

ALEXANDRIA PRO™ MONTHLY

June 2008

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

Bonus: Buy 1 Dermawear Duo Get 1 FREE!

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

Men Need Sugar Too!

Father's Day, time to give Dad some sweetness.

Men's spa services are still growing and marketing tells us that the driving force behind the increases are significant others in their lives. Males gravitate toward style directed by the significant female in their lives, be it girlfriends, sisters, or mothers. Father's day is the perfect time to introduce some pampering for all the dads out there. A few tips to ensure success for your new male clients:



- ▶ Gift certificates sold to the women in your spa for their men are always a success. Double the success by creating packages for the woman to bring that special man to the spa with her. It's a win win for all.
- ▶ Give the men a tour of your spa to make them feel comfortable. For the new male, they are unsure where things are and what to do. Giving them the full show tour will give a sense of comfort, show them where the restrooms are, where they can grab a water and where to put their clothes to change into a robe.
- ▶ Familiarity puts people at ease, use their first name so they feel "at home" and comfortable.
- ▶ Educate your new male client, tell them the how's and why's of what you are doing and don't assume they know, provide them with instructions down to the last detail.
- ▶ Men do not like to shop but they do purchase. Walk them up the retail shelf and show them which two products would best suite their needs and show them how to use them. They want quick and easy to use, one step in the shower processes. Keep it short and keep it simple. We suggest Phenomen-all™ for those ingrown hairs and Salt Spring™ makes a great muscle-soothing soak.
- ▶ Pre-book the next appointment, turn your one time client into a loyal customer by having their next appointment time ready and call them to remind them a day or two before ensuring up to an 85% return rate.

Tips & Tricks of the Trade...

Men's Services: What services are best for men?

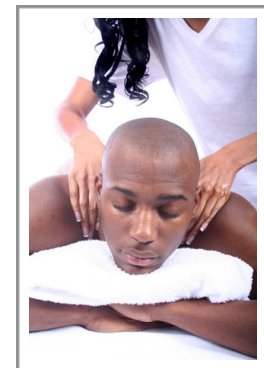
Eyebrow shaping and taming are great ways to start the ball rolling, giving a nice clean up to the brows. Start by eliminating the unibrow and give them a clean shape up, over the arching unless requested.

Men's back and chest are hot sellers. If this is a first time client start with a clean up service such as the sides of the body and neck and shoulder before moving into a full on back or chest.

Men's neck clean ups are a dream. Instead of trying to use a neck trimmer for the guy who wants the clean edge look everyday this service saves time and looks clean and fresh and let's not forget the new growth comes in soft so no more prickly neck.

Manscaping for the male privates, men need grooming down there too!

(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

www.alexandriaprofessional.com

Note Sugar Warmers!

We have returned to the original warmers that are manufactured specifically for "sugar pastes" and not for waxes. It keeps our sugar at optimum quality and the warranty is the best... even if the price is a little higher!

Special Events!

The Health & Beauty Show, Zagreb, Croatia on May 28th - 31st, 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!)

Got a great promotion idea, then feel free to share with the team.
Send us yours today! info@alexandriapro.com

ALEXANDRIA Professional™

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For more information Call your
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