

YOUR HAND & NAIL EXPERT MAGAZINE

# ALESSA

STORY OF  
*Jungle*

**NEW RECIPE!**

PEDI BASE

p.12

ANTI-AGEING **SET**

p.22



alessandro



“It’s time for  
a new adventure”,  
Leonie Heisterkamp-Jacob

Dear Business Partners,  
alessandro Nail Addicts & Friends,

Following ALESS' IN WONDERLAND, we are now moving on to STORY OF JUNGLE!  
A life between man and nature...

Experiencing various weather phenomena, feeling the wind on our skin, searching for rainbows, looking for treasure, hearing birds chirping, seeing snails crawling, ducks feeding, fish, frogs, dragonflies and butterflies prancing: that is nature.  
Nature underlies well-being and the ambitions of every single person - from health and happiness to prosperity and security.  
Nature not only provides raw materials with obvious financial value, but also quality of life - biodiversity (life forms/habitats), healthy air to breathe and fresh water.

Discover with us the greatest passion of man and nature!  
For together we can turn the world upside down...

Kicking things off with new summer colours in all ranges - that spread the pure summer feeling. And also the addition of various top coats with shimmer and glitter - within Striplac guarantees that you will love the summer and nature.

So splitting and fragile nails do not have a chance, we are increasing our EXPRESS NAIL HARDENER range. Nails can be strengthened and coloured in an instant. Discreet colours guarantee a subtle, attractive look.  
And the holidays are not far way.. In time for these, we have hand care in travel sizes ready for you. Even on holiday you do not need to miss out on your care routine.

BODY CARE SPRAY offers cooling and moisturising care moments from top to toe. Expect a surprise.

However, the foot care season reaches a new dimension with the modified PEDI BASE COAT. It balances out uneven nail surfaces and protects the sensitive nail plate from any discolourations. The texture, enriched with the ingredient Piroctone olamine, now also protects against fungal infections.

Also, we have new products ready for you with BIO BOOST and FIBRE GEL – discover these and much more over the next pages.  
And so you can always keep an eye on the time, you can now order our discreet and high-quality watch.  
Happy reading!

Greetings from your Marketing Team 



Leonie Heisterkamp-Jacob  
JUNIOR PRODUCT MANAGER

Figure of favourites  
in sales range 2 | Leonie

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As we reduce our carbon footprint, we fully intend to reduce Alessa’s delivery and production routes. For this reason, Alessa will be provided initially in digital form and if an order is received a printed version will be enclosed with any package.







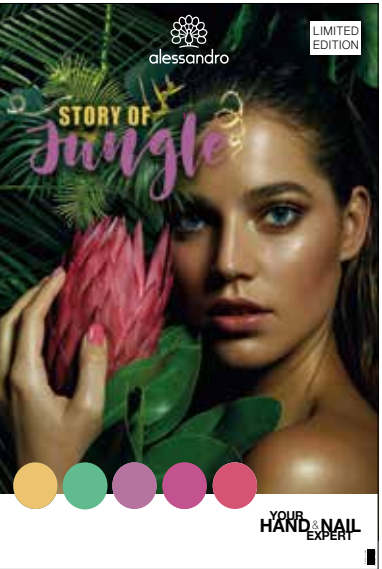
# STORY OF JUNGLE

Story of Jungle – our next journey takes us, fearlessly and seeking adventure, into the depths of the jungle. In the tropical heat our path takes us past colourful flowers and a whole host of speaking animals. Fantastic events and experiences await us – we just need to be courageous enough!



**STRIPLAC DISPLAY**  
Display height: 25 cm  
5 x 5 ml Striplac @ 4 units  
Ref. No.: 51-840

**NAIL POLISH DISPLAY**  
Display height: 25 cm  
5 x 5 ml Nail Polish @ 4 units  
Ref. No.: 51-841



**LOOK POSTER DIN A1**  
Universal all languages  
Ref. No.: 11-384



# BORN TO BE WILD

The five colours in the STORY OF JUNGLE look are reminiscent of large, yellow banana plants, bewitched snakes and bright hibiscus blossoms. They spread that pure summer feeling and allow us to write our very own summer fairy tales.



**NAIL POLISH**  
each 5 ml

- BANANA DRAMA Ref. No.: 27-471
- TEMPTING SNAKE Ref. No.: 27-472
- STAY BRAVE Ref. No.: 27-473
- FLAMINGO MOVE Ref. No.: 27-474
- PINK HIBISCOUS Ref. No.: 27-475



**STRIPLAC PEEL OR SOAK**  
each 5 ml

- Ref. No.: 48-530
- Ref. No.: 48-531
- Ref. No.: 48-532
- Ref. No.: 48-533
- Ref. No.: 48-534

**FX-ONE C&G**  
each 6 ml

- Ref. No.: 02-392
- Ref. No.: 02-393
- Ref. No.: 02-394
- Ref. No.: 02-395
- Ref. No.: 02-396



# SUNSET DREAM

Five dreamy colours reflect the beauty of summer sunsets.



FIGURE similar



STRIPLAC PEEL OR SOAK each 5 ml		FX-ONE COLOUR & GLOSS each 6 ml	
SECRET SHELL	Ref. No.: 48-799	Ref. No.: 02-605	
PINKY SAND	Ref. No.: 48-780	Ref. No.: 02-606	
CORAL DESIRE	Ref. No.: 48-781	Ref. No.: 02-607	
SEA KISS	Ref. No.: 48-782	Ref. No.: 02-608	
LATE NIGHT SUN	Ref. No.: 48-783	Ref. No.: 02-609	



YOUR  
HAND & NAIL  
EXPERT



# THE MOST ECO-FRIENDLY GEL ON THE MARKET IS GETTING A NEW ADDITION

## BIO BOOST TOP COAT MILKY ROSÉ

**SAVE THE PLANET:** The vegan Bio Boost Modellagegel with its honey-like texture not only ensures super simple application on any nail type, but due to the use of renewable raw materials, we are also protecting our environment and guaranteeing a smaller carbon footprint to combat climate change.



1

### ADVANTAGES

- Thin viscose sealing gel without inhibition layer
- Wonderful gloss
- Practical brush bottle for fast and simple application

Our innovative eco-friendly Bio Boost is getting a new addition: Now there is the Bio Boost Top Coat Milky Rosé Non Sticky, also in a wonderful milky rosé.



2



4

3

1. BIO BOOST TOP COAT MILKY ROSÉ  
10 ml  
Ref. No.: 23-887

2. BIO BOOST MILKY ROSE  
15 ml  
Ref. No.: 23-884

3. BIO BOOST CLEAR  
15 ml  
Ref. No.: 23-880

4. BIO BOOST MILKY WHITE  
15 ml  
Ref. No.: 23-885







Let's Sparkle



A fantastic glitter shade that adds a refined finish to every nail polish.

TOP COAT SHIMMER  
5 ml  
Ref. No.: 59-209

10 ml  
Ref. No.: 77-209

DIAMOND GRINDER

- Suitable for cuticle removal
- Polishes the cuticle flat
- Thick hardened skin on the side wall can be reduced considerably
- Larger ball-shaped bit is especially suited to pedicures

• BALL-SHAPED DIAMOND GRINDER BIT  
• Ref. No.: 45-557



HYBRID CAP

- Coarse grinding cap with progressive abrasive grain mixture of diamond and ceramic
- For the removal of particularly thick corns/rhagades

• HYBRID CAP EXTRA-COARSE  
• Ref. No.: 45-558

NEW  
DRILL BITS



**NEW:**   
 NOW INCLUDES  
 PIROCTONE OLAMINE  
 (ANTI-FUNGAL  
 PROTECTION)

# PEDI BASE COAT

FOR WONDERFUL FEET

Our popular Pedi Base Coat now has an improved recipe: now contains piroctone olamine for anti-fungal protection.

## OVERVIEW

- Offers the perfect acid-free base for any light-curing colour pedicures
- Provides an optimum, strongly adhering primer
- Balances out uneven nail surfaces and protects the sensitive nail plate from any discolourations



Prepare the nails as normal. Buffer the natural nail with a 100/180 grit buffer.



Then remove any oils from the the nail with Prep & Prime (Ref. No.: 01-485).



Apply a thin, even layer of Pedi Base Coat (01-038) to the toe nail. Allow the layer to cure in the UV/LED device (UV device: 120 sec./LED device: 90 sec.).



Apply an FX-One Colour & Gloss to the nail with slow even strokes. Make sure you apply only a thin coat. If necessary, repeat application of colour (UV device: 120 sec./LED device: 90 sec.).



To guarantee a perfect gloss result, wait for the curing after approx. 10 seconds and allow the nail surface to cool down before you apply care products (e.g. nail oil).



The result is perfectly pedicured toe nails!

**CURING UNDER UV/LED LIGHT (60 OR 90 SECONDS)**  
 ONLY SUITABLE FOR TOE NAIL APPLICATIONS

- PEDI BASE COAT
- 10 ml
- Ref. No.: 01-038





# FIBRE GEL

ALL TIME FAVOURITE



## PROPERTIES:

- Transparent, acid-free UV/LED fibreglass gel for thin natural nail strengthening, refills and sculpting
- Also suitable for sculpting techniques and build-ups
- After curing the gel is more flexible than the fibre from the brush bottle
- For normal & dry nails
- Medium-viscous

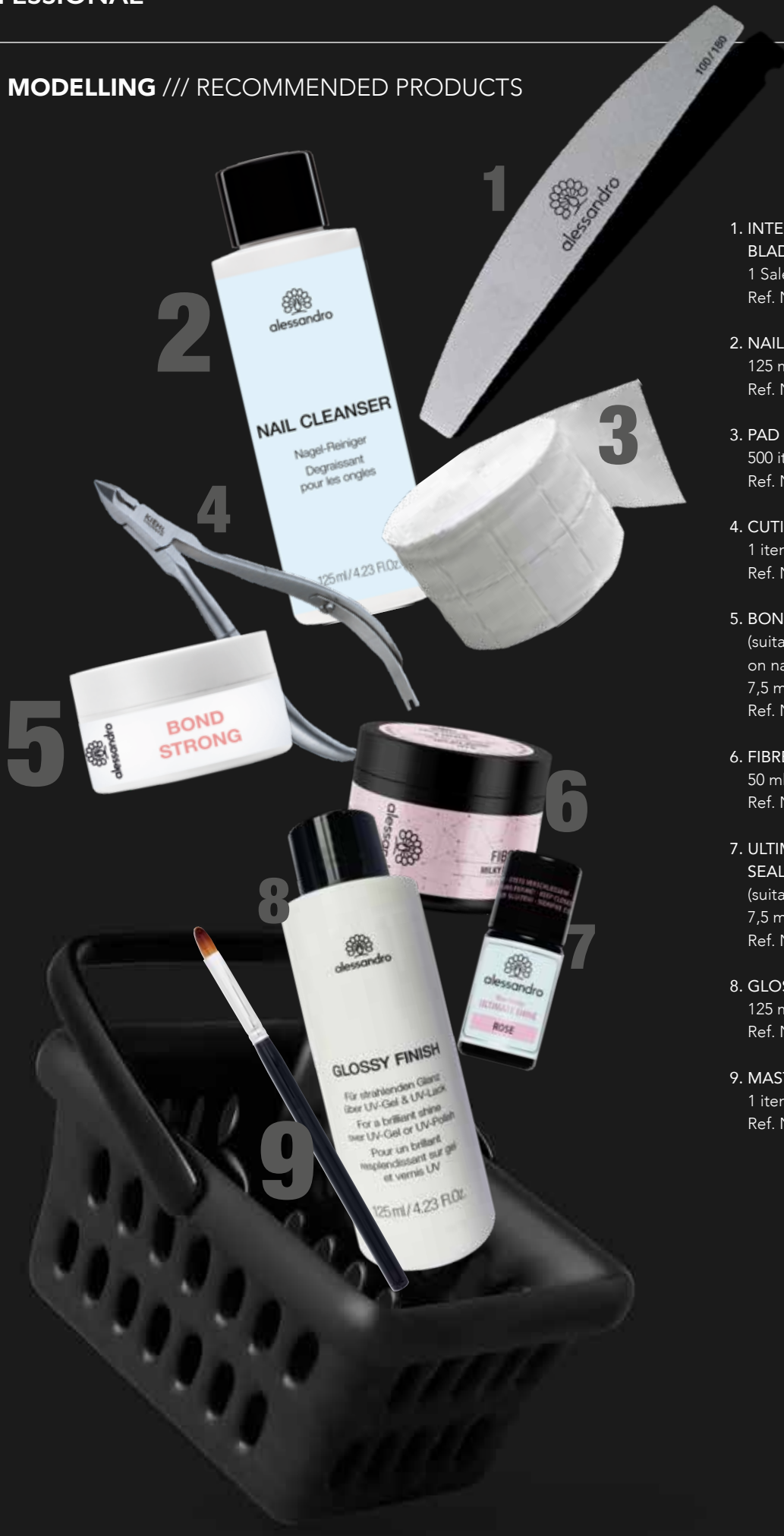


1. FIBRE GEL CLEAR  
15 ml  
Ref. No.: 01-070  
  
50 ml  
Ref. No.: 01-071

2. FIBRE GEL MILKY ROSE  
15 ml  
Ref. No.: 01-072  
  
50 ml  
Ref. No.: 01-073



FIBRE MODELLING /// RECOMMENDED PRODUCTS



- 1. INTERCHANGEABLE FILE  
BLADES BUFFER MOON  
1 Sales Unit = 50 items  
Ref. No.: 45-247
- 2. NAIL CLEANER  
125 ml  
Ref. No.: 45-047
- 3. PAD ROLL  
500 items  
Ref. No.: 45-045
- 4. CUTICLE NIPPER  
1 item  
Ref. No.: 45-119
- 5. BONDING AGENT  
(suitable for all, depending  
on nail type)  
7,5 ml  
Ref. No.: 01-957
- 6. FIBRE MILKY ROSE  
50 ml  
Ref. No.: 01-073
- 7. ULTIMATE SHINE  
SEALER  
(suitable for all)  
7,5 ml  
Ref. No.: 23-978
- 8. GLOSSY FINISH  
125 ml  
Ref. No.: 45-420
- 9. MASTER GEL BRUSH  
1 item  
Ref. No.: 45-019



FIBRE MODELLING /// STEP-BY-STEP

STEP 1

PREPARE NAILS



Matt finish the nail plate with a buffer and remove the cuticle with a drill. Next degrease the nail with cleaner.

BONDING AGENT



For soft, clammy or greasy nails, next apply a thin layer of Prep & Prime. Next, apply a thin layer of the bonding agent of your choice to the nail and then cure. (LED 60 sec./UV 90 sec.)

STEP 2

STEP 3

FIBRE GEL



Next, sculpt a layer of the Fibre Gel, or two layers if required, then cure (LED 60 sec./UV 90 sec.) Remove the inhibition layer with a cleaner pad and file the nails into the desired shape with an 180 grit file.

SEALER



Then you can paint the nail as required in 1-2 layers with the colour system of your choice and seal with an Ultimate Shine Gloss Sealer. Cure for 120 seconds in the LED/UV device.

STEP 4

Remove the inhibition layer with Gloss Finish.



# SPARKLING BODY CARE SPRAY



## SPECIAL CARE MOMENTS FOR THE WHOLE BODY!

- Slightly sparkling
- Refreshing
- Revitalising
- Moisturising

- SPARKLING BODY CARE SPRAY
- DISPLAY
- CONTENTS:
- 6 X SPARKLING BODY CARE SPRAY
- + 3 REFILLS
- + TESTER
- Ref. No.: 51-845



HAND, FOOT AND  
BODY FOAM



- SPARKLING BODY CARE
- SPRAY 100 ml
- Ref. No.: 34-753



# EXPRESS NAIL HARDENER

## NAIL HARDENER CAN ALSO BE SEXY

### AN OVERVIEW:

- First aid for damaged nails
- For extremely stressed nails with immediate effect
- Eco-friendly protection for healthy nails
- Rapid aid for soft & brittle nails
- Makes the nails firmer & more resistant
- To protect against tearing & splitting

### HOW TO APPLY:

- Apply to carefully cleaned, grease-free and dry nails
- Allow the first coat to dry properly
- Then apply a second coat
- Apply 2 x weekly
- Can also be used as a base coat



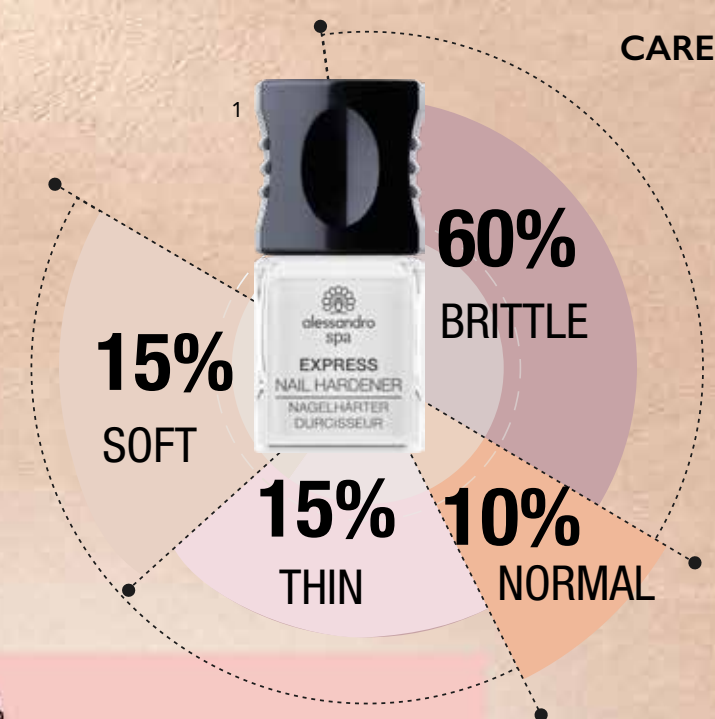
FOR STRONG  
AND FIRM  
FINGER NAILS!

1. ALESSANDRO SPA  
EXPRESS NAIL HARDENER  
The Original 10 ml  
Ref. No.: 43-021  
Tester  
Ref. No. 43-121

2. ALESSANDRO SPA  
EXPRESS NAIL HARDENER  
French Rose 10 ml  
Ref. No.: 43-027  
Tester  
Ref. No. 43-127

3. ALESSANDRO SPA  
EXPRESS NAIL HARDENER  
Milky White 10 ml  
Ref. No.: 43-028  
Tester  
Ref. No. 43-128

4. ALESSANDRO SPA  
EXPRESS NAIL HARDENER  
Nude 10 ml  
Ref. No.: 43-029  
Tester  
Ref. No. 43-129



Application  
period:  
approx. 14 days

### CONTENTS:

- 4 x EXPRESS NAIL HARDENER ORIGINAL
- 1 x EXPRESS NAIL HARDENER TESTER
- 4 x EXPRESS NAIL HARDENER FRENCH ROSE
- 1 x EXPRESS NAIL HARDENER FRENCH ROSE TESTER
- 4 x EXPRESS NAIL HARDENER MILKY WHITE
- 1 x EXPRESS NAIL HARDENER MILKY WHITE TESTER
- 4 x EXPRESS NAIL HARDENER NUDE
- 1 x EXPRESS NAIL HARDENER LILAC NUDE TESTER

COLOUR & STRENGTH DISPLAY  
Ref. No.: 51-815





# HAND CARE ROUTINE BECAUSE WE CARE

The ANTI-AGEING care routine suffuses the skin with moisture and guarantees velvety soft hands in no time at all.

1

## MAGIC MANICURE - READY-TO-USE PEEL WITH FANTASTIC NOURISHING EFFECT

- 60-second manicure for a velvety soft skin sensation
- Grape seed and apricot kernel oil and precious sea salt, peeling and care for the hands in one application

HOW TO APPLY

Apply to the hands and massage in. Then rinse off with warm water.

HOW TO APPLY

Apply a hazelnut-sized amount to the back of the hand and massage in with circular motions.

2

## CREAM RICH - ANTI-AGEING HAND CARE FOR THE DAYTIME

The moisturising hand cream cares for stressed and dry hands with precious care substances such as

- Hyaluronic acid and squalane.
- Suitable for all skin types.

3

## 10-MIN HYDRA HAND CARE MASK - PURE MOISTURE FOR NIGHTTIME

The special express intensive care for smooth supple skin in only 10 minutes or velvety feet overnight.

The ingredient complex with hyaluronic acid and a Hydro Booster instantly provides the skin with moisture after one application and makes the skin appear smoother.


Our TIP:  
For very dry hands, the mask can be applied overnight.  
For optimum effect wear cotton gloves overnight.



**MAGIC MANICURE – READY-TO-USE  
PEEL WITH FANTASTIC NOURISHING  
EFFECT**

- 

**SEAL SALT**


  - Cleansing
  - pH value regulating
  - Antiseptic
- 

**OILS**


  - Soothing
  - Balancing



**CREAM RICH – ANTI-AGEING HAND  
CARE FOR THE DAYTIME**

- 

**HYALURONIC ACID**


  - Moisturising and regenerating
- 

**SQUALAN**


  - Moisture-regulating
  - Antioxidant effect and protects against external influences



**10-MIN HYDRA HAND CARE MASK -  
PURE MOISTURE FOR NIGHTTIME**

- 

**AQUAXYL**

  - Promotes the restructuring of the skin barrier
  - Increases the skin's resistance
- 

**BETAINE SUGAR BEET EXTRACT**

  - Skin irritation
  - Protects against drying



- SPA HAND CARE ROUTINE SET
- CONTENTS:
- 1 x Magic Manicure 30 ml
- 1 x Cream Rich 30 ml
- 1 x 10 MIN Hydra Hand Mask 30 ml
- Ref No. 21-134

**WELLNESS MOMENTS  
FOR HOME USE!**

**ALOE VERA**  
Refreshing, slightly cooling,  
regenerating and soothing.  
The skin is provided with  
nutrient-rich moisture.



- SPA HAND CARE ROUTINE DISPLAY
- CONTENTS:
- 6 X MMC 30 ML + 3 REFILLS + TESTER
- 6 X 10 MIN HYDRA HAND MASK + 3 REFILLS + TESTER
- 6 X CREAM RICH + 3 REFILLS + TESTER
- Ref. No.: 51-843



VEGAN  
FORMULA



## HERBAL LOTION FOR THE FEET

A herbal lotion that is not only cooling and refreshing, but also nourishing!

- Deodorises & disinfects
- Nourishes and provides moisture
- Easy to apply - spray on & rub in



Show me  
your feet...



# HERBAL FOOT LOTION

- HERBAL FOOT LOTION 125 ml
- Ref No. 42-524



## ACTIVE INGREDIENTS & EFFECTIVENESS:

- Urea - moisture factor of the skin
- Natural essential oils - balancing & soothing

- HERBAL FOOT LOTION
- DISPLAY
- CONTENTS:
- 6 X HERBAL FOOT LOTION
- + 3 REFILLS
- + TESTER
- Ref. No.: 51-847





# WHEN DO WE GET TO KNOW & LOVE ONE ANOTHER?



THE BEST PRODUCTS FOR SPLITTING & FRAGILE NAILS!



EXPRESS NAIL HARDENER SET  
Ref No. 21-132

- CONTENTS:
- 1 x Express Nail Hardener 5 ml
  - 1 x Cosmetic Bag
  - (approx. B 190 mm x H 160 mm x T 65 mm)
  - 1 x Postcard DE (1-language)



WATCH /// Studio Collection

The alessandro watch Studio Collection with its white bracelet and eggshell-white dial conveys simplicity and elegance.

Whether it is for a special event or every day life - this watch is the perfect accessory for any celebration!



This ultra-flat watch nestles gently against your arm and adds fresh energy to your style.

- alessandro watch
- Ref No. 11-618

# SUMMER SHOP

SHOPPER BAG /// Bohème look x Paris Chic

The exclusive shopper bag by alessandro is THE it-piece for summer 2023!

It combines both a casual and light look and has enough space for everything you need over the day.

- alessandro shopper bag
- MOQ: 1000
- Ref No. 11-598





# STRIPLAC TOP COATS

## ADDITION TO THE RANGE

With five additional Striplac Top Coats you now have the opportunity to make your nail design even more unique.

The Top Coats are enriched with delicate gold and shimmer particles and make your look even more attractive. From colourful multiglitter to delicate Gold, Rosé and Black glitter and even a beautiful pearl shade – the Striplac Top Coat range is now even more diverse



STRIPLAC PEEL OR SOAK  
TOP COAT  
each 8 ml/

MULTIGLITTER	Ref. No.: 48-317	•
GOLD GLITTER	Ref. No.: 48-318	•
ROSÉ GLITTER	Ref. No.: 48-407	•
BLACK GLITTER	Ref. No.: 48-408	•
SHIMMER SHELL	Ref. No.: 48-409	•

# STRIPLAC TRANSFER COAT

## FOR PERFECT NAIL ART

Now also available as an individual product in the standard range: the Striplac transfer coat. Nail art creations will be transferred to your nails in a flash with the transfer foils.

- STRIPLAC TRANSFER COAT
- 8 ml
- Ref. No.: 48-311





# BEACH PARTY

STRIPLAC RANGE – DELUXE KIT  
incl. free cosmetics bag in white

The new **Deluxe Starter Kit Beach Party** not only comes with four wonderful summer colours, but also includes as a goodie, a fantastic cosmetic bag, in which you can perfectly store your cosmetic tools for the summer or the next beach party.



- STRIPLAC PEEL OR SOAK
- DELUXE KIT BEACH PARTY
- Ref. No.: 48-870

# TRAVEL AROUND THE WORLD

WITH THE NEW TRAVEL KITS FROM ALESSANDRO

Summer time is travel time.

Also in 2023, Striplac Peel or Soak is your perfect travel companion for discovering fantastic places in this world. With the new Travel Kit you have the tools for a Striplac manicure in the perfect cosmetics bag – simply pop it in

your case and you are good to go!

With two colour variants, there is always the right one, both for summer colour lovers as well as for our beauties who like things plainer.



- 1 STRIPLAC TRAVEL KIT
- Colour Summer Sunset
- Ref. No.: 48-021

- 2 STRIPLAC TRAVEL KIT
- Colour No Make-Up Day
- Ref. No.: 48-020





PRODUCT OF THE MONTH BACKCARD TO BE CUT OUT



BACKCARD SUNSET DREAM LOOK TO BE CUT OUT



NEW



[PRO]  
natural nails



brightening



clear



French Rose

PRO PROTECTION, STRENGTH AND GROWTH

[www.alessandro-international.com](https://www.alessandro-international.com)



# GEL GUIDE



QR CODE  
GEL GUIDE



All prices exclusive of 19% VAT. All offers are valid as long as stocks last! Discounts cannot be combined with any other discount, offer or promotion. Colours displayed may differ from actual product. Printing and other errors excepted. Offer subject to change. The following terms and conditions apply: [https://www.alessandrointernational.com/b2b\\_de\\_de/agb/](https://www.alessandrointernational.com/b2b_de_de/agb/)



#ALESSA

Germany & Austria: alessandro International GmbH Erkrather Str. 228a | 40233 Düsseldorf | Germany  
T +49 (0) 211 828 06-200/-201 | F +49 (0) 211 828 06 196  
[kundenservice@alessandro.de](mailto:kundenservice@alessandro.de) | [www.alessandro-international.com](http://www.alessandro-international.com)

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