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Hollywood celebrities with hair loss turn to the \$300 CoolPiece.

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FOR IMMEDIATE RELEASE:

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Gossip columns abound with speculation. Who is wearing a hairpiece? Is that his real hair or is it a hairpiece? Did he get transplants, or is it a hairpiece?

As technology brings us less and less detectable hairpieces, celebrities and regular folks alike are saying goodbye to baldness with today's high tech hairpieces. Los Angeles based CoolPiece.com is an online business with no salon, no hairdressers, no showroom and no storefront. But CoolPiece is the buzzword in the movie industry as make up artists, hairdressers and the stars they serve are lining up alongside the regular men and women to get the latest hairpieces for \$300 via the Internet.

One Emmy winning hairdresser in New York says, "Why pay \$3,000 for a designer hairpiece when side-by-side, a \$300 CoolPiece is plainly better?"

At CoolPiece, owner Jeffrey the Barak, gets asked by the tabloids, "So who is wearing a CoolPiece? We hear its Celebrity B or Celebrity A." But Jeffrey never tells. His motto is, "The day that movie star sends in a picture of himself to put on the website is the day we'll admit we serve him. Until then our official line is, as far as we know, he's not even bald."

So why CoolPiece? Jeffrey says "Regular people who cannot afford high prices for top quality, hard-to-detect hairpieces come to CoolPiece for the savings, but the surprise is the quality. Even though the price point is down at \$300, there are no compromises, and if there was a better option out there, CoolPiece would sell that for \$300 also."

In the early days, CoolPiece was always under attack from people who worked for certain expensive salons. The hair-replacement industry was never known for its honesty or good ethics, but CoolPiece changed all that by publishing the secrets that were previously hidden in the back rooms of the expensive salons, and former victims of the industry warily took what was left of their money and put their trust in this website full of free information.

They never looked back, and the appalled vendors of high-priced hair systems were less than pleased with CoolPiece and its effect on their old businesses. But quality prevails and a deal is a deal, and before long the millionaires and movie stars began to do the same as the regular folks and began to switch to CoolPiece.

CoolPiece's secret? "Simple. Say's Jeffrey. "Help everyone, guarantee everything, replace anything, and refund anything. The customer comes first every time. In other words, everything the expensive salons wouldn't do for their clients."

So is there really a difference between a CoolPiece and a regular hairpiece? Usually there's a huge and obvious difference, but CoolPiece is not totally unique as far as good hairpieces are concerned. The main difference is the actual level of quality. Until CoolPiece came along, you had to pay a fortune for top quality units, whether you were a celebrity or a schoolteacher, and now you don't. Add in the considerable trust factor, and CoolPiece finishes ahead. And that's without even considering the radically lower price point.

So what's new at CoolPiece? Owner Jeffrey the Barak credits singer Beyonc for the latest boom. He says "It seems that there are a lot of African-American females who have hair loss due to traction alopecia and chemical damage. The

American singer Beyonc is the women they all want to look like, and each week we get custom orders from around the world for full wigs, accompanied by photographs of Beyonc . She seems to have the most admired hair since Jennifer Aniston in the early days of Friends."

And the men? Jeffrey says "There is not any particular man that lots of guys want to copy. They're just happy to have some hair that looks and feels like it grew out of their scalp."

What about kids? CoolPiece features an offer on its home page, to make a hair system free of charge for kids with cancer and no insurance. Surprisingly there are not many takers, but there was a Russian gentleman who claimed to have a thousand children with cancer. "We had to turn him down" says Jeffrey.

So does CoolPiece owner Jeffrey the Barak make the hairpieces himself? "Of course not. They are made in the world's best factory. I just spend all day and part of the night answering email and helping people find their way out of baldness and bad deals."

And what about Jeffrey's own hair? The Englishman in Los Angeles has this to say: "Some it is my own, and some of it is a CoolPiece. It all looks like my own though".

How does CoolPiece handle the celebrities? "We treat the movie stars like librarians and we treat the store clerks like pop stars. Everyone gets the hair they deserve".

For additional information, please visit CoolPiece.com

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