



Wigs 101 for Alopecia Areata

Choosing, Wearing & Caring for Your Textured Wig

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Let's Talk...



COILS to
LOCS® | More than a wig

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

11 Million¹

Number of Black women are living with hair loss

=

50% of Black Women

35 Million²

Number of women regardless of race/ethnicity that are living with hair loss

=

21% of Adult Females

2+ Million³

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

200 - 300 Million^{1.}
Number of women living with hair loss

2.5 - 2.6 Million^{2.}
Number of children globally who experience hair loss

1. British Journal of Dermatology, 2021; International Journal of Trichology, 2022

2. Global Burden of Disease Study, 2019

Textured Hair Wig Challenges

COILS to
LOCS® More than a wig



WIG *Definitions*

| | |
|--|---|
| CRANIAL PROSTHESIS | A medical wig prescribed by a doctor for hair loss that is potentially covered by insurance. |
| MEDICAL GRADE WIG (Versus a “Fashion” Wig) | The materials used are gentler for sensitive scalps. (No combs, comfortable caps, silicone strips). |
| HAIR DENSITY | The percent of thickness in a wig style from a range of 100% density to 250% density. |
| OPEN WIG CAP | Spaces between hair rows for breathability. |
| CLOSED WIG CAP | Wefts of hair are more closely placed together for fuller scalp coverage which is ideal for medical hair loss. |
| MONOFILAMENT CAPS | 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. |
| TEXTURED WIGS | Tightly coiled or tightly curled wig hair. |

WIG *Definitions*

| | |
|------------------------------------|--|
| GLUELESS WIG CAPS | Caps with build in straps, bands and/or silicone strips. No glue needed. |
| LACE FRONTS & LACE TOPS | Lace section at crown or at the hairline with individually hand knotted hair. this create a natural scalp look and allows for hair parting. |
| 360 LACE WIGS | Wigs constructed with lace around the hair line of the wig cap with a regular cap in the middle. This allows for the wearer to create up do's and ponytails. |
| PRE-CUT LACE | Excess lace is cut off the front of the wig prior to purchase. |
| WIG TOPPERS | A small wig piece that covers thinning areas, usually at the crown that can be blended with existing hair. |
| PRE PLUCKED WIG | Hairs are removed from the hairline with tweezers to create a more natural look. |
| SYNTHETIC HAIR | Hair made from fibers. |
| HAND TIED WIGS | 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">• Most natural-looking hairline available• Versatile styling—wear hair away from face• Suitable for both medical and fashion use• HD lace blends seamlessly with all skin tones |
| CONS | <ul style="list-style-type: none">• Requires adhesive for most secure fit• Delicate lace needs careful handling• Can be time-consuming for beginners• Cannot do high ponytails (shows wefts) |
| 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">• No adhesive required—ready in minutes• Extremely beginner-friendly• Healthier for scalp (no glue irritation)• Ideal for those who change wigs frequently |
| CONS | <ul style="list-style-type: none">• Less secure during vigorous activity• Smaller lace area than traditional lace fronts• Limited for elaborate updos or ponytails• Clips/combs may cause tension over time |
| 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">• Most realistic scalp appearance available• Extremely gentle on sensitive scalps• Developed specifically for medical hair loss• Natural hair movement in all directions |
| CONS | <ul style="list-style-type: none">• More expensive due to hand-tied construction• Requires delicate care and gentle handling• Less breathable than open cap constructions• Can feel warmer during extended wear |
| 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">• Natural-looking edges all around perimeter• Perfect for high ponytails, buns, and updos• More affordable than full lace wigs• Can be worn with or without adhesive |
| CONS | <ul style="list-style-type: none">• More expensive than standard lace fronts• Center portion still has wefts (not lace)• May still need adhesive for best security• Lace can loosen with frequent styling |
| 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">• Most realistic and natural movement available• Each hair individually hand-tied by artisan• Extremely lightweight and comfortable• Highest quality and luxury option |
| CONS | <ul style="list-style-type: none">• Most expensive (40+ hours to hand-make)• Requires very careful handling• May take weeks to create or order• Represents significant financial investment |
| 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

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?

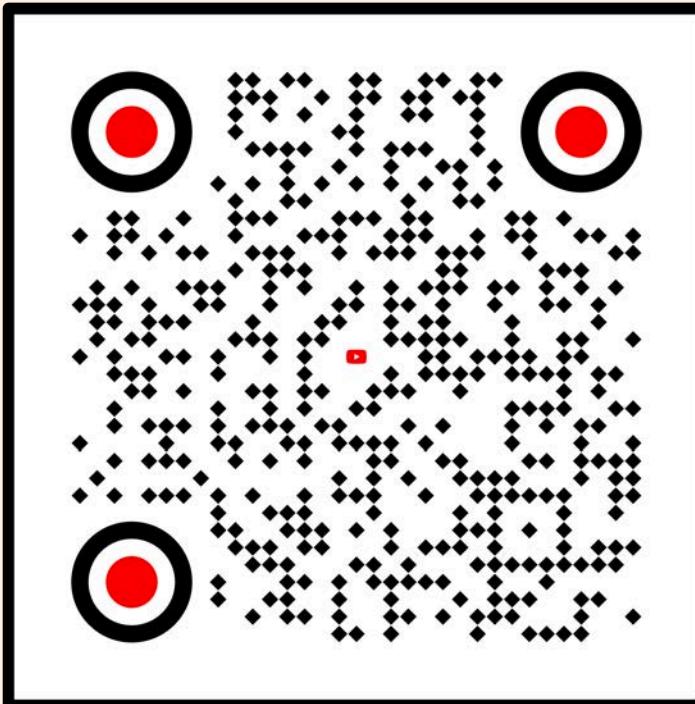
How do I qualify for healthcare reimbursement for medical wigs?

Choosing Authentic Wig Styles

COILS to
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Learn About the Founders



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#CoilstoLocs, #CoilstoLocsWigs



Thank You!