

# Star inspires easy extensions

By Sophie Price

EVER dreamt of having high-end hair extensions like those seen on countless starlets such as Jessica Simpson, but found you didn't have the starlet budget?

Well, here's a solution: a new line of clip-in hair extensions inspired by Jessica Simpson, created by her hair stylist Ken Paves and uses Kanekalon Vibralite modacrylic fibre.

One of the best things about this product is that you don't need to be a professional to use it and, once in the hair, it is virtually undetectable.

If Jessica Simpson can get through the hordes of paparazzi for more than six months while "road testing" the pieces without them being detected, chances are no one will ever know that you're wearing them, either.

Cataldo's Emilio-Cataldo said he discovered this innovative hair product at this year's Hair Expo in Sydney.

"I got so excited when I saw when I saw the HairDo products at the expo; it was just what we are looking for - reasonably priced, beautifully natural hair extensions... we could not go past them," he said.

HairDo clip-in extensions also overcome the many challenges that come with permanent hair extensions.

Some of the major issues consumers have with permanent extensions are time, cost, commitment and maintenance. There is only a finite number of consumers who would be prepared to pay \$1000-plus and spend many hours in a salon chair for a service that will require continual ongoing maintenance.

HairDo appears to alleviate all of this.

Emilio said another benefit of HairDo is that it fits with current hairstyles.

"The fashion at the moment is very much natural and, with the range of HairDo styles and colours, means anyone can find the piece to match their own hair and it looks so real," he said.

The HairDo pieces come with instructions to set the piece in the hair and its long-term maintenance is just as easy - all you need is to place the piece in cold water and wash with shampoo, rinse and dry and it is good to go.

The HairDo Hair Extensions are available at Cataldo's in Civic and Woden.

Reporter Sophie Price sampled the HairDo experience in writing this article.



Jessica Simpson...hair extensions that escaped the paparazzi