



SENSATIONNEL®

MAR/APR 2021

Spring
EDITION

#SensationnelHair



New!

butta lace

HUMAN HAIR & PREMIUM FIBER BLEND

HUMAN HAIR & Premium Fiber Blend

Full Bodied Movement

Virtually Undetectable HD Lace

Lace Blends With Most Skin-Tones

Ear To Ear Lace With A Wider 5" Deep Hand-Tied Parting Area

Pre-Plucked With Baby Hair Along The Hairline



BOHEMIAN 28"

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



STRAIGHT 32"

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

IN THIS ISSUE...

100% VIRGIN HUMAN HAIR

- 6-7 12A Multi Bundle
- 7 12A Full Wig

100% HUMAN HAIR

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100% HUMAN HAIR & PREMIUM BLEND

- 1-3 What Lace?® | Butta Lace®

LACE WIGS

- 8 Dashly® | Lace Wig
- 9 What Lace?® | Butta Lace®
- 10-11 Cloud 9™ | What Lace?®
Cloud 9™ | Braided Lace Wig

FULL WIGS & HALF WIGS

- 7 12A Full Wig
- 12-13 Instant Weave® | Drawstring

UPDOS & PONYTAILS

- 12-13 Instant Weave® | Drawstring
- 13 Instant Pony® Wrap
- 14-15 Lulu Pony™

BRAIDING HAIR

- 16-18 Lulutress®
- 19 Ruwa®
- 20 X-Pression®

New
COLORS

RED HOT *this* SPRING

Reds are always striking and unapologetic, just like a modern day empress can be. With trending bright reds on the rise, chose to be stunning and edgy in fiery Empire® Red's this season.

Our Empire® Yaki weaving, just added more to its Argan Oil infused 100% Human Hair color palette. **New red colors DARK RED and T1B/RED, are now available in lengths 10", 12", 14", 16", 18".**

Be bold, and crown yourself in vibrant colors from Empire®.



Style Shown:
Yaki 18",
Color: Dark Red



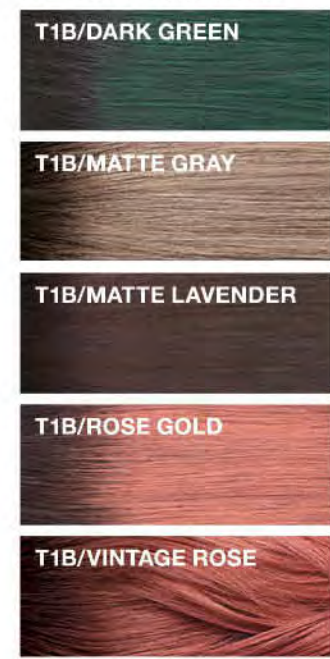
EMPIRE® YAKI COLOR CHART :

*Color availability may vary by length.

GRAY COLORS



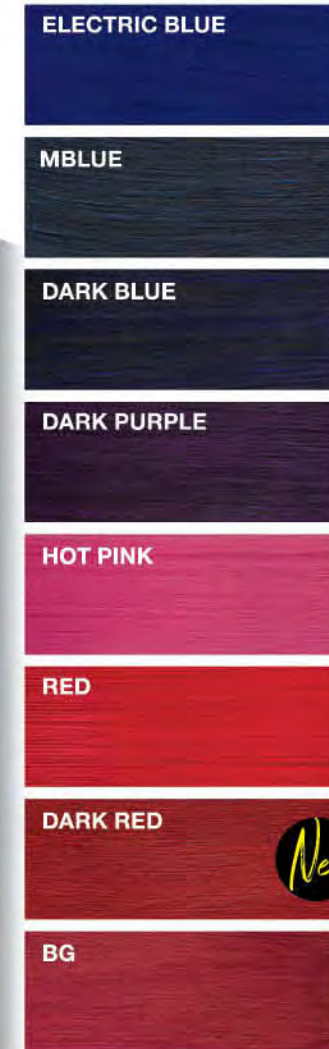
TWO-TONE SPECIAL COLORS



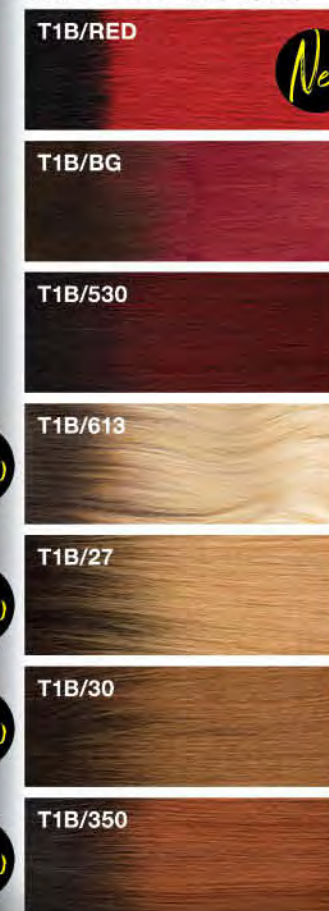
BALAYAGE COLORS



BOLD COLORS



TWO-TONE COLORS



PIANO COLORS



BASIC COLORS



New
LENGTH

SIXTEEN *inches*

Expanding in length, our Empire® 100% Human Hair curly styles, **Body Wave and Loose Deep**, are now available in 16 inch length hair.

Available lengths and colors for Body Wave and Loose Deep:
16" : 1, 1B, 2, 4, 27, 30, 99J, BG, T1B/27, T1B/30, T1B/BG
10", 12", 14", 18" : 1, 1B, 2, 4, 27, 30, 99J, BG, F1B/30, F4/30, T1B/27, T1B/30, T1B/BG



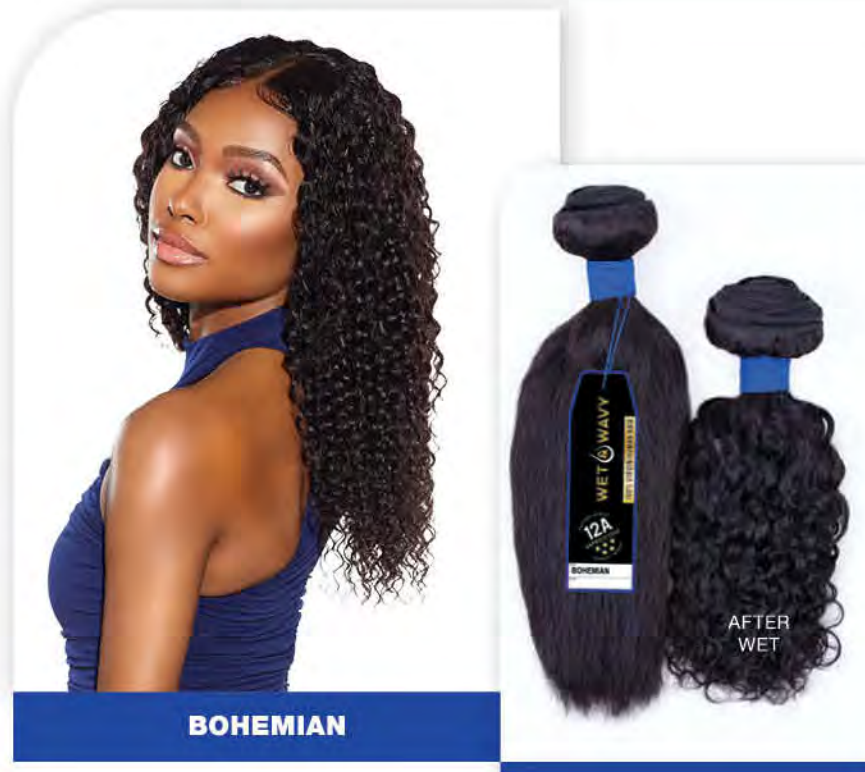
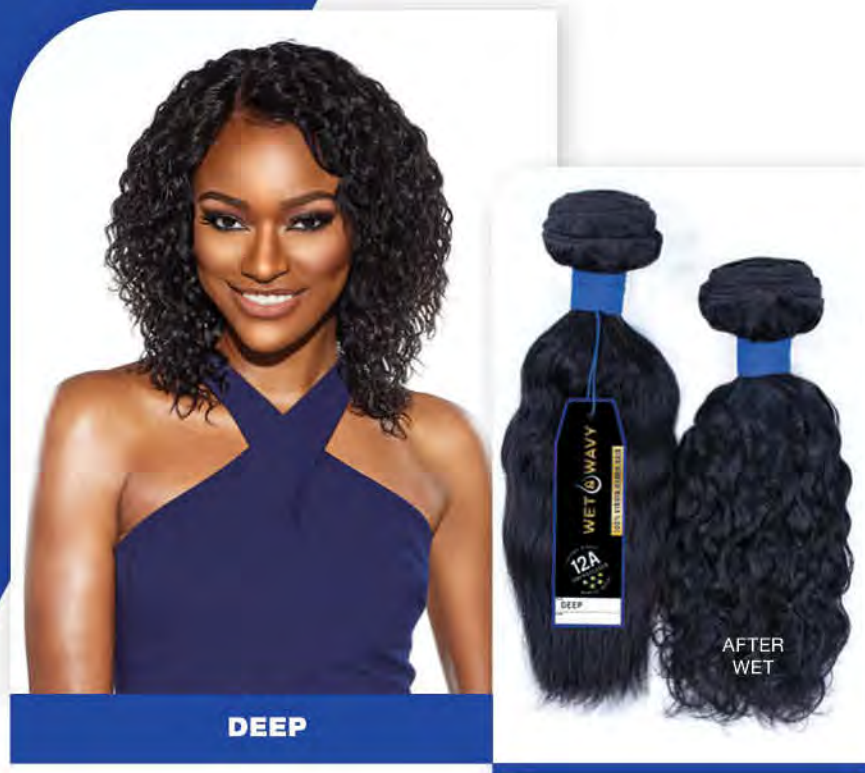
Coming Soon!

Wet & Wavy Multi Pack

12A now offers Wet & Wavy 3X Multi Length Bundles with 3 different lengths in one pack. Made with 100% Virgin Human Hair. BLEACH, PERM OR DYE IT! Wear it straight or wear it curly after wet. It's 12A quality now in a Multi Pack.

- 12A Grade Wet & Wavy Bundle Hair
- Can Wear As Straight Or Curly
- Can Bleach Or Dye To Give Color

FACTORY DIRECT
12A
 UNPROCESSED
 BUNDLE IMPORT



3X WET & WAVY MULTI PACK

CURRENT AVAILABLE STYLES :
3X BOHEMIAN • 3X DEEP

AVAILABLE LENGTH COMBINATIONS :
 10", 12", 14" • 12", 14", 16" • 14", 16", 18" • 16", 18", 20" • 18", 20", 22"

AVAILABLE COLORS : **NATURAL, NATURAL BLACK**



New
 COLORS

Wet & Wavy FULL WIG New Colors



12A WET & WAVY FULL WIGS

AVAILABLE COLORS FOR ABOVE STYLES:
 NATURAL, NATURAL BLACK, TT27, TT30, TTBG

100% VIRGIN HUMAN HAIR | WET & WAVY

7.

WET & WAVY STYLE

LACE UNIT 17
Color: T2/COPPER

dashly[®]

Lace Front Wig

LACE UNIT 16
Color: 1

WET & WAVY STYLE

wet + wavy
LOOK



Get A Defined Wet & Wavy Curl Pattern Without The Fuss.
If You're Looking For A Wet And Wavy Human Hair Dupe, Get Your Hands On These Two New Units From Dashly[®] Lace Front Wig.

LACE UNIT 16 & LACE UNIT 17
Available Colors: 1, 1B, 2, 613, CHUNKY HIGHLIGHT 27, CHUNKY HIGHLIGHT 30, T2/27, T2/30, T2/BG, T2/COPPER, T2/RED



Color: BALAYAGE GOLD

UNIT 13



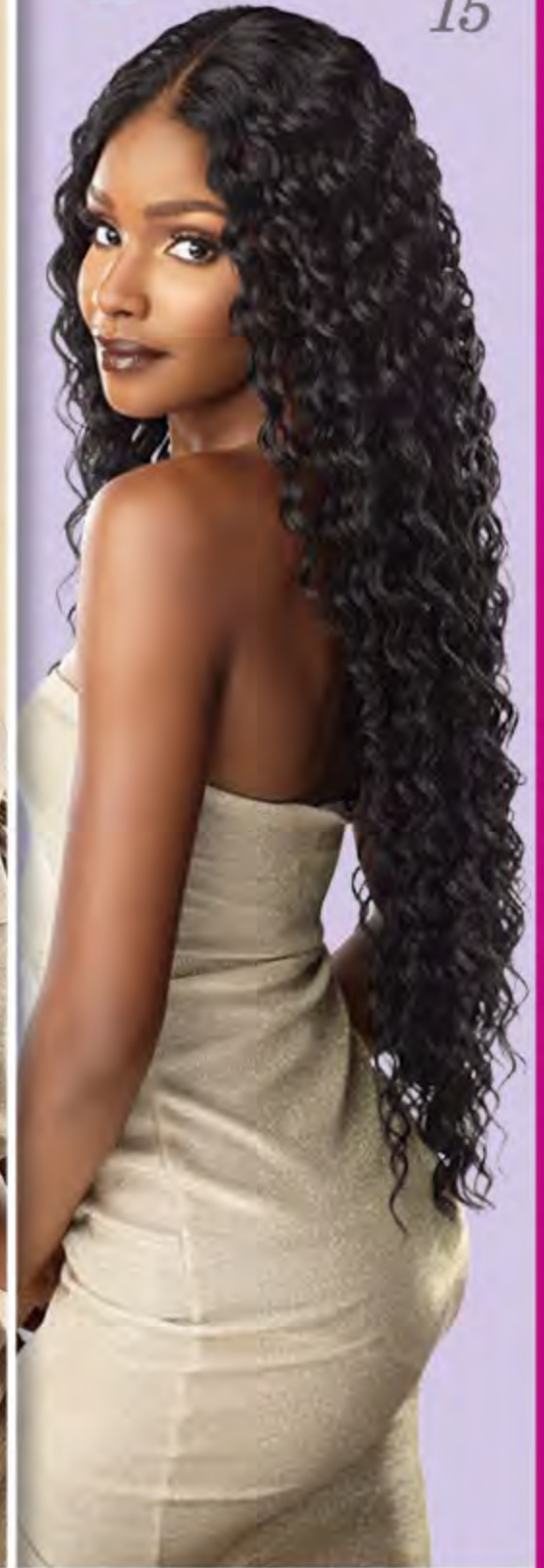
Color: BALAYAGE MOCHA

UNIT 14



Color: 1

UNIT 15



butta lace
VIRTUALLY HD lace UNDETECTABLE

These Butta Lace[®] Units Feature Trending Color Techniques, Heat Resistant Fibers and **Virtually Undetectable HD Lace.**

BUTTA UNIT 13
Available colors: 1, 1B, 2, BALAYAGE CARAMEL, BALAYAGE CHOCOLATE, BALAYAGE GOLD, BALAYAGE HAZELNUT, BALAYAGE MOCHA, T1B/4, T2/350

BUTTA UNIT 14, BUTTA UNIT 15
Available colors: 1, 1B, 2, 613, BALAYAGE CARAMEL, BALAYAGE CHOCOLATE, BALAYAGE GOLD, BALAYAGE HAZELNUT, BALAYAGE MOCHA, T1B/4, T2/350

100% PREMIUM FIBER | BUTTA LACE[®]

IN WITH THE NEW... SPRING AHEAD WITH *Cloud 9*

Take your pick and spruce up your look in these new Sensationnel® HD lace wigs. Choose from Cloud 9™ What Lace?® textures to Cloud 9™ Braided Swiss Lace Wigs. Get the freshest picks this spring.

- Cloud 9 - SWISS LACE WIG

VIRTUALLY
HD
lace
UNDETECTABLE

100% PREMIUM FIBER | CLOUD 9™ SENSATIONNEL® LACE WIGS



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



KESHONA

AVAILABLE COLORS:
1, 1B, 2, 350, BG, F27/613,
FACE FRAME BLONDE,
FACE FRAME CHAMPAGNE,
FACE FRAME HAZEL,
FACE FRAME PLATINUM,
FACE FRAME ROSEGOLD,
FACE FRAME SANDY BLONDE



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



CENTER PART FEED-IN 28"

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



BUTTERFLY LOCS 30"

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



AVA

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



TESSA

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

Coming Soon!

New!



Style: **IWD 6**
Color: T2/27



UP-DO

HALF WIG

HALF WIG

UP-DO

Style: **IWD 5**
Color: 1B



2-IN-1 *Styles*

INSTANT WEAVE® DRAWSTRING

- Half Wig With Drawstring Cap
- Can Be Worn As A Half Wig Or Up-Do
- Drawstring Can Be Adjusted To Fit Various Sizes
- Available In Basic & Two-Tone Colors

Available Colors: 1, 1B, 2, 4, T1B/4, T2/27, T2/30, T2/BG, T2/COPPER



braided **PONY WRAPS**



INSTANT PONY® WRAP (BRAIDED)
Available Colors: 1, 1B, 2, T2/27, T2/30, T2/BG

100% PREMIUM FIBER | INSTANT WEAVE® DRAWSTRING & INSTANT PONY® WRAP

BIBI

Color Shown: 2



CICI

Color Shown: 1B



New PRODUCT

SAY "HELLO" TO LULU PONY™

Quick, simple, and stylish, ponytails are some of the most versatile hairstyles. From sassy to sporty, or flirty to formal, our new Lulu Pony™ hair pieces are packed full of personality.

- HELPS YOU CREATE A NEW, FASHION-FORWARD LOOK INSTANTLY.
- VARIOUS CHOICES FOR ALL AND EVERY OCCASION.
- PERFECT PROTECTIVE STYLE FOR ALL HAIR TYPES.
- AFFORDABLE AND EASY TO MAINTAIN.

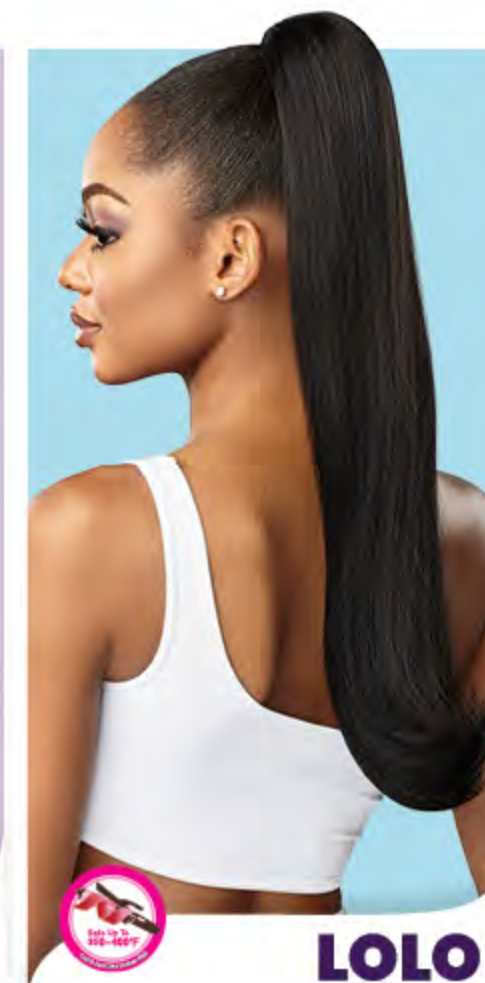
Available colors: 1, 1B, 2, 4, F1B/30, T2/27, T2/30, T2/BG

*Color availability may vary by style



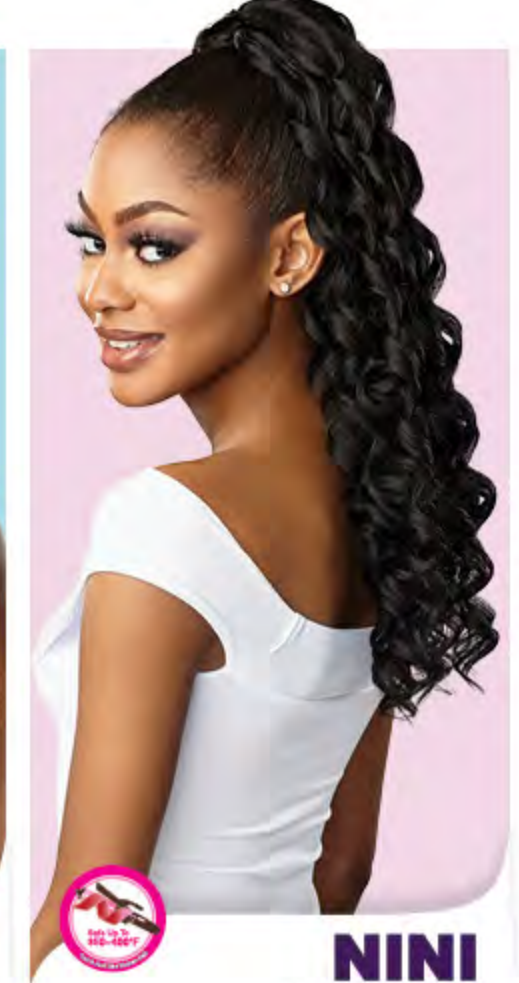
DIDI

Color Shown: 1B



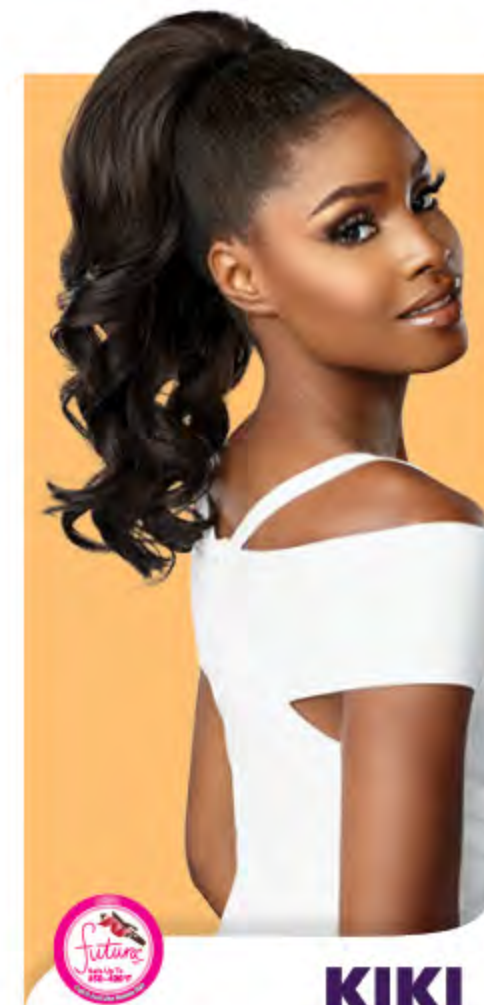
LOLO

Color Shown: 1B



NINI

Color Shown: 1B



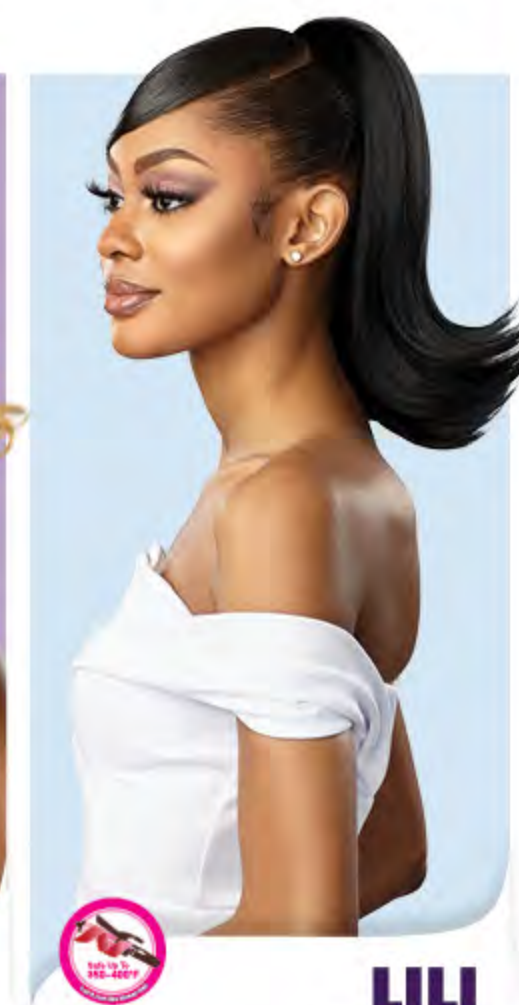
KIKI

Color Shown: 2



JUJU

Color Shown: T2/27



LILI

Color Shown: 1



SPRING STYLE

Butterfly Locs

We've Checked The Spring Style Forecast And Butterfly Locs Are All Over The Radar. These Ladies Created Their Super Cute Bob-Length Butterfly Locs Using Lulutress® Water Wave.



Created With:
Lulutress® Water Wave 18"
Color: 4



Created With:
Lulutress® Water Wave 12"
Color: 1



New!
**BOB
STYLE
IN 1 PACK!**

12"
TOP

10"
MIDDLE

8"
NAPE

**3X BUTTERFLY
LOCS BOB
8", 10", 12"**
(PRE-LOOPED)

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



**2X SKINNY
BUTTERFLY
LOCS 18"**
(PRE-LOOPED)

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



**2X
BUTTERFLY
LOCS 24"**
(PRE-LOOPED)

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



**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

**PRE-FLUFFED
PRE-SEPARATED**



**3X BOMB
TWIST 18"**
(PRE-LOOPED)

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



**PERFECT FOR
TWISTS &
LOCS**

WATER WAVE

Lulutress® Currently Features Its Water Wave Texture In 5 Length Options, With 14" And 20" Available In 3X Multi Packs.

- SOFT TEXTURE, NATURAL LUSTER
- LIGHT WEIGHT
- LONG-LASTING NATURAL LOOK
- PERFECT FOR PASSION TWISTS & BUTTERFLY LOCS

Model Is Wearing: Water Wave 24" Color: 1, T1B/30

PERFECT FOR PASSION TWISTS



◀ LULUTRESS®

3X WATER WAVE 14"

Available colors: 1, 1B, 2, 4, 27, 30, 33, 613, 99J, BG, T1B/27, T1B/30, T1B/BG, T2/613

3X WATER WAVE 20"

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

WATER WAVE 24"

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

WATER WAVE 18"

Available colors: 1, 1B, 2, 4, 27, 30, 33, 613, 99J, BG, T1B/27, T1B/30, T1B/350, T1B/BG, ELECTRIC BLUE, ELECTRIC YELLOW, HOT PINK, M51, PURPLE, RED

WATER WAVE 12"

Available colors: 1, 1B, 2, 4, 27, 30, 33, 613, 99J, BG, T1B/27, T1B/30, T1B/BG

RUWA® ▶

3X WATER WAVE 18"

Available colors: 1, 1B, 2, 4, 27, 30, 350, 613, 99J, BG, BLUE, M51, PURPLE, RED, SM1B/27, SM1B/30, SM1B/350, SM1B/BG, SM27/613

Model Is Wearing: 3X Water Wave 18" (Styled) Color: 1B



When it comes to Water Wave texture, Sensationnel® brands, Lulutress® and Ruwa® come out on top.



Simple Science That Sells. Better Believe The Hype When It Comes To Ruwa® Braid. Its Specially Engineered Fibers Make It The #1 Consumer Choice Of Braids.

- WATER REPELLENT AQUATEX® FIBER
- SOFT TEXTURE, NATURAL LUSTER
- LIGHT WEIGHT FIBERS
- LONG-LASTING NATURAL LOOK



SENSATIONNEL

X-Pre[®]



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	3T1B/LBLUE/LAVENDER	3T1B/PINK/LPINK							

X-PRESSION[®] 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