

YOUR HAND & NAIL EXPERT MAGAZINE

# ALESSA

BLOOMING  
SPRING



alessandro

## Dear alessandro partner,

Are you just as much looking forward to spring as we are? First signs are becoming noticeable and spring feelings are growing. This beautiful Alessa issue is a homage to love. From the selection of the delicate colours and the floral designs right up to the seductive fragrances of our care highlights - everything is characterised by romance.

2024 will be an exciting and promising year for all of us. On the following pages we are offering you an outlook on top-selling concepts, innovative products and hot trends. **Blooming Spring**, our beautiful spring trend takes us away into a magical world of delicate pastel flowers and leaves behind intensive moments of happiness. We couldn't give our hearts more beautifully on Valentine's or Mother's Day than with our "Live, Laugh, Love" set from Striplac! Be inspired by our novelties!

We hope you enjoy exploring our new products!  
Your Alessandro Marketing Team



IMAGE similar

4	<b>BLOOMING SPRING PROFESSIONAL COLOURS</b> LOOK SALES ROUND 4 NAIL POLISH, STRIPLAC PEEL OR SOAK, and FX-ONE COLOUR & GLOSS
6	<b>CHROME NAILS</b> THE ULTIMATE LUXURY EFFECT
8	<b>HIGH SENSATION 3IN1 GEL</b>
9	<b>NAKED DISCO NAILS</b> RHINESTONE SET
10	<b>UV GEL POLISH</b> New Soak-Off system
14	<b>PEDI-CURE SYSTEM</b>
18	<b>STRIPLAC</b> THE ORIGINAL
20	<b>STRIPLAC TOP COAT</b> SHIMMER & GLITTER
21	<b>STRIPLAC FLOWER CRUSH</b> ADDITIONAL LOOK <b>STRIPLAC COLOUR SET</b> LIVE, LAUGH, LOVE
22	<b>CARE</b> BLOOMING SPRING
26	<b>SALES CAMPAIGN</b>
30	<b>HYBRID SOUL GEL POLISH</b>
32	<b>UV GEL POLISH</b> ADVERTISEMENT

# THE TREND LOOK

# BLOOMING

# spring



Spring not only brings back warmer temperatures and the blossoming of nature but also a very special feeling in our hearts – spring feelings. It is a time of new beginnings, new energies and growth that fills us with a joyful lightness. The five colours of the BLOOMING SPRING LOOK remind us of delicate blossoms, colourful peonies and a beautiful springtime that brings back the sunshine.

ALL **5 COLOURS** ARE AVAILABLE IN THE FOLLOWING SYSTEMES:

## NAIL POLISH

Experience our professional texture for unique manicure results! Time saving and easy application

- Extremely opaque
- Creamy and striation free application
- Intensive colour brilliance
- Long lasting
- Vegan & 18-free

All Trend Nail Polish colours are enriched with valuable apricot kernel oil. Due to the fatty acids contained they are moisturizing, nourishing and protecting. It can help with brittle nails. In addition to the oil the colours are also enriched with Hexanal as a new active ingredient.

Hexanal strengthens the keratin structure of the nail, promotes growth, improves the quality of damaged and brittle nails. Visibly better results after three weeks.

## STRIPLAC

The unmatched ORIGINAL. Our LED-Gel-Nail Polish system offers extremely long durability and gentle results.

- Easy application
- Intensive colour brilliance
- Long durability
- Gentle and safe removal
- Vegan

## FX-ONE

The newest generation of colour gels in a bottle with brush, contains colour and sealant in just one product.

- Time-saving and easy application
- Colour and sealing in one
- Without dispersion layer
- Ultimate High Gloss shine
- Intensive colour brilliance

CREAMY COTTON  
BLUSH ROSE  
PINK PEONY  
LOVELY APRICOT  
SOFT LIME

Ref.-No.: 27-491  
Ref.-No.: 27-492  
Ref.-No.: 27-493  
Ref.-No.: 27-494  
Ref.-No.: 27-495

NAIL POLISH  
5 ml each

STRIPLAC PEEL OR SOAK  
5 ml each

Ref.-No.: 48-811  
Ref.-No.: 48-812  
Ref.-No.: 48-813  
Ref.-No.: 48-814  
Ref.-No.: 48-815

FX-ONE C&G  
6 ml each

Ref.-No.: 02-639  
Ref.-No.: 02-640  
Ref.-No.: 02-641  
Ref.-No.: 02-642  
Ref.-No.: 02-643

NAIL POLISH **DISPLAY**  
Display height: 25 cm  
5 x 5 ml Nail Polish  
Assortment of 4  
Ref.-No.: 51-167

STRIPLAC **DISPLAY**  
Display height: 25 cm  
5 x 5 ml Striplac  
Assortment of 4  
Ref.-No.: 51-168

LOOK **POSTER**  
DIN A1  
Universal all  
languages  
Ref.-No.: 11-528



# CHROME YOUR NAILS!

The ultimate luxury  
effect for Nail Fashion lovers.

## Professional

For the professionals amongst us.



CHROME SET  
Ref-No.: 21-218

Chrome nails are the absolute manicure hypes with an addictive factor. The futuristic mirror effect of chrome nails currently decorates the fingernails of many celebrities like Dua Lipa, Margot Robbie, Kourtney Kardashian and co. On the catwalks of fashion shows the chrome look is presented in fashion and on nails. We are bringing this trend from the catwalks directly into your Salon! Luxury nail design with a 100% guaranteed success!

### CREATE THIS LOOK IN THESE ALESSANDRO SYSTEMS:

- STEP 1**  
Sculpt nails as usual, apply the selected FX colour and cure.
- STEP 2**  
Pick-up pigments using the applicator and directly place them onto the nail.
- STEP 3**  
Massage the hologramm pigemnt into the nail surface using your finger or the pigment applicator.
- STEP 4**  
Remove excess pigments with a brush.
- STEP 5**  
Seal with Ultimate Shine high gloss sealant and cure. Done!

ALSO  
BRAND NEW  
SPARKLE CHROME  
TOP COATS

NO  
DISPERSION  
LAYER



SPARKLE CHROME  
PINK 10 ML  
Ref-No.: 02-667

SPARKLE CHROME  
SILVER 10 ML  
Ref-No.: 02-668



STRIPLAC CHROME SET  
Ref-No.: 21-211

## Striplac

For all the Striplac Fans amongst us.

The application is quite easy. Apply the selected Striplac colour and cure. Now apply the Top Coat Chrome, cure and apply the Chrome pigment with the applicator. As a finish apply the Top Coat Chrome again as a sealant – done!



# NAKED DISC NAILS



## RHINESTONE SET

A neutral manicure is just a neutral manicure... until one adds a hint of glitter. And there you have a shiny new look, called "Naked Disco" nails. In contrast to complicated designs, this trend is easy to copy but still makes a statement. All you need is a neutral base and a little glitter or small stones. Naked Disco nails can be worn with anything - be it a shiny evening gown or the casual jeans outfit.



- NAKED DISCO NAIL SET
- Contents
- fx-ONE Colour & Gloss Pretty Ballerina
- Diabonds rhinestone gel
- Preciosa rhinestones Clear Ø 1,8 mm
- Ref-No.: 21-214
- 
- 
- 

# HIGH SENSATION GEL

- our bestseller gel in a new colour!

Do you know our all-rounder, suitable for all nail types? He combines multiple advantages and offers perfect results for all nail requirements!

- HIGH SENSATION
- 3IN1 GEL
- MILKY ROSE 15 ml
- Ref-No.: 23-84



## WHAT MAKES THIS PRODUCT SO SPECIAL:

- The all-rounder - a multifunctional luxury class gel
- Bonding, sculpting and sealing in one product
- Also suitable for tip or paperform extensions
- Suitable for all nail types
- Compatible with all Alessandro bonding and sealing products
- Depending on your customers wishes it is perfect for natural nails, extreme lengths, shapes and techniques
- Pinchable



# UV GEL POLISH

our new Soak-Off system

- 3 Step System (Base, Colour, Top)
- Durability up to 3 weeks
- Soak-Off
- 40 colours (bestseller colours)
- Ultra shiny
- Vegan texture





		60-101 PRETTY BALLERINA	60-102 HEAVENS NUDE	60-103 NUDE ELEGANCE	60-104 WHITE HONEYMOON
60-105 MIDNIGHT BLACK	60-106 BABY PINK	60-107 LAVENDER LEMONADE	60-108 CHEERS!	60-109 CASHMERE TOUCH	60-110 RUBY RED
60-111 VELVET RED	60-112 CORAL SUNSHINE	60-113 CLASSIC RED	60-114 RED ILLUSION	60-115 ROSE ME IF YOU CAN	60-116 SHIMMER SHOWER
60-117 MEET ME IN PARIS	60-118 RED PARADISE	60-119 BE MY LOVER	60-120 BLUEBERRY SLUSH	60-121 MIDNIGHT RED	60-122 ROUGE NOIR
60-123 THE ELEPHANT WAY	60-124 LIPSTICK RED	60-125 SECRET RED	60-126 CLASSIC ROSY WIND	60-127 GOOD SPIRIT	60-128 INSPIRING DIAMOND GLITTER
60-129 YOGA MORNING	60-130 NEW YORK GREY	60-131 SINFUL GLOW	60-132 PANAMA HUT	60-133 BONFIRE	60-134 WINE AND SOUL
60-135 CORAL GLOW	60-136 JUNGLE FLOWER	60-137 HEY THERE	60-138 YES IT'S LOVE	60-139 PINK DIVA	60-140 BUBBLE GUM

# APPLICATION

- STEP 1**  
Prepare nail: file into shape and remove excess cuticles. Buff natural nail with a file (Grit 320) and wipe with Cleaner.
- STEP 2**  
Massage a thin layer Base Coat into the nail plate and pay attention to cap the free nail edge. Now cure for 60 seconds in a LED unit.
- STEP 3**  
Apply a thin layer of colour and cure (60 seconds). Important: cap the free nail edge.
- STEP 4**  
Repeat step 3.
- STEP 5**  
Apply a thin layer Top Coat, cap the free edge and cure (60 seconds).
- STEP 6**  
Remove dispersion layer using Glossy Finish.

# REMOVAL

- STEP 1**  
Slightly buff sealing layer.
- STEP 2**  
Generously moisten Remover Wraps with Loosener and wrap it around the complete nail and fingertip.
- STEP 3**  
After 10 minutes wraps can be removed with a rotating motion.
- STEP 4**  
Gently remove excess colour with the Removal Tool.

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



# PEDI-CURE SYSTEM

a highly effective  
UV-Gel system  
for beautiful  
pedicures.

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In spring the time starts to get feet fit for the outdoor season! With rising temperatures, the pressure increases to prepare toenails for the coming barefoot season. The unique Pedi-Cure system from Alessandro consists of an airdrying base and a highly elastic UV sculpting gel with micro crystalline silver as prevention as well as a flexible Top Coat with UV protection. This trio adjusts optimally to the movements of feet.



OUR TIP

APPLICATION

Foot care shouldn't only be a seasonal subject when the weather es calling for sandals, peep-toes and beautiful feet with polished nails. Regular pedicures leave your feet looking well cared for and healthy and provide a much better start for a beautiful spring pedicure. Those who care for their feet all year round are perfectly prepared for the barefoot fashion – at all times.

- STEP 1

Apply a thin layer of PEDI BASE SILVER PLUS using the PEDI BASE SILVER PLUS BRUSH onto the slightly buffed natural nail and let it airdry for approx. 2 minutes.
- STEP 2

Apply PEDI BUILD UP onto the nail, cap the free edge and cure.
- STEP 3

Apply PEDI TOP in a rich layer, cap the free edge and cure. Remove the dispersion layer dry or with the Glossy Finish.

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

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



CLEAR

Highly elastic UV sculpting gel with micro crystalline silver.



TOP COAT

Elastic high gloss sealing gel with UV protection.



BASE COAT

Air drying bonding enhancer with micro crystalline silver.



alessandro

PEDI BASE

SILVER PLUS  
BASE COAT

# DAS ORIGINAL

# Striplac

## PEEL & SOAK

Striplac is THE Must-have for everybody, who have little time but still value well cared for and manicured nails. With Striplac you can achieve perfect nails in just 15 minutes – and the shine lasts up to the last day.



 **Vegan and  
no animal testing**

**Perfect nails  
in 15 minutes**

**Gentle to the natural  
nail thanks to the Peel  
Off system**

**Protects and  
strengthens the  
natural nail**

**Contains Biotin,  
Coffeein and plant  
based Keratin**

**Lasts up to 3 weeks**



**VEGAN**

# Striplac

# SHIMMER & GLITTER

## Top Coats

Striplac shimmer and glitter Top Coats are perfect to individually refine the BLOOMING SPRING look colours. So everyone has the opportunity to add their own touch to the manicure.



- MULTIGLITTER 8 ml each Ref.-No.: 48-317
- GOLD GLITTER 8 ml each Ref.-No.: 48-318
- ROSÉ GLITTER 8 ml each Ref.-No.: 48-407
- BLACK GLITTER 8 ml each Ref.-No.: 48-408
- SHIMMER SHELL 8 ml each Ref.-No.: 48-409



## Flower Crush

This colour palette is inspired by the natural beauty of flowers and provides your nails with a lively and fresh radiance. From a delicate shimmer right up to a bright, summery shade – this additional look offers the right colour for everyone.

- |                  |                  |
|------------------|------------------|
|                  | 5 ml each        |
| NATURAL ROSE (S) | Ref.-No.: 48-816 |
| SOFT TULIP (S)   | Ref.-No.: 48-817 |
| BRILLIANT DAHLIA | Ref.-No.: 48-818 |
| LOVELY LILY      | Ref.-No.: 48-819 |
| PINK ROSE        | Ref.-No.: 48-820 |

(S)=Shimmer



## Striplac colour set

**Live, laugh, love** – these three words remind us to appreciate the small pleasures of everyday life, to share laughter and to appreciate love in all its forms. They serve as reminders to embrace the present moment, to find happiness in small things and to appreciate relationships that bring us warmth and fulfillment. This colour set is not only suitable as a gift to us but also for others. No matter whether for our best friend, mother or grandmother – to gift this set is a beautiful gesture with a great significance.



LIVE LAUGH LOVE  
STRIPLAC COLOUR SET  
Ref.-No.: 21-212

# BLOOMING *spring*



BLOOMING SPRING HAND CREAM  
50 ml  
Ref-No.: 34-762

## Hand

The velvety, fragrant hand cream.

- Intensively moisturizing
- Non-greasy
- Light texture
- Feminin floral scent underlaid with a delicate composition of roses

### NOURISHING INGREDIENTS:

- Almond and peach kernel oil - smoothing and moisturizing
- Caffeine - tightening
- Biotin- fresh complexion
- Keratin- strengthening



BLOOMING SPRING NAIL CARE  
14 ml  
Ref-No.: 43-757

## Nagel

Delicately melting Nail oil.

- Intensive care for dry & brittle nails
- Nourishing
- Fast absorbing
- Delicately scented

### NOURISHING INGREDIENTS:

- AHA
- Panthenol
- Rose water

Whether on Mother's Day, for coffee  
or just for fun...



#### NAIL CARE DUO SET

Contents:  
1 x Mango Nail Care Serum 14ml  
1 x Cuticle Remover 5ml  
1 x Cosmetics bag  
Ref-No.: 21-210

COSMETICS BAG  
SINGLE (EMPTY)  
Size: 10x5x10cm  
Ref-No.: 11-782

## Nail Set

The Nail Care Duo for  
perfectly cared for nails!  
Easy application and  
lasting in its effect.

HOLOGRAM-  
COSMETICS BAG  
AND CUTICLE-  
REMOVER

**FREE**

- Strengthening nail oil for healthy nails and cuticles!
- Mango Nail serum for strong nails and cuticles. Contains valuable ingredients, like Jojoba-, Macadamia nut-, Apricot kernel oil and Vitamin E.



BLOOMING SPRING SET  
Ref-No.: 21-209

## Hand and Nail Set

Give away joy with a  
small gift.

This Blooming Spring Set enchants  
the recipient and nourishes hands  
& nails at the same time.  
And with the little bag of seeds,  
we don't only awaken spring  
feelings but also bring your  
flowerbox to live. Have fun  
planting.

#### Contents:

- 1 x Hand cream
- 1 x Nail oil
- 1 x Flower seeds  
(not available SINGLE)

# Time for well cared for Hands & Nails

#### CONTENTS:

6 x Hand cream + 3 refills + tester  
6 x Nail oil + 3 refills + tester



• BLOOMING SPRING  
• DISPLAY  
• Ref.-No.: 51-165

# HYBRID SOUL GEL POLISH

The solution for  
a long lasting  
manicure in a Gel-Look:  
fast, easy and  
without additional units.

The perfect interplay of photo initiators and oligomers enables the curing of the Gel Polish at normal daylight. The stability and resilience increase in time. Due to the special UV technology special light protected bottles are being used for this TOP COAT.



## OPTIMAL PLACEMENT OF COLOURS WITH THE HYBRID DISPLAY

This display offers space for 80 colours as well as six Base Coats and six Top Coats. Place the 40 standard colours of our Hybrid range in an assortment of two and offer your customers a broad variety of our Hybrid colours.

- HYBRID DISPLAY
- EMPTY
- Size: 37x24,2x40 cm
- Ref.-No.: 28-226



# PEDICURE CHAIR

with removable foot bath bowl



## DESCRIPTION:

- White PVC-upholstery, easy to clean
- size (LxWxH): 105 x 55 x 113 cm
- Adjustable seat height: 54 – 70 cm
- Size of package: 75 cm x 160 cm x 130 cm (L x W x H)
- Load capacity up to 120 kg

- **PEDICURE CHAIR**
- Ref.-No.: 21-227



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