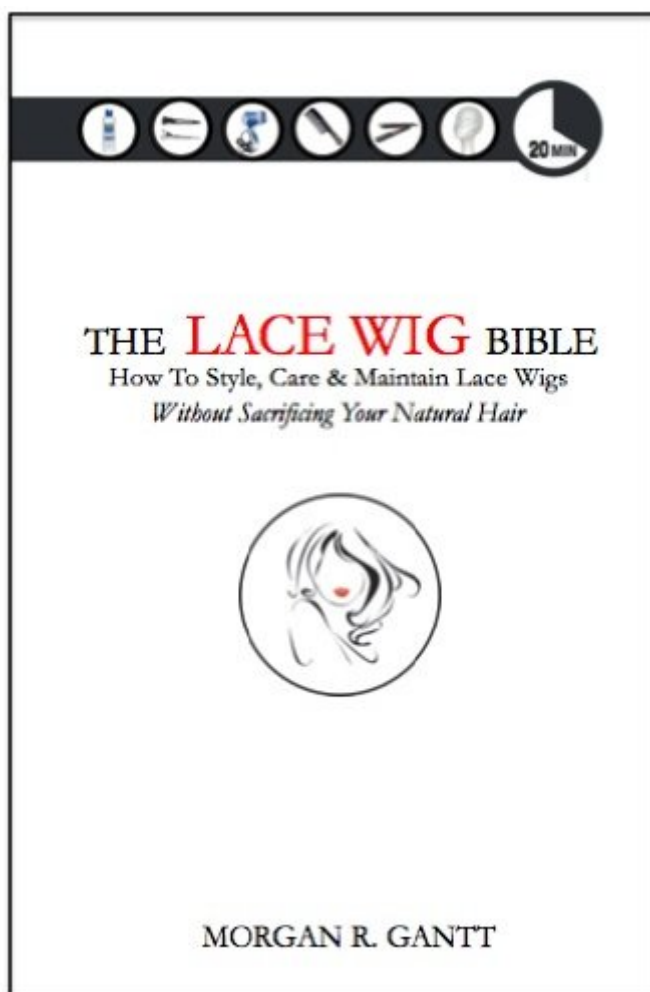


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# The Lace Wig Bible: How To Style, Care & Maintain Lace Wigs Without Sacrificing Your Natural Har



## Synopsis

"The Lace Wig Bible" includes over 200 full color step-by-step instructional images and 164 color pages designed to help women become knowledgeable, experienced and empowered when wearing and caring for lace wigs. Initially, lace wigs were used for photo shoots, movies, and theatre, because of their undetectability when seamlessly applied properly. Today, many women have incorporated lace wigs into their daily beauty regimen because they desire the same results they see on the red carpet and on tv. Some women are successful, while most fail because they have not had the instruction and know how, until today. SWIGCH, New York City's Premium Indian Remy Human Hair & Lace Wig Collection, founded by Gantt, published its first companion guide to assist the everyday woman to put her best foot forward when she steps into the world. "It was so important to me to write this companion guide, because of the negative effects that result from lack of understanding about lace wigs. Everyone knows that when a woman looks good she feels good. I see women making valiant efforts to make their wigs look undetectable; when they do not feel secure about how they look it translates into their self esteem, body language and confidence," said author of the book and CEO of SWIGCH, Morgan R. Gantt. "The Lace Wig Bible is compiled of the best solutions as a result of all the embarrassing mistakes I have made myself. The more information available to women and their stylists about lace wigs will not only improve a woman's overall appearance but also her self esteem," said Gantt. "The Lace Wig Bible" addresses the best practices for lace wigs and also the natural hair underneath the wig. The chapters include: \*How To Apply Lace Wigs\* 10 FAQ For your stylist\* 10 Embarrassing Mistakes To Avoid\* How To Style Lace Wigs\* My First Lace Wig Info\* How To Protect Your Natural Hair\*\* and so much more. In addition to all the Do's and Don'ts, Gantt reflects on her own experience with wigs that is humorous and also extremely relatable. "SWIGCH is dedicated to giving women their full support to ensure their lace wig experience is a great one," said Gantt, "which is why I could not wait another day to make this book available for women everywhere." This companion guide was specifically designed for the woman, man or stylist on the go, as it fits in your bag, and the companion app called, "The Lace Wig Bible" is available in the App store for Android and iPhone. The forward for The Lace Wig Bible was written by Celebrity stylist Nelson Vercher. Chicago native Nelson Vercher, known for his modern, sexy "wash and wear" cuts, has been featured in the pages of such magazines as Vogue, Elle, Nylon, Italian Vogue, L'Officiel, Wonderland, Blank and Harper's Bazaar, as well as on the runways of such designers as Valentino, Giorgio Armani, Prada, Calvin

Klein, Donna Karan, Zac Posen, Y3, Phillip Lim, Costello Tagliapietra, Halston and Oscar de la Renta. Vercher is aware of the impact that his celebrity styles have on everyday women and his forward to “The Lace Wig Bible”, speaks to the need for such a publication to provide deeper understanding regarding hair care and wig styling for all women. His extensive celebrity clientele consists of Britney Spears, Donatella Versace, Naomi Campbell, Calista Flockhart, Iman, Sienna Miller Kim Kardashian, Lydia Hearst, Chanel Iman, Jessica Stam, Arlenis Sosa, Nelly Furtado, Kelly Rowland, Tamia and Fefe Dobson. “I love making a woman look beautiful with what I call “easy hair,” says Nelson. “And if she wants to style it on top of that, even better!” Nelson began his career with an apprenticeship at Vidal Sasson and now currently works at Rita Haza Salon in New York City, where his station is always buzzing.

## Book Information

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## Customer Reviews

would have been good except for the typos. The information was very useful but too many typos. Please make the corrections

Very frustrating attempting to read this book. There are so many errors that it is hard to read. This book is in need of a reprint.

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