



THE NEW *Smooth*

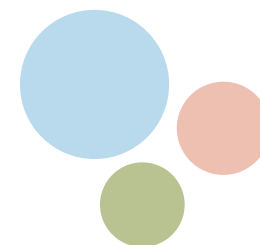
Full Circle of Skin Conditioning® Magazine
By Alexandria Professional®



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FULL CIRCLE OF SKIN CONDITIONING®



A NOTE FROM **LINA**

On the Full Circle program



“**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.

SALTSPRING®

Exfoliate + Detoxify



Reveal lusciously smooth skin from head to toe!

Alexandria Professional's Saltspring® is an all-natural exfoliant with the power to:

- Clear blemishes
- Eliminate dry skin
- Reduce inflammation
- Control excess oil production

SALTSPRING® FOR REAL LIFE



Minimize
Excess Oils

Clear
Blemishes

Release
Trapped Hairs

Remove
Dead Skin Cells



THE COMPOSITION

Harvested from The Dead Sea



WATER OF CRYSTALLIZATION - This is how water molecules present themselves in salt crystals. They bind to the salt molecule and makes the salt compound more water soluble.



MAGNESIUM CHLORIDE (MgCl_2) - A compound of salts found in brine or seawater. This compound absorbs faster into the body as it easily breaks down in water.



BROMIDE (Br) - A salt derivative that is water soluble. Paired with the magnesium in Dead Sea salt, this combination helps to reduce inflammation.



SULFATE (SO_4^{2-}) - Ingredients that are a blend of minerals and salts that form with oils and dirt to remove them off of the skin in a cleansing manner.



Calcium Chloride (CaCl_2) - A salt compound that helps with the absorption of water. Aides in the scrubbing action when combined with other salt compounds.

PRODUCT SPOTLIGHT

A Sweet & Salty Skin Solution

This is a friendly reminder that your skin is a living, breathing organ. In addition to cleansing and moisturizing daily, it's important to exfoliate to release dead skin and buildup. Exfoliation helps to expose your brightest and most youthful skin cells while preparing them to lock in your favorite hydrating cream.

Alexandria Professional's collection of exfoliating products are your go-to for keeping dry skin and debris away, naturally. The salt scrubs are made with Dead Sea salt and work to release ingrown hairs, treat body blemishes, and improve skin texture. Saltspring® and Salt Smoothie® are rich in essential minerals to rejuvenate your entire body.

Our Sweet Cheeks® facial scrub is a sugar-based exfoliant designed for sensitive areas like the face or bikini as a gentle alternative to the salts. For a deliciously scented experience, try one of our Buff Up™ lip scrubs or the limited edition Whipped Body Scrub from the annual Mother's Day Bouquet.

Pro Tip: Exfoliate 1-2 days prior to your next sugaring appointment to release ingrowns, ease hair extraction, and reveal your silkiest skin!



BUFF UP® LIP SCRUB



SWEET CHEEKS® FACIAL EXFOLIANT



EXFOLIATING WITH SALT SMOOTHIE®

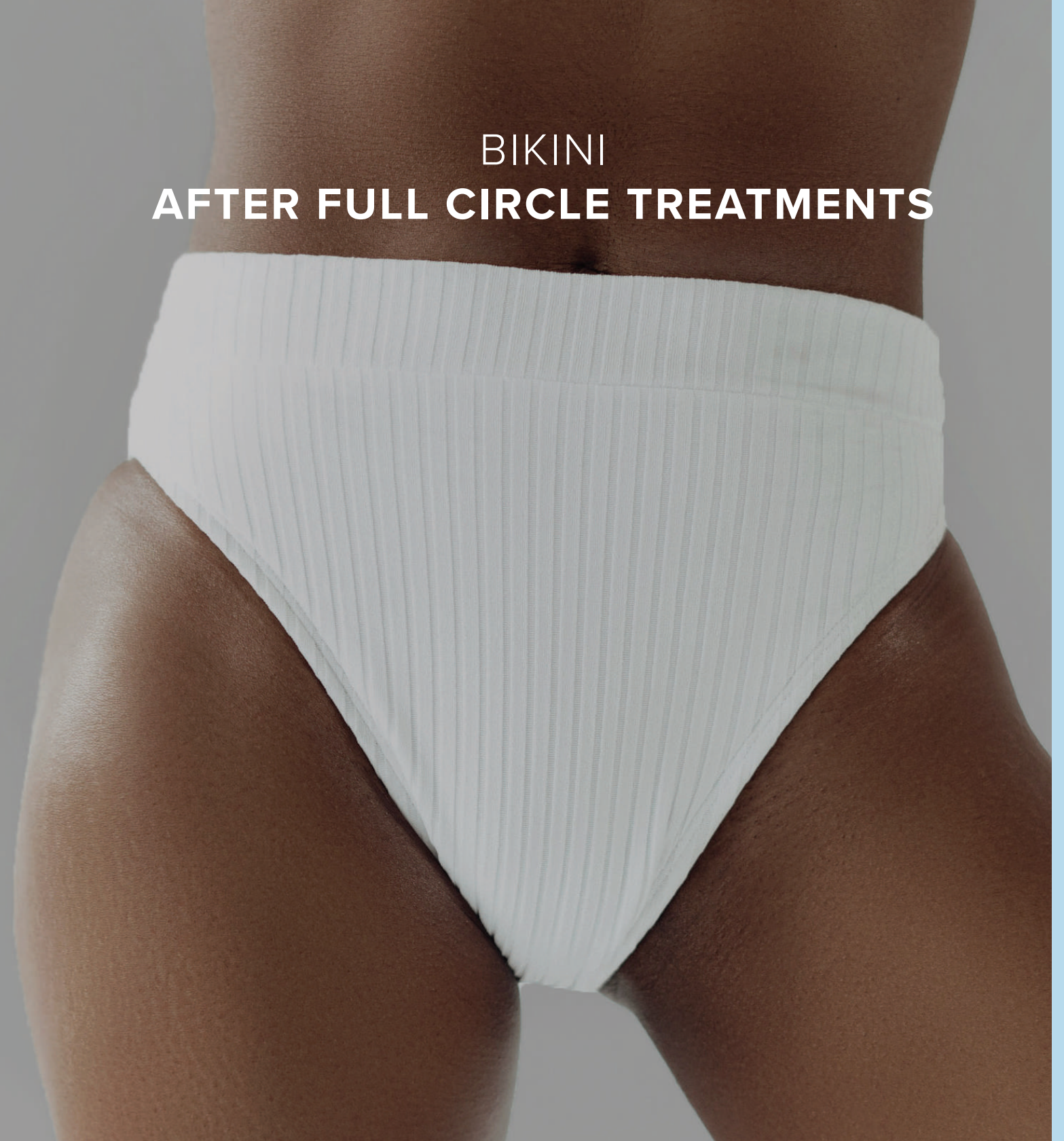
TATTOO BRIGHTENED



UNDERARM
AFTER FULL CIRCLE TREATMENT



BIKINI
AFTER FULL CIRCLE TREATMENTS





UNDERSTANDING **FULL CIRCLE**

Body sugaring



1

The first step in skin conditioning and hair refinement.

UNDERSTANDING **FULL CIRCLE**

Soften and repair



2

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

UNDERSTANDING **FULL CIRCLE**

Exfoliate

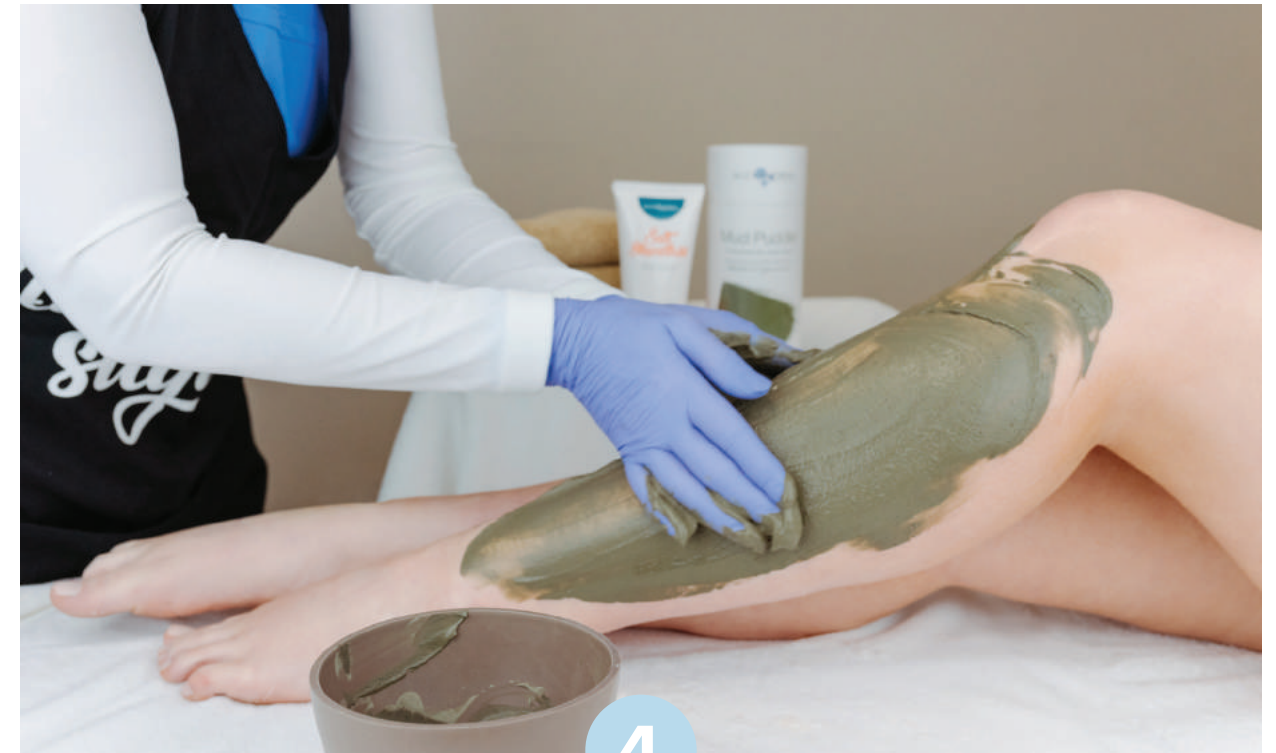


3

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

UNDERSTANDING **FULL CIRCLE**

Detoxify



4

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



SALTSRING®

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

- Exfoliating
- Healing
- Hydrating
- Gluten Free
- Cruelty Free



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.

- Healing
- Hydrating
- Gluten Free
- Cruelty Free

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.



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.



RETAIL PRODUCTS

Soften and soothe



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
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FULL CIRCLE TREATMENTS
Alexandria Professional® Studio

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Zenger Group

THE NEW *Smooth*

“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!”

