

ALEX COSMETIC NEWSLETTER

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SET THE TONE

Toner is probably, one of the most underappreciated, overlooked items that your skin needs. It's actually one of the most essential parts of your routine. It's the connector before cleansing and moisturizing that most effectively sets the tone to your skin. Toners have been made more advanced to their predecessors. A toner not only helps remove any remaining traces of dirt, oil or makeup, it soothes your skin and brings its pH back into balance. Without toner your skin is susceptible to breakouts, irritation (feeling tight and itchy) and using too much cream on your skin after. The toners at Alex Cosmetic's lab have been fortified with vitamins, antioxidants, anti-inflammatory, anti-irritant properties, which promote healing, moisture balance to the skin.

This is why our **Herbal Super Lotion** is designed as a home-care product after the Herbal A-Peel. It soothes, cools and brings hydrating balance to sensitive skin, encouraging regeneration.

Application is easy: just a few drops onto a cotton pad, after washing mornings and evenings is all you need!

THE BENEFITS OF ALEX COSMETIC FACIAL LOTIONS

- balances skin's pH level
- gently removes traces of makeup
- anti-microbial properties tackle impurities
- prepares skin for subsequent product applications
- fortified with botanicals, antioxidants, moisturizers, and skin conditioners

ALEX-COSMETIC CLASSIC LINE HERBAL SUPER LOTION

Enriched with: **Soothing Properties**

Panthenol

Pro-vitamin B5 helps keep skin moist and supple, stimulates cell growth and tissue repair, and inhibits inflammation and reddening.

Aloe Vera

healing plant extract moisturizes and helps soothe and maintain moisture balance. It stimulates blood circulation and rejuvenates the skin.

Chamomile

soothes skin and improves complexion. Antiseptic and Anti-inflammatory properties aid in healing wounds and fighting infection.

Witch Hazel

botanical extract that refreshes and tightens the skin, improves complexion and inhibits infection.



**AX2 NOBLESSE
LILY HYDRA TONIC**
Enriched with: **Moisturizing
Repair**

White-Water Lily Extract

delivers a beautiful, delicate scent, and effectively calms the skin

Allantoin

reduces inflammation, calms and promotes healing.

Sorbitol

is a humectant which helps prevent moisture loss.

Panthenol

Pro-vitamin B5 helps keep skin moist and supple, stimulates cell growth and tissue repair, and inhibits inflammation and reddening.

Urea

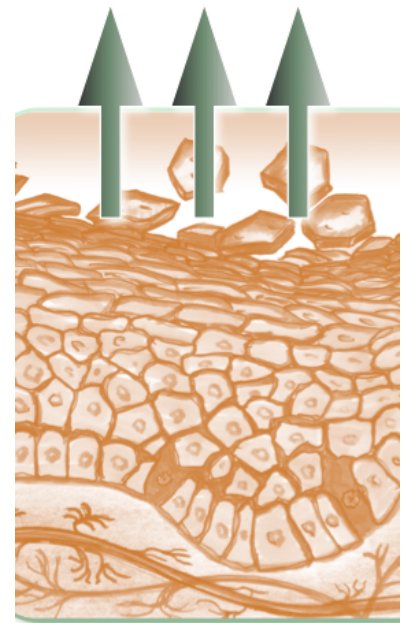
moisturizes while increasing water content to the epidermis.

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Levels of Peeling



It's Fall and that means Peel Season! Thinking about making a change?

We're here to help you make the right choice for your needs. It has been proven that preparing the skin is so important in order to have the following products penetrate. Dermatological studies have shown that when properly preparing the skin through exfoliation, we can achieve optimal results, by encouraging regeneration and reception of care products allowing them to penetrate deeper and more effectively.

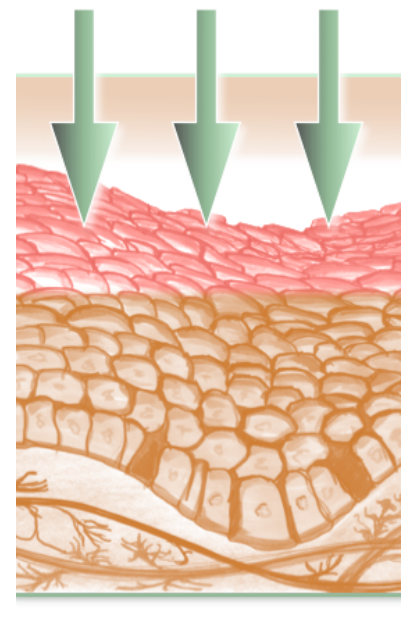
PEELING INTENSITY:

Depending on your needs you can choose your peel level by determining the results you want to achieve and the time and comfort levels.

Herbal A-Peel

Great skin regeneration if your are looking for intense skin rejuvenation and results in 5 days!

Herbal A-Peel is made up of a compisition of organic, healing herbs like Ginseng for cellular metabolism and revitalization, vitamin and mineral rich Spirulina for antioxidant and immune-boosting properties and Pansy whose antimicrobial and anti-inflammatory properties help a vast array of skin imperfections and anti-inflammatory conditions.



Herbal A-Peel (continued)

Each of the 14 herbs play an important role necessary for rejuvenation and healing. Due to their organic composition and purity, they have the ability to create very strong regeneration compared to no other.

Herbal A-Peel is excellent for tired skin, large pored skin, oily, impure skin, different forms of acne, scars (caused by acne accidents, burns and surgery), follicular hyperkeratosis, atrophic skin, wrinkles and sagging facial contours, sun damaged skin, uneven skin and hyperpigmentation, as a profilactic anti-aging treatment, aging hands, cellulite and stretch marks and for sagging body contours (stomach area, upper arms and thighs).

ALEX-COSMECEUTICALS

Nourishing Exfoliator No. 1

We love this multi-tasker because it can be used many ways for many skin types. Its combinations of BHA's, Bacillus Ferment, Pineapple extract can be used on mature skin, impure skin, acne and hyperpigmentation. Used 1-2 times a week it can greatly help remove dead cells and impurities while allowing your care products to do their job. Used once nightly as a one-month intensive treatment, it can create significant rejuvenation, brightening and clarity to the skin. It's an excellent alternative to The Herbal A-Peel, should you be looking for something slightly milder, with no downtime.

CLASSIC LINE

Herbal Enzyme Peeling

This is a favorite back-bar product with our professionals, due to its professional strength and effectiveness. Its enzymatic action with Pineapple Extract, is a great fit for robust, large-pored and impure skin, and clients who are not sensitive. This product needs to be kept moist under steam or a warm compress. A light massage can be performed with fingers on especially keratinized areas like nose and chin.

AHA Gel

Combined with Alpha Hydroxy and Salicylic Acid helps to remove dead skin cells and gently smooth fine lines, wrinkles and surface scars. Great for clients with normal to atrophic skin. Lightweight and easy to use gel makes application efficient in the cabin and at home.

AX2 Noblesse

Ultimate

Rich, creamy, enzymatic exfoliation with micro-beads, Papaya Enzymes and Sage. We love this product because it can be used two ways for two different skin types. This can easily be applied to sensitive skin, letting the enzymes work for 10-15 min, and simply washed off. Add massage and let micro beads work into dull, tired and thick skin for a refreshing glow.