have been removed from your client’s hair. Remember, DO NOT use conditioner immediately before application as this will compromise your client’s hair for the application of their second set of Simplicity Hair Extensions.

1. If you are re-taping the extension for the first time, cut both wings off of the extension.

2. Find the corner of the extension using your rat tail comb.

3. Next, remove the entire top layer of the old tape so that only the polyurethane area is visible. The tape should detach, leaving a plain surface. When pulling use light force, the poly strip is flexible but can snap if there is too much force. Spray more Simplicity Remover to totally clean surface. Let surface dry. (See Certification Video).

**Re-Taping: Using Simplicity Re-Tape Poly Strips (See Certification Video)**

Once the extension has been removed from your client’s hair, place the extension on a flat surface and use a few sprays of the Simplicity Remover to remove all residue remaining. You can use the tail comb or something similar to achieve this. Pay close attention to detail as this could damage the extension if not done properly.

NOTE: Poly Strip Re-Tape size must match extension size.
Using Simplicity Re-Tape Poly Strips

4 Now apply a light coat of the Simplicity Liquid Adhesive by gliding the applicator brush across the polyurethane surface. Remember, more is not better. Allow it to dry for a minimum of three minutes. Do not touch surface or adhesive with your fingers as this will contaminate the adhesive and compromise the bond. (See Certification Video)

5 Take your Simplicity Re-Tape Poly Strip and remove the tape backing from the side of the strip that only has the tape backing in the center.

6 Once you have removed the tape backing from the correct side of the Re-Tape Poly strip, apply it directly on top of the polyurethane surface that you already applied the liquid adhesive to (in Step 4). Be sure not to remove the tape backing from the side where all three sides of the strip contain a tape backing. (See certification video).

7 This is the side you will use to apply onto the polyurethane surface by firmly gliding your fingers.

8 Finish the application by using the Pressing Tool. This step completes the re-tape technique and your Simplicity Hair Extensions are now ready to be re-applied during your client’s next visit. (See Certification Video for all the details)

FOR GRAFTS: Follow the same procedure as Extensions.
Home Maintenance by the Client

Before the client shampoos her hair, she must first carefully and completely brush her hair using the Simplicity Loop Brush prior to washing. Then wet hair using warm water and spray in natural direction of hair flow; do not massage. Now apply Simplicity Balance Shampoo which is sulfate-free and apply shampoo on hands, starting at the ends and gently work upwards. Rinse thoroughly using warm water (do not use cold water). Now apply Simplicity Conditioner the same way as instructed above, starting at the ends and gently working upwards. Do not apply directly on the attachment sites. Rinse with warm water. Use a soft towel to absorb excess water and blot firmly; never rub or massage hair with towel. Blow dry root area before brushing or styling. Moisture left behind can build up and cause the extensions to release prematurely.

Simplicity Home Hair Care Instructions [for the client]

Before your client leaves your salon please instruct them to follow the procedures outlined below, using the Simplicity Home Care Kit. The Simplicity Home Care Kit is a key component to the longevity and successful care of Simplicity Extensions and Grafts.

Simplicity Home Care Kit includes:
- Simplicity Balance Shampoo 8 oz.
- Simplicity Conditioner 8 oz.
- Simplicity Leave In Conditioner 8 oz.
- Simplicity Finish Mist 8 oz.
- Simplicity Argan Oil 2 oz.
- Simplicity Loop Brush

Detangling & Combing the Hair

Spray Simplicity Leave In Conditioner on the ends of the hair and work upwards. Use Leave In Conditioner sparingly; only a couple of sprays in each area. Gently detangle using Simplicity Loop Brush from the ends up. We suggest holding each section of hair at the attachment site so there is no tugging. Brush hair twice daily using Simplicity Loop Brush.

Before bed, make sure your hair is totally dry. You must NEVER go to bed with your hair wet. Put your hair back into a loose tie (never tight) to help keep Simplicity Extensions from pulling or tangling. Any hair tie or hair wrap used must be kept loose around the hair to avoid pulling on your Simplicity Extensions.

NEVER ATTEMPT TO PERM, COLOR OR CHEMICALLY RELAX Simplicity Hair Extensions.
Before

Color used to create this look: 2
Texture used to create this look: Wavy
#10  
[LEVEL 7]  

#14  
[LEVEL 8]  

#16  
[LEVEL 10]  

#22/27  
[LEVEL 10 COOL/7 WARM]  

#10/16  
[LEVEL 7/10]  

#12/20  
[LEVEL 7/10]  

#14/24  
[LEVEL 8/10]  

For more information call:
SIMPLICITY HAIR EXTENSIONS
at 877.413.5225

#60  
[GREY]  

#4/27  
[LEVEL 4/7 WARM]  

#4/30  
[LEVEL 4/6 WARM]  

#12/20  
[LEVEL 7/10]  

#4/30  
[LEVEL 4/6 WARM]  

RED  

PINK  

BLUE  

For more information on Simplicity Extensions check out the step-by-step video.
Vivienne Mackinder’s Design Tips

Begin by cutting a perimeter outline in a bob shape. Working with a razor, Vivienne worked from center-back of the head towards the face.

Once the bob-line was established Vivienne then took vertical sections working from Britt’s shortest layer and blended into the bob. Each of the vertical sections were over-directed to create a square layer to retain weight behind the ears.

Around the face, Vivienne over-directed the hair forwards, once again blending from Britt’s shortest hair into the bob. Upon completion of cut Vivienne blow dried the hair for smoothness.

See Vivienne MacKinder’s Tips & Guide video on our website at www.simplicityhair.com

Color used to create this look: 22
Texture used to create this look: Straight

- 2” Simplicity Extension
- 1½” Simplicity Extension
- 1½” Simplicity Graft

Placement diagrams are for guidance only and are not exact, stylist should determine best. Placement of extensions based on bricklaying pattern.
CONSULTATION

The consultation with the client is the most crucial part of the experience. This is the time to understand your client’s wishes and establish realistic expectations. While most clients want a combination of length and volume or color enhancing, your job will be to assess your client’s expectations and instruct them on how to shampoo and style their hair between visits. Follow the client consultation sheet and client questionnaire to get a better understanding of your client’s needs. You should also use this time to determine the best options in terms of what width and hair lengths to use in order to achieve the desired look. Make sure your client is satisfied with the hair color before ordering and ask your client if they will be making any adjustments to their hair length or color prior to the application. Such information helps you to select the colors and lengths to order. Be sure to answer all questions or concerns your client may have. See the Training Video for more helpful tips.

Client Profile

Current length: __________________ Desired length: __________________
Current density: __________________ Desired density: __________________
Desired texture: __________________
Length(s) ordered: __________________ packages ordered: __________________
Width(s) ordered: __________________ packages ordered: __________________
Shade(s): __________________

Client Objective:
Realistic Expectation. What can actually be accomplished? __________________
________________________________________________________________________
________________________________________________________________________

Client Lifestyle. Does your client swim, exercise, wear glasses? Will this affect the longevity and or quality of the hair extensions? __________________
________________________________________________________________________
________________________________________________________________________

Client Assessment:
Does your client have any of the following?
☐ Damaged scalp
☐ Excessive thinning
☐ Is your client taking any medications that could compromise the extensions?

Please note: You should never apply hair extensions or grafts to a client who could possibly have any adverse reaction or whose hair is not in good condition for application and maintenance.

Before and After Pictures: It is always a good idea to take before and after pictures to show your client and have as a reference tool.

We recommend using a before and after photo for your files.

BEFORE PHOTO

AFTER PHOTO
Contract for Installation, Removal, and Maintenance of Simplicity Hair Extensions

I __________________________ understand and agree to the following terms regarding wearing, removing, and maintaining my Simplicity Extensions. If I breach this contract in any way, I cannot hold my stylist responsible.

My Responsibilities:

- I will only use the proper Simplicity Home Care products for my extensions.
- I will use my loop brush to remove my tangles and keep my hair from excess moisture by blow drying on a cool or warm setting, not hot: I will sleep with my hair in a loose, low ponytail or braid (Stylists will not be responsible for loose extensions because of moisture or improper brushing).
- I will not expose my extensions to salt water.
- I will keep all my appointments in regards to the care of my extensions. (Stylists will not be responsible for dreadlocked or damage caused by missed appointments.
- I will not wear my extensions longer than recommended.
- I will not try to “fix” my own extensions, or cut them in any way.
- I will not try to remove my own extensions.
- I will follow all recommendations by my stylists, including when to replace extensions that can no longer be used.
- I will brush hair with the loop brush 2-3 times daily.

Stylist Responsibilities:

- Stylist will provide Simplicity shampoo, conditioner, leave in conditioner, finishing mist, argan oil, loop brush and care instructions for your extensions. (stylist may recommend further products for purchase)
- Stylist will make sure you understand and agree to the entire extensions service, including care and maintenance.
- Stylist will not apply extensions to overly damaged, oily, or hair that is not suitable for Simplicity or for people whose hair remains damp for long periods (ie, lifeguard or swimmer).
- Stylist is not responsible for damage to scalp, hair, and loss of extensions from improper use or care.
- Stylist may perform two minor adjustments within the first four weeks of your initial extension application for free. After that, client will be charged for such “fixes” by the hour. Fee will be equal to that of corrective color.
- Removal and Maintenance will be done by the stylist for an hourly fee, which will be due upon completion.
- Payment for Installation, Removal, and Maintenance will be made in full upon completion unless other written agreements have been made.
- Stylist reserves the right to terminate the entire extension process if he or she feels that the hair is being compromised in any way.

Client Signature________________________________________________________ Date___________________

Stylist Signature________________________________________________________ Date____________________
CLIENT QUESTIONNAIRE

DATE: _____________________________________________________________________________________________________________________________________________________________________________

NAME:____________________________________________________________________________________________________________        MALE:_____    FEMALE:  _________

PHONE: _________________________________________________________________________________________________________________________________________________________________________

STREET: _____________________________________ CITY:  ____________________________________________________________________________________________

STATE: ______________________________________________________________  POSTAL:  ______________________________________________________________________________________

Please fill out and answer the following questions to help us better understand serve your needs.

1. How did you hear of this hair extension service?  ____________________________________________________________________________________________________________

2. What is your reason for wanting hair extensions?  ___________________________________________________________________________________________________________

3. Have you ever worn hair extensions before? ___________________________________________________________________________________________________________________

4. If so, when and what type?  __________________________________________________________________________________________________________________________________________

5. Are you interested in hair extensions as a long-term option for styling your hair?  ________________________________________________________________

6. What is the longest your hair will grow on its own? __________________________________________________________________________________________________________

7. When was the last time you let it grow to that length? ______________________________________________________________________________________________________

8. What was your reason for cutting it? _____________________________________________________________________________________________________________________________

9. What is your normal hair maintenance program? (Please list all products you use at home and frequency with which you use them.)

______________________________________________________________________________________________________________________________________________________________________________________

______________________________________________________________________________________________________________________________________________________________________________________

10. How often do you visit the salon for maintenance and touch up services?

____________________________________________________________________________________________________________________________________________________________________________________
11. Do you get the following services and how often?

a) Color

b) Highlights

c) Perm

d) Relaxer

12. How often do you like to change your style?

13. What is your long-term goal for your hair?

14. Do you have any allergies (chemicals, medication, substances, materials, or other)?

15. Do you have any medical conditions that may interfere with this service?  

ie: Migraine headaches, history of scalp problems… please explain

16. Are you presently experiencing an unusual amount of hair loss (Reason: Chemotherapy, stress related alopecia, etc.)?

17. Special interests and hobbies:

18. Work-out and sport activities:

19. Please write questions or main areas of concern regarding this service.
100% Human Hair

Simplicity™
HAIR EXTENSIONS

Protected under U.S. Patent no. 7,533,676
European Patent no. 1 759 604 B1
Other Patents Pending

For more information or to order
Simplicity Hair Extensions call:
877.413.5225
simplicityhair.com