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LOCS<sup>®</sup>

# Wigs 101 for Alopecia Areata

## Choosing, Wearing & Caring for Your Textured Wig

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# Let's Talk...

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**Wig Ecosystem & Textured Wigs**

**Wig Vocabulary & Definitions**

**Synthetic & Human Hair Wigs**

**Wig Caps & Wig Cap Features**

**Healthcare Reimbursement**

**Wigs & Authenticity**

**Caring For Your Wig**



## U.S. Statistics

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**11 Million<sup>1.</sup>**  
Number of Black women are living with hair loss  
=  
50% of Black Women

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**35 Million<sup>2.</sup>**  
Number of women regardless of race/ethnicity that are living with hair loss  
=  
21% of Adult Females

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**2+ Million<sup>3.</sup>**  
Number of children in the U.S. experience hair loss

1.Lenzy, Y.M. (2016). Survey of African-American Women Hair Loss. American Academy of Dermatology 74th Annual Meeting

2.American Academy of Dermatology (2023); American Hair Loss Association (2024)

3.American Hair Loss Association, 2023

## Global Statistics

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<sup>1.</sup>  
**200 - 300 Million**  
Number of women living with hair loss

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<sup>2.</sup>  
**2.5 - 2.6 Million**  
Number of children globally who experience hair loss



# Textured Hair Wig Challenges

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**Most Hospitals and Medical Hair Loss Spaces Only Sell Straight-Haired Wigs**



# WIG *Definitions*

<b>CRANIAL PROSTHESIS</b>	A medical wig prescribed by a doctor for hair loss that is potentially covered by insurance.
<b>MEDICAL GRADE WIG</b> (Versus a “Fashion” Wig)	The materials used are gentler for sensitive scalps. (No combs, comfortable caps, silicone strips).
<b>HAIR DENSITY</b>	The percent of thickness in a wig style from a range of 100% density to 250% density.
<b>OPEN WIG CAP</b>	Spaces between hair rows for breathability.
<b>CLOSED WIG CAP</b>	Wefts of hair are more closely placed together for fuller scalp coverage which is ideal for medical hair loss.
<b>MONOFILAMENT CAPS</b>	Caps made with sheer mesh where each hair is hand tied. Creates the appearance of hair growing from the scalp. May be used for some medical grade wigs.
<b>TEXTURED WIGS</b>	Tightly coiled or tightly curled wig hair.

# WIG *Definitions*

<b>GLUELESS WIG CAPS</b>	Caps with build in straps, bands and/or silicone strips. No glue needed.
<b>LACE FRONTS &amp; LACE TOPS</b>	Lace section at crown or at the hairline with individually hand knotted hair. this create a natural scalp look and allows for hair parting.
<b>360 LACE WIGS</b>	Wigs constructed with lace around the hair line of the wig cap wit a regular cap in the middle. This allows for the wearer to create up do's and ponytails.
<b>PRE-CUT LACE</b>	Excess lace is cut off the front of the wig prior to purchase.
<b>WIG TOPPERS</b>	A small wig piece that covers thinning areas, usualy at the crown that can be blended with existing hair.
<b>PRE PLUCKED WIG</b>	Hairs are removed from the hairline with tweezers to create a more natural look.
<b>SYNTHETIC HAIR</b>	Hair made from fibers.
<b>HAND TIED WIGS</b>	Each hair is hand tied, (not machine sewn) onto the wig for a more natural look.



**OPEN WIG CAP**



**CLOSED WIG CAP**





**MONOFILAMENT WIG CAP**



**LACE TOP WITH LACE FRONT WIG CAP**



**360 DEGREE WIG CAP**





**WIG TOPPER**

# Most Popular Caps

1. LACE FRONT WIGS	
Market Status	Most dominant; largest revenue share 2024
PROS	<ul style="list-style-type: none"><li>• Most natural-looking hairline available</li><li>• Versatile styling—wear hair away from face</li><li>• Suitable for both medical and fashion use</li><li>• HD lace blends seamlessly with all skin tones</li></ul>
CONS	<ul style="list-style-type: none"><li>• Requires adhesive for most secure fit</li><li>• Delicate lace needs careful handling</li><li>• Can be time-consuming for beginners</li><li>• Cannot do high ponytails (shows wefts)</li></ul>
Best For	Those prioritizing natural hairline; comfortable with adhesive; versatile everyday styling



# Most Popular Caps

2. GLUELESS WIGS	
Market Status	Rapidly growing; major 2024-2025 trend
PROS	<ul style="list-style-type: none"><li>• No adhesive required—ready in minutes</li><li>• Extremely beginner-friendly</li><li>• Healthier for scalp (no glue irritation)</li><li>• Ideal for those who change wigs frequently</li></ul>
CONS	<ul style="list-style-type: none"><li>• Less secure during vigorous activity</li><li>• Smaller lace area than traditional lace fronts</li><li>• Limited for elaborate updos or ponytails</li><li>• Clips/combs may cause tension over time</li></ul>
Best For	Beginners; daily convenience; sensitive scalps; frequent wig changes; busy lifestyles

# Most Popular Caps

3. MONOFILAMENT CAPS	
Market Status	Fastest growth expected 2025-2032; medical preference
PROS	<ul style="list-style-type: none"><li>• Most realistic scalp appearance available</li><li>• Extremely gentle on sensitive scalps</li><li>• Developed specifically for medical hair loss</li><li>• Natural hair movement in all directions</li></ul>
CONS	<ul style="list-style-type: none"><li>• More expensive due to hand-tied construction</li><li>• Requires delicate care and gentle handling</li><li>• Less breathable than open cap constructions</li><li>• Can feel warmer during extended wear</li></ul>
Best For	Medical hair loss (chemotherapy, alopecia); sensitive scalps; most natural scalp appearance



# Most Popular Caps

4. 360 LACE WIGS	
Market Status	Trending; middle-ground between lace front and full lace
PROS	<ul style="list-style-type: none"><li>• Natural-looking edges all around perimeter</li><li>• Perfect for high ponytails, buns, and updos</li><li>• More affordable than full lace wigs</li><li>• Can be worn with or without adhesive</li></ul>
CONS	<ul style="list-style-type: none"><li>• More expensive than standard lace fronts</li><li>• Center portion still has wefts (not lace)</li><li>• May still need adhesive for best security</li><li>• Lace can loosen with frequent styling</li></ul>
Best For	Love ponytails/updos; want versatility without full lace cost; active lifestyles

# Most Popular Caps

5. HAND-TIED (100%) WIGS	
Market Status	Premium/luxury segment; ultimate quality
PROS	<ul style="list-style-type: none"><li>• Most realistic and natural movement available</li><li>• Each hair individually hand-tied by artisan</li><li>• Extremely lightweight and comfortable</li><li>• Highest quality and luxury option</li></ul>
CONS	<ul style="list-style-type: none"><li>• Most expensive (40+ hours to hand-make)</li><li>• Requires very careful handling</li><li>• May take weeks to create or order</li><li>• Represents significant financial investment</li></ul>
Best For	Seeking ultimate quality/realism; budget for premium investment; best-in-class option



## Toxic Synthetic Hair Concerns



Synthetic braiding hair used by Black women contain dangerous chemicals

By Karen Feldscher • March 5, 2025



**Dangerous Chemicals Were Detected in 100% of the Braiding Hair We Tested**

**‘I was scared’: Synthetic braiding hair linked to cancer-causing chemicals**



By [Audrey Washington, WSB-TV](#)

May 05, 2025 at 6:17 pm EDT

# Premium Synthetic

## THE FACTS

### Study Shares The Characteristics of a Premium Quality Synthetic Hair

- ✓ Made with premium Japanese fibers, (Kanekalon, Futura, etc)
- ✓ Soft, human hair like look and texture
- ✓ Not unnaturally shiny or plastic looking
- ✓ Does not have a chemical smell

## WHAT TO AVOID

### Study Shares To Avoid Synthetic Hair With These Features

- ✗ Wigs with a plastic or artificial feel or appearance
- ✗ Wigs that have a strong chemical smell
- ✗ Wig hair that has an unnatural shine, (overly shiny)
- ✗ Feels stiff, unnaturally hard

# Selecting a Wig

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**Synthetic Or Human Hair?**

**Hair Density**

**Face Shape**

**Texture**

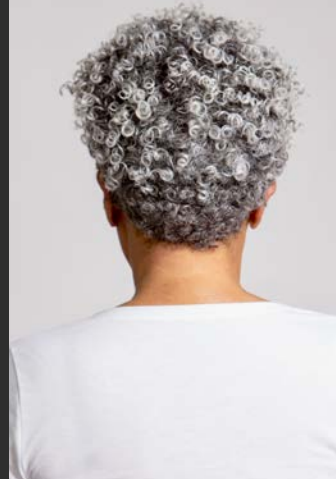
**Fit & Measuring**

**Wig Construction**

**Wig Cap Features**

**Washing, Conditioning,  
Styling**

**Storing Your Wig**





# You May Be Wondering: FAQ's



**What is the life span of a synthetic wig versus a human hair wig?**

**Can I exercise, swim or play sports in a wig?**

**What are the best types of wigs for children?**

**Are there wigs available for men?**

**How do I qualify for healthcare reimbursement for medical wigs?**



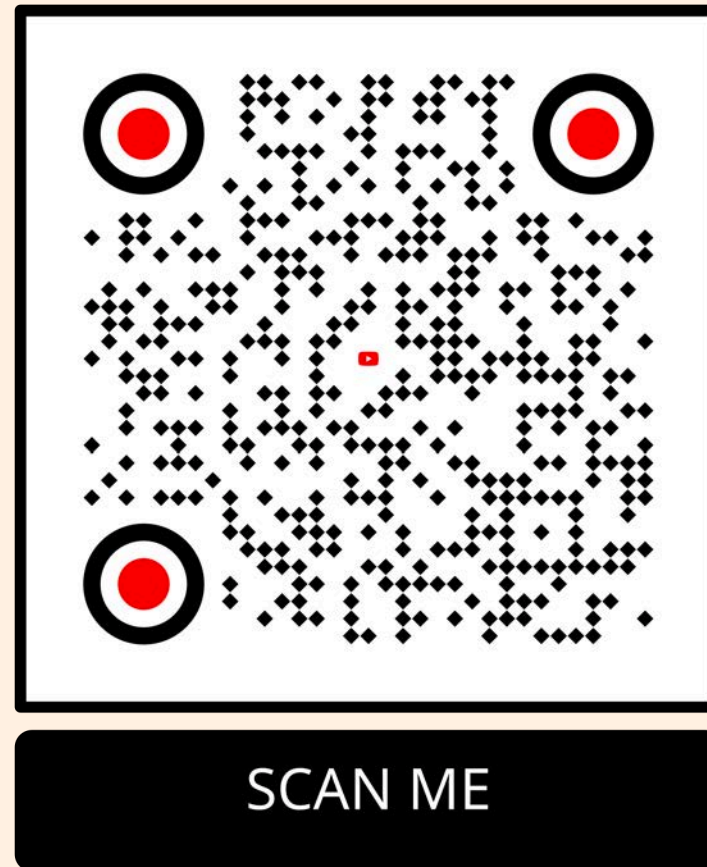
# Choosing Authentic Wig Styles

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## Learn About the Founders



 [cofounders@coilstolocs.com](mailto:cofounders@coilstolocs.com)  
#CoilstoLocs, #CoilstoLocsWigs



Thank You!