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**Fake wig websites are hurting your wallet**

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**From :** Jon Renau <marketing@jonrenau.com>

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**Subject :** Fake wig websites are hurting your wallet**To :** tns@shaw.ca**Reply To :** Jon Renau <marketing@jonrenau.com>

## JON RENAU | EASHAIR

**\$1.7 TRILLION** IS LOST EVERY  
YEAR GLOBALLY TO **FAKE PRODUCTS**

Fakes and knock offs are a serious problem and they are hurting our industry, and your wallets. Buying your favorite wigs for a much cheaper price may be alluring, but it is very likely you will not be getting a real branded product from a fraudulent store. Buying a real brand provides you with a quality promise, return policy and other benefits. When purchasing from fake sites you may not be able to return or exchange your hairpiece or you may not even receive one!



→ Fraudulent websites are becoming more sophisticated. They steal images, advertise on Facebook, and may have polished websites. Yet, there are still a few red flags that give them away:

**1. MISSING A PRODUCT OR BRAND NAME**  
Instead of the name, fraudulent sites may use something that looks more like a number of

keywords like “long wavy” or “without bangs.”

Good Blonde Long Wavy Without Bangs Human  
★★★★★ (3)

Kim | Remy Human Hair Lace Front Wig (Hand-...  
The Kim Wig by Jon Renau has extra long layers of luxurious...

Real wig shop using the correct name and description

## 2. ULTRA-LOW PRICING

Good Blonde Long Wavy Without Bangs Human  
★★★★★ (3)  
**\$258.00**

DISCOUNTED BY ALMOST 90%

Although everyone understands promotions and discounts, no real and unused product will be sold for 10 times less its normal retail price.  
Suggested Retail is \$2960!

## 3. THE “ABOUT US” SECTION IS FULL OF GRAMMATICAL ERRORS + TELLS NO REAL STORY

In addition, a lot of fake wig retailers today use the image below to confuse consumers into believing there is a real team behind the site:



## 4. THE “CONTACT US” PAGE IS MISSING INFORMATION

A lot of times fraudulent websites do not provide shoppers with their phone numbers, addresses or emails because most of them don't have customer support teams, and they don't want customers contacting them.

### CONTACT US

Your outstanding shopping experience is our top priority. If we can help in any way, please let us know.

#### EMAIL US

We look forward to receiving your questions or comments and will respond as quickly as possible.

#### GET SOCIAL!

We offer two ways you can connect with us and keep up to date on special promotions, new arrivals, tips and trends. Join our community and be in the know!


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Comment

SUBMIT



**HERE ARE SOME WEBSITES WE HAVE RECEIVED THE MOST COMPLAINTS ABOUT LATELY**

- 1. WWW.WIGSIS.COM**
  - 2. WWW.WIGSDO.COM**
  - 3. WWW.DOMESS.STORE**
  - 4. WWW.HAIREXTENSIONSALE.COM**
  - 5. WWW.HOWIGS.COM**
  - 6. WWW.WIGWAY.COM**
  - 7. WWW.HAIRIWEAR.COM**
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We hope that by bringing awareness to this issue we can make the experience of shopping for wigs and other hairpieces more enjoyable for you. The less money you spend with these fraudulent sites, the less inclined they will be to continue selling their knock-offs.

**Feel free to forward this email  
to your wig friends!**

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