

## *Donte's Of New York*

### **CONSUMER AWARENESS GUIDE FOR WOMEN'S HAIR RESTORATION SERVICES**

Inside this Consumer's Guide, you'll find  
important information, including.....

- 6 mistakes women should avoid when choosing a hair restoration company
- 3 easy ways women can save money on hair restoration
- 4 costly misconceptions women have about hair restoration
- 6 hair restoration "Rip-Offs" women should avoid
- 6 ways women can recognize good methods from bad methods
- 10 reasons it's frustrating for women to deal with some hair restoration companies

*By Donte's Of New York*

*Welcome!*

My name is Donte, and I'm the owner of Donte's of New York. I'm delighted to be able to share with you some very important "insider" information concerning hair restoration options for women. Whether your hair loss stems from medical hair loss or genetic thinning, I trust this Consumer Guide will be one of the most valuable pieces of information you'll ever receive. I hope you will find this Consumer Guide to be educational and explain in more detail what hair restoration options are available for women.

First of all, I want you to know that you're not alone. Hair loss among women is very common, and it happens for various reasons. The bad news is there is no cure for hair loss. There are treatments available that may slow down hair loss in women, however there's nothing that can cure it 100%. With that said, there are some remarkable hair restoration options now available for women. In fact, they have never been better and I'm excited to tell you more about the many options that are now available to you.

I have helped women with hair loss solve their hair loss challenges for over 40 years. There's nothing that brings me more satisfaction than to see them smile, to see the change in attitude from fear to confidence and to see the restoration of their quality of life as I help them to conquer their hair loss problems.

I hope you find this information helpful and that, regardless of where you have gone to have your hair restored, you find great comfort and satisfaction in having taken care of your hair loss in a dignified and professional manner.

If you ever have any questions or comments about anything I have included in this Consumer Awareness Guide, or about hair restoration in general, I would be honored to be able to speak with you. My telephone number is 480-483-8800. Please feel free to call.

Sincerely,

Mr. Donte

## **“6 Mistakes Women Should Avoid When Choosing A Hair Restoration Company”**

### **Mistake #1:**

Choosing a hair restoration company that has limited choices, especially when it comes to providing hair restoration for women.

There simply is NOT one universal hair restoration method that is right for everyone. Thus, choosing a company to take care of your hair restoration that has just one or two methods is a mistake. Though they may be well intended, they may try to force something on you that isn't the best alternative for you.

My company, Donte's of New York, has several choices available for women who are experiencing hair loss. In fact, we are the company known in the Scottsdale area as “The Company with the most hair restoration options for women.” Please come in today for your FREE, private, discrete and confidential consultation, to determine which procedure is the right one for you.

### **Mistake #2:**

A big mistake is choosing a hair restoration company that does NOT guarantee your complete satisfaction. In my view, every hair restoration company should be fully accountable for their work. If you are not satisfied with the quality of service, the naturalness and ease of styling the hair, you should not have to be obliged to retain the hair replacement product.

Not many hair restoration companies specializing in women's hair restoration provide the guarantees we do. In fact, we actually “Guarantee Your Appearance!” Here is my guarantee:

*“Your hair will look so natural and will give you such a positive boost from solving your hair loss challenge in such a beautiful way that you*

*will be overjoyed. If not, we will re-do the entire process for you at no additional cost.”*

### **Mistake #3:**

Another big mistake is choosing a hair restoration method that is old and outdated. Hair replacement systems have undergone many positive transformations over the years to improve the quality and naturalness of them.

We at Donte's of New York have the world's latest technology available for women with hair loss. This technology is called Hair Integration. Hundreds of women in the area have benefited from this new technology, and it is just one of the many options we have available for you.

The world's technology is changing, and while some companies continue to offer the “same old thing” with regard to women with hair loss, we offer the latest technology available anywhere.

### **Mistake #4:**

Another big mistake is choosing a hair restoration company that does NOT have longevity, and who doesn't have a lifetime commitment to you.

Frankly, at Donte's of New York we feel everyone should given the highest level of customer service from our company.

Companies specializing in women's hair restoration should go to great lengths to serve their clients. This means a company should guide the customer in a direction that they are comfortable with so that in the end they have great looking, easy to manage, natural looking hair at a price that they can afford.

Of course, no company is perfect, and that certainly includes us. However, I don't think there's a company anywhere that has the dedication and commitment to its clients that we do. Yes, we do have

longevity (we've been in business for over 40 years); and we do make a lifetime commitment to doing all we can to ensure you are not only pleased, but delighted with the hair restoration services we provide.

We believe in the "Lifetime Value of a Client Theory." That means that everyone wins when we provide more than the client expects to get. Sadly, some companies don't have the same values that we do, it's all just a monetary transaction for them. I assure you the attitude you get from us is one of service, compassion and good taste.

### **Mistake #5:**

The fifth common mistake made by women looking to take care of their hair loss is that they choose to deal with a company that does NOT have private facilities, and who do NOT primarily cater to women with hair loss.

Sure, there are many companies out there that put in their ads, "for men and women." However, you walk into their facilities and you see men's magazines, before and after photos of men, and a very masculine décor.

I'm here to tell you that we go the extra mile to make sure women are made to feel comfortable at Donte's of New York. We feel privacy and comfort are things you simply should not have to worry about. We go to great lengths to ensure you have the experience you expect and deserve. Even the initial phone call you make to us to gain additional information is completely private. And you can be assured that we are specialists in providing hair restoration for women.

### **Mistake #6:**

"FREE HAIR" offers

You may have seen them, a "too good to be true" offer for "free hair." If it sounds too good to be true, it really is. Most "free hair" offers generally require you to sign a contract to get and pay for service and/or additional products. It's almost like having a car salesperson

say to you, “The car is FREE, but the key to the car is \$25,000.” In my opinion, that’s just a bad way to operate a hair restoration clinic. What seemed like “free hair,” turns out to cost you a lot of money.

By the way, have you ever noticed the “free hair” offers never mention anything about “good hair?”

Here at Donte’s of New York, we provide the latest technology available in the world. This allows you to have hair which looks completely natural and provides you with the confidence and a sense of relief at having solved your hair loss concerns. We don’t mislead you with “free hair” types of offers. We are up front with you, so that you understand what is involved with getting the hair you want. Our goal is to give you all the hair you want quickly, easily and affordably. That’s what we are all about.

### **Mistake #7:**

Another mistake is that women look for a “Wig”, a “Hairpiece”, a “Process” or a “Unit.” Here at Donte’s of New York, we don’t give you any of those options; we give you a **Head Of Hair** you’ll be proud of. Of course, the head of hair you want may be different from the wants of the next woman. That’s why we listen to you, and provide you with the answers and options that we know are important to women with hair loss.

You see the focus is on YOU...and on giving YOU a great looking **Head Of Hair**. Our focus is NOT on an “it”, a “unit”, a “wig”, etc. Wouldn’t you rather have a **Great Looking Full Head of Hair?**

## **“3 Easy Ways Women Can Save Money on Hair Restoration”**

### **Savings #1: “Focus on COST, not PRICE”**

At first glance, the above statement may be a bit confusing. However, there's a big difference between "cost and price."

Price is something you pay once. Cost is what you pay on an ongoing basis. Lowest price doesn't necessarily mean lowest cost. For example, you may pay less for hair restoration, only to find you need to replace the hair very quickly. That makes the cost a lot more because you've got to pay more to get more hair sooner.

At Donte's of New York, we've established the price for the hair we can provide you at a fair level. Then, because the hair we provide you is some of the finest available, your cost stays lower because the hair will look better for longer. You'll end up saving a lot of money in ongoing costs by going with Donte's of New York because of the quality and service we provide.

### **Savings #2: "Honesty is the best policy"**

There are too many hair restoration companies that charge whatever they feel they can get from a particular person. They seek "what the market will bear," meaning the price may vary based on what the company representative feels the person is likely to be able and willing to pay. They fail to operate in a fair and honest manner.

We at Donte's of New York, feel that is just wrong. In the long run, you'll save money when you deal with a company that has shared all of the costs with you up front. Additionally, you should make sure the ongoing costs of maintaining and replacing the hair are discussed. You don't want to run into any surprises in the future.

### **Savings #3: "Get a GUARANTEED head of hair"**

You'll end up saving a lot of money by getting hair restoration that is guaranteed. If you don't, you may find you'll be spending a lot more money trying to correct the bad hair you have received. Too often a woman with hair loss goes after the "cheapest" hair restoration method, only to find the hair is not to their satisfaction. In the end they have to spend more to get a better process.

You should only deal with a company that guarantees the work it provides. For example, Donte's of New York actually **\*\*Guarantees** that you'll love the hair we provide to solve your hair loss, or we'll alter, correct or even completely redo the entire process for you at our cost. The bottom line is that your hair loss challenges will be solved and you will feel great about it, guaranteed!

\*\*Guarantees are in effect for within the first 30 days of your new hair restoration.\*\*

## **“4 Costly Misconceptions Women Have About Hair Restoration”**

### **Misconception #1: “Hair Restoration Can Be Perfect”**

Unfortunately, nothing is perfect, and certainly hair restoration for women and men is not “perfect,” nor is it “exactly like your own hair.” Some hair restoration companies lead the consumer to believe otherwise as they stretch the truth in their advertisements. The truth is nothing is exactly like your own growing hair.

At Donte's of New York, we guarantee you will be delighted with the head of hair we provide you. Your hair will look so natural that it will look like it's growing right out of your scalp. We're not claiming perfection, but we will provide you with something that is perfect for you.

### **Misconception #2: “The Company That Offers The Lowest Price Is the Company You Should Choose.”**

Lowest price is not always the best way to go. It's true that if everything else was equal it would make sense to shop for lowest price. However, all things are NOT equal, and the quality, appearance and guarantees vary from company to company, especially for women's hair restoration options.



You don't have to overpay to get great looking hair. That's why it's important to deal with a company like Donte's of New York, so you know you are getting all the great looking hair you want easily, quickly and affordably.

### **Misconception #3: “Any Hair Stylist Will Do When it Comes to Designing and Cutting New Hair for a Women.”**

This is a critical issue for you to be aware of, and could make a monumental impact on your experience with your hair.

There is a big difference in ability between those who design and cut hair restoration for women, and those that design and cut hair. You see, every hair restoration process needs to be designed so that it's physically compatible with a woman's unique needs. It is essential that the hair restoration becomes as much a part of the woman as possible (instead of something that is heavy, awkward and uncomfortable). Also, every hair restoration process needs to be cut and styled in such a way where it blends in with the hair that a woman still has, and in a way where it's becoming to the woman.

There's really no “second chance” with hair replacement because a bad cut doesn't “grow out” like it would on your own growing hair. It is essential for you to find an experienced professional who is trained in designing and cutting hair restoration products for women.

At Donte's of New York, our designers and technicians have over 40 years of experience behind them. They have each been trained in cutting hair restoration in such a way that women with hair loss will feel and look like their hair has grown back. Though we're not perfect, we are experts at what we do.

We will always guarantee that your new hair will look great and that you'll be completely satisfied with the look of the hair.

## **Misconception #4: “All Hair Restoration Companies Are The Same.”**

This is an increasingly common misconception. Many think they can get the exact hair and service from any hair restoration group. However, it's just not the truth. Frankly, it's just like anything else, there are good and bad products, there is good and bad service and there are good and bad companies. Hair restoration companies, especially those dealing with options for women with hair loss, are vastly different.

I want you to know we at Donte's of New York have made a commitment to stand apart from all of the other companies and options available for women with hair loss in the Phoenix Metropolitan area. We have been working hard since 1963 to be able to provide the latest and most remarkable technology available on the planet to you; to provide a standard of service that is second to none; to provide privacy, confidentiality and cleanliness; to simply be the most clear and logical choice for women with hair loss and to look for the answers they need and want.

### **“How Women Can Avoid 4 Hair Restoration Rip-Offs”**

#### **Rip-Off #1: “Overpricing”**

Some companies are expensive just to be expensive. They purposely put their price above everybody else in the market so that it looks like they have something different and better. We can assure you that high price does not necessarily mean good looking hair or service.

We set our price at a level where it allows you to get the hair that you want easily, quickly and affordably. Though we aren't the cheapest in town, we have the world's best technology and give a great looking

head of hair that is guaranteed to look like it's growing right from the scalp. We are fair, and we believe in treating our client's right so that we can build a long term relationship. You will get more than you pay for at Donte's of New York.

### **Rip-Off #2: “The Company gives you poor quality hair”**

There are definitely different qualities of hair. Just like anything else, there's lesser quality and very high quality products.

A company that gives you poor quality hair is not doing you any favors. It's a rip-off and they are setting you up for failure.

We only provide the highest quality hair that's available. The hair we provide is so revolutionary, so much like your own hair, it's amazing. You can feel confident in dealing with us because we absolutely guarantee the head of hair we provide for you.

### **Rip-Off #3: “Company gives you a “pre-made stock” hair restoration, and calls it “custom.”**

This rip-off is quite disturbing. It's something that could negatively affect the appearance, longevity, and the ease of taking care of the hair. It is where a company will try to pass off a “hair system” that is “stock” (pre-made in advance), make some adjustments to it and pass it off as a “hair system” that was done specifically for the person. Although “stock” hair systems are semi-customized, they should never be referred to as a “custom” hair system. A “custom” hair system differs from a “stock” hair system as a “custom” hair system is made only for the specifications of a certain client (size, hair texture, colors, etc.) Because Donte's of New York was originally a manufacturer and designer of men's and women's hair replacement, we can guarantee you that each hair system is customized on the premises to your specifications.

The head of hair we create for you is created from your specific characteristics only. We give you what you expect and what you are promised. Every aspect of the head of hair we provide you is custom,

done for you and only you. That's what you expect, and that's what you deserve.

#### **Rip-Off #4: “Company “oversells,” and “under-delivers”**

Unfortunately, there's a lot of “hype” out there from companies that will promise you the world when it comes to giving you a “hair system.” Yet, when it comes right down to it, too often they can't deliver what they promise.

We guarantee what we do, so that you know what you can expect, and what you will receive. We prefer to “under-promise” and “over-deliver.” We will give you the head of hair you want easily, quickly and affordably.

## **6 Ways Women Can Tell Good Hair From Bad**

Your goal is to have a great looking head of hair, right? The following information will help you in determining you have received what you have been promised.

### **1. Color must match**

One of the biggest problems you could have is for the new hair to not match your own growing hair. If the color of the restored hair does not match your hair, then you are likely to have big problems with the hair the entire time you have it

If the color doesn't match, you should discuss it with the company and request that they replace the entire hair system.

We guarantee that the color of your new head of hair will match your own growing hair, and that you will be delighted with the match.

## **2. Hair texture needs to match your own hair**

The texture of the hair replacement hair should feel like your own hair. If it doesn't, then it's not going to look or act like your own growing hair.

Run your hands over and through the replacement hair when you first get it. Does it feel like your own growing hair? If not, you should not accept it.

This is yet another example of why you should deal with us, because we have such a strong guarantee. We do indeed guarantee that the texture of the new head of hair we give you will match the texture of your own growing hair. You shouldn't settle for anything less.

## **3. The density shouldn't be too thick**

Perhaps the biggest "give away" to hair replacement is when the density is too thick. You know what I'm talking about, don't you? It's when you see a person walking down the street, and they obviously "have something on top of their head." Typical hair pieces can be much too thick. Unfortunately, even today, some companies that are doing better hair replacement work frequently leave too much hair in their hair replacement products.

A proper new head of hair should be a lighter density, carefully matched to your age, your lifestyle and even your occupation. A lighter density looks much more natural, blows better in the wind, looks more natural when wet, and is much easier to style.

It is very important for you to keep in mind that any amount of hair is going to seem like a lot to you when you first get it. You're used to having less hair, so anything is going to be a change. Just because it's a bit of a "shock" to you at first doesn't mean it's too much hair. It can be difficult for you to know what's too much and what's just right when you first get your hair. However, if the hair is thick and bushy and difficult for you to style, it may be too much hair and you should consider having it altered.

It takes artistry to design your new head of hair just right. That's why dealing with us gives you a great advantage in your having the head of hair you want. This is not an area where you should compromise. We'll do your hair right and we guarantee it.

#### 4. **The density shouldn't be too thin**

The opposite problem sometimes occurs as well. Some poorly made (cheap) hair replacements have poor "ventilation" (method of adding the hair). Sometimes, it's too thin in spots, and /or the hair is unevenly placed. Certainly this will keep you from having a great looking head of hair.

This is something that you should be able to see right away. If upon close examination of your hair in the mirror you see part of the base material and/or something that doesn't look natural, you should not accept the hair from the company.

We stand behind our work with a very strong guarantee. If the hair is not exactly right, we will alter, correct or even re-do the entire process for you at no additional cost to you.

#### 5. **There shouldn't be excessive hair loss**

It's normal for a few hairs to come out of the hair replacement over time. However, if initially you find a lot of hair coming out, for example, each time you brush the hair, there may be something wrong with the hair. It may be so weak (from over processing) that the hair actually breaks off the base area very easily.

If there's excessive hair loss when you first get the hair replacement, it won't take long before it needs a lot of hair addition to the actual hair system itself. Though it's normal to have some hair addition every few months or so, it's not normal to have to get it often.

We at Donte's of New York are most interested in giving you the highest quality new head of hair you can possibly get, minimizing any challenges you might have with the hair.

## 6. The size shouldn't be too big or too small

Sometimes those who are inexperienced or simply unskilled, design a hair system that's too big, or too small. As a result the hair system either does not take care of the entire thinning area (leaving a bald area uncovered) or goes over and covers much of your good growing hair. Neither situation is optimal, and should not be accepted. We go to great lengths to ensure that your new head of hair is precisely the way that you need and want it. We give you hair where you need it (every inch), and don't do anything that will cover or hurt your existing growing hair.

### **10 reasons it's frustrating for Women and Men to deal with some hair restoration companies**

1. They are late with your order
2. They take you for granted
3. They produce poor quality products
4. You are not given the privacy you deserve
5. They frequently change their prices
6. They do not listen to your needs and wants
7. They do not guarantee their work
8. They offer limited options
9. They act like you are an inconvenience
10. They don't get the hair right the first time

We at Donte's of New York are dedicated to making our client's experience with hair as stress-free and enjoyable as possible. We know that what may seem "everyday" to us is actually a very important and big part of your life. We treat each head of hair with the importance and priority you deserve.

Please call us to discuss how we handle each of the above situations. You'll be impressed and I hope a little excited about the guarantees and commitments we'll make to you regarding your hair.

**Summary:** Of course, no company is perfect. We have made mistakes in the past too. However, nobody is going to take care of you and guarantee their work like we do. Simply, we will give you the hair you want...guaranteed!

***This complementary information is provided by Donte's of New York. We are dedicated to educating our clients and to publishing consumer awareness information. Please call (480) 483-8800 for a private, no obligation, FREE one on one consultation.***