

# ALESSA

H A N D & N A I L M A G A Z I N E



Discover  
SPRING TRENDS NOW!

NEWS

FROM

*mani*  
QURE

**STUDIO  
EXCLUSIVE**

FULL STEAM AHEAD  
INTO 2017





# EDITORIAL



## ONLY FOR YOU!

### DEAR CUSTOMERS,

It's time again for a new year full of new possibilities and good luck. We're looking forward to many exciting projects with you, creative ideas and informative training. Our anticipation is summed up in our motto for 2017: **"Studio Exclusive" – Only for you!** You are especially important to us as a customer, so we have developed a sales concept for you, which will provide terrific assistance for your additional sales. In the new year, we will support you with wonderful overall concepts available only to you, which you may sell. The Studio Exclusive seal helps you recognize our studio exclusive concepts and products at first glance. In addition we will naturally be offering useful trainings in our academies and creating inspiring marketing material for you. We are already excited to see all of the lovely presentations in the studios!

Here is another prediction for 2017: The desire for a healthy and sustainable lifestyle will continue without pause. In addition to organic foods, natural skin care that has few active ingredients, but still offers maximum results is becoming more and more important in the beauty industry. In order to allow you and your customers to experience this new sense of well-being at alessandro International, together with experts, we have developed a natural, Studio Exclusive collection for customized hand and nail care: ManiQURE. Our new favorite care products feature exquisite textures, a unique ingredient complex and a gentle scent composition.

But that's not all that you can expect from us in 2017! We are pleased to introduce you to a completely new studio exclusive highlight that has never been available in this way at alessandro International. This innovation is still top secret, but we are allowed to tell you this: This new product will make your everyday work in your studio much easier, save a lot of time and efficiently brings lots of cash into your studio register.

So start getting excited for an exhilarating start in 2017. We are really looking forward to see you again at the end of March at BEAUTY in Dusseldorf!

With warm regards,  
Silvia Troska & Frank Schäberle

*Silvia Troska*

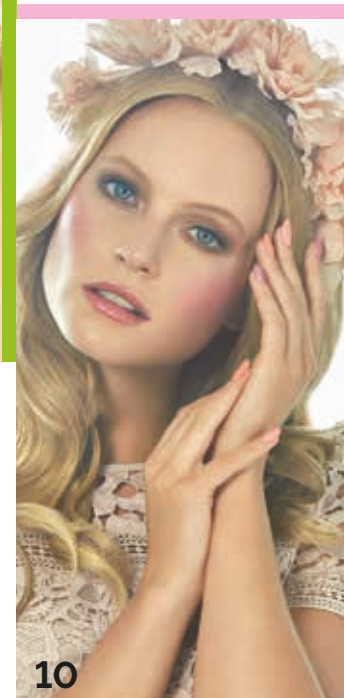
Silvia Troska  
Founder / Style Director  
alessandro International

*Frank Schäberle*

Frank Schäberle  
Artistic Director  
alessandro International



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# MANIQUIRE

Today, self-confident women no longer use all possible means to fight against the signs of aging. Instead, they want to provide active support for their natural appearance.

In the meantime, natural beauty has become not only a trend, but for many women, it is an inner belief. The desire for a healthy and sustainable lifestyle gives rise to natural hand and nail care that uses few active ingredients to spend about maximum well-being.

This is the demand we had in mind when we developed the new ManiQUIRE hand and nail care **exclusively for your studio**. As of now, customers of every age can treat themselves to a time-out for self-care.

**ManiQUIRE: The perfect care for hand and natural nails**



## THE SECRET OF NATURAL CARE FOR HANDS AND NAILS!

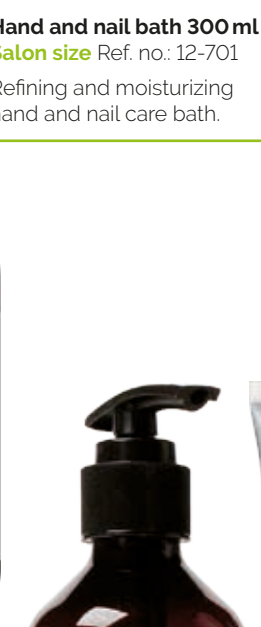
- For studios only
- Beneficial active ingredient complex
- Smooth textures
- Gentle scent composition

# JUST! NATURAL! BEAUTY!

**Hand and nail bath 300 ml**  
**Salon size** Ref. no.: 12-701  
Refining and moisturizing hand and nail care bath.



**Hand and nail mousse 300 ml**  
**Salon size** Ref. no.: 12-707  
**Hand and nail mousse 50 ml**  
Ref. no.: 12-507



**Hand and nail cream 300 ml**  
**Salon size** Ref. no.: 12-705  
**Hand and nail cream 50 ml**  
Ref. no.: 12-505  
Moisturizing hand cream for well-kept hands, strong nails and smooth cuticles.



**Hand and nail oil 30 ml**  
**Salon size** Ref. no.: 12-709  
**Hand and nail oil 15 ml**  
Ref. no.: 12-509

Beneficial, enriched oil nourishes hands and nails, giving them a healthy appearance. Also suitable for massage.



**Cuticle remover 30 ml**  
**Salon size** Ref. no.: 12-708  
Removes calloused cuticles gently and thoroughly.



**Nail hardener 10 ml**  
**Salon size** Ref. no.: 12-711  
**Nail hardener 10 ml**  
Ref. no.: 12-511

Formaldehyde-free nail hardener for all types of nails. Increases nail stability and the durability of nail polish on deformed nails.



**Hand and nail exfoliant 180 ml**  
**Salon size** Ref. no.: 12-702  
**Hand and nail exfoliant 50 ml**  
Ref. no.: 12-502

Rich, natural exfoliant for gently removing dead skin flakes and increasing the skin's absorption capacity.



An outstanding selection of advertising materials is available for download in the media centre!





# MANIQUIRE

# PERFECT TOOLS

TO IMPROVE YOUR DAILY WORK



## Display (stocked)

Ref. no.: 12-914

**Content:** 2x hand and nail exfoliant 50 ml  
2x hand and nail cream 50 ml  
2x hand and nail mousse 50 ml  
2x hand and nail oil 15 ml  
2x nail hardener 10 ml



## Work station (empty)

Ref. no.: 12-810

## Item package

Ref. no.: 12-811

**Content:** 1x hand and nail bath 300 ml  
1x hand and nail exfoliant 180 ml  
1x hand and nail cream 300 ml  
1x hand and nail mousse 300 ml  
1x cuticle remover 30 ml  
1x hand and nail oil 30 ml  
1x nail hardener 10 ml  
1x spatula



## Work clothing, T-shirt

Material: 95 % cotton, 5 % spandex

Size S Ref. no.: 12-821

Size M Ref. no.: 12-822

Size L Ref. no.: 12-823

Size XL Ref. no.: 12-824



Display window stickers

## Studio decoration package

Ref. no. 12-800

**Content:** 1x display window sticker, 40 cm  
1x DIN A1 poster with decorative edge  
(printed front and rear)  
1x standing item (cardboard),  
approx. 92 cm

The decoration is only available as a package

DIN A1 poster



Standing item  
(cardboard)



**PREVIEW**

PSSST ...  
COMING  
SOON!

SO YOU DON'T BELIEVE THAT FOR 2017  
ALESSANDRO WILL BRING OUT A NEW  
SECRET WEAPON, EXCLUSIVELY FOR THE  
EVERYDAY WORK IN YOUR STUDIO?

WE DO! AND WE EVEN PROMISE THAT IT  
WILL BE A TRUE SENSATION.





ALL PRODUCTS  
ARE AVAILABLE  
WHILE STOCK  
LASTS

## B.BLUSH

See you later, winter! And welcome sweet, flowery spring that magically puts that rosy glow back onto our cheeks! Blush and nude are the huge make-up trends for 2017 – modern, timeless and elegant.

# OUR MOST TENDER TEMPTATION

With **B.Blush**, alessandro presents three soft pastel tones for a natural look that gracefully emphasizes your femininity.

No matter if it's tender rosé, soft peach or warm raspberry pink – with the spring colours, the pastel spring look is guaranteed perfect success. Choose your favorite – whether it's Nail Polish, Striplac, Colour Gel or Lac Sensation.

### CHERRY BLOSSOM



10 ml  
Ref. no.: 27-326

### MORNING GLORY



10 ml  
Ref. no.: 27-327

### CORAL HAZE



10 ml  
Ref. no.: 27-328



**Nail polish display**  
3x nail polish 10 ml, 5 pc. each + 5x 10 ml GELACTIC  
Ref. no.: 50-769



### CHERRY BLOSSOM

**Striplac 5 ml**  
Ref. no.: 78-591  
**Lac Sensation 10 ml**  
Ref. no.: 02-553  
**Colour Gel 5 g**  
Ref. no.: 23-705



### MORNING GLORY

**Striplac 5 ml**  
Ref. no.: 78-592  
**Lac Sensation 10 ml**  
Ref. no.: 02-554  
**Colour Gel 5 g**  
Ref. no.: 23-706



### CORAL HAZE

**Striplac 5 ml**  
Ref. no.: 78-593  
**Lac Sensation 10 ml**  
Ref. no.: 02-555  
**Colour Gel 5 g**  
Ref. no.: 23-707



**Striplac display**  
3x Striplac 5 ml, 4 pc. each  
Ref. no.: 50-770

## SHIMMERING ACCENTS FOR A UNIQUE “MERMAID GLOW” NOW IN A PRACTICAL STRIPLAC SET TOO

**Mermaid Shimmer Striplac set**  
Ref. no.: 20-814  
Content: 1x Striplac Colour  
Cherry Blossom 5 ml,  
Shimmer Powder, Pink 2 g,  
1x Applicator



**B.Blush Striplac set**  
3x Striplac 5 ml  
Ref. no.: 20-888



## CC POLISH

ALL PRODUCTS  
ARE AVAILABLE  
WHILE STOCK  
LASTS

# SEXY NUDE COLOUR

Natural elegance, pure understatement and an extra portion of care – that is CC, our colour and care nail polish in sexy nude colours. The **CC formula** cares for nails and evens grooves out. No base coat necessary! Our CC look display is supplemented by GELACTIC – the secret weapon for great bonding!



## CC LIGHT

**Striplac 8 ml**  
Ref. no.: 78-564  
**Lac Sensation 10 ml**  
Ref. no.: 02-786  
**Colour Gel 5 g**  
Ref. no.: 01-988

## CC MEDIUM

**Striplac 8 ml**  
Ref. no.: 78-565  
**Lac Sensation 10 ml**  
Ref. no.: 02-787  
**Colour Gel 5 g**  
Ref. no.: 01-989

## CC DARK

**Striplac 8 ml**  
Ref. no.: 78-566  
**Lac Sensation 10 ml**  
Ref. no.: 02-788  
**Colour Gel 5 g**  
Ref. no.: 01-990

WHITE  
CHOCOLATE

10 ml  
Ref. no.: 77-016

LATTE  
MACCHIATO

10 ml  
Ref. no.: 77-017

## MOCCA



10 ml  
Ref. no.: 77-018



**Display Nagellack**  
3 x Nagellack 10ml à 5 Stk + 5 x 10ml GELACTIC  
Ref.-Nr.: 50-772



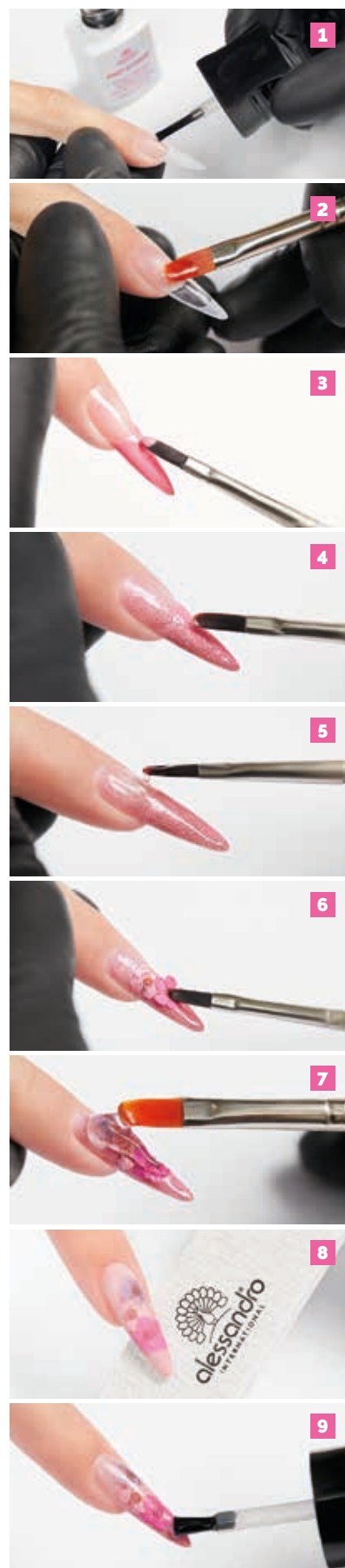
**Striplac display**  
3x Striplac 8 ml, 4 pc. each  
Ref. no.: 50-771

For quite awhile now, BB and CC creams have been capturing the cosmetic market as well as women's hearts.

The timeless, modern NUDE LOOK continues to be desirable among stars and designers and this spring it's making our nails beautiful again, matching the natural make-up. **Get the trend in Nail Polish, Colour Gel, Lac Sensation or Striplac.**



# NAILART



## REAL BLOSSOMS

CHARM YOUR SPRING LOOK

**STEP 1** > Prepare the nails as usual for a manicure. Use our **Champion's Choice Tips** (Ref. no.: 45-901) in "Clear" to lengthen the nails and remove oil from the natural nails with **Prep&Prime** (Ref. no.: 01-485).

**STEP 2** > Apply the bonding agent **FX-One Ultimate Bond+** (Ref. no.: 02-410) to the nail and allow it to harden for the specified amount of time.

**STEP 3** > Now apply "look" gel "**Cherry Blossom**" (Ref. no.: 23-705) in a very thin layer as a French manicure and let it harden as usual under the lamp.

**STEP 4** > Use glitter gel in "**Cotton Candy**" (Ref. no.: 23-805) to construct a light band of glitter at the side of the nail. Allow the gel to harden as usual.

**STEP 5** > Apply a generous layer of the **FX-One Hard Gel** (Ref. no.: 02-441) in "Clear Rose" to the nail – but don't harden it yet!

**STEP 6** > Place blossoms in the desired colours from the **Nail blossom set** (Ref. no.: 20-762) in the wet sculpturing gel and allow it to harden for the specified amount of time.

### TIP:

If the blossoms stick out somewhat, before applying them use your finger to press them flat onto the tabletop or soften them a bit in the sculpting gel.

**STEP 7** > Use **FX-One Hard Gel** in "Clear Rose" to sculpt the nail and allow it to harden as usual.

**STEP 8** > After hardening, file the nail surface into shape using a 180 grit file with our new 2-in-1 Hybrid Files (Ref. no.: 45-226).

**STEP 9** > Seal the nail surface with **FX-One Ultimate Shine Non Sticky** in "Clear" (Ref. no.: 02-481).

And the spring-fresh nail art with real blossoms is finished.



## DREAMY WEDDING NAILS

**STEP 1** > Prepare the nails as usual for a manicure. Use our **Champion's Choice Tips** (Ref. no.: 45-901) in "Clear" to lengthen the nails and remove oil from the natural nails with **Prep&Prime** (Ref. no.: 01-485).

**STEP 2** > Apply the bonding agent **FX-One Ultimate Bond+** (Ref. no.: 02-410) to the nail and allow it to harden for the specified amount of time.

**STEP 3** > Starting at the tip, apply the glitter gel "**Harmony**" (Ref. no.: 23-802) and create a colour band to the center of the nail. Allow the gel to harden for the specified amount of time.

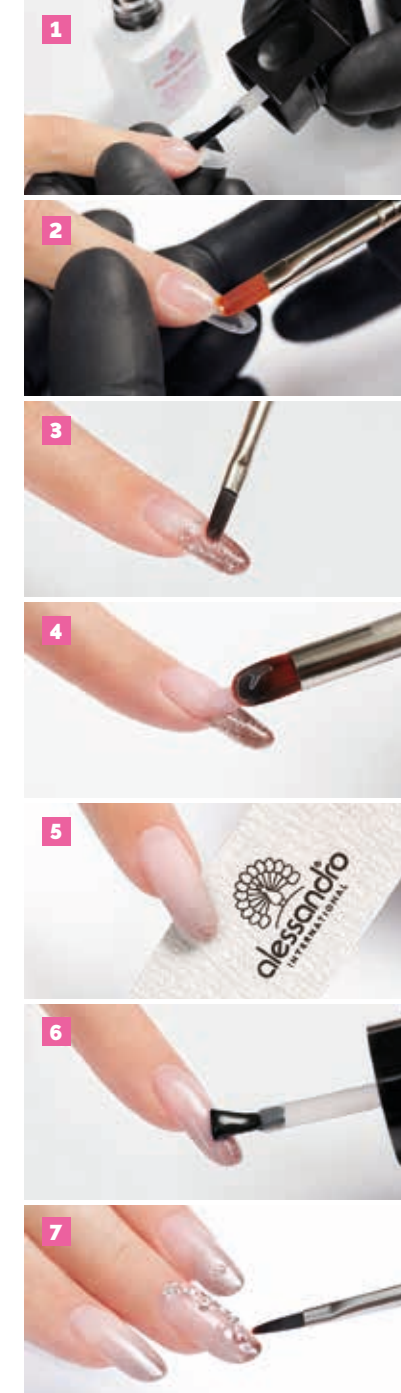
**STEP 4** > Use **FX-One Hard Gel** (Ref. no.: 02-451) in "Milky Rose" to sculpt the entire nail and allow the sculpturing gel to harden for the specified amount of time.

**STEP 5** > File the nail surface into shape by using a 180 grit file with our new 2-in-1 Hybrid Files (Ref. no.: 45-226).

**STEP 6** > Seal the nail surface with **FX-One Ultimate Shine Non Sticky** (Ref. no.: 02-484) in "Rose" – but don't harden it yet!

**STEP 7** > While the gloss gel is still wet, place rhinestones in various sizes on it. Then allow the gloss gel to harden for the specified amount of time.

And the wedding nails are finished.



## MERMAID NAILS

The **three new shimmer pigments** by **alessandro International** magically bring the rich facets of the underwater world to nails. The new tones in pink, blue and green let you create fantastic accents and unique shimmer effects.



Pink 2 g  
Ref. no.: 06-736



Blue 2 g  
Ref. no.: 06-737



Green 2 g  
Ref. no.: 06-738





# MACARONS

# SO SWEET

Not only the baking industry is fascinated by the macaron madness from Paris, but it's also capturing the cosmetic market. Let yourself be enticed into a unique world and discover the most beautiful spring highlights and fantastic gift ideas for upcoming holidays such as Valentine's Day, Easter and Mother's Day.

An extra portion of care for smooth hands and beautiful nails. The special combination of ingredients, including hyaluronic acid, shea butter and olive oil provides moisture and intensive care and gives you silky soft, smooth skin in no time.



Strawberry,  
10 ml tester  
Ref. no.: 07-681  
Strawberry, 100 ml  
Ref. no.: 07-724



Pistachio,  
10 ml tester  
Ref. no.: 07-683  
Pistachio, 100 ml  
Ref. no.: 07-725



Lemon,  
10 ml tester  
Ref. no.: 07-685  
Lemon, 100 ml  
Ref. no.: 07-726



## A PERFECTLY DECORATED DISPLAY WINDOW



Poster DIN A1  
Ref. no.: 12-359



We love Macarons Hand Cream Display  
Ref. no.: 50-833

**Content:** 6x Hand Cream Strawberry 10 ml + 1 tester  
6x Hand Cream Pistachio 10 ml + 1 tester  
6x Hand Cream Lemon 10 ml + 1 tester  
**including refills:**  
6x Hand Cream Strawberry 10 ml  
6x Hand Cream Pistachio 10 ml  
6x Hand Cream Lemon 10 ml

Pennant streamers

### Decoration set

Ref. no.: 20-885

**Content:** 1x display window stickers, 40cm  
honeycomb ball ornaments (3 pc. set)  
1x Ø 30 cm + 2x Ø 25 cm,  
pennant streamers, pink plastic,  
length: 10 m, number of pennants: 25

Honeycomb ball  
ornaments,  
3 pc. set



Display window  
stickers



We love Macarons Care Nail And Polish Set  
Ref. no.: 20-886

**Content:** We love Macarons Strawberry, 10 ml  
Nail Polish Happy Pink, 5 ml  
Nail Polish Just Joy, 5 ml





# REX-KARA

Rex Kara is a unique anti-aging innovation that ensures radiantly beautiful, smooth and healthy-looking skin – even without injections or surgical procedures.

# THE ANTI-AGING INNOVATION



Rex-Kara  
SPI Beauty System  
Ref. no.: 33-201

## The Synchron-SPI Beauty System

- S** ▶ Sonophoresis
- P** ▶ Photon therapy
- I** ▶ Iontophoresis

### Sonophoresis using ultrasound

- Opens the pores
- Increases cell spacing
- Increases the skin's absorption capacity

### Photon therapy with light

- Red light stimulates blood circulation and the metabolism
- Blue light has a calming effect and alleviates skin irritations

### Iontophoresis using galvanic current

- Helps active cosmetic ingredients enter the skin
- Stimulates the regeneration of cells
- Requires ionized ingredients and care products

**Hyaluron Boost Bi-molecular Concentrate**  
Ref. no.: 33-020, 50 ml

**Youth Spectacular Lifting Serum**  
Ref. no.: 33-003, 100 ml

**Hydra Active Cleansing Gel**  
Ref. no.: 33-004, 100 ml

**Pure Balance Correcting Serum**  
Ref. no.: 33-002, 100 ml

**Body Sculpt Silhouette Beautifying Gel**  
Ref. no.: 33-001, 100 ml



## FIVE DEFINED CARE PROGRAMS

with a choice of three intensity levels ensure radiant, beautiful, deeply cleaned and smooth skin:

### PROGRAM 1 ▶ CLEANSING

#### Highly effective, intensive cleansing

The first step to well cared skin, removes harmful substances and provides the skin with moisture. It leaves behind clear skin with deeply cleaned pores, shining with a new, long-lasting freshness.

### PROGRAM 2 ▶ DEEP THERAPY

#### Advanced, intensive care to protect the skin from premature aging

Ultrasound and galvanic current are used to provide moisture and nutrients to the skin to regenerate it. The result: radiantly fresh, firm and healthy-looking skin.

### PROGRAM 3 ▶ CLASSIC THERAPY

#### An effective way to reduce wrinkles for smoother skin

The body's own production of collagen, elastin and laminin is activated, so the skin appears fresh and smooth. Also suitable for non-ionized (conventional) cosmetic treatments.

### PROGRAM 4 ▶ BODY THERAPY

#### Intensive care for an enchanting silhouette

Activates the body's own, natural production of collagen, elastin and laminin. The application has positive effects on the circumference of fat cells and on connective tissue.

### PROGRAM 5 ▶ PHOTON FACE THERAPY

#### Coloured light therapy with the energy of blue and red photons

The energy of blue photons has a calming effect on the skin and alleviates skin irritations. Red photons stimulate blood circulation and the metabolism and give the skin new energy and vitality.

**The elegant brand ambassador and eye-catcher for your counter.** The tastefully designed display allows all of the REX-KARA care products to be presented elegantly in a very little space. The integrated screen for the high quality REX-KARA DEEP THERAPY film in HD offers the optimum introduction to the apparative REX-KARA cosmetic line.



**Test display with screen**

Ref. no.: 33-251

**Test display without screen**

Ref. no.: 33-252



For further information about our care products, see [www.rexkara.com](http://www.rexkara.com)



## SPA SENSATION

### All of the benefits at a glance

- Optimum skin care properties
- Beneficial ingredients
- Hygienic individual packaging
- Easy to use
- No electrical power required
- Allows customized applications
- Short preparation time
- Pleasant lavender scent

### Description of active ingredients

- Protects the skin from free radicals
- Supports cell regeneration
- Provides moisture
- Supports circulation
- Relaxing effect

# PARAFFIN TREATMENT

FOR THE HANDS WITH  
BENEFICIAL INGREDIENTS

Apple stem cells, grape seed oil,  
white and green teas, vitamin A, C and E,  
panthenol, soy lecithin



Spa Sensation  
Paraffin appliance  
Ref.-Nr.: 07-803



Spa Sensation  
Paraffin socks  
5 pairs  
Ref. no.: 07-815  
salon size: 36 pairs  
Ref. no.: 07-813



Spa Sensation  
Paraffin Gloves  
5 Paar  
Ref.-Nr.: 07-814  
salon size: 36 pairs  
Ref.-Nr.: 07-812

## FASHION HIGHLIGHT



# SHOPPING TOTE

LIMITED EDITION

This **alessandro shopping tote** with a high quality lacquered look and printed alessandro designs matches our scarf from the fall/winter collection. You can use it to conquer the shopping districts. This multi-talented wonder offers lots of room for everything you need on the go. **As long as stock lasts.**

**Shopping tote, Peacock** Ref. no.: 21-036  
Dimensions: 40 cm x 30cm x 13cm



## GELACTIC FOR GALACTIC BONDING

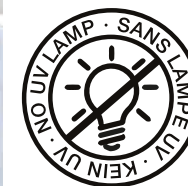
**GELACTIC – the new gel top coat:** The unique wear boosting technology provides an extra-strong, double bond between the nail, colour layer and top coat. Both textures are perfectly adapted to each other and give your nails optimum brilliance and **up to a week of optimum bonding.**

**STEP 1**  
Choose one  
of our 99  
Nail Polish  
Colours!



**STEP 2**  
GELACTIC  
Gel Top Coat 10 ml  
Ref. no.: 76-211

Every set  
contains  
1x GELACTIC  
Gel Top Coat 10 ml  
and 1x 10 ml  
Nail Polish



GELACTIC Set Secret Red  
Ref. no.: 21-306



GELACTIC Set Bubble Gum  
Ref. no.: 21-307



GELACTIC Set Nude Elegance  
Ref. no.: 21-308

- ★ Easy, quick application
- ★ No UV light required
- ★ Ultimate brilliance
- ★ No chipping
- ★ Easy to remove
- ★ Vegan and 7-free
- ★ Perfect bonding for up to 7 days

Impression



GELACTIC display  
Ref. no.: 76-301  
4x Gel Top Coat 10 ml,  
3 pc. each



# HYBRID FILE

The new professional file saves time and is efficient. We brought the best of two products together.

High quality coating, long-lasting material and an easy to handle, oval design ensure perfect application in the professional salon.



# NEW MAKE 1 OUT OF 2

**NATURALLY ECOLOGICAL  
AND ECONOMICAL**



## YOUR ADVANTAGES:

- ♥ **Save time**  
You don't need to switch between buffer and file
- ♥ **Economically attractive and environmentally conscious**  
You just use one file for a customer
- ♥ **Proven alessandro quality**  
In an easy to use, oval design
- ♥ **Good for the environment**

Hybrid file  
100/180 grit  
Ref. no.: 45-226

Hybrid file  
100/150 grit  
Ref. no.: 45-225

Hybrid file  
100/100 grit  
Ref. no.: 45-224

Grit information: Buffer/File

# STRIPLAC

With Striplac, our peel-off UV/-LED nail polish, you'll complete the circle of various polishing options between nail polish and a professional UV manicure, so you can reach new customers.

Starting in February, Striplac will be available in more than 80 colours!



# APPLY & PEEL OFF!

**DISCOVER 9 NEW SHADES  
AVAILABLE FROM FEBRUARY IN  
MORE THAN 80 COLOURS**







# BEST OF PRESS



Editors and influencers are enthusiastic about alessandro International! We are happy about the many creative and exciting press reports, social media posts and cooperations in 2016!



For typographical reasons, the colours and product illustrations in the Alessa may differ from the original products.



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alessandro International



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@alessandrointernational



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alessandrointl