



With Experience

Udo Springer is the name of the new man in charge at alessandro International. In his new role, he plans to put a stronger focus on innovation and customer service.

Udo Springer, new CEO of alessandro, is already familiar with the cosmetics industry. He has held management positions at L'Oréal in Poland, Switzerland, Germany and the Benelux countries.

What was your first impression of the new industry?

Well, the industry isn't really that new for me. Thanks to my 30-year 'beauty career', I've been familiar with the industry for a long time.

What appeals to you about the scope of your new job?

As managing director, I see great potential for alessandro in the future. The internationally recognised German cosmetics brand is a leading innovator and offers exciting design possibilities with its own product development and distribution channels. For me personally, the focus is also on human relationships: it all revolves around service, training, contact and feedback – around the interaction between alessandro, sales partners and consumers.

What project would you like to take on in the near future?

We want to continue to realise our mission, 'beautiful nails for everyone', and double the number of studios within the next two years. We are focusing on the needs of our partners and consumers, working hard on the innovation pipeline and continuing to extend the range of

services we offer. Our aim is lead the market in all nail sculpting and colour technologies.

What innovations are you working on that directly affect nail designers?

If I was to reveal it, it wouldn't be an 'innovation' anymore. Suffice to say, we are planning some quite spectacular innovations in the colour market (better and faster) and some important relaunches in the sculpting area (simpler and safer).

What future challenges do you see for yourself and your industry?

We must succeed in increasing the demand for services offered by nail salons to that of the level enjoyed by hairdressing salons and to make nail studios attractive to all age groups. Consumers expect increasingly professional services.

How do you prepare alessandro partners?

Our 'alessandro Academies' offer comprehensive training and further education at six sites in Germany – from nail design and pedicure training to becoming a master nail stylist. In doing so, we provide the ideal foundation for a successful career and self-employment. Added to this, we offer everything from seminars and champion workshops to training for those wanting to make a lateral career move, such as beauticians and hairdressers – as well as courses, tutorials, videos and much more. In short: alessandro guarantees not only first-class product quality but also technical know-how and constant professional development.

What potential do you see for hand treatments in beauty clinics?

Every beauty clinic can participate in the "nail mania". Especially when visiting a beauty salon, the client expects a complete range of beauty treatments including salon services and sales of nail care products. I would restrict the range of services offered to beautifying natural nails, since this service is easy to learn, can be carried out quickly and at an attractive price and, if good quality products are used, can achieve excellent results in terms of durability and gloss.

What about the sale of nail care products in salons? How do you assess the current situation? And what goals can be achieved by what means?

Retail sales of hand and nail care products in salons are usually very low. Salons focus on the wrong brands, which are either completely unknown or available from health and beauty retailers. In addition, they are poorly displayed and there is a reluctance to "sell" them. There is a very simple strategy to change this. You should choose a well-known professional nail brand, an excellent product display which exudes colour competence and invites customers to buy, and offer your clients individual, professional consultations.

How do you – meaning Udo Springer, the private individual – cope with the stress of daily working life?

In a very normal and down-to-earth way: I enjoy the 'grounding' I get from my large family and I keep fit by running and swimming regularly.

Sonja Böhme