

ALEXANDRIA PRO™ MONTHLY

February 2008

Alexandria Professional™ practitioners February Monthly Special: Buy 5 Sugars and get 1 FREE! Double down and Buy 10 and get 2 FREE!

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

It's Show Time...

Grab your best gal pals and head to the trade shows in 2008!

The trade show season is upon us and this is the year to benefit from education and soak up the knowledge. Once you've decided which shows you are going to attend, book early so you can take advantage of the travel discounts, plus many shows offer discounted tickets if you purchase early.

Next, contact your Alexandria Professional™ educator to let them know you are coming to the show. They can let you know about special discounts being offered and give you the booth number so you can find us easily. Let your educator know if there is a product special you really want to take advantage of so they can pre-order it for you. Trade show products ship very early so call as soon as possible to have it shipped to the show for you to pick up... free of shipping to you! (Pre-orders must be pre-paid and picked up at the booth.)

Let your educator know what treatments or areas of sugaring you would like to brush up on so they can give you some face-to-face time and some tips and tricks. Bring a friend as a model so you can watch that area being sugared to get some live hands-on viewing.

Best of all just come by to say "Hello" and share your sugaring stories with all the new people just discovering the wonderful world of body sugaring.



Tips & Tricks of the Trade...

Help me do these crazy arms...

Arms seem to be the hottest area for hair removal these days. People just don't want that fuzzy feel anymore. The advanced body sugaring is great for the arms but they can be tricky to flick at the right angles while remaining in the natural direction. Most forearm hair grow outward from the body trunk so molding and flicking are done in small sections across the forearm - almost like doing the back of the thighs when the hair grows to the side instead of straight down toward the feet.

The best position starts with the client sitting up in a comfortable chair or on a massage table and resting their arm on a bent knee. Covering up the client's legs with a towel to protect their clothes from the powder is a nice gesture here. Start sugaring from the upper arm, from the elbow to the shoulder, flicking the

paste toward the elbow starting from the outside and working in. Then work the top of the forearm, flicking the paste toward the outside and down toward the table or floor. With the elbow now raised, continue the under section of the upper arm by flicking the paste toward the elbow (pay close attention to the direction of the growth because sometimes it actually grows towards the shoulder and not towards the elbow.). With the elbow still raised but lowered for your comfort, work the underside of the lower arm flicking the paste toward the wrist or whatever natural direction it grows. Work around the elbow by flicking the paste in the direction of growth. Continue until complete then move to the other arm.

If the client's arm gets tired in any of the positions, give them a short break. Then treat them to a little neck and shoulder massage along with the arms

and hands using the Restore Body Lotion™ mixed with a dab of Phenomen-all™... a true skin conditioning treatment! What a beautiful way to end the arm sugaring treatment. Be sure to suggest they purchase a tube of Phenomen-all™ to take home to keep their arms and elbows in pristine condition.

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

Special Events!

Esthe`tique Spa International Vancouver, BC on February 24th & 25th, 2008

The International Congress of Esthetics & Spa, Dallas, TX on April 13th & 14th, 2008

International Esthetics & Spa Conference, Las Vegas, NV on June 28th - 30th, 2008

(Stop by the Alexandria Professional™ Booth to take advantage of specials just for you!)

Happy Valentine's Day!

Alexandria Professional™ LOVES YOU!

Included is a very special Valentine just for YOU!

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!



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