

Press kit

NJ Création : the innovative hair prosthetist

Contents

Presentation

- 03 - About us
- 05 - Our history
- 06 - Our innovations
- 07 - Our values
- 08 - Our services
- 09 - Our network
- 10 - NJ in figures

Our offer

- 12 - Our women's wigs
- 13 - Our men's wigs
- 14 - Our children's wigs
- 15 - Our toppers
- 16 - Our hair complements
- 17 - Our custom made service
- 18 - Our turbans and bonnets
- 19 - Our cosmetics

Vision and projects

- 21 - Perspectives and ambitions

MEDIA RELATIONS

David Le Maire
Director
d.lemaire@nj-creation.com

Carole Quintard
Communications & Marketing Manager
carole@nj-creation.com

About us



For over 30 years, we've been creating innovative, discreet hair prostheses to reveal the natural beauty of people suffering from alopecia or hair loss. Our team and network of partners are on hand to help you find the hair that's right for you. Attentive to their comfort, we make sure that all NJ Création products meet a quality charter to guarantee the best.

Drawing on our years of experience, our wigs, turbans and accessories are designed to provide real solutions to your lifestyle issues, thanks in particular to our Anti-Slip® and Modulocap® systems.

More than just a product, we combine expertise and innovation to serve our customers' everyday needs. Listening to you, creating a relationship of trust, challenging ourselves... These are the strengths that enable us to offer you solutions that are ever closer to your expectations!

As a creative French company, we emphasize your natural beauty to offer you comfort, fulfillment and elegance. Our products are in line with trends, because we make it a point of honor to be constantly on the lookout for new cuts, colors and accessories. Every year, we work with stylists who (re)define the collections to come. We know that self-confidence requires a product that suits you, so we strive to create the most complete range possible.

At NJ Création, we work diligently to bring you solutions that support you in your daily life.

« Giving back the power to be yourself. »

At NJ Création, we are committed to supporting our customers with hair solutions that combine aesthetics, comfort and well-being. Since our inception, we have been committed to offering high-quality, carefully crafted hair replacements.

We understand the challenges faced by people with hair problems, whether alopecia, hair loss or capillary problems. That's why we make a point of offering innovative products, adapted to every need and every lifestyle.

We have developed unique expertise in designing solutions that fit seamlessly into our customers' daily lives, guaranteeing discretion, comfort and durability. Each product is the fruit of in-depth research and craftsmanship. We are constantly working to improve our technologies to meet the most demanding requirements.



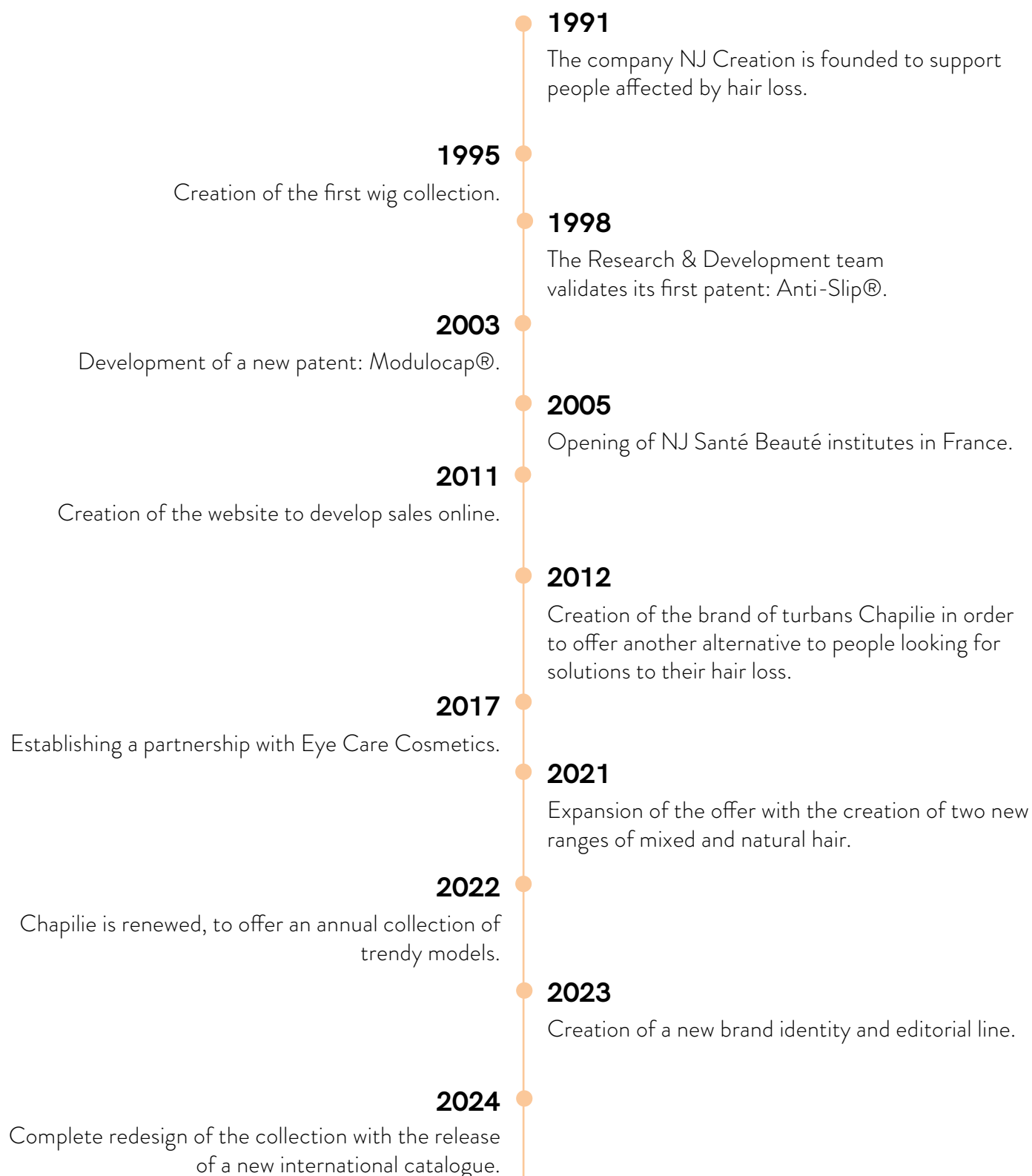
Our mission is to restore our customers' self-confidence, by offering them products that are not only aesthetically pleasing and of high quality, but also easy to live with every day. We're proud to be able to offer products that change lives, making people feel good about themselves.

NJ Création is more than just a brand. It's a promise of quality, reliability and support for each and every one of our customers, and we'll continue to evolve our solutions to better meet their expectations.

David Le Maire, Director

Our history

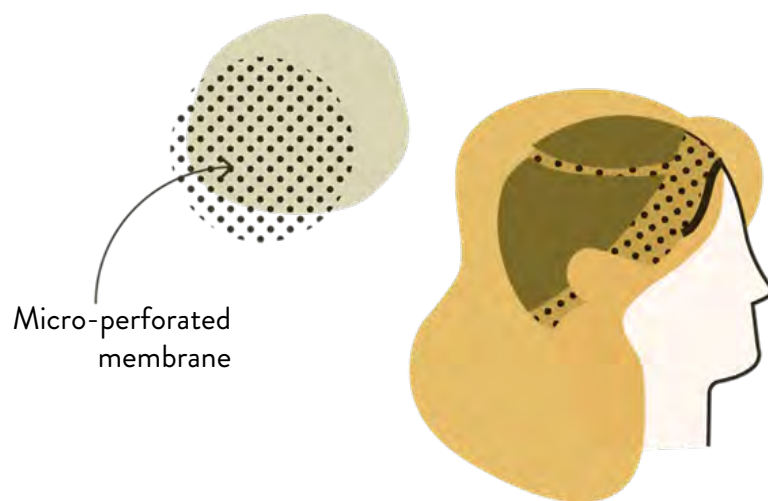
34 YEARS OF FRENCH CREATION



Our patented innovations

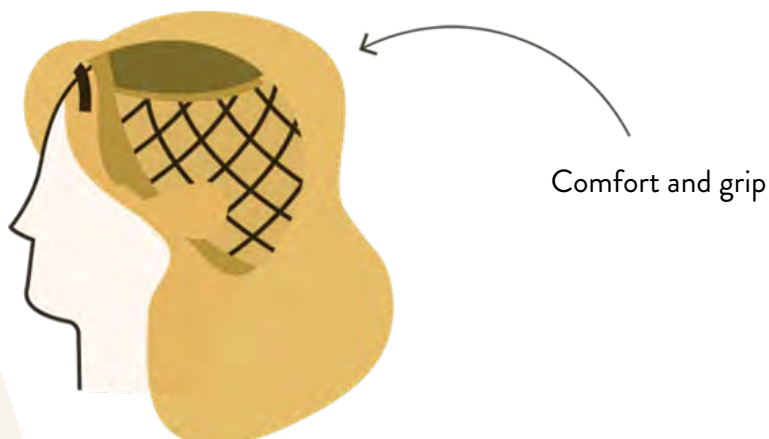
ANTI-SLIP ® TECHNOLOGY

All our replacement hairpieces contain Antiglisse®, which offers a firm hold without any feeling of compression. Developed in collaboration with the Lyon burns unit, Antiglisse® is designed to hold without glue, adhesive or compression. An integrated micro-perforated membrane regulates the undesirable effects of perspiration, does not alter the down during regrowth, and reduces temperature changes.



MODULOCAP® TECHNOLOGY

Our Modulocap® innovation reduces the depth and size of the cap to adapt perfectly to the shape of the head, offering total comfort and grip.



Our values

QUALITY

Our vast choice of synthetic materials or natural hair has been developed to make our hair prostheses undetectable while giving them an incomparable feel.

PROXIMITY

The NJ network has a large number of retailers in France and abroad who welcome and advise customers in areas specially dedicated to well-being. These specialists are on hand to answer all hair care questions.

INNOVATION

Our Research and Development department is at the cutting edge of innovation to offer unique hair replacements. Our patented Antiglis® technology is present throughout our collection, to provide comfort and safety when wearing wigs.

EXPERTISE

By meeting our experts trained in the latest innovations and prevention in the hair care field, you gain access to all our services and know-how. Our experts will provide you with the best solutions in terms of aesthetics and to help you reconnect with your image and feel good every day.

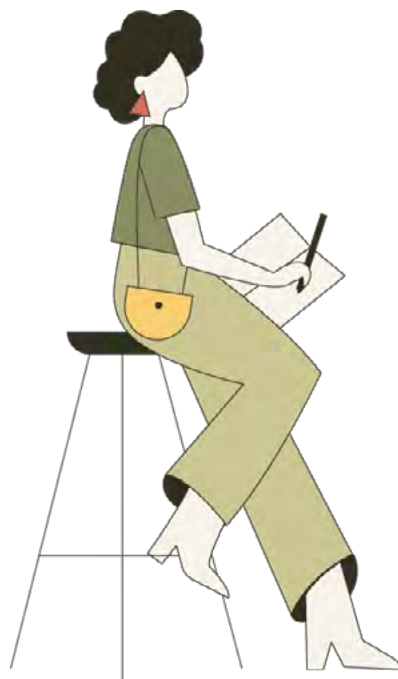
PRICING COMMITMENT

We are committed to offering solutions that meet individual needs as closely as possible, in terms of both quality and price. A wide range of our hair prostheses are also eligible for partial or full reimbursement by the French Social Security system.

Our services

ATTENTIVE CUSTOMER SERVICE

Our advisors are available by telephone to offer support and aesthetic solutions tailored to individual needs. Their knowledge of their knowledge of hair, our products and their responsiveness ensure a high quality of service and advice.



TRAINING

Understanding the medical sector, wig and hair complement application techniques, knowledge of our models... Our retailers and partners have access to training courses run by our experts to help them acquire new skills to acquire new skills and support customers in the best possible way.

SOLUTIONS ALL OVER FRANCE... AND ABROAD

Our retailers and partners in hairdressing and prosthetics have our hair solutions delivered to their salons, as close as possible to the customer. During an appointment, customers can take the time to try on our hairstyles, choose the one they like and even have their hair styled.



Our network

+ 800
PROFESSIONALS

NJ Création works on a daily basis with a large number of hairdressers and prosthetists throughout France and abroad.

In France, NJ relies on a large network of more than 800 retailers specializing in replacement hair. The company is also expanding internationally, thanks to some twenty distributor countries around the world.

In France, these specialist brands are the benchmark for medical and aesthetic hair beauty, and have established a direct and privileged relationship with healthcare organizations and institutions thanks to the quality and relevance of their patient care.

29
PARTNERS

NJ is also a network of 29 partners in France, all experts in the capillary field.

Our partner network is made up of professionals who have chosen NJ Création's expertise and quality to develop their business. They offer their customers a quality service and share our values.

NJ Création in numbers

(as of 01/01/2025)

34

YEARS OF
EXPERTISE

71

MODELS FOR
WOMEN

15

MODELS
FOR MEN

2

MODELS FOR
CHILDREN

84

NUANCES

18

TURBAN MODELS

29

PARTNERS

800

RETAILERS IN OVER
20 COUNTRIES

2

PATENTED
INNOVATIONS



Our offer



OUR WOMEN'S WIGS

We offer a collection of over 70 women's hair prostheses, combining discretion, comfort and cutting-edge technology to give every woman the opportunity to feel beautiful and confident.

Designed with high-quality materials, our wigs come in a multitude of textures, colors and lengths to suit every personality and occasion.





OUR MEN'S WIGS

We also offer quality hair prostheses for men, with models that are both comfortable and aesthetically pleasing.

Our models for men promise a variety of shades and styles. They offer a perfect fit and adapt to all morphologies.



OUR KID WIGS

At NJ Création, we know how important it is to feel good about yourself, which is why we've developed a range of medical wigs specially designed for children. Combining comfort, softness and safety, our lightweight wigs offer a pleasant solution in the event of hair loss.



OUR TOPPERS

We offer a wide range of volumizers for women, to suit every need, from partial hair loss to thinning of the hair fiber.





OUR HAIR SUPPLEMENTS

To enable men of all ages to camouflage their hair loss, we have developed a range of hair complements. Our models, in synthetic fibers or natural hair, take into account every man's lifestyle.



OUR CUSTOM SERVICE

We also offer a custom service, providing our customers with a customised tailored to their needs and expectations. It's more than a service, it's a tailor-made solution!

« At NJ Création, our mission is to adapt our know-how to each individual, so that each prosthesis is much more than a product: it's a true rebirth. »



As a hair prosthetist, and thanks to my experience at the head of my own institute where I myself was an NJ Création customer, I make sure that each piece is precisely adjusted to the morphology of the skull, and to the desired hair style and texture.

What moves me most? Seeing our customer's satisfaction when they receive their custom-made prosthesis.

Beyond the precision and personalization of our work, it's a real human adventure, restoring confidence and well-being to those who need it.

Dinah Effoudou, Custom experte



OUR CHAPILIE TURBANS AND BONNETS

To offer an alternative to wigs, we created Chapilie: a brand of elegant, comfortable turbans and scarves.

Made in Europe, our turbans are crafted from noble materials such as cotton, bamboo and eco-friendly fabrics.

A new collection is designed each year in collaboration with a stylist, so that we can always offer models at the cutting edge of trends.



OUR CARE PRODUCTS

We have developed a range of biodegradable care products, formulated with natural ingredients, to preserve the softness and beauty and beauty of our wigs and hair accessories. So hair stays soft and silky longer.

We also offer everything you need to care for your hair accessories and scalp.



Vision and plans

Perspectives and ambitions

PRODUCT INNOVATION

Innovation is one of our top priorities. We are always keen to introduce innovative technologies into our hair prostheses and to make necessary changes, such as using lighter, more durable materials.

INTERNATIONAL EXPANSION

Although NJ Création is already well established in France and other countries such as Belgium, Switzerland, Italy, Spain and the United Kingdom, it is keen to establish itself in certain foreign markets, particularly in countries where demand for hair prostheses is strong, such as the United States, Germany and Canada.

TRAINING

As a continuation of the training courses already offered by NJ Création for hairdressers, the introduction of workshops and online training courses with our experts is planned. Several areas and subjects are envisaged with our various departments (tailor-made, marketing, sales, etc.) in order to meet all the needs of our professional customers.

E-COMMERCE

A new NJ Création e-commerce website is being prepared for launch in 2025. The aim is to enable our customers to place orders easily by accessing our product catalogue. They will also be able to find all the answers to their questions about our products, such as characteristics, maintenance advice, instructions for use, etc.

NJ PARTNERS

Already made up of over thirty partners in France, the NJ Santé Beauté network is expanding both in France and abroad. This partnership promises customers an experience with qualified professionals, committed to our values, and experts in our products.

Contact & informations

PRESS RELATIONS

David Le Maire

Director

d.lemaire@nj-creation.com

Carole Quintard

Communications & Marketing Manager

carole@nj-creation.com

OUR CATALOGUES



Instagram



Facebook



YouTube

nj-creation.com