

PULSE

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SPA PROFESSIONALS PLAY DUAL ROLES AS ECO-ACTIVISTS



15TH
ANNIVERSARY

Alexandria Professional

Get down to earth and relax ... with Hungarian Wellness Mud™

A TREATMENT WITH A HISTORY

The Eastern city of Budapest is recognized as the spa capital of the world. Spoilt for choice, with approximately 24 spas and baths in the city alone and a further 114 other locations (some of Roman origin) around the country, Hungarians have made 'wellness' a part of their way of living. However, the real emphasis in Hungary is on curative and prescribed treatments, as many of its spa facilities are government operated. With thermal waters in abundance, it comes as no surprise that Hungary also has very powerful therapeutic muds.

Hungarian Wellness Mud has been approved "curative" by the Hungarian Ministry of Health, and since 1956 has been the only therapeutic mud authorized to be used in all medicinal spas in Hungary. HWM has been used extensively for over 100 years in the most famous Hungarian medicinal spas and thermal hotels.

THE MUD TREATMENTS

The mud therapies in Hungary are very therapeutic; in particular during Hungarian Wellness Mud treatments temperature is used to stimulate the nerve endings of the skin,



to create chemical-immunological hormone reactions. The thick mud mass brings hydrostatic pressure onto the body, which assists the circulatory system.

FAST FACTS:

- **HWM** is approved as "curative" by the Hungarian Ministry of Health;
- Used for over 100 Years extensively within the most famous Hungarian Medicinal Spas and Thermal Hotels;
- **HWM** has a pH balance of 6.3 - 6.5;
- Iron and sulphur are naturally contained within the mud which have a profound effect on stimulating the blood, in both deep and superficial tissue layers;
- Over 60% of silicon dioxide is contained within the mud. *(The natural compound collagen contains silicon, which helps to hold the body tissue together.);*
- **HWM** can be used at lower temperatures which has an anti-inflammatory effect;
- **HWM** can be used anywhere on the body, from a scalp treatment to a foot mask;
- This mud can be used to treat: chronic degenerative diseases of the joints and spine, rheumatic and muscular pains, sports related injuries, fibrositis syndrome, chronic joint inflammations, gynecological inflammations, body detoxification, cellulite, cell-renewal, deep skin cleansing, and stress management;
- **HWM** has remarkable thermal properties enabling it to retain heat for extended periods of time;
- Professional spa doctors within medicinal spa facilities have used this mud for over 80 years;
- Also contained in the **HWM** are: Ferric Oxide: strengthens the blood and helps in the regeneration of cells; Calcium: strengthens bones; Magnesium Oxide: helps to boost the immune system.

In Budapest alone there are over 50,000 Hungarian Wellness Mud treatments per year, which represents a tremendous reduction in the use (and cost) of pharmaceutical products. The time has come for North American spas to employ such treatment methods and influence the necessary needs of medical intervention with many ailments. ♦

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Body Sugaring

A spoonful of sugar does more than help medicine go down ...

Advanced sugaring is a great alternative to other hair removal techniques because it will effectively extract all hair types and textures from all skin types and textures. This is clearly and simply achieved through Alexandria Professional's unique technique. Other than eyelashes and inner ears, there are no body parts that have not been successfully sugared from head to toe whether it was medically requested or aesthetically desired. This being said, sugaring is achieved without harmful side effects.

Advanced Sugaring: Professional sugaring treatments are about refining, reducing and eliminating hair growth. There is no sticky residue even before post-treatment steps. The aesthetician performs the hair removal treatment by massaging a soft, lukewarm velvety sugar paste onto the skin using one hand. This type of application allows the sugar paste to coat all of the hair while it also seeps down into the follicles and coats the hair on the inside of the follicles. The hair is then eased out of the skin with a quick "flicking" action. Lubricating the hair with the sugar paste helps the hair ease out of the skin (follicle) and eliminates relatively all discomfort.

Permanent Reduction: The best thing about sugaring is that it will lead to a permanent reduction in hair. Removing a hair when it is very short (1/16" or less) is important because the best time to remove a hair is when it is in the anagen stage (growing period). This is when the hair shaft is exposed at its shortest length. And, of course is then at its "deepest" distance as the hair root within the follicle. Continual extraction of hair in this period will deplete the follicle to the point of "no more growth." You will first notice hair becoming finer and sporadic in growth, even after the first or second treatment. Each treatment will then bring you closer to the goal of ridding the hair.

Prevents Formation of Ingrown Hair: The advanced sugaring technique removes the hair in its natural direction of growth, thus greatly reducing or even eliminating the pos-



sibility of ingrown hairs from developing. Again, this is primarily because the hair is extracted in the natural direction of growth, and the sugar paste deeply penetrating into the follicles.

Gentle Exfoliant: Use it as a very safe and gentle way to exfoliate the skin and rejuvenate its appearance on all parts of the body including the delicate facial skin tissues, regardless of age, skin color and hair texture. Even if someone has no hair growth to speak of, regular sugaring treatments will lift out the dirt and dead cells that fall into the pores. This will change the appearance of dry fallow skin into vibrant soft and silky skin. Even women with varicose veins, dry itch eczema or diabetes can get regular sugaring treatments. ♦

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