



SCAN TO SEE MORE AMAZING  
RESULTS FROM OUR FULL CIRCLE!

*Although Alexandria Professional, LLC makes no medical claims toward its treatment program to help improve the skin's condition from the effect of psoriasis or eczema, the Full Circle of Skin Conditioning® Program has proven to be very effective in minimizing the cosmetic appearance and keeping it at bay for indefinite periods of time, for as long as they remain on the FCSC program.*



Alexandria Professional® | alexandriaprofessional.com

FULL CIRCLE OF SKIN  
CONDITIONING PROGRAM®

# for Eczema & Psoriasis



  
ALEXANDRIA  
PROFESSIONAL®  
Since 1991

# 1

## REMOVE EXCESS ACCUMULATION OF DEAD SKIN WITH **AP Sugaring Treatments**

Sugaring treatments can be localized to the area affected by eczema or psoriasis. For best results, clients should visit their AP practitioner at least 1-2 times per month until skin is visibly improved.



### WHAT TO EXPECT *by Lina Kennedy*

“Contrary to the popular belief that it must be painful to sugar over eczema or psoriasis, I can assure you that the Alexandria Professional® technique and product do not cause unnecessary discomfort. With the AP technique properly performed, my sugaring treatments have never caused a discomfort to any of the client’s I’ve treated with eczema or psoriasis. The practitioner and client will feel the dead skin of the eczema or psoriasis being lifted off, and they will hear some crunching noises. The practitioner may stop periodically to ask if the sensation is okay for the client, and I suspect they will always feel fine throughout the treatment. The sugaring session ends the moment the skin begins to weep (whereby some amounts of fluid seeps from the skin). At this point, irrelevant of how much was or was not removed, the treatment stops.”

- The practitioner will then spray Essential Tonic 3-in-1 Skin Mist across the treated area, saturating it.
- The next steps is to apply Mud Puddle® mixed with Essential Tonic, leaving it for approximately 15 minutes.
- Afterwards, the practitioner will apply a very wet cloth to rehydrate the mud on your skin for easy removal without aggravating the treated area.
- As the last step to your sugaring treatment, your practitioner will massage a small amount of Phenomen-all® Skin Repair into the skin of the treated area.

You will be so impressed with what the very first treatment does to the appearance of eczema or psoriasis! After the first treatment, clients will find themselves closer to their true skin. It might look more red in the moment but that’s a good thing! Most of the dead, dull skin has been removed.

**Sugaring treatments are an intricate part of the Full Circle because they greatly help to remove the excess accumulation of dead skin. This in turn facilitates optimum levels of efficacy from the remaining Full Circle steps.**

# 2

## KEEP THE SKIN CELLS WELL-SOFTENED WITH **Phenomen-All® Skin Repair**

Apply it after every sugaring treatment and retail to clients to use every morning and night. To apply, take time to massage it into the skin to ensure full absorption.



### WHAT TO EXPECT

Each time Phenomen-all® is applied and massaged into the skin, it will feel more alive with increased flexibility to it. The continuous use of Phenomen-all® will keep skin cells softened to make it easier to exfoliate the dead skin. Applying Phenomenall-all® is like feeding your skin with healthy food. Not only does it nourish the skin, but it also softens and repairs damaged skin cells. It is our experience that when the skin is freed from the external conditions caused by eczema or psoriasis and returns to healthy skin, the skin will likely become hypo-pigmented (lighter in color) or hyper-pigmented (darker in color). Officially known as post-inflammatory hypopigmentation or hyperpigmentation. But in either case, as you can see from the photos, the skin’s condition is undeniably beautiful again.

Phenomen-all® doesn’t just soften skin cells, it also heals the skin while keeping it softened to receive the rest of the treatments.

### CLIENT RESULTS: FOREARM



Before



After 1st treatment



11 weeks later

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### DETOXIFY AND DEEP HEAL THE SKIN WITH **Mud Puddle® Hungarian Wellness Mud®**

For best results, mix Mud Puddle® with Essential Tonic 3-in-1 Mist using a one-to-one ratio. The best time to apply the mud mask is immediately following a sugaring treatment and twice per week thereafter with or without at-home exfoliation.



#### WHAT TO EXPECT

Mud Puddle® Hungarian Wellness Mud® mask, which contains 60% Silicon Dioxide (a building block of collagen from skin to bone) will help to heal and repair skin cells affected by eczema or psoriasis. It will detoxify impurities and replenish good minerals deep into the skin to help rebuild healthier skin cells. Our Mud Puddle® is excavated from a special region in Hungary and is certified by the Hungarian Ministry of Health as curative.

Feel free to apply this mud as a favorite go-to facial mask and watch it help heal acne, even and brighten skin tone, and of course, when used regularly it will naturally replenish collagen, giving a healthier, more youthful appearance!

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### KEEP THE SKIN DETOXIFIED AND EXFOLIATED WITH **Saltspring® & Sweet Cheeks®**

Depending on the psoriasis or eczema's stage of aggressiveness, you can opt to soak in a bath with warm (not hot) water and Saltspring® Dead Sea salt to further encourage healing and to soothe the skin with its healthy natural minerals.



#### WHAT TO EXPECT

The natural healing minerals of the Dead Sea salt will leave the skin feeling more plumped and bouncy. It will detoxify impurities, and help to soften the skin. Simply using a face cloth to go over the affected area after soaking for 10-15 minutes will help to lift away the dead skin. This step prepares the skin to receive Mud Puddle® and allows it to penetrate deeper into the skin.

As the skin improves, clients with eczema or psoriasis can begin to use Sweet Cheek® Gentle Scrub two times a week. Feel free to alternate between the two options at will. Exfoliating with Sweet Cheeks® is a sting-free exfoliation process because the granules are sugar instead of salt. This allows clients to gently massage away loosened dead skin and simultaneously receive hydration. Both steps prepare the skin for the immediate follow-up step of applying a Mud Puddle® mask, allowing the mud to penetrate deeper as the loosened excess dry skin has been exfoliated.

*Note: If a client has scheduled a sugaring treatment, remind them not to exfoliate the day before, the day of, or the day after the sugaring appointment.*

#### CLIENT RESULTS: MID SECTION



Before



After 1st treatment (6 weeks post)



12 weeks post

#### CLIENT RESULTS: LOWER LEG



Before



After

## SUPPORT PRODUCTS

Since we cleanse our bodies every day, it would stand to reason that we encourage clients to use our healthier, skin-safe products for all their cleansing, tonic, and especially daily skin-hydration needs.



### Presept

GENTLE SKIN CLEANSER

Our Presept Gentle Skin Cleanser won't strip skin of its natural oils and won't dehydrate like some cleansers with alcohols or other unnecessary ingredients.



### Restore

24/7 MOISTURE LOTION

Restore 24/7 Moisture lotion is our daily go-to for a non-comedogenic, super hydrating, and healthy to the skin moisture. Clients can feel free to apply it at will, especially on those dry winter days or if living in a desert-like environment!



### Essential Tonic

3-IN-1 SKIN MIST

Essential Tonic 3-in-1 Skin Mist uses a very old, healthy, natural healing oil called Myrrha. It hydrates the skin, only depositing beneficial ingredients. Excellent as a toner step from head to toe for all skin conditions (including acne).



### I Love My Skin

3 STEPS TO GLOWING SKIN

Alexandria Professional's I Love My Skin kit comes with the perfect 2 oz travel-size version of all three products (Presept Gentle Skin Cleanser, Essential Tonic 3-in-1 Skin Mist, and Restore 24/7 Moisture Lotion) to keep basic skin needs covered all the time.



### Prep Kit

FULL CIRCLE OF SKIN CONDITIONING®

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



## OUR PROMISE

"All Alexandria Professional® products are healthy to the skin, natural, vegan, gluten-free, fragrance-free, and cruelty-free to help with all sensitive skin needs. Our support products are excellent from head to toe on all skin types.

It's a rarity that a company will claim this, but I give you my word, this is a claim I can make on behalf of my company Alexandria Professional®."



**Lina Kennedy**  
President/CEO