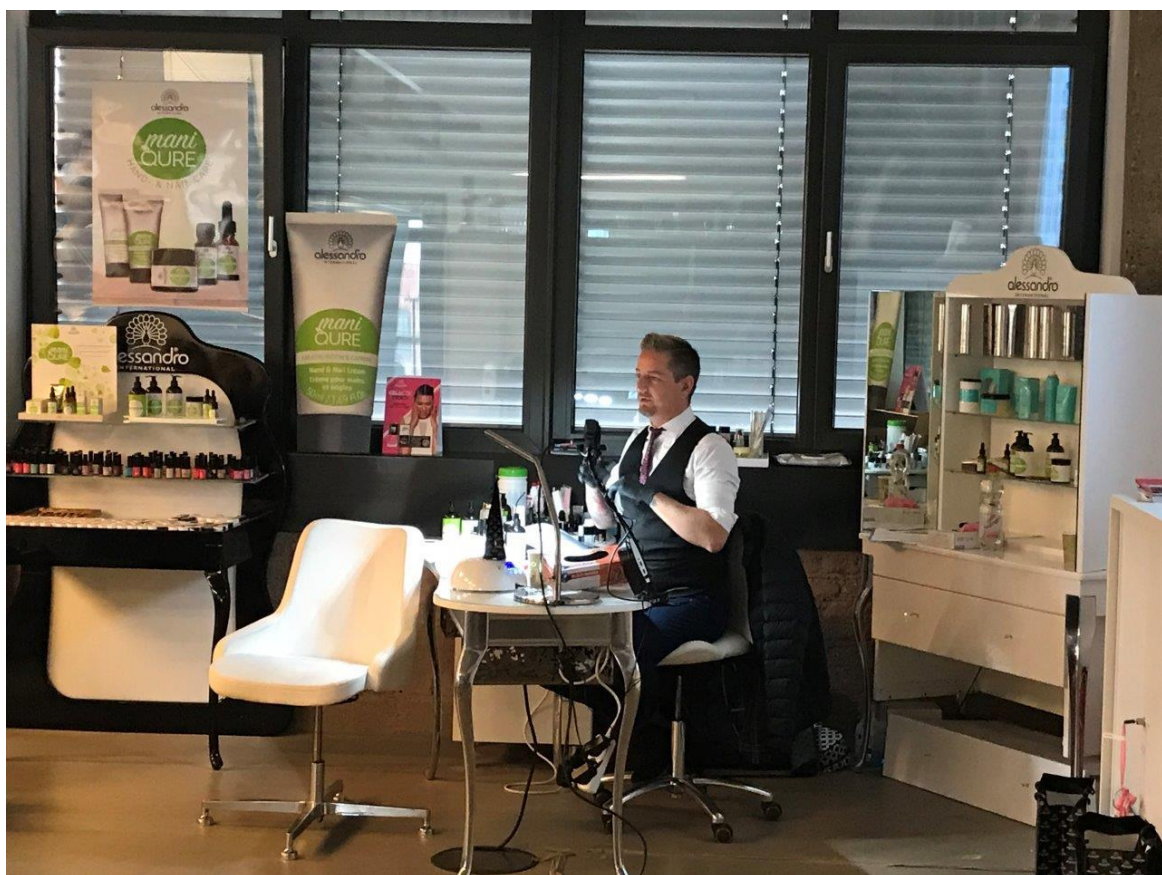


Training at the highest level

alessandro International is one of the leading brands in the professional hand and nail care business and the pioneer in gel sculpting products.

To succeed in the international business, training is always one of the key business drivers for alessandro. But what is necessary to have a training at a level which fits the standard of the brand?

First you need the best trainers for practical demonstration and theoretical motivation in the world. And yes, alessandro International has them. Frank Schäberle has won several national and international awards and Simina Farcasiu has completed several business coachings on international level.



Second you need a perfect organized agenda with a mix of tests, theoretical knowledge, practical work and emotional and motivational workshops - garnished by varied evening events. On top of this, alessandro has given awards to the best performers each day.

Third you need a place of inspiration which alessandro has created in the alessandro academy at the international headquarter in Dusseldorf.



Last but not least you need a strong brand with top products and a distinctive heritage which gives the participant no chance not to love the brand.

Everything was put together during the International Training Week in October 2017 and made these days an unforgettable experience for all participants.

alessandro International looks forward to the next International Training Week in 2018 with much more exciting emotional moments.

