



CREATING HEADLINES WORLDWIDE

*trendco collection*



CREATING HEADLINES WORLDWIDE

# TREND WIG

BOUTIQUE

104 WESTERN ROAD HOVE

## *The Trendco Story*

Trendco opened its doors to the Brighton public in 1965 with the objective to supply hairpieces that met the then highly fashionable “bouffant” hair look. Although women had worn hairpieces and wigs for centuries, their use as a beauty aid had been forgotten. Realising that he had to educate, as well as create a demand for his range of wigs and hairpieces, Trendco’s founder Keith Forshaw hit upon the idea of organising “wig parties” in people’s homes. These parties proved highly successful and soon wigs and hairpieces were back on the map.

Now part of the global hair loss company Aderans, Trendco supplies top quality products across the UK and Ireland. We have an extensive mail/Internet customer base, which we supply from our head office in Brighton and through our retail salons in London, Hove, Birmingham, Manchester, Nottingham, Edinburgh (A&A Studios) and Liverpool (The Wiggins). Trendco also supply to wig salons, boutiques, hairdressers and e-commerce sites throughout the UK from our wholesale facility.

Trendco strive to offer a comprehensive service to our clients, offering a friendly

and professional service to all. The highly qualified stylists in our retail salons provide a personalisation service for all our wigs and hairpieces, ensuring that customers leave with a product which makes them look and feel great. We also offer a colour matching service either in store or via mail order so that our customers get the best product possible.

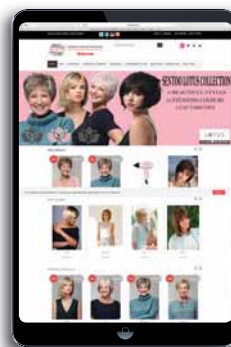
Trendco are a customer focussed company; we work hard to give the best advice possible and to provide everyone who uses us with a pleasant experience.

*Welcome to Trendco!*

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Visit our website for all the latest news and information on our ranges.

[www.trendco.co.uk](http://www.trendco.co.uk)

**f** Like us: **Trendco-Wigs**  
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# Gem

## COLLECTION

### **The Trendco Gem Collection**

is one of the most popular human hair wig collections available, making them precious gems to have! All the wigs are constructed on a completely hand tied foundation and designed with a soft lace front and a smooth monofilament top, offering complete comfort with a natural finish.

Every Gem comes completely un-styled, all in one length, ready to style to perfection, just for you!

The Gems featured in this brochure have been cut and styled enabling you to see the different length and styling options that can be created. All Gem wigs are made from Remy Hair and are available in an array of stunning natural colours. Please take a look at the colour chart on page 12 to match your perfect colour. To get the most out of your Gem Human Hair wig, please look at our human hair FAQ's on page 27.



## Diamond

The most popular of all the Gems and the longest length available, the Diamond has long beautiful goddess like hair!

- HAIR LENGTH: 18 inches/45cm
- COLOUR SHOWN – 3/4-31



## Amber

A long, flowing shoulder length Gem ideal for a wide range of different styles. The possibilities are endless!

Due to popular demand, the Amber is now available in a petite cap making it more versatile than ever!

- Hair Length: 12-14 Inches/  
31-33cm

## Crystal

The shortest of the Gems. You can create a short tamed style or perhaps something more trendy. The Crystal has 12 lines of machine wefting at the nape to create a smooth finish. We only slightly tweaked the Crystal in the picture to show you the full length, but don't be afraid to make this style your own!

- HAIR LENGTH: 2-6 Inches/6-10cm
- COLOUR SHOWN: 6/24R



## Emerald

A mid-length style which perfectly sits on the shoulders and can offer flexible styling options.

- HAIR LENGTH: 10 Inches/25cm
- COLOUR SHOWN – 33/130



# Ruby

Channel your inner Marilyn (*whatever the colour*) with this gorgeous classic length. The Ruby comes with an initial curl but this can be taken out at time of styling.

- HAIR LENGTH: 4-6 Inches/10-15cm
- COLOUR SHOWN – 26



# Jet

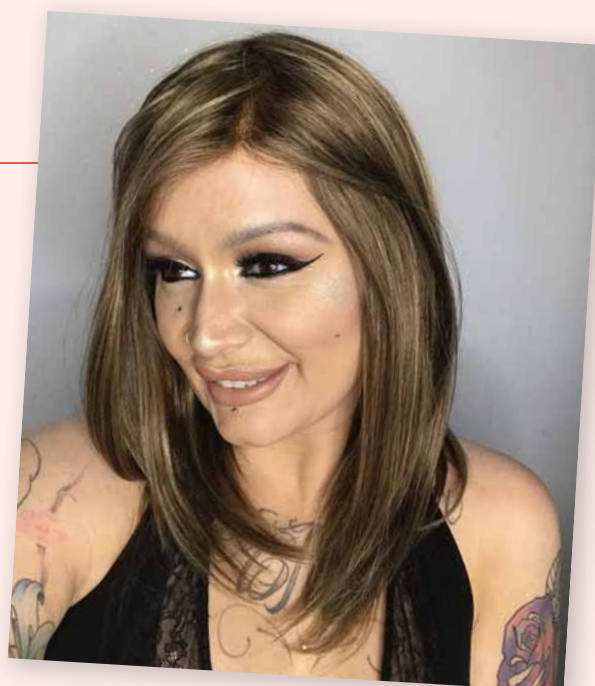
The Jet Petite base varies from the other five Gems as it has a monofilament and polyurethane top, with a lace front from temple to temple. This along with the petite cap ensures a perfect secure fit.

- HAIR LENGTH: 8 Inches/20cm
- COLOUR SHOWN – 31

# Supplex

The Supplex is constructed using a super thin transparent skin like material; Polyurethane. With this special base, it clings to all contours on the head for an extremely secure fit making it perfect for those with total hair loss.

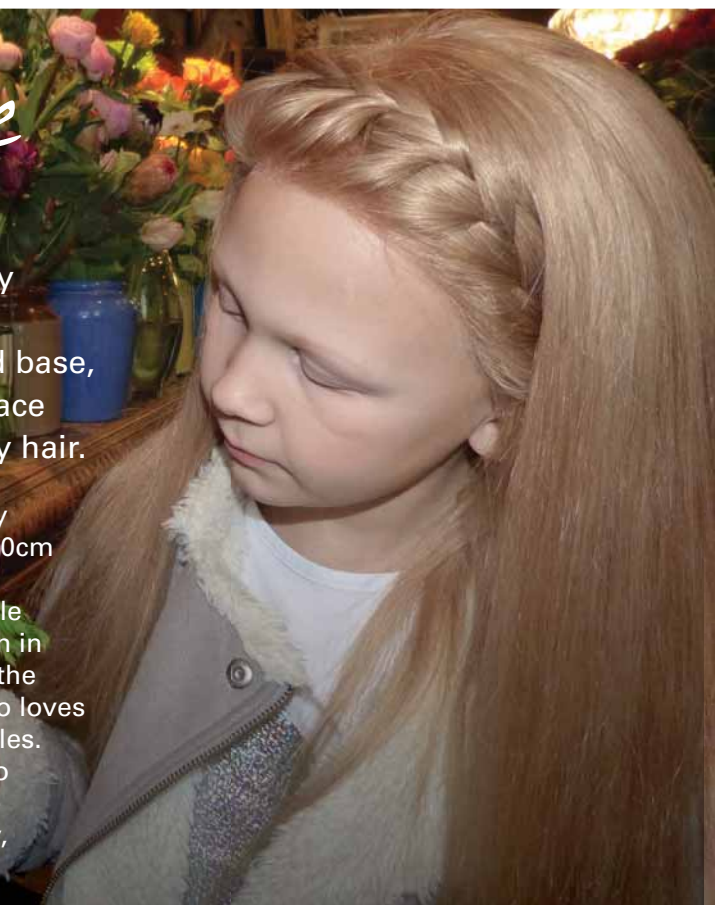
The Supplex is available in a regular cap size (53.5cm) and a petite cap size (49cm) to ensure a secure fit. The Supplex regular & petite is made from Remy Hair and comes in an un-styled length of 10inches/25cm. It is completely hand tied, offering versatile styling options and can even be cut short, making it ideal for men too.



# Sapphire

The **Sapphire** is specifically designed for children. It is constructed on a hand tied base, monofilament top with a lace front and made from Remy hair.

The Sapphire comes completely un-styled with all over 12 inch/30cm hair length, which can be styled to suit. With the temple to temple lace front feature, it can be worn in a ponytail or loosely, making it the perfect wig for any little girl who loves to experiment with different styles. The Sapphire now comes in two different cap sizes, ensuring the perfect fit and most importantly, comfort for the wearer.



## PLATINUM COLLECTION



An exclusive European Human Hair collection designed by the best for the best.

Two beautiful handcrafted wigs using the highest quality European hair. The Platinum Collection is designed for those who are striving for perfection and the ultimate confidence.



- Style "Opal" – 8-12 inches
- Style "Onyx" – 10-12 inches
- Secure Fit
- Natural Lace Front
- Anti-Slip PU Design For Extra Security
- Extreme Comfort
- Best Quality European Hair
- Seven Exclusive Colours

*The Platinum Collection has its own brochure dedicated to this wonderful collection. You can download a brochure from [www.trendco.co.uk](http://www.trendco.co.uk), call 01273 774977 for a copy or book a consultation in your nearest Trendco salon to see these innovative designs.*



# Gem

## HAIR ENHANCERS

**Gem Enhancers** are the perfect solution for thinning hair and come in a variety of different base sizes, providing you an excellent range of choice.

The Gem Enhancers are available in three different sizes; Parting, Standard & Large so you can choose the best option for your hair loss requirements.

All Enhancers are made from Remy Hair and are constructed on a hand tied monofilament base. Each Enhancer has four snap lok clips to attach to your existing hair for a secure hold and a seamless blend. Like the Gem wigs, the Enhancers are completely un-styled so they can be cut and personalised to suit you, ensuring a smooth integration with your own hair.

The Gem Enhancers come in the same natural stunning colours as the Gem wigs but with the added grey shades\*, making sure we have covered all colour options.

\*Grey content in the Enhancers are made from fibre hair meaning no heat styling can be done.

Gem Long Hair Enhancer  
Colour Shown: 25





# GEM HAIR ENHANCERS; A PERFECT SOLUTION TO THINNING HAIR



## GEM PARTING ENHANCER

Supplements hair in the parting area and fantastic coverage or to add fullness in this area.

- BASE SIZE: 2.5" x 5"
- HAIR LENGTH: 9 Inches/22.5cm



## GEM HAIR ENHANCER

Supplements hair in the front, top and crown areas where hair loss may be more noticeable, also great for adding volume to your existing hair.

- BASE SIZE: 5" x 5.5"
- HAIR LENGTH: 9 inches/22.5cm



## GEM LONG HAIR ENHANCER

The same base coverage as the Gem Hair Enhancer but available in a longer length.

- BASE SIZE: 5" x 5.5"
- HAIR LENGTH: 14 inches/35.5cm



## GEM LARGE HAIR ENHANCER

Supplements hair in the front, top and crown areas in a large area where hair loss may be more visible, also great for adding volume to your existing hair.

- BASE SIZE: 6" x 8.5"
- HAIR LENGTH: 9 inches/22.5cm

## *Gem Premium Enhancers*

Gem Premium Enhancers are the newest additions to the Gem Enhancer family. These Enhancers differ from the others as they have "extra qualities". They are very light-weight and are almost undetectable to the naked eye. Gem Premium Enhancers are available in a smaller range of Gem colours, please refer to page 13.

**PREMIUM HAIR ENHANCER** is constructed on a single French drawn base with the bottom layer covered with fine monofilament mesh. The finished look is extremely natural as the hair appears as if it is growing from the scalp.

BASE SIZE: 6" x 4.5"

HAIR LENGTH: 10-12 inches/28cm

**PREMIUM PARTING ENHANCER** is a single layer of fine welded monofilament. It is extremely light-weight and has been designed with long return ends leaving the hair looking very natural.

BASE SIZE: 3.5" x 5.5"

HAIR LENGTH: 10-12 inches/28cm

# Loves Change

## HUMAN HAIRPIECES

**Trendco's Loves Change Human Hairpieces** are stylish, modern and the perfect addition to looking fabulous, whatever the occasion!



*Septimo*

A perfect alternative to extensions, Septimo is a beautiful 100% Human Hair three quarter hairpiece, which seamlessly integrates into your own hair. A versatile hairpiece which can be sleek and smooth during the day and glammed up during the evening with big bouncy curls.

The comb attachment system ensures a comfortable yet secure fit.

HAIR LENGTH: 18 inches/45cm

COLOUR SHOWN: Espresso



*Lola*

A classic, luscious long ponytail made from 100% human hair. A sleek look can be created in minutes!

With its honeycomb base, built in comb and two extra hair toggles, the Lola will stay perfectly secure in your hair for as long as you need it to.

HAIR LENGTH: 18 inches/45cm

COLOUR SHOWN: Espresso

*Please check out page 13 for your perfect colour for these stunning human hairpieces.*



# Loves Change

## FIBRE HAIRPIECES

**Trendco's Loves Change Fibre** hairpiece collection hosts 10 stunning fibre pieces from three quarter hairpieces, ponytails, chignon bun to fringes. Available in a range of beautiful, natural colours, Loves Change hairpieces are ideal for day/evening wear, special occasions and a perfect addition for that "Big Day!"

The same model has been used to illustrate the different looks that can be achieved with the exception of the Aura.

All hairpieces are shown in colour Expresso.

*Aphrodite*



A desirable curly ¾ hairpiece  
Length: 11-19 inches/27-48cm

*Apollo*



Luscious light wavy hairpiece,  
attachable with slide combs  
Length: 4-10.5 inches/10-26cm



*Athena*



A glorious straight ¾ hairpiece  
that creates a chic look.  
Length: 6-16 inches/15-40cm

*Aura*



A fantastic topper with clips  
and an optional area to use  
a headband. \*Headband not  
included Colour Shown: 60  
Length: 7-8 inches/17-20cm

*Cupid*



A gorgeous mini clip-on mid-length  
ponytail.  
Length: 8.5 inches/21cm

*Hebe*



A cute and modern wrap  
around ponytail.  
Length: 12 inches/30cm

*Juno*



An excellent long length clip on  
ponytail  
Length: 8-14 inches/20-35cm

*Leto*



A beautiful and bold chignon  
bun piece  
Length: 5 inches/12cm

*Maia*



A fringe piece which can be  
sewn in to your turban.  
Length: 4-5 inches/10-12cm

*Vesta*



A fabulous clip on fringe to  
enhance hair at the front  
Length: 5-9 inches/12-22cm

# Colour Page

## Gem Human Hair Wigs Incl. Supplex & Gem Hair Enhancers



### Brunettes



1B – Black/Darkest Brown

2 – Darkest Brown

3 – Dark Warm Brown

3/4-31 – Dark Brown mixed with Brown tones. 1cm Rooted

468 – Dark Brown with Light Brown tones. 1cm Rooted

8/32 – Medium & Light Brown Blend

5 – Medium Brown

8 – Light Brown

### Blondes



6/14R – Medium Brown with Honey Highlights

245 – Blonde with golden blonde highlights

246R – Light Warm Brown & Caramel Highlight

6/24R – Medium Brown with Pale Gold Highlights

14 – Dark Golden Blonde

26 – Blonde with dark roots and sunkissed highlights

25 – Gold & Creamy Blonde Highlights

26/22 – Gold & Creamy Blonde Blend

### Blondes



613 – Pale Gold Blonde

102/22R – Pale Ash Blonde

### Reds



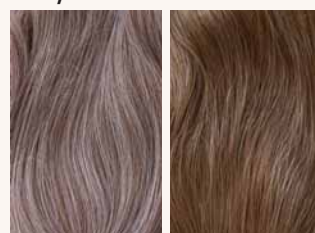
2/135R – Dark Brown & Burgundy Blend

33/130 – Vibrant Red Brown Blend

32 – Deep Rich Burgundy

31 – Multi Tone Chestnut Red

### Greys

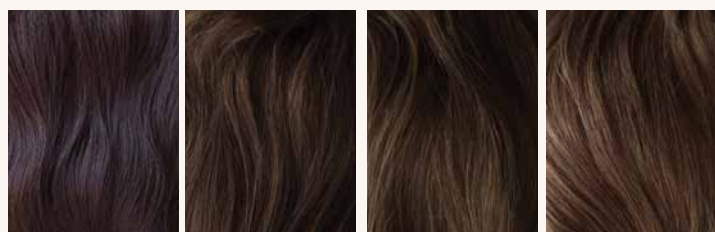


550 – Medium Brown with 50% grey

520 – Medium Brown with 20% grey

## Sapphire (Children's Wig)

### Brunettes



1B – Black/Darkest Brown

3 – Dark Warm Brown

5 – Medium Brown

8 – Light Brown

### Blondes



246R – Light Warm Brown & Caramel Highlight

14 – Dark Golden Blonde

26 – Blonde with dark roots and sunkissed highlights

25 – Gold & Creamy Blonde Highlights

26/22 – Gold & Creamy Blonde Blend

102/22R – Pale Ash Blonde



18/20 – Blonde with 20% grey

### Greys – Please note:

Only available in Enhancers & grey content is fibre hair.



## Gem Premium Enhancers

### Brunettes



1B – Black/Darkest Brown



3 – Dark Warm Brown



5 – Medium Brown

### Blondes



246R – Light Warm Brown & Caramel Highlight



25 – Gold & Creamy Blonde Highlights

**Please note:** Gem Premium Enhancers can be made in any Gem colour as a special order. If you would like to order a special order, please call us on 01273 774977 or email [info@trendco.co.uk](mailto:info@trendco.co.uk). Special orders take up to 16 weeks to make and once ordered, are non-returnable.

## Loves Change Human Hair – Lola & Septimo

### Brunettes



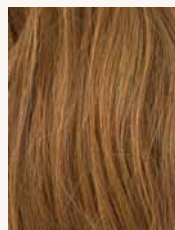
Espresso



Dark Chocolate



Medium Brown



Light Chocolate

### Reds

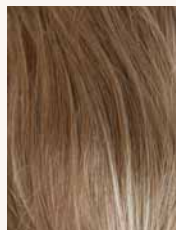


Chestnut

### Blondes



Spring Honey



Strawberry Blonde



Gold Blonde



Creamy Blonde

## Loves Change Fibre Hair

### Brunettes



Espresso



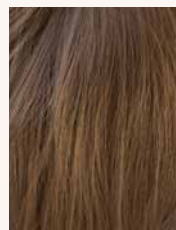
Dark Chocolate



Ginger Brown

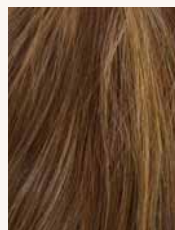


Light Chocolate



Golden Brown

### Reds



Copper Glaze



Chestnut

### Blondes



Platinum Blonde



Creamy Toffee



Gold Blonde



Mochaccino



Spring Honey



Frosti Blonde

### Greys



60



600



56



49



39



38

# Sentoo Collection

An exclusive collection of beautifully crafted Fibre & Flexi-Fibre hair wigs.

The Sentoo Collection hosts three exquisite ranges; Sentoo Lotus, Sentoo Premium & Sentoo Premium Plus. Each range has their own unique qualities enabling wearers of any age to feel comfortable all day long. They are designed for those wishing for a natural look with easy to wear comfort.

- As Light as a Feather
- Hand Tied
- Monofilament Top
- Invisible Lace Front
- Soft Velvety Feel
- Natural Colours
- Available in Various Cap Sizes
- Extreme Comfort



**Sentoo Lotus** is the latest range to be added to the Sentoo Collection. A range of stunning synthetic fibre wigs with various crafted foundations and cap sizes. The designers of the collection have produced an impeccable line of wigs with machine wefting, lace fronts & anti-slip PU areas. All bases have been designed by a highly skilled team with one aim in mind; stylish, comfortable and natural looking wigs to suit all ages.



**Sentoo Premium** is the founding range from the Sentoo Collection. A range of beautifully crafted synthetic fibre wigs that has provided the benchmark for all future Sentoo ranges. It is designed for those wishing for a natural look with easy to wear comfort and a base designed to suit wearers with a sensitive scalp. Our designers have created a flawless Sentoo Premium line. The unique cap construction has a specialised monofilament top and a delicate lace front to frame the face and create an invisible hairline.



**Sentoo Premium Plus** is a range of supreme quality styles crafted with "Flexi-Fibre"; a high heat fibre which allows the wearer to heat style for a perfectly flawless finish. A Sentoo Premium Plus wig is easy to maintain and offers superior flexible styling to keep the wearer one step ahead. Flexi-Fibre can be blow-dried, curled or straightened using temperature controlled stylers (Maximum 140°). The unique cap construction has a specialised monofilament top, a delicate lace front to frame the face and create an invisible hairline. Anti-slip PU strips have been added to provide the wearer with extra security and comfort.

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*The Sentoo Collection has its own dedicated brochure providing further details about the wonderful ranges in the Sentoo Collection. If you would like a brochure, you can either download one from [www.trendco.co.uk](http://www.trendco.co.uk) or call us on 01273 774977 to request a copy.*

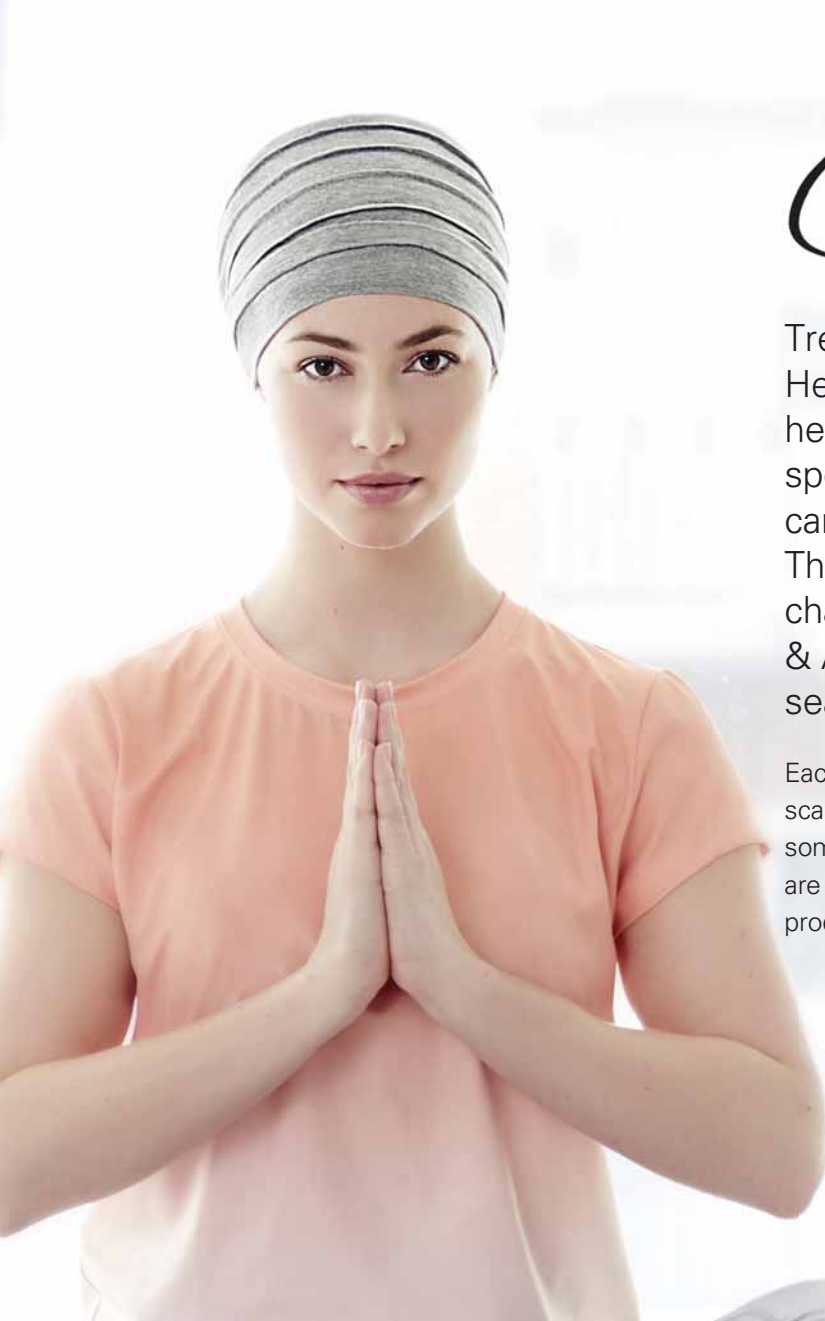
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# Christine®

HEADWEAR

Trendco supply the beautiful Christine Headwear collection. A range of headscarves and turbans designed specifically for hair loss wearers which can be a perfect alternative to wigs. The beautiful designs and patterns change with the seasons; Spring/Summer & Autumn/Winter to reflect fashions, seasonal fabrics and trends.

Each season's collection hosts a wonderful variety of hats, scarves, night caps, wig liners and turbans, there really is something for everyone! All Christine Headwear products are CE marked which means that it is guaranteed the products are appropriate and safe for wearers.



## Soft Line collection

The multi functional bamboo-viscose range offers a large selection of basic and stylish turbans and scarves in a variety of colours. This unique material is breathable, moisture absorbent and extremely comfortable, keeping your head warm and dry at all times. The turbans are ideal for every day wear and sporting activities such as Yoga, Gym & running.

## Seasonal Fabric Scarves & Hats

As the weather changes through the seasons so does Christine Headwear, offering an all year round solution.

The Autumn/Winter Collection introduces stylish knitwear with bespoke designs using the softest, finest cottons and cashmere fabrics. The Spring/Summer Collection includes UV protection sun hats and caps, which is perfect for the summer sun.

*Christine Headwear has its own brochure dedicated to its collections. Download the brochure from our website [www.trendco.co.uk](http://www.trendco.co.uk) or please call us on 01273 774977 for a copy of the current "in season" brochure.*



## *Men's Information*

Trendco has been supplying Men's Hair Replacement Systems since 1965, and with over 50 years' experience, we have developed a fantastic range for men.

Trendco offer the world's finest hair allowing you to rise to new levels of confidence.

We stock a range of human hair and synthetic wigs and hairpieces.

All of our systems are manufactured to strict standards using only the highest quality materials available.

For those wanting perfection we offer an excellent custom made service, where each system is individually hand crafted to your specifications.

If you are concerned about your hair and are in the early stages of thinning, please contact your nearest Trendco salon. We are dedicated to providing you with an alternative solution to hair loss and have highly trained staff who are committed to dealing with what can be a sensitive topic.



# Masking Solutions

**AN INSTANT, CONVENIENT AND EFFECTIVE WAY TO DISGUISE THINNING AREAS OF HAIR LOSS.**



## MANE HAIR THICKENER SPRAY

Mane Hair Thickener Spray is a fast and effective aerosol spray, which not only makes hair appear thicker but also helps to mask thinning areas. It is dispensed as a coloured powder that is sprayed onto the hair and scalp areas where the hair is thinnest. Mane Hair Thickener Spray needs to be sealed in place with a follow up application of Trendco's Fibre Holding Spray.

*Mane Hair Thickener Spray is available in Black, Dark Brown, Medium Brown, Light Brown, Auburn, Hazel, Light Blonde, Ash Blonde, Silver & Grey.*



## MANE HAIR FIBRES

Mane Hair Fibres is an innovative way of thickening hair and providing scalp coverage. Mane Hair Fibres are tiny synthetic hair fibres that attach to your own hair giving the appearance of thicker, fuller hair. Mane Hair Fibres need to be sealed in place with a follow up application of Trendco's Fibre Holding Spray.

*Mane Hair Fibres are available in Jet Black, Black, Dark Brown, Mid Brown, Ginger, Hazel/Auburn, Light Brown, Mid Blonde, Sandy Blond, Salt & Pepper & Grey*



## ELLEN WILLE EYEPower EYEBROW POWDER

EyePower Eyebrow Powder is a high pigment powder which is used in semi-permanent tattoo ink and can last for up to 24 hours. An application brush and 3 different sized eyebrow stencils are included giving you the perfect brow.

*EyePower Eyebrow Powder is available in Black, Charcoal, Dark Brown, Irid Brown & Brown*

*Our Men's Collection has its own dedicated brochure. Download the brochure from our website [www.trendco.co.uk](http://www.trendco.co.uk) or please call us on 01273 774977 for a copy.*

# Bespoke

## HUMAN HAIR

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Trendco is one of the leading bespoke specialists in the UK and Ireland. All of our bespoke hair systems are individually designed and are virtually undetectable to both sight and touch. We pride ourselves on the high standards of these products, which are hand knotted, lightweight, cool and comfortable.

Every bespoke product is designed to suit you; colour, curl, hair length and hair type. Trendco's bespoke wigs and hairpieces ensure you can live your life the way you want.

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There are three different bases available for Bespoke Human Hair wigs; Dermalite, Dermalace and the Ultra Secure Dermalite. We use the highest quality hair which is available in different types and grades to suit all individual needs. Our Bespoke Human Hair wigs offers freedom to have them cut and styled to just how you like it.

The **Dermalite** is the original bespoke product and still is one of the best! Since the Dermalite's introduction in 1992, we have improved and refined it down to a T. Unlike conventional foundations, the Dermalite offer non-elasticated fit & is secure, comfortable and invisible to the naked eye. The choices are endless with the Dermalite and for those experiencing total hair loss, it provides the ultimate hair replacement!

The **Dermalace** is an advanced product and is produced on an all over lace foundation, offering an alternative base. The benefit of having an all over lace foundation is that it helps to create an invisible lace front which is undetectable to the naked eye whilst being extremely lightweight, secure and comfortable.

The **Ultra Secure Dermalace** is the latest development to our bespoke collection. It has anti-slip strips on the base meaning the comfort and the secureness of wearing an Ultra Secure Dermalace is impeccable. It requires no extra security like tape, even when you tip your head upside down, the Ultra Secure Dermalite stays on.....No more worries in windy conditions or on that loop the loop rollercoaster!



## BESPOKE HAIRPIECES FOR SPECIFIC AREAS OF HAIR LOSS

Whether your hair loss is caused by scarring such as Lupus or by a burn scar, we can create a bespoke hairpiece that can blend in seamlessly with your own hair. With various different attachment methods, we can guarantee a flawless alternative solution. We can craft a hairpiece for any area, specifically for you.



*With all of our bespoke systems, a consultation with one of our experienced stylists is necessary. Our Bespoke service has its own dedicated brochure, providing you with detailed information on what is involved in the process of having a bespoke system. Download the brochure from our website [www.trendco.co.uk](http://www.trendco.co.uk) or please call us on 01273 774977 for a copy.*

# Custom Made

## CYBERHAIR & V-HAIR

### CYBERHAIR

CyberHair is a man-made fibre, developed to replicate Human Hair by sight and touch. With a built in unique memory in each hair strand, it will simply return back to the original style, whether it be poker straight or bouncy curls after washing. CyberHair is lightweight and heat resistant so you can change your style to your mood. The maintenance of CyberHair is very low but also it is extremely durable.

- **COLOUR FAST** – It has great colour stability with only 2% fade in one year
- **LIGHTWEIGHT** – Lighter than human hair but moves just like it
- **HIGH MOISTURE CONTENT** – Holds moisture for longer allowing your hair to always feel soft and looking healthy
- **CURL RETENTION** – Will allow you to have hot showers without losing its curl
- **DURABLE** – Twice as strong as human hair and synthetic hair
- **MEMORY** – Will retain its style when washed



### V-HAIR

V-Hair is a revolution! Re-launched from Vital Hair, V-Hair feels, looks and behaves just like human hair. By combining the best properties of real and artificial hair, we really have created a hair with truly unique qualities. Like CyberHair, V-Hair has a memory in the hair strands which means it doesn't require the same level of styling as human hair but the difference with V-Hair is that you can change your style as to how you feel!

- **TWO TEXTURES** – Available in two textures which can be used separately or together to match your hair texture perfectly
- **DURABLE** – Stronger than human hair
- **HEAT RESISTANT** – Change your style to how you feel for that day
- **LIGHTWEIGHT** – Lighter than human hair but moves just like it
- **COLOUR FAST** – Has great colour stability with only 2% fade in one year
- **MEMORY** – V-Hair has a memory, so you can restyle after restyle



# Caring Touch

**Caring Touch Integration systems are an excellent alternative hair solution for women who require volume and lift for thinning hair. They add 30-50% extra thickness and volume whilst shaping your existing style.**



The integration systems are part of our custom made service, making sure your requirements are met. The application system blends and weaves effortlessly into your own hair for a very subtle and natural look.

***Caring Touch Integrations can only be supplied following a consultation with an experienced stylist in one of our salons.***



The caring Touch base is designed for the wearer to pull their own hair through the wefted base with ease (see left) for a smooth and seamless blend.



## Semi-Custom Made DESIGNER COLLECTION



**Our Semi-Custom Made Designer collection offers unique flexibility to find the perfect choice for you; allowing you to choose the ideal fit, colour & length with ease.**

There are 11 stunning colours, 3 different lengths, 6 different cap sizes and a lead time of just 10-12 weeks. It really couldn't be any simpler to create a wig that is undeniably you at your best.

***The Semi-Custom Made Designer Collection can only be supplied following a consultation with one of our experienced stylists in salon.***

*CyberHair, V-Hair, Caring Touch Systems & Semi-Custom Made Designer Collection are featured in our Bespoke brochure. You can download the brochure from our website [www.trendco.co.uk](http://www.trendco.co.uk) or call us on 01273 774977 for a copy.*

# Aftercare Products & Accessories

Trendco offers a variety of products and accessories to help you style, store & care for your hair with ease, ensuring you get the most out of your piece. We have worked hard to develop and research unique shampoos, conditioners, treatments and styling products and accessories to complement and enhance our wigs and hairpieces.

To help  
style, store  
and care for  
your hair

## AFTERCARE PRODUCTS

### Fibre Hair Products

#### Shampoo

A gentle cleansing shampoo especially formulated for fibre hair.

#### Softening Conditioner

An intensive conditioner and revitalising treatment, leaving the hair soft and moisturised.

#### Soften N Sheen

Leave in spray conditioner for protection.

#### Holding Spray

A water based hairspray for styling ease without the build up of a normal hairspray.



## SENTOO PREMIUM PLUS, CYBERHAIR AND V-HAIR PRODUCTS

Sentoo Premium Plus, CyberHair & V-Hair aftercare is vital to keeping the hair in good condition. Using the right products for these specialised types of hair is important. Below are the only products we recommend you use.



#### REVITALISING SHAMPOO

A moisture enriched revitalising wash.

#### MOISTURE PROTECTION SPRAY

A moisture enhanced treatment spray for daily conditioning and care.

#### DETANGLING CONDITIONER

A rich, deep nourishing conditioner.

#### INTENSIVE TREATMENT

**CONDITIONER** An intense, nourishing and replenishing treatment recommended for weekly care.

#### STRUCTURE & PROTECT

Versatile styling cream for flexible definition and fixing.

#### MODEL & FIX

A styling gel for texture and flexible hold.

#### SCULPT & CREATE

A finishing spray for control and hold for daily styling.

## HUMAN HAIR PRODUCTS



We stock a range of products from Pureology and Redken to care for our human hair wigs and hairpieces. After trialling and testing these shampoos, conditioners & treatments, we believe they are one of the best products on the market. These products do not contain sulphate, have anti-fade colour qualities, keeps the hair moisturised and has repairing agents, all in one bottle!

To look at the full range of Pureology & Redken products that we offer, please visit our website [www.trendco.co.uk](http://www.trendco.co.uk).

**PUREOLOGY**  
serious colour care

**REDKEN**  
5TH AVENUE NYC





# AFTERCARE ACCESSORIES



## NYLON & MESH WIG CAPS

Elasticated caps, which work to either hold hair securely in place or to provide a comfort barrier between the skin and the wig. Available in nylon and mesh fabrics in a range of subtle colours.

## WIG CLIP

Holds the wig securely in position whilst brushing or styling.

## POLYHEAD

Lightweight polystyrene head for styling and storage.



## WIG BRUSH

Specifically designed to be used on fibre hair, ensuring no damage whilst brushing and styling.

## COLLAPSIBLE WIG STAND

Lightweight stand that snaps in two, ideal for travel or home storage. Keeps wig in shape.

## Snap Lok Clips

Can be sewn into any wig or hairpiece to provide increased security. Available in 3 sizes, 0.75", 1" and 1.25". Available in black, silver, beige & brown.



## STRENGTHENEND WORK HEAD & CLAMP HOLDER

A heavy duty version of the polyhead. Perfect for styling and aftercare work. The clamp holder has a suction hold that will secure to any flat surface. Sold separately.



## TABLE STYLING CLAMP

A removable clamp designed to grip to a table/shelf surface. The ultimate accessory for easy styling and adjustments.



## MONO TAPE

Our most popular adhesive tape. A transparent, strong and hypoallergenic double sided tape. Available in 5m and 25m roll.



## ULTRA HOLD MINI TAPE TABS

Long lasting tape tabs for a more permanent attachment of up to 6 weeks. Available in packs of 36 strips.

## LACE FRONT MINI TAPE TABS

Long lasting lace front tape tabs for a secure hold of up to 4 weeks. They are waterproof & durable. Available in packs of 72 tabs.



## Aderans Straightening Irons

Aderans Straightening Irons are the perfect styling accessory for your Sentoo Premium Plus, V-Hair & Human Hair wig/hairpiece. They have a temperature gauge between 80°-220°, ceramic plates, 30 minute sleep mode and a heat mat and travel pouch is included.

## ADERANS HAIRDRYER

Aderans Hairdryer is the ideal styling tool for your Sentoo Premium Plus, V-Hair & Human Hair wig/hairpiece. The weight, size & shape is perfect for your styling needs. It has two temperatures (45°C and 90°C) to protect the hair from heat damage.



## MAX ADHERE 360

Multi-purpose adhesive solution offers a more permanent hold of up to 5 weeks and can be used with polyurethane or lace front pieces.

## MAX REMOVE IT

Super strength bio-degradable solvent to remove even the most stubborn residue. Available in 4oz and 12oz bottles.





CREATING HEADLINES WORLDWIDE

# Trendco Advice

At Trendco, the options are limitless when it comes to choosing your perfect alternative hair solution, whether it be a fibre, flexi-fibre or human hair wig or hairpiece, deciding on which colour turban best suits your skin tone, we are here to help guide you on your hair loss journey.... We haven't been in the business for over 50 years and not picked up some useful tips along the way!

## FIBRE OR HUMAN HAIR?

We recommend that if you are a first time wig wearer, you should start with a fibre hair wig. Fibre hair wigs have come a long way since the 60's. Today, they are wonderfully natural and the colour choice is extensive. Designers such as Rene Of Paris are always in the forefront of keeping up to date with the latest trends such as Balayage and Ombre effects. A fibre hair wig is low maintenance and will help you decide if wearing a wig is for you without the expense of a human hair wig.

It is pre-styled and when washed, bounces back in its original style. For those looking for a short term solution like undergoing chemotherapy, fibre hair is generally the best option, however it really is a personal preference.

We have created the table below to show you the advantages and disadvantages of each hair type. Hopefully, this will help you make an informed decision.

Advantages		
HUMAN HAIR	FLEXI-FIBRE HAIR	FIBRE HAIR
<ul style="list-style-type: none"><li>• Natural Appearance</li><li>• Can be re-styled</li><li>• Heat Resistant</li><li>• Natural Texture</li></ul>	<ul style="list-style-type: none"><li>• Feels like human hair</li><li>• Retains colour</li><li>• Can apply heat</li><li>• Can change style</li></ul>	<ul style="list-style-type: none"><li>• Has appearance of human hair</li><li>• Lightweight</li><li>• Dries quickly</li><li>• Colour doesn't fade</li><li>• Easy to maintain</li></ul>
Disadvantages		
<ul style="list-style-type: none"><li>• Colour Fades</li><li>• Porous – Dries slowly</li><li>• Heavier than fibre</li><li>• Needs to be styled</li><li>• Can be expensive</li></ul>	<ul style="list-style-type: none"><li>• Prone to Friction Frizz</li><li>• Same life span as fibre hair</li><li>• Can become stubborn and hard to change style if straightened</li></ul>	<ul style="list-style-type: none"><li>• Prone to Friction Frizz</li><li>• Prone to heat damage</li><li>• Cannot be re-styled</li><li>• Average lifespan is 3/4 months</li></ul>

**Choosing a colour** can be fun when trying on wigs. There are so many different shades, tones, highlighted, low lighted, natural, wacky colours available. Our stylists in our salons are experienced and can help you choose the right colour for you. **Aftercare** is very important and we ask that you use the recommended products to avoid any

complications with your wig. Please refer to pages 22 and 23 for the products we highly recommend you use. With every Trendco purchase, you will receive specific aftercare instructions on how to give your wig the best care at home. You can also visit our website [www.trendco.co.uk](http://www.trendco.co.uk) for aftercare instructions and washing advice.

*Our FAQ's on pages 26 and 27 are very helpful however our customer service team are available Monday-Friday 9am-5pm for any other queries you may have.*



# Trendco Charity Affiliations



**ALOPECIA UK** is a registered charity providing information, support and advice to those affected by all types of hair loss. Alopecia UK has a website packed with helpful information, including details of local support groups, national events, treatments and wigs. The charity is active on social media (Facebook/Twitter/Instagram) helping to raise awareness of Alopecia. In 2016, a series of videos on "wig education" was filmed by Alopecia UK & Trendco. The videos are very informative about wigs and the choices you face as a wig wearer when choosing a wig. Go to Alopecia UK's YouTube channel to see these videos!

**For more information visit: [www.alopecia.org.uk](http://www.alopecia.org.uk)**



**BORN** is a makeup and styling studio specialising in trans beauty, confidence and self-esteem. Everyone is welcome, trans, cis or gender fluid. Along with all things beauty, Born also offer voice therapy to help you find your own voice, can find you that perfect outfit to suit your shape and make your wig feel like your own hair. Born's team are either trans or trans allies with an excellent track record in this field so you will feel completely at home and comfortable. The team have years of experience and have been carefully vetted so you can be assured of the very best service. Born is a modern, fresh and friendly organisation. The team are familiar with the most up-to-date looks and techniques so you will always feel your best. Be it an everyday look or perhaps something more daring for a special occasion. You may also find their mentoring service of interest, perfect for if you need a like-minded friend.

All Trendco salons have been Born Recommended meaning we have been reviewed by the Born team to ensure a safe, friendly environment for anyone who may need feel hesitant about being in a salon environment. All Trendco salons have private rooms if private space is needed.

**For more information visit: [www.born.uk.com](http://www.born.uk.com)**



**MACMILLAN** know how a cancer diagnosis can affect everything. So they're here to support you and help you take back some control in your life. From help with money worries and advice about work, to someone who'll listen if you just want to talk, they're there. Right from the moment you're diagnosed, through your treatment and beyond, they're a source of support, giving you the energy and inspiration to help you feel more like yourself.

**For more information visit: [www.macmillan.org.uk](http://www.macmillan.org.uk)**



**look good feel better**  
SUPPORTING WOMEN WITH CANCER

**LOOK GOOD FEEL BETTER** is the only international cancer support charity, providing practical and very effective free services for women and teenagers struggling with the visible side effects of cancer treatment. LGFB is dedicated to improving the wellbeing and self-confidence of people undergoing treatment for any type of cancer. Many beneficiaries show that LGFB helped them regain a sense of control and normality at a time when diagnosis and treatment had taken over their lives.

**For more information visit: [www.lookgoodfeelbetter.co.uk](http://www.lookgoodfeelbetter.co.uk)**



**THE LITTLE PRINCESS TRUST** provide real hair wigs, free of charge, to boys and girls across the UK and Ireland that have lost their own hair through cancer treatment. However, in addition LPT assist children with other conditions which also result in hair loss, the most common being Alopecia. LPT are able to give these children one wig, in the hope that this gesture will help the child and family whilst they decide on their long-term plans.

**For more information visit: [www.littleprincesses.org.uk](http://www.littleprincesses.org.uk)**



**mynewhair**  
by salons that care

**MY NEW HAIR** is the pioneering charity founded by and inspired by Trevor Sorbie MBE. MNH provide public advice and support a national network of independent salons and professionals who provide a wig styling service for people suffering from cancer and medical hair loss. MNH provide training seminars for hair professionals, following completion of which these professionals become part of MNH salon network – Salons that Care. MNH have trained hundreds of hair professionals around the country to provide a wig cutting and advice service to those suffering from medical hair loss.

All Trendco salons are a part of the "Salons That Care" network.

**For more information visit: [www.mynewhair.org](http://www.mynewhair.org)**

# Frequently ASKED QUESTIONS

## General:

### Do I need a wig cap?

A wig cap is optional. It can be used to wrap up existing hair or act as a barrier for your scalp against the wig.

### How does the wig stay on?

The wig will stay on by itself, similar to a hat but if you are worried about it slipping or coming off, there are adjustors at the nape to tighten it. This can be adjusted by approx. 1 inch. Another tip is to use Kirby grips to clip on to existing hair or wig cap underneath the wig. If you have total hair loss, double sided tape can be used too.

### How do I put the wig on?

There are two important rules for putting on your wig correctly; position the wig line at the front 4 fingers width from your brow bone and ensure the ear tabs on each side of the wig are evenly positioned in front of your ears so the wig is straight. Hairpieces require a little practice. Ask your Trendco stylist for advice or practical help, they will be more than happy to show you.

### How often do I wash it?

It all depends on how much you are wearing your wig. If worn every day, we recommend once every 7-10 days. Always lightly spritz fibre Soft N Sheen Spray on the hair before and after wearing it to keep it moisturised and looking healthy.

### Will it stop my hair from growing back?

No. A wig will not prevent your hair from growing back. However, if you use glues/tapes to secure it, this may result in your existing hair experiencing some damage when removing the glue/tape. Please seek advice from your Trendco stylist.

### Can I swim and exercise in it?

We recommend you wear an old wig/hairpiece to swim in. If this is not possible, rinse the wig/hairpiece immediately after as the chlorine can damage the hair. Doing general exercise is fine.

### Can I sleep in it?

We do not recommend you sleep in your wig as this will cut the lifespan in half.

### Can I wear the hair up?

Yes, we recommend you play and get to know your wig. Just be mindful to keep it loose to avoid showing any joins or edging. Putting hair accessories like hair slides in your hair is also OK but be careful when removing any hair accessory to avoid any hair ripping from the wig base. Lace front wigs are ideal for styling the hair away from the face as the lace front provides a natural hair line.

### Can I change the parting on my wig?

Only wigs that have a monofilament top or are handtied have the option of changing the parting. Please ask your Trendco stylist to assist you.

### Can I use any brush?

We recommend using a soft brush to use on your wig. Please do not use a fine comb as this may catch on the base of the wig and damage it.

## Fibre:

### Can I use heat on my fibre wig?

Never use heated styling appliances on your fibre hair wig as this will burn the fibre hair. Also avoid opening ovens and standing under overhead heaters. Any kind of heat has a detrimental effect on fibre hair.

### I like to have a certain style, can my fibre hair wig be cut?

We have a huge variety of pre-styled fibre hair wigs and hairpieces, so we are confident that you will find your perfect style. However, they can be slightly thinned/trimmed by a stylist if you want to personalise it but the style cannot be changed completely.

### Can I use human hair products on fibre?

Our T-Range fibre hair aftercare products have been specially formulated for fibre hair, giving your wig the best cleanse it needs. We strongly recommend you use them and always follow the aftercare instructions that come with your wig/hairpiece.

### The fibre hair on my wig has gone frizzy & matted, what should I do?

If your fibre hair wig/hairpiece has frizzed at the ends, this is called Friction Frizz. Unfortunately, friction frizz is unavoidable and will happen to fibre hair wigs especially if they are collar length or longer. Friction frizz occurs when the fibre hair rubs against clothing i.e. collars of shirts etc. The hair can be trimmed to take off any Friction frizz to prolong the life of it, however it may be that a new wig is needed.

### Does fibre hair fade?

Fibre hair colouring will eventually dull with age. Once you notice the colour does not look as sprightly as it used to, it may be time to replace the wig as you cannot tint/colour fibre hair.



### How long will my fibre hair last?

The expected lifespan for a short fibre wig is 4-6 months. A mid length (or bob) wig is between 3-4 months and a long wig is 2-3 months. Please note, these time frames are approximate, based on everyday wear and adhering to the correct aftercare instructions.

## Human hair:

### I have worn a fibre hair wig but now want to try a human hair wig, will I like it?

Human hair is much more high maintenance than fibre hair. A Human hair wig needs to be styled every time it is washed. This means, blow-drying, straightening, curling or styling, however you like your hair to look. The texture of human hair is much softer and all of our Gem Human Hair Wigs and Enhancers come completely un-styled giving you free reign to have it cut and styled to exactly how you want it.

### What type of hair is your Gem Human Hair Collection and is it ethically sourced?

Our Gem Human Hair Wigs and Enhancers are made from Remy hair; a mixture of Chinese and Indian hair.

Our human hair is sourced by our factories in Thailand and China from reputable dealers. The raw hair is collected in a hair market or through the dealers who source women willing to sell their hair.

### Human Hair is quite expensive how long will it last?

Human hair is considerably more expensive than fibre hair because our human hair wigs and enhancers are completely hand tied and take over 80 hours of devoted work to make one piece.

Human hair pieces will usually last up to 9 months but this depends on how often it is being worn and how much heat styling is being done to it and the recommended aftercare is followed. We always recommend that you have two per year. This is because if you are wearing your wig/enhancer every day, we advise you to have a second to either alternate between wears or have a spare one in case of an emergency. Our Supplex human hair wigs may have a slightly shorter life span of up to 5 months due to the polyurethane base. Please be very gentle when brushing your wig after washing it. When wet, you will experience more hair shedding than normal, this is because when the hair is wet the knots become looser and once the hair starts to dry the knots become tight again. We recommend

leaving the wig to dry naturally overnight, this way you will find that there is less stress on the hair than if you were to blow dry it from wet.

Our human hair wigs are very versatile and we recommend that you love your hair and treat it like growing hair but please keep in mind factors that may affect the lifespan of the wig. If you feel that your human hair wig has lost some hair, we can send it to our factory for more hair to be added back into the base depending on the condition of the base. You will need to contact us at [info@trendco.co.uk](mailto:info@trendco.co.uk) for a quote/consultation.

### Can human hair be coloured or permed?

Yes. However, we don't advise trying to lighten the hair, only darken it and always seek professional advice. All human hair will incur colour fade, due to an oxidization process that happens in the environment. This will occur within the first few months of wear. If you have a hair enhancer which contains grey content, the grey hair will not be able to be coloured as it is made from fibre hair, not human hair. The reason for this is because grey human hair goes yellow in the oxidization process.

You can perm human hair but because of the chemical process it may cause the hair to become dry and brittle. Always seek professional help before colouring/perming your human hair wig/enhancer.

### Can I use heated styling appliances like straighteners on human hair?

Heat appliances such as hairdryers, curling tongs and straighteners can be used to achieve a desired look. However, we recommend that you use appliances with a temperature gauge as certain colours like 102/22R Pale Ash Blonde should not be exposed to heat exceeded over 180 degrees. Our Aderans hairdryer and hair straighteners are the perfect styling tools for your human hair wigs and enhancers. Please take a look on page 23 for more details about these accessories. Please remember, If you have a hair enhancer which contains grey content, the grey hair will not be able to have any heat applied as it is made from fibre hair.

### Can I sleep in my human hair wig/enhancer?

We do not recommend you do. However, we understand that this is not always possible. If you do, we suggest you sleep on silk pillowcases but this will still cut the lifespan of the wig/enhancer because of the friction caused when you move around in your sleep. You will notice hair loss quicker and tangling of the hair.



CREATING HEADLINES WORLDWIDE

**Aderans**

**Head Office & Mail Order**

Sheridan House  
114-116 Western Road  
Hove BN3 1DD  
Tel: 01273 774977 Email: [info@trendco.co.uk](mailto:info@trendco.co.uk)

**Trendco Birmingham**

13 Cannon Street  
Birmingham B2 5EN  
Tel: 0121 633 4280 Email: [julie@trendco.co.uk](mailto:julie@trendco.co.uk)

**Trendco Hove**

Sheridan House Ground Floor  
114-116 Western Road  
Hove BN3 1DD  
Tel: 01273 778516 Email: [phoebe@trendco.co.uk](mailto:phoebe@trendco.co.uk)

**Trendco Liverpool (The Wiggins)**

119 Penny Lane  
Liverpool L18 1DF  
Tel: 0151 475 0328 Email: [wiggins@trendco.co.uk](mailto:wiggins@trendco.co.uk)

**Trendco London**

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London W2 5SH  
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**Trendco Manchester**

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18 Lloyd Street  
Manchester M2 5WA  
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**Trendco Nottingham**

Suite 1A The Hub  
40 Friar Lane  
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**Trendco Scotland (A & A Studios)**

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Inverleith  
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**[www.trendco.co.uk](http://www.trendco.co.uk)**



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