

# ALEXANDRIA PRO™ MONTHLY

May 2009

Alexandria Professional™ practitioners  
**May Monthly Special:**  
Buy 4 Jars of Sugar and receive a Free pack of Sugaring Postcards



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

## Happy Mothers Day!

**Are your moms' getting their sugaring certificates this year..**

One of the top holidays for Gift Certificate sales is Mother's Day. Use your Sugaring Postcards to promote for Mothers Day.



1. Cross promote to all your clients, everyone knows a mother, has a mother and don't forget grandmothers, stepmothers, mother's-to-be. For every Gift Certificate your client purchases they give them a free matching certificate to give to their mothers.
2. Target your male buyers by hitting up the local country clubs, gyms, sports arenas and anywhere men hang out. Guys are always looking for last minute gifts so make sure you have some gift baskets with gift certificates ready to go. Setup a wrap and go table in the front of the spa or hit up the gas station and you'll pass these out like hot cakes.
3. Community make-overs are always a success. Coordinate with local school teachers to create a contest for students "Why my mom deserves spa day" promotion. Word will get out about your spa and you could send the runner ups a special discount postcard.
4. Sugar wish list. Have your clients fill out their wish list for sugaring services and they don't have to be single services, they could purchase a dollar amount or series, example 12 Brow Sugars so they will have perfect brows for the year. That way when their loved one comes in to purchase the certificate they will know exactly what their mother wants and mother gets what she asked for, it's a win win.
5. Cross promote with your neighbors. Trade certificates with a local flower store, restaurant, or what ever is near you in down the street. Run cross promotional value added gift card purchases. Example: Purchase a \$100.00 Sugaring Certificate and get \$50.00 in Free Roses from XYZ Florist. The florist would run a similar gift card and give away a \$50.00 Spa Sugaring certificate. You scratch mine and I scratch back and you both win because you'll be getting the word out to twice the number of clients out there looking for Mother's Day gifts.



## HWM on the Doctors

We've done it again, it's time for another appearance on The Doctors.

See our own Dr. Mike share the Hungarian Wellness Mud Therapy with The Doctors.

Air date is TBA, we will send out email blasts as soon as we hear the exact date.

The Doctors is syndicated so you can check online at

<http://www.thedoctorstv.com> to check your local listings for time and station.

Share with all your clients so they can learn more about the products you use on them and besides it's really cool to be using what's hot on TV and for products you use be featured.

## 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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