

These are excerpts from a letter written by a Savvy Sheitels client. We are reprinting it with the client's permission.

## Jenna's Story

June 24, 2006

Thank you for the opportunity to relay the events in regards to the dispute investigation of the subject above.

My 29 year old daughter Jenna has a condition called Alopecia Areata. This is an auto-immune disorder that causes baldness. Her doctor prescribed a wig for her as the condition was progressing to a point that it became difficult to hide. At the recommendation of a friend we went for a consultation at Hair & Wig Salon around March 13, 2006. The owner, Tony, told us he would provide a custom piece that would look and feel like Jenna's natural hair. In addition it would fit her head perfectly and she would be able to wear it in any style, swim with it and do any activity. We made a follow up appointment for a "fitting" at which time a substantial lock of her hair was cut for reference. The charge would be \$1,300 which was a few hundred more than the original price quoted supposedly due to the length. We were told it would take 6 weeks.

On May 10<sup>th</sup> we returned to Hair & Wig Salon for the wig. The wig presented was not at all what we had ordered. In places the hair was missing, the color was almost grey looking in certain light, the hair texture was coarse, the thickness was unnatural and the part had color differential that looked like circles near the scalp. They spent 4 hours trying to make it look right. Tony agreed it was not quality work and said he would get a replacement. Jenna's condition had worsened in the 7 weeks since we ordered it so he told her to wear it until the new one came in. At first he refused to change the color but later acquiesced.

Over the next 3 weeks she struggled to make this wig work. As I mentioned the hair was bulky and coarse and the "custom fit" cap had to be glued to her scalp and even then it did not look natural at the hairline and tended to slip or stand out from the scalp. Part of the cap did not fit her head well and tended to bother her right ear. The glue would stick to the remnants of her natural hair painfully pulling it out when she tried to remove the piece (as it had in the salon when they themselves had put it on her for the first time) and it literally took the polish off her manicured nails! The wig shed constantly and had to be worn with a scarf or headband to hold it in place as well as get any semblance of a natural look. Upon washing it to the instructions provided by Hair & Wig Salon the hair quality deteriorated even further as well as became even more unmanageable. The cap meshing was visible where the part was supposed to be. The part became indiscernible from what appeared to be missing hair. It was a cause of extreme embarrassment to her when she heard a co-worker say her hair looked like it belonged on someone in their 50's not 20's.

On May 31<sup>st</sup> after another tearful morning call from Jenna I called a vendor I found on the internet out of desperation and explained the problem. That vendor was Savvy Sheitels in Minnesota who immediately overnighted us 2 identical wigs of varying size and cap style from her supplier's inventory. She explained to me that the "Chinese" hair that we

were sold is ill suited for a light colored, fine textured wig as it is relatively heavy and dark in color and must be highly bleached and stripped to lighten it making it coarse and unnatural looking. From this experience I would have to agree with her on that opinion. The replacement item was purchased June 1<sup>st</sup> for \$970 and was absolutely beautiful and very natural looking. The hair was silky soft and fine textured, had normal looking volume and the stretch cap did not need any glue or adhesive tapes to stay on her head. It was everything we were promised from our custom order and did not receive. It was exactly as it was portrayed on their website and the color was exactly what we ordered. The style and color were almost identical to her real hair and it wasn't even a made to order piece! It was so far superior to the "custom" disaster we had been dealing with we couldn't believe it. As you can see in this picture taken 5 minutes after taking the wig out of the overnight envelope she was very happy and relieved to look normal again.



Jenna called Tony the following day and asked him to cancel the order as the product he sold us was not acceptable. They refused.

I am sympathetic to Hair & Wig Salon dilemma regarding this order however I do believe that issue is something they need to work out with their vendor in China. If you sell someone a premium service such as this that service should be carried out to reasonable expectations of quality as well as be delivered in a reasonable time frame. It definitely was neither.

Jenna is a young woman in her 20's who works two jobs one of which is bank customer service dealing with the public daily. I'm sure you can imagine how traumatic this condition is without the added stress of these problems. She absolutely needed an acceptable prosthesis for her condition.

With the problem still unresolved by Hair & Wig Salon Jenna's condition had advanced measurably, compounded by the hair loss as a result of the glue issue, she no longer has the option of going without a hair piece and our only recourse was to find something else. She has now worn that new piece from Savvy Sheitels for the same period of time as the defective one. There are no problems whatsoever with its performance, care and cleaning or quality of the product.

The following photo's are of the bad wig with a comparison photo next to it of the good wig. The photos are of a front view and crown view. This is to give you a clear idea of how it should have looked after similar use. The comparison pictures are of both wigs after 3 weeks use and 2 cleanings taken at the same time.



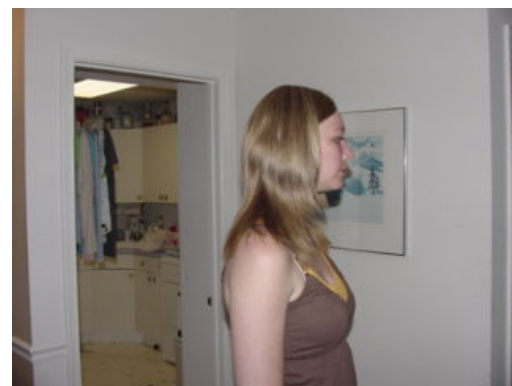
Bad wig



Good Wig



Bad wig



Good wig

And the most telling of the photos is this next comparison which clearly shows the deterioration of the Bad wig to unacceptable levels. Keep in mind these pictures were taken simultaneously under the same conditions and light. The Hair & Wig Salon product is appalling.



Bad Wig



Good Wig

Thank you for taking the time to review this matter.