

ALEXANDRIA PRO™ MONTHLY

August 2009

Alexandria Professional™ Practitioners
August Monthly Special:
Special A:
Buy 5 Jars of Sugar and get 1 FREE Jar of Sugar.



or Special B:
Buy 12 Sugars and get a FREE I Love My Skin Kit.

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

Pre Booking Appointments

"Sweet 10" the deal to motivate client to pre book and keep their appointments...

Creating a reward program for your clients pays off for the practitioner and the customer. Having your client pre book their next appointment is just not enough any more. Salons that are having success with pre booking are taking issue when the customer calls to change or extend out their appointment. That means the salon loses for that time slot and time is money. To remedy the situation and motivate the client to make and keep their appointments we have come up with a reward program called "**Sweet 10**".

How to implement "**Sweet 10**":

1. When the customer pre books their next sugaring appointment they receive a 10% discount on their service or services they book for.
2. On your appointment book make a note "SW10" next to their name so you'll know they are on the program. If the client changes the appointment you remove the "SW10" and they do NOT receive the 10% discount and do not qualify for the final reward.
3. To reward the customer that books 10 successful pre booked appointments they receive a free gift on their tenth visit. Some of the rewards we suggest are a Hide and Seek Shower Kit or I Love My Skin Kit. That way your client can maintain their soft smooth skin at home and experience and get hooked on great products that will enhance their sugaring results.

Do your clients Love their Skin?

Show them the benefits...

We've been talking about skin conditioning and keeping clients' skin in prime condition while prolonging the benefits of body sugaring long after their services. Since many of you are already selling the pre/post products which we encouraged you to do, we decided to bundle them up as a retail kit called "I Love My Skin"!

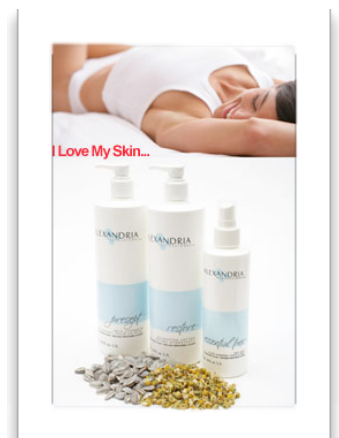
You can now purchase them bundled together to make it convenient and more obvious to the client that they can benefit from using these products at home too!

Presept Skin Cleanser™: works to remove bacteria, dirt and oil without drying or disturbing the natural balance of the skin. Gentle enough for all skin types and babies.

Essential Tonic™: is an anti-inflammatory, anti fungal, cell regenerator and makes an excellent facial and body tonic.

Restore Hydrating Lotion™: is soothing, has excellent absorption to hydrate the skin and can be used on the face as well the entire body. It is hypo allergenic and non comedogenic as well.

This is a great value particularly in this economy when people are looking for value in their purchases. These are the full size Presept Skin Cleanser™, Essential Tonic™ and Restore Hydrating Lotion™ pulled together in the kit. The clients can put them into their bath/shower and use them as full face and body cleansing routines. Great for all skin types!



Shipping Changes Effective July 1, 2009:

Regular shipping charges will apply to orders that total up to \$500 before applicable taxes

1/2 off shipping will apply to orders that total \$501. up to \$1000. before applicable taxes

Free Shipping will apply to orders that are greater then \$1000. before applicable taxes

ALEXANDRIA Professional™

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For more information Call your
Alexandria Professional™ Representative Today!

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