Pioneers in skin conditioning and unwanted hair removal, using natural ingredients.
Alexandria Body Sugaring was founded in 1989, in response to a market need for a higher quality service to address the problem of unwanted face and body hair. I was taught how to sugar back in early 1991. Although the technique was very good, I later came to realize it was definitely incorrect. The theory regarding hair removal and its connection to sugaring was lacking research and development. These handicaps later proved to be a blessing in disguise.

In early 1995, I obtained the exclusive international rights to Alexandria Body Sugaring professional distribution and in early 1996 purchased the manufacturing rights along with what I consider to be the world’s best sugar paste recipes.

I became possessed with a burning desire to improve all levels of the company, including its line of products. The second I took over, we guaranteed our services and products. A great deal of time, energy and money has gone into research and development. And, I must add, not in vain! The results of our efforts continue to prove themselves with every single practitioner’s enthusiasm and loyalty to our exceptional technique and product line.

Through sheer determination, I vow to pass on to all professionals who care enough about their clients, a sugaring technique that is second to none. I vow to give a system that uses safe “in sync” products to enhance treatments to clients and enhance the look and feel of their skin. I believe I continue to keep my personal vow not only with the products Alexandria Professional® supplies, but also with the support and tools available that we continue to develop.

Today, the entire team stands very proud for having been responsible for the birth of Alexandria Professional®. Professionalism is evident everywhere within our company, not as varying levels but rather as links throughout the industry around the world. This extends from our Head Office team straight to our marketing team, down to each Practitioner and client.

Born from this commitment is a line of skincare products that use the science found in nature to improve the condition of all skin types. We use only the purest ingredients and essential oils to engage the senses, restore the spirit, and enhance your natural vitality and strength. Every product Alexandria Professional® manufactures and represents was initially and intentionally created to improve the overall condition of any type of skin. Many of the Alexandria Professional® products are multi-purpose in usage from head to toe. Value added benefits are part of the thought process that goes into creating all of our products.

We are committed to our continuing education for both practitioners and consumers to learn the importance of having a Fundamental Skin Lifestyle®!

Lina Kennedy
President, Alexandria Professional®
Alexandria Professional® is dedicated to providing healthy, natural solutions to the beauty and wellness industries. Through the development of our innovative sugaring process and our Full Circle of Skin Conditioning® program, we take pride in the global sharing of our proprietary knowledge. Our mission is to improve the overall condition of our clients’ skin and resolve most concerns. As a company, we take a stand to end violence against women, and are committed to giving back.

"It’s not about the color of your skin. It’s about the condition of it."
Borrowing from Mother Nature’s wisdom,

Our products are derived from natural ingredients that have proven to be effective in promoting healthy skin.

For thousands of years, different cultures from around the world have been passing down the “secrets” found in their natural surroundings that have become part of their beauty routine. Using only the highest grades of ingredients and eliminating all “nasties” that have been banned from other countries, we are very proud to have a product line that is 100% free of such elements as paraben, urea, laurel sulphates and petro.

All Alexandria Professional® products are hypoallergenic and noncomedogenic, and we never test on animals. Learn about how our products take “natural beauty” to the next level.

**YLANG-YLANG**

Ylang-ylang has calming and relaxing properties, but also supports healthier skin by helping to balance out natural oils for overly dry or overly oily skin.

**GRAPE SEED OIL**

Grape Seed Oil provides a healthy exfoliant for dead skin cells. A natural antioxidant, it both protects cells and bonds with collagen for a visibly improved tone and texture of skin.

**CALENDULA EXTRACT**

Calendula Extract reduces inflammation and irritation, and addresses sore, inflamed, and itchy skin conditions. It is also known for its ability to brighten skin and protect from blemishes.

**JOJOBA SEED OIL**

Jojoba Seed Oil is great for hydrating the skin. It can reduce redness, stop inflammation, and normalize the sebaceous glands; helping minimize oily skin while locking in moisture.

**CLARY SAGE OIL**

Clary Sage Oil is antibacterial and helps to regulate oil production. It can also reduce inflammation that contributes to dermatitis, and cleanses the skin’s follicles.

**SESAME SEED OIL**

Sesame Seed Oil neutralizes the toxins that are in the upper layers of the epidermis, providing an antibacterial effect. It contains magnesium, copper, zinc, calcium, and vitamins E and B6, which all work in relieving toxins from your skin.

**ROSEWOOD OIL**

Rosewood Oil supports skin immunity and helps to rejuvenate skin. It helps prevent wrinkles, as well as reduce the onset of acne by helping control oil glands.

**SHEA BUTTER**

Shea Butter has soothing and regenerative properties, aiding in the skin’s natural collagen production. Naturally rich in vitamins A, E, and F, Shea butter nourishes and moisturizes the skin.

**COCONUT OIL**

Coconut Oil naturally nourishes, moisturizes and protects the skin, as well as having an antiseptic effect. It is suitable for all skin types, and helps to improve skin conditions such as eczema.

**POMELO PEEL OIL**

Pomelo Peel Oil is a natural antioxidant and antiseptic. It is rich in vitamin C, which promotes elasticity while also helping to get rid of oiliness, dryness, and blemishes for a balanced tone.
product line

1. engage the senses
2. restore the spirit
3. enhance vitality & strength
Phenomen-all™ Skin Repair is formulated to repair, refresh and rejuvenate skin. It is 100% non-irritating, and gentle enough to be used on sensitive skin by men, women, and children alike. The Phenomen-all™ formula replenishes moisture, calms irritation, and softens skin cells to help relieve ingrown hair problems. It is also an amazing cuticle treatment, and even helps to smooth out stretch marks and scars.

Injabulo™, which means "happiness" in the Zulu language of South Africa, is a unique African ointment with cooling effects to soothe sore muscles and with hydrating properties to soften skin. It reduces inflammation, and can help with arthritis, tendonitis, muscle spasms, and even headaches.
Dermaware Duos™ are a unique blend of essential oils that help to soften skin and have beneficial healing properties. These non-comedogenic toner and lotion duos are formulated for the face and body, and work in tandem to nourish skin and soothe the spirit.

- **Calming Duo**: This gentle unscented formula is a serene blend of sunflower and avocado oils to ease your mind and soothe stressed out skin.

- **Healing Duo**: Enriched with tranquil mimosa, this therapeutic blend of rose geranium and silver pine is a natural remedy to soothe irritated skin and restore vital balance.

- **Clarifying Duo**: When blemishes creep up or you’re in need of a little inner clarity, this purifying formula combines rosemary and niaouli to improve your skin and inspire your soul.

- **Energizing Duo**: Infused with natural essential oils, this uplifting formula has a citrusy kick to perk up tired skin and rejuvenate the soul.
**EXFOLIANTS AND SCRUBS**
**TO REJUVENATE & NOURISH**

- **Salt Smoothie™** body scrub and ingrown hair treatment. Nourish your skin with powerful moisturizing benefits of nature’s pure and natural oils combined with genuine mineralizing Dead Sea salt. Use this product to smooth out bumpy skin on all body parts, excluding the face.

- **Salt Spring™** is rich in natural minerals, rejuvenates your entire body, and leaves skin feeling silky and smooth. This multi-purpose restorative exfoliating treatment helps with ingrown hair problems, treats body blemishes and improves skin texture. It reduces inflammation, relieves dry and itchy skin, and aides in improving a variety of skin disorders, including psoriasis and Eczema.

- **Sweet Cheeks™** facial exfoliant will rejuvenate and hydrate your skin in ONE step. Formulated to be gentle enough for the face, this exfoliant promotes healthy skin and a balanced tone.

**BUFF UP & BALM UP**
**FOR BEAUTIFUL LIPS**

- **Buff up™** is yummy sugar based exfoliant especially formulated to eliminate dead, dry cells and expose the beautiful luscious lips. A sweet fix for dry, rough lips!

- **Balm up™** is a non-stop moisture surge developed to keep your lips smooth and kissable. A very quick yummy fix for dry, rough lips.
**The Full Circle of Skin Conditioning™ Travel Kit** includes 1oz tubes of Salt Smoothie®, Sweet Cheeks™, Mud Puddle® and Phenomen-all™. Salt Smoothie® is designed to exfoliate and hydrate your skin from the neck down, while Sweet Cheeks™ is a facial exfoliant to reveal glowing smooth skin! Following your body exfoliation, Mud Puddle® will detox and condition the skin. Using Phenomen-all™ everyday will keep your skin in the most optimal condition possible. This all-in-one Travel Kit makes skin care easy no matter where you are!

**CC’ME™ SOOTHING LOTION**

**CC’me™** is a pure and all natural blend of nature’s best that will calm and cool your skin before and after removing your hair. Ease hair removal discomfort with this gentle and soothing lotion. Safe and effective for all skin types and all hair removal methods.
I Love My Skin™ Kit can be used as part of any daily skin care regime because it is so gentle on the skin. The daily cleanse, tone, and hydration trio provided in this easy carry “travel Kit” can also help to treat acne.

Men love this as a pre and post shaving treatment, especially as there are no perfumes or fragrances.

I Love My Skin™ works in harmony to promote clean, healthy and balanced skin for the face and body.

Mud Puddle™ is an all-natural Hungarian mud, rich in essential minerals and collagen.

This multi-purpose rejuvenating treatment can help with ingrown hair problems, treat facial blemishes, and improve skin texture.

It can be used as a facial mask, foot treatment or in your bath to restore skin and relieve tired and achy muscles.
Both professionals and consumers from around the world have trusted in Alexandria Professional® products for their skincare needs. We have experienced unprecedented growth over the last 20 years, with our commitment to continuing education and providing superior quality products being the base of the established relationships that we have nurtured over time. Currently distributing Alexandria Professional® products and professional sugar pastes in over 35 countries and growing, we strive to maintain the integrity of our products as being the gold standard in skin conditioning.

The gold standard in body sugaring hair removal and skin conditioning, worldwide.
I was told that this mud puddle would reduce the severity of sunburn. Well that's an understatement. Like most people with fair skin, I burn easily and severely. I usually have to endure days of discomfort and followed by the inevitable peeling. After a day at the beach it became painfully obvious that I had rubbed off my sunscreen in a few places most notably a spot on my left leg and one of my upper shoulders. I immediately applied the mud to my leg, having to wait on the shoulder due to time. The relief was immediate. The next day I applied the mud for about 20 minutes to both my leg and shoulder. By day's end I felt no discomfort at all on my leg, it wasn't even red! My shoulder was coming along nicely as well. The following day after another application, the redness from all areas was gone. The best part was the immediate reduction of the burning and discomfort after applying the mud. I have never experienced a better remedy for sunburn, ever. Can't recommend this enough.

Ben
California

Just wanted to share with everyone my amazing Mud Puddle results. I had a cold sore coming in last Friday. I'm really afraid of my infant getting it. That night I did a mud pack on my lip. Saturday it was out full blown. I used alcohol and peroxide all day to keep it from spreading (as I always do, it helps dry it) that night I did another pack. And by Sunday it was no longer active. It was dry and scabbed. I have to say it takes at least a week to get to this stage with any other treatment I've tried. Sometimes as long as 10-14 days. So 48 hrs and its healing. This is truly amazing to me. Another awesome use for Mud Puddle.

Shannon
Ontario, CA

It was so great to meet you during the Master Class education in Belgium, Europe. It really was amazing and you inspired me to go for it and become the master in your skin lifestyle concept in my region. There is absolutely nothing else that comes even near to your concept. And I know what I am talking about, with more than 20 years of experience in the beauty industry. Thank you so much for sharing your knowledge and expertise. Really, really big hug and kiss.

Marcel
Belgium
Alexandria Professional® Featured Article in Dermascope
http://www.alexandriaprofessional.com/alexandria-professional-featured-article-dermascope/

10 Things About... Sanitation in the Spa
http://www.dermascope.com/employee-relations/10-things-about-sanitation-in-the-spa#.Vj0fdCupL9o

The Sweet Side of Business

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