

02/2024 ALESSANDRO INTERNATIONAL

YOUR HAND & NAIL EXPERT MAGAZINE

# ALESSA

## Sweet *Sorbets*



alessandro

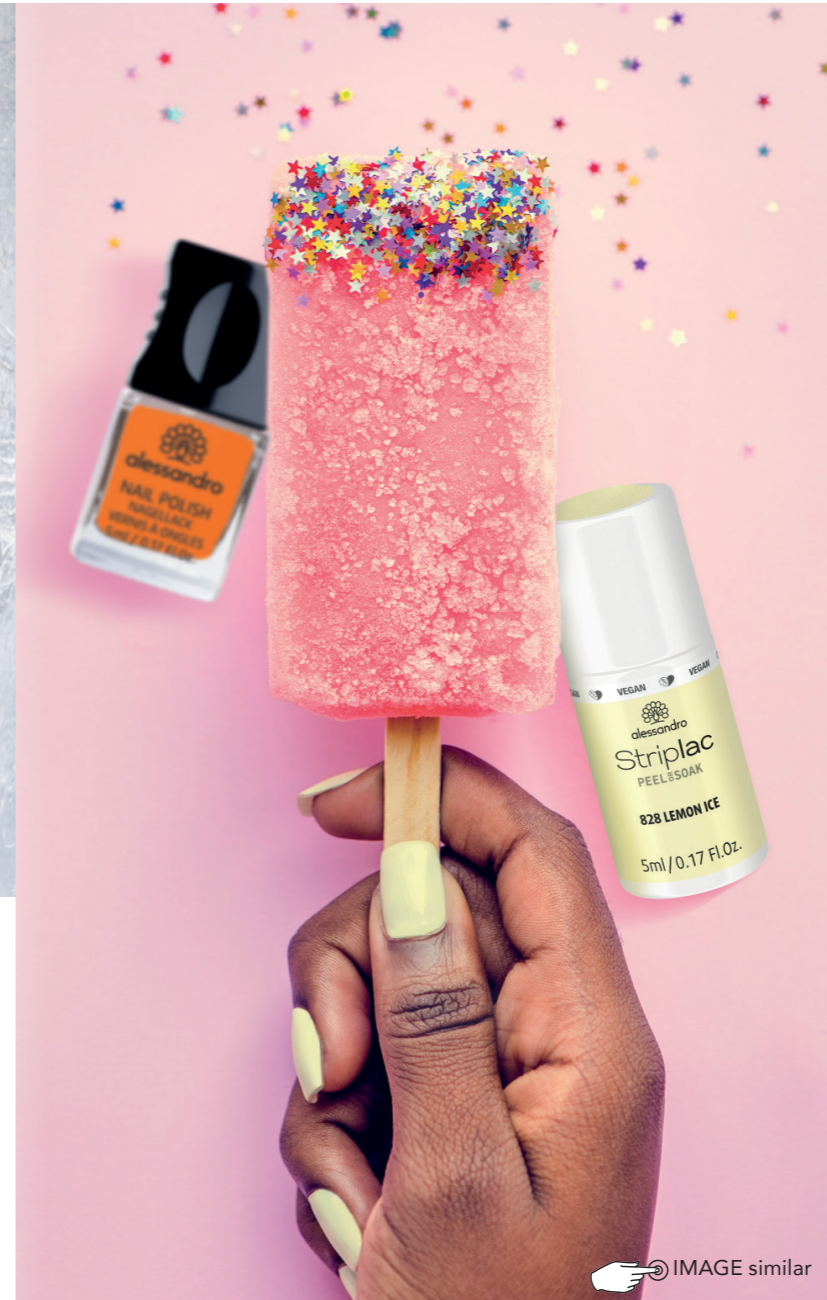


Dear  
alessandro partners,

Summer is finally here! Finally we can once again enjoy warm evenings outdoors, feel the sand between our toes, and breathe in the seductive scent of fresh meadow flowers. Summer makes our spirits soar and gives us a long-lasting sense of happiness. Our stunning summer theme "Sweet Sorbet" rings in a season of joy and pleasure. Fittingly for this wonderful time of year, we present lively trend colours, bright neon nuances and summery skin care. Our feet are a particular focus of attention in this issue. Alongside our new products, you will discover plenty of lucrative services and big-selling treatment recommendations. One new section is particularly close to our hearts - our "alessandro success story". We would like to offer you, our partners, the Alessa platform to share your personal Alessandro story with us all. The "love story" of Mr and Mrs Ihle can be found on the cover of this magazine!

Enjoy exploring our summer highlights!

Your alessandro Marketing team



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QR CODE  
Product catalogue



IMAGE similar





# Sweet Sorbets

## THE TREND LOOK

Summer colours for nails are lively and refreshing, radiating the joy of this warmest time of year. As the days get longer and temperatures rise, it is time to decorate nails with colours that perfectly capture the spirit of summer. The five colours of the SWEET SORBET look are reminiscent of summer treats like tangy lemon, sweet and fruity mango, or refreshing watermelon.



ALL 5 COLOURS AVAILABLE IN THE SYSTEMS:

### NAIL POLISH

Discover our professional texture for unique manicure results! Time saving and easy to use.

### FX-ONE

The latest generation of colour gels from the brush bottle, containing colour and sealing in a single product.

### STRIPLAC

The unparalleled ORIGINAL. Our LED gel nail polish system offers extremely long-lasting hold and gentle nail results.

### UV GEL POLISH

The new soak-off system is the solution for immaculate, long-lasting nail results. Quick and easy to use and remove.



- |   |  |   |   |   |   |  |  |
|---|--|---|---|---|---|--|--|
| <p>LEMON ICE</p> <p>JUICY MANGO</p> <p>RASPBERRY AFFAIRS</p> <p>SWEET WATERMELON</p> <p>SIMPLY LAVENDER</p> | <p>●</p> <p>●</p> <p>●</p> <p>●</p> <p>●</p> | <p>NAIL POLISH</p> <p>5 ml each</p> <p>Ref. no.: 27-498</p> <p>Ref. no.: 27-499</p> <p>Ref. no.: 27-500</p> <p>Ref. no.: 27-501</p> <p>Ref. no.: 27-502</p> | <p>STRIPLAC PEEL OR SOAK</p> <p>5 ml each</p> <p>Ref. no.: 48-828</p> <p>Ref. no.: 48-829</p> <p>Ref. no.: 48-830</p> <p>Ref. no.: 48-831</p> <p>Ref. no.: 48-832</p> | <p>NAIL POLISH DISPLAY</p> <p>Display height: 25 cm</p> <p>5 x 5 ml nail polish,</p> <p>4 pcs. each</p> <p>Ref. no.: 51-171</p> | <p>STRIPLAC DISPLAY</p> <p>Display height: 25 cm</p> <p>5 x 5 ml Striplac,</p> <p>4 pcs. each</p> <p>Ref. no.: 51-172</p> | <p>FX-ONE C&amp;G</p> <p>6 ml each</p> <p>Ref. no.: 02-669</p> <p>Ref. no.: 02-670</p> <p>Ref. no.: 02-671</p> <p>Ref. no.: 02-672</p> <p>Ref. no.: 02-673</p> | <p>UV GEL POLISH</p> <p>10 ml each</p> <p>Ref. no.: 60-200</p> <p>Ref. no.: 60-201</p> <p>Ref. no.: 60-202</p> <p>Ref. no.: 60-203</p> <p>Ref. no.: 60-204</p> |
|---|--|---|---|---|---|--|--|



# NEON ELECTRIC Fruits



## Professional

For us professionals.

The new neon colours now available as a set.

FX-ONE NEON SET  
Ref. no.: 21-219



## Striplac

For us Striplac fans.

- POPPY PAPAYA 5 ml each Ref. no.: 48-833
- CRAZY CHERRY Ref. no.: 48-834
- ELECTRIC PEACH Ref. no.: 48-835
- FLASHY FUCHSIA Ref. no.: 48-836



## Sunglasses Chain

Merchandise

Ref. no.: 11-653



# FX-ONE

The latest generation of colour gels from the brush bottle, containing colour and sealing in a single product.

- Time saving and easy to use
- Colour and sealing in one
- No inhibition layer
- Ultimate high gloss
- Intense, brilliant colour

AVAILABLE FROM MAY 2024



## FX-ONE COLOUR EXTENSION

02-680 FRENCH MILKY	02-681 HEAVENS NUDE SHIMMER	02-682 ROSÉ GLITTER	02-683 SATIN WHITE	02-649 PRETTY BALLERINA
02-684 CREAMY CARAMEL SHIMMER	02-685 VELVET TAUPE	02-686 MEET ME IN PARIS	02-687 CRAZY CHERRY	02-629 VIVA MAGENTA
02-688 HURLY BURLY	02-689 CHERRY CHERRY LADY	02-690 SEXY JILL SHIMMER	02-691 FLAMINGO MOVE	02-692 NEVER ENDING STORY
02-693 P.S. I LOVE YOU	02-694 BERRYLICIOUS	02-695 GOT THE BLUES	02-696 DEEP BLUE NIGHT	02-697 GREENWOOD



- FX-ONE C&G
- 6 ML
- Ref. no.: 02-XXX



# QUICK GEL TIPS SYSTEM



The perfect, fast alternative to complex nail modelling. Experience a true revolution in the nail studio – dream nails in under an hour. Long nails are on trend once more. The system allows you to meet any customer request quickly and easily – in any nail length and shape!

- What the system offers:**
- Proven tip process
  - Easy to use
  - Saves time and materials
  - Compatible with all alessandro gels
  - Gel tips made from high-quality, flexible material
  - Soakable in combination with Quick Gel Soak-off and UV Gel Polish System



**QUICK NAILS BALLERINA**  
200 PACK MIXED BOX  
with 10 of each size  
Material: soft  
Ref. no.: 45-601



**QUICK NAILS ALMOND**  
200 PACK MIXED BOX  
with 10 of each size  
Material: extra soft  
Ref. no.: 45-602



**QUICK NAILS SQUARE**  
200 PACK MIXED BOX  
with 10 of each size  
Material: soft  
Ref. no.: 45-603



**QUICK NAILS ROUNDED**  
200 PACK MIXED BOX  
with 10 of each size  
Material: soft  
Ref. no.: 45-604



**QUICK NAIL GLUE**  
10g / Net Wt. 0.35 Oz.  
Ref. no.: 45-004

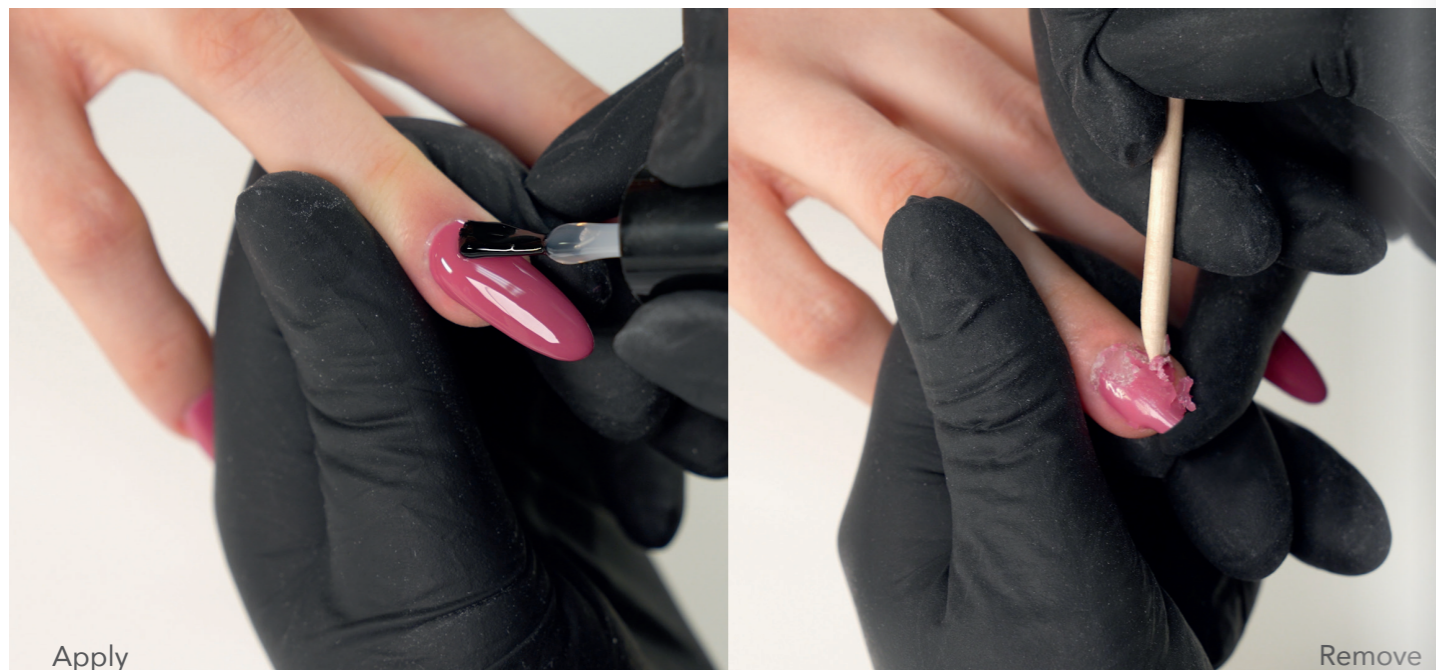


**QUICK GEL SOAK-OFF**  
clear 10 ml  
Ref. no.: 23-844



**QUICK GEL SOAK-OFF**  
clear 10 ml  
Ref. no.: 23-845

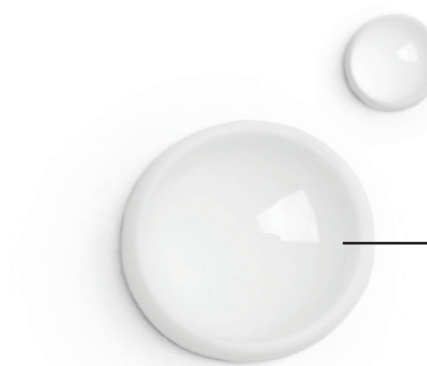




## How it works:

### APPLY

- STEP 1:**  
Prepare the natural nails and buff with the High Speed file 180/180 Grit (ref. no. 45-203).
- STEP 2:**  
Apply a thin layer of Quick Gel Glue (ref. no. 45-004) directly to the nail or the tip application area.
- STEP 3:**  
Place the appropriate tip tightly onto the nail and briefly hold in place.
- STEP 4:**  
Buff the entire tip and tip edges.
- STEP 5:**  
Apply a thick layer of Quick Gel (ref. no. 23-844 or 23-845) to the entire tip nail and cure for 60 seconds in an LED device. Depending on length and if required, repeat this step.
- STEP 6:**  
Remove the sweating layer with Glossy Finish (ref. no. 45.-046).
- STEP 7:**  
Remove the sweating layer dry, buff the reinforcement, apply two thin layers of UV Gel Polish Colour and cure for 60 seconds.
- STEP 8:**  
Seal with UV Gel Polish Top Coat (ref. no. 60-301) and remove the sweating layer with Glossy Finish (ref. no. 45.-046).



## Quick Gel

A new all-rounder for nail modelling.  
The perfect helper in the studio every day.

- 3in1: Adhesion, structure and gloss in one
- Cares for and strengthens nails with hyaluron and keratin
- Easy to use
- Self-glossing
- Soakable
- Hema-free and vegan

### IN NEED OF A TOUCH-UP?

With cutter and file in the usual way  
or full removal with the Soak-Off  
Remover Wraps

### TO REMOVE

- STEP 1:**  
Buff Top Coat slightly.
- STEP 2:**  
Saturate Soak-Off Remover Wraps (ref. 45-411) with Soak-Off Liquid (ref. no. 45-413) and wrap around the finger.
- Depending on the nail thickness, the entire tip will come away from the natural nail after around 25 minutes.
- STEP 3:**  
Take off the Remover Wraps, remove any product residue and file the nail into shape.



Step by Step





# UV GEL POLISH

Our new soak-off system

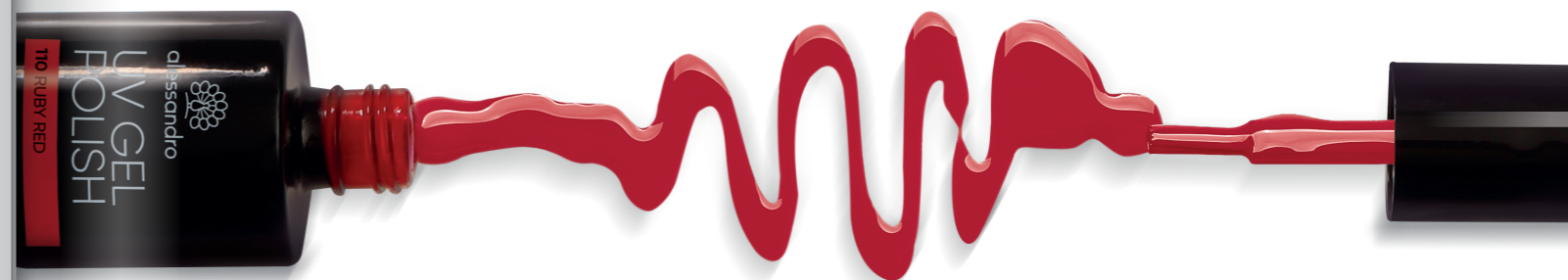
- 3-step system (base, colour, top)
- Lasts up to three weeks
- Soak-off
- 40 colours (bestselling colours)
- Ultra high gloss
- Vegan texture



base coat

111 VELVET RED

coat clear



UV GEL POLISH : UV GEL POLISH : UV GEL POLISH  
**TOP COAT** 10 ML : **COLOUR** 10 ML : **BASE COAT** 10 ML  
 Ref. no.: 60-301 : Ref. no.: 60-XXX : Ref. no.: 60-300



# TO APPLY

## STEP 1

Prepare the nail: file into shape and remove excess cuticle. Buff the natural nail with the Nail Buffer Moon (220/280) ref. no.: 45-222 and clean with the Nail Cleanser ref. no.: 05-651.

## STEP 2

Massage a thin layer of Base Coat into the nail surface, ensuring that the nail tip is also covered. Then cure for 60 seconds in the LED device.

## STEP 3

Apply a thin layer of colour and cure (60 seconds). *Important: Here, too, cover the nail tip.*

## STEP 4

Repeat step 3.

## STEP 5

Apply a thin layer of Top Coat, cover the nail edge and cure (60 seconds).

## STEP 6

Remove the dispersion layer with Glossy Finish ref. no.: 45-046.

# TO REMOVE

## STEP 1

Buff the sealing slightly.

## STEP 2

Wet the Soak-Off Remover Wraps ref. no.: 45-411 generously with the Soak-Off Liquid ref. no.: 45-413 and wrap the entire nail and the tip of the finger.

## STEP 3

After around 10 minutes, the wraps can be removed from the nail with a twisting motion.

## STEP 4

Remove excess colour from the nail gently using a pushy.



Step-by-step video



UV GEL POLISH  
POSTER A1

Ref. no.: 11-556

UV GEL POLISH  
SALES FOLDER

Ref. no.: 11-018

UV GEL POLISH  
REAL COLOUR  
CHART 40 colours

Ref. no.: 60-100

## THE PERFECT PRESENTATION



## Display

for your UV Gel Polish colours.

The display provides space for 40 standard colours, three Base Coat and three Top Coat.

### DISPLAY

EMPTY

Dimensions: 37 x 24.2 x 40 cm

Ref. no.: 51-188



## Filled display

### DISPLAY

40 COLOURS (STANDARD RANGE)

3 X BASE COAT & 3 X TOP COAT

FREE DISPLAY

Dimensions: 37 x 24.2 x 40 cm

Ref. no.: 51-189



# PEDI-CURE SYSTEM

A highly effective UV gel system for beautiful pedicures.

## OUR TIP : TO APPLY

Foot care should not just be for summer, when the weather calls for sandals, peep toes and beautifully painted toenails. Regularly treating and caring for your feet keeps them looking groomed and healthy and provides the best possible basis for your beautiful spring pedicure. By caring for your feet all year round, you are perfectly prepared for the barefoot season at all times.

- STEP 1**  
Apply a thin layer of PEDI BASE SILVER PLUS to the slightly buffed natural nail using the PEDI BASE SILVER PLUS BRUSH and allow to air dry for around 2 minutes.
- STEP 2**  
Apply PEDI BUILD UP to the nail, cover and cure.
- STEP 3**  
Apply PEDI xxx in a chosen French look and cure for 60 seconds.
- STEP 4**  
Apply a slightly thicker layer of PEDI TOP, cover and cure. Dry the dispersion film or remove with Glossy Finish.



LIMITED SET

**PEDI-CURE SET**

Contents:  
1x PEDI BASE SILVER PLUS, 10 ML  
1x UV/LED PEDI BUILD UP CLEAR  
1x PEDI TOP COAT SILVER PLUS, 10 ML  
1x PEDI BASE SILVER PLUS BRUSH  
Ref. no.: 21-217

• PEDI BASE SILVER PLUS  
• BRUSH  
• Ref. no.: 45-122

• PEDI BASE SILVER PLUS 10 ML  
• Ref. no.: 01-040

• PEDI BUILD UP 10 ML  
• Ref. no.: 01-036 CLEAR  
• Ref. no.: 01-037 ROSE  
• Ref. no.: 01-039 BEIGE

• PEDI TOP 10 ML  
• Ref. no.: 01-041

NEW DESIGN



**TOP COAT**

Elastic high gloss sealing gel with UV protection.



**CLEAR**

Highly elastic UV sculpting gel with microcrystalline silver.



**BASE COAT**

Air drying adhesion booster with microcrystalline silver.



alessandro  
**PEDI BASE**  
SILVER PLUS  
BASE COAT



# Striplac TRAVEL KIT

Let's go! This case is ready to be filled with amazing memories. Start a new adventure and collect moments that will last a lifetime. Striplac is the perfect companion, ensuring that you can shine with beautiful nails wherever you are in the world.



STRIPLAC TRAVEL KIT Ref. no.: 21-220

- SINGLE ITEMS
- BAG
- Ref. no.: 11-789

# Striplac STARTER KIT

One set, three looks. From baby boomer to French to lip gloss – the starter set has all the colours, sponges, stampers and everything else you need for your perfect manicure.



Ein Set – drei Looks  
One set – three looks  
Un kit – trois looks  
BABYBOOMER - FRENCH NAILS - LIP GLOSS NAILS

STRIPLAC 3IN1 STARTER KIT Ref. no.: 21-221



# MOTHERS' DAY SPECIAL LIMITED EDITION

The ideal gift for Mothers' Day. The set includes a 5 ml nail polish in the colour Little Princess and a 5 ml Mango Nail Care Serum.

The beautiful packaging makes the set an ideal gift.

**NAIL POLISH MOTHERS' DAY SET**  
Ref. no.: 21-222



# ME TIME MOMENTS



## Set

Treat yourself to 10 minutes just for you.

Enjoy the peace and the result of well cared-for nails. In just 10 minutes and with just 4 products, caring for your nails is child's play.

**CONTENTS:**  
FREE PUSHY  
CUTICLE REMOVER 5 ml  
PRO WHITE 5 ml  
MANGO NAIL SERUM 5 ml

**10 MINUTE MANICURE SET**  
Ref. no.: 21-225



## Display

Nail care products perfectly displayed!

**Contents:**  
4 x PUSHIES  
3 x RIDGE FILLER  
1 x RIDGE FILLER TESTER  
3 x CUTICLE REMOVER  
1 x CUTICLE REMOVER TESTER  
4 x CRYSTAL NAIL FILE  
1 x CRYSTAL NAIL FILE TESTER  
3 x EXPRESS NAIL HARDENER  
1 x EXPRESS NAIL HARDENER TESTER  
3 x MANGO NAIL CARE SERUM  
1 x MANGO NAIL CARE SERUM TESTER  
3 x NAIL CARE OIL  
1 x NAIL CARE OIL TESTER

**10 MIN MANICURE DISPLAY**  
Ref. no.: 51-173



**CREATE YOUR ME TIME MOMENT!**

DISCOVER THE NAIL CARE THAT MATCHES YOUR NAILS PERFECTLY.



Want that holiday feeling?

# HEEL RESCUE BALM COCONUT EDITION

In summer especially, we long for exotic travel and white sandy beaches. And what encapsulates the season better than the irresistible sweet scent of coconut?

Coconut embodies the lightness of summer and has us dreaming of tropical oases.

But whether we are on the beach or at home, we can celebrate summer with well-groomed feet that last.

PRACTICAL  
TRAVEL SIZE

50 ML



- HEEL RESCUE BALM COCONUT
- 50 ml
- Ref. no.: 42-531
- SUMMER FEET DISPLAY
- Contents:
- 9 x Heel Rescue Balm COCONUT 50 ml
- + TESTER
- + 3 REFILLS
- Ref. no.: 51-170

## ACTIVE INGREDIENT: MICROSILVER

The perfect protective shield for your skin!

Microsilver is truly multi-talented: Deposited on irritated areas of skin like an antimicrobial protective film, it can help to prevent itching and inflammation.

The skin's natural barrier is stabilised and its appearance significantly enhanced.

## STEP BY STEP to well-groomed summer feet:



**STEP 1:  
FOOT BATH**  
Bathe the feet for 15 minutes.

**STEP 2:  
REMOVE CALLUSES.**  
Remove rough and callused areas.

**STEP 3:  
FOOT PEELING**  
Massage in the peel, allow to absorb briefly, then rinse with warm water.

**STEP 4:  
FOOT MASK**  
Apply the foot mask, distribute evenly and leave on for around 10 minutes.

**STEP 5:  
CARE BALSAM**  
Care finish for long-lasting callus prevention. Apply and massage in gently.

REFRESH YOUR FEET (SALON SIZE)  
500 ml  
Ref. no.: 42-209

SO EASY FILE (SALON SIZE)  
Contents:  
1x callus file  
30 x file sheets, 80 Grit  
30 x file sheets, 120 Grit  
Ref. no.: 42-215

SO EASY FILE REFILL (SALON SIZE)  
Contents:  
40 x file sheets, 80 Grit  
Ref. no.: 42-216

SO EASY FILE REFILL (SALON SIZE)  
Contents:  
40 x file sheets, 120 Grit  
Ref. no.: 42-217

ONE MINUTE PEDICURE PEELING (SALON SIZE)  
450 ml  
Ref. no.: 42-208

ONE MINUTE PEDICURE PEELING  
75 ml  
Ref. no.: 42-008

REGENERATING FOOT MASK (SALON SIZE)

300 ml  
Ref. no.: 42-211

HEEL RESCUE BALM (SALON SIZE)  
300 ml  
Ref. no.: 42-201

HEEL RESCUE BALM 75 ml  
Ref. no.: 42-001



# Professional

For us professionals.

Luxurious nail design with 100% guaranteed success!

SPARKLE CHROME : SPARKLE CHROME  
PINK 10 ML : SILVER 10 ML  
Ref. no.: 02-667 : Ref. no.: 02-668



## A 30-YEAR LOVE STORY WITH ALESSANDRO

alessandro has been with husband and wife team Ralf and Vania Ihle for many years now. Ralf set up his first nail studio in Bavaria in 1992, before setting up an alessandro training centre a few years later.

Vania began her beauty career in 1994 with her own nail studio in Berlin, and also went on to set up her own alessandro training centre for Berlin and the surrounding area. It was their shared love of the brand that brought the pair together – they met and fell in love at the first training centre managers' conference in Düsseldorf. The pair have now been married for almost 20 years and have experienced a great deal together with alessandro. In 2005, the Ihles began a Brazilian adventure with alessandro, moving to São Paulo, where they undertook pioneering work in the fields of nail design and hand and foot care. They showed enormous commitment in successfully taking care of sales and marketing, and opened both a training centre and a studio employing 33 people.



Returning to Germany in 2014, the couple successfully launched a business for the third time: Beleza by Ihle. Today they are located in Senden, Bavaria, and still work EXCLUSIVELY with alessandro!



All prices excl. 19% VAT. All offers apply while stocks last! Discounts cannot be combined. Offers cannot be combined with other offers. The discount does not apply to items purchased or ordered outside the period of this offer. For technical reasons, the colours printed may deviate from those of the original product. Subject to change and error including printing error. Terms & conditions apply: [https://www.alessandrointernational.com/b2b\\_de\\_de/agb/](https://www.alessandrointernational.com/b2b_de_de/agb/)



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