

THE ULTIMATE WIG BUYING GUIDE

How To Find Your Best Hair Ever!

An Official Daniel Alain Resource



Wig Buying Guide: How To Find Your Best Hair Ever!

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Contents

Chapter 1: What's In A Wig?

Chapter 2: Synthetic vs. Human Hair

Chapter 3: Explore Different Looks and Styles

Chapter 4: Choosing Your Cap Construction

Chapter 5: Factors To Consider When Shopping

Chapter 6: Caring For Your Wig

Chapter 7: Embracing The New You!

What's In A Wig?

“ *You can transform a person in five seconds, just put the wig on and see* ”

~ Daniel Alain

If you've ever stared grimly at hair swirling the shower drain or struggled to obtain that coveted, voluminous oomph-status hair, you're in good company. Roughly one in three women suffer from hair loss during their lifetime, with heightened loss affecting up to 70% of women during pre and post-menopause (Harvard Health).

Women's hair loss remains a stigmatized issue. Worse, the experience of buying a wig can leave women enduring a difficult time feeling demoralized, defeated, and helpless. Why should it be so when there are millions of women battling the same issue? At Daniel Alain, we aspire to create an atmosphere of solidarity.

By unifying women across all life stages and statuses, we can collectively empower one another on the quest for flawless, beautiful hair.

Sadly, there's a lot of misinformation and general shame when it comes to wig-buying. It's especially perplexing, considering that by 2023, the global wig market is projected to climb past \$10 billion.

(Source: Research and Markets Report)

At Daniel Alain, we will refuse to allow industries and cultures to shame women experiencing hair loss. Instead, we aim to educate and empower women to help and accept and embrace their journey toward their dream hair.

In a market saturated with deception and lacking helpful resources, we've created this eBook to guide you on your journey to the perfect wig, and ultimately, the most confident version of you.

In these pages, we will walk you through every step of the wig-buying journey — from researching hair types to styling options to cap choices to storage and maintenance.

To provide you the best resource possible, we enlisted industry pros and influencers to shed light on the realities of buying and wearing wigs.

Before we get started, we implore you to look at yourself with compassionate eyes and seek the beauty within. We understand that your journey is unique. You may have lost hair, but you are about to embark on a new journey: one of exploration, compassion, confidence, empowerment, and, of course, phenomenal hair!

From here on out, it's less stress and more style, fewer stigmas, and more solidarity. Above all, we stand by your side as a collective of trust and unity.

You'll encounter many decisions in your quest, but remember that there's no higher priority than how a wig impacts your confidence.

Our intention for this eBook is to provide a helpful resource to inform you about all facets of wig-buying and to help you fall in love with your hair again.

We're going to cover a lot on this journey, but before we begin, let's get one thing straight:



THE MOST
IMPORTANT
FACTOR OF A
GOOD WIG IS
HOW IT
MAKES YOU
FEEL.

Synthetic VS. Human Hair

“ *Good hair days make me feel
like I can rule the world* ”

~ Betty Dain

You're on the quest for the perfect wig, which means one of the first decisions you'll face is choosing between a synthetic and human hair wig. Each wig type has pros and cons. To make the best choice for you, it's vital to consider lifestyle factors, budget, styling preferences, comfort, and longevity.

Aside from the apparent distinctions (synthetic wigs contain synthetic hair fibers, and human hair wigs are made from human hair), how can you choose between the two?

A ready-to-wear synthetic wig is an affordable choice offering ease and fuss-free style. Human hair wigs are par excellence for their natural movement and versatility but fetch a higher price.

Your decision ultimately boils down to what's best for you and your lifestyle.

Human Hair Wigs: Defined

If you're wondering what kind of wig looks most natural, look no further than human hair wigs. As the name suggests, human hair wigs are made from real, 100% human hair, which means they move, bounce - and even flip - like natural hair.

“ *The beauty of a human hair wig is that it can be fully customized, even with color. Human hair wigs are an easier transition, they look more natural, and you can style them any way you desire.* ”

~ Starr Fox, Daniel Alain Consultant



Premium European human hair wigs have the highest manufacturing standards, making them ideal for those experiencing permanent hair loss.

The hair will move and feel like natural hair, because it is made with 100% human hair! You have styling freedom to change up your look daily,

and for this reason, human hair wigs require more intensive maintenance for longevity. Because of their versatility and higher manufacturing standards, human hair wigs are typically a higher investment. However, with proper care and maintenance, your wig will go the distance.

However, not all human hair wigs are created equal, which leads us to the different types of human hair.

Types of Human Hair

Virgin hair is 100% human hair that's never been chemically-treated or dyed. While this purity is optimal, virgin hair is virtually non-existent today. Decades ago, manufacturers sourced virgin hair primarily from China, India, Vietnam, and Russia. During that time, women in the countryside could make a good income by selling their virgin ponytails with the cuticles pointed in the same direction, which became known as "Remy" hair.

Remy hair is high quality human hair with a luxurious, smooth, premium feel. Remy hair is collected in ponytails ensuring that the cuticle of each strand flows in the same direction. When the cuticle is intact and the hair runs in one direction, there is less tangling as compared to non Remy hair. Non Remy hair is often soaked in an acid bath to remove the cuticle destroying the integrity of the hair.



100% human hair is any hair from a human scalp — meaning it can come from the floor of a hair salon or a hair brush. The various human hair types fall into two main categories: European and Asian hair. Asian hair accounts for the 98% majority in the marketplace, and only about 2% of human hair wigs use premium European hair. The wig industry is entirely unregulated, which means anyone can advertise human hair as Remy without proof of quality or origin. And you can't go on prices alone since manufacturers can throw whatever price tag they want on their wigs. That's why we stress the importance of vetting brands and reviews to see what real customers say about the product. Don't worry; we'll walk you through that process later.

European human hair comes from the ponytails of European women. During the 1980s-90s, many Eastern European women donated their hair for a good profit. As their socioeconomic status rose, collecting European ponytails fell out of practice. This is why authentic, European hair is scarce. While elusive, this hair is the highest quality there is: the cuticle is intact, creating a beautiful natural flow, shine, and direction of movement. Due to their rarity, European human hair wigs fall into the luxury wig category because they look the most natural, last the longest with proper care, and have strict quality control, manufacturing, and processing standards.

Asian Human Hair Wigs are primarily made in China, India, Vietnam, and Mongolia. China contributes about 90% of the human hair wig, topper, and extension market, and there are two primary methods for collecting Asian hair:

Floor hair: The donor collects hair from shedding or brushing, saves it up, and sells it to a manufacturer who then sorts and processes the hair.

Remy ponytails: These are typically collected when Indian women donate their hair at a temple in a ritualistic offering to the gods. The temple then sells the hair to manufacturers. Alternatively, manufacturers buy Remy ponytails from local women who sell their hair for a profit.

How Much Do Natural Wigs Cost?

High-quality human hair wigs are an investment. Why? Because the manufacturing processes of premium wigs are meticulous to ensure the wig cuticles are intact and that the hair looks as natural as possible. That said, just because a human hair wig is natural doesn't mean it's high quality. Huh?

Natural wigs range in price between a few hundreds to thousands of dollars. High quality human hair wig that can endure washing, styling, and coloring are more durable and adaptable, thereby warranting a steeper price tag. These wigs offer more versatility, natural movement, comfort, and long-lasting quality.

Pros and Cons of Human Hair Wigs

Pro: While there are different types of human hair wigs, overall, they will look more natural than synthetic hair fibers, especially with the cuticle kept intact and a single donor ponytail.

Con: High-quality human hair wigs are expensive due to strict manufacturing, sourcing, and processing protocols.

Synthetic Wigs: Defined

Do you want low maintenance, ready to wear hair that's styled to look fabulous every day? Then let's look at synthetic wigs. These pre-styled wigs are lightweight and made from synthetic fiber blends like nylon and acrylic.

The appeal of synthetic wigs is that they're ready to wear out of the box, and they are generally affordable. But there are styling limitations, and they have a shorter lifespan than human hair wigs. You'll also notice that synthetic wigs have a high sheen, which looks less natural than human hair, especially in the daylight.

Synthetic wigs contain a variety of fibers like polyester, acrylics, and PVC (polyvinyl chloride). The type of synthetic fibers used influences the wig's sheen. For example, low-quality synthetic fibers will have the highest sheen and lack a natural-looking texture and fluidity.

For those not wanting to draw attention to their coverage, synthetic wigs may pose a higher risk for looking unnatural due to the wig's high sheen and mass-produced hairline — meaning the hairline is standard, not personalized to your head.

Unlike premium natural wigs, which are handmade, synthetic

wigs are commercially made by machines for universal wearability. However, synthetic wigs have advantages in that they are lighter, more affordable, and widely available.

How Heavy Are Synthetic Wigs?

Synthetic wigs are lightweight, which offers ease and comfort throughout your day. Because the fibers are more lightweight than human hair, synthetic wigs weigh anywhere from 45 to 150 grams.

If you're planning to wear your wig for long hours, the light density of synthetic wigs may provide long-lasting comfort.

How Much Do Synthetic Wigs Cost?

There are hundreds of wig brands online offering synthetic wigs, and you'll find that most of the pieces are less than a few hundred dollars. For first-time wig wearers, the affordable price points are a great launchpad into the wig universe.

Over time, you might spend as much replacing your synthetic wigs as you would on a human hair wig.

If human hair wigs aren't an option for you at this time, consider choosing a synthetic wig made from Kanekalon fibers, the best quality synthetic in the market. Buying a premium synthetic wig is still affordable compared to luxury European hair wigs, and you'll have less maintenance overall.

Pros and Cons of Synthetic Wigs

Pro: Synthetic wigs are affordable, ready-to-wear, and pre-styled to retain a great look over time.

Con: Due to their synthetic fibers, these wigs won't look as natural as human hair wigs, even with the highest quality Kanekalon fibers.

Chapter 3

Explore Different Looks & Styles

“ *It doesn't matter if your life is perfect as long as your hair color is.* ”

~ Stacy Snapp Killian

Style is a form of expression. But wading through the spectrum of wig colors, lengths, and style choices is daunting, to say the least. Sorting through these details can be exhausting. But your dream hair is out there! We're here to help you find it. The goal is to find a wig that flawlessly embodies your personality and beauty. There are many different wigs out there, and we want to weed through the masses to narrow down the selection.

If you have a firm idea of your hair identity, you'll likely want to stay consistent with your wig selection. For example, if you're known for having wavy blonde hair, you'll probably want your wig to emulate your natural style. That said, you make the rules, and if you want a wig utterly different from your biological hair, you have the total freedom to explore a new look.

In this chapter, we're talking about the fun aspects of wig buying: experimenting with different looks and styles!

Top 5 Details in Selecting a Wig:

1. Wigs vs. Toppers
2. Color
3. Length
4. Types & Style
5. Texture

As we break down each of these features, keep in mind that your comfort and confidence should take top priority.

Above all, refrain from rushing the journey. Good things take time, especially when it comes to choosing a perfect wig for you.

“ *Take your time, don't feel pressured, and don't be afraid to ask questions. It's about making you feel your best. It's kind of like a partner; if you're going to keep (your wig) around, don't settle.* ”

~ Starr Fox, Daniel Alain Consultant

To help you avoid settling on a less-than fab wig, let's familiarize you with your options.

Wigs vs. Toppers

If you're looking for full coverage, a wig is going to be the best choice. However, if you want to flaunt your natural tresses with a little bump to boost volume, a hair topper is a great solution. A topper needs a little blending, whereas wigs offer total

coverage. Both are excellent choices, and it ultimately comes down to what works best for you. When you start beaming and your cheeks hurt from smiling, that's a good indication you've found the one!

Color

If you're buying a synthetic wig, you'll want to try on different color variations before you make a purchase. Not sure what color looks best? No sweat! One of the fun parts of wig-shopping is experimenting with different hues. If you're trying on wigs at a shop, work with the consultant to find the right color for you.



Pro Tip:

A great approach is to shop with minimal makeup on so that you can see how the wig's color pairs with your complexion. For example, a chestnut wig might go beautiful with your natural, warm complexion, but what happens when you add blush, bronzer, and lipstick? The hues change. You can easily tailor your makeup to complement your wig, but if you buy a synthetic wig, the color is permanent.

Always bring the wig outside to see the color in natural daylight. Most wig colors shift dramatically in different lighting conditions. Ensure you're happy with the color both indoors and outdoors to get a full scope of the wig's color range.

Most wigs come in various colors, but if this is your first wig, you'll likely feel most comfortable choosing a color that's consistent with your natural hair color. But this doesn't have to be the case. Part of the beauty of wearing hair is the personalization factor.

If you're not sure where to start with color, play around with different looks like influencer Jennifer Brown @being_mrs_brown. Self-proclaimed as "that wig girl," Jennifer has Androgenic Alopecia and knows a thing or two about experimenting with different looks.



“ I’ve got 5yr old synthetics all the way to brand new human hair wigs! There’s also some crazy ‘what was I thinking’ wigs mixed in there. ”

~ Jennifer Brown, a Daniel Alain Wig Wearer

Like Jennifer, it may take time to find a right color for your perfect match, but that's okay because your dream wig, just like you, is worth it.

Human Hair Color Variations & Fading

If you close your eyes and imagine your dream hair, what does it look like? With natural hair wigs, you can take your wig to an experienced colorist and bring your vision to life. You have the power to customize a natural wig to match your skin tone and style. Uncertain if a specific color will look right? Try a swatch test before committing to the color.

Like any dyed human hair, the color fades over time after washing and styling. To minimize fading, schedule routine appointments for touch-ups to keep your wig in excellent condition and extend its life.

Synthetic Hair Color Variations & Fading

Every synthetic wig is pre-colored and styled, and each brand has a unique color system. There's a myriad of synthetic wig colors, but landing the right one for you can be challenging.

For instance, one brand's shade of strawberry blonde may

drastically differ from another brand's. If this is your first wig, consider one that compliments your skin tone and natural hair color.

One of the advantages of synthetic wigs is that they come in various styles and colors, so play around with different shades and then keep a running list of your favorites. When in doubt, head to a wig shop and play around with different looks.

Wig shopping is an emotional experience, but playing with color offers moments of levity. You'll get to customize your identity and have full control over who you present to the world.

Whichever color you decide, we know you'll look fabulous because you've chosen what makes you feel most confident — and if there's one sure thing, it's that confidence radiates!

Length



Daniel Alain 6" Wig



Daniel Alain 10" Wig



Daniel Alain 16" Wig

Choosing a hair length requires you to think about comfort, lifestyle, and style preference. There are three length categories - short, medium, and long - but each brand may have different length options.

Short Length Wigs



*Model wearing Daniel Alain Pixie
Macchiato - 5005, 5 LY*

Frame the face and lay at the nape of the neck. Short wigs are lightweight, comfortable, and easy to style. Of course, if you're used to having long hair, you'll likely want to choose a longer length for your wig to retain continuity with your self-image. Even so, short wigs have notable benefits, especially for those experiencing hair loss from chemotherapy. Short wigs are light and easily maintained, which means you can wear them longer without discomfort. If your hair is in the regrowth phase after chemotherapy, a short wig can make the transition easier until your hair grows to the length you desire.

Medium Length Wigs



*Model wearing Daniel Alain GripperLite
Vienna - 11035, 10 LY*

Medium length wigs generally fall around the shoulders. Medium length wigs are an excellent option that combines comfort and style. A medium-length wig frames the face beautifully and offers a range of styling choices. For example, you can easily style this length wig in a ponytail or half-up, half-down without spending hours styling. A synthetic medium length wig is more lightweight than a long wig.

Long Length Wigs



*Model wearing Daniel Alain Grandeur
Duchess - 3080, 16 LY*

Often depicted as the benchmark for perfect hair, long wigs are beautiful, yes, and higher-maintenance. Long wigs fall past the shoulders and drape around the mid-back to about 16" or more. While the look is gorgeous, this length is more prone to tangling. The benefit is that long wigs offer optimized styling and versatility. It's important to consider that a long synthetic wig will add the most weight and heat, creating a more bothersome wearing experience. The enhanced weight and warmth of a synthetic can lead to headaches, itching, and discomfort. For this reason, we recommend first-time wig wearers wanting long hair to start with a human hair wig, which is lighter and more comfortable. If you'd rather wear a synthetic, you might want to opt for a short to medium-length wig and slowly transition to longer wigs.



Types & Styles

There are thousands of wig styles available, so how can you find the right one for you? Choosing a wig style isn't exclusively about looks. You'll also want to consider your biological hair type, face shape, and lifestyle. We've covered color and length, but what else should you consider when choosing a wig?

Biological (Bio) Hair Type

If you have hair, you may want to choose a wig that maintains consistency with your bio hair. For example, an auburn wig will best compliment a woman with naturally red hair. But what if you've never had hair? A human hair wig might initially feel heavy due to its mid-density. Synthetic wigs tend to be lighter but have a high sheen that looks less natural than human hair.



Pro Tip:

Transitioning into your new hair takes some adjusting, which is why you should wear it at home daily. Familiarize yourself with your new look to gain confidence.

Face Shape

Different Types Of Face Shapes



Oval



Square



Round



Triangle



Base-Down
Triangle



Diamond



Heart



Rectangle
Or Oblong

Your face shape may influence what type of wig you choose, but it's not always a key factor. Face shape plays a more significant role with ready to wear synthetic wigs because they are pre-styled. For instance, someone with a round face may opt for a long wig for an elongating effect.

Your face shape doesn't have to be as limiting when working with human hair wigs, as they can be fully customized.



Pro Tip:

Use your face shape as a guide, but don't be afraid to experiment with different looks. With synthetic wigs, you can choose several styles to alternate between. With human hair wigs, you have full control over length, color, and styling choices.

Style

What role does texture play in wig-buying? A wig's texture depends on whether it's synthetic or human hair.

Human Hair Texture: There are different types of human hair for wigs, and the textures range from straight to wavy to curly. The most crucial factor is the quality of the hair used. Premium European human hair wigs have the best quality hair, which means you can easily straighten, curl, and style them to achieve the desired texture.

Synthetic Hair Texture: The texture of a synthetic wig depends on how it's styled — some are straight, some are kinky curly, some are wavy. The texture of your wig when you purchased it will be the texture until you part ways. The benefit of this is that no matter what the weather is like, your wig will always look the same. This is especially beneficial for people who live in humid, frizz-prone climates.



Pro Tip:

If this is your first wig, choose a texture similar to your bio hair. For instance, if your natural hair is thick and wavy, choose a human hair wig that you can style with waves. Alternatively, buy a synthetic wig that's fuller and pre-styled with waves.

Styling Human Hair Wigs

Want a straightened look for a Friday meeting but some beachy waves for Saturday brunch? With natural hair wigs, you can change up your look every day.

And if a new trend hits the scene (like the “money piece,” those bright, gorgeous highlights that frame the front of the face), you can take your wig to a colorist. Natural wigs are versatile, making them an excellent option for those wanting to play around with various looks, like Alopecia Totalis advocate @ashleyelysa!



Ashley Elysa is wearing Daniel Alain Style Wig
Chai Latte - 5045, 14" LY

“The natural hairlines, soft hair and comfortable caps take wearing a wig to a whole new level. In my Daniel Alain Follea wig, I feel so confident and beautiful without ever worrying that it doesn't look natural.”

~ Ashley Elysa, Daniel Alain Wig Wearer

Styling Synthetic Hair Wigs

When you buy a synthetic wig, it's already styled and ready to wear. This convenience can be limiting if you want to wear your hair straight and silky one day but curly and voluminous the next. Because synthetic wigs are limited to one style per wig, you'll need multiple wigs for different looks.

If you are looking for day-to-day simplicity and a wig that doesn't need a lot of fussing, a synthetic wig can make getting ready a snap.

Synthetic wigs aren't heat-friendly which means you can't take a curling iron, wand, or straightener to them to change up the style.

That said, if the ease of throwing on a fabulous wig and heading out for the day entices you, a synthetic wig is a great option!

All of this sounds great in theory, right? But how on earth will you find your dream hair during a global pandemic?

Wig Shopping During COVID; A Better Option

More than ever before, wig shopping is tough during the COVID-era. With many retailers limiting the number of wigs, caps, and pieces you can try on, your dream hair may feel unattainable. How can you confidently, safely shop with so many hurdles standing in the way?

We want you to feel safe and confident in your choice, and that's why we're now offering our at-home Fit Kit to help take the stress out of buying a wig. Our Fit Kit is designed to help you find your perfect cap size, color and length for wigs, or base size, color and length for hair toppers. The best part is it's Free!

(You only pay for shipping & handling).



Follea by Daniel Alain Fit Kit

Choosing Your Cap Construction

“ *Life is short. You might as well live it with really great hair.* ”

~ *Anonymous*

Cap construction plays a significant role in comfort, styling, hairline, and part preferences. The amount of your biological hair also influences your cap choice.

For example, if you have Alopecia Totalis or Universalis, you'll most likely want to select a cap offering the most grip and security.

Before proceeding with cap construction, you'll need to measure your head size to ensure a proper fit. Many manufacturers sell an average, one-size-fits-all wig. This can cause problems for many people as they may be sold an ill fitting wig.

“Not everyone has an average head. A lot of people are used to a shower cap fit. It fits the circumference, but it doesn't fit the head. If it's too small, you'll get a headache; if it's too big, it's not secure, and you'll be worried.”

~ Starr Fox, Daniel Alain Consultant

The solution? Measure the circumference of your head to ensure you get the perfect fit. The process is easy, but you want to be thorough. Visit this video for a step by step guide on measuring your head for the correct cap size.

Sizing varies by brands. If a brand has minimal sizing, it's likely because the wigs are mass-produced, which may indicate lower quality. The broader the size range a brand offers, the easier it'll be to find your perfect fit.

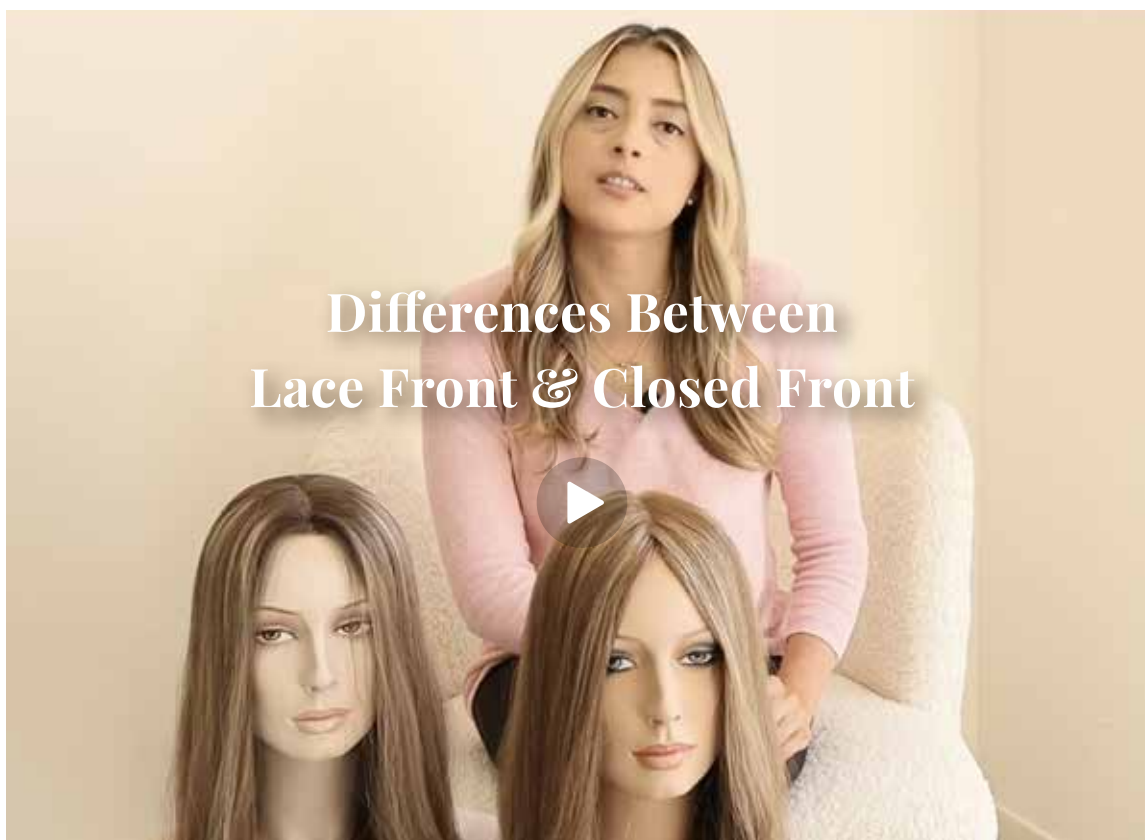
Some wigs have an elastic band on the back for making minor adjustments. Considering you'll be wearing this every day, the right fit can make the difference between a comfortable hairpiece and an irritable one. And who has time for irritation? Certainly not you.

Cap Construction Styles

Here's a look at the various wig cap constructions and their respective features:

- Front of Wig
- Top of Wig
- Back of Wig

Front of Wig



Lace Front	Closed Front
<ul style="list-style-type: none">• Lace material across forehead• Ventilated upward for a seamless hairline• Keeps hair out of face• Translucent color for every skin tone• Found on Grandeur, Style, Gripper, Chic & René collections	<ul style="list-style-type: none">• No Lace• Under ventilation to integrate with biological hair• Can be worn with straight / side fringe

Top of Wig



French Top	Skin Top	Lace Top
<ul style="list-style-type: none">• True to scalp illusion• No volume• Smooth sleek finish at the root• Found in Grandeur & Chic collections	<ul style="list-style-type: none">• True to scalp appearance• Return hairs for added volume• Volume can be smoothed down• Found in Style & Gripper collections	<ul style="list-style-type: none">• Lace material• Return hairs for max volume• Found in Pixie & René collections

Back of Wig



Hand-Tied Back	Machine Wefted Back
<ul style="list-style-type: none">• Hair is individually knotted• Cap is made with spandex material• Lightweight on head• Breathable & smooth feel• Can be worn in ponytail without exposing material• Found in Grandeur, Chic, Style, & Gripper Lite collections	<ul style="list-style-type: none">• Hair is sewn onto tracks, then tracks sewn onto the back of the wig• Cap is made with spandex material• Thicker / heavier feel• Durable material• Found in Gripper Actif, René & Pixie collections

Now that you have more information on the breakdown of a cap, you may be wondering which is right for you.

“ *Better quality lace is softer on the skin, so it won’t be itchy. If the inside of the cap is lined, you won’t be poked by inverted hairs. Some synthetic wigs cause itching because the hair works its way back through, so it pokes you and is itchy. However, if the cap is lined, it has a harder time poking through.* ”

~ Starr Fox, Daniel Alain Consultant

Chemotherapy and Cap Construction

Those undergoing chemotherapy may experience scalp tenderness and irritation. Because your scalp may be sensitive during this time, it’s best to avoid caps with adhesives, which can irritate the skin. Additionally, the chemicals fuming from glues may cause watery eyes, and without eyelashes to protect your eyes, this can cause discomfort and frustration. The best cap for chemotherapy treatments is a lace front wig that doesn’t require adhesives. As always, consult with a trusted stylist for guidance on cap construction for chemotherapy.

Factors To Consider While Shopping

“ *A woman who buys her hair
is about to change her life.* ”

~ Coco Chanel (Remixed)

You're armed with a full rundown of the different types of wigs, which means you're ready to start shopping! To kick things off, head to a wig shop to try different looks and see how they make you feel. In this chapter, we'll share important things to consider while wig-shopping.

Will Weather Affect My Wig?

Human hair wigs are made of 100% natural hair, which means they're vulnerable to climate and weather changes. Just as your biological hair might frizz in humid climates, your natural wig might as well.

Because synthetic wigs are made of machine-made fibers, you won't have to worry about rain, humidity, or weather elements.

What About Wigs For Working Out

Planning to engage in vigorous exercise? Power to you! You may want to leave your wig at home, so it doesn't soil from sweat. Sweat is good for the body but not so good for your wig. It's best to wear a stylish scarf, cap, or wig conducive for exercising. A human hair wig is more durable and resistant to water-exposure, but again, you might find that wearing a wig while working out isn't comfortable. Ultimately, this is entirely your preference. A synthetic wig will better endure chemicals from hot tubs or

swimming pools, but you'll want to leave it off in steam rooms and saunas. After a workout, your wig cap will likely be soaked with perspiration, which means you'll want to wash it immediately to avoid that gym smell.

Wigs For Sudden Hair Loss

If you're experiencing sudden hair loss, remember that you may only temporarily need a wig. Once you recover and your hair starts to regrow, you may want to choose a short wig in favor of a long one, which can aggravate a tender scalp. During this transitional phase, a wig topper or a short, lightweight human hair wig will offer the most comfort until your hair grows to your desired length.

How To Vet Wig Brands

We can't stress the importance of vetting brands when wig shopping. There's a lot of misleading information in the wig industry.

Many people are misled into purchasing a wig that isn't right for them because some retailers care more about making a sale than guiding you toward the perfect wig. The best way to protect yourself from this is to educate yourself on your options.

“*You have to check the brands and reviews to see what everyone is saying. Go to a wig shop and try them on. When you try on a high-quality wig, you'll notice a difference right away. It's very hard for a woman to go backward from the highest quality; that's how you get the education.*”

~ Industry Pro, Daniel Hafid - Founder and CEO of Daniel Alain

How can you protect yourself? Learn about the company history and make sure it's reputable. Many manufacturers mass-produce their wigs, which compromises quality—research what kind of quality programs each brand offers.

For example, every Daniel Alain hairpiece is handmade with an individual serial number. Plus, there are free returns and a consultant to guide you through the entire process.

Unfortunately, many manufacturers prey on vulnerable shoppers with catfishing. Some deceptive retailers advertise

beautiful looking wigs worn by influencers but deliver something that looks like a Halloween costume.

Here are some tips to protect yourself from these schemes:



Tip #1

Ask as many questions as you can. If the site doesn't have visible support or contact information, there's a strong chance that details are being deliberately withheld. A supportive, reputable wig brand will go above and beyond to help because they understand the daunting undertaking of shopping for a wig. A trustworthy retailer will happily consult you to ensure you don't settle for anything less than you want.



Tip #2

Read company reviews. Do a little digging into their Yelp and Google reviews. What are people saying about their experience? No brand is perfect, but a reputable brand will have a vast clientele of happy advocates. If you see repeated nightmare reviews, it's probably best to shop elsewhere.



Tip #3

Scope out the brand's social media presence. Are they active, contributing members of the wig community? Brands that are active on social media show that they care about their community and customers. Scroll through their posts and comments to see what people are saying.



Tip #4

Read blog reviews. While it's standard for brands to partner with influencers and thought-leaders, you should be able to find blog reviews that are substantial and honest. If all you see are perfect, flawless reviews, chances are the wigs are too good to be true. There's a difference between positive, constructive feedback and blatant perfection. Reading up on media coverage, reviews, and testimonials will give you a holistic overview of the brand's credibility.

Wig Buying Checklist

Print this wig buying checklist to help you screen wigs until you find the perfect one!

- ☐ Do I like my appearance in this wig?
- ☐ Do I feel confident?
- ☐ Does this wig color compliment my complexion?
- ☐ Does this style flatter my face shape?
* If you're buying a human hair wig, face shape is less important because you can alternate your style.
- ☐ Can the hair part fall naturally where I would part my bio hair?
- ☐ Does the hair feel high quality? Is the hair enjoyable to touch?
- ☐ Is the wig comfortable? Take note of your temperature; does the wig feel hot? How is the weight? Is it hurting your neck?
- ☐ Have I compared synthetic vs. human hair?
- ☐ Have I experimented with different styles, lengths, and colors?
- ☐ Have I taken the time to find the right wig without rushing the process?
- ☐ Do I trust this brand? Have I thoroughly vetted this brand's reputation? If so, do I feel confident proceeding with a purchase?

Chapter 6

Caring For Your Wig

“ *Okay, I bought my wig, and
I’m obsessed! Now what?* ”

~ *You*

Finding the right wig takes time, dedication, and perseverance, so let's take a moment to acknowledge how amazing you are for making it to this point! After you thoroughly revel in the joy of owning your new hair, you're ready to debut your new look to the world. The more you wear your wig, the more maintenance it'll need to stay tip-top. How can you keep your wig in fabulous condition?

Whether you've purchased a synthetic or human hair wig (or both!), we'll walk you through the best ways to care for and maintain your wig.

The Lifespan of Human Hair Wigs

After investing in a high-quality human hair wig, you want to ensure you maintain it well in order to expand its life span. The good news is that your wig's lifespan lies in your hands. Proper daily habits and maintenance routines will allow you to get the most out of your wig. Daniel Alain owner and industry expert, Daniel Hafid weighs in with his advice.

“If you wash, shampoo, and set a human hair wig, they'll last years. With chemicals, curling, and heating plates, the wig can go down in one year. Maintenance is key for longevity.”

~ Daniel Hafid, Founder and CEO of Daniel Alain

When To Wash Your Human Hair Wig

Want your wig to look fabulous for the long haul? Then it's vital to prioritize proper maintenance to keep your gorgeous new hair hydrated and healthy. Experts recommend washing your human hair wig after about 7-10 wears, but this depends on how often you wear it, style it, and expose it to heat or products.

Natural hair wigs don't have the lubricating oils of hair attached to a scalp, which works to your advantage because it requires less frequent washing. That said, it's vital to maintain your wig because, if not, it'll end up looking drab and unkempt. There's no point forking out hard-earned cash on a premium wig only to let your lovely locks go to waste.

When you devote proper maintenance to your wig, you'll have hair-flipping locks that go the distance, like @being_mrs_brown's!

“*You can spend thousands of dollars on a quality brand like a @follea & have a wig that will last you 3-5 years. I even know a Daniel Alain Follea owner who is on year EIGHT with the same wig. The quality hair will always style and wash the same time & time again. The ends of the hair will stay intact & the hair will continue to feel soft/luxurious for years.*”

~ Jennifer Brown, Influencer

How To Wash Your Human Hair Wig

We know that routine maintenance is crucial to the lifespan of your wig, so let's walk you through how to wash your natural wig.



Step-by-step process:

- Check to make sure no hair is caught in the clips and combs, then grasp the wig at the scalp and gently brush it away from the hairline.
- Fill a sink or bowl with lukewarm water and add a professional high-moisture shampoo. Mix the solution well.
- Dip the wig or topper into the lubricating mixture several times, then gently squeeze out the excess water **Do not brush the wig while shampooing.*

- Drain the basin and refill it with fresh, clean water.
- Dip the wig in and out and gently squeeze out the water after each dip. Repeat 4-5 times.
- Drain the basin again and refill it with clean, lukewarm water.
- Add a professional conditioner and fully immerse the wig into the solution.
- Now begin brushing the wig. Start at the bottom of the wig and slowly work your way up to the crown.
- Drain the sink again and refill it with clean water.
- Dip the wig in and out, squeezing the excess water after every dip. Repeat this process 4-5 times to remove all of the product.
- Wrap the wig in a towel (like a burrito or sushi roll!) and gently squeeze to absorb as much water as possible. **Do not twist the towel or the wig.*
- Brush the hair away from the hairline with a wide-toothed comb. Secure the wig to a mannequin head and brush the hair from the bottom up to the crown. Choose your part and brush the hair away from the face.

Lifespan Of Synthetic Wigs

While a natural wig can last you years, a synthetic wig will only last a few months. The running lifespan of a synthetic wig is about 4-8 months. During that time, you won't have to conduct as much maintenance as a human hair wig, but you might find yourself buying multiple synthetic wigs that add up to the one-time price of a long-term luxury European human hair wig.

Synthetic Wig Care & Maintenance

New baby in tow? Big promotion in the mix? COVID kicked your beauty routine to the curb? Then you may benefit from a fuss-free synthetic wig. Synthetic wigs are low maintenance, making them optimal for busy women who don't have time for a styling or washing routine.

You won't have rigorous upkeep, which is especially beneficial for someone experiencing the taxing demands of medically-induced or cancer-related hair loss. Once you receive your wig, it's ready to wear — that simplicity alone can often tip the scales toward synthetic wigs.

How To Wash Your Synthetic Wig

Washing your synthetic wig will increase its lifespan while keeping it in excellent shape as you wear it regularly. How often you wash your wig depends on how often you wear it, but the rule of thumb is to wash every 4-6 weeks, or after 30 wears. Because the wig is pre-styled, it won't retain the style through the wash, which means you'll need to finesse it a bit with dedicated synthetic wig styling tools to give it the look you desire.

Step-by-step process:

- Grab a wide-tooth comb and comb the wig to detangle.
- Fill a basin or sink with a mixture of cool water and wig shampoo. **Only wash your wig when it's dry.*
- Soak the wig for about five minutes or longer if needed.
**Do not wring, twist, or massage your wig.*
- After the wig has soaked sufficiently, dip it in and out of the water. If there are stains or noticeable soils, use a soft-bristled toothbrush to scrub them out gently.
- Rinse the wig with clean water to wash out all of the shampoo and oils.

- Drain the sink or basin and rinse it clean, then add fresh, cool water.
- Add a synthetic wig conditioner (read the directions for how much to use), and dunk the wig into the solution. Work the wig and conditioner through your fingers.
- Rinse the wig with cool water.
- Do not hang your wig to dry yet. Instead, use a soft microfiber towel and gently pat out the water from the wig. **Do not twist or wring your wig.*
- Once you've absorbed most of the water from the wig, hang it from a wig stand to dry. **Never comb your wet wig or dry it with a blow dryer, as this will damage a synthetic wig. Let the wig air dry for a few hours before wearing.*

Styling Your Wig: Take It To A Pro

Trusting a hairstylist with your hair is always unnerving, and even more so with a wig. Any mistakes made on biological hair can grow out over time. With a wig, changes are permanent and irreversible. A bad hair cut can ruin your wig. Choosing the right stylist, one understands your needs and you trust working with a wig, will help ease any anxiety around modifying your wig.

Not every stylist — even industry experts — are equipped to tackle wig-cutting, because essentially, it's a different ocean. Just as you wouldn't cast a saltwater fish into freshwater, your wig might not survive a traditional cut from your usual hairstylist. A professional wig stylist will be able to customize your wig to frame your face in a complimentary way. If you buy a human hair wig, a professional colorist can transform your wig into the color of your dreams.



Pro Tip:

Once you've found a wig from a brand you trust, ask them for stylist recommendations. They'll likely be able to point you toward a professional wig stylist and colorist. The wig community is very supportive. Take to social media to search for wig stylists in your area or to find wig wearers who might be happy to share their stylist's info with you.

Embracing Your New Look

*“ You like my hair? Gee,
thanks, just bought it. ”*

~ Ariana Grande, 7 Rings

We at Daniel Alain understand how difficult it can be to regain your self-image after experiencing hair loss. There are many brands you could have turned to, but we thank you for trusting us to help guide you on your wig-buying journey. We hope this guide helps bring you closer to finding the hair of your dreams.

Thousands of people, including celebrities, wear hairpieces and wigs on a daily basis. The stigma associated with hair loss is one we aim to detangle. You may feel like you've lost a part of yourself. But you've chosen to take control over your story and be defined by your desire to be confident in who you are. Embrace this journey of rediscovering yourself: you might love who you find along the way: a new, empowered, confident version of yourself.

You are not alone in your quest for the perfect wig. If you ever feel intimidated or ashamed, remember that hair loss and thinning is very common. 40% of women experience hair loss, according to the American Academy of Dermatology.

“There is a lot of pain in this process for women going through it. Sometimes decisions can be made emotionally. Of all times to invest in yourself, this is the time.”

~ Starr Fox, Daniel Alain Consultant

Choosing a wig puts the power back in your hands to embrace your dream hair. You are brave, resilient, and above all, deserving of hair you love.

Everything good is worth fighting for, which is why we stand beside you on the journey to your best hair yet. Whether you're a beginner or looking to maximize your next wig choice, use the information, resources, and tips in this eBook to make the best choice for YOU, no one else. While the process may feel overwhelming, it can also be exciting because it's a process that leads you closer to embracing your new look.

Daniel Alain Wigs Collection Overview



Daniel Alain wigs and toppers are made from the highest quality 100% human hair. As you transition into your new hair, Daniel Alain offers a breathable, comfortable, customizable solution

that enables you to retain your sense of self-image and confidence. Our consultants are eager and ready to walk you through the entire process.

You are brave for taking this step and investing in the hair you've always desired. Because when you find it, you'll step into your power again. Get ready to smile, walk taller, and own your look.

Step aside, world, the new you is stepping out!

Join The Journey #Follea



Additional Resources

At Daniel Alain, our mission is to become a woman's most trusted solution for achieving her most beautiful hair — no matter what stage of hair loss she encounters throughout her life. We're devoted to providing an informative, safe, and uplifting space for you to learn about every aspect of women's hair loss. We continue to explore the bleeding edge of emerging science, research, and solutions for women's hair loss.

Visit <https://www.danielalain.com/> for more resources and information. On our website, be sure to visit our Hair Loss Center to learn about hair anatomy basics, causes of hair shedding, life stages of women's hair, and solutions for beautiful hair.

Visit the **Daniel Alain blog** to stay up-to-date on the latest hair news, guides, and articles. To learn about our current patents & studies, visit our **Innovation page**.

Still have questions? **Get in touch** or **Book a FREE Consultation**. We love hearing from you!

