



SENSATIONNEL®

MAY/JUN 2021

# Summer

PREVIEW

#SensationnelHair



New!

# Wet & Wavy 12A Weaving

Made with 100% Virgin Human Hair. BLEACH, PERM OR DYE IT!

12A now offers more to its Wet & Wavy collection. Wear it straight or wear it curly after wet. It's 12A quality now available in a versatile range from 4x4 Lace Closures, Single Bundle Packs, and 3x Multi Bundle Packs.

## 100% VIRGIN REMI BUNDLE

BARE&natural

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

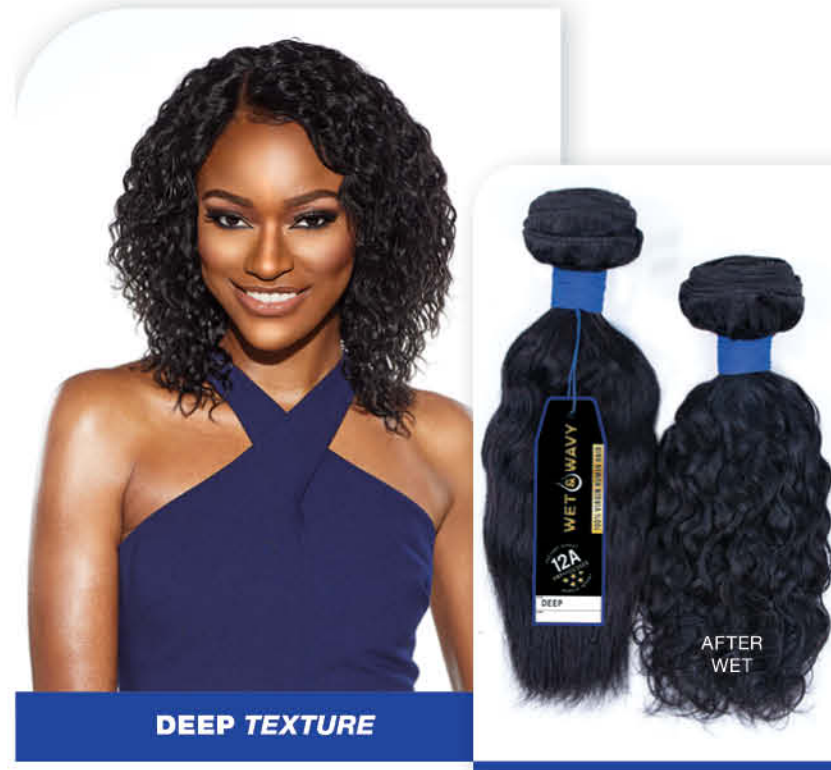
FACTORY DIRECT  
**12A**  
 UNPROCESSED  
 BUNDLE IMPORT

### WET & WAVY 4X4 LACE CLOSURE STYLES

AVAILABLE STYLES AND LENGTH:  
**BOHEMIAN 12" • DEEP 12" • KINKY BOHEMIAN 12"**  
 AVAILABLE COLORS: NATURAL, NATURAL BLACK

### WET & WAVY SINGLE PACK STYLES

**BOHEMIAN • DEEP • KINKY BOHEMIAN**  
 AVAILABLE LENGTHS: 10", 12", 14", 16", 18"  
 AVAILABLE COLORS: NATURAL, NATURAL BLACK



New!



### 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

## IN THIS ISSUE...

### VIRGIN HUMAN HAIR

- 2-3 12A Bundle Hair
- 2 12A 4x4 Lace Closure
- 9 12A Wet & Wavy Full Wig
- 6-7 10A Headband Wig
- 8-9 10A Full Wig

### HUMAN HAIR

- 4 Empire®
- 5 Evoke™
- 8 Empire® Wig

### LACE WIGS

- 10-13 What Lace®
- Butta Lace®
- Vice™
- 16 Dashly® Lace

### FULL WIGS & HALF WIGS

- 8-9 12A Wet & Wavy Full Wig
- 6-7 10A Headband Wig
- 8-9 10A Full Wig
- 8 Empire® Wig
- 14-15 Dashly® Headband Wig
- 17 Instant Fashion Wig
- 18 Instant Weave® | Drawstring

### UPDOS & PONYTAILS

- 18 Instant Weave® | Drawstring
- 19 Lulu Pony™

### BRAIDING HAIR

- 20-21 Lulutress®
- 22-23 Ruwa®

100% VIRGIN HUMAN HAIR | 12A WET & WAVY



# EMPIRE<sup>®</sup> colors

Our Empire<sup>®</sup> Yaki weaving, has added more to its Argan Oil infused 100% Human Hair color palette.

New red colors **DARK RED** and **T1B/RED**, and new balayage colors ranging from **BLONDE** to **BURGUNDY**, are now available in lengths **10", 12", 14", 16", 18"**.

Be bold, and crown yourself in vibrant colors from Empire<sup>®</sup>.



Styles Shown: (Left) Yaki 18", Color: Dark Red  
(Middle) Yaki 18", Color: Balayage Medium Blonde



TANGLE-FREE  
100% HUMAN HAIR  
SHED-FREE

# New! EVOKE<sup>™</sup> closure

Debuting this summer is Evoke<sup>™</sup> HD Lace Closure 12", available in 100% Human Hair. This newest addition to the Evoke<sup>™</sup> Collection is made with perfect natural yaki texture that is soft, smooth, and matches your own, making it an effortless choice to make.

Elevate your look with Evoke<sup>™</sup> and awaken your inner beauty. Match your every mood, no matter your side, no matter your personality. Evoke<sup>™</sup> is for whoever you choose to be. This clear choice is just right for you. It's the New Yaki Perfection that will make you irresistible.

**EVOKE<sup>™</sup> HD LACE YAKI CLOSURE 12"**  
Available colors: 1, 1B, 2, 4

**EVOKE YAKI**  
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)*

Style Shown: (Right) Yaki 18", Color: 2



100% HUMAN HAIR | EVOKE<sup>™</sup>

# HEADBAND WIG

100% VIRGIN HUMAN HAIR



### PRODUCT DETAILS:

10A Grade Virgin Human Hair With An Attached Headband.

Headband Is Made With Cool-Fit Fabric That Actively Pulls Heat From Your Scalp.

Adjustable Straps to Fit Various Head Sizes.

Combs For Extra Security.

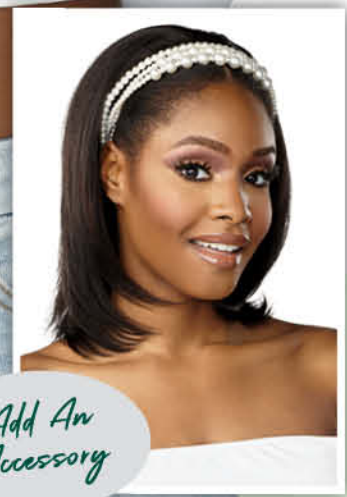


BLEACH • PERM • DYE

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

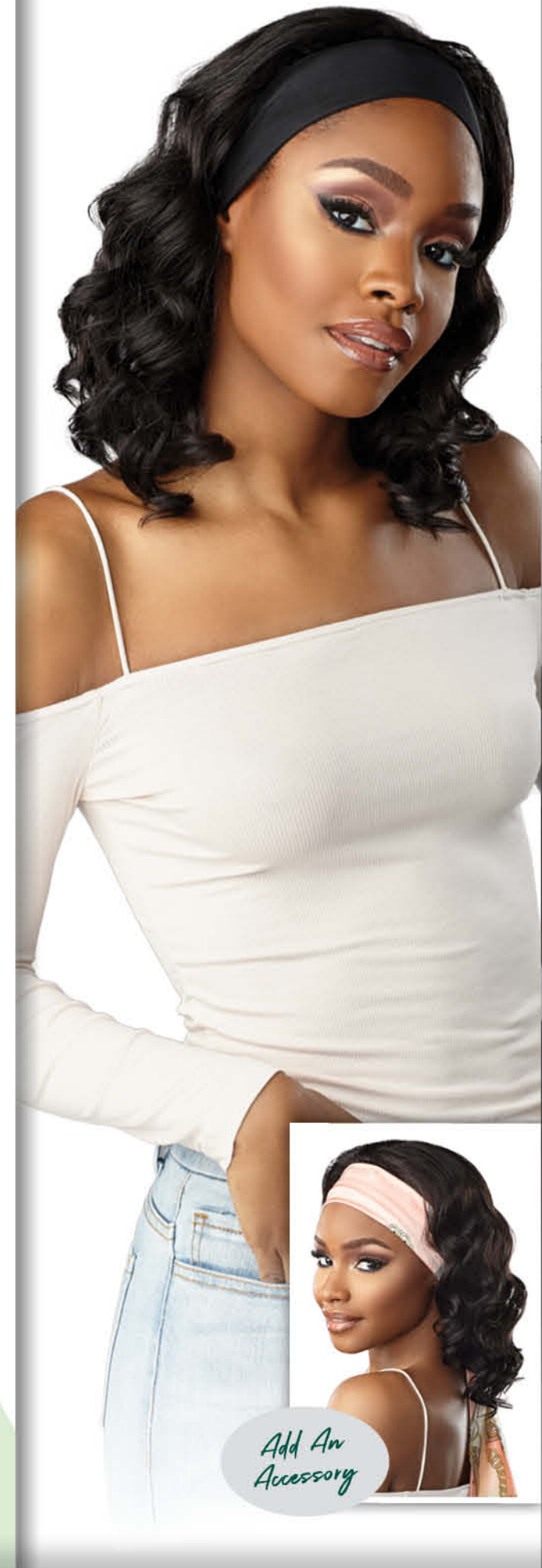


**STRAIGHT 14"**



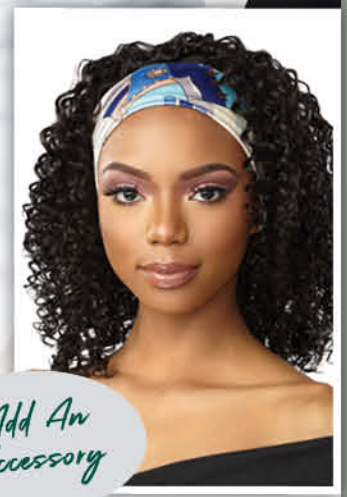
Add An Accessory

**LOOSE DEEP 14"**



Add An Accessory

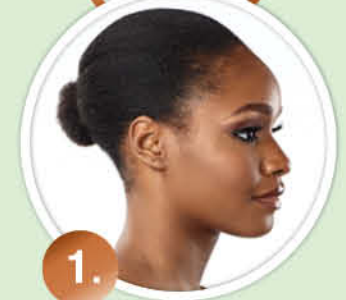
**BOHEMIAN 14"**



Add An Accessory



### HOW TO INSTALL:



1.

Smooth Your Hair Back Into A Low Ponytail Or Bun.



2.

Insert Front Comb, Hold The Cap Down, Insert The Back Comb.



3.

Secure The Headband Using Velcro. Lay Your Edges And Style As Desired.

AVAILABLE COLORS :  
NATURAL, NATURAL BLACK



### LOOSE DEEP 12"

AVAILABLE COLORS:  
NATURAL,  
NATURAL BLACK,  
TT27, TT30, TTBG

### KEMI

AVAILABLE COLORS:  
1, 1B, 2, 613, T2/27613,  
T2/30, T2/350, T2/BG



## FRESH PICKS FOR MOTHER'S Day

Moms Deserve Looks That Are Versatile,  
Stylish, And Resilient As They Are.  
From Empire® Wig's trendy human hair pixies  
to 10A's fully dyed Virgin Hair; don't forget  
the Summer-ready Wet & Wavy units  
from 12A. Get this collection of fabulous  
full wigs for mom this Mother's Day.

### OCEAN WAVE 12"

AVAILABLE COLORS:  
NATURAL,  
NATURAL BLACK,  
TT27, TT30, TTBG

### WET & WAVY

### DEEP BOB

AVAILABLE COLORS:  
NATURAL,  
NATURAL BLACK



### NEEKA

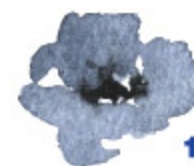
AVAILABLE COLORS:  
1, 1B, 2, 613, T2/27,  
T2/30, T2/350, T2/BG



100%  
HUMAN  
HAIR



10A  
GRADE  
100%  
VIRGIN  
HUMAN  
HAIR



12A  
GRADE  
100%  
VIRGIN  
HUMAN  
HAIR



### WET & WAVY

### BODY WAVE 18"

AVAILABLE COLORS:  
NATURAL,  
NATURAL BLACK



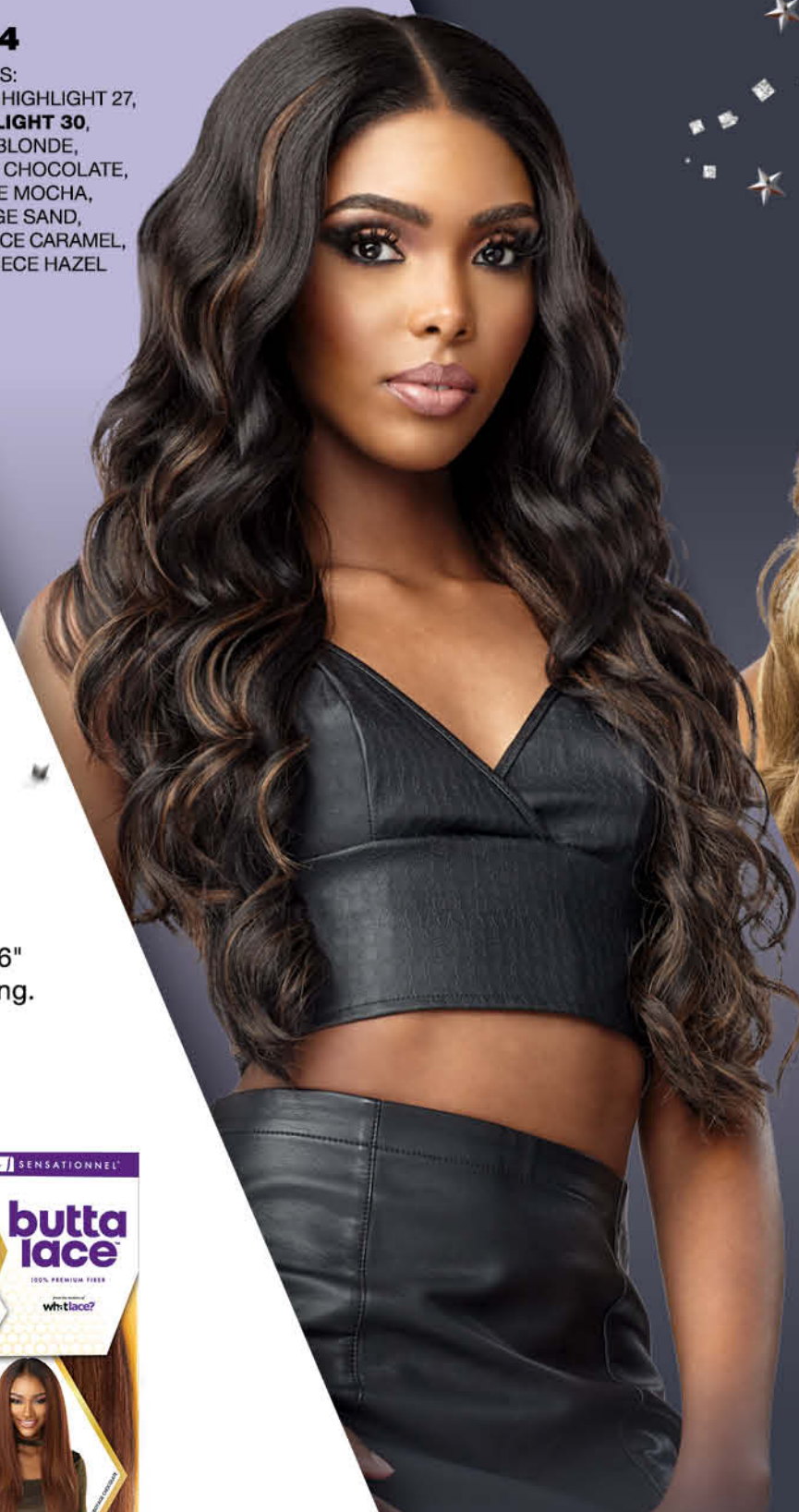


# CLASS of 2021

Congrats To The Class Of 2021! Collect Your Degree In Grand Style With These HD Lace Wig Units. Of these featured brands, there's sure to be something for every skill set and price point. Vice™ offers affordable, beginner friendly units. Go a step up to Butta® Lace for a wider parting area and natural density hairline. What Lace?®, the most advanced of the brands, offers a large 13"x6" pre-customized parting area that gives the most flexibility for styling.

## VICE UNIT 4

AVAILABLE COLORS:  
1, 1B, 2, CHUNKY HIGHLIGHT 27,  
**CHUNKY HIGHLIGHT 30,**  
FLAMBOYAGE BLONDE,  
FLAMBOYAGE CHOCOLATE,  
FLAMBOYAGE MOCHA,  
FLAMBOYAGE SAND,  
MONEY PIECE CARAMEL,  
MONEY PIECE HAZEL



## BUTTA UNIT 17

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



## WHATLACE® ZELENA

AVAILABLE COLORS:  
1, 1B, 2, 613,  
FLAMBOYAGE AUBURN,  
FLAMBOYAGE BLONDE,  
FLAMBOYAGE CHOCOLATE,  
FLAMBOYAGE MOCHA,  
**FLAMBOYAGE SAND,**  
T1B/27, T1B/30, T1B/BG





# GRADUATION Styling Tips

## TIP 101:

**SET THE FOUNDATION.**  
Graduation caps are usually one size fits all or in some cases one size fits most. If wearing a wig, make sure you cornrow your own hair in a neat, non bulky braid pattern and use a wig cap. This will help your wig to lay as flat as possible, giving you a smooth foundation to apply your cap.

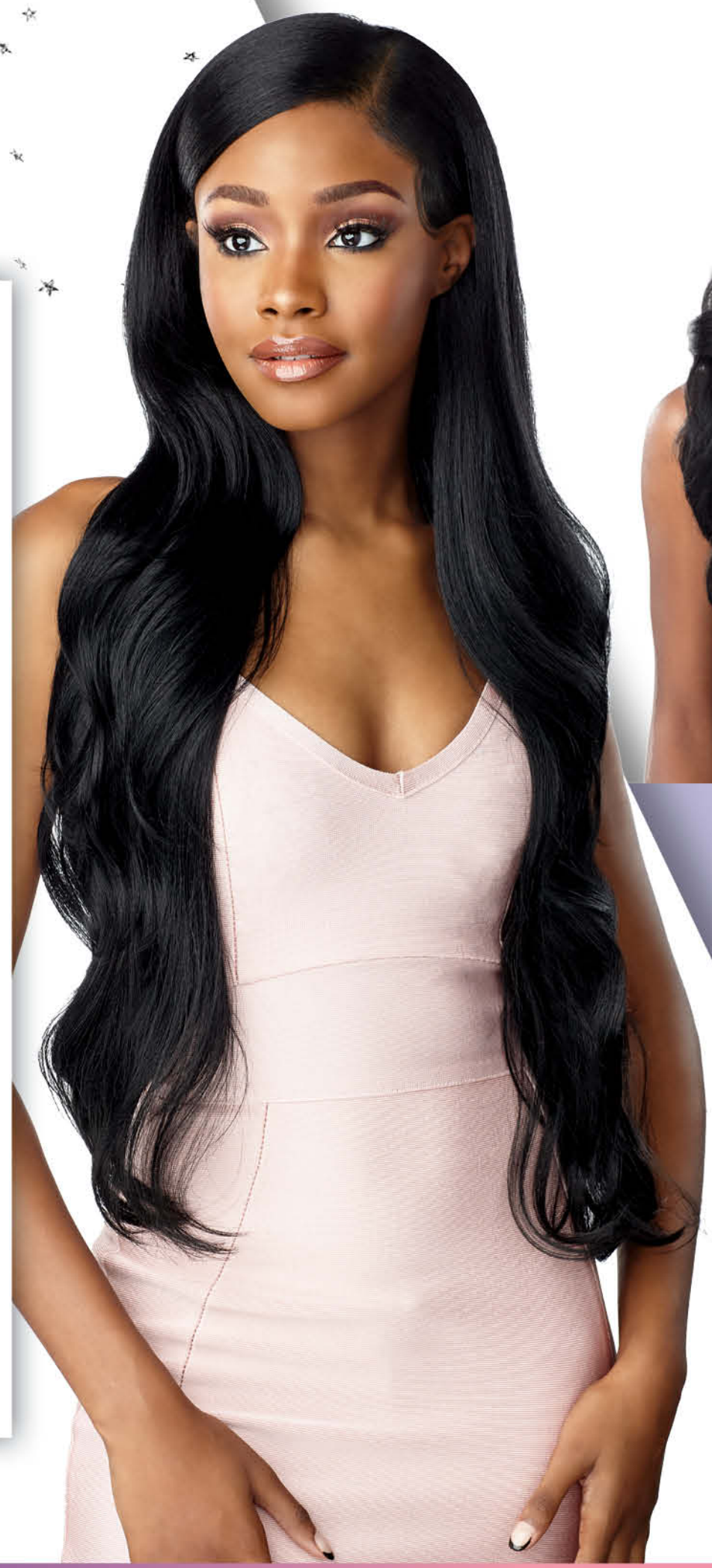
## TIP 102:



**SECURITY IS KEY.**  
No one wants to suffer the humiliation of a wig-slip scenario on their big day. Most Lace Wigs feature combs and adjustable straps so be sure to use them! Need some extra security? Use a few Bobby Pins, or consider investing in a velvet Wig-Grip Band. For longer wear, try a trusted brand of Wig Adhesive or Wig tape.

## TIP 103:

**DON'T FORGET YOUR CONFIDENCE.**  
Fortune favors the bold, so however you choose to wear your hair, wear it with confidence. Keep chasing your dreams and we at Sensationnel® will continue to develop new and exciting products to keep you stylish every step of the way.



### BUTTA UNIT 16

AVAILABLE COLORS:  
1, 1B, 2, 613,  
FLAMBOYAGE AUBURN,  
FLAMBOYAGE BLONDE,  
FLAMBOYAGE CHOCOLATE,  
FLAMBOYAGE MOCHA,  
FLAMBOYAGE SAND

HD  
lace



### VICE UNIT 5

AVAILABLE COLORS:  
1, 1B, 2, CHUNKY HIGHLIGHT 27,  
CHUNKY HIGHLIGHT 30,  
T2/27, T2/30, T2/350,  
T2/BG, T2/RED

HD  
lace



### WHATLACE® EMERY

AVAILABLE COLORS:  
1, 1B, 2, 613,  
FLAMBOYAGE AUBURN,  
FLAMBOYAGE BLONDE,  
FLAMBOYAGE CHOCOLATE,  
FLAMBOYAGE MOCHA,  
FLAMBOYAGE SAND

HD  
lace



### WHATLACE® ZAILA

AVAILABLE COLORS:  
1, 1B, 2, 613,  
FLAMBOYAGE AUBURN,  
FLAMBOYAGE BLONDE,  
FLAMBOYAGE CHOCOLATE,  
FLAMBOYAGE MOCHA,  
FLAMBOYAGE SAND

HD  
lace



# New! dashly®

## Headband Wig

- Functional & Chic On-the-go Styles That Are Great For Any Occasion.
- Headband Is Made With Cool-Fit Fabric That Actively Pulls Heat From Your Scalp.
- Drawstring Cap Can Be Adjusted To Fit Various Head Sizes.
- Combs For Extra Security.



HB UNIT 3 Available Colors: 1, 1B, 2, F1B/30, T2/27, T2/30, T2/BG



**HB UNIT 3**  
Color: 1

On The Go Styles



**HB UNIT 1**  
Color: 1B

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



**HB UNIT 2**  
Color: 2

Available Colors: 1, 1B, 2, F1B/30, TH2/27, TH2/30, TH2/BG

### HEADBAND WITH VELCRO



### SPECIAL COLORS (May Vary By Style)



100% PREMIUM FIBER | DASHLY® HEADBAND WIG





**HDlace**  
KEEP THEM GUESSING

- 613
- CHUNKY HIGHLIGHT 27
- CHUNKY HIGHLIGHT 30
- MONEY PIECE BLONDE
- MONEY PIECE CARAMEL
- MONEY PIECE HAZEL
- T2/COPPER
- T2/RED

**dashly** **HDlace**

Fast Fashion Meets Hair.

**LACE UNIT 18**

Lace Front Wig

**dashly** **HDlace**

Fast Fashion Meets Hair.

**LACE UNIT 19**

Lace Front Wig

- CHUNKY HIGHLIGHT 27
- CHUNKY HIGHLIGHT 30
- FLAMBOYAGE AUBURN
- FLAMBOYAGE BLONDE
- FLAMBOYAGE MOCHA
- MONEY PIECE BLONDE
- MONEY PIECE CARAMEL
- MONEY PIECE HAZEL



# BANG BANG

For no-fuss, instant styling, nothing beats the classic bang. Get these ready-to-wear looks in new attention grabbing colors.

**SURPRISE! PEEK-A-BOO COLORS**



**CASSIDY**

Available Colors: 1, 1B, 2, T2/27, T2/30, T2/350, T2/613, T2/BG



**ANTONIA**

Available Colors: 1, 1B, 2, 613, PEEKABOO BLONDE, PEEKABOO BLUE, PEEKABOO RED, T2/27, T2/30, T2/350, T2/BG

**dashly**<sup>®</sup>  
Lace Front Wig



**LACE UNIT 18**

Available Colors: 1, 1B, 2, 613, CHUNKY HIGHLIGHT 27, CHUNKY HIGHLIGHT 30, MONEY PIECE BLONDE, MONEY PIECE CARAMEL, MONEY PIECE HAZEL, T2/COPPER, T2/RED



**LACE UNIT 19**

Available Colors: 1, 1B, 2, CHUNKY HIGHLIGHT 27, CHUNKY HIGHLIGHT 30, FLAMBOYAGE AUBURN, FLAMBOYAGE BLONDE, FLAMBOYAGE MOCHA, MONEY PIECE BLONDE, MONEY PIECE CARAMEL, MONEY PIECE HAZEL

*Instant*  
**FASHION WIG**  
Sensational Style in 60 Seconds

*Full*  
**WIGS**





# MULTI-FUNCTIONAL INSTANT WEAVE® DRAW STRINGS

Summer Styling Made Simple!  
With the pull of a string, our multi-functional Instant Weave® can be worn as a half-wig or an updo.



**JOJO**  
LULU PONY™  
AVAILABLE COLORS:  
1, 1B, 2, 4, F1B/30,  
T2/27, T2/30, T2/BG



**MIMI**  
LULU PONY™  
AVAILABLE COLORS:  
1, 1B, 2, 4, F1B/30,  
T2/27, T2/30, T2/BG



**ZAZA**  
LULU PONY™  
AVAILABLE COLORS:  
1, 1B, 2, 4, F1B/30,  
TH2/27, TH2/30, TH2/BG



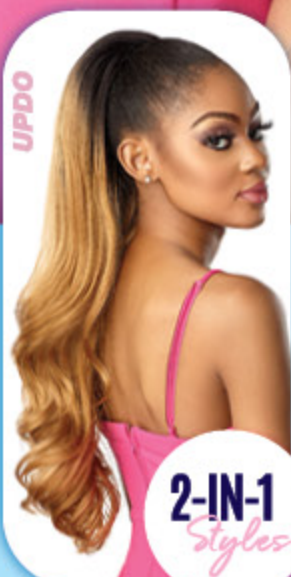
Styled As:  
**HALF WIG**

Styled As:  
**HALF WIG**

Styled As:  
**UP-DO**



**IWD 6**  
AVAILABLE COLORS:  
1, 1B, 2, 4,  
T1B/4, T2/27,  
T2/30, T2/BG,  
T2/COPPER



**IWD 7**  
AVAILABLE COLORS:  
1, 1B, 2, 4,  
T1B/4, TH2/27,  
TH2/30, TH2/BG,  
TH2/COPPER



**IWD 8**  
AVAILABLE COLORS:  
1, 1B, 2, 4,  
T1B/4, T2/27,  
T2/30, T2/BG,  
T2/COPPER



## QUICK, SIMPLE & STYLISH LULU PONY™

Since its launch the Lulu Pony™ brand has been a hit, serving up classic, no-fail ponytail styles, that are the perfect choice for all and every occasion.



the latest from  
**LULUTRESS®**

We've gone to great lengths to bring new and trending styles to Lulutress®. Whether you desire a shoulder length bob or thigh touching locs, Lulutress® offers a wide variety of lengths and textures to create your desired look.

- **SOFT TEXTURE & NATURAL LUSTER**
- **EASY STYLING & MAINTENANCE**
- **LONG-LASTING NATURAL LOOK**
- **EASY TO INSTALL**

Color Shown: T1B/27, T1B/30



**(PRE-LOOPEd)**  
**BUTTERFLY LOCS 36"**

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



1.

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

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

2.

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

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

3.

**(FULLY FOLDED)**  
**WATER WAVE 12"**

Available colors:  
*NEW colors in bold*  
1, 1B, 2, 4, 27, 30, 33, **350**, 613, 99J, **BG, BLUE, M51, PURPLE, RED,** T1B/27, T1B/30, **T1B/350**, T1B/BG

4.

**(FULLY FOLDED)**  
**WATER WAVE 24"**

Available colors:  
*NEW colors in bold*  
1, 1B, 2, 4, 27, 30, **350**, 613, **99J, BG, BLUE, M51, PURPLE, RED,** T1B/27, T1B/30, T1B/350, T1B/BG



**3X WATER WAVE 24"**

Available Colors:  
1, 1B, 2, 4, 27, 30,  
350, 613, 99J, BG,  
RED, SM1B/27,  
SM1B/30,  
SM1B/350,  
SM1B/BG,  
SM27/613

*New!*



*Water Repellent*

**RUWA®  
TEXTURES**

The season's hottest braiding textures just got hotter. Dive into the newest lengths and colors that have been added to Ruwa® Braids' Water Wave and Spring Twist textures.



*New*  
**COLORS**

**3X WATER WAVE 18"**

Available Colors \*NEW colors in bold:  
1, 1B, 2, 4, 27, 30, **350**, 613, 99J,  
BG, **BLUE**, **M51**, **PURPLE**, **RED**,  
SM1B/27, SM1B/30, **SM1B/350**,  
SM1B/BG, **SM27/613**



*New!*

**SPRING TWIST 12"**

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



*New*  
**COLORS**

**SPRING TWIST 8"**

Available Colors  
\*NEW colors in bold:  
1, 1B, 2, 4, 27, 30, 350,  
613, 99J, BG, **BLUE**,  
**M51**, **PURPLE**, **RED**,  
SM1B/27, SM1B/30,  
SM1B/350, SM1B/BG

IN 2021 SENSATIONNEL® HAS DONATED

# \$100,000

“ Towards a better future for ”  
black women, students and children.



black girls  
*imagine. build. create.*

Black Girls Code is dedicated to leveling the playing field for girls of color in STEM, by providing coding workshops and after school programs nationwide.

...  
Blackgirlscode.com

SENSATIONNEL®

to bio  
funds to r  
therapy ses-  
...  
The Loveland Foundation.org

SENSATIONNEL®



The UNCF stands behind the statement that a mind is a terrible thing to waste. UNCF raises funds to support under-represented students in becoming highly successful college graduates.

...  
Unconf.org

SENSATIONNEL®



The Thurgood Marshall College Fund has been the nation's largest organization exclusively representing the Black Community, and have awarded millions to HBCU's and PBI's.

...  
Tmcf.com

SENSATIONNEL®



The Loveland Foundation's mission is to bring opportunities of healing to Black women and girls, by raising funds to provide them with therapy sessions.