

TREND JOURNAL
JANUARY-MARCH
2018

Nail professionals since 1989

*THE LATEST NEWS FROM THE
WORLD OF NAILS*

www.alessandro-international.com

BEAUTY STYLE SPRING 2018

FASHION – COLOURS
WELLNESS

Are you ready for an explosion of spring trends? Then you are in the right place. We show you EVERYTHING you need to know about this season's hottest looks and styles. Page 2



NEW ARRIVAL

Beautiful hands start with the right care. We have released a very special limited edition hand cream: **Rose en Fleur** – nourish your hands with the

fragrance of wild roses and exquisite ingredients like biotin, caffeine and keratin. Still stumped for ideas for Valentine's Day? **Rose en Fleur** is

the ideal gift to show love and affection. See page 5 for more information.



Pure Colour Love



The latest **FX-One Colour&Gloss** gel range by alessandro promises colour and gloss within ONE product. The unique, professional texture greatly facilitates work in the studio. The colour gels have a fine and brushable texture that offers high coverage and cures without an inhibition layer. The result is a thin and natural-looking coat of colour. FX-One Colour&Gloss is available in 48 trendy colours and new colours are added every season. See page 6 for more information.

FRESH FOOT forward

The demand always increases for professional foot care products in spring season. **DETOX treatments** are particularly popular at the beginning of the year,

since they not only guarantee soft skin, but also stimulate the metabolism and detoxify the body. Find out more on page 10.

MATT ADDICTION

Matt nails bang on-trend!

MATT-look nails are currently tipping the trend scales. Especially combined with matt lipstick, like those by Urban Decay, YSL and Lancôme, they create a truly striking effect. Bloggers, celebrities and fashion lovers alike – everyone is head over heels for this

fashionable look. Impress your clients with these two trends. The top-selling colours from the spring collection combined with **Gelactic MATTE Top Coat** achieve an on-trend look that is quick and easy to create.



Gelactic MATTE Set Dried Rose
Ref. no.: 21-354



Gelactic MATTE Set Stay With Me
Ref. no.: 21-355



GELACTIC Matte Top Coat
Ref. no.: 76-214

GELACTIC Matte Tester
Ref. no.: 76-314



*My wife,
her cream
and I ...*



Let's face it, who hasn't heard of a man who uses his wife's creams? However, the texture and scent are often not suitable for both users. In answer to this, alessandro has developed an extra-special hand cream, **HAND SPA Gentle Touch**.

The texture of this hand cream is wonderfully light and non-greasy, ensuring that it is immediately absorbed into the skin. Beneficial ingredients such as hyaluronic acid, sea fennel, vitamin E and allantoin have a regenerating effect and guar-

antee beautifully smooth skin. The delicate mousse has a pleasantly spicy fragrance with hints of coriander, clove and nutmeg with a fresh, lemony top note.

ADVANTAGES AT A GLANCE:

- Light hand mousse with immediate effect
- Refreshing
- Moisturising
- Protects against drying out
- Natural, active ingredients

HAND SPA Gentle Touch
Ref. no.: 04-024

Tester
Ref. no.: 04-124



NAIL TREND *2018*

This year, many nail trends from the 1990s, such as the French manicure and XXL gel nails, are celebrating a grand comeback. They are joined by the latest must-have look from London:



LETTERING NAILS

First of all, the nails are varnished with bright, pastel shades or just in one colour and then a statement or words are added to the colour layer.

GEL UPDATE FRENCH CONNECTION

INTRODUCTORY PRICE

Only available in 15g! Improved formula, colour and texture.

The 1990s trend is celebrating its grand comeback this year, and countless celebrities have been seen spotting white nail tips again. The best thing about it is that you can let your imagination roam free – whether long or short, stiletto or round, classic or freestyle – everything works. Create your own style.

Before: French Perfect White



WHITE

Radiant, pure white. High-coverage, creamy texture that is self-levelling. Can be applied with brush and stick.

Ref. no.: 01-906

Before: French Perfect Nature



SOFT WHITE

Natural, soft white. Creamy consistency, ideal for using under sculpting gel. Perfect for the babyboomer look and extensions by using paper forms.

Ref. no.: 01-908

Before: French Perfect Milky White



NATURAL WHITE

Natural, cream-coloured white. High coverage. Self-levelling. Can be applied with brush and stick.

Ref. no.: 01-907

NEW



GLAM WHITE

Creamy, high-coverage white with subtle, delicate glitter effect. Applied under sculpting gel. Self-levelling.

Ref. no.: 01-909

Before: French Perfect Repair Milky White



REPAIR WHITE

Semi-transparent, creamy white for the natural babyboomer look. Used under sculpting gel or perfectly suitable for extensions with paper form.

Ref. no.: 01-939



MUST-HAVE: BABYBOOMER SET

These limited-edition colours from the Striplac range create the perfect babyboomer look in a flash.

BABYBOOMER SET
Contents: 2 x 5ml
STRIPLAC and 2 sponges
Ref. no.: 21-352



STRIPLAC Limited Edition
Ref. no.: 78-768



STRIPLAC FRENCH EDITION

The quick and easy way to achieve a French manicure, now with a **FREE** mini UV lamp! Contents: 1x mini UV lamp, 1x Twin Coat 5ml, 1x French Rosé 5ml, 1x French Tip-Whitener 5ml, 2x cleaning pads, 2x hoof sticks, 1 instruction manual.



Rose en Fleur

The floral secret for beautiful hands

With its seductive wild rose fragrance, this hand cream protects the skin from drying out and forms an invisible barrier against environmental influences. Enriched with biotin, caffeine and keratin, the cream prevents cracked and irritated skin, creating a velvety-soft complexion.

Rose en Fleur Hand Cream
Ref. no.: 12-112

Tester
Ref. no.: 12-113



Rose en Fleur Display
Content: 9 x 50ml + Tester
Ref. no.: 50-841



Poster DIN A1
Ref. no.: 12-369

Love at first stroke

The finish is so glossy that there's hardly any need for a sealing gel.

1 The product

FX-ONE Colour&Gloss has a creamy, brushable texture that ensures an extremely fine application with high coverage. After curing, **FX-ONE Colour&Gloss** requires NO sealing gel and leaves NO inhibition layer.



3 The colours

FX-ONE Colour&Gloss is available in 42 modern basic colours that are indispensable for any nail studio. An additional range of trendy colours offers new shades every season, making sure that you are always up to date. All colours provide high coverage from the very first stroke and are guaranteed to impress with their long-lasting high-gloss finish!



2 Application

FX-ONE Colour&Gloss is applied directly over sculpting gel or nail strengthener from its practical brush bottle and is cured in 120 seconds under an LED/UV lamp. After cooling for ten seconds, a colour finish with an unrivalled gloss performance is achieved.

4 Conclusion

FX-ONE Colour&Gloss is the cutting-edge answer to conventional UV/LED colour gels. The texture enables the product to be applied in extremely thin coats; it contains an integrated sealing gel and does not form an inhibition layer. Save time and material by eliminating one entire procedure!



COLOUR&GLOSS TRENDS



Sinful Kiss

High-coverage light pink – one of this spring's hottest colours and the feel-good polish of the season.

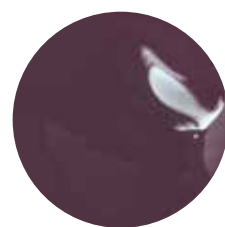
Ref. no.: 02-831



Princess Crown

High-coverage antique pink – the designers' darling. This shade is perfect for combining with all patterns and designs.

Ref. no.: 02-832



Dessous

An elegant, dark lavender tone. It flatters the skin, adds pops of colour to the nails and makes its wearer truly irresistible.

Ref. no.: 02-833

WE DID IT AGAIN!

More technology, more possibilities, more professionalism.

The **FX-One Hard Gels** are becoming increasingly well-known within the professional nail business. After all, they're not only easy to apply and self-levelling, but also release

considerably less heat when curing. The **FX-One Hard Gels** are also suitable for all nail types and can be used with all nail-sculpting techniques.

At the request of numerous professional nail designers, alessandro International has developed two further sculpting gels in order to expand application possibilities.



FX-One Hard Gel Crystal Clear

- Colour: clear, transparent
- Highly viscous, firm consistency
- Self-levelling texture
- Easy to sculpt
- Low heat release (suitable for sensitive clients)
- Ideal as a sculpting gel over a French manicure and nail art

Ref. no.: 02-416
15g
Ref. no.: 02-417
50g
Ref. no.: 02-418
100g



FX-One Hard Gel Milky

- Colour: milky, transparent
- Honey-like consistency
- 2-in-1 sculpting gel
- Very natural French manicure gel
- Laminates the nail surface
- Low heat release
- Self-levelling
- Perfect for extensions by using paper forms

Ref. no.: 02-426
15g
Ref. no.: 02-427
50g
Ref. no.: 02-428
100g

GLAM GLOSS

A beauty trend you simply can't ignore: **Perfect Pair** is a carefully coordinated colour set for lips and nails in a practical combi pack – ideal for handbags and travels. The set consists of a liquid lipstick and matching nail polish in four popular, top-selling colours. Which one is yours?



Liquid Lipstick 6 ml

- Nourishing thanks to the addition of hyaluronic acid and vitamin E
- Smooth consistency
- Long-lasting formula
- Paraben-free



Nail Polish 4 ml

- Ultra-resistant
- High-gloss colour
- Long-lasting shine
- 6free formula
- Vegan



Peachy Cinderella

FRESH: Fresh coral with a subtle glow effect

Ref. no.: 18-292



Sweet Blackberry

LOVE: Soft pink with an elegant pearl touch

Ref. no.: 18-293



Mousse au Chocolat

ELEGANT: Powdery nude tone with an elegant finish

Ref. no.: 18-294



Pink Diva

SEXY: Wine red, feminine colour that really makes a statement

Ref. no.: 18-291

THE PERFECT COUNTER DISPLAY

SHOW ME YOUR NAILS: WHICH NAIL TYPE ARE YOU?

Do you wear your nails pointed, short, bright, colourful or long? However you choose to have them, your nail polish colour and nail length say a lot about your personality.



STYLISH. Those who change their look often between short, long and colourful nails are open and spontaneous. Friends and family are important to them. Loyalty is everything.



CLASSIC. Women who only wear red nail polish are considered to be very self-confident and exude passion. People who wear this colour are focused and precise.



EXTRAVAGANT. Glitter, rhinestones and XXL nails? This type of woman wants to capture everyone's attention. The length of the nails also reveals their daringness – the longer, the more adventurous!



Counter display
4 x 4 Perfect Pair Lip&Nail Colour
+ 4 Liquid Lipstick testers
Ref. no.: 50-849



Perfect PROTECTION

Moisturising power for hands

For a short time only, the 50 ml special size of the hands-down favourite **HAND SPA Cream Rich** is available in two additional fresh and fruity fragrances, Delicious

Fig and Flavourful Apricot. The **HAND SPA Cream Rich** promises maximum moisture with an anti-ageing effect. Active components like the pearl protein extract and vitamins

A and C protect and nourish. Hyaluronic acid boosts moisture and makes even the roughest skin silky-soft again.



HAND SPA Cream Rich
FLAVOURFUL APRICOT

With echoes of fresh peach and blossom, let spring begin.



HAND SPA Cream Rich
DELICIOUS FIG

A fresh, slightly tart fragrance reminiscent of green herbs and fig.



HAND SPA Cream Rich
ORIGINAL

An elegant, refined fragrance with lychee and vanilla.



Hand Spa Display
contents 3 x 6 units / 50 ml
Ref. no.: 50-847



Hand Spa poster with decorative rail
Ref. no.: 12-382



Hand Spa decorative cube
Ref. no.: 12-383

Hands regenerate while you sleep

Did you know that according to a study, 42% of all German women put on hand cream before going to bed? A good idea! After all, during the night, the hands rest, the skin regenerates and cream helps the process along by supplying nourishing ingredients. Take advantage of this knowledge and impress your clients with the **HANDS SPA Cream Rich**, the classic hand cream and absolute favourite of many women. Thanks to its highly concentrated active ingredient complex, the **HAND SPA Cream Rich** is also perfect for use as a night cream.



REX-KARA
DEEP THERAPY

Hello spring, hello beauty



As soon as spring arrives, our bodies start to crave sun, fresh air and movement. This is also why it's such a popular time for people to book their dream trips abroad. As your personal

beauty expert, REX-KARA has designed a handy travel pack with two products you can't leave without: **HYDRA ACTIVE CLEANSING GEL** and **YOUTH SPECTACULAR LIFTING SERUM**.



Cleanses deep into pores
Intense, deep cleaning

Hydra Active Cleansing Gel
(+) Ionised gel for channelling into the skin with the SPI device. The deep cleansing effect of the active ingredients frees the skin of pollutants, impurities and excess sebum.



Intense firming
The skin feels wonderfully fresh and smooth

Youth Spectacular Lifting Serum
(-) Ionised gel for channelling into the skin with the SPI device. Thanks to the active ingredients, you notice immediate effects: wrinkles are visibly reduced and the skin gains elasticity and firmness.

Travel with REX-KARA



Rex-Kara Deep Therapy Travel Set
1x Hydra Active Cleansing Gel 30 ml
1x Youth Spectacular Lifting Serum 30 ml
1x Cosmetic bag

Ref. no.: 21-362



Counter Card A4
Inspire your customers to buy the Rex Kara Travel Set; we will provide you the suitable counter card for that.
Ref.-Nr.:
21-364 F/GB
21-365 NL/FR

Skip into spring: Time to DETOX!

After the holiday season and New Year's Eve, now it is the perfect time to do something good for our bodies and release them from toxins. A particularly popu-

lar option are called DETOXING treatments, which stimulate the metabolism and flush out toxins. The **Pedix Feet** Purifying Power treatment not only guarantees

super-soft feet, but also activates the metabolism and improves blood circulation.

*It all starts with
relaxation ...*



Pedix Feet Purifying Foot Bath Powder

Turn the DETOX pedicure treatment into a spa experience by beginning with a fragrant, cleansing foot bath. The horse chestnut, caffeine and sea salt active ingredients have a detoxifying effect and stimulate circulation. Contents can be used for 160 applications.

Ref. no.: 64-504
1000g

What is DETOXING?

DETOXING has long been a big trend in the United States and is now gaining more and more attention in Germany and Europe. DETOXING improves health and can help with weight loss. A classic DETOX treatment lasts three to five days. During this time, only fruit/vegetable juice, water and tea is drunk. The body is detoxified, the fat-burning process activated and the immune system strengthened. A DETOX treatment leaves you feeling fresh and full of life.

Clean from the ground up...



Pedix Feet Purifying Peeling

Pedix Feet Purifying Peeling After the foot bath, the feet are treated with a mixture of avocado oil and shea butter to remove dead skin. Contents can be used for 90 applications.

Ref. no.: 64-066
450ml

Pure well-being ...



Pedix Feet Purifying Maske

With clay and botanical extracts, this mask is a real blessing for burning feet. The mask stimulates circulation whilst simultaneously boosting the metabolism.

Ref. no.: 64-062
450ml

**SPECIAL
OFFER**

TIME TO DETOX Studio promotion

alessandro supports your DETOX promotion with free advertising materials. Purchase the three DETOX products and receive a foot bath including 20 hygiene inserts, counter display and treatment instructions FREE.

Ref. no.: 67-604



**Pedix Feet
Heel Rescue Balm**
Ref. no.: 67-009
EK: 4,51 € / 50ml
Empf. VK: 8,95 €

Tester
Ref. no.: 67-109



After the treatment, explain to your clients how important it is to moisturise their feet every day in order to prevent cornification, dry and cracked skin. One par-

ticular product to recommend is Pedix Feet Rescue Balm. This special cream is enriched with tea tree oil, allantoin, Marina Vital complex and shea butter,

and when it is used regularly, it prevents the irritating formation of callused skin and guarantees soft, smooth skin.

ADVANTAGES AT A GLANCE:

- Rich heel and foot cream
- For the care of extremely dry, cracked and rough skin
- For cracks and calluses

Display
Contents: 18 x
50ml + tester
Ref. no.: 67-605



WALKING ON SUNSHINE

Time to DETOX studio promotion

- More sales
- Satisfied customers
- High competence
- Effective advertising



**Pedix poster
Heel Rescue Balm A1**
Ref. no.: 67-606

**Counter display
Pedix Heel Rescue Balm**
18 x 50ml Recue Balm +
tester
Ref. no.: 67-605



**Counter card
DIN A4**
For free



For more than 25 years,

alessandro International has been inspiring people through pioneering innovations and top-quality products.



NEW IDEAS. NEW FORMULAS. NEW OPPORTUNITIES.

For 2018, we have developed even more new ideas to help you make your business a success. There's a lot to look forward to – plan your visit to the Beauty trade fair in Düsseldorf **from the 9th - 11th of March 2018.**

As usual, you'll find us at Booth 21 A/B in Hall 12.

alessandro – beautiful nails for all

Prices do not include 19 % VAT. All offers are valid while stocks last! Double discount excluded. Promotions cannot be combined with other offers. The discount does not apply to products purchased or ordered outside of the term of this promotion. The colours shown here may differ from the original product due to technical reasons in the printing process. Changes, misprints and errors excepted. The general terms and conditions apply: https://www.alessandrointernational.com/b2b_de_de/agb/



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