

ALEXANDRIA PRO™ MONTHLY

February 2009

Alexandria Professional™ practitioners February Monthly Special: Buy 5 Sugars Get 1 Free, Double Down and Buy 10 Sugars and get 2 Free!

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

Give your clients the skin they really deserve...

Get your own clients' skin in prime condition...

We have really taken a look at why some sugaring practitioners have clients with easy to sugar hair and some are still struggling with client's skin issues. We found some answers.



The biggest road block was the condition of the client's skin. Providing superior sugaring is only part of a the service. Client's are coming to you because you are the expert in skin care and looking to you for guidance and recommendations. Sending clients home with the proper products and showing them how to use them is the first step to getting them into a routine of good skin care maintenance. We have gathered some tips from the most successful sugaring salons to share with you so you can boost your sugaring productivity.

- * Mix a dot of Phenomen-all™ in your hands, then add in the Restore Hydrating Lotion™ and mix well and massage into your client's skin. Let the client see you do this and explain that you are boosting your hydrating lotion and showing them how to stretch the use of their Phenomen-all™. Explain how the Phenomen-all™ will increase the cell regeneration and speed of the improvement of their skin's condition.
- * After sugaring anything on the face, bikini, back or chest mix up some Mud Puddle™ and show the client how to mix up a basic formula of the mud powder and distilled water and apply to the post sugared area. Leave on the skin for about 10 minutes and share with the client the benefits of using the Mud Puddle™ at home a few times a week.
- * Sell the client the products you use on them for skin conditioning meaning the Essential Tonic™™, the myrrh is very healing and they can use it as refreshing skin mist, mix it with their Mud Puddle™ and use it as a toner in their morning and evening skin cleansing. The Restore Hydrating Lotion™ is the must have for all skin types particularly those in need of hydration and that's most clients out there. Share the stories you heard in class about using a water based hydrating lotion to get moisture back into their skin. Remember the lotion is safe to use on the face too, it's really great for clients that are super sensitive or have acne.

Alexandria Professional in the national media.



Alexandria Professional Body Sugaring was recently featured on the new show by same team as Dr. Phil and his own son Jay McGraw. President Lina Kennedy was there to share the benefits of advanced body sugaring on a show topic called "You are what you eat" schedule to air on January 30th, 2009. Please check for your local listing with the link:

www.thedoctorstv.com and clicking on the "locations" tab.



Be sure to watch for Alexandria Professional Body Sugaring to be featured on the TV Guide Fashion Team to start airing on Feb 1st, 2009. Check your local listings with the link:

www.tvguide.com/tvshows/fashion-team/283498 and click on the "click here for local listing" tab.

Take advantage of these media spots by sharing them with your clients too. It's always exciting for clients to share with their friends that they are already taking advantage of the sugaring services being featured. Be sure to pass out a few extra cards for your referral program since you know everyone will be talking about the features.

We have more media coming so we will keep you posted.

Come by our Booth at:

Dallas Show Booth 600 & 602 March 22 - 23, 2009
International Skin Care Las Vegas, NV June 13-16, 2009

Career Opportunities

Would you like to share the knowledge about Alexandria Professional™ products and services. Contact your representative to discuss the possibilities, full-time and part-time opportunities are available.

ALEXANDRIA Professional™

Editor in Chief
Lina Kennedy

Editorial and Creative
Lisanne Wilcox

For more information Call your
Alexandria Professional™ Representative Today!

