



Ebony Kevette
BEAUTY • BUSINESS • LIFESTYLE

A THE WIG WALL GUIDE • WITH
EBONYKEVETTE

Wig Buying 101

buy smart, the first time

Human vs synthetic, density, length and hair quality —
how to spend your money on a wig that's actually
worth it.

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— WELCOME

Stop Guessing. Start Buying Like a Pro.

The wig market is full of pretty pictures and confusing labels — and a lot of women learn the hard way, after wasting money on a unit that tangled, shed, or never looked like the photo.

This guide is your filter. Human or synthetic, what density actually means, how length changes everything, and how to spot quality hair from a mannequin away. Read it before you spend a dollar.

A great wig is an investment. Let's make sure yours pays off.

— EbonyKevette



— YOUR STYLIST & MENTOR

Meet EbonyKevette

MASTER STYLIST · WIG EXPERT ·
EDUCATOR

Twenty-five years in, I've touched every grade of hair on the market — the gorgeous and the garbage. A Master Stylist licensed in Texas since 2009 and the creator of The Wig Wall.

I've seen what lasts and what falls apart by week two. This guide is me saving you that lesson.

Buy once, buy right.

— INSIDE THIS GUIDE

Buy Smart, in Five Steps

01 Human Hair vs Synthetic

The first and biggest decision

02 The Density Guide

What 130%, 150%, 180% really look like

03 The Length Guide

How length changes the whole look

04 The Hair Quality Guide

Raw, virgin, Remy — and the red flags

05 How to Choose the Right Wig

Putting it all together



CHAPTER ONE

Human Hair vs Synthetic

This one choice shapes your price, your styling, and how long the unit lasts. Neither is "better" — they're built for different women.

Human Hair

Looks and moves the most natural. Color it, heat-style it, restyle it. Lasts the longest with care. Costs more up front.

Synthetic

Holds its style out of the box, budget-friendly, low effort. Limited or no heat (unless heat-friendly), and a shorter lifespan.

"Human hair is a wardrobe you restyle for years. Synthetic is a great outfit for the season."

✦ EBONY'S TIP

Want to color or heat-style it, or wear it for the long haul? Go human. Want an affordable, ready-to-wear look you'll rotate? Synthetic earns its place.



CHAPTER TWO

The Density Guide

Density is how much hair is on the wig — the fullness. It's the difference between "natural" and "all eyes on me."

- ✦ **130%** — natural, everyday fullness; mimics most women's real density.
- ✦ **150%** — full but still believable; the most popular pick.
- ✦ **180%** — glam and voluminous; turns heads.
- ✦ **200%+** — full drama, stage-and-photo bold.

✦ EBONY'S TIP

For a "is that her real hair?" look, match the wig's density to your own. Going longer? Bump the density up a notch — length can make lower density look thin at the ends.



CHAPTER THREE

The Length Guide

Length sets the whole vibe — and your maintenance. Wig length is measured in inches, and it almost always wears a touch shorter than the number once it's curled or layered.

- ✦ **Short (8–10")** — chic, low-maintenance, lightweight.
- ✦ **Bob (10–14")** — classic and easy; flatters most faces.
- ✦ **Mid (16–20")** — versatile glam without the heavy upkeep.
- ✦ **Long (22"+)** — dramatic — but more detangling, more product, more care.

✦ EBONY'S TIP

Be honest about upkeep. Long hair is stunning and high-maintenance — if your mornings are rushed, a bob or mid-length will look better day to day.



CHAPTER FOUR

The Hair Quality Guide

Two wigs can look identical online and be worlds apart in hand. Quality is mostly about the cuticle — whether it's intact and aligned.

- ✦ **Raw** — unprocessed, single-donor, top tier. Lasts years, takes color beautifully.
- ✦ **Virgin** — unprocessed but may be multi-donor; excellent quality.
- ✦ **Remy** — cuticles intact and aligned (less tangling). A reliable everyday grade.
- ✦ **Non-Remy / processed** — cuticles stripped; tends to tangle, mat and shed faster.

"Cheap hair isn't cheap when you buy it twice."

✦ EBONY'S TIP

Red flags: heavy shedding, a chemical smell, hair that won't hold a curl, or a price that's too good to be true. Quality hair feels soft, smells clean, and bounces back.



CHAPTER FIVE

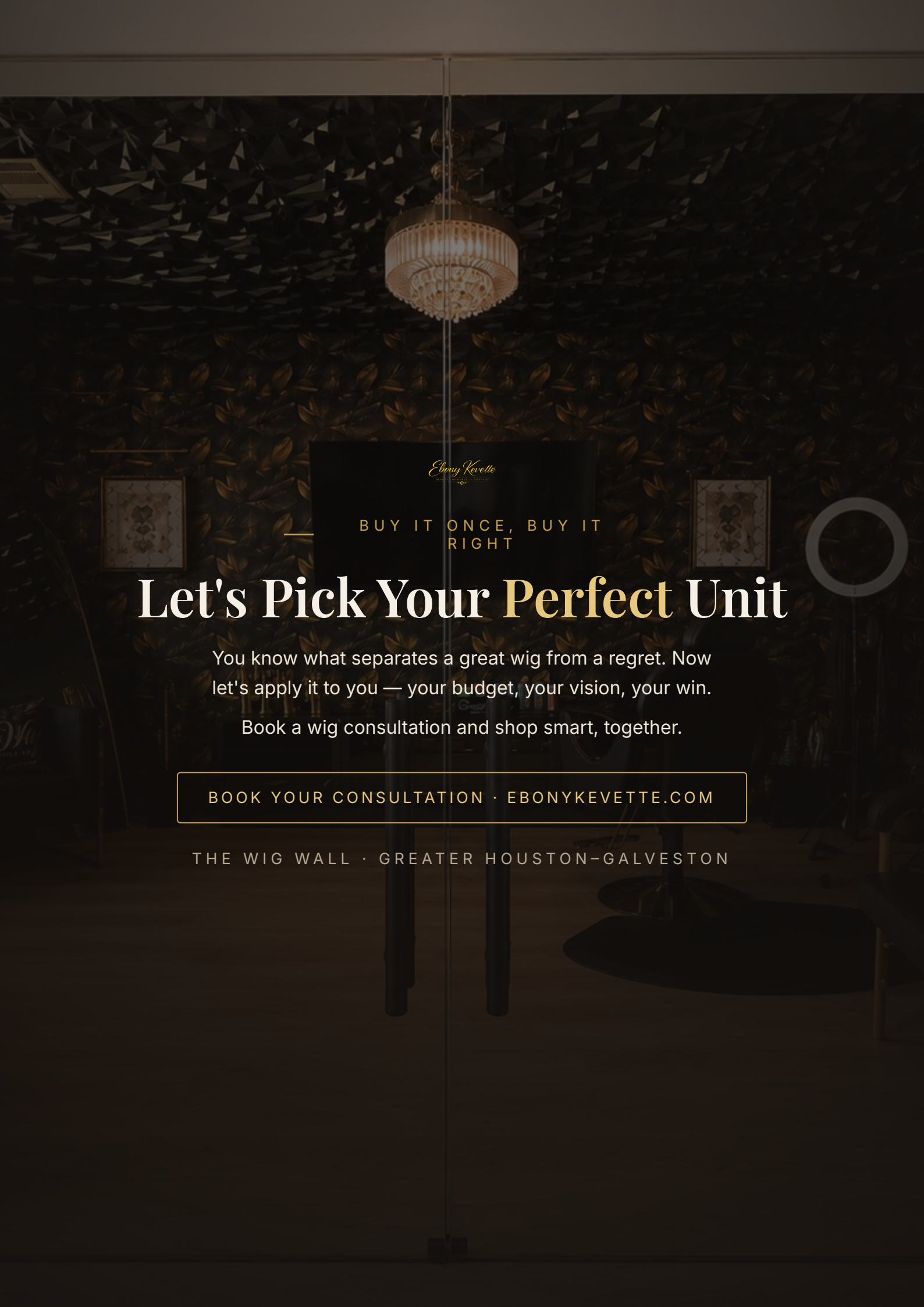
How to Choose the Right Wig

Now put it together. Every great wig purchase answers four questions honestly — in this order.

- ✦ **Budget** — your real number sets the lane (and quality you can expect).
- ✦ **Lifestyle** — how much will you restyle, heat, and maintain it?
- ✦ **Occasion** — everyday workhorse, or a statement for events?
- ✦ **The combo** — then choose human/synthetic + density + length + quality to match.

✦ EBONY'S TIP

When in doubt, bring me your budget and your vision — I'll steer you to the exact unit that gives you the most wig for your money. That's what I do best.

The background of the advertisement is a photograph of a wig store. A large, ornate chandelier hangs from the ceiling. The walls are covered in a dense, textured pattern of wigs, creating a 'Wig Wall'. Two framed pictures hang on the wall, and a large circular mirror is visible on the right side. The overall lighting is warm and dim.

Ebony Kevette
WIG WALL · GREATER HOUSTON · GALVESTON

BUY IT ONCE, BUY IT
RIGHT

Let's Pick Your Perfect Unit

You know what separates a great wig from a regret. Now
let's apply it to you — your budget, your vision, your win.

Book a wig consultation and shop smart, together.

BOOK YOUR CONSULTATION · [EBONYKEVETTE.COM](https://ebonykevette.com)

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