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Shaw Webmail tns@shaw.ca

Fake wig websites are hurting your wallet

From : Jon Renau <marketing@jonrenau.com>

Tue, Nov 05, 2019 10:59 AM

Subject: Fake wig websites are hurting your wallet

To:tns@shaw.ca

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JON RENAU | EASIHAIR

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

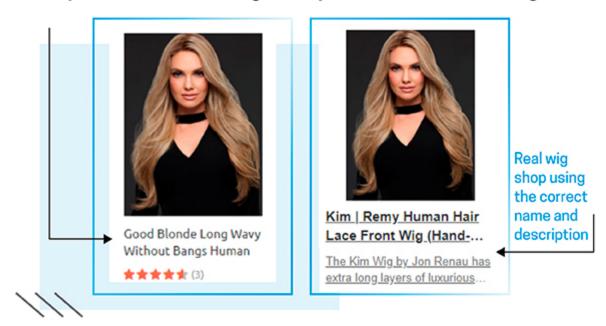
Fakes and knock offs are a serious problem and they are hurting our industry, and your wallets. Buying your favorite wigs for a much cheaper price may be alluring, but it is very likely you will not be getting a real branded product from a fradulent store. Buying a real brand provides you with a quality 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!

Fradulent 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

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keywords like "long wavy" or "without bangs."



2.ULTRA-LOW PRICING



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

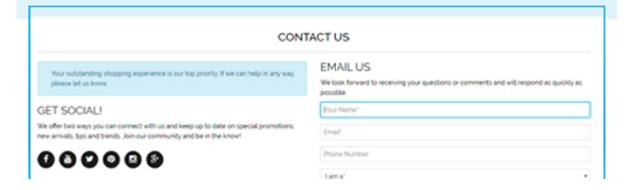
In addition, a lot of fake wig retailers today use the image below to confuse consumers into believing there is a real team behind the site:

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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.





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
- www.howigs.com
- 6. www.wigway.com
- 7. WWW.HAIRIWEAR.COM

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 fradulent 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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