

# A MINI GUIDE ON *Maintaining Wigs*



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# THE PRO GUIDE TO TAKING CARE OF A WIG SO IT LOOKS NATURAL EVERY TIME



In today's day and age, wigs are fully embraced due to their versatility and the feelings of euphoria sparked by looking the absolute best. Women & men celebs included— wear them proudly, switching up hair color, and daily fashion styles. So much so, that experts count them as trends to look out for. The fact of the matter is that although we know wig-life is alive and well, do we know anything about how to take care of a wig too?

Wigs are the ultimate investment that's why it's important to know the best way to protect and take care of them. Read these tips to keep your wig looking fresher, fuller and more natural for longer than ever before.

## 1. Wear the same wig less often.

Wearing the same wig every day accelerates wear-and-tear, and over time will diminish its appearance and overall quality.

If you're an everyday wig wearer, consider buying two or more and rotate them. The less you wear your wig, the longer it will last. Also, rotating them gives you ample time to provide proper care on "off" days.

## 2. Wash your wigs as sparingly as possible.

Washing your natural hair can lead to brittleness and breakage if it isn't properly conditioned and moisturized. The same applies with wigs, but even more so because wigs do not have the benefits of replenishing natural oils from the scalp as natural hair does. Washing a wig too often can lead to dry, dull, and brittle hair.



## 3. You've invested in your wig. Be sure to, invest in high-quality of products to keep them look fabulous all the time.

Not all shampoos are created equal. Using shampoos designed for wigs is the key to long-life. Traditional shampoos and conditioners usually have harsh chemicals that can constantly damage your wigs and your wig hair can't repair.

Follow the shampoo with leave-in conditioner. Walker's leave-in conditioner or Silicon Mix are great choices and can be found on our website.





#### 4. Always practice proper wig washing techniques

**STEP ONE** Soak your wig in a shampoo for 5 – 10 minutes depending on how thick the hair is. Then, grab a comb then gently brush shampoo through the hair. Rubbing the shampoo is a big NO as it caused residue buildup which later clumps your wig hair and possibly cause permanent damage. Gently massage the product into the wig until all strands are properly shampooed.

**STEP TWO** Use warm water to gently rinse the wig and comb through each strands. Repeat this process until all the shampoo is gone.

**STEP THREE** Repeat steps one and two with your chosen conditioner product.

**STEP FOUR** Gently detangle your wig immediately with a detangling brush.

**STEP FIVE** NEVER use a hair dryer on your wig, the hot air will permanently damage the hair. Air dry your wig and brush it as it dry.

#### 5. Invest in styling products made for wigs.

Traditional drugstore styling products is a big NO as it will damage your wig permanently. Repeated use of these products will cause residue buildup, which can leave your wig with greasy look and feel. Not great.

Use styling products designated for wigs.

#### 6. Using excessive heat is a NO.

Hot tools like curling irons, hairdryers, and hair straighteners damage your hair and the same with wigs.

When you use a heating cool on your hair caused damaged, dry, brittle, will have split-ends and loses its naturally shine.



Always be sure to air dry your wigs. If you want a curly look, use Flexi-rods, or traditional hair rollers. Many of our wigs are pre-styled so you have plenty of time to choose the perfect style for you.

#### 7. Visit your trusted stylist

If you need guidance on how to take care of your wigs, go to an expert. They are formally educated and understand human management.

Licensed stylists can expertly apply, remove maintain and style your wigs. D-I-Y may not be the best option if you are not a professional.L





## 8. Don't sleep with your wig ON.

NO. Nada. Wig bed head is worse than ever.

Hair will get clump and tangled so it's best to be extra mindful when wearing your most-loved wig.

## 9. Keep your wig covered and store it upright after each use.

Make sure your wigs are properly stored when you aren't wearing them. Keep it in a cool room. Heat and wigs are the worst combinations. It is also best to keep a storage humidifier when you are living in a drier climate. A humidifier will keep your wig from drying out.

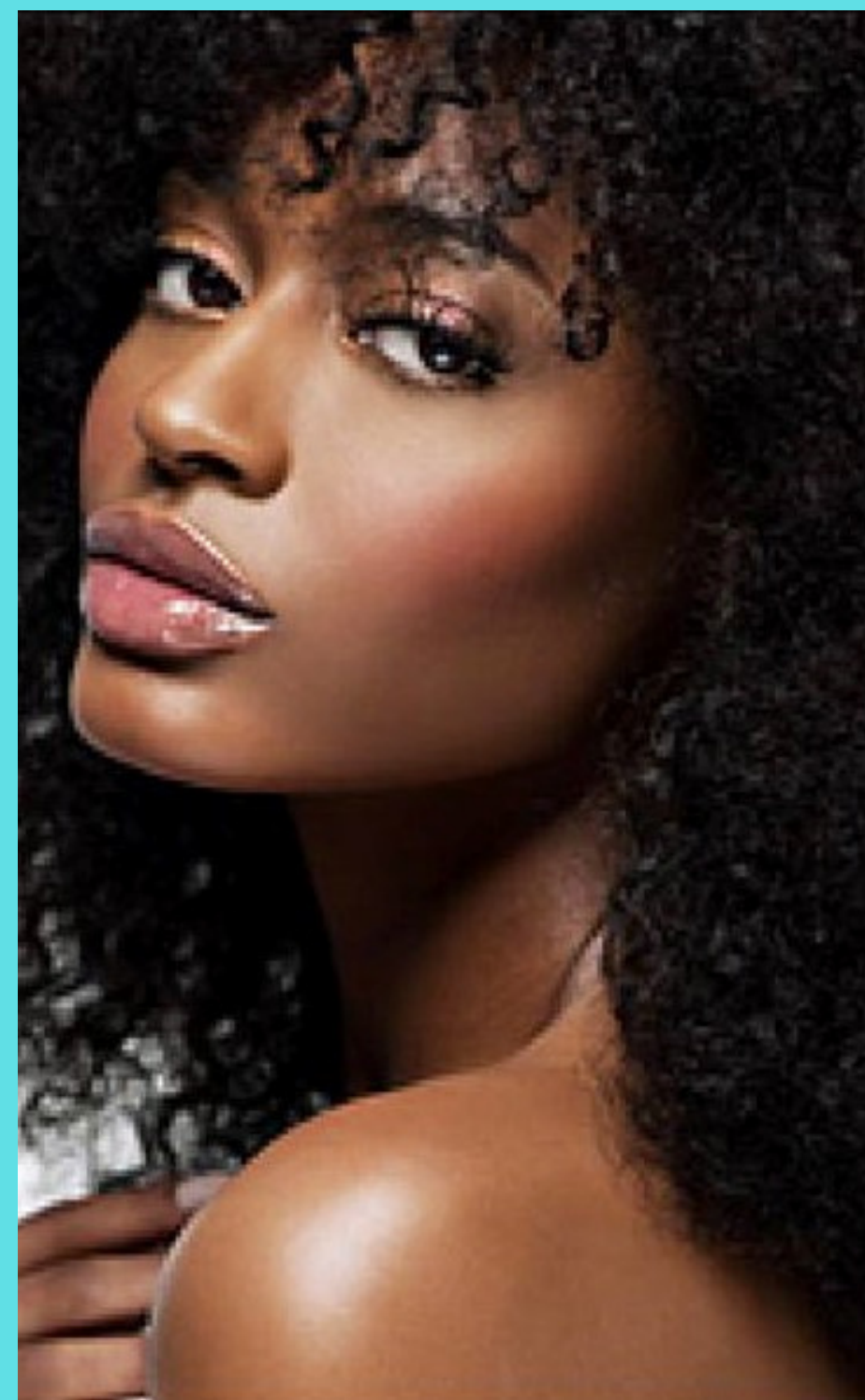
If you have a mannequin, it's best to keep it there when you're not wearing it to preserve its look put a light cover on top to protect it from dust and exposure making it look fresh and well taken care of all the time. Be sure to grasp a styrofoam mannequin or two from our website.

## 10. Don't neglect your natural hair

Spend the same caring effort to your natural hair and your wig.

This is the most important tip. Even if you are wearing wigs all the time, it's important to keep your natural hair healthy too! Maintain your natural hair and your scalp by washing it often and using shampoo and conditioner that has lesser parabens and colorants will keep them look healthy and shine naturally.

Keeping your natural hair and scalp healthy, will prevent oil and residues build up on your hair which will benefit your wigs too!



Wig maintenance take so much effort, patience and continuous practice.

But once you are getting used to the tedious process, you'll start reaping success seeing your wigs lasts longer and look better.

Take care of your wigs, have fun with the process and look fabulous all the time.

**For more wig tips, tricks and guides, sign up on our newsletter and follow our social media channels!**