

AMAZING HAIR

BRAND BOOK





ABOUT

AMAZING HAIR

The Amazing Hair journey begins two decades ago with the global launch of hair extensions. We have been there from the very beginning, working, developing and evolving the concept, technology and performance of this profitable product category. For this, our knowledge, resources and vision for the future are unparalleled.

Our dedication to sourcing and creating only the absolute best in 100% REMY human hair extensions has welcomed a host of celebrity alliances, and subsequently, ambassadorship with some of the globe's best hairdressers. We are the world's dominant brand choice in the spheres of hair, fashion and celebrity, and have featured across the covers of trade and consumer publications worldwide.

We believe in the power of professional and with a multifaceted product portfolio, enrich the salon offering with unique service opportunities and education to match. Amazing Hair temporary and permanent hair extensions, pieces, wefts, wigs (and our heat resistant synthetic line) are all amplified with the latest product research and development for a workable range unlike any other.

From simple in-salon length and volume enhancements to the most dramatic red carpet transformations, the results are truly limitless.

Build your business with Amazing Hair.



SUPER STYLISTS



FRANK APOSTOLOPOULOS

2016 Australian Hairdresser Of The Year

"I always use Amazing Hair for my shoots and session styling. The quality is incredible and always creates the perfect natural finished look."



JOEY SCANDIZZO

2018 Australian Hairdresser Of The Year
"The quality of Amazing Hair's products is awesome, their range is massive and delivers exactly what they promise every time."



RENYA XYDIS

Celebrity Stylist & Owner of Valonz
"I have used a lot of hairpieces in my life but Amazing Hair is the fastest, easiest and safest way to put them in, especially for red carpet events. Amazing Hair is quite simply the best hair I have worked with, I can't live without it."



BRODIE LEE STUBBINS

2017 QLD Hairdresser Of The Year
"I love working with Amazing Hair, the quality of the products enables me to push boundaries & bring my concepts to life whether it be cut, colour or styling. I also love recommending the extensions in the salon as I know the hair is of the best quality and our guests love it!"



KEVIN MURPHY

International Stylist / Kevin Murphy Professional

"Amazing Hair is always my first choice for hair extensions and wigs when it comes to runway styling. The quality of the product is second to none and always delivers the high end finish I require."



MARIE UVA

Celebrity Stylist / Director Uva Salon
"Amazing Hair's high quality product range allow me to create versatile custom made hairpieces for my clients that are beautifully natural. From the Brownlows to The Logie Awards, all of my clients are styled with Amazing Hair."



HERMIZ DANIEL

2017 Victorian Hairdresser Of The Year

"Amazing Hair enables me to freely create what I want out of a hairstyle. Whether it be working with a client or creating a look for a collection."



LORNA EVANS

Lorna Evans Education
"I love Amazing Hair's tape extensions. They have incredible lasting quality and the solvent for removing them is brilliant."



KOBI BOKSHISH

2019 Hairdresser Of The Year – Finalist
"I love working with Amazing Hair for my creative work as the quality of hair enables me to create any look possible and the educational support I receive inspires me to push more boundaries."



SAM JAMES

2019 SA/TAS Hairdresser of the Year
"For me my partnership with Amazing Hair is about trust, I know whether it's for clients, shoots, runways or shows, the hair is beautiful quality every time!"



MICHAEL BEEL

Award Winning New Zealand Editorial & Session Stylist

"Amazing Hair's product range helps me truly express my creativity and design incredibly beautiful hair – which is my signature style. From styling New Zealand Fashion Week to use in my every day kit, I love the products."

PROUD SUPPORTERS OF
MELBOURNE SPRING FASHION WEEK



Hair styled by Kevin Murphy using Amazing Hair



PROFESSIONAL EXCLUSIVE
SALON USE ONLY

PROFESSIONAL SALON USE ONLY

ULTRA COLLECTION

INTEGRA

ULTRA LUXURY TAPE EXTENSIONS

Our most advanced, top of the range tape extension, INTEGRA is created using cutting edge skin-weft technology designed to mimic the way in which hair grows naturally from the scalp. Coupled with the most luxurious hair quality available on the world market, INTEGRA offers a superior design and hair quality.



PREMIUM COLLECTION

TAPE EXTENSIONS

PREMIUM TAPE & OMBRE TAPE EXTENSIONS

Our original and most popular professional tape extension range. Robust, simple to apply and extremely natural looking, they are designed to be consistently silky smooth making them ideal for repeat clientele.



ULTRA COLLECTION

MYSTIQUE

ULTRA LUXURY TAPE EXTENSIONS

Designed specifically for application on thick hair, MYSTIQUE is double drawn to offer full hair thickness from roots to tips, ensuring an even voluminous appearance through the length of the hair. Coupled with the most luxurious high-end hair quality available on the world market, MYSTIQUE offers a superior design and hair quality.



PREMIUM COLLECTION

I-TIP EXTENSIONS

PREMIUM I-TIP EXTENSIONS

Virtually undetectable, i-Tip Extensions are made with very small bonds. Easy to apply with beads and available in a range of colours these can be styled with various heat styling tools such as curling irons and straighteners.



ULTRA COLLECTION

SLIM LINE WEFT

ULTRA LUXURY TAPE EXTENSIONS

A revolutionary human hair weft designed with the thinnest base ever seen in a weft extension. Coupled with the most luxurious high-end hair quality available on the world market, SLIM LINE WEFT offers a superior design and hair quality.



PREMIUM COLLECTION

AMAZING HAIR WEFTS

PREMIUM HUMAN HAIR WEFTS

Our original human hair wefts. Designed for all application techniques, they can be applied by beaded weft, sewn into the hair, used for hair up styling or made into clip-in hairpieces. Simple and quick application and available in various colours.



PROUD SUPPORTERS OF
NEW ZEALAND FASHION WEEK



Hair styled by Michael Beel using Amazing Hair



RETAIL CONSUMER
USE RANGE

RETAIL CONSUMER USE RANGE

THE AMAZING SECRET

100% HUMAN HAIR

Create full volume and length in an instant. The Amazing Secret all-in-one hair weft is quickly secured to the wearers hair via a super fine adjustable hoop. The hoop is placed over the crown of the wearers head and can be adjusted for a perfect snug fit. The natural hair is then combed over the hoop, so it is completely undetectable.



SLIM TAPE WEFT

100% HUMAN HAIR

The Amazing Hair Slim-Tape Weft is a super-easy to apply temporary tape in weft, perfect for anyone looking to add extra volume and length to their hair, with an amazingly natural end result.

Applied quickly and easily, with our high quality custom designed tape-in hair extension technology, this high quality weft is available in a range of natural colours and combinations of two colours.



CLIP-IN HAIRPIECES

100% HUMAN HAIR

Create instantaneous volume and length. Available in an extensive range of products spanning from one clip highlight through to a full head 10-piece pack. Each piece is designed with a simple snap-lock system that secures the hair into place and is removed without any damage to the wearers hair. The hair can be treated just like your own and can be washed, blow-dried, flat ironed and curled using hot tools.



WIGS

HUMAN HAIR & SYNTHETIC

Create a new hairstyle or colour change in an instant. Available in an extensive range suitable for everyday use through to party wigs - to make anyone stand out from the crowd. Also perfect for session styling and photographic work.



PREMIUM PONYTAIL

100% HUMAN HAIR

Elegant, natural looking results that are achieved in seconds. This premium grade ponytail is designed with a unique clip and velcro fastening system which is suitable for both home and salon use. Beautifully crafted, it can be washed and styled just like natural hair. Can also be used for session styling and photographic work.



SYNTHETIC PONYTAILS

HEAT RESISTANT

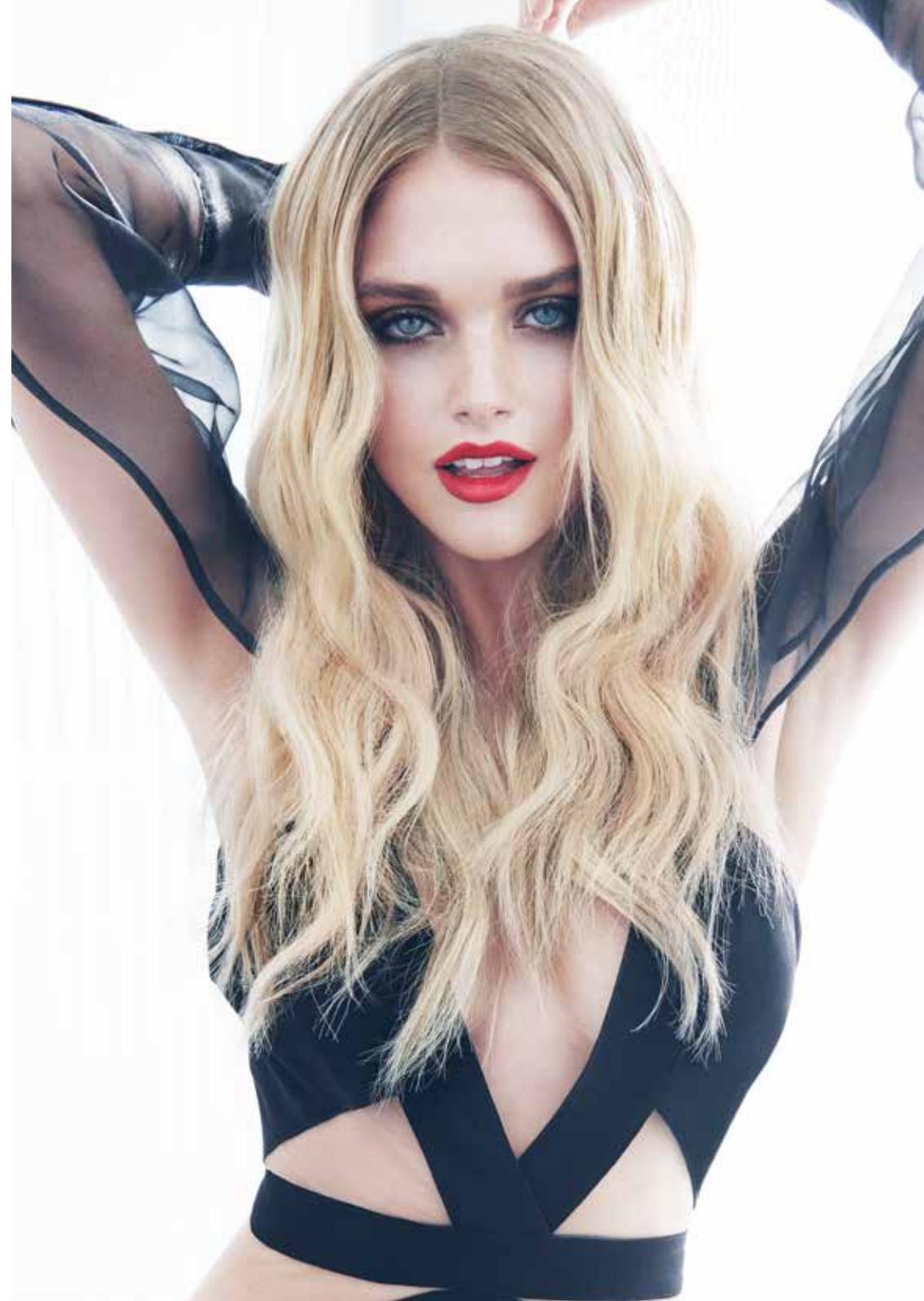
High quality and cost-effective ponytail solution. Our premium grade synthetic ponytails are heat resistant (up to 180 degC) and can be styled just like natural hair. Designed with a unique clip and velcro fastening system they are simple and easy to use both in salon and at home.



PROUD SUPPORTERS OF
MELBOURNE SPRING FASHION WEEK



Hair styled by Kevin Murphy using Amazing Hair



AFTER CARE



Amazing Hair offers a comprehensive range of custom designed wet line products, enriched with the healing oils of certified organic Australian Indigenous extracts.

These unique products are designed to dramatically revive damaged hair and nourish the scalp. Hair is left looking and feeling lustrous, strong and healthy.

Never before has a hair extension company offered such a superior product that dramatically improves health, vibrancy and extensions life span.

The all natural products remove synthetic build up and environmental residue while infusing the hair with plant based nutrients including Kakadu Plum, Watermelon Extract, Black Current Extract, Banksia Extract, Agapantha Extract and Tamarind Extract.

The key ingredient in the entire range is wild harvested Kakadu Plum (Gurumal) – the worlds richest natural source of Vitamin C. For thousands of years, the indigenous people of Northern Australia have used the Kakadu Plum as a medicinal, nutritious and tasty food source.

Today the vitamin rich properties of the Kakadu Plum are a desirable ingredient in superior health and beauty products.

As a proudly Australian based company, Amazing Hair has chosen to work with certified organic Australian Indigenous extracts, with the view of using business as a vehicle to assist local indigenous communities to become sustainable.

PROUD SUPPORTERS OF
MERCEDES BENZ FASHION WEEK



Hair Styled using Amazing Hair





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