



SENSATIONNEL®

NOV/DEC 2020

Holiday
EDITION

#SensationnelHair



New!

SENSATIONNEL

EVOKE

100% HUMAN HAIR

EVOKE

100% HUMAN HAIR

YAKI

100% HUMAN HAIR

TANGLE-FREE
100% HUMAN HAIR
SHED-FREE



Style Shown: (Left) Yaki - 18" Color: 2 (Right) Yaki Styled - 14", 18", 18" Color: 4

EVOKE™

100% HUMAN HAIR

the NEW YAKI PERFECTION

The woman behind EVOKE™

Every woman has a side in her own story. That's what makes her irresistible. Whatever your side, whatever your personality, Evoke™ matches your every mood. Sweet or bold, soft or vibrant, sassy or fierce, even cute or seductive, this choice is for you.

Evoke™ 100% Human Hair, makes it effortless to choose what is right for you.

Available in lengths 10" to 20", it is made with a perfect natural yaki texture that is soft, smooth, and matches your own.

Elevate your look with Evoke™ and awaken your inner beauty, no matter who you choose to be.

FEATURES:

SOFT & SMOOTH YAKI TEXTURE

LONG LASTING CURL RETENTION

TANGLE FREE & SHED FREE

AVAILABLE LENGTHS:

10", 12", 14", 16", 18", 20"

AVAILABLE COLORS:

1, 1B, 2, 4, 27, 30, 613, BG, S1B/30, T1B/27, T1B/30, T1B/BG

*Color availability may vary by length.

IN THIS ISSUE...

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4-5 10A Full Lace Wig

100% HUMAN HAIR
2-3 Evoke™

LACE WIGS

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- 7 Empress | Curis Kinks & Co.®
- 9 Empress | Shear Muse®
- 9 Dashly® Lace Wig
- 10 What Lace® | Butta Lace®
- 11 Cloud 9™ | What Lace?®
- 11 Cloud 9™ | Braided Lace Wig

FULL WIGS

- 9 Instant Fashion Wig

HALF WIGS

- 8 Instant Up & Down®
- 12-13 Instant Weave® | Drawstring

PONYTAILS

- 12-13 Instant Weave® | Drawstring
- 16-17 Instant Up & Down®

BRAIDING HAIR

- 14-15 Ruwa®
- 18-17 Lulutress®
- 18-19 X-Pression®

HAIR PIECES

- 6 Clip-in's | Curis Kinks & Co.®

New!

FULL WIG

100% VIRGIN HUMAN HAIR

A little Bang goes a long way!

'Tis the season for a dreamy 10A Full Wig. This 100% Virgin Human Hair comes with framing fringes in short to long, full and straight styles. It's the perfect combination that effortlessly shapes your face with sharp, stylishly, sexy bangs.

FACTORY DIRECT
10A
UNPROCESSED
★★★★★
BUNDLE IMPORT

Available Colors:

NATURAL, NATURAL BLACK, *613, TT27, TT30, TTBG
(*613 IS ONLY AVAILABLE IN STRAIGHT 9" & STRAIGHT 11")



STRAIGHT 18"
Color Shown: NATURAL BLACK



STRAIGHT 11"
Color Shown: 613



STRAIGHT 9"
Color Shown: NATURAL



BODY WAVE 12"
Color Shown: NATURAL



BODY WAVE 16"
Color Shown: NATURAL BLACK



AMAZING
613 BLONDE
GREAT FOR
WATERCOLOR
HAIR DYE

9 Textured Clip-ins

- 1 PIECE • 9" WEFT
- 2 PIECES • 7" WEFTS
- 4 PIECES • 5" WEFTS
- 2 PIECES • 3" WEFTS

ALPHA WOMAN 12" ▶



BLENDS WITH NATURAL HAIR
ADDS LENGTH & VOLUME
SECURE SILICONE LINED CLIPS

CLIP-IN STYLES Are Available In Basic Colors For Optimal Blending: 1, 1B, 2



Before



GAME CHANGER 10"
Color shown: 1B



BOSS LADY 10"
Color shown: 2



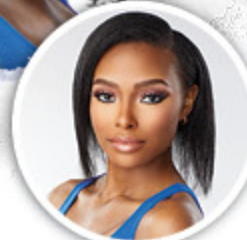
RULE BREAKER 10"
Color shown: 2



Before



Before



Before

Textured lace wigs



SUGAR BABY

AVAILABLE COLORS: 1, 1B, 2, 4, MONEY PIECE BLONDE, MONEY PIECE CARAMEL, MONEY PIECE CHAMPAGNE, MONEY PIECE GOLD, MONEY PIECE HAZEL, MONEY PIECE WINE



Baby it's COLD OUTSIDE

Protect your natural hair from the winter weather. With Curly Kinks & Co.® collection you can still rock natural hairstyles while protecting your own.



HEAD TURNER

AVAILABLE COLORS: 1, 1B, 2, 4, T2/27, T2/30, T2/613, T2/BG



WILD ONE

AVAILABLE COLORS: 1, 1B, 2, 4, T2/27, T2/30, T2/613, T2/BG



HOME *for the* HOLIDAYS



This Year, It's Okay To Be All Dressed Up With Nowhere To Go

You can still stay stylish even while staying home for the holidays. So go ahead and get yourself a little something from our latest launch.

"May Your Wigs Be Slayed & Your Makeup Stay Snatched All Season Long." - xo Sensationnel



THE MULTI TASKERS



Color Shown: 1



Color Shown: 4



(LEFT) **IUD 11** (ABOVE) **IUD 10**

AVAILABLE COLORS:
1, 1B, 2, 4, T1B/4, T2/27, T2/30, T2/613, T2/BG, T2/COPPER

Our Instant Up & Down, Half Wig + Pony Wrap combo has proven to be a fan favorite. With the ability to wear 4 ways, this multi-function product is a must-have in every style.



THE PIXIE



AMINA

AVAILABLE COLORS:
1, 1B, 2, 350, 613, 99J, ASH BLONDE, BG, RED, ROSE GOLD

Pixies never go out of style. Amina is a good choice to highlight your eyes and cheekbones. This curly classic is low maintenance and perfect for any occasion. Featuring HD Lace and a natural density hairline for a flawless install.



THE FRINGE



SELENE

AVAILABLE COLORS:
1, 1B, 2, 4, FLAMBOYAGE AUBURN, FLAMBOYAGE BLONDE, FLAMBOYAGE CHOCOLATE, FLAMBOYAGE MOCHA, FLAMBOYAGE SAND

Selene is the unmistakable winner of feathered hairstyles. Her voluminous flips and curls open away from the face to reveal the beauty that is "you".



THE BOB



LACE UNIT 14

AVAILABLE COLORS:
1, 1B, 2, MONEY PIECE BLONDE, MONEY PIECE CARAMEL, MONEY PIECE CHAMPAGNE, MONEY PIECE GOLD, MONEY PIECE HAZEL, MONEY PIECE ROSE GOLD, MONEY PIECE SANDY BLONDE, MONEY PIECE WINE

Feeling flirty? This sleek chin-length, bob, with blunt cut ends is a sure hit. Keep it simple or try all 8 money piece colors.



New!

IN THE SPOTLIGHT



HOLIDAY Slay!

As the holiday season approaches, these trend-setting hairstyles will be sure to get you in the holiday spirit. With chic looks from **Butta Lace**® and their tousled waves, to trendy braids by **Cloud 9**™, to topping it off with an easy switch up to a short style in **What Lace?**® You will definitely slay it this winter in Sensationnel®!



YouTube @SensationnelHair

How to... Revive your Synthetic Wigs!



scan me! To watch full tutorial video



BUTTA UNIT 11

AVAILABLE COLORS:
1, 1B, 2, T4/ASH BLONDE,
T4/COPPER, T4/GOLDEN BLONDE,
T4/GOLDEN BROWN, T4/HAZEL,
T4/HONEY BLONDE, T4/WINE



BUTTA UNIT 10

AVAILABLE COLORS:
1, 1B, 2,
FLAMBOYAGE CHOCOLATE,
FLAMBOYAGE GOLD,
T1B/4, T2/27, T2/30,
T2/350, T2/BG



BOX BRAID SMALL

AVAILABLE COLORS:
1, 1B, 2, 613, T1B/27,
T1B/30, T1B/BG



KAIRA

AVAILABLE COLORS:
1, 1B, 2, MONEY PIECE BLONDE,
MONEY PIECE CARAMEL, MONEY PIECE CHAMPAGNE,
MONEY PIECE GOLD, MONEY PIECE HAZEL,
MONEY PIECE PLATINUM,
MONEY PIECE SANDY BLONDE, MONEY PIECE WINE



BOX BRAID LARGE

AVAILABLE COLORS:
1, 1B, 2, 613, T1B/27,
T1B/30, T1B/BG

100% PREMIUM FIBER | SENSATIONNEL® WIGS



Instant WEAVE®



wear as a half wig



wear as a up-do



Oh what FUN! 2 styles in 1



With the addition of a drawstring, to our classic Instant Weave® brand cap, you can now wear as a Half Wig or Up-do. These styles adjust to securely fit various sizes, and are available in basic and two-tone colors. Available Colors: 1, 1B, 2, 4, T1B/4, T2/27, T2/30, T2/BG, T2/COPPER



RUWA®



New
COLORS

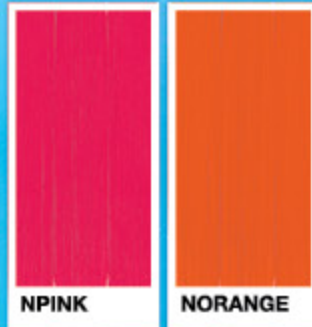
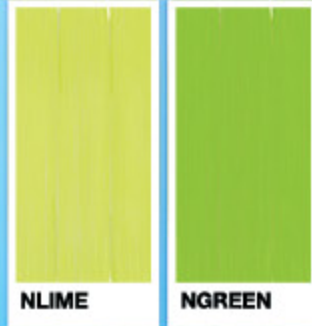
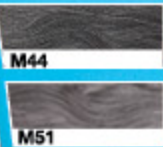
MERRY & BRIGHT

Thanks to these new neon colors, the Ruwa® braid collection just got a whole lot brighter.

3X PRE-STRETCHED BRAID 24"

Available Colors: 1, 1B, 2, 4, 27, 30, 33, 350, 39J, 60, 613, 99J, BG, BLUE, DKPURPLE, LILAC, MATTE GRAY, PERIWINKLE, PURPLE, RED, VINTAGE ROSE NBLUE, NGREEN, NLIME, NORANGE, NPINK, NPURPLE, M44, M51, SM1B/27, SM1B/30, SM1B/33, SM1B/350, SM1B/60, SM1B/BG, SM27/613, SM30/27, SM4/613

NEW GRAY COLORS



2X RUWA VOLUME PRE-STRETCHED 24"

More volume and texture than current Ruwa® Braid.

Available Colors: 1, 1B, 2, 4, 6, 27, 30, 613, 99J, BG, SM1B/27, SM1B/30, SM1B/BG



New
ITEM

3X RUWA AFRO TWIST 16"

Available Colors: 1, 1B, 2, 4, 27, 30, 350, 613, 99J, BG, M51, SM1B/27, SM1B/30, SM1B/350, SM1B/BG

Afro TWIST

Pre-Separated Spring Twist Perfect for twist style.



Va Va VOLUME!

The latest additions to Ruwa® are full of volume. Made with Aquatex® Fiber from Kanekalon®, they still have all the features you love:

- INSTANT LOCKING
- WATER REPELLENT
- FLAME RETARDANT
- LIGHT WEIGHT & SOFT
- FAST DRYING
- HOT WATER SET



2X BUTTERFLY LOCS 18"

Available colors:
1, 1B, 2, 4, 27, 30,
613, BG, T1B/27,
T1B/30, T1B/BG

The latest locs

Locs come in various shapes, sizes, and textures. See our latest additions, now available in a variety of styles.

- ✓ **Soft Texture, Natural Luster**
- ✓ **Light Weight Fibers**
- ✓ **Long-lasting Natural Look**



lulutress®



3X DISTRESSED LOCS 24"

Available colors:
1, 1B, 2, 4,
SM1B/27,
SM1B/30,
SM1B/BG



FULLY FOLDED

2X MICRO LOCS 18"

Available colors:
1, 1B, 2, 4,
SM1B/27,
SM1B/30,
SM1B/BG



easy-to-install
**TWISTS
LOCS &
BRAIDS**

These pre-braided, pre-twisted, and pre-loc'd styles, make D.I.Y. protective styling a breeze. Offering so much variety to choose from, make the Lulutress® Collection your "Go-To" choice for affordable crochet styles.



NEW LENGTH



3X MICRO TWIST 30"

Available colors:
1, 1B, 2, 4, 99J,
T1B/27, T1B/30,
T1B/613, T1B/BG



NEW LENGTH



3X MICRO BOX BRAID 30"

Available colors:
1, 1B, 2, 4, 99J,
T1B/27, T1B/30,
T1B/613, T1B/BG



X-Pression®

more LENGTHS

more COLORS

more VOLUME

2X PRE-STRETCHED BRAID 48"

Available Colors: 1, 1B, 2, 4, 27, 30, 33, 350, 613, 99J, BG, BLUE, LILAC, MATTE GRAY, PERIWINKLE, RAINBOW, RED, VINTAGE ROSE, M1B/27, M1B/30, M1B/BG, M44, M51, SM1B/27, SM1B/30, SM1B/33, SM1B/350, SM1B/BG, T1B/27, T1B/30, T1B/613, T1B/BG, T1B/BLU, T1B/EMERALD, T1B/MUSTARD, T1B/PUR, T1B/RED, 3T1B/DBLUE/LBLUE, 3T1B/LPINK/BLUE, 3T1B/MINT/LMINT, 3T1B/PURPLE/PINK, 3TBLUE/LBLUE/LAVENDER, 3TPURPLE/PINK/LPINK

With over 25 special colors to choose from, Sensationnel® Brand X-pression® gives you many ways to express yourself. Check out these swatches of our newest available colors.

New COLORS



100% Kanekalon



VOLUME PRE-STRETCHED BRAID 48"

Available Colors: 1, 1B, 2, 4, 6, 27, 30, 613, BG, BARBADOS, BRAZIL, RASTAFARIAN, T1B/27, T1B/30, T1B/BG, T1B/BL, T1B/PU

NEW COLORS:



2X PRE-STRETCHED BRAID 72"

Available Colors: 1, 1B, 2, 4, 27, 30, 350, 613, BG, SM1B/27, SM1B/30, SM1B/BG

3X PRE-STRETCHED BRAID 58"

Available Colors: 1, 1B, 2, 4, 27, 30, 350, 613, 99J, BG, BLUE, RED, SM1B/27, SM1B/30, SM1B/350, SM1B/BG

Style: DARLENE
Color: T2/Copper



wh:tlace?
HAIRLINE ILLUSION LACE WIG

butta
lace



Style: BUTTA HUNIT 8
Color: Flamboyage Mocha

Style: GAME CHANGER
Color: 1B



Curly
Kinks
& Co.

Style: DANZIE
Color: 1B



wh:tlace?
HAIRLINE ILLUSION LACE WIG

CELEBRATE SAFELY
this
**HOLIDAY
SEASON**

The holiday season is here,
and that means joy and fun
for all. While you're spreading
some holiday cheer, Sensationnel®
wants you to remember to stay
masked up and safe with your
family and friends this year.

SENSATIONNEL®

Style: LATISHA
Color: 1B



wh:tlace?
HAIRLINE ILLUSION LACE WIG

12A Swiss Lace Wig
Style: LOOSE WAVE 22
Color: Natural



FACTORY DIRECT
12A
UNPROCESSED
★★★★★
BUNDLE IMPACT



Style: LACE HUNIT 11
Color: T2/Copper

dashly

12A Swiss Lace Wig
Style: NATURAL STRAIGHT 24
Color: Natural



FACTORY DIRECT
12A
UNPROCESSED
★★★★★
BUNDLE IMPACT