

# UP TO HAIR



## Dear readers,

Nothing is as it was before – at least that's what it feels like in the era of the coronavirus pandemic. It's a challenge for social life, the economy and us all.

We hope that all is well in the circumstances, and we would like to take this opportunity to pass on our very best wishes.



We hope you will come through this challenging time unscathed and, of course,

that you will remain healthy.

We were also really missing the traditional ZWEITHAAR trade fair in Fulda, where the branch would normally have come together and where we would have been able to experience the innovations of 2020 in an atmosphere of friendly dialogue. This has now been postponed to 18<sup>th</sup> and 19<sup>th</sup> April 2021.

In view of these special circumstances, it is with even greater pleasure that we present our current newsletter.

Take the time to explore all of our innovations.

Should you have any questions or requests, please do not hesitate to call us directly. Despite and during the coronavirus pandemic, we are here for you at all times.

*Yours, Alexander Dening*



THE WAVE Ruby-Mix

BELLE MADAME

# INNOVATIONS 2020

The creative team at DENING HAIR made use of last winter season to enable us to present attractive new offerings from the BELLE MADAME brand.

**T**hey are finally here! The new models are not the only things making an entrance in the existing collections; two brand-new catalogues are appearing too. Alongside the NEWS catalogue 2020, which presents a summary of all innovations, a new BELLE MADAME PLATINUM HAIR LINE catalogue has been published, featuring the entire range of the innovative synthetic and human hair mix of BELLE MADAME.

The successful PLATINUM HAIR LINE of BELLE MADAME has been supplemented considerably. It combines high-quality human hair with heat-resistant high-tech synthetic hair fibres, meaning that the products offer the benefits of both hair types. The result is particularly soft and natural-seeming hair with optimal care characteristics, which withstands even the highest requirements with respect

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News-catalogue



catalogue Platinum Hair

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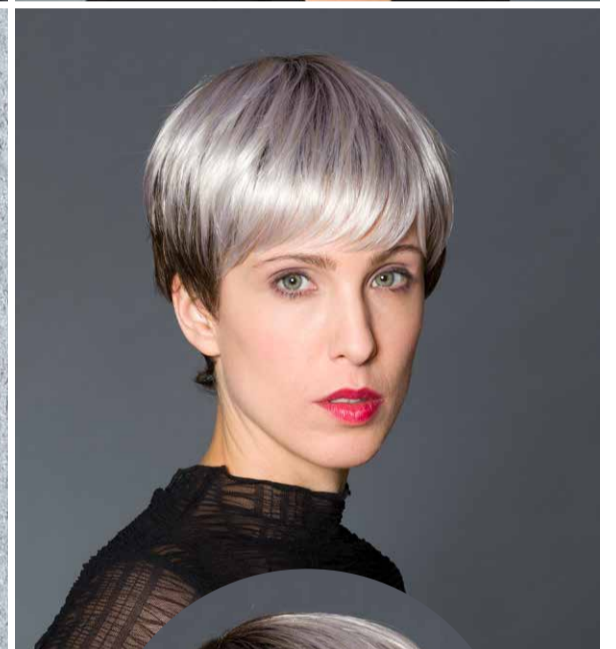
# BELLE MADAME 2020

THE SHORT Light-Blond-Mix

SUPERGA MONO SF+ Salt-Root



SUPERGA MONO SF+ Espresso-Silver-Mix



THE BEAUTY Dark-Cherry

ICON Silver-Grey/Brown

...Continuation from page 1

## INNOVATIONS 2020

to quality and appearance. Thanks to the memory effect, the respective style keeps its shape perfectly even after washing, in high humidity and in rain – irrespective of whether its structure is straight or curly. The models in this collection also impress with their perfect cut and fantastic colouration.

Three new wigs and two hair pieces supplement the range in the new PLATINUM HAIR LINE catalogue. **THE SHORT** is a model with a very short cut, featur-

ing a length of 5-10 centimetres. **THE BEAUTY** sparkles with a wavy bob (hair length 11-18 cm), and **THE WAVE** is a long, wavy bob with a length of 12-30 cm. All three new models feature the SUPER-FRONT technique, which enables fringe-free styles. In addition, they are all suitable for heads with a circumference of between 53 and 55 cm.

The collection's two new hair pieces are called **THE PARTING** and **THE TOP PIECE**. Both fine

welded partings are 30 cm long, have four clips, a lace front and are only differing in terms of their size.

The BELLE MADAME synthetic hair collection can also boast two new additions. **ICON** is a simple wefted wig with high-contrast, very fashionable colour progression from the top of the head to the neck. The **SUPERGA MONO SF+** model is hand-tied and of very high quality. The long bob, heavily layered at the base of the neck, is fitted with

the SUPER-FRONT from temple to temple. This means that hair can easily be pushed behind the ear as a style variant. ■

The Platinum Hair Line models impress with their perfect cut and fantastic colouration

# FIRST IMPRESSIONS COUNT

The BELLE MADAME hair collection flyer – which is ideal for displaying in shops, clinics or medical practices – has been updated and can be requested free of charge from DENING HAIR.

In the specially designed address field on the back, the flyer can easily be personalised using a sticker or stamp.



The popular hair collection flyer has been updated and can be requested from Dening Hair



ADVERTISING



FACE MASK

## FLATTEN THE CURVE

**M**ade of soft bamboo viscose, the face mask from Dening enables easy breathing with the greatest possible level of comfort. Featuring adjustable bands, it covers the mouth and nose perfectly and ensures an optimal fit. A water-repellent inner membrane made of 100% polyester

minimises the penetration of droplets (ISO 4920:2012. test no.: 87-20-11-18/TVN-1). The face mask can be washed at 60° Celsius.

For additional protection, a filter can be optionally inserted in a specially designed inner pocket. ■



mini mosaic

pink flower

dark grey

navy

**WARNING!** The face masks are not substitutes for medical face masks such as FFP2 or FFP3 masks. However, these masks, if used correctly, should help to reduce person-to-person droplet transmission of a virus. For disinfection, please wash or iron the mask after each use.

DENING HAIR IN PERSON

## ONCE LEARNED, NEVER FORGOTTEN

**T**he trained hair expert Ralf Uerkwitz enriches Dening Hair with his knowledge. Since the end of last year, he has shown great dedication to his new role on the company's order processing team.

Previously, Uerkwitz ran his own hair salon for twelve years in Hamburg. For his new job at Dening Hair, he can thus con-

tribute valuable experience as a qualified hairdresser. Not only does he have extensive technical knowledge; as a trained wholesale and foreign trade specialist he is also familiar with business. "After twelve years of self-employment, I was looking for a new challenge and found one at Dening Hair. The fact that I am still involved with hair is, of course, an outstanding fit", says Uerkwitz. "What I appreciate particularly about my work



BELLE MADAME HEADWEAR

## HEADING INTO SUMMER WITH CHILLI RED

**A** fiery chilli red has been added to the range of timeless summer caps in the BELLE MADAME headwear collection. Furthermore the latest summer caps in light brown and chili red

are made of 95% Supima cotton and 5% spandex. Supima cotton is a natural product of the highest quality. It is softer and twice as strong as conventional cotton. ■



“Every customer has their own individual concern, which I am happy to help with.”



Ralf Uerkwitz

here is its multifaceted nature. It is never monotonous, as every customer has their own individual concern, which I am happy to help with. ■

For anyone wishing to talk to Ralf Uerkwitz in person, he can be reached by phone from Wednesday to Friday between 9 am and 5 pm.

IMPRINT

DENING HAIR GmbH  
Beim Schlump 16  
20144 Hamburg  
Germany

Phone: +49 (0)40 - 45 01 72 - 0  
Fax: +49 (0)40 - 45 01 72 - 20  
Email: information@dening.de  
Internet: www.dening.de