

# *flashpoints®*

## **Fact Sheet**

### **Flashpoints**

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Flashpoints is a state-of-the-art hair extensions procedure using high quality 'Remi' hair which makes extensions look completely natural and beautifying. The Flashpoints hair links are attached to links of the recipients' hair using no glues, weaves or waxes. Uniquely, they don't damage existing hair and they are reusable.

### **The Procedure**

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Flashpoints hair extensions are attached to individual locks of hair, one at a time, using a tiny clamping cylinder called a microlock. Flashpoints are removed by unlocking the microlocks, avoiding the need for potentially damaging heat or chemicals in the renewal process.

### **Maintenance**

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To keep Flashpoints hair looking its best, clients should follow a maintenance programme. The extensions need to be relocked every six to twelve weeks.

### **Colours and Styling**

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Flashpoints can be treated like normal hair. Users can generally colour, perm and style their hair as they like. Flashpoints have over 23 ready made colour shades to choose from, making it easy to match natural hair colour and create highlights. On average users wear a minimum of 100 to 300 Flashpoints to give hair optimum length and thickness.

Flashpoints are not short of celebrity clients. Pop singer and 'Neighbours' star Stephanie McIntosh, UK Olympics athlete Sarah Wilhelmy and Penthouse pet model Kobe are all endorsers of the new hair extension treatment.

### **Flashpoints endorsers:**



*Kobe*



*Sarah Wilhelmy*



*Stephanie McIntosh*

### **History**

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Flashpoints technology was invented by Carl Howell, Chairman of Advanced Hair Studio in the 1980s whilst visiting AHS in Dallas, Texas. The idea was developed from one of Advanced Hair Studio's patented 'strand by strand' male pattern baldness procedures.

Upon his return to Australia, he asked Bill Young, product development manager for Advanced Hair Studio, to develop the procedure.

Flashpoints are part of the Advanced Hair Studio Group which was founded by Australian Carl Howell in 1976 in Australia.

When Carl returned to Australia in 1976, having established Advanced Hair Studio in the United States, he developed even more effective hair replacement and restoration procedures to reduce male hair loss.

Since then, Advanced Hair Studio has grown into one of the largest hair restoration, replacement and extension companies in the world with 80 studios worldwide.

Advanced Hair Studio is not short of celebrity clients such as cricketers Graham Gooch, Shane Warne, Martin Crowe and Greg Matthews and England rugby star, Austin Healey, who are not only happy customers, but also enthusiastic endorsers of the products.

**AHS endorsers:**



*Shane Warne*



*Graham Gooch*



*Austin Healey*



*Martin Crowe*

## **Carl A. Howell, founder and chairman of Advanced Hair Studio**

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Carl Howell established Advanced Hair in Florida in the United States in 1973. Within three years the company grew beyond recognition, with approximately 35 studios on the east coast and as far west as Texas. It was the first permanent hair replacement 'chain store operation' in the world.

It was at this time that Carl also developed the original hair fusion process which would later form the basis of the highly successful 'strand by strand' procedures.

In the late 1970s, Carl returned to Australia where AHS continued to flourish. Whilst using celebrity endorsement for the hair procedures, AHS soon dominated the Australian hair restoration market and expanded to New Zealand.

Advanced Hair Studio now has 80 studios world-wide, covering Western Europe, Middle East, Far East, South Africa and Australasia. AHS prides itself as an innovator and market leader in hair replacement, restoration and extension treatments.

Carl is actively involved in a number of charitable organisations. In Australia, the AHS Foundation has supported a wide variety of good causes, including child cancer charities, the Variety Club and the Shane Warne Foundation.

In the future, Carl hopes to expand the business into new areas including throughout Europe, China and India.

## Women's hair - Facts and figures

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- According to an independent survey commissioned by hair experts Wella, a staggering 35 per cent of women identified Carol Vorderman as the most successful woman this year, simply because of her new hair style (<http://www.prnewswire.co.uk/cgi/news/release?id=45403>)
- Over 30 per cent of women believe that a change in hair style or colour will make them more successful in life  
(<http://www.prnewswire.co.uk/cgi/news/release?id=45403>)
- Almost 50 per cent of women would drastically change their hair style on going to the hair dresser  
(<http://www.prnewswire.co.uk/cgi/news/release?id=45403>)
- A recent study commissioned by Dove ProAge, into the hair habits of mature British women, revealed that over a quarter of them lack confidence to update their look with a new style, and a third admitted to having had the same hairstyle for more than 10 years  
([Great hair is possible at any age - Liverpool Daily Post.co.uk](http://www.liverpooldailypost.co.uk))
- 45% of women over the age of 50, would go ahead with a new style if their hairdresser advised them while a quarter turn to magazines for inspiration  
([Great hair is possible at any age - Liverpool Daily Post.co.uk](http://www.liverpooldailypost.co.uk))
- According to a recent survey, British women spend an average of £36,903.75 on their hair in a lifetime  
([Cosmetics business - Hair salons - Professionally speaking](http://www.professionallyspeaking.co.uk))