

# FIBERS PROS & CONS

## HUMAN HAIR



### PROS

- MOST NATURAL LOOK + FEEL
- UNLIMITED STYLING OPTIONS
- COOLER THAN SYNTHETIC FIBERS
- LASTS THE LONGEST OF ALL FIBERS

### CONS

- INVESTMENT
- REACTS TO THE ENVIRONMENT
- REQUIRES SPECIFIC CARE PRODUCTS

## HEAT RESISTANT SYNTHETIC FIBER



### PROS

- NATURAL TEXTURE
- INVESTMENT
- PERMANENT COLOR
- MULTIPLE STYLING OPTIONS

### CONS

- CAN TANGLE EASIER
- PERMANENT COLOR
- WARMER THAN HUMAN HAIR
- REQUIRES MORE MAINTENANCE THAN TRADITIONAL SYNTHETIC

## SYNTHETIC FIBER



### PROS

- MINIMAL MAINTENANCE
- INVESTMENT
- PERMANENT COLOR
- STYLE MEMORY

### CONS

- STYLE IS PERMANENT
- CAN TANGLE EASIER
- COLOR CANNOT BE ALTERED
- WARMER THAN HUMAN HAIR