

Spring / Summer 2009

Regular Hours

Sunday: Closed
Monday: 10:00am - 2:00pm by appointment only
Tuesday-Wednesday: 8:00am - 7:00pm
Thursday: 8:00am - 5:00pm
Friday: 8:00am - 4:00pm
Saturday: 8:00am - 2:00pm

Holiday Hours

Memorial Weekend
May 23rd - May 25th --- Closed
Fourth of July Weekend
July 4th - July 6th --- Closed
Labor Day Weekend
Sept. 5th - Sept. 7th --- Closed

Kidz*Wigz
Foundation

Allusions has a foundation to help children with hair loss. It is a non-profit foundation for the sole purpose of providing custom cranial prostheses for children unable to afford good quality hairpieces.

We want to use our expertise to help children dealing with the trauma of hair loss. If you would like to make a donation, please send a check to "Kidz Wigz" PO Box 9660 Cincinnati, OH 45209 or call us and we can add a donation to a credit card. Thank you for your generous donation.

"No-Interest" Financing available

Allusions offers a flexible payment plan with Care Credit or Citibank. With either of these plans you can finance your purchase with no interest and no annual fees.



We also accept



Online shopping available at www.allusionshair.com

Allusions Gift Card available



Allusions
Montgomery Station
9200 Montgomery Rd.
Building B Suite 5B
Cincinnati, Ohio 45242
(513) 891-5411
(513) 891-3527 fax
www.allusionshair.com for more information on our special services

Allusions™

It's what you don't see!

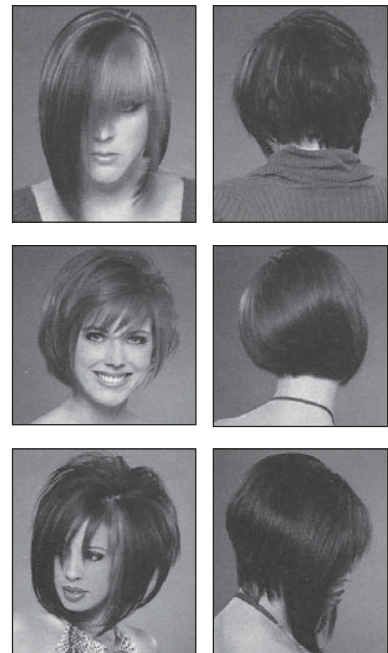


Beautiful Bobs Continue Beautiful bobs with new color tones are still the rage for spring.

Short Story...a short sexy haircut can give a big boost of confidence. It is flattering on all women. Short allows you to emphasize your face or a long, beautiful neck.

For Women

- Bold rich reds** – New red tones add a sassy touch to a great cut
- Long lazy waves** – Perms are back with sexy loose curls
- Chipped pixie cut** – Shattered ends and chipped perimeters make this a new look
- Smooth and silky** – Long hair that is loose and silky



For Men

- Shaggy Chic** – Long loose wavy hair is very sexy for men
- Groomed** – New sleek looks with a gel
- Salt & Pepper** – Great for the baby boomers
- Day after beards** – Continue in all the runways
- Free & Spiked** – Gel with a height



How great your hair looks depends on how wisely you choose your salon. Allusion's staff is well educated and trained to provide you with the healthiest and most attractive look for your hair. Call today for a **free consultation** to see what new technique is recommended for you. Take a moment for your hair. It is the most important feature of your appearance. Let the professional staff of Allusions guide you. Start your new life today!

Sharing our Knowledge



*...thank you for your continued support!
Happy 2009!*

We are looking forward to 2009 with a fresh outlook, new technologies, and new fashion for hair replacement.

With the challenging economic environment it is more important than ever for you to look good, and have confidence in what you do. We have less than 30 seconds to make a good impression on others and hair is the first thing others see. Hair equals confidence and it is more important than ever to keep your job or to get a new job. All of us at Allusions are committed to making you look and feel your best. Make an appointment today and see what great solutions we may have for you. You are worth the investment!

In this Newsletter

We have gotten great response to our newsletters. In each edition, we will try to update you and educate you on the newest trends and developments in the hair replacement industry. We will add a few new sections based on popular request. They are:

- **Ask the Experts** – This is your chance to write in and ask us a special question about your hair. We will answer several questions in each newsletter. You can send in your question to Allusions or e-mail me directly to Jeanne.Sheldon@fuse.net.

- **Meet our Makeover Clients** – Each season we will choose one or two makeover clients for a free makeover. We will tell their story and show you the transformation. Our selection is based on a questionnaire they fill out. You too could be a candidate. If you are interested in a Free Makeover, call our office to schedule a consultation with one of our hair loss experts and see if you qualify.

- **New Technologies Available** – We will continue to present the latest technologies available in hair replacement.

- **Stimulus Coupons** – Great saving on our services to help get you started. We are giving you a stimulus package of our own. See the enclosed coupons that will hopefully motivate you to take action on your hair in 2009.

- **Sharing their Story** – In our last two newsletters, we brought you Susan's story on hair loss, and we will continue to share other stories of inspiration.

All of us at Allusions strive to give you the best service, the best technology, and the best solutions for the best you.

All of your comments and feedback are always welcome. If you are happy with our services, please tell others. If you have some concerns; please tell us so we can improve.

Sincerely,
Jeanne Sheldon
Jeanne Sheldon

Questions & Answers

Q. I am starting a new diet. Is there any correlation between weight loss and hair loss?

A. For many people who are successful in losing weight, they sometimes experience a side effect that they weren't aware of. Weight-loss and hair-loss can go hand-in-hand. One is often the culprit of the other. Mostly crash diets can be to blame, however, even eating healthier, and exercise can still lead to some form of hair loss even if it is just temporary. Nobody is immune to diet related hair loss, but there is good news. For most people, just a slight change in diet can cause thinning of the hair, but within a year usually, the body can repair its growth to what it was prior to the loss. At Allusions, we have products like Hair Support and Biomedic that in combination with our Laser Hair Therapy can rejuvenate the hair and stop the hair loss faster.



Q. Can I beat thinning hair with vitamins?

A. There is increasing awareness that proper daily vitamins play a critical role in hair growth. Good nutrition is vital to healthy hair growth, just as it's essential to our overall health. If your body is in good health, you can maximize your genetic hair growth cycle through taking the proper blend of Saw Palmetto, and B-vitamins. It is also important to include B-6, biotin, and folic acid in the supplemental program. We have several excellent vitamins available at Allusions that promote healthy hair growth. They include Phyto, Permixon, Nioxin, and Hair Support vitamins. The ingredients used in these formulations have been researched, tested, and selected for their positive effects on hair growth.



Q. I am worried that everyone will know that I am wearing a hairpiece?

A. Depending on the severity of your hair loss, there are many solutions available. Allusions educated staff of professionals designs each hairpiece individually for every customer. We have many ways to integrate your hair with the prosthetic hair giving you the appearance and feel of your own natural hair. Our goal is to give you a totally undetectable result. Each year there are new improvements in the technology of attachments as well as the hair type. Allusions is the only licensed dealer for cyberhair in the region. Ask about it at your next visit.



Makeover News

Meet Barb

Barb had a makeover with our fabulous Graduated Enhancement Method. It is a totally undetectable, proven non-surgical hair replacement for women. The hair is so unique and natural; it can be human or cyberhair and only available at Allusions in Cincinnati. This method will enhance the volume of ones own hair.

In our last newsletter, Allusions asked for applications for our free makeover program. After careful review we chose Barb because of her heartfelt comments and because we thought we could help make her wishes come true. This is her story:

“I have had thinning hair since I was in my 30’s. I have tried products, but now after living with this for more than 20 years, I know it won’t grow back. I am looking for a natural solution for my hair loss.



Before

I think having more hair would boost my self-esteem. It would be great to meet new people and not wonder if their first impression was how thin my hair is and that you can see my scalp. It would also be great to come in from a windy day and not have to check my hair in the mirror to see if my thin spots were showing.



After

If I had a hair makeover I might even think about dating. I don’t even like getting my picture taken.”

Well here is Barb before and Barb after photo. She will tell you how much better she feels and

how much more confident. A makeover may be just the answer for you. Now you too can apply to be a makeover candidate. Just call for a free evaluation and you too could have the hair you have always wanted!!

Sharing their Story

Meet Tiffany

who found Allusions and the Cyberhair wigs. Cyberhair is a new innovation spun from scientific technology. It has many desirable qualities: durability, uniformity, lightness, softness, body and lift, and memory retention. In all of these areas, Cyberhair is equal or superior to other fibers/human hair while duplicating its texture to simulate your own hair. Get the high performance you deserve – try Cyberhair for your new hair.

Tiffany has been living with Alopecia for the last 23 years of her life. While growing up, she experienced hair loss in small circular patches on her head and eyebrows. Today, at the age of 28, she is nearly 60% bald, has only one eyebrow and wears a full cap wig. Through her 23-year journey dealing with hair loss she has found peace and acceptance.



Before



After

We had the pleasure of talking with Tiffany about her struggles and triumphs growing up with Alopecia Areata. Tiffany likes to help others with Alopecia cope with the emotional aspects of this autoimmune disorder. She is a young, brave and confident woman, who has found through her disease great strength and courage.

What is Alopecia? Alopecia is a disease that affects over 5 million Americans. It is an autoimmune disorder, which affects both male and females equally. It starts with one or more small, round bald patches on your head. Although it is not life threatening disease, it is a life altering one. It’s sudden onset and recurrent episodes and its unpredictability has a profound psychological impact on the lives of people who suffer from this disease.

It is estimated that less than 2% of the American population is affected by Alopecia. We asked Tiffany if she feels alone.

“I have experienced a wide variety of emotions with it including anger, frustration, sadness, and loss. Both the course of this disease and the emotions can be unpredictable and the lack of control over it is frightening. I have learned that my family and friends accept me with my Alopecia, but only have, when I learned how to accept it myself.”

“I grew up being afraid of my disease, hiding my bald spots rather than being open with others. I hid behind short haircuts, a lot of

backcombing and heavy hairsprays. I overcompensated my clothing and apparel to hide my insecurities about my hair loss thinking maybe my cute outfit will draw attention away from my head. Now I am proud of my journey and how far I have come. It was great to find a place like Allusions that has such a great variety of products that are of high quality and very natural looking for people like me. They have made me feel so much better about my appearance, and I am thankful for that.”

**“I was not
Living My Life....
I was living my life
with Alopecia”**

If you are suffering from Alopecia, there is help from Allusions and the National Alopecia Areata Foundation. Call us today if you would like more information on how we can help.

Meet John

John wore a baseball cap since he was 22. He was always embarrassed about his hair loss and felt that it made him look so much older than he was. He dreaded getting dressed up because he couldn’t wear his hat. He worried about dating because of his thin hair and what others might say.

John has a genetic condition typical of so many men. In fact by the age of 50, 50% of all men will have some sort of balding. We are also seeing men at much younger age losing their hair due to diet, environmental problems of pollution, and hormones in our food.

John tried one of our Élan grafts and you can see the difference. He looks younger, feels more confident and doesn’t have to stress about his hair anymore. He leaves that up to the professional staff at Allusions.

If you have a story you would like to share about your hair loss or a loved one, please write to us directly or send e-mail to Jeanne.Sheldon@fuse.net



Before



After

\$75 OFF an introductory 6-month or **\$200 OFF** a 12-month laser hair therapy program.

Laser Hair therapy will stop the progression of hair loss and stimulate re-growth.



Before



After

(Stimulus Coupons effective March 1st - May 15th)

\$50 OFF our exclusive FDA approved laser comb.

It will energize, regrow, and improve the overall quality of your hair. Just 10-15 minutes three times a week is enough to energize your hair making it stronger, thicker and fuller over time. Regular Retail \$595.00.



(Stimulus Coupons effective March 1st - May 15th)

20% OFF Hair Support, Biomedic, or Nixon starter kits.

All of these products are specifically designed to stop the progression of hair loss and work effectively with our in salon laser or our laser comb.



(Stimulus Coupons effective March 1st - May 15th)

*INSIDE THIS ISSUE:
Finding the right solution to
your hair loss needs*

PRSRRT STD
US Postage
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Cincinnati, OH

9200 Montgomery Rd.
Montgomery Station
Building B, Suite 5B
Cincinnati, OH 45242



\$100 OFF any new Hair Integration or Graft purchase.

This can be used toward Cyberhair or human hair.

(Stimulus Coupons effective March 1st - May 15th)

\$50 OFF any new hair extension program with a minimum purchase of \$250.00.

Allusions offers many choices in extensions. We have the latest strand-by-strand technology, clip in extensions, and more. Make your hair full, thick and long with the many varieties of extensions we offer. Call today to see what extension technology would be the best for you.



(Stimulus Coupons effective March 1st - May 15th)

FREE MAKEOVER!

Candidate must make an appointment for a consultation to see if they qualify.

You too can have the hair you've always wanted!

(Stimulus Coupons effective March 1st - May 15th)