

# ALEXANDRIA PRO™ MONTHLY

April 2009

Alexandria Professional™ practitioners April Monthly Special: Buy 4 Dermawear Duos and get 1 FREE! Mix and Match your favorites.



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

## Wax On, Wax Gone!!!

### Extra, Extra, Read all about the Wax Ban..

If you've been following your industry news the hot topic in the past few weeks has been the waxing ban. Rumor had it California was looking to ban brazilian waxing first. Still not sure who was behind the action there but out from the blue the news wire lit up with New Jersey calling for a "brazilian" waxing ban. Seems two women were hospitalized for an infection as a result of a bikini wax.



According to New Jersey Board "bikini waxing" has never been approved but this is the kicker, they just never really enforced it. News wire lit up and people went into an up roar.

Alexandria Professional was already on the move when this "ban" was hitting the wire and interviews and news stories have been flying out of our laptops and cell phones.

Currently I have to confess, your issue this month is a little late because I'm in flight finishing this article with these "ban" updates.

I am happy to announce though that articles, web posts and news media is more than willing to talk about sugaring now. Literally I was running to catch my flight North as Lina was crossing West to do an interview with World News about the safe, sanitary and healthy way to remove hair with body sugaring! I do believe this is the biggest news story to date for Alexandria Professional. We will post the video on the website and your educators will keep you updated with this story as well as the others coming out.

As this story was breaking in the last week, a few of us heard the buzz while working at the ICE show in Dallas. At the same time Lina Kennedy was in Croatia working with our distributors there at a show and the news wires picked up the story. News and magazines picked up and interviewed with Lina about the Alexandria Professional for body sugaring.

There is no better time to contact your own local news, papers, schools, etc and share the safe and healthier benefits of body sugaring. Take what Alexandria is doing and use that to get your own "in" with the local media. If you need any help at all, or just get nervous on camera like me please give your educator or our head office a call and we will be glad to assist you. Heck, we'll send Lina Kennedy over to you for an interview on your local news!

Updates, stories and videos to follow and we will keep you posted. As of Friday, March 27th, 2009 the New Jersey "brazilian" waxing ban was lifted, no action is going to take place right now. I would definitely assume that things are going to be redefined and we have not heard the last of this issue.

## Client Model Call

With all the interviews and media flowing we are really looking for client models to be featured on upcoming segments on various television shows and print media. If you don't already have a portfolio started, we do have a template you can get from your educator with the format the producers are looking for. They are looking for unusual cases where sugaring has benefited or changed their lives as well as the condition of their appearance. Below is the list of current cases but this is by no means all that there is out there so please share anything you have come across in your sugaring practice that you feel might be a situation others in the world could benefit from.

- A man with unsightly Uni-brow.
- A man with noticeable amount of Ear Hair.
- A woman with visible and embarrassing Facial Hair.
- Dark Skin that has been damaged from waxing or other methods of hair removal where sugaring has benefited.
- A bikini with damage from ingrown hairs where sugaring is benefiting.
- Also if a spouse/significant other can appear as well to discuss the issues that would be a plus.

## Come by our Booth at:

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!

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