



YOVANKA LORIA EXTENSIONS

ELEVATED EDUCATION & LUXURY WEFT HAIR EXTENSIONS

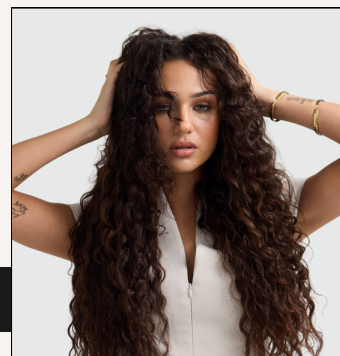
Yovanka Loria Extensions delivers an innovative extension method featuring a Hidden-Bead technique, designed to deliver secure, safe and stunningly natural results.

Elevate your skills with our Hidden Bead Method online pre-training program followed by a in-person class. You will be paired with a YL educator for personalised 1:1 mentorship and guidance while you practice at home before you attend your in person class. This program covers everything from beadwork and stitching to expert colouring techniques and marketing templates, with detailed resource materials to help you succeed and cater to a high-end clientele.

Want to learn our Hidden Bead Method Only? Master a safe and effective installation technique from the comfort of your own space with our online education program. This option focuses solely on the method and does not include access to YL hair.

Looking for full access to YL hair? Opt for our online certification program, where you'll receive 1:1 mentorship with a YL Educator, complete the training, and submit photos and videos to become certified.

Thinking of joining an in-person class later? You can upgrade anytime by simply paying the difference!



WHAT YOU'LL LEARN IN YL EDUCATION...

- ✓ The YL Hidden Bead Method
- ✓ Application of Micro-Tied Wefts
- ✓ Custom Colouring & Blending Techniques
- ✓ Practical Training with 1:1 Guidance & Support
- ✓ Product Knowledge
- ✓ Wholesale Pricing
- ✓ Pricing the Service
- ✓ The Consultation Process
- ✓ Client Needs & Expectations
- ✓ Aftercare & Maintenance
- ✓ Business & Marketing
- ✓ Tools to Market the Service
- ✓ Providing an Elevated Client Experience

WHY IS EDUCATION IMPORTANT?

Hair extension education is a hot topic!

Quality education is usually at a higher cost than quantity education and is an investment in your future. Many companies offer only basic training, leaving you unprepared for the finer nuances and the art of detail and exceptional customer service.

Learn how to customise so that you can work confidently and ensure your client's hair health and experience is always at its best.

Winging it without a solid understanding of the core foundations can lead to serious issues, like unsafe extension installations. While online resources may offer quick and convenient learning options, they can't match the depth, sustainability, and precision of professional feedback and training. Cutting corners on education and quality might seem easier now, but in the long run, it will hurt your business and drive your clients to search for a more skilled extension stylist.

TRUE EDUCATION SHOULD EMPOWER YOU TO
BECOME A PROBLEM-SOLVER, AND TO DELIVER AN
EXPERIENCE THAT IS SECOND TO NONE.



WHY PARTNER WITH YL?

Clients today seek *quality, safety, and comfort*. They are getting savvy and doing their research and can understand the difference between a stylist with little education to a stylist who's invested into becoming an *expert*.

We get it—finding consistently high-quality extensions and reliable brand support can feel impossible. If you're ready to work with premium-quality hair and gain the skills to match the price point, we're here to make it happen. Let's create a partnership that truly aligns with your goals.

With over 25 years of hands-on experience behind the chair, we're bringing you a no-nonsense approach to raising the bar in the hair extensions world. No fluff, no BS—just practical, impactful solutions to help you grow and build your dream clientele.

We offer a unique quality and a range of textures and colours, including non-brassy tones that stay cool, wash after wash. Our quality is next-level, and we guarantee you and your clients will experience the difference.

YL hair is the highest-grade extensions that are designed with purpose—to elevate your clients' experience and your business. We're here to support stylists, focused on excellence, trust, and delivering results that protects your reputation behind the chair.

YL X MH USA EDUCATION COLLABORATION

Yovanka Loria and Anianne Rivera have teamed up to provide education and bring YL's Micro-Tied hair to stylists across the USA.

Ani is the founder of **Mourning Hair**, a sister company to **Yovanka Loria Extensions**, specialising in Hand-Tied hair, while YL specialises in Micro-Tied hair.

In 2025, we will be offering exclusive, international joint classes across the USA, combining Yovanka's expert knowledge with Ani's cutting-edge techniques. These hands-on sessions are designed to empower today's stylists, providing practical learning with the latest and safest techniques.

Together we're committed to supporting stylists globally offering a diverse range of hair extensions and textures and further education opportunities for the YL community. This isn't about dominating the industry, it's about creating a true partnership, focused on delivering the best hair solutions stylists need to succeed, and without risking your reputation ever again.

This collaboration represents more than just education—it's a chance to unite, inspire, and innovate. Yovanka and Ani are proud to offer this opportunity for the YL community to join the exceptional USA stylist network and share their combined wealth of knowledge.



YL EDUCATION PRICING

IN-SALON EDUCATION | SINGLE STYLIST - \$2,500 AUD - ONLINE PRE-TRAINING + IN-PERSON

Online and in-person training for individual stylists. Includes 6-week online pre-training plus one full day of hands-on practical training and comprehensive theory.

- **6-Week Pre-Training:** Exclusive access to 1:1 mentorship with a YL Educator via a private mentoring chat
- **Hands-On Practical Training:** Stylists will learn the practical skills required to provide a perfect installation
- **Comprehensive Theory:** A deep dive into YL Extensions, the wavy collection, pricing strategies, consultation processes and marketing resources
- **Training Kit:** 1 x Yovanka Loria Training Kit, complete with all the essential tools needed to offer the service in salon.
- **Training Manual:** 1 x YL Training Manual
- Access to the **YL Stylist Shop**

IN-SALON EDUCATION | UP TO 4 STYLISTS - \$3,500 AUD - ONLINE PRE-TRAINING + IN-PERSON

Online and in-person training for up to 4 stylists. Includes 6-week online pre-training plus one full day of hands-on practical training and comprehensive theory.

- **6-Week Pre-Training:** Exclusive access to 1:1 mentorship with a YL Educator via a private mentoring chat
- **Hands-On Practical Training:** Stylists will learn the practical skills required to provide a perfect installation
- **Comprehensive Theory:** A deep dive into YL Extensions, the wavy collection, pricing strategies, consultation processes and marketing resources
- **Training Kit:** 1 x Yovanka Loria Training Kit, complete with all the essential tools needed to offer the service in salon.
- **Training Manual:** 1 x YL Training Manual
- Access to the **YL Stylist Shop**

ONLINE CERTIFICATION WITH 1:1 MENTOR | SINGLE STYLIST - \$1,800 AUD - ONLINE ONLY

An online training experience designed for stylists already certified in weft application. This online training offers personalised 1:1 mentorship to refine your skills, with the flexibility to upgrade to in-person training at any time.

- **6-Week Online Training:** Exclusive access to 1:1 mentorship with a YL Educator via a private chat
- **Comprehensive Theory:** Deep dive into YL Extensions, pricing strategies, and consultation processes
- **Training Manual:** 1 x YL Training Manual
- **Training Kit:** 1 x Yovanka Loria Training Kit, complete with all the essential tools needed to offer the service in salon.
- **Access to the YL Stylist Shop**
- **Optional Upgrade:** Upgrade to a hands-on practical training at any time

ONLINE METHOD APPLICATION ONLY | SINGLE STYLIST - \$450 AUD - ONLINE ONLY

The Online Method Application Only option is designed to teach the YL Hidden Bead Method and help stylists master a safe and effective installation technique from the comfort of your own space. This focuses solely on the method only and ***does not include access to YL hair or mentorship.*

- **Learn** at your own pace
- **Lifetime** access to all course modules
- In-depth video tutorials on **two advanced beadwork techniques**
- **Step-by-step guidance** on a secure and safe methods.
- Consultation **Forms** and Model **Templates**
- **Expert** techniques for blending and colouring wefts to create a seamless and natural finish.
- **Optional Upgrade:** To access YL hair, send through your installation photos and videos to our education team for final certification.

*Terms and Conditions apply

*All prices are listed in AUD

*A mannequin and tripod are essential. Stylists may supply their own or purchase one for ongoing practice.

YOVANKA LORIA EXTENSIONS

HIGH-QUALITY, ETHICALLY SOURCED, CUSTOMISABLE WEFT HAIR EXTENSIONS

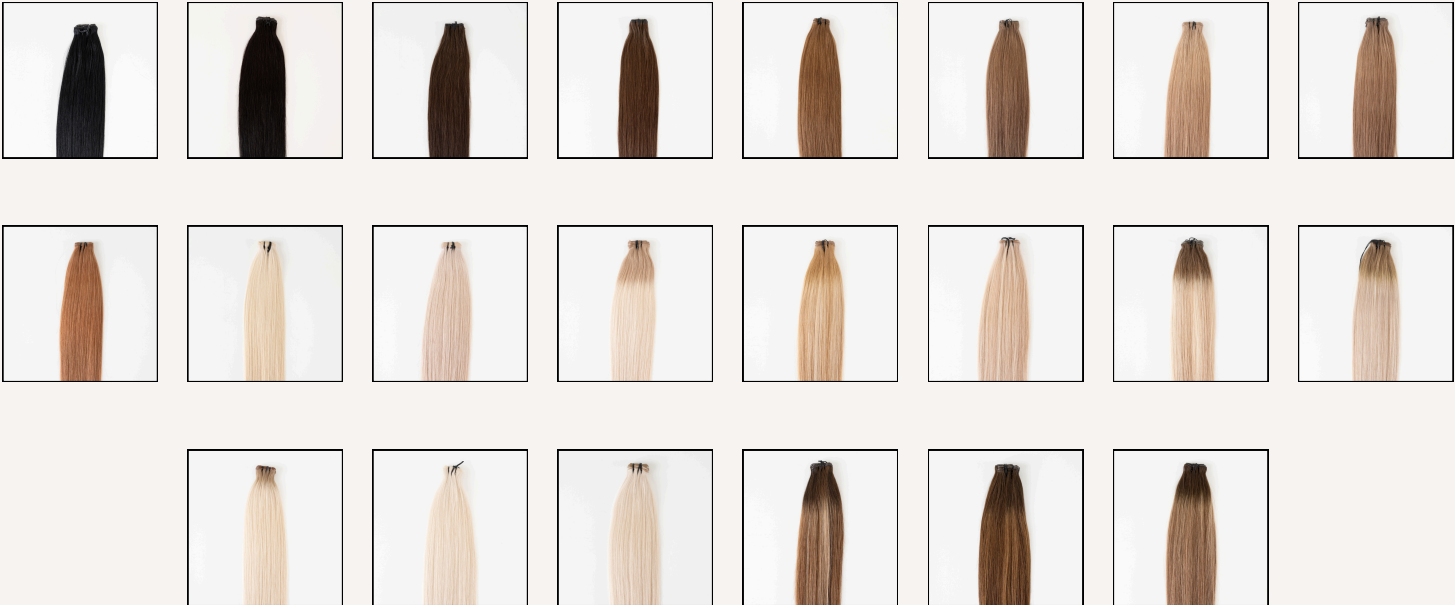
What makes YL Extensions different? With so many misleading marketing terms - like Remy, Virgin, Russian or Slavic - its hard to know what you're really paying for. The truth? Most mainstream extensions are heavily treated Indian or Chinese hair repackaged under these vague labels, often compromising quality and longevity.

At Yovanka Loria Extensions, we proudly do things differently. We use authentic, raw Asian hair that is sustainably and ethically sourced and traded for fair compensation by expert collectors. Our processing method takes 3-4 weeks and is completed in gentle, chemical-free stages - no silicones or harsh treatments. The result? Hair that retains its natural shine, integrity, and texture, lasting significantly longer than conventionally processed extensions.



SIGNATURE COLOUR RANGE

We offer 22 signature colours in our range designed for personalised colour customisation and seamless blending. YL Extensions offer a unique texture range: Straight, Natural Body, Deep Wave, and Curly textured extensions available in 14", 18" and 22" lengths.



WHY BESPOKE COLOUR CUSTOMISATION IS THE GAME CHANGER

Colouring extensions can sometimes feel like a total gamble—it can go patchy, uneven, and quality can be wildly inconsistent. It's exhausting, not to mention risky for your reputation. Our premium-quality hair paired with our signature colouring techniques takes the guesswork out. Whether you're toning, blending, lowlighting or bleaching, oh and yes... our hair can be bleached with phenomenal results. You will have the creative control, consistency, and confidence to deliver seamless results. Our updated colour education goes beyond theory—giving you the tools to troubleshoot any scenario and create incredible results you simply can't do with most mainstream hair. *This isn't just colouring—it's craft. And it's what sets you apart.*



STRAIGHT



NATURAL BODY



DEEP WAVE



CURLY



KINKY CURLY
(COMING SOON)

YL TEXTURE RANGE

We're finally bringing curls to the forefront — and it's about time! Curly girls have been overlooked in the extensions world for way too long... until now.

After a year of testing and refining, we're so excited to officially release our curly range! We're launching with three stunning textures: **Natural Body, Deep Wave, Curly.**

And yes — Kinky Curly is currently in testing... and clip-ins are coming soon!

We've chosen two origins for our texture range — **Asian and Indian** — because when it comes to curly hair, texture matching isn't optional... it's essential. No two curls are the same, and we're here to help you get it right for your clients.

This journey has been one wild ride — but the results are worth every step.

TEXTURE BREAKDOWN

ASIAN ORIGIN

Texture: Soft, fine, permed for curl.

Best For: Clients who prefer to wear their hair curly.

Longevity: Dependent on styling and wear — softer by nature, meaning curls may loosen over time. If the curl relaxes towards the end of its lifespan, clients can still blow-dry it straight for a smooth finish.

Maintenance: Regular hydration and gentle styling help preserve the curl pattern. Lighter shades undergo double processing (bleach + perm), so always test sample a weft before full colour saturation.

INDIAN ORIGIN

Texture: Naturally wavy with a coarser feel, permed to enhance and even out the curl pattern.

Best For: Clients who want hair that holds curls well while still having the flexibility to be blow-dried straight every so often.

Longevity: Slightly shorter lifespan than Asian hair but remains beautiful with proper care.

Maintenance: Coarser hair textures require more hydration. Lighter shades undergo double processing (bleach + perm), so always test sample a weft before full colour saturation.

Wavy and textured extensions have natural variations, and we cannot guarantee how long the curl pattern will last. Its longevity will depend on several factors including how well its maintained, and overtime the curl can loosen with washing, straightening, heat exposure and daily wear. Colouring results may vary due to processing and bleaching on lighter extensions.

Curly textured extensions require daily refreshing with Sulphate free, curl friendly products recommended by a YL trained stylist so clients can maintain hydration and extended longevity.

YOVANKA LORIA EXTENSIONS PRICE GUIDE

Full Pack (120g)

Length	Weight	Product Price	RRP	Profit Margin	% Markup
14"	120g	\$658	\$1,437	\$779	118%
18"	120g	\$898	\$1,708	\$810	90%
22"	120g	\$1,046	\$1,891	\$845	81%

Maintenance Relift - Every 6 to 8 weeks

One Row	Two Rows	Three Rows
\$165	\$265	\$365



For more information please visit www.yovankaloria.com.au