

ALEXANDRIA PRO™ MONTHLY

January 2008

Alexandria Professional™ practitioners
January Monthly Special:
15% OFF Anything in case quantity!

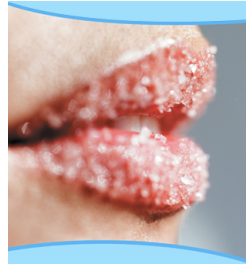
Bonus...
Order early for our Pucker Up special.

Contact your Alexandria Professional™ Representative to place your order Today!

Pucker Up...

Stop smooching on Santa and get a real boyfriend!

Lips getting a littler parched, dry and cracked or are you just in need of a cold weather lip slough? Treat your clients to a Lip Sugar Exfoliation and Balm treatment. What better way to add a little jazz to your facial treatments and clients love them so much they always want a set to purchase to continue the smooth feeling.



Brand New... Totally Reformulated... Fashion Forward...

Buff Up Lime Lemonade Lip Exfoliant & Balm Up Tangerine Lip Balm

Naturally formulated with wheat germ oil preservative. These NEW gems have No petrochemicals and are Paraben Free!

This is Alexandria Professional's Must Have for 2008.

They also can be used to keep you nails in perfectly manicured condition; a traveler's most valued carry on.

These new smoothies will be shipping out January 15th, 2008 but you can call or email your representative today to have yours ready to roll right out the door as they come off the line.

Pucker Up Special

Buy 10 Sets (Each set containing a Lime Buff & Tangerine Balm) and receive 1 FREE Set of Testers for your back bar & 1 FREE Set for yourself.
(valid until January 31st, 2008)

Tips & Tricks of the Trade...

Men's Back and Chest 101...

The first step to sugaring a man's back/chest area, if you recall back to our sugaring certification class, is to perform the "patch test". There was a lot going on just learning to sugar so it was likely not at the top of most of our list of things to remember. Since sugaring backs and chests have become a staple in our service menus, it's time to give that chapter a fresh read through in your Reference Guide. We generally like to sugar a small patch test section on the back or chest about a week prior to the sugaring appointment. A good time to patch test would be at the client consultation session. You are testing to see if there is a possibility for a breakout such as those pesky hives or histamines. Just like some women tend to get a histamine reaction with facial hair removal treatments, so can a man's back and chest. This is just a normal body reaction some

people have to having their hair extracted. No need to fear; just take time to educate your client if/when this happens. Performing a patch test will help determine if the client is susceptible to this type of reaction to the hair being extracted. If the client does get a mild break out that does NOT mean you can't sugar him. It just means you will need to explain the cause of the reaction and offer your professional advice on how to heal it. As the professional sugaring practitioner, it is your responsibility to allow a few extra minutes to your service time for this client. Allow the client time to rest with some cold towel compresses, and then a Hungarian Wellness Mud mask on the treated area for a few minutes. I would suggest mixing the essential tonic and cold water with the mud to give it a cooling sensation. Remember the Myrrh in the Essential Tonic is very healing and our mud also acts as natural anti-histamine. Sending the client home with a care pack to keep up the calming

and cooling effects will help with the sensitivities as well. Personally I encourage this care pack with each client that gets anything sugared but particularly to the men who get their back and/ or chest sugared... and it's great skin care!

A great care pack would include the 4oz. Mud Puddle, Bottle of Essential Tonic and 24oz. Salt Spring. The mud can be used as a mask or in the bath, the tonic can be sprayed on to calm the skin and the salts are great for a soak to heal and soothe the skin.

As always, feel free to call or email your representative for help or with questions regarding any of our products and services.

(Got a question for our experts, or do you have your own special Tip or Trick you'd like to share? Send your questions and each month we will choose one answer to be published. If your question is chosen you will receive a special gift.)

Questions can be emailed to:
info@alexandriapro.com

Valentines Day is coming soon!

Don't forget the biggest and best time of year for Spa Sales!

Get your salon ready with plenty of Gift Baskets filled with great products and Sugaring Certificates!

Be sure to have plenty of ready to go Gifts on hand.



Got a great promotion idea, then feel free to share with the team.

Send us yours today!

info@alexandriapro.com

For more information Call your
Alexandria Professional™ Representative Today!

