



# *Pure* SKIN

Full Circle of Skin Conditioning® Magazine  
*By Alexandria Professional®*

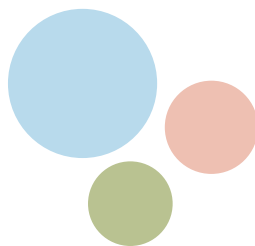




# Pure SKIN

Full Circle of Skin Conditioning® Magazine

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# FULL CIRCLE OF SKIN CONDITIONING®





# A NOTE FROM **LINA**

## *On the Full Circle program*

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“**Alexandria Professional’s Full Circle of Skin Conditioning®** was inspired by the rejuvenating powers of body sugaring! This skin enhancement program is proven effective for all skin types to help with hair reduction while improving the overall condition of the skin.

It doesn’t matter where you begin in this circle  
- the benefits are immense simply from getting started!”

— Lina Kennedy  
*President/CEO*

Formulated by nature,  
inspired by sugar.

# MUD PUDDLE®

*Purify Your Skin*

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A mask for every area of the body!

Alexandria Professional's Mud Puddle® Hungarian Wellness Mud® is harvested from nature with the power to:

- Detox follicles
- Calm inflammation
- Promote collagen production
- Even skin complexion

# MUD PUDDLE® FOR REAL LIFE



Brighten  
Complexion

Reduce  
Inflammation

Release Trapped Hairs

Boost Collagen Production





# THE COMPOSITION

*Certified as curative with the Hungarian  
Ministry of Health*

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SILICON DIOXIDE ( $\text{SiO}_2$ ) - Assists with the assimilation of nutrients, provides strength to bones, skin, nails, holds temperatures and good electrical conductivity. Aids with fatigue, pale skin color, thin, brittle nails and hair.



ALUMINUM OXIDE ( $\text{Al}_2\text{O}_3$ ) - Acts as an absorbent and drying agent, as well as a catalyst for the production of haemoglobin and myoglobin. Aids with oxygenation of red blood cells. *Aluminum oxide occurs in nature as various minerals such as corundum or bauxite (pictured here).*




IRON (Fe) - Provides oxygen to red blood cells. Aids with fatigue and Anemia.



POTASSIUM (P) - Aids in bone formation, used to make DNA + RNA in the body. Assists with bone degeneration and metabolic issues.



MAGNESIUM (Mg) - Assists with blood vessel dilation, enzymes in the body, and protecting the arterial lining. Aids with nerve disorders, heart rhythm problems, and mineral metabolism.



Layering Mud Puddle® on top provides a double-action collagen boost.

# Sweet'n Plump

*A luxurious facial  
using Mud Puddle®*

**The Sweet 'n Plump facial is a double-action collagen booster that harnesses the natural healing powers of sugar and mud!**

Bursting with all-natural, anti-inflammatory, and de-stressing minerals this treatment is ideal for preserving youthful skin and delaying signs of aging!


It all starts with sugar - we use it in the cleanser, exfoliation, and plumping. The natural glycolic (AHA) derivatives found in sugar accelerate the skin's cell renewal process by breaking down the glue-like bonds holding the dead skin cells together. The result is natural cell regeneration creating glowing skin.

*(Sugar is also widely known for its humectant properties which means this facial is not only sweet and plumping but also super hydrating! A key component of youthful, supple looking skin.)*

The final layer of this treatment is our therapeutic Hungarian Wellness Mud®. Melting over the KiSS Adjuster sugar, this mud promotes detoxification and calms inflammation like acne. Mud Puddle's high concentration of Silicon Dioxide works to strengthen and firm tissue; maintaining the skin's elasticity.

Alexandria Professional's new Sweet 'n Plump facial treatment will hydrate, rejuvenate, and detoxify all skin types.




A close-up, profile shot of a Black man with short hair, looking off-camera. He is applying a thick, greyish-brown face mask to his cheek with a small brush. The mask is being applied to the side of his face, near his ear. The background is a soft, out-of-focus grey. To the right, there are large, green, glossy leaves of a plant. The lighting is soft and directional, highlighting the texture of the mask and the man's skin.

Use Mud Puddle® to release  
ingrown hairs and even skin  
tone.





Mud Puddle® promotes collagen production and helps prevent breakouts.

A close-up photograph of a person's back and hip. A hand is using a wide, flat brush to apply a thick, dark green, textured substance (Mud Puddle) to the skin on the hip. The substance has a glossy, wet appearance. The person's skin is fair and smooth. The background is a plain, light gray.

Apply Mud Puddle® to  
brighten skin tone and  
tighten elasticity.



Mud Puddle® masks can be used to spot treat blemishes and manage oil production.









# PRODUCT **SPOTLIGHT**

## *10 Reasons to love Mud Puddle®*

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1. Hungarian Wellness Mud® (HWM) has 60% Silicon Dioxide, also known as silica. Silica is the building block of collagen from skin to bone that helps hold collagen tissue together, thus leaving you with **youthful and radiant looking skin!**
2. Mud Puddle® can help **ease the discomfort and appearance of sunburns** because it is a natural anti-inflammatory. An application of Mud Puddle® mixed with a bit of Restore™ Lotion will draw out pain and redness. Then, follow up with a cooling agent like our CC'Me®.
3. Our mud **helps to get rid of and prevent ingrown hairs.** As part of the Full Circle of Skin Conditioning® program, Mud Puddle® will help calm the skin and draw out the ingrown hair all at the same time. Now that's real multitasking!
4. Mud helps to **diminish the appearance of cellulite** by toning the skin and muscles while stimulating circulation, flushing out fat deposits, and detoxifying the area.

Silica is the building block of collagen from skin to bone.

5. HWM **aids in pain management** due to its thermal properties, allowing it to penetrate deeply into the skin. It can be used as a hot pack or a cold pack as well.
6. Use this mud for **spot treatment of blemishes** to draw out oils and toxins.
7. Mud Puddle® **calms skin and histamine reactions after hair removal** for the best treatment results.
8. Mud **can be used in a bath** to allow the body to fully soak up the silica and draw out any skin impurities. Add 1 to 2 cups of Mud Puddle® mixed in with your bath water and feel the magic!
9. This product offers you a **luxurious spa experience from the comfort of your home!**
10. Pair a Mud Puddle® mask with your favorite cocktail for **the ultimate self-care date!**





# UNDERSTANDING **FULL CIRCLE**

## *Body sugaring*



1

The first step in skin conditioning and hair refinement.



# UNDERSTANDING **FULL CIRCLE**

*Soften and repair*



Use Phenomen-all™ and our Restore™ Hydrating Lotion  
post treatment and daily.

# UNDERSTANDING **FULL CIRCLE**

## *Exfoliate*

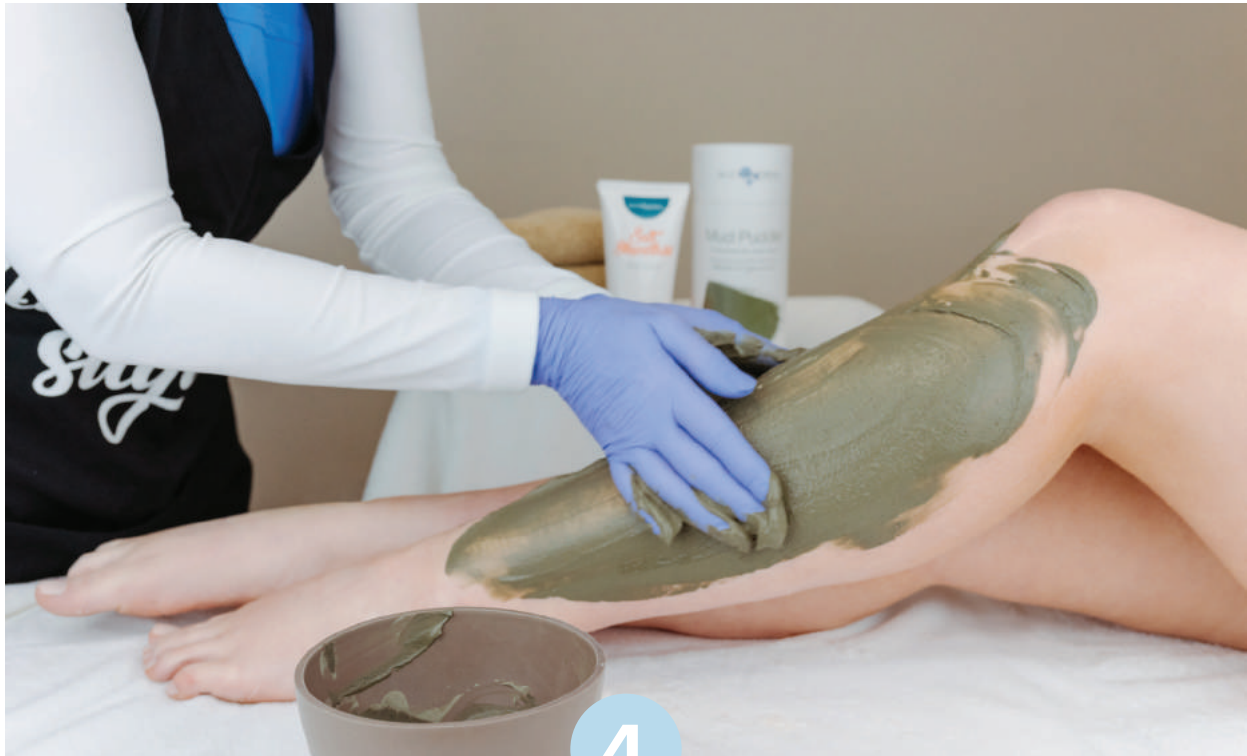


3

Use Salt Smoothie® and Saltspring® to eliminate dead dry skin.

# UNDERSTANDING **FULL CIRCLE**

*Detoxify*



The Mud Puddle® wellness mask releases impurities all over the body.

# RETAIL PRODUCT CATALOGUE



Exfoliating



Healing



Hydrating



Travel Size



Vegan



Gluten Free



Cruelty Free



# RETAIL PRODUCTS

*Exfoliate and detoxify*



## SALTSPRING®

Rich in natural minerals, it rejuvenates your entire body and leaves skin feeling silky and smooth. Our Saltspring® comes from the Dead Sea.



## MUD PUDDLE®

An all-natural Hungarian mud rich in essential minerals and collagen. This multi-purpose rejuvenating treatment is approved as 'curative' by the Hungarian government and can be used for a variety of treatments on the body.



# RETAIL PRODUCTS

## *Body and face scrubs*



### SALT SMOOTHIE®

A more simplified way for clients to utilize the Saltspring® scrub by pre-mixing the Saltspring® with the Restore™ Hydrating Lotion. Exfoliate your skin with powerful moisturizing benefits of natural oils combined with mineralizing Dead Sea salt.



### SWEET CHEEKS®

A gentle sugar-based facial exfoliant that can replenish moisture as well as ease away dry skin and debris.



# RETAIL PRODUCTS

*Soften and soothe*



## PHENOMEN-ALL™

Formulated to repair, refresh, and rejuvenate skin. 100% non-irritating & gentle enough to be used on sensitive skin by men, women, and children. Replenishes moisture, calms irritation, and softens skin cells to help relieve ingrown hairs.



## CC'ME®

A truly natural cream for calming and cooling your skin before and after hair removal treatments. Safe and effective for all skin types and all hair removal methods. When applied to the treatment area, it will help to lessen potential reactions triggered by hair removal.





# RETAIL PRODUCTS

## *Travel kits*



### FULL CIRCLE OF SKIN CONDITIONING® TRAVEL KIT

We've taken all the goodness of our Full Circle of Skin Conditioning® program and created an all in one travel kit that makes skin care easy no matter where you are!



### I LOVE MY SKIN KIT

Easy to follow skin care routine for those on the go. Smaller 2oz/57ml/59g sizes of Presept™ Skin Cleanser, Essential Tonic™, and Restore™ Hydrating Lotion assembled in an easy to use kit.



# RETAIL PRODUCTS

## *Toner + lotion*



### DERMAWEAR™ DUOS

Five uniquely formulated toner and lotion duos each crafted with a specific aromatherapy scent meant to target various skin issues like acne, inflammation, and dullness.



# RETAIL PRODUCTS

## *Pain relief*



### INJABULO™

A unique African massage ointment with cooling effects to soothe sore muscles and with hydrating properties to soften skin.



### COMFORTÉ®

A topical cream made from all-natural ingredients direct from the primordial forests of Africa. Massage onto the lower abdomen for effective, drug-free relief from period symptoms. Your body chemistry is unaffected.





# RETAIL PRODUCTS

## *Lip care*



### BALM UP™ & BUFF UP™

Take care of every inch of your skin from head to toe with our lip balms and buffs. Our sugar-based Buff Up™ will help to exfoliate away dry skin on the lips and pick from five different flavors of our Shea-based Balm Up™ to help boost hydration.



# RETAIL PRODUCTS

## *Seasonal*



### MOTHER'S DAY BOUQUET

This seasonal favorite is a luxurious set of exfoliating, toning, and hydrating products infused with Lilac, Lilly, and Rose oils! The Mother's Day Bouquet includes a whipped body scrub, toner, moisturizer, and lip balm.



### HOLIDAY BALM UP™ AND BUFF UP™

All the benefits of our traditional Balm & Buff Up™ flavored for the holidays in Candy Cane and Cinnamon Stick.



# WITH THANKS

## *Acknowledgments*

CREATIVE DIRECTION

Nnenna Ferguson, Lina Kennedy

PHOTOGRAPHY

Seek Axiom

DESIGN

Crescendo Design Studio

COPY WRITING

Nnenna Ferguson

CASTING

Nnenna Ferguson, Lina Kennedy

MAKEUP

Chantelle Nicole Makeup

HAIR

Sue Carter

FULL CIRCLE TREATMENTS

Alexandria Professional® Studio

PRINTING

Zenger Group





# Pure SKIN

“The Full Circle of Skin Conditioning® program is our fundamental skin lifestyle. Everything we do at Alexandria Professional® is about strengthening the skin’s integrity. We pride ourselves in offering universal skin treatments using ingredients that are natural, vegan, and gluten-free. Our heart is in healthy skin, pure skin, beautiful skin!”





