

A woman with long, wavy blonde hair is leaning against a rustic wooden wall. She is wearing a light-colored, possibly yellow or cream, halter-neck top and a white, sheer, ruffled shawl or cardigan draped over her shoulders. Her right arm is raised, with her hand resting on the wood above her head. She has a neutral expression and is looking directly at the camera. The background is a vertical plank wooden wall with natural grain and knots. The lighting is soft and natural, suggesting an outdoor setting.

Liberate YOUR SKIN

Full Circle of Skin Conditioning® Magazine

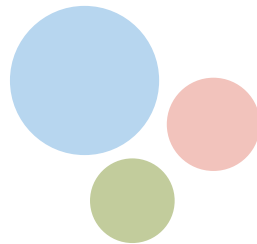
By Alexandria Professional®



Liberate YOUR SKIN

Full Circle of Skin Conditioning® Magazine

By Alexandria Professional®



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.

BODY SUGARING

More Than Excellent Hair Removal



Sugaring is a universal skin treatment for all skin and hair types!

Alexandria Professional's sugaring pastes come in five different formulas, suitable for all skill levels and treatment environments. Body sugaring has the power to:

- Exfoliate dead skin
- Decongest follicles
- Extract unwanted hairs
- Promote hydration in skin cells

BODY SUGARING FOR REAL LIFE

Promote
Collagen
Production

Brighten
Complexion

Promote
Hydration

Decongest
Follicles





THE FORMULA

Vegan, Gluten-Free, Cruelty-Free



SUGAR



WATER



LEMON JUICE



GUM ACACIA

TREATMENT SPOTLIGHT

Benefits of Body Sugaring



CONDITIONS THE SKIN

In addition to hair removal, AP sugaring is a gentle and hydrating exfoliation treatment for your skin which improves its tone and texture and eliminates ingrown hairs.



NO GROW OUT

Master AP sugarists are able to extract hairs that are even smaller than a grain of rice! That means less wait time between treatments.



WILL NOT BURN

No more ouch! AP sugar paste feels pleasantly lukewarm when applied to your skin.



SAFE FOR ALL SKIN

AP sugar paste is made from all-natural skin-friendly ingredients. It is safe for even the most sensitive skin, including individuals with conditions such as eczema or psoriasis.



PERMANENT HAIR REDUCTION

Consistent treatments of our Full Circle of Skin Conditioning® program leads to permanent reduction of unwanted hair and lasting smoothness!





Virgin
Eyebrows



After Eyebrow
Shaping

The image shows two arms crossed in an 'X' shape against a white background. The arm on the left is the 'After' state, showing smooth, clear skin. The arm on the right is the 'Before' state, showing skin with visible hair and some minor blemishes. A thin blue vertical bar is on the far left edge. Two lines with dots point from text labels to specific spots on the forearms.

After Full Circle Treatment -
skin rejuvenated

Before sugaring, no
product applied



After Full Circle
Treatment - skin
rejuvenated

Before sugaring,
no product applied





BIKINI AND LEGS
AFTER FULL CIRCLE TREATMENTS



UNDERARMS
AFTER FULL CIRCLE TREATMENT



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

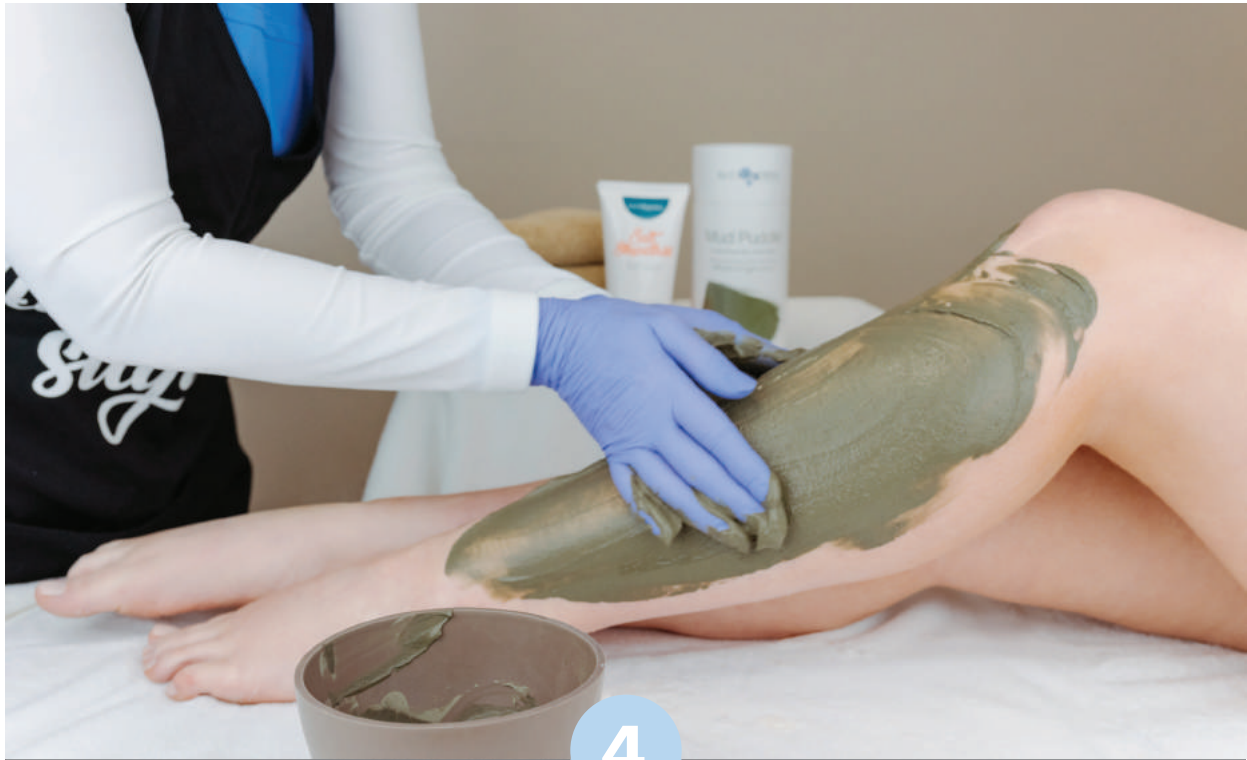


3

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

Katie Sauer

FULL CIRCLE TREATMENTS

Alexandria Professional® Studio

PRINTING

Zenger Group



Liberate YOUR 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!”





