



ALEXANDRIA  
PROFESSIONAL  
*The New Smooth™*

Alexandria Professional Advanced Body Sugaring paste and application technique has many advantages. It is totally safe, gentle, effective and environmentally friendly.

### **Pure and Natural Ingredients**

Alexandria Professional sugaring paste is made from NATURAL INGREDIENTS. No testing has been performed on animals and there are no harmful side effects caused by allergic reactions.

The sugaring paste is so natural you can EAT it!!

Wax has many chemical ingredients, mostly resins and preservatives.

### **It is Not as Hot**

The Advanced Sugaring Paste is applied at body temperature, barely lukewarm, making it safe for all areas. It is even safe for spider and varicose veins.

Hot wax must be heated to a very high degree in order to become liquefied. This amount of heat can cause burning and scarring. It also causes swelling in the tissues, which makes hair removal difficult. Long-term use can break down the underlying connecting tissues, especially in the lip and brow areas, which are associated with wrinkling.

### **It is Easier to Clean Up**

The Advanced Sugaring Paste can be easily cleaned up with water, you will never feel sticky after treatment.

Since wax contains resins, chemical solvents are required to remove it from floors, equipment and clothing. After waxing, the client is usually left sticky.

### **It Will Not Stick to the Skin**

Sugar can not adhere to live skin cells. Live skin cells are wet, and because sugar is water soluble, it will not adhere to live skin cells. It will extract the hair and exfoliate the dead skin cells, helping to free ingrown hairs. It is also safe to have Advanced Body Sugaring on dry itch eczema and dry psoriasis. This means less discomfort and less trauma to the skin. It is gentle enough to go over the same area several times when necessary, to extract the shortest and most coarse hair, without causing skin damage or irritation.

Wax has been known to remove more than just the hair, since it can adhere directly to live skin cells, which makes waxing painful and irritating. Wax should not be applied to an area more than twice at the most.

### **It Will Not Break as Many Hairs**

By using the Alexandria Professional Advanced Sugaring Technique, the paste wraps around the hair shaft making it pliable, while seeping below the mouth of the follicle and lubricating the hair to make the extraction more complete and gentle. The hair is eased out of the follicle only in the natural direction of hair growth, which helps to extract the hair intact. Because of the direction of extraction you will feel very little, if any, discomfort.

One of the most common problems with waxing is the early regrowth due to broken hairs. Waxing can leave 15 - 30% breakage behind. Since wax hardens on the hair, it has a tendency to break it off at the surface, rather than pull it out.

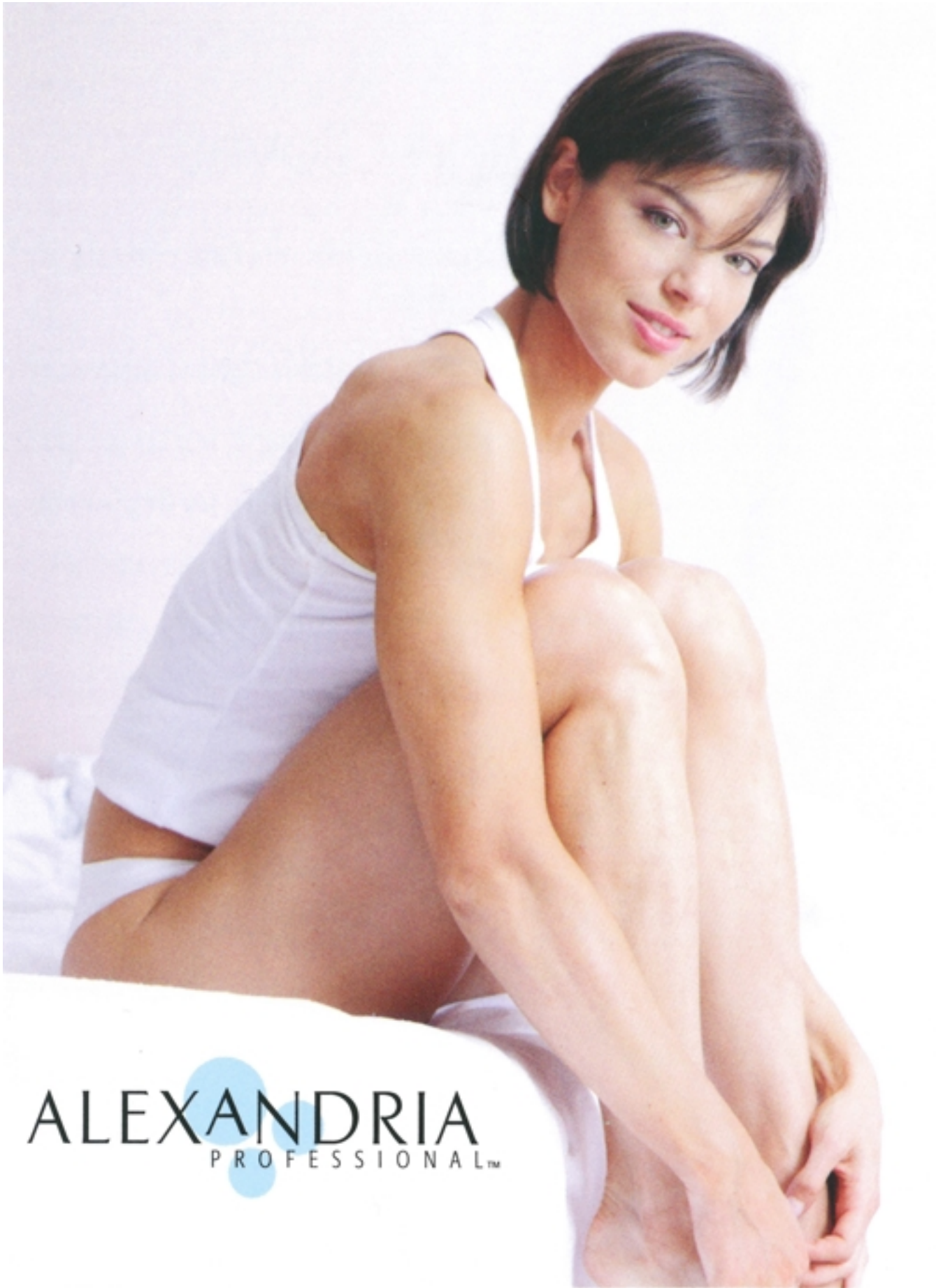
### **Can Extract Very Short Hairs**

The Advanced Sugaring Technique requires 2mm of hair growth, this means hair can be extracted as soon as 1-2 days after shaving.

Wax products require at least 2-3 weeks growth before treatment when you are shaving.

### **Leads to Permanency**

After a number of treatments the hair follicle begins to deplete. The hair grows in more refined each time. Because sugar can extract the shortest hair, it is possible to extract hair in the early anagen phase, which can lead to permanency. You will see superior results after just a few treatments.



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