



SENSATIONNEL®

JAN/FEB 2021

2021

New Year
EDITION

#SensationnelHair



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RUWA®

Made With Aquatex® Fiber From Kanekalon®

START THE YEAR WITH A TWIST!

SOFT TEXTURE • LIGHT WEIGHT • INSTANT LOCKING

New!

3X AFRO TWIST 16"

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



2X JAMAICAN TWIST 18"

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



SPRING TWIST 8"

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



BRING ON the BALAYAGE

Our modern day empresses are ready to take on the new year with hair that's as confident, bold, and unapologetic as they are.

We welcome in the new year with the newest in Human Hair color trends. Our Empire® Yaki weaving, is now available in Balayage colors ranging from blonde to burgundy.

Balayage, as we know it, is a free-hand highlighting technique that sweeps in coloring, for a result that has a long blended transition between dark and light. The color starts away from the roots, focusing on the mid-shafts and ends of the hair. The technique creates soft multi-dimensional colors that look sun-kissed and natural. Crown yourself with Argan Oil infused Empire® 100% Human Hair.

- SOFT & SMOOTH TEXTURE
- LONG LASTING CURL RETENTION
- TANGLE FREE & SHED FREE
- ARGAN OIL INFUSED



gorgeous
COLORS



BALAYAGE COLORS ARE AVAILABLE IN YAKI 10", 12", 14", 16", 18"

Styles Shown: Yaki 18" & Lace Closure 12"



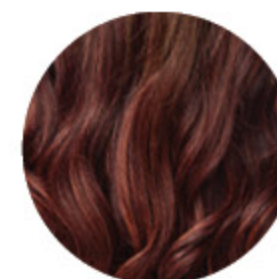
BALAYAGE MEDIUM BLONDE



BALAYAGE DARK BLONDE



BALAYAGE BURGUNDY



EMPIRE® YAKI Available Lengths: 10", 12", 14", 16", 18", 20"

Available Colors: (Color availability may vary by length):

1, 1B, 2, 4, 27, 30, 33, 350, 530, 613, 99J, BG, BALAYAGE BLONDE, BALAYAGE DARK BLONDE, BALAYAGE MEDIUM BLONDE, BALAYAGE BURGUNDY, DARK BLUE, DARK PURPLE, ELECTRIC BLUE, HOT PINK, MBLUE, M280, M44, M51, RED, S1B/30, S1B/33, S27/613, S4/30, T1B/27, T1B/30, T1B/350, T1B/530, T1B/613, T1B/BG, T1B/DARK GREEN, T1B/MATTE GRAY, T1B/MATTE LAVENDER, T1B/ROSE GOLD, T1B/VINTAGE ROSE

VICE™

HD LACE WIG

100% PREMIUM FIBER

VICE™ HD LACE WIGS
“too good to be wrong”

ONE IS JUST NOT ENOUGH

HD LACE

Blends With Most Skin-tones

PRE-PLUCKED With Baby Hair

5" DEEP PART Hand-tied with
EAR-TO-EAR LACE

OTHERS

VICE™

NATURAL
DENSITY

VICE UNIT 2

AVAILABLE COLORS:
1, 1B, 2, 613, FLAMBOYAGE AUBURN,
FLAMBOYAGE BLONDE, FLAMBOYAGE CHOCOLATE,
FLAMBOYAGE MOCHA, FLAMBOYAGE SAND,
MONEY PIECE CARAMEL, MONEY PIECE HAZEL

VICE UNIT 1

AVAILABLE COLORS:
1, 1B, 2, **CHUNKY HIGHLIGHT 27**,
CHUNKY HIGHLIGHT 30, FLAMBOYAGE AUBURN,
FLAMBOYAGE BLONDE, FLAMBOYAGE CHOCOLATE,
FLAMBOYAGE MOCHA, FLAMBOYAGE SAND

VICE UNIT 3

AVAILABLE COLORS:
1, 1B, 2, LT27/1, LT613/BLUE,
LT613/PINK, TIP DYE 27, TIP DYE 613,
TIP DYE HOT PINK, **TIP DYE PURPLE**

New
PRODUCT



COLOR PALETTE

*Color availability varies by style.





VIRTUALLY
HD
lace
UNDETECTABLE



- Virtually Undetectable HD LACE
- Lace Blends With Most Skin-Tones
- Ear To Ear Lace With A Wide 5" Deep Hand-Tied Parting Area
- Pre-Plucked With Baby Hair
- Natural Density Hairline
- Made With Premium Heat Resistant Fiber



UNIT
14



UNIT
13



UNIT
12



BUTTA UNIT 14

AVAILABLE COLORS:
1, 1B, 2, 613,
BALAYAGE CARAMEL,
BALAYAGE CHOCOLATE,
BALAYAGE GOLD,
BALAYAGE HAZELNUT,
BALAYAGE MOCHA,
T1B/4, T2/350



BUTTA UNIT 13

AVAILABLE COLORS:
1, 1B, 2, BALAYAGE CARAMEL,
BALAYAGE CHOCOLATE,
BALAYAGE GOLD,
BALAYAGE HAZELNUT,
BALAYAGE MOCHA,
T1B/4, T2/350



BUTTA UNIT 12

AVAILABLE COLORS:
1, 1B, 2, FLAMBOYAGE BLONDE,
FLAMBOYAGE MOCHA,
FLAMBOYAGE SAND,
MONEY PIECE BLONDE,
MONEY PIECE CARAMEL,
MONEY PIECE CHAMPAGNE,
MONEY PIECE HAZEL,
MONEY PIECE PLATINUM,
MONEY PIECE SANDY BLONDE

BUTTA LACE®

just got **BETTER**

With the addition of human hair fibers and an even larger pre-plucked parting area, these new Butta Lace® styles just hit different. The fiber blend offers the best of both worlds: heat-safe hair, effortless movement, natural luster, and long lasting curl retention.

- HUMAN HAIR & Premium Fiber Blend
- Full Bodied Movement
- Virtually Undetectable HD LACE
- Lace Blends With Most Skin-Tones
- Ear To Ear Lace With An Extra Wide 5" Deep Hand-Tied Parting Area
- Pre-Plucked With Baby Hair Along The Hairline



STRAIGHT 32"

AVAILABLE COLORS:
1, 1B, 2, 613,
BALAYAGE CARAMEL,
BALAYAGE CHOCOLATE,
BALAYAGE GOLD,
BALAYAGE HAZELNUT,
BALAYAGE MOCHA



BOHEMIAN 28"

AVAILABLE COLORS:
1, 1B, 2, 613,
BALAYAGE CARAMEL,
BALAYAGE CHOCOLATE,
BALAYAGE GOLD,
BALAYAGE HAZELNUT,
BALAYAGE MOCHA

SPECIAL COLORS



New!

butta lace®

HUMAN HAIR & PREMIUM FIBER BLEND

from the makers of **whatlace?**



braided BEAUTY

From intricate cornrow designs to full out box braids, these braided beauties are the real deal. Styles that could take hours at a salon, can now be achieved in minutes thanks to these hand-braided, HD Lace wigs.



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



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



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

Love that texture

Full bodied, feathered and flirty; these sultry, yaki textured lace wigs, will have you falling in love! All three styles feature virtually undetectable HD Lace, and a variety of salon inspired colors.



(ADANNA) AVAILABLE COLORS:
1, 1B, 2, FLAMBOYAGE BLONDE,
FLAMBOYAGE MOCHA,
FLAMBOYAGE SAND,
MONEY PIECE BLONDE,
MONEY PIECE CARAMEL,
MONEY PIECE CHAMPAGNE,
MONEY PIECE HAZEL,
MONEY PIECE PLATINUM,
MONEY PIECE SANDY BLONDE



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

KAIRA



DASHA

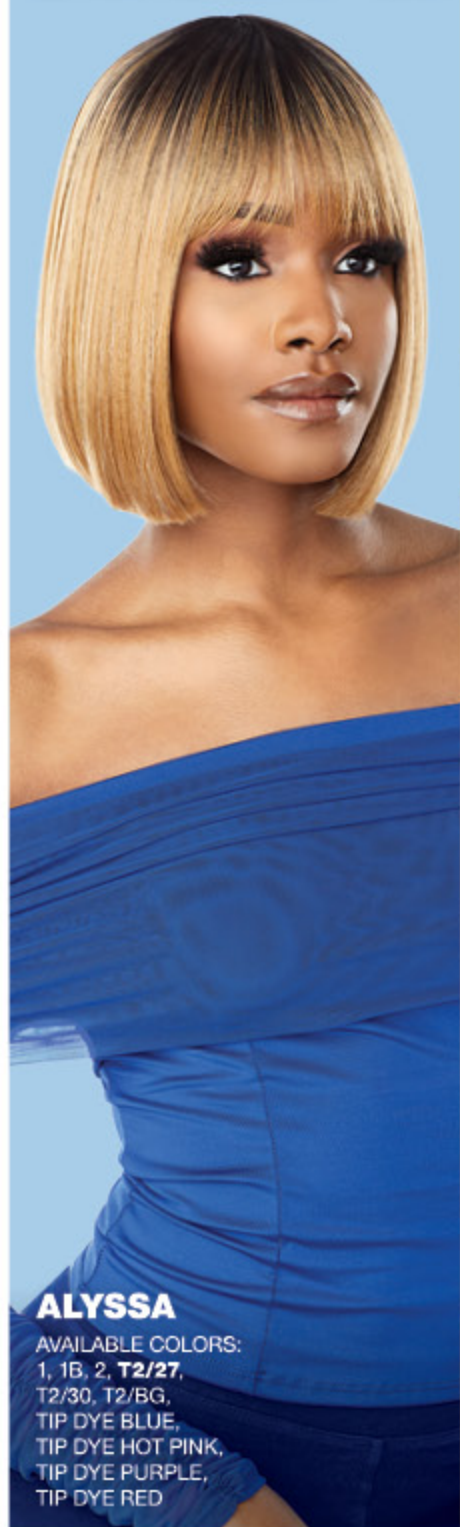
DREAM
BIG

MY
LOVE

(DASHA) AVAILABLE COLORS:
1, 1B, 2, FLAMBOYAGE AUBURN,
FLAMBOYAGE BLONDE,
FLAMBOYAGE CHOCOLATE,
FLAMBOYAGE MOCHA,
FLAMBOYAGE SAND,
MONEY PIECE CARAMEL,
MONEY PIECE CHAMPAGNE,
MONEY PIECE HAZEL,
MONEY PIECE PLATINUM



SHORT & SWEET WIGS



ALYSSA

AVAILABLE COLORS:
1, 1B, 2, T2/27,
T2/30, T2/BG,
TIP DYE BLUE,
TIP DYE HOT PINK,
TIP DYE PURPLE,
TIP DYE RED



LACE UNIT 15

AVAILABLE COLORS:
1, 1B, 2, FLAMBOYAGE BLONDE,
FLAMBOYAGE MOCHA,
MONEY PIECE BLONDE,
MONEY PIECE CARAMEL,
MONEY PIECE GOLD,
T2/BG, T2/COPPER



AMINA

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



FULL WIG



**BRAIDED
LOOSE
DEEP 26"**



Braided

HIGH & MIGHTY PONIES

**BRAIDED
DEEP 28"**



The power pony always commands attention.
The new braided wrapping piece, is a small detail that makes a big statement. Enjoy this quick and easy hair-do in minutes with Instant Pony® Wrap.

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





Start off the year with **Lulutress®**

Lulutress® comes 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®



New!

WATER WAVE 24"
(FULLY FOLDED)
Available colors:
1, 1B, 2, 4, 27,
30, 613, BG, T1B/27,
T1B/30, T1B/BG

Water Wave
Available Lengths:
12", 18", 24" and 3X 14"



3X AFRO TWIST 16"
(FULLY FOLDED)
Available colors: 1, 1B,
2, 4, 27, 30, 350, 613,
99J, BG, M51, SM1B/27,
SM1B/30, SM1B/BG



New!

PERFECT FOR
TWISTS &
LOCS

AFRO
TWIST 16"



3X KINKY TWIST 18"
Available colors:
1, 1B, 2, 4, 27, 30, 613,
99J, SM1B/27,
SM1B/30, SM1B/BG

Kinky Twist
Available Lengths:
3X 12" and 3X 18"



New!

3X
KINKY
TWIST 18"

3X MICRO BOX BRAID 30"
Available colors:
1, 1B, 2, 4,
99J, T1B/27,
T1B/30,
T1B/613,
T1B/BG

Micro
Box Braid
Available
Lengths:
3X 24"
and 3X 30"



New!

3X
MICRO
BOX BRAID 30"

3X MICRO TWIST 30"
Available colors:
1, 1B, 2, 4, 99J,
T1B/27, T1B/30,
T1B/613, T1B/BG

Micro Twist
Available Lengths:
3X 24" and 3X 30"



New!

3X
MICRO
TWIST 30"



New!

2X SKINNY BUTTERFLY LOCS 18"
Available colors:
1, 1B, 2, 4, 27,
30, 613, BG,
T1B/27, T1B/30,
T1B/BG



New!



100% PREMIUM FIBER | LULUTRESS®

17.

Why a Fresh Face? THE BOLDER THE BETTER

Our iconic, authentic, Sensationnel® X-Pression® Braid launches a complete new look. With a fresh face that has brilliant tone with bold color, it is stylish yet trendy in look and feel, which appeals to both existing and new consumers. A New Year, a Complete New Look!

1. ORIGINAL ULTRA BRAID 82"

AVAILABLE COLORS: 1, 1B, 2, 4, 6, 8, 27, 30, 33, 60, 350, 613, 700S, 99J, AMBER, APPLE RED, BG, BLUE, DEEP VIOLET, DK BLUE, DK PURPLE, LAVENDER, LILAC, MATTE GRAY, PERWINKLE, PINK, PURPLE, RED, SUPER BLONDE, VINTAGE ROSE, M1B/27, M1B/30, M1B/33, M1B/350, M1B/BG, M4/27, M4/30, M280, M44, M51, SM1B/27, SM1B/30, SM1B/33, SM1B/350, SM1B/60, SM1B/BG

2. ORIGINAL ULTRA BRAID 96"

AVAILABLE COLORS: 1, 1B, 2, 4, 27, 30, BG

3. 3X ORIGINAL ULTRA BRAID 84"

AVAILABLE COLORS: 1, 1B, 2, 4, 27, 30, BG

4. 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

5. 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

6. 2X PRE-STRETCHED BRAID 72"

AVAILABLE COLORS: 1, 1B, 2, 4, 27, 30, 350, 613, BG, SM1B/27, SM1B/30, SM1B/BG

7. 3X PRE-STRETCHED BRAID 58"

AVAILABLE COLORS: 1, 1B, 2, 4, 27, 30, 350, 613, 99J, BG, BLUE, PURPLE, RAINBOW, RED, SM1B/27, SM1B/30, 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

8. 4X PRE-STRETCHED BRAID 38"

AVAILABLE COLORS: 1, 1B, 2, 4, 27, 30, 33, 350, 613, 99J, BG, BLUE, RED, M1B/27, M1B/30, M1B/BG, SM1B/27, SM1B/30, SM1B/33, SM1B/350, SM1B/BG



SENSATIONNEL®

X-Pression®

more
LENGTHS

more
COLORS

more
VOLUME





2021

Happy
NEW YEAR

2020 has certainly been a difficult and unpredictable year for all of us. We have all been tested in many ways but we have all learned how to improvise and overcome together. Despite it all, we have heard many stories of resilience and strength that give us hope for the future.

On behalf of Sensationnel®, we would like to thank everyone for your continued support and trust. As we start the New Year, we pledge to continue doing our best to be innovative, to develop exciting new products, and to find new ways to serve you better. May you and your family stay healthy and be blessed.

Happy New Year!

 SENSATIONNEL®