



/PROFIT POTENTIAL

hairtalk®  
extensions



# Make More Money In Less Time.

Are you offering the highest profit-per-hour salon service for your time and talent? Discover the endless profitabilities with hairtalk® extensions.

	HAIRCUT & BLOW DRY	THE WORKS: BALAYAGE, HAIRCUT & BLOWDRY	TAPE-IN EXTENSIONS	WEFT EXTENSIONS	KERATIN EXTENSIONS
AVERAGE PROFIT	\$75 /1 hr.	\$250 /3 hrs.	<b>\$350 /1 hr.</b>	<b>\$950 /2.5 hrs.</b>	<b>\$1,900 /6 hrs.</b>
PROFIT POTENTIAL PER HOUR	\$75	\$83	<b>\$350</b>	<b>\$380</b>	<b>\$317</b>

Extensions are the key to working smarter, not harder. Offering extension services can triple your profit per hour, increasing your annual income significantly.



**/01**

The Profit  
Potential



# /01.1 TAPE-IN

Tape-in extensions are the most popular, affordable, and time-effective semi-permanent extension method used today. Tape-ins are the easiest and fastest semi-permanent hair extension method on the market.

<b>COST OF PRODUCT*</b>	Cost	\$350
<b>SERVICE PRICE**</b>	Cost of Product x 2	$\$350 \times 2 = \$700$
<b>PROFIT</b>	Service Price - Cost of Product	$\$700 - \$350 = \$350$
<b>APPLICATION TIME</b>	1 hour	1 hour
<b>PROFIT PER HOUR</b>	Profit / Application Time	$\$350 / 1 = \$350$

\*Prices above are based on the average cost for a full-head application.

\*\*Service Price is suggested and will vary based on salon market.

# /01.2 WEFT

Weft extensions are trending and growing in popularity for clients with active lifestyles. This method is typically more expensive because it takes longer to apply.



<b>COST OF PRODUCT*</b>	Cost	\$550
<b>UPCHARGE OF PRODUCT COST</b>	Cost of Product x 2	$\$500 \times 2 = \$1000$
<b>SERVICE PRICE**</b>	Number of Rows x Service Price per Row + Upcharge of Product Cost	$3 \times \$150 + \$1,000 = \$1,450$
<b>PROFIT</b>	Service Price - Cost of Product	$\$1,450 - \$500 = \$950$
<b>APPLICATION TIME</b>	2 rows = 1.5 hours or 3 rows = 2.5 hours	2.5 hours
<b>PROFIT PER HOUR</b>	Profit / Application Time	$\$950 / 2.5 = \$380$

\*Prices above are based on the average cost for a full-head application.

\*\*Service Price is suggested and will vary based on salon market.



/01.3

# KERATIN

Keratin extensions are one of the oldest methods of permanent hair extensions and its popularity is due to its long wear and styling versatility. This method is typically more expensive because it takes longer to apply.

COST OF PRODUCT*	Cost	\$550
UPCHARGE OF PRODUCT COST	Cost of Product x 2	$\$550 \times 2 = \$1100$
SERVICE PRICE**	Number of Hours x Service Price per Hour + Upcharge of Product Cost	$6 \times \$225 + \$1,100 = \$2,450$
PROFIT	Service Price - Cost of Product	$\$2,450 - \$550 = \$1,900$
APPLICATION TIME	6 hours	6 hours
PROFIT PER HOUR	Profit / Application Time	$\$1,900 / 6 = \$317$

\*Cost of Product is an average cost for 6 packs suggested for full-head application.

\*\*Service Price is suggested and will vary based on salon market.

**/02**

Customize  
Your hairtalk®  
Profit Potential



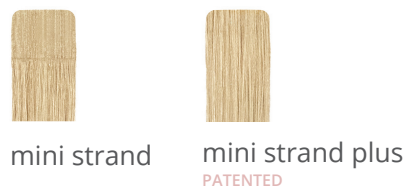
# /02.1

# TAPE-IN

As the global innovators of the tape-in hair extension, hairtalk® was designed to give stylists the creative freedom to create endless length, volume, and color possibilities.



<p>ORIGINAL ORIGINAL PRO ORIGINAL PLUS</p>	<ul style="list-style-type: none"> <li>• 20 band &amp; 12 band packs</li> <li>• 2-3 packs recommended for average full head transformation using Original 20 band pack.</li> </ul>
<p>PETITE PETITE PRO PETITE PLUS</p>	<ul style="list-style-type: none"> <li>• 12 band packs</li> <li>• 4 to 6 packs for average full head application</li> <li>• 2 packs is equivalent to 1 pack of Originals</li> </ul>
<p>MINI STRAND MINI STRAND PLUS</p>	<ul style="list-style-type: none"> <li>• 20 band packs</li> <li>• Ideal for chemical cut corrections near the hairline and instant color effects.</li> <li>• We do not recommend using Mini Strands for a full head application.</li> </ul>



# /02.2

# WEFT

hairtalk® Weft Collection offers Single and Double density Hand Tied and Machine Weft extensions. Creating gorgeous length, color and volume in a lifestyle-friendly extension service.



<b>SINGLE HAND TIED WEFT</b> 11" & 5.5" widths	<ul style="list-style-type: none"><li>• 2 bundles per pack</li><li>• 1 - 2 packs for average row applied</li></ul>
<b>DOUBLE HAND TIED WEFT</b> 11" & 5.5" widths	<ul style="list-style-type: none"><li>• 1 bundle per pack</li><li>• 1 - 2 packs for average row applied</li></ul>
<b>SINGLE MACHINE WEFT</b> 30"-35" width	<ul style="list-style-type: none"><li>• 1 bundle per pack; customizable</li><li>• 1 - 2 packs for average full head application</li></ul>
<b>DOUBLE MACHINE WEFT</b> 30"-35" width	<ul style="list-style-type: none"><li>• 1 bundle per pack; customizable</li><li>• 1 pack for average full head application</li></ul>



single hand tied



double hand tied



single machine



double machine



/02.3

# KERATIN

hairtalk® Keratin Extensions create seamless length, color, and volume without compromising discretion. Our soft pre-customized matte bonds allow stylists to provide their clients with the tailored application and styling versatility desired.

## KERATIN

- 25 strands per pack
- 2 - 4 packs for average full head application to add volume or color effects
- 3 - 6+ packs for average full head application to add length & volume



Adding extension services to your business is a strategic way to attain your professional and financial goals. Your time is valuable and how much you make depends directly on the services you perform within a specific time. Make the most of it.

Visit **hairtalkusa.com** and enter a world of endless possibilities.

**hairtalk® extensions**

Hallandale Beach, FL  
954.963.9680 | 800.327.7971  
hairtalkusa.com

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