

# herbs<sup>2</sup>peel

TRAINING MANUAL



# Philosophy

Alex Cosmetic thinks and acts holistically, foremost with cosmetics, but furthermore with complete solutions, innovative skin care concepts and treatments for virtually every skin condition.

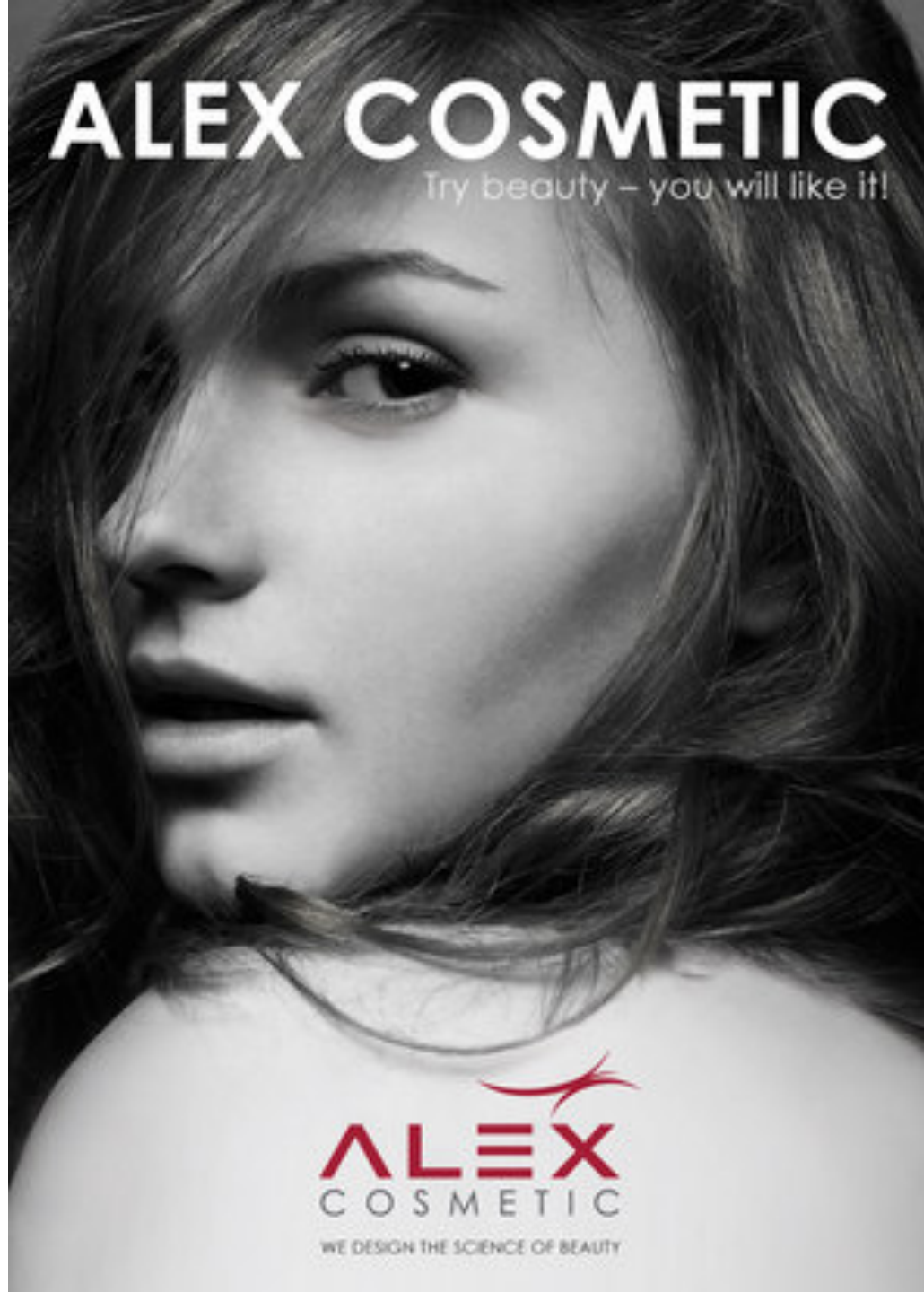
Our product formulations are based on the fundamentals of cosmetics, pharmaceuticals, herbs and botany, which have evolved over generations and have been designed to reflect the highest standards of today's scientific knowledge.

Thanks to the use of modern technology, research & development and the continuous discovery of new ingredients, along with with the unlimited possibilities the plant world has to offer, we create products which guarantee maximum effectiveness and safety.

Our products can be combined harmoniously making them ideal for the comprehensive care and protection of every skin type. With regular use, skin is cared for and supplied with the essential nutrients it needs to heal, regulate and revitalize itself.

Complete care for healthy, radiant, beautiful skin. For every need. For every skin type. Discover Alex Cosmetic care products: natural, progressive, convincing, highly effective, individual ... and with a realistic promise!

Try beauty, you will like it



# ALEX COSMETIC

Try beauty – you will like it!

  
**ALEX**  
COSMETIC  
WE DESIGN THE SCIENCE OF BEAUTY



# AGENDA

- **herbs2peel – The Method**

- Corrective Peel [C Peel]
- Beauty Peel [B Peel]
- Successful Marketing

## What is herbs2peel?

herbs2peel is a successfully proven, natural peeling method for skin regeneration based on a mixture of pure herbs. Its natural composition is completely free from chemical substances, synthetic binders and abrasives, without any toxic side effects. This natural blend contains proteins, carbohydrates, vitamins, enzymes, phytohormones, mineral salts, tannins and trace elements.



What's unique about the **herbs2peel** POWDER is the special composition of valuable herbs and its high-standard, specific cultivation and manufacturing process

#### Uniquely Formulated

- Proven and refined over generations

#### Highest Quality Raw Material

- Select herbs – each with specific regenerative properties
- Controlled organic cultivation
- Careful manual harvesting processes

#### Alex Cosmetic Manufacturing

- Perfected processing system
- Processed by hand
- Highest quality control to guarantee a pure herbal composition free of additives
- Specially granulated well suited for peeling



## How does herbs2peel work?

This unique skin regeneration method utilizes only pure, natural plant ingredients and is a highly safe and successful, non-surgical procedure. The herbs are combined with specially developed products and massaged into the skin. Micro-particles from the herbs will remove the uppermost layers of the skin while active nutrients penetrate deep into the skin where their nutritive properties remain active for a longer time period. When touching the treated skin, clients feel a “needling effect”- demonstrating the herbal particles effects in the skin over a longer time period. Skin’s circulation is increased, regeneration is stimulated. A potent method based on the power of pure herbs.

In contrast to other popular peeling methods, the herbs2peel is completely free of any chemical or synthetic ingredients and will not cause any stinging or adverse reaction should the herb preparation come into contact with the eyes. There are no side effects and it doesn't interfere with daily activities as other peeling methods do.



Making history with world-wide success since the 1950's



2 distinctive treatments for virtually every skin type  
using the power of natural herbs



Beauty Peel



Corrective Peel

**1 DAY**  
FRESH SKIN

**5 DAYS**  
NEW SKIN

**The new  
approach  
to herbal peeling**

**herbs<sup>2</sup>peel**  
ALEX COSMETIC

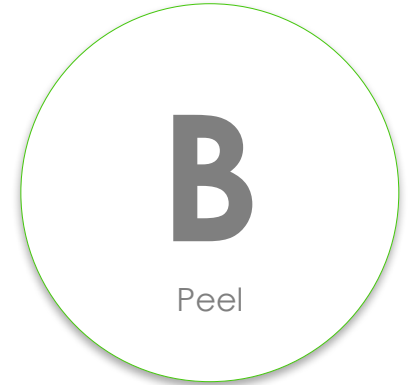
# herbs2peel



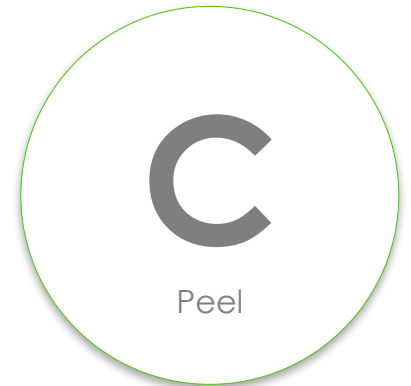
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herbs2peel

POWDER  
[NATURAL BLEND]

EQUISETUM ARVENSE (FIELD HORSETAIL)

SALVIA OFFICINALIS (SAGE)

NATURAL PORIFERA POWDER

POLYGONUM AVICULARE (KNOTGRASS) EXTRACT

HAMEMELIS (WITCH-HAZEL EXTRACT)

PLANTAGO LANCEOLATA (PLANTAIN)

SPIRULINA MAXIMA (SPIRULINA)

PANAX GINSENG (GINSENG)

TRIGONELA FOENUM GRACUM (FENUGREEK)

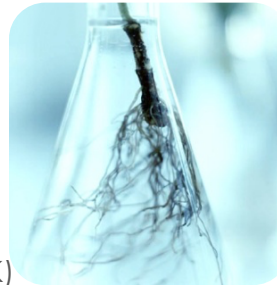
PULMONARIA OFFICINALIS (LUNGWORT/ PULMONARIA)

MELISSA OFFICINALIS (LEMON BALM)

CALENDULA OFFICINALIS (CALENDULA)

CHAMOMILLA RECUTITA EXTRACT

ALOE BARBADENSIS LEAF POWDER





herbs2peel

GEL

A natural, hydrating and regenerating specialty gel to aid and activate the **herbs2peel** method (B-PEEL)

**BENEFITS:**

- Regenerates the skin
- Cools, hydrates and traps moisture into the skin
- Soothes and protects the skin
- Calms the skin, reducing redness and irritation
- Astringent, anti-irritating, anti-inflammatory properties

**MAIN INGREDIENTS:**

PANTHENOL, PANAX GINSENG ROOT EXTRACT, HAMAMELIS VIRGINIANA (WITCH HAZEL), CHONDRUS CRISPUS EXTRACT (RED ALGAE), ALOE BARBADENSIS (ALOE VERA)

**SIZE:** 150ml Tube





herbs2peel

LOTION

Lotion concentrate with herbal extracts to aid and activate the herbs2peel Method (C-PEEL)

**BENEFITS:**

- Soothes and protects the skin
- Relieves tension and provides hydration to return skin's moisture balance
- Reduces redness and irritation
- Shows anti-irritating, anti-inflammatory properties

**MAIN INGREDIENTS:**

CHAMOMILLA RECUTITA (MATRICARIA EXTRACT), PANTHENOL,  
ALOE BARBADENSIS (ALOE VERA GEL), HAMAMELIS VIRGINIANA  
(WITCH HAZEL EXTRACT)

**SIZE:** 200ml Bottle



# herbs2peel

2 distinct treatment regimens utilizing the power of herbs

An overview of solutions



**B**

Peel

Preventative Anti-Aging  
[also hands, neck & décolleté]

Effective specialty treatments  
(i.e. Stem Cell | Whitening | Others)

Regeneration of sallow/ tired skin

Irregular breakouts / traces of impurities / enlarged pores

Preparation for anti-cellulite & firming treatments



**C**

Peel

Impure / acne skin

Corrective Anti-Aging

Hyperpigmentation

Scars (acne, post-surgery or injury, burns)

Sun damaged skin (atrophic skin / elastosis)

Sagging contours

Stretch marks

Cellulite

# AGENDA

- herbs2peel – The Method

- **Corrective Peel [C Peel]**

- Beauty Peel [B Peel]
- Successful Marketing



## CORRECTIVE PEEL

The Problem Solver  
Long-proven. Globally Successful

5DAYS  
NEW SKIN

THE PROBLEM SOLVER  
DEEP-SET SKIN PROBLEMS

CORRECTIVE

AVAILABLE ONLY THROUGH PROFESSIONALS

REGENERATING  
SMOOTHING AND FIRING

A SUCCESSFULLY PROVEN METHOD



Corrective Peel

ALEX  
COSMETIC



## CORRECTIVE PEEL

The Problem Solver  
Long-proven. Globally Successful

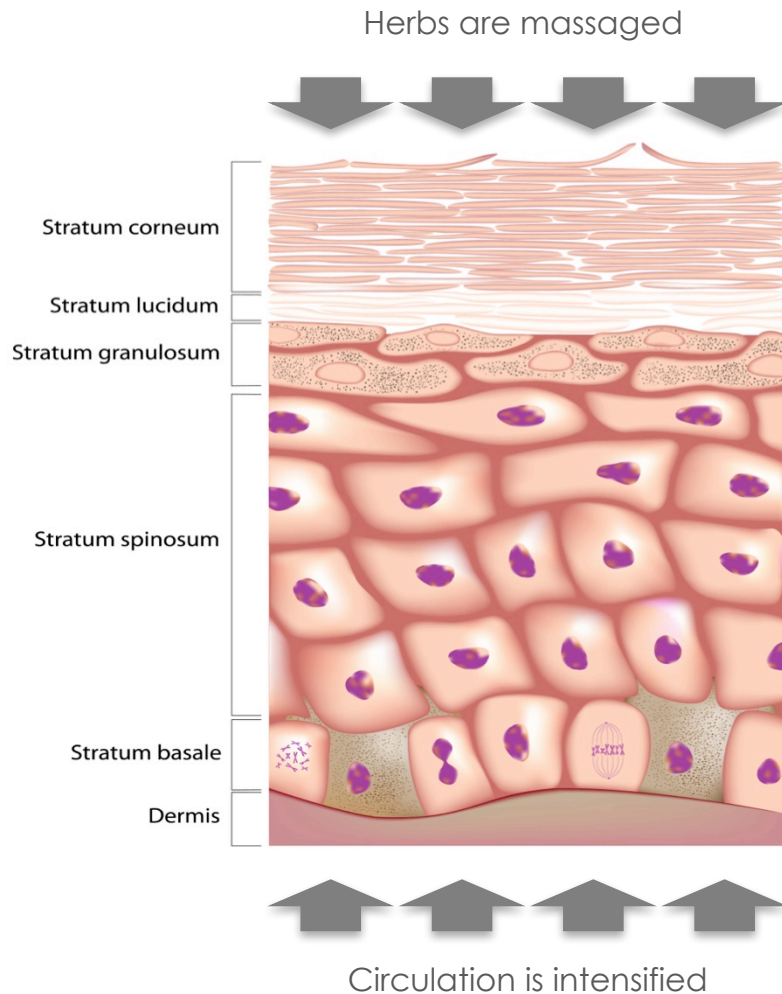
5DAYS  
NEW SKIN

### Treatment Goals

- Activates skin's metabolism and detoxification by increasing circulation
- Improves microcirculation - supplying skin with oxygen and nutrients
- Stimulates germination and growth of new skin cells
- Promotes skin's own collagen production
- Shows overall improvement in skin quality: skin tone, structure and firmness
- Smooths wrinkles
- Reduces and smooths scars
- Reduces efflorescences and impurities
- Significant peeling of the upper epidermis



# The C-PEEL results in peeling the upper layers of the skin while simultaneously regenerating the skin in just 5 days



- Lightly abrading the upper skin layers, opens the skin and stimulates cell production
  - Reduces keratinization
- The herbs active nutrients have been massaged into the skin, where they release their impact and enhance regeneration
- Activates skin's self-healing process resulting in the new cell development and the formation of collagen and elastic fibers
- This results in an overall improvement in skin quality, color and structure → denser and therefore more voluminous skin.
  - Firms
  - Smooths wrinkles
  - Scars are reduced and smoother
  - Hyperpigmentation is lightened
- Increased circulation promotes:
  - Supply of oxygen and nutrients
  - Skin detoxification
- Acne and impurities are reduced
  - The herbs2peel POWDER has a rapid, comedolytic effect on inflammations, resulting in a fast, often complete reabsorption.
  - Through exposing underlying nodes and infiltrates, begin to subside at a faster rate. Open pores and skin blemishes are significantly reduced.



## CORRECTIVE PEEL

The Problem Solver  
Long-proven. Globally Successful

5DAYS  
NEW SKIN

### Indications

- Poorly nourished, tired skin
- Large-pored, seborrhoeic skin
- Impure skin, susceptible to milia and cysts
- Minor forms of acne
- Hyperkeratosis
- Scars caused by acne, accidents, burns and surgery
- Atrophic skin, signs of premature aging, inclined to wrinkling with sagging contours
- Sun damaged skin- elastosis
- A prophylactic anti-aging treatment
- Uneven skin tone and some forms of hyperpigmentation
- Cellulite and stretch marks
- Sagging body contours (stomach area, upper arms and thighs)



## CORRECTIVE PEEL

The Problem Solver  
Long-proven. Globally Successful

5DAYS  
NEW SKIN

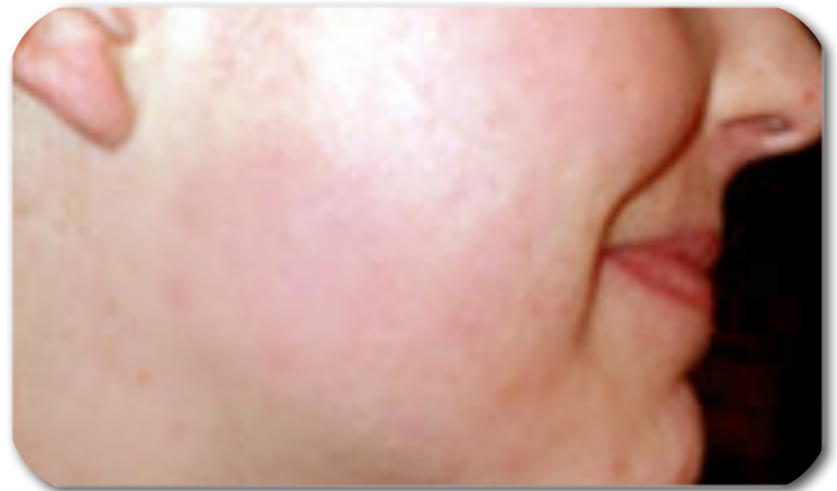
### Contraindications

- all skin diseases, infections
  - allergic or very sensitive skin
  - very thin skin with telangiectases
  - rosacea and rosacea like dermatitis
  - actinic keratosis
  - dermatitis
  - very thin and transparent skin
  - all new skin growth (of whichever type)
  - keloid scars
  - medication such as antibiotics, blood thinners, cortisone, etc.
  - pregnancy- pre-birth (avoid for the risks posed by increased blood circulation)
  - post-birth take special care as hormonal fluctuations can impact desired results
- \* be careful with herpes simplex (apply BB Cream to prone area)

C

Peel

## Results



Acne, Impure Skin

C

Peel

## Results

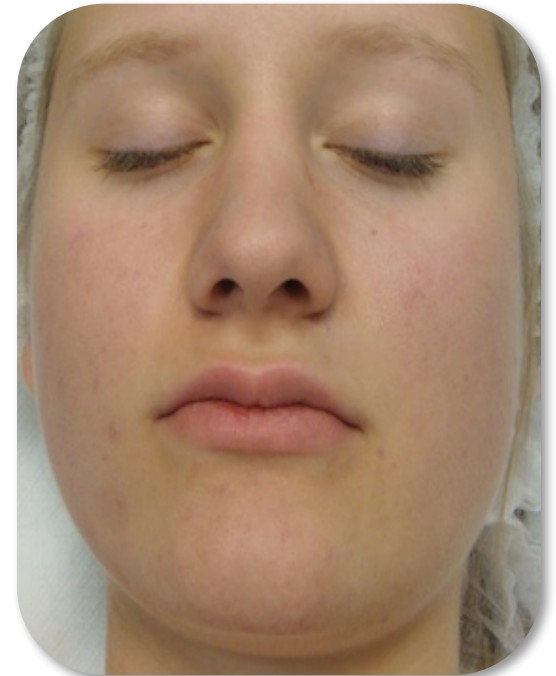


Acne, Impure Skin

C

Peel

## Results



Acne, Impure Skin



C

Peel

## Results



Acne, Scars



C

Peel

Results



Acne, Scars

C

Peel

Results



Acne, Scars

C

Peel

Results



Acne, Scars

C

Peel

## Results



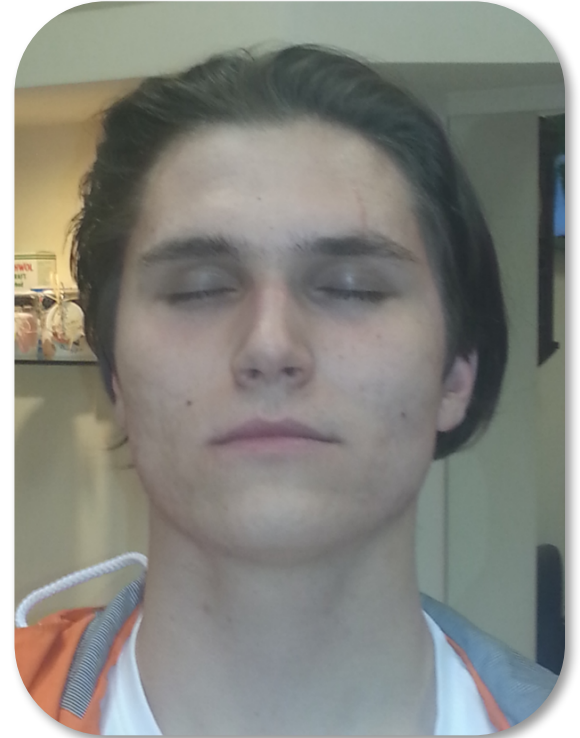
Acne, Scars



C

Peel

## Results



Acne, Scars

C

Peel

## Results



Acne, Back

C

Peel

## Results



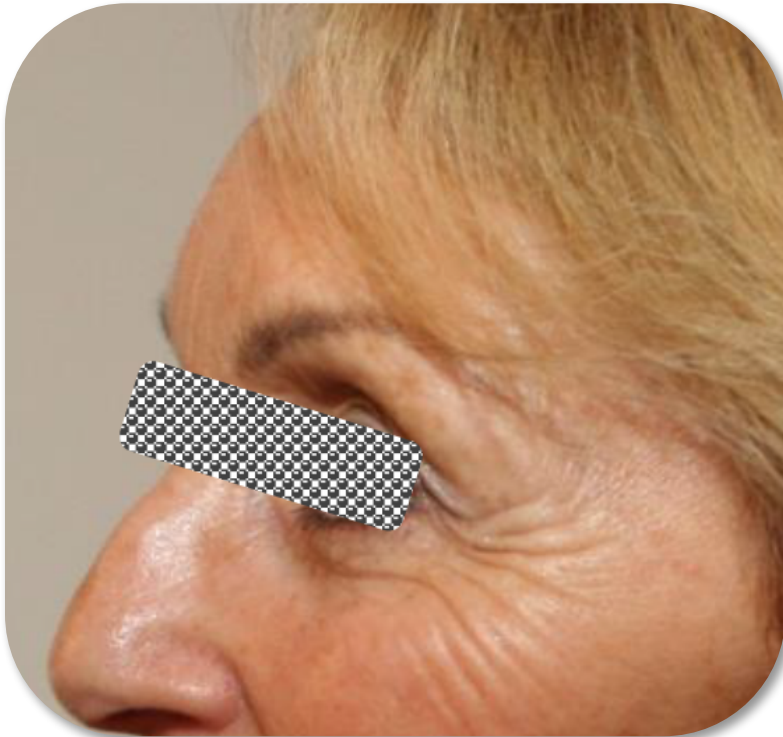
Hyperpigmentation



C

Peel

## Results



Anti-aging

C

Peel

Results

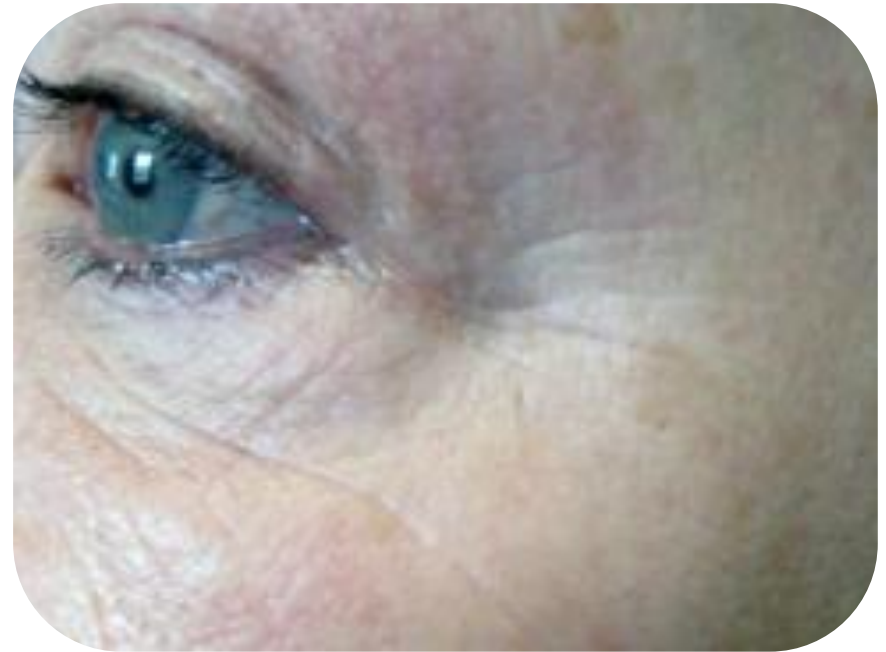


Anti-aging

C

Peel

Results



Anti-aging, Wrinkles



C

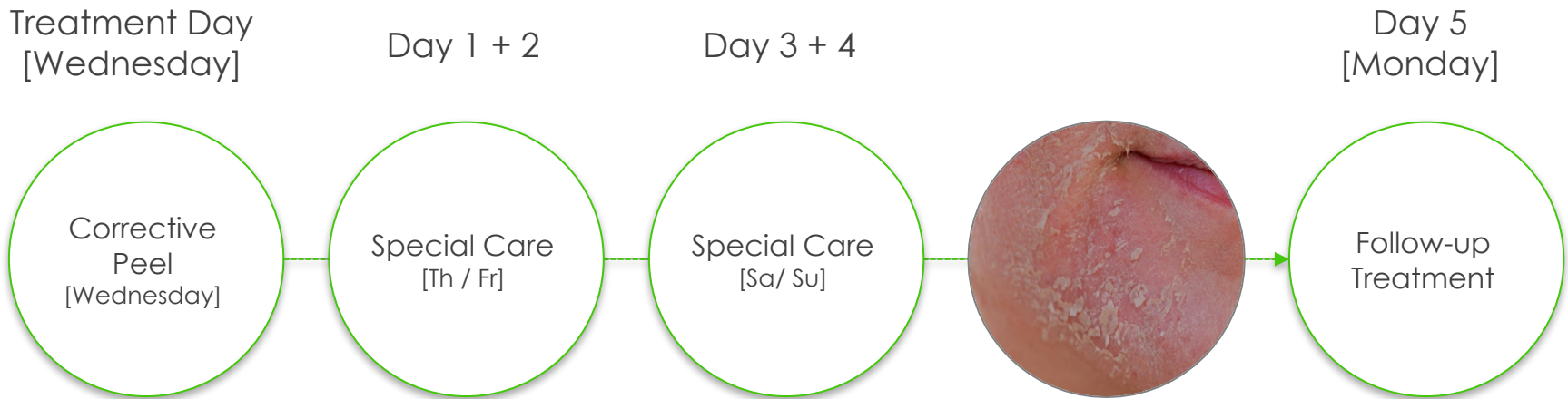
Peel

Results



Anti-aging

# Corrective Peel The 5-Day Peel Process An Example



For the peel process to be at its peak over the weekend, we recommend conducting the C-Peel on a Wednesday

# How **my client** and **I** can prepare for the C-Peel treatment:



Fill out the client information card

☐

Conduct a detailed skin analysis

☐

Clarify in detail with your client the treatment and the entire course of the peel  
PROCESS (What to expect during the 5 days after the C-Peel, home care, no sun, etc.)

☐

Go through and ask your client to sign the Declaration of Consent

☐

Define realistic treatment goals  
(It can be that more than one treatment is needed to achieve desired results)

☐

Document the client's skin (before & after photos)

☐

Make a follow-up treatment with your client

☐

# Client Information

The following included forms are designed to help you track your client's peeling process and also to review important skin care history and home care instructions to ensure the best results for each individual

Declaration of Consent – review medical history and also serves as a record that each client was informed in detail about the herbs2peel procedure and home care instructions

Skin Diagnosis and Treatment Record Form – to record in detail the client's skin type and condition prior to the peel. Also helpful in determining what areas you need to concentrate on during the treatment and to record significant changes and results.

It is also important to take a before/after picture in order to show your clients the improved results.

Both forms should be reviewed and signed by the client.



# herbs2peel Declaration of Consent – What to look for

## 1. Do you have any allergies?

Especially pay attention to herbal allergies. Does your client suffer from hay fever? We would not recommend conducting the treatment! (In some cases one could do a patch test in advance.)

hyperpigmentation

- Place particular caution with blood thinners
- Taking antibiotics is a contraindication as the immune system is suppressed at this time

## 2. Do you have herpes?

Protect your client's lip area with Alex Cosmetic BB Cream. Recommend for your clients to have an anti-herpes ointment on-hand if needed.

## 6. Have you ever received Vitamin A acid treatments?

Wait for 4-6 weeks

## 3. Are you pregnant?

Pregnancy is a contraindication. Do not perform a C-Peel treatment during this time!

## 7. Have you ever received fruit acid peels?

Wait at least 4-6 weeks

## 4. Are you presently under a physicians care?

Make sure to ask about asthma & diabetes → contraindication.

## 8. Have you ever received laser treatments or chemical peels?

Wait at least 6-8 weeks. Wait 4 weeks with lighter laser treatments (laser hair removal), Fraxel laser wait 6 weeks.

## 5. Are you currently taking medication? If yes, which?

- For Cortisone wait 4-6 weeks after stopping before proceeding with a C-Peel
- Hormonal medication (birth control, hormone replacement therapy) can induce

## 9. Have you ever had any injections with Restylane, Dermafiller, Botox, etc.?

It is optimal to have a herbs2peel before receiving injections. Otherwise wait at least 4 weeks.

# herbs2peel Skin Diagnosis

Client \_\_\_\_\_

Date \_\_\_\_\_

## Skin Type

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## Skin Condition

Thickness of skin \_\_\_\_\_

Porosity \_\_\_\_\_

Sensitivity \_\_\_\_\_

Telangiectasia \_\_\_\_\_

Fat content \_\_\_\_\_

Tone \_\_\_\_\_

Turgor \_\_\_\_\_

Skin tone \_\_\_\_\_

Hyperpigmentation ☐ Age spots ☐ Freckles ☐ Chloasma

☐ Vitiligo ☐ Other

New growth ☐ Moles ☐ Fibroma

☐ Other

Impurities ☐ Pustule ☐ Papule ☐ Comedones

☐ Milia ☐ Other

Other \_\_\_\_\_



# herbs2peel

## Declaration of Consent

1. Do you have any allergies?  
If yes, which? \_\_\_\_\_  
yes ☐ no ☐
2. Do you have herpes?  
yes ☐ no ☐
3. Are you pregnant?  
yes ☐ no ☐
4. Are you presently under a physician's care for any condition or problem? \_\_\_\_\_  
yes ☐ no ☐
5. Are you taking any medication?  
If yes, which? \_\_\_\_\_  
yes ☐ no ☐
6. Do you receive Vitamin A acid treatments?  
yes ☐ no ☐
7. Have you ever had any fruit acid peels?  
yes ☐ no ☐
8. Have you ever had any laser treatments or chemical peels?  
yes ☐ no ☐
9. Have you ever had any injectable treatments with Restylane, Dermafiller, Botox, etc.?   
yes ☐ no ☐

You will receive 3 Alex Cosmetic products as home care and are required to use only these products and no other until the peel process is complete and you return for your Follow-up Treatment. In addition, it has been clarified to you to protect your skin from the sun during and up to at least six weeks after the peel with products with sun protection such as BB Cream.

I have been informed of the procedure and understand what is required during and after the peel process. I oblige to comply with the instructions.

Date / Signature

# Treatment Record Form

Corrective Peel Treatment	1	2	3	4	5
Date					
Duration of massage (in minutes)					
Massage pressure					
Skin reaction					
Home care products					

Notes

## Follow-up Treatment

Date					
Condition of skin on treatment day					
When did the skin start to peel?					
Any particular skin reaction during the peel process?					
Products used in the Follow-up Treatment					
Recommended home care					

Notes

# Corrective Peel Peel Process

**1**

Prepare the  
Skin

**2**

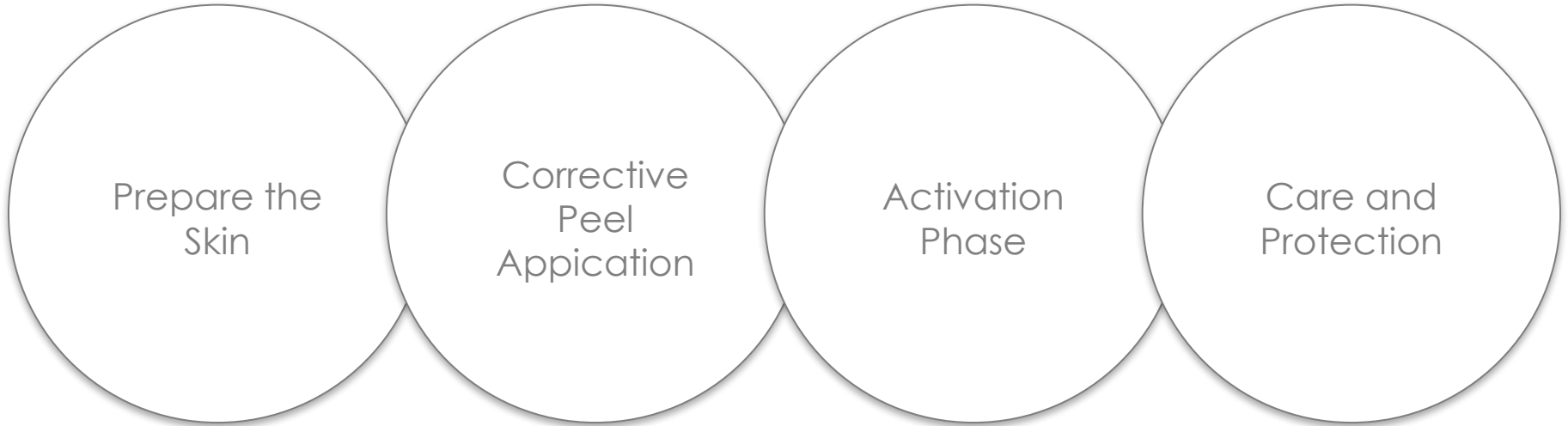
Corrective  
Peel  
Appication

**3**

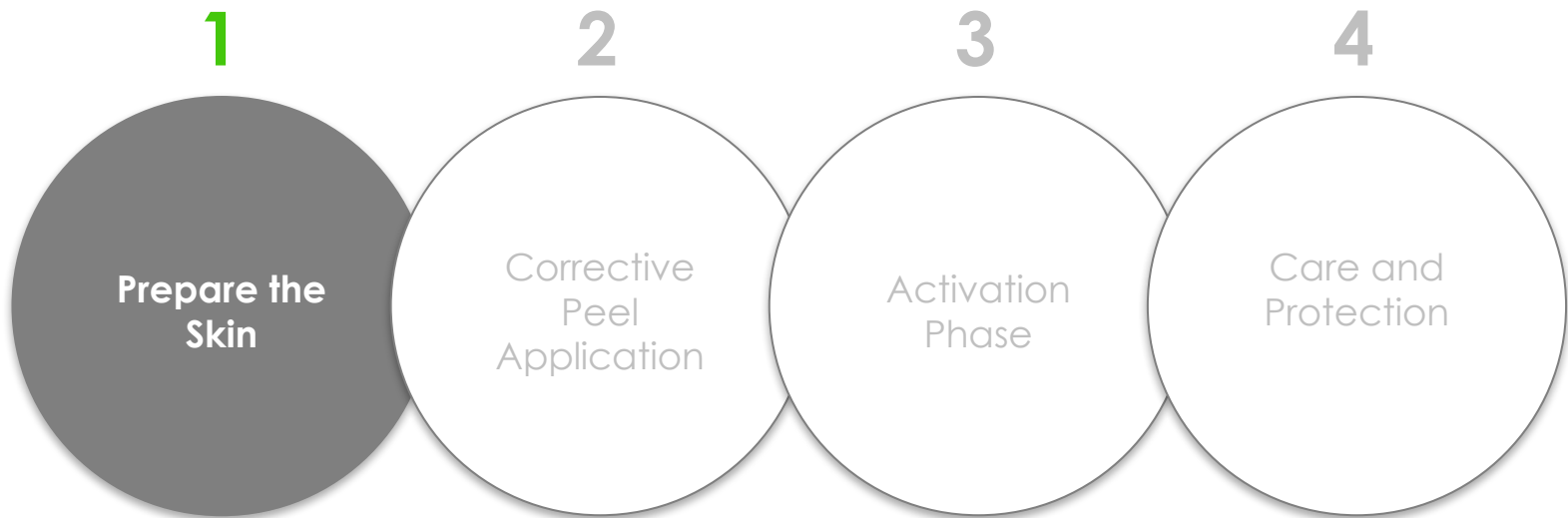
Activation  
Phase

**4**

Care and  
Protection



# Corrective Peel Process



- Make sure that your client is warmly covered before you begin the treatment
- Cleanse the skin with MILD CLEANSING MILK
- Apply warm compresses if needed

For acne and impure skin (only)

- Perform any needed extractions from noticeable impurities
- Disinfect the affected areas with 70% alcohol
- Emulsify a small amount of DEEP GEL with water. Massage it onto the skin and give it a moment to activate before rinsing off

Mix diluted LOTION with **herbs2peel** POWDER into a smooth consistency

**Mix LOTION at a 1:4 ratio**

**40 ml**  
Lotion

&

**160 ml**  
Wasser

The diluted LOTION is used to:

- Mix the herbal mixture together (into a smooth, paste-like consistency)
- Keep the hands and skin moist during the massage
- To moisten kleenex and compresses
- To keep the herbal mask pack moist (drop by drop) during the treatment

**Mix POWDER with diluted LOTION**

**4g (1Tsp)**  
POWDER

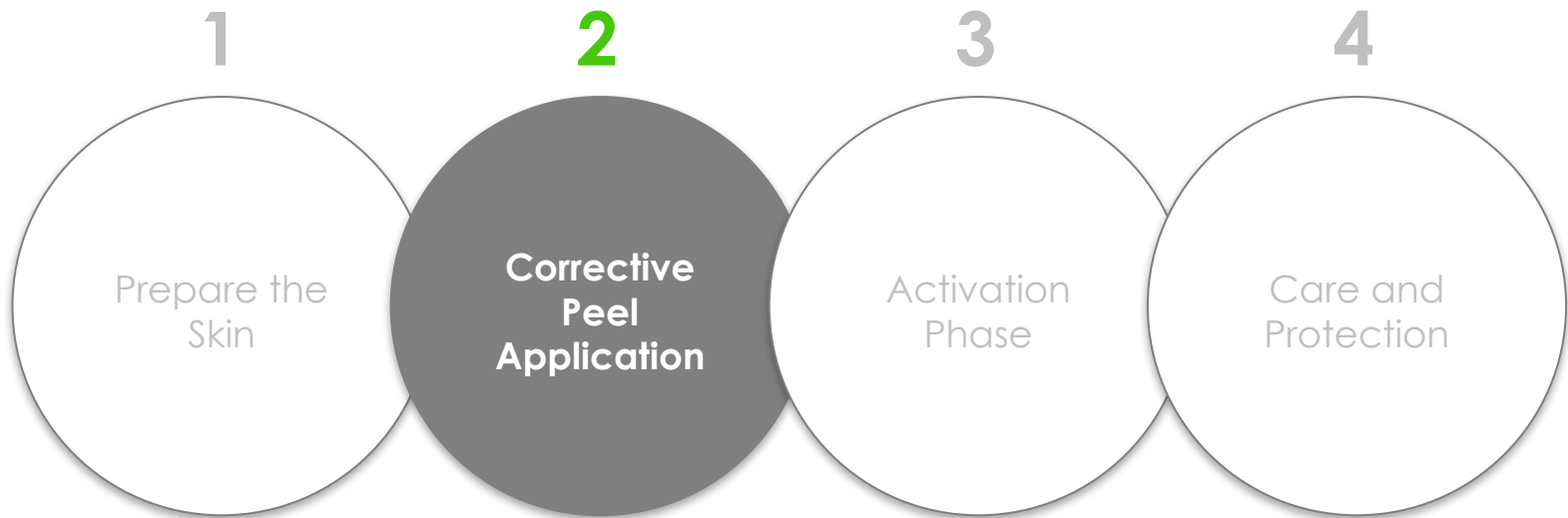
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**LOTION**

- Stir the POWDER for an even mixture (as heavier particles can fall to the bottom of the jar)
- Prepare the mixture in a small glass bowl



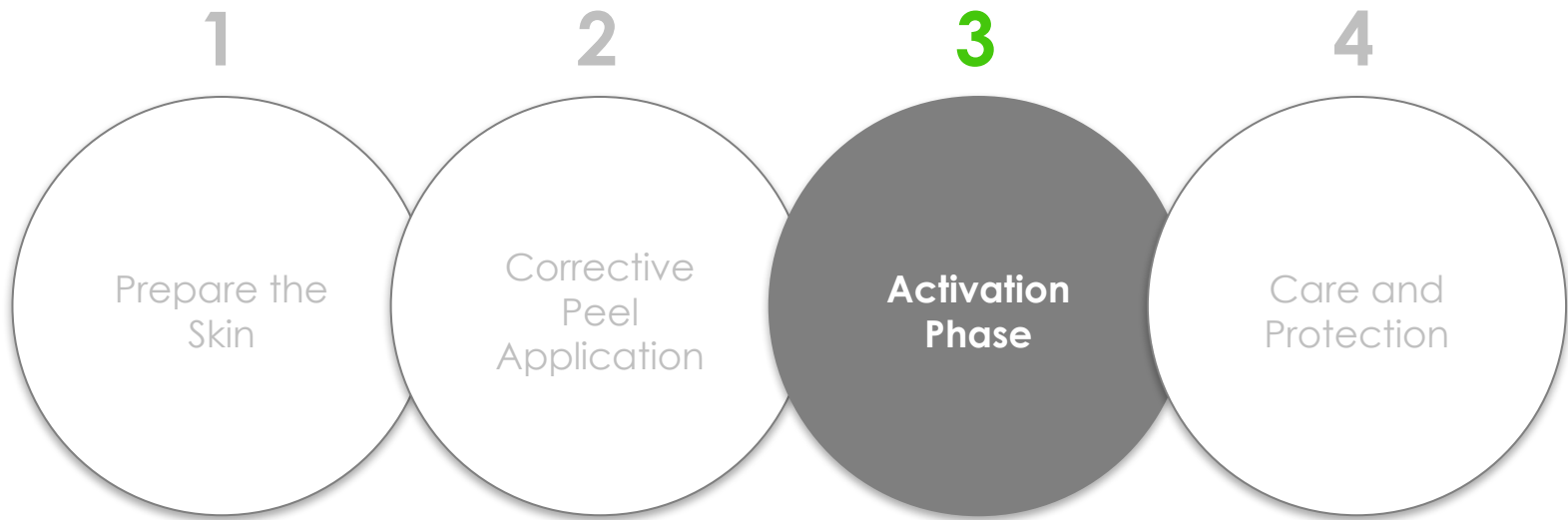
# Corrective Peel Process



- The massage for the face takes ca. 8-10 minutes
- The intensity of the peel is dependant on the massage length and pressure and is determined according to skin condition (thickness, hyperpigmentation, sensitivity, etc.)
  - Conduct your massage in circular movements, using the entire surface of the hands
- Make sure to keep your hands moist with the diluted LOTION during the massage
- Inform your client of what to expect during the massage for example:
  - The skin's blood circulation will increase and get warm
  - Towards the end of the massage they will feel a light burning sensation, similar to a light sunburn for example

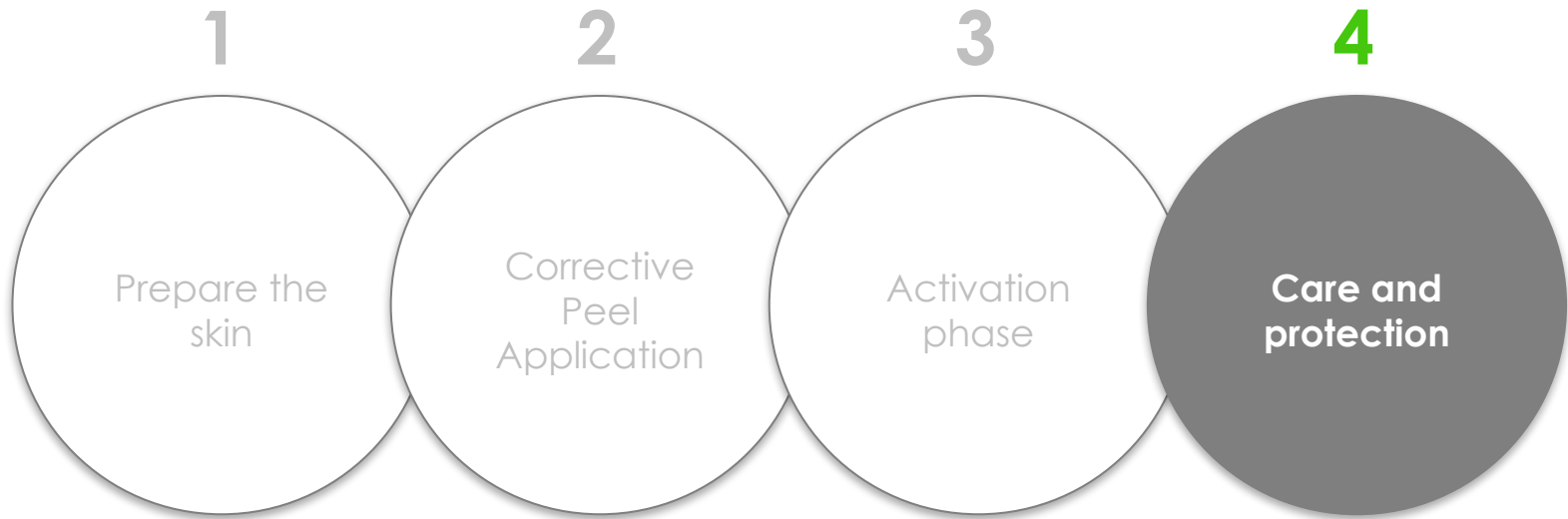


# Corrective Peel Process



- Remove any remaining herbal particles which could have fallen into the eye and mouth area
- Cover the eyes with moist cotton compresses
- Apply any remaining herbal mixture from the bowl onto any particularly affected areas of the face
- Soak kleenex/gauze/cotton compresses in the diluted LOTION and apply to cover face and neck area
- Keep the soaked compresses moist with the diluted **LOTION** during the 15 min. processing time by dripping it on the pack (we recommend using the [herbs2peel](#) applicator bottle)
- Carefully remove kleenex/gauze/compresses and gently rinse the skin with (room temperature) water

# Corrective Peel Process



- Refresh the skin HERBAL SUPER LOTION
- Apply a thin layer of the following cream according to skin type
  - CLEAR CREAM [impure skin]
  - or
  - VITAMIN CREAM [all other skin types]
- Lightly dab Alex Cosmetic BB CREAM onto the skin





## Corrective Peel Treatment Overview



# herbs2peel

### Prepare the skin

- Make sure that your client is warmly covered before you begin the treatment
- Cleanse the skin with **MILD CLEANSING MILK**
- Apply warm compresses if needed

For acne and impure skin (only)

- Perform any needed extractions from noticeable impurities
- Disinfect the affected areas with 70% alcohol
- Emulsify a small amount of **DEEP GEL** with water. Massage it onto the skin and give it a moment to activate before rinsing off

### Corrective Peel Application

- Mix diluted **LOTION** (1:4) with **herbs2peel POWDER** together into a smooth, paste-like consistency
- Prepare 4-6 cotton pads by moistening with herbs2peel **LOTION** to have on-hand when needed (Eye compresses, removing herbal particles which could have fallen into eyes, mouth, etc.)
- Protect sensitive areas of concern with **BB CREAM**
- The massage for the face takes ca. 8-10 minutes
- Conduct your massage in circular movements, using the entire surface of the hands
- Make sure to keep your hands moist with the diluted **LOTION** during the massage

- Inform your client of what to expect during the massage for example:
- The skin's blood circulation will increase and get warm
- Towards the end of the massage they will feel a light burning sensation, similar to a light sunburn for example

### Activation phase

- Remove any remaining herbal particles which could have fallen into the eye and mouth area
- Cover the eyes with moist cotton compresses
- Apply any remaining herbal mixture from the bowl onto any particularly affected areas of the face
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- Keep the soaked compresses moist with the diluted **LOTION** during the 15 min. processing time by dripping it on the pack (we recommend using the **herbs2peel** applicator bottle)
- Carefully remove kleenex/gauze/ compresses and gently rinse the skin with (room temperature) water

### Care and protection

- Refresh the skin with **HERBAL SUPER LOTION**
- Apply a thin layer of the following cream according to skin type
- **CLEAR CREAM** [impure skin] or **VITAMIN CREAM** [all other skin types]
- Lightly dab Alex Cosmetic **BB CREAM** onto the skin

Care products for your client to use at home, specially created to optimally nourish and protect the skin



- Refreshing the skin and application of the skin specific care products can be used as often as needed during the 5 day process
- Inform your client of the following:
  - **Never mechanically remove** peeling skin – the skin should **peel off on its own**
  - Use only the skin specific home care products through the course of the entire peel process until the follow-up treatment
  - Do not wash the treated skin, only refresh the skin with **HERBAL SUPER LOTION**

# The Peel Process up to the Follow-up Treatment

5DAYS  
NEW SKIN

At the Institute

At Home

At the Institute

Day 1

Day 2

Day 3

Day 4

Day 5



The C-Peel is performed by a certified skin care specialist. The skin will have a light red color after the treatment.

The client receives 3 specially designed **herbs2peel** products as home care.

The client applies care products at home.

Skin redness has subsided.

The client can go about their daily activities.

The first signs of peeling begin to appear.

The client continues to use home care products.

The skin continues to peel.

We recommend to stay home on this day.

The client continues to use solely the home care products.

The peel process is virtually complete.

Some fragments of peeled skin may still be visible on particular areas- these will be removed during the follow-up treatment.

The new skin is revealed.

The client continues to use home care products.

The client comes back to the institute for pre-scheduled follow-up treatment.

The peel process is usually concluded at this point.

The skin is now very receptive. It will be supplied with nutritive, regenerative products.

The client can resume their usual activities.

The client can continue to use their skincare products.

# Do's and Don'ts During the Peel Process



To ensure no undesired effects (i.e. hyperpigmentation) a very large extent of the C-Peel process depends on the clients behavior!



# The Follow-up Treatment usually can take place on the 5th day after Corrective Peel Treatment

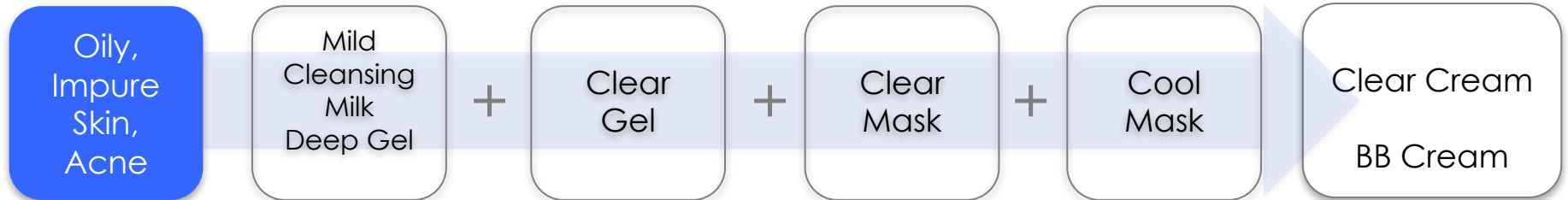


## Goals of the Follow-up Treatment

- To evaluate the success of the treatment
- To treat and supply the skin with regulating/regenerating nutrients
- To discuss and plan further treatments
- Customized recommendation of the appropriate skin care products



## FOLLOW-UP TREATMENT





## CORRECTIVE PEEL

Follow-up treatment  
Oily, impure/acne skin

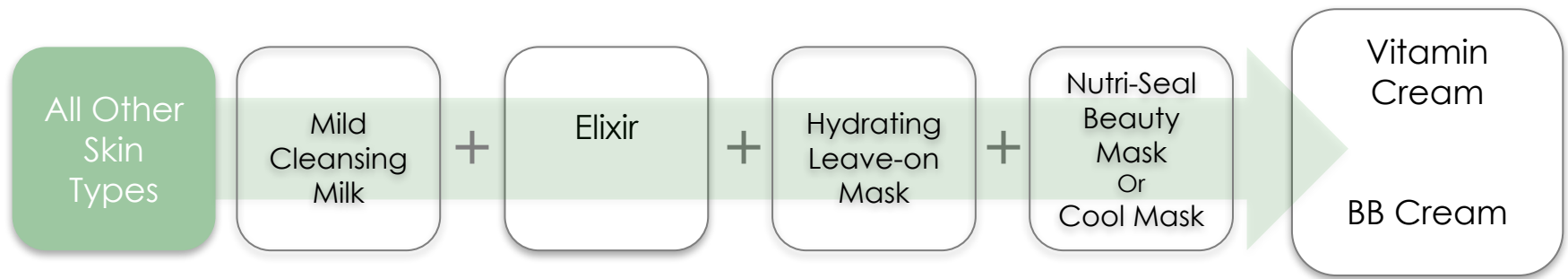
herbs<sup>2</sup>peel

- Cleanse the skin with **MILD CLEANSING MILK**
- Steam treat or warm towel compress for about 3-5 minutes
- Gently remove any visible impurities
- Cleanse the skin with **DEEP GEL** for 2 minutes, remove with lukewarm water
- Tone the skin with **HERBAL SUPER LOTION**
- Apply a thin layer of **CLEAR GEL** and allow it to absorb
- Apply a layer of **CLEAR MASK** with a fan brush
- Then apply **COOL MASK** on top as an occlusive mask (mix with warm water into soft paste)
- Remove mask after 15-20 minutes; the skin should have absorbed the masks
- Refresh the skin with **HERBAL SUPER LOTION**
- Apply **CLEAR CREAM**
- Finish by applying a thin layer of **BB CREAM** to protect

	Cleanse/ Tone	Open	Tone	Provide	Shield
<b>Cabin</b>	MILD CLEANSING MILK DEEP GEL HERBAL SUPER LOTION	h2p POWDER 1:4 h2p LOTION C with water	HERBAL SUPER LOTION	CLEAR CREAM	BB CREAM
<b>Home</b>	HERBAL SUPER LOTION	.....		CLEAR CREAM	BB CREAM
<b>Follow-up Treatment</b>	MILD CLEANSING MILK DEEP GEL	.....	HERBAL SUPER LOTION	CLEAR GEL CLEAR MASK COOL MASK	CLEAR CREAM BB CREAM



## FOLLOW-UP TREATMENT ALL OTHER SKIN TYPES





## CORRECTIVE PEEL

### Follow-up treatment

All other skin types (mature, scarred, hyperpigmented skin)

herbs<sup>2</sup>peel

- Cleanse the skin with **MILD CLEANSING MILK** (you may cleanse twice)
- Steam treat or warm towel compress for about 3-5 minutes
- Gently massage the face, neck, and décolleté with **ELIXIR**
- Apply a layer a layer of **HYDRATING LEAVE-ON MASK** with a fan brush, including the eyes and lips
- Then apply **NUTRI-SEAL BEAUTY MASK** on top as an occlusive mask (apply gauze on top then bandage facial contours to strengthen elasticity)
- Remove mask after 15-20 minutes by rolling upwards to remove
- and remove remaining traces of the mask with **HERBAL SUPER LOTION**
- Tone the skin with **HERBAL SUPER LOTION**
- Apply a thin layer of **VITAMIN CREAM**
- Finish by applying a thin layer of **BB Cream**

\* **COOL MASK** can also be used in place of **NUTRI-SEAL BEAUTY MASK** in the case of sensitive skin

	Cleanse/ Tone	Open	Tone	Provide	Shield
Cabin	MILD CLEANSING MILK HERBAL SUPER LOTION	h2p POWDER 1:4 h2p LOTION C with water	HERBAL SUPER LOTION	VITAMIN CREAM	BB CREAM
Home	HERBAL SUPER LOTION	.....		VITAMIN CREAM	BB CREAM
Follow-up Treatment	MILD CLEANSING MILK	.....	HERBAL SUPER LOTION	ELIXIR HYDRATING LEAVE-ON MASK NUTRI-SEAL BEAUTY MASK	VITAMIN CREAM BB CREAM

# Recommended care after the Follow-up Treatment

- **Protection** is the number-one priority- even after the Follow-up Treatment
  - That's why we recommend applying **SUN CARE CREAM SPF 25** as regular protection for at least 4 weeks
- If the client's skin should appear to react sensitively during the Follow-up Treatment, they should continue to use the recommended home care products(**HERBAL SUPER LOTION + VITAMIN CREAM** or **CLEAR CREAM + BB CREAM**)
- If the skin should not show any sensitivity during the Follow-up Treatment, you can recommend specific products according to their skin type to incorporate into their regime
  - **Individual customized care** from Alex Cosmetic, offers professional skincare to cater to every skin type and need







CORRECTIVE PEEL  
Body



herbs2peel

The C-Peel protocol for the body is very similar to the protocol for the face. But it is very important not to treat too large of an area of the body at a time. The body area to be treated should be about the same size as the face (due to strong increase in circulation)

- Cleanse the skin with **MILD CLEANSING MILK**
- Steam the skin for about 3-5 minutes. Gently remove any impurities, if any
- Perform deep cleansing using **DEEP GEL** (in treating acne, impure skin only). Massage gently for 2 minutes and remove with a warm towel

#### Preparation of the herbs2peel mask

- Prepare 1 tsp. of the herbs2peel POWDER with LOTION (same preparation as for the face) and mix into a soft paste.
- Apply mixture onto the skin and begin the massage (use the whole hand and massage in circular movements). The duration and pressure of the massage (10-15 minutes) depends on the thickness of the clients skin and the nature of the skin problem
- Keep hands wet during the massage with the diluted herbs2peel LOTION; this prevents hyperemia, increases the peeling effect and lessens discomfort to the client
- Prepare strips of gauze or kleenex and moisten with diluted **LOTION** and place over treated area
- Keep moist for about 15 minutes, adding drops of diluted **LOTION**
- Remove gauze, wash the skin off thoroughly and gently with room temperature water or soft cotton pads and carefully pat dry.
- Refresh the skin with **HERBAL SUPER LOTION**
- Apply **VITAMIN CREAM** or **CLEAR CREAM** then gently apply **BB CREAM** onto the skin. Protect the skin with gauze and bandage to hold in place. In the case of application on the back, please advise the client to bring a white cotton shirt to protect the skin. In the cases of lower body- loose, cotton clothing is also recommended.

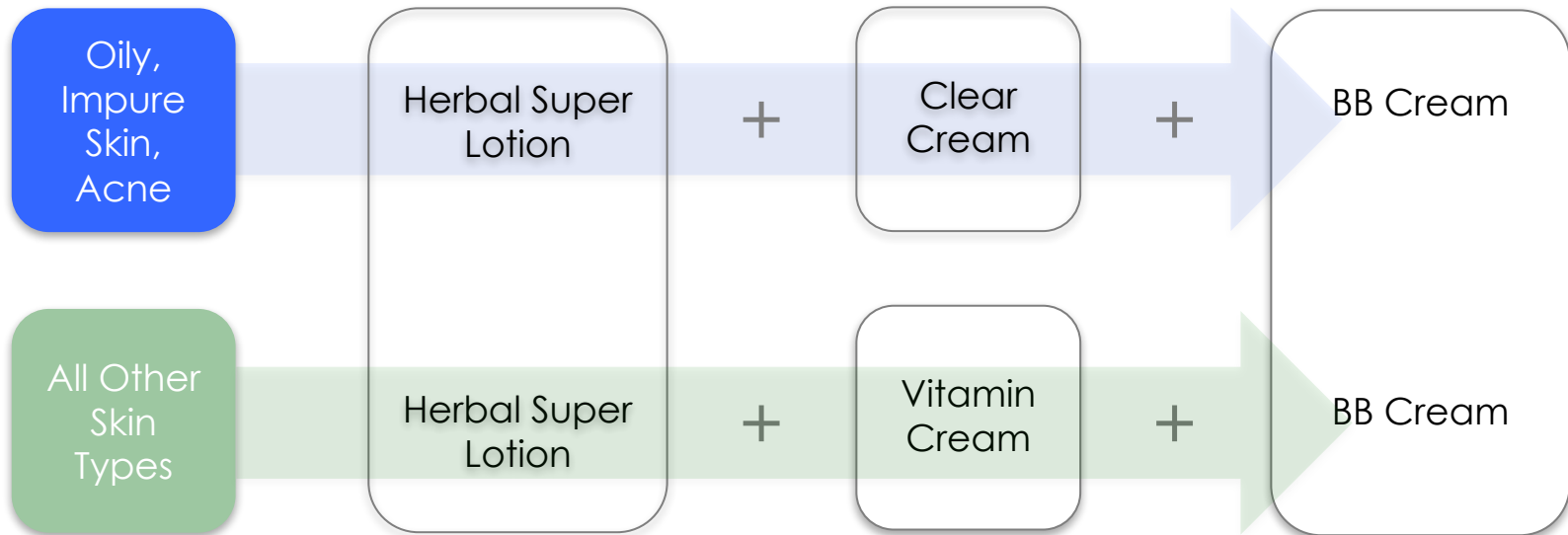


## HOME CARE

### Body

- The skin is expected to peel within ca. 6-8 days
- Review home care instructions with client
- The treated area should be cleaned with as little water possible in this time.  
A short shower is sufficient (no bathing) and immediately pat area dry with a towel
- It is advised to protect the skin with a bandage, gauze or a white, cotton t-shirt during this time

Use solely until the Follow-up Treatment





## FOLLOW-UP TREATMENT Body

herbs<sup>2</sup>peel

Follow-up Treatment for acne, impure skin (on back)

- Cleanse the skin with **MILD CLEANSING MILK** and apply a warm compress
- Gently remove any visible impurities
- Cleanse the skin with **DEEP GEL** for 2 minutes, remove with lukewarm water
- Apply a thin layer of **CLEAR GEL** and allow it to absorb
- Apply a layer of **CLEAR MASK** with a fan brush
- Allow to penetrate for 15 minutes and remove any remaining traces with kleenex
- Lightly apply **BB CREAM** on top

Recommend Alex Cosmetic [\[RESCUE\]](#) Line for home care, according to clients skin's needs

For firming and all others:

- Cleanse the skin with **MILD CLEANSING MILK** and apply a warm compress
- Conduct a massage with **ELIXIR** and finish by massaging **HYDRATING LEAVE-ON MASK** on top
- Allow to penetrate for 15 minutes and remove any remaining traces with kleenex

For ultimate firming an intensive home treatment can be recommended to the client 2 weeks later:

- Use **SO SMOOTH PEEL** 3 x per week
- Apply **SO SLIM EXPRESS AMPOULE** mornings and evenings to the affected areas. Finish by massaging in **THERMO CONTOUR MASK** (this Mask does not need to be rinsed off)
- After intensive treatment is complete continue to use **SO SMOOTH PEEL** 3 x per week
- Apply **SCULPT CREAM-GEL** mornings and evenings



## CORRECTIVE PEEL

Reminder

herbs2peel

- Pay extra attention to protecting the skin from the sun over the course of the next 4 weeks  
**(Aloe Vera Sun Care Cream, BB Cream)**
- It is not recommended to treat the skin with stronger peels and fruit acid peels within the next 3-4 weeks
- For best results and to stabilize balance in the skin, we recommend using ALEX COSMETIC products during the next weeks
- herbs2peel can be repeated if necessary as soon as 4 weeks after

# AGENDA

- herbs2peel – The Method
- Corrective Peel [C Peel]
- **Beauty Peel [B Peel]**
- Successful Marketing



BEAUTY PEEL

1 DAY  
FRESH SKIN

THE NATURAL ALTERNATIVE  
FAST

EASY

AVAILABLE ONLY THROUGH PROFESSIONALS

BEAUTY-BOOST  
BEFORE BIG EVENTS

PERFECT AS AN INTENSIVE  
TREATMENT SERIES



Beauty Peel

ALEX  
COSMETIC



## BEAUTY PEEL

1 DAY  
FRESH SKIN

### Treatment Goals

- Activates skin's repair mechanism through targeted, controlled irritation
- Activates skin's metabolism and detoxification by increasing circulation
- Improves microcirculation - supplying skin with oxygen and nutrients
- Skin is optimally prepared and receptive for subsequent products and treatments
- Improves skin complexion without visible signs of peeling
- **MORE volume, tone, elasticity and radiance**





BEAUTY PEEL

1 DAY  
FRESH SKIN

### Scope of Application

- Preventative anti-aging treatment (face, neck and décolleté)
- A regenerative hand treatment
- A fast and extremely effective regenerative treatment
- Effectively supports and accompanies whitening treatments
- Optimally prepares skin for a stem cell treatment
- As a body treatment to treat cellulite and firm targeted areas (upper arms, thighs, stomach)
- Ideal in short intervals as an intensive treatment series



BEAUTY PEEL

## Treatment Protocol Face



herbs2peel

- Cleanse the skin with **CLEANSING GEL**
- Tone the skin with **GREEN TONIC** (only in cases of sensitive skin or additional make-up removal)
- Steam the skin or use warm compresses for about 3-5 minutes. Gently remove impurities, if any and disinfect with alcohol

### Preparation of the herbs2peel POWDER + GEL

- Prepare 1 flat tsp. (ca. 2 g) of the herbs2peel **POWDER** into a small bowl, set aside. (Stir the herbal blend in the jar from top to bottom before use)
- Mix 2 tsp of the herbs2peel **GEL B** with herbs2peel **POWDER** 1:2 into a gel-paste consistency

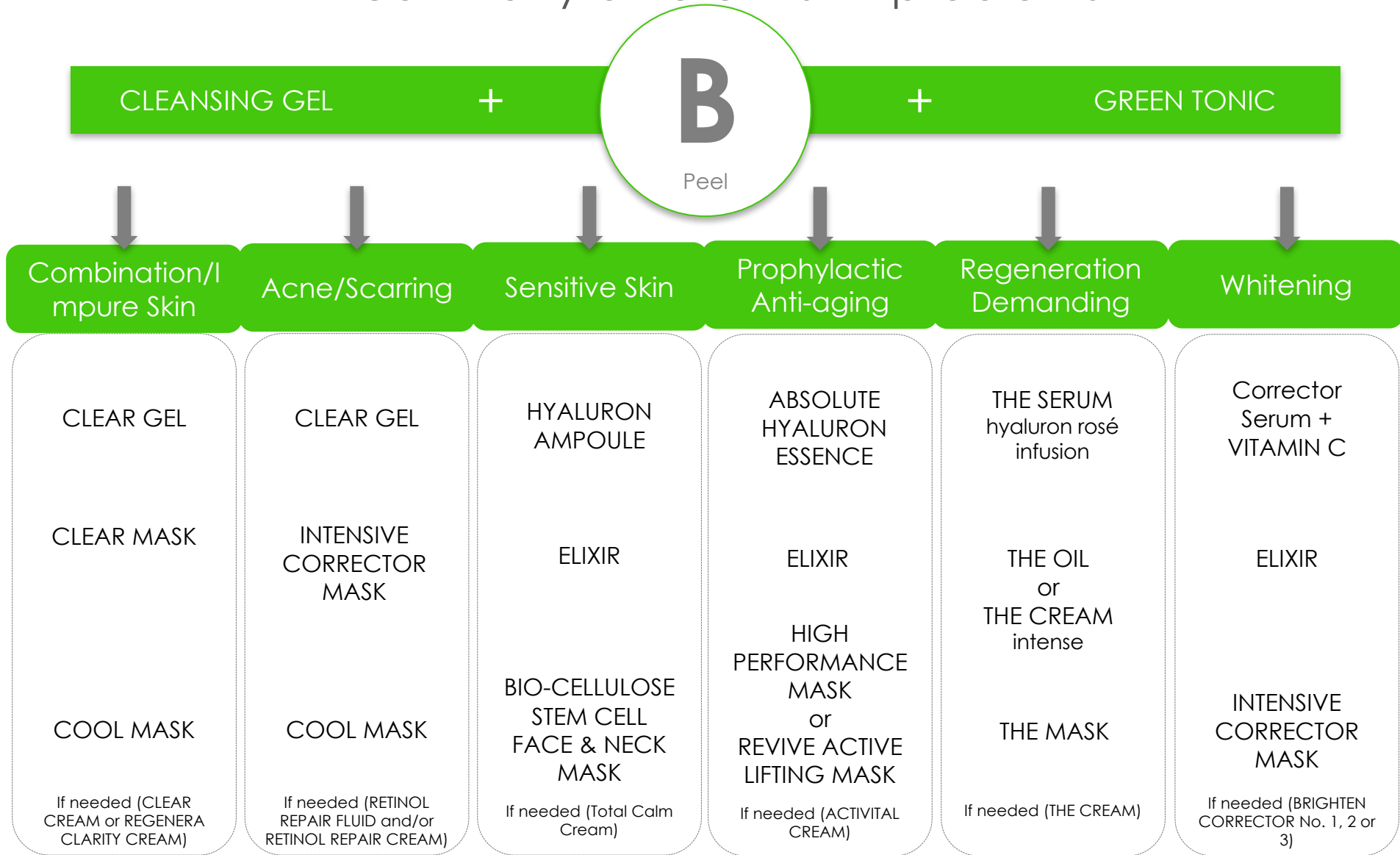
Tip:

- Have a stopwatch/timer directly on-hand to accurately time the peel and avoid over-treating

### Application

- Apply entire mixture onto the skin and begin the massage (use the whole hand and massage in circular movements). The duration and pressure of the massage (1-2 minutes) depends on the condition and thickness of the clients skin.
- After the massage, leave the herbs to penetrate the skin for an additional 1-2 minutes. (Rinse immediately after massage in cases of sensitive skin)
- Rinse with lukewarm water or warm towel
- Refresh the skin with **GREEN TONIC** for ca. 2 min. to intensively refresh the skin and provide maximum moisture.
- Apply treatment products according to treatment goal (Whitening, Stem Cells, Regeneration, etc.)
- Even though we are creating a strong regeneration process and no visible signs of peeling, it is still recommended to protect the skin from the sun and environmental aggressors with **BB Cream**

# The Alex Cosmetic B-Peel gives you the flexibility to treat many different skin problems



To finish use BB CREAM according to skin type to protect and care for skin



BEAUTY PEEL  
BODY

herbs<sup>2</sup>peel

The herbs2peel B-Peel BODY Treatment is designed to successfully treat problem areas:

- Firming upper arms, thighs, stomach

With the B-Peel, one can cover an area the size of the face, neck and décolleté on the body- (or 2 smaller areas on each leg about ½ the size). The treatment can be conducted on different massage intensity levels according to skin condition, with a massage length of 2-3 minutes.

- Works excellent in support with anti-cellulite treatments

Shows ultimate effectiveness when followed by treating the skin with targeted BODY products. The **so slim express ampoules, thermo contour mask** and **sculpt cream gel** make a great take home treatment to intensively treat after the peel.

- Helps remove enhanced keratinization skin and impurities on the back



# BEAUTY PEEL

## TREATMENT PROTOCOL

### BODY: Target Zones



herbs2peel

- Cleanse the skin with **CLEANSING GEL** and wash off using warm compresses

#### Preparation of the herbs2peel POWDER + GEL

- Prepare 1 flat tsp. (ca. 2 g) of the herbs2peel **POWDER** into a small bowl, set aside. (Stir the herbal blend in the jar from top to bottom before use)
- Mix 2 tsp of the herbs2peel **GEL B** with herbs2peel **POWDER** 1:2 into a gel-paste consistency
- Apply the entire mixture onto the skin and begin the massage on the body (use the whole hand and massage in circular movements)
- We recommend only one area per treatment- only upper arms, or thighs or stomach as an individual treatment
- The massage length for each affected area is ca. 1,5 - 2 minutes
- After the massage, leave the herbs to penetrate the skin for an additional 1-2 minutes.
- Rinse the skin with lukewarm water and refresh the skin with **GREEN TONIC**
- Apply a generous amount of **SCULPT CREAM GEL** and conduct a light massage (in the case of very sensitive skin, replace the **SCULPT CREAM GEL** with **ELIXIR**)

#### Recommended Home Care for Lighter Problems

- Apply **SO SMOOTH PEEL** 2x per week (first 1 week after B-Peel)
- Apply **SO SLIM EXPRESS AMPOULE** mornings and evenings to the targeted areas
- Finish by massaging in **SCULPT CREAM GEL**

#### Recommended Home Care for More Intensive Problems

- Apply **SO SMOOTH PEEL** 3x per week (first 1 week after B-Peel)
- Apply **SO SLIM EXPRESS AMPOULE** mornings and evenings to the targeted areas
- Finish by massaging in **THERMO CONTOUR MASK** (this mask does not need to be rinsed off)

There are a variety of home care body treatments which you can recommend to your clients after the Beauty Peel

### Light Treatment

- Apply **SO SMOOTH PEEL** 2 x per week
- Apply **SO SLIM EXPRESS AMPOULE** mornings and evenings to the targeted areas
- Finish by massaging in **SCULPT CREAM GEL**

### Intensive Treatment

- Apply **SO SMOOTH PEEL** 3x per week
- Apply **SO SLIM EXPRESS AMPOULE** mornings and evenings to the targeted areas
- Finish by massaging in **THERMO CONTOUR MASK** (this mask does not need to be rinsed off)

### Impure Skin

- Apply **SO SMOOTH PEEL** 3x per week
- Apply a few drops of **CLEAR GEL** and let penetrate
- Finish by applying **CLEAR CREAM**





BEAUTY PEEL  
HANDS



herbs2peel

- Cleanse the skin with **CLEANSING GEL** and wash off using warm compresses

#### **Preparation of the herbs2peel mask**

- Prepare 1 flat tsp. (ca. 2 g) of the herbs2peel POWDER into a small bowl, set aside. (Stir the herbal blend in the jar from top to bottom before use)
- Mix 2 tsp of the herbs2peel GEL B with herbs2peel POWDER 1:2 into a gel-paste consistency

#### **Application**

- Apply ½ mixture onto the first hand and begin the massage (using the whole hand and massage in circular movements) for 1 minute
- After the massage, leave the herbs to penetrate the skin for an additional minute. During the activation time, treat the 2<sup>nd</sup> hand. The strength of the massage is determined by the condition and thickness of the skin on the hand
- Rinse with lukewarm water or warm towel and refresh the hands with **GREEN TONIC**

#### **Regenerative Treatment**

- Massage the hands with a few drops of **ELIXIR**
- Apply a thin layer of **REVIVE ACTIVE LIFTING MASK**
- Use plastic gloves for deeper penetration and to work as an occlusive dressing
- Remove gloves after ca. 15 minutes and lightly massage any remaining traces of product into the hands

#### **Recommended Home Care:**

- The skin should be treated every evening with **HYDRATING LEAVE-ON MASK**
- The hands should not be exposed to direct sunlight during the day. We recommend using **SUN CARE CREAM SPF 25**

#### **Whitening Treatment**

- Massage the hands with a few drops of **CORRECTOR SERUM + VITAMIN C** with **ELIXIR**
- Apply a thin layer of **INTENSIVE CORRECTOR MASK**
- Use plastic gloves for deeper penetration and to work as an occlusive dressing
- Remove gloves after ca. 15 minutes and remove the rest of the **INTENSIVE CORRECTOR MASK** with water
- Finish by applying a small amount of **PORCELAIN GLOW BALM**

#### **Recommended Home Care:**

- The skin should be treated every evening with **CORRECTOR SERUM + VITAMIN C** followed by a small amount of **INTENSIVE CORRECTOR NO. 2**
- Daytime apply **CORRECTOR SERUM + VITAMIN C** and correct and protect the skin with **PORCELAIN GLOW BALM**



**B**

Peel

Results



Hyperpigmentation

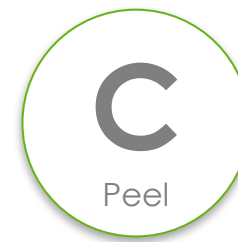
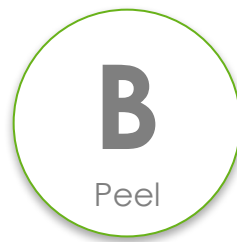
**B**

Peel

## Results



Improved Skin Quality



Former  
Herbal A-Peel

Treatment-type	Beauty (Revitalizing)	Corrective (Deep Peel)
Indication	Skin Imperfections & Anti-Aging Prophylaxis (Face, décolleté & hands)	Deep-Set Skin Problems (face & body)
Treatment Goals	Increasing Blood Circulation Detoxifying the Skin Regulating Skin Metabolic Processes Activating Skin Regeneration Processes Germinating New Cells and Producing Collagen Fibers	
	No signs of peeling	Extensive peeling of the upper epidermis
Application (herbs2peel POWDER+)	GEL [B]	LOTION [C]
Massage-Duration	1-2 (minutes)	8-10 (minutes)
Peel process	⊗	within 5 days
Follow-up treatment	⊗	after 5-7 days
Post-peel treatment goals	Supplying skin with corrective & regenerative ingredients according to skin's need	Skin protection, comfort and moisture supply
Subsequent treatment	after 5 days	after 28 days

# AGENDA

- herbs2peel – The Method
- Corrective Peel [C Peel]
- Beauty Peel [B Peel]
- **Successful Marketing**

# herbs2peel successful application and marketing

herbs2peel

Marketing Tips



Ongoing  
Support

Your Business Success

# The advantages of **herbs2peel** are in your hands





# The Beauty Peel is a flexible all-rounder and a natural alternative to Microdermabrasion

## Useful Sales Tips

- Position the **Beauty Peel** as a special treatment and **differentiate** its **price** in comparison to microdermabrasion and other anti-aging treatments
- Show documented **before and afters** (from **you** and/or from **other clients**)
- **Vary** the recommended **products** after an intensive treatment/time period → so **you can offer** your client something **NEW**
  - Many possibilities, on different products to recommend for home care (i.e. whitening or stem cells)

## Treatment Concepts

- As an **individual treatment** – a fresh-kick with immediate results
- **Intensive treatment**– A package of 4 in one month for different skin needs:
  - Anti-Aging | Whitening | Firming
- A **series package** - 4 for the price of 3

## Convincing Arguments

- **Noticeably visible and immediate results** (fresh-kick) with the **power of nature**
- **Long-term effects** → Skin will be **revitalized** and **smoother**
- **No downtime** (no peeling → doesn't interfere with daily activities), no side effects
- Gives a **WOW-effect** for **special events** (i.e. weddings, galas, dinner-date, etc. – treatment on the same day)
- Natural, effective **alternative** to **microdermabrasion**
- **Short** timed and **easy** treatment
- Can be done **all year long**- all seasons (even in summer)





The Corrective Peel is a natural & effective problem solver for many different skin problems

### Useful Sales Tips

- Offer the treatment as a package in which the **Follow-up Treatment** and **home care products** are included (try to avoid additional hidden costs for the client)
  - Treatment + Follow-up Treatment + Home Care Products
  - **Price differentiation** between **akne-** and “**other**” clients
  - Your **service** & **expertise** are part of the treatment: “You can call me anytime if, I am there!”
- Show documented **before and afters** (from **you** and/or from **other clients**)
- Set **realistic goals**– it can take **more than one treatment** in order to reach **desired results**
- Clarify the treatment process in detail (peel process, do's and don'ts, etc.)

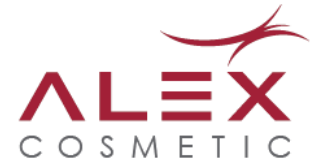
### Convincing Arguments

- **Experience** with the method since the 1950's and **globally successful**
- **herbs2peel** has already helped many clients→ before and after booklet for particular indications/ skin needs
- **Natural** problem solver – **new skin** in **only 5 days**
- The new, **natural alternative** for skin problems, that haven't worked with traditional methods – “Let's try another option”
- Every treatment **improves skin's quality**
- With **1 treatment** you **replace** the **3-4 month-long treatments fruit acids**
- A **safe** method **without toxic side effects**, which can put stress/damage on our organism (inner organs)

Alex Cosmetic offers continuous support, so that you can achieve new treatment success with **herbs2peel**

## Alex Cosmetic Support

- **Knowledge & experience** from thousands of satisfied clients
- Direct, **phone support** with **your questions** about **herbs2peel**
- Development of **new treatments**- and concepts, to make **herbs2peel attractive in the long-term**
- Recommendation and provision of the required documents (One-Pager each of treatment record forms, declaration of consent, etc.)



## Sales & Marketing Materials

- Posters, displays, informational brochures, etc.
- Advertising copy for website and press releases
- Before and after booklet



# herbs2peel is not only effective, but also a high-yielding method for your cabin

An example of a profit analysis* for a B-Peel & a C-Peel Treatment		Beauty Peel	Corrective Peel
Revenue	Treatment (incl. Follow-up Treatment)	99,00 €	222,50 €
	Home Care		76,50 €
	<b>Price for 1 Treatment</b>	<b>99,00 €</b>	<b>299,00 €</b>
	Plus VAT/sales tax 19%.	18,81 €	56,81 €
	<b>Net Income</b>	<b>80,19 €</b>	<b>242,19 €</b>
Expenses	Personnel Expenses		
	Material Costs	15,04 €	36,64 €
	Home care products		40,40 €
	<b>Net Expenses</b>	<b>15,04 €</b>	<b>75,04 €</b>
Profit	<b>Profit per Treatment (net)</b>	<b>65,15 €</b>	<b>167,15 €</b>

\* Price list from: 2016

The personnel expenses need to be individually calculated and will correspond to the profit

# ALEX COSMETIC

Try beauty – you will like it!

**ALEX**  
COSMETIC

WE DESIGN THE SCIENCE OF BEAUTY

Cleanse  
/Open



WASH



PEEL



Tone



BALANCE



Provide  
/Shield

CALM



RESCUE



BRIGHTEN



PROTECT



RENEW



ALEGANCE



**CUSTOMIZED CARE**



5DAYS  
NEW SKIN

herbs<sup>2</sup>peel  
ALEX COSMETIC



**BODY**

