

SPRING 2010

Regular Hours

Sunday: Closed
Monday: 10:00am - 2:00pm by appointment only
Tuesday-Wednesday: 9:00am - 7:00pm
Thursday: 9:00am - 5:00pm
Friday: 9:00am - 4:00pm
Saturday: 8:00am - 2:00pm

Holiday Hours

Memorial Weekend
May 29th & 31st --- Closed
July 4th Weekend
July 3rd - 5th --- Closed
Labor Day Weekend
September 4th - 6th --- 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.

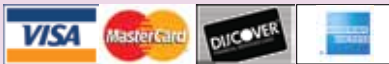
We want to use our expertise to help children dealing with the trauma of hair loss. If you would like to make a donation, please send a check to "Kidz Wigz" PO Box 9660 Cincinnati, OH 45209 or call us and we can add a donation to a credit card. Thank you for your generous donation.

"No-Interest" Financing available

Allusions offers a flexible payment plan with Citibank. With this plan 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!

Spring & Summer sizzling styles...love 'em or leave em?

Bangs, Curls, and Updo's

For Women

- **Bangs** – Frame your face in a fresh and youthful way.
- **Short, Sassy, & Angular Cuts** – Look sexy and alluring.
- **Splashes of Vivid Color** – Vivid colors of red, blue, and pink for accents.
- **Curl power** – Pump up the volume and amplify fine hair with waves and spirals.
- **Fit to be Tied** – Ribbons, bows and fabric ties give hairstyles a feminine edge.



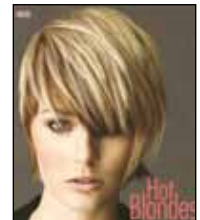
CURL POWER



FIT TO BE TIED



BANGS



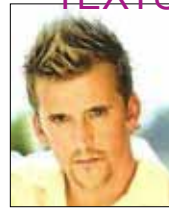
SASSY

For Men

- **Sleek** - Pomades and gels to deliver flexible hold & shine
- **Texture on top** - Shag and Loose Cuts
- **Longer** - Hair coming over the ears



SLEEK



TEXTURE



LONGER

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 which 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!



Thank you for your continued support!

We are almost finished with winter and we are ready for rejuvenation and renew for spring. The bright spot for all of us at Allusions is YOU, our loyal and supportive customers. We appreciate your patronage. Here are some new things we will be doing for spring to serve you better.

New for Spring/Summer:

New Website - www.allusionshair.com visit our new look

Online Shopping available for our most popular products

New Medicueticals Products for special needs

New email promotions - sign up now to be updated on the latest products and promotions available

New Laser Hair Therapy Commercial

Allusions Models and photo shoot results - you too can be one of our models

We also just returned from the "Chicago Hair Show". All the technicians were updated on the latest trends in cuts and color for Spring 2010. All this and the best technicians in the industry are here at Allusions to give you the look and confidence with your hair.

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 a fabulous appearance. When you look great on the outside, you feel strong, confident, and great inside.

All of us at Allusions are committed to making you look and feel your best. Make an appointment today and see what new solutions we may have for you. You are worth the investment!

We continue in this Newsletter to offer:

• **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 at Jeanne.Sheldon@fuse.net.

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

• **Stimulus Coupons** - Great saving on our services & products to help get you started. See the enclosed coupons that will hopefully motivate you to take action on your hair in 2010.

• **Sharing their Story** – In our last newsletters, we brought stories from our clients on their hair loss, and we will continue to share other stories of inspiration. In this newsletter issue, we bring you stories from "Hair Loss Confidential"...a reality show with actual client stories and transformations.

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*



Questions & Answers

Q. How can I best care for my new hair integration or graft for the hot summer months?

A. Summer can be a tricky time for protecting a hairpiece from all the things we love about this season; sun, beach, salt and pool water. In fact, it's imperative for us to educate you on how to properly maintain a hairpiece during hot summer days.

1. Condition, Condition, Condition. Just because it's a hairpiece doesn't mean it fails to need all the TLC we give natural hair. Make sure you use one of our moisturizing conditioners on your hair (i.e. Euschen or Kenra). We also have a sunscreen spray by Phyto that protects your hair from those dangerous UV sunrays.

2. Shampoo with a moisture shampoo (i.e. Euschen or Kenra). Sunlight fades all hair so like you own hair, the hair in a hair addition does oxidize and fade. A color protection shampoo like Kenra's Color maintenance shampoo can cut down on the fading.

3. Protect it from chlorine. One of the most damaging summer chemicals is chlorine. To protect a hair addition or graft from chlorine, wet the hair down, and apply deep conditioner before getting into the pool. The hair won't be able to absorb the chlorine because it will already be saturated with the conditioner. After swimming, use a detangler conditioner to make combing easier and less stressful on the hair. Try to use your fingers for detangling, as they are gentler than a comb or brush.

4. Wear the spare. It is always best to wear an older hair graft or integration if you are going to the beach or on a cruise. This way your newer hair doesn't get too much wear.

5. Wear Protection. Another way to protect a hairpiece from the wind and sun is to wear a hat or scarf to protect it from the rays. If your hair is long, try tying it back which keeps it from getting tangled in the water and wind.



Q. What is the best brush to use with my hair?

A. Get a new brush; the right one makes all the difference. Pick the one for your hair needs. Your stylist can advise you. Here are some tips.

1. To detangle curves or waves: Use a paddle brush with rubber bristles. These hair types are more prone to breakage, and boar bristles can be rough on them. Always start at the end of the hair and work your way to the scalp gently.

2. To shine up straight hair: A boar bristle brush best distributes oils, and leave-in conditioners, leaving hair shiny and glossy.

3. To get bouncy blow-outs: Pick a medium-sized round brush with plastic and boar bristles (all boar won't grip hair). We also have a great "Hot Tools" round brush blow dryer that is great for this.

4. To pump up volume: An old-school teasing brush lets you back-comb roots for sexy volume.

Also, need to clean your brush out fast? Comb hair out of the bristles with another brush. We have all these great brushes available at Allusions in regular and travel size.



Q. Why should I choose Allusions for my hair replacement needs?

A. Of course we think we are the best for the following reasons. You can also go to our website at www.allusionshair.com to hear what our client testimonials say about us.

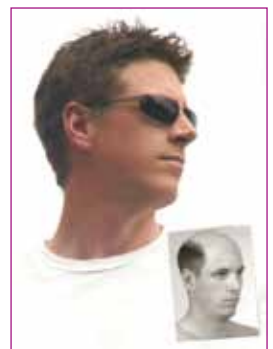
1. We have the best-trained team of hair replacement experts in the region who get updated training on the latest technologies available every year.

2. We offer free, confidential consultations for your first visit so you can see which solutions we may have available for you.

3. All of our rooms are private. Everything is kept confidential.

4. Our hair replacement services are affordable. We have payment plans and we try to work within your budget.

5. All of our hair replacements are custom designed for your individual needs so we can add hair where you need it most. Whether you have minimal thinning or more advanced stages of hair loss, we offer a wide variety of state-of-the-art solutions and products that result in "hair so real, you won't know the difference"



Makeover News

See how great these makeover candidates look. Fresh from our latest photo shoots, here are our latest models. You too can look this great. Start your new life today with Allusions Hair replacement technology



Sharing their Story

“Where do I start? I’ve dealt with Alopecia for a little more than half of my life and you certainly have brightened my life! You always have a smile and kind words and you always seem to know how to style my hair (even though I don’t even have a clue). This time you hit a homerun! Those were also the words I heard at work when I walked in the first day after I got my new hair. I heard someone say, “Don’t ever let go of your hairstylist!”

My Story Meet Susie

“For the past 20 years I have suffered from alopecia areata, and although I have had much support from all of my friends and family, the road has been a struggle.

When I was 3, my mom found a bald spot on top of my head. Just as the doctor said, my hair grew back. When I was 7, I lost 75 percent of my hair during a move from New York to Pennsylvania. Then when I was 10 and we moved to Tennessee, I lost just about all of my hair. Over the years some hair grew back, but I always had patches until I was about high school age. For probably the past 6 years, I have had alopecia areata universalis, which means I have no hair on my entire body. I have very few eyebrows, but luckily my eyelashes have grown back. I have to say that the hardest part of this disease is losing my eyelashes and eyebrows. With neither eyebrows nor eyelashes, you look somewhat like an alien. You have no expression to your face, whatsoever. I guess all I can say is thank god for eyebrow pencils and fake eyelashes! Yeah, I don’t have to wash my hair every morning, but playing arts and crafts on your eyes and etch-a-sketch on your face isn’t the greatest thing in the world.”



Allusions offers Amy’s Presence cyberhair wigs for people experiencing alopecia. They are very lightweight and durable. They can be worn for all activities including swimming & sleeping.

Alopecia is an autoimmune disorder that causes partial or full hair loss in people of all ages.

“You provided a safe haven and a sense of self-worth for me that have been immeasurable this past year with my new hair.”

From reality TV Show “Hair Loss Confidential” – a reality show that restores the lifestyle of men, women, and children experiencing hair loss. Go to Allusions website if you want to nominate a makeover candidate.

Kristal’s Story

hair loss
CONFIDENTIAL

Courageous is the best way to describe Kristal, the subject of the second episode of “Hair Loss Confidential”.

This 38 year old woman who survived a terribly abusive childhood, numerous personal losses and many health issues, including cancer, has lost most of the hair on top of her head due to genetic thinning. Her hair loss limited her ability to take risks and believe in herself.



She was nominated by her sister for a “Hair Loss Confidential” transformation. After her initial shock of being surprised to be nominated for a transformation makeover, Kristal readily agreed to proceed. She was tired of having people see through her scalp. She was also tired of combing, spraying and trying to cover-up her hairloss.

She was very brave, and had a full hair replacement. Her transformation came on the eve of an important job interview. After discussing all the options available to her, she chose a graduated enhancement with a perimeter bond. You can be the judge of how great she looks. And, by the way, she got the new job!!

Allusions offers solutions for these and many other hair loss problems. We offer free confidential, private consultations to find the best solution for you.

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 We sometimes change the names in our stories to protect the confidentiality of our clients.

\$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 - April 15th)

\$75 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 - April 15th)

20% OFF Tools of the Trade

Try our great professional products including our round brush blow dryer, flat iron and more for great hair looks.



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

*Just for you...
See Stimulus Coupons!*
(Stimulus Coupons effective March 1st - April 15th)

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Cincinnati, OH 45242

*Allusions*TM

\$100 OFF any new ala carte Hair Integration or Graft purchase

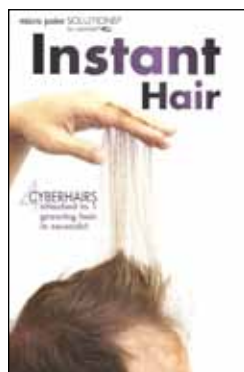
This can be used toward Cyberhair or human hair for men or women.



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

Instant Hair!

Purchase 600 micropoint links by Cyberhair and receive 100 FREE



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