



**CUCCIO**  
NATURALE

CUCCIO  
NATURALE  
pomegranate & fig  
scentual spa  
elixir  
for towels, linens  
& treatment rooms  
LABORATORY STRENGTH

CUCCIO NATURALE  
pomegranate & fig  
sea salts  
moisturizing exfoliant for hands, feet & body  
Net Wt. 19.5 oz. (553 gm)

CUCCIO NATURALE  
pomegranate & fig  
butter blend  
hydrating treatment for hands, feet & body  
Net Wt. 10.2 oz. (289 gm)

Bobit Publications & the Scentual Spa Experience



## Welcome

For more than 8 years now Cuccio Naturale has striven to be top choice for spa professionals looking to enhance the spa experience.

Cuccio Naturale is dedicated to providing new innovative products and ingredients enhanced by natural extracts to spa owners and nail professionals. While we cultivate some old world Italian traditions and secrets, we maintain the high integrity that goes into making the products.

Cuccio Naturale has created a program to help guide professionals to increasing his/her revenue with an easy to use Marketing Plan. We have created 3 stand alone banners to make for a quick and easy enhancement to your menu, without costly printing charges.

One of the first steps to enhancing the spa experience is by incorporating the Signature Service Kits this allows professionals to preform numerous themed services. The second way to revamping your salon/spa is to add multi-levels of services to your menu. The third step is the new marketing program to retail the body butters in the salon/spa.

Furthermore, the Cuccio line was inspired to create niche services in the salon/spa to make for the ultimate unique pampering experience!



Milk & Honey



Pomegranate & Fig



Enhancing the Scentual Spa Experience  
with four tantalizing scents!

Papaya & Guava Nectar



Tuscan Citrus & Herb





# Endless Possibilities





Cuccio  
Aqua Leaves  
instant themed pedicures

milk & honey

Cuccio  
milk & honey  
scented spa  
elixir atomizer  
for towels, linens  
& treatment rooms

Cuccio Naturale  
milk & honey  
butter blend  
hydrating treatment for hands & feet

Cuccio Naturale  
milk & honey  
sea salt scrub  
exfoliating treatment

Cuccio Naturale  
deep dermal transformation  
infused with comfrey  
promotes skin cell renewal



# Milk & Honey

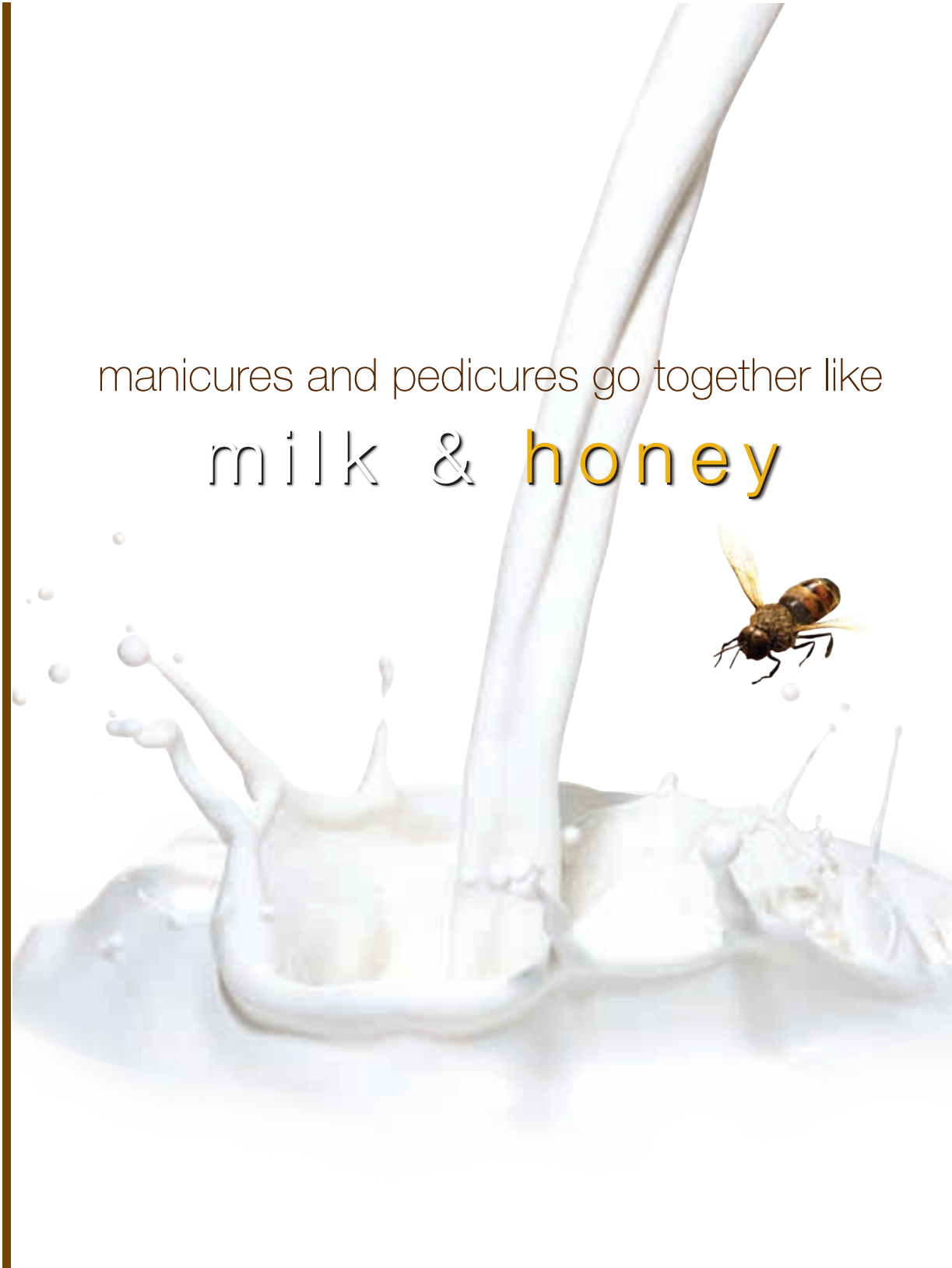
## Benefits

### Soothing & Moisturizing

Milk proteins soften and condition while honey, a natural humectant, hydrates and nourishes your skin.

manicures and pedicures go together like

milk & honey



Body Butter Blend (8 oz.)  
Keeps skin hydrated and protected all day with 24 hour time released emollients.



Elixir Spray Atomizer (2 oz.)  
Instant aromatherapy for your clients!  
Refresh towels and treatment rooms.  
Contains essential oils.



Exfoliating Sea Salts (19.5 oz.)  
Infused with essential oils to soften and polish skin for a healthy glow. A luxurious way to detoxify the skin and help fight against free radicals.



Manicure and Pedicure Fizz Balls (24 ct.)  
Softens, conditions, whitens and nourishes cuticles and nails. This aromatherapy botanical soak is relaxing as well as beneficial.



AquaLeaves™ Discs (2)  
Softens cuticles and deodorizes to help with basic nail prep.



CUCCIO NATURALE  
pomegranate & fig  
butter blend

*hydrating treatment for hands, feet & body*

Net Wt. 8oz. (240gms)

CUCCIO NATURALE  
pomegranate & fig  
sea salts

*moisturizing exfoliant for hands, feet & body*

Net Wt. 19.5oz. (550gms)





# Pomegranate & Fig

## Benefits

### Anti-aging & Revitalizing

Pomegranate embodies nature's most potent antioxidant, skillfully fighting damaging free radicals to promote younger and firmer looking skin.



Exfoliating Sea Salts (19.5 oz.)  
Infused with essential oils to soften and polish skin for a healthy glow. A luxurious way to detoxify the skin and help fight against free radicals.



Body Butter Blend (8 oz.)  
Keeps skin hydrated and protected all day with 24 hour time released emollients.



Elixir Spray Atomizer (2 oz.)  
Instant aromatherapy for your clients! Refresh towels and treatment rooms. Contains essential oils.



Manicure and Pedicure Fizz Balls (24 ct.)  
Softens, conditions, whitens and nourishes cuticles and nails. This aromatherapy botanical soak is relaxing as well as beneficial.



AquaLeaves™ Discs (2)  
Softens cuticles and deodorizes to help with basic nail prep.



CUCCIO NATURALÉ™  
papaya & guava  
nectar butter blend

*hydrating treatment for hands, feet & body*

Net Wt. 5.3 oz (150g)

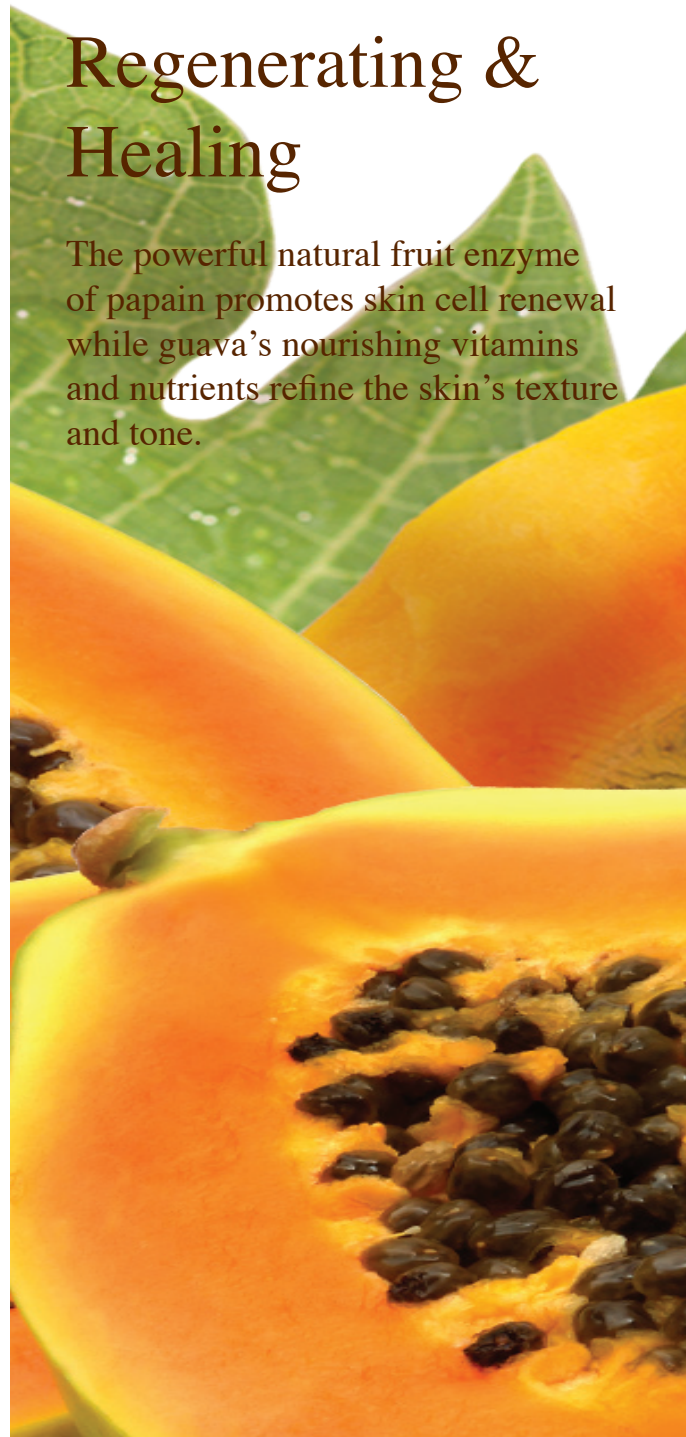


# Papaya & Guava

## Benefits

### Regenerating & Healing

The powerful natural fruit enzyme of papain promotes skin cell renewal while guava's nourishing vitamins and nutrients refine the skin's texture and tone.



Elixir Spray Atomizer (2 oz.)  
Instant aromatherapy for your clients!  
Refresh towels and treatment rooms.  
Contains essential oils.



Body Butter Blend (8 oz.)  
Keeps skin hydrated and protected all day  
with 24 hour time released emollients.



Exfoliating Sea Salts (19.5 oz.)  
Infused with essential oils to soften and  
polish skin for a healthy glow. A luxurious  
way to detoxify the skin and help fight  
against free radicals.



Manicure and Pedicure Fizz Balls (24 ct.)  
Softens, conditions, whitens and nourishes  
cuticles and nails. This aromatherapy  
botanical soak is relaxing as well as  
beneficial.



AquaLeaves™ Discs (2)  
Softens cuticles and deodorizes to help  
with basic nail prep.



Cuccio NATURALE  
tuscan citrus & herb  
moisturizing treatment  
with bergamot

Cuccio NATURALE  
tuscan citrus herb butter blend  
with bergamot & clary sage  
hydrating treatment for hands, feet & body  
Not Wt. 8 oz. (240 ml)

Cuccio NATURALE  
tuscan citrus herb  
with bergamot  
and clary sage  
scented spa elixir  
for towels, linens  
& treatment rooms  
LABORATORY STRENGTH  
Not Wt. 2 oz. (60 ml)



# Tuscan Citrus & Herb

## Benefits

### Energizing & Balancing

Rejuvenating Vitamin C adds clarity, brightness, & firmness to your skin's complexion. Moisture-balancing Vitamin E equalizes & replenishes your skin.



AquaLeaves™ Discs (2)  
Softens cuticles and deodorizes to help with basic nail prep.



Body Butter Blend (8 oz.)  
Keeps skin hydrated and protected all day with 24 hour time released emollients.



Exfoliating Sea Salts (19.5 oz.)  
Infused with essential oils to soften and polish skin for a healthy glow. A luxurious way to detoxify the skin and help fight against free radicals.



Elixir Spray Atomizer (2 oz.)  
Instant aromatherapy for your clients! Refresh towels and treatment rooms. Contains essential oils.



Manicure and Pedicure Fizz Balls (24 ct.)  
Softens, conditions, whitens and nourishes cuticles and nails. This aromatherapy botanical soak is relaxing as well as beneficial.

The only intensive,  
hydrating,  
body-heat-activated,  
crémé wrap

that transforms into  
a transparent,  
ultra-smooth viscosity  
as it penetrates  
deep into the dermal layer

effectively regenerating

# skin cells right before your eyes



CUCCIO  
NATURALÉ



# C U C C I O <sup>TM</sup>

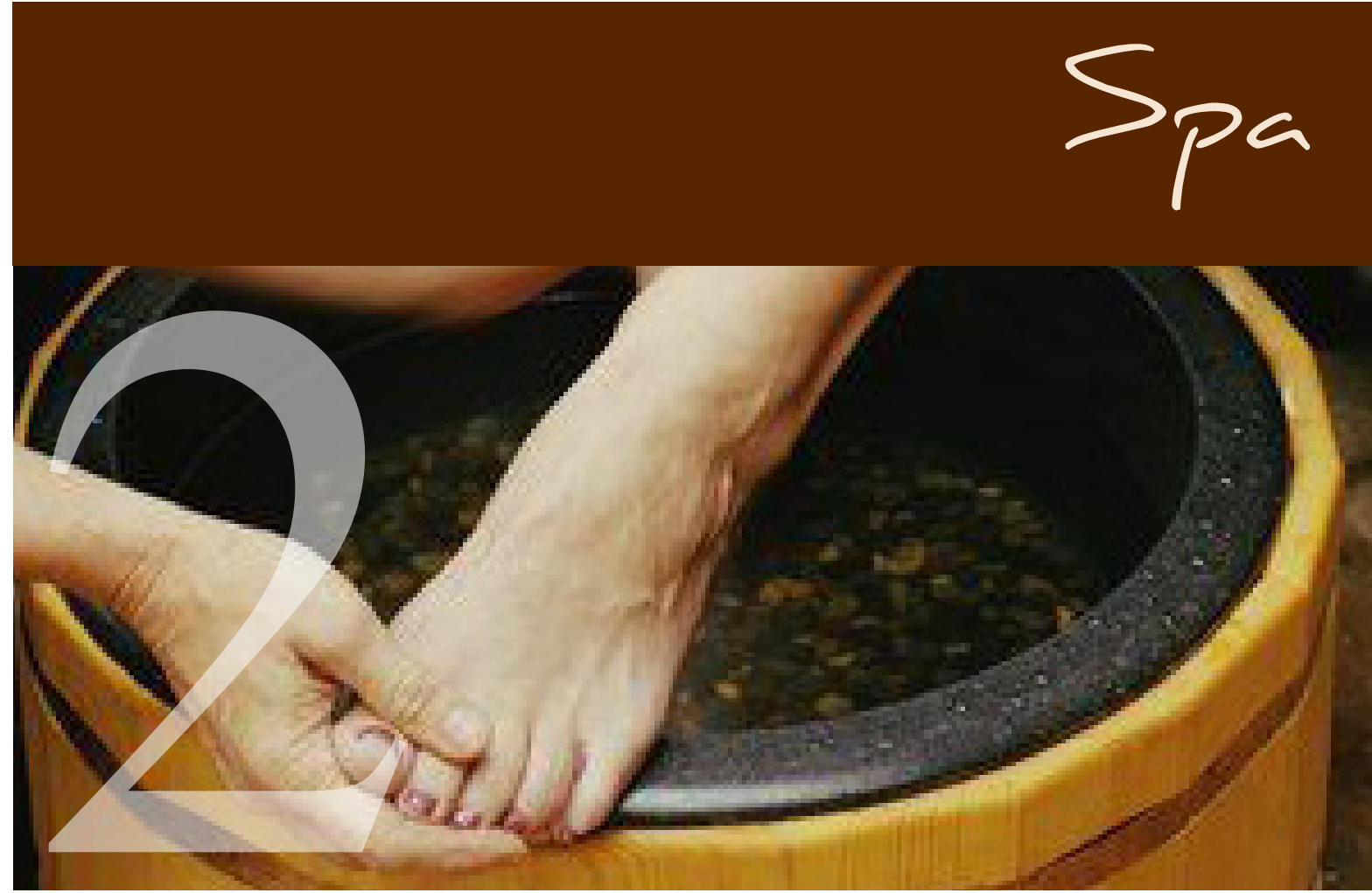
N A T U R A L É



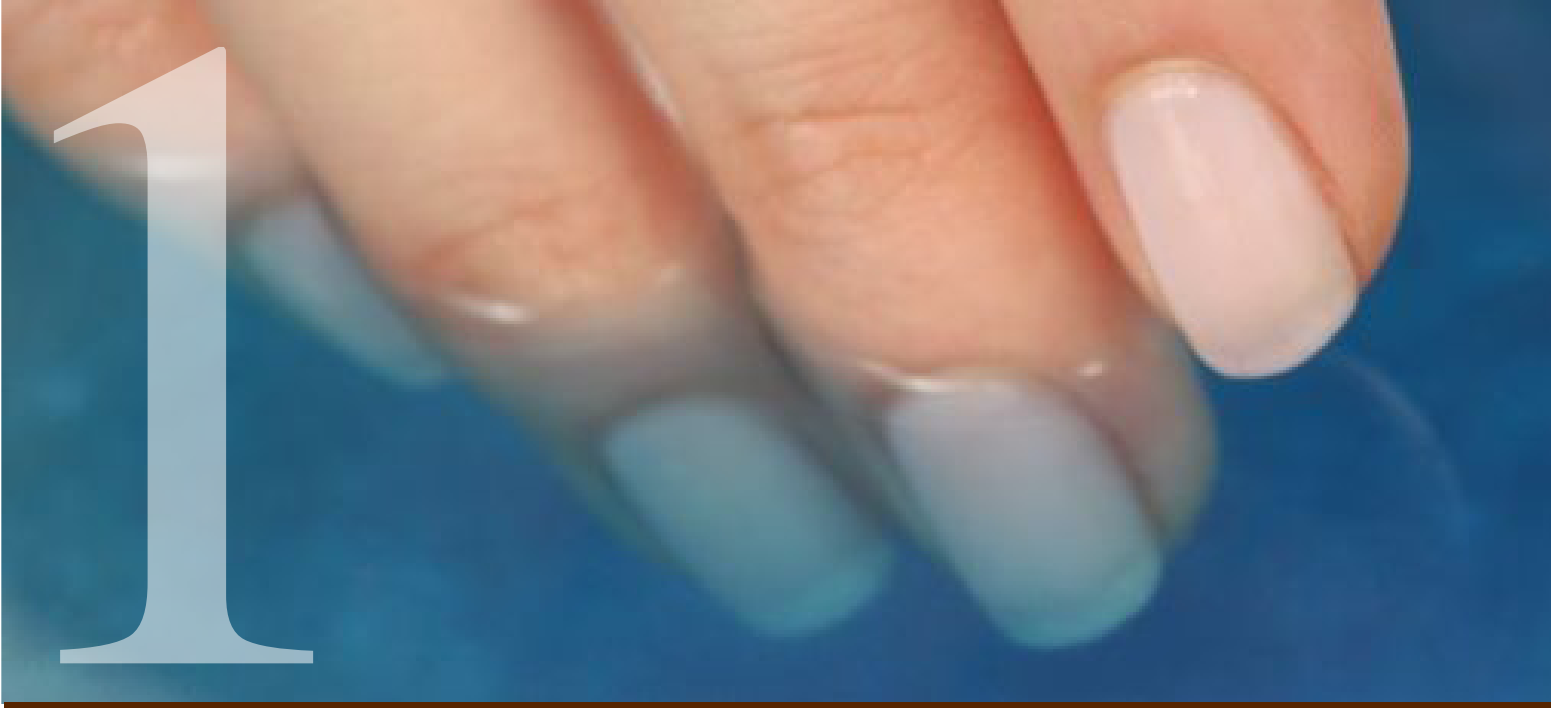


Taking the Nail Technician  
to a Whole New Level of  
Professional Services





Spa



Express





Paradiso



## 3 Levels of Success New Sensual Spa Signature Services

### Express

Cuccio On-The-Go  
Manicure And/Or Pedicure

In a hurry? No time for pampering but still need the benefits of a professional manicure and/or pedicure? Cuccio Naturalé Express is the service for you!

approximately 15–20 minutes

### Spa

Cuccio Spa  
Manicure And/Or Pedicure

Cuccio Naturale Spa service takes you beyond the basics of the Express by combining the health benefits of skin renewing exfoliation and fruit enzyme anti-oxidant treatments combined with your manicure and/or pedicure.

approximately 30–45 minutes

### Paradiso

Cuccio Paradiso  
Manicure And/Or Pedicure

Treat yourself to Paradise. Elevate our fabulous SPA manicure and/or pedicure service to the next level.

A series of scented spa treatments featuring soothing soaks, exfoliating organic sea salts, refreshing spa elixirs, regenerating skin cell deep dermal vitamin enriched wraps, extended massage, and hydrating body butters combine to create the most relaxing and healing of spa experiences.

approximately 45–60 minutes

Program includes 5 Foot Color  
Merchandising Standee.





# Butter Tower Retail Program

Helps Professional Nail  
Technicians Increase  
Their Income &  
Raise the Perception of  
Their Salons.

Program Includes Point of Purchase  
Display with 6 Butters, a Free Sample  
Butter with Pump and a 5 Foot Color  
Merchandising Standee.

## Increase Retail Dollars New Eye-Catching Retail Body Butter Towers





# Themed Services

Create Themed Manicure and Pedicure Services with One Kit, One Scent & Endless Possibilities.

Program is Aimed at Assisting Professional Technicians in Creating Unique, Exciting and Profitable Spa Signature Services. Program includes 5 Foot Color Merchandising Standee.

# Increase Themed Service Revenue

New Sentual Spa Signature Service Kits





# How we show our support...

Advertising (Marketing support)

Trade Shows

Sampling program

upgrade the website

E-blast promotions

Deal sheets

Innovative P.O.P Displays to make for retailing easy

In house P.R. person to assist the editors (Arica Carpenter)

Our goal for 2008 and the future of the Cuccio line is to be # 1 for Natural Nail care.

## Web

CUCCIO NATURALE

CUCCIO NATURALE

Search Site

email:

password:

- ◆ sign in
- ◆ forgot password?
- ◆ new customer

You have  Items  
In your cart  
Total amount:  
\$   
[View cart](#)

media

shop products

- ◆ promotions->
- ◆ accessories
- ◆ back bar
- ◆ butter blends
- ◆ cuccio men
- ◆ disposables
- ◆ gift items
- ◆ hydrate
- ◆ professional kits
- ◆ professional retail
- ◆ remove
- ◆ revitalize
- ◆ slippers
- ◆ soak
- ◆ spa enhancement
- ◆ treat

purely pomegranate  
BUY SEA SALT AND GET MATCHING BUTTER BLEND **FREE!**  
▶ [click for details](#)

CUCCIO NATURALE  
pomegranate & fig sea salts  
moisturizing exfoliant for hands, feet & body  
Net Wt. 19.5 oz. (553 gms)

CUCCIO NATURALE

CUCCIO NATURALE  
Tony Curcio

inspiration

promotions

catalog

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Cuccio Naturale  
**Scentual Spa**  
Signature Services

Scented Services Designed To  
Turn Your Ordinary Manicure & Pedicure  
Into An Extraordinary Spa Experience

**CUCCIO NATURALE  
SCENTUAL SPA SERVICES**  
A series of scented spa treatments  
featuring soothing astringes, soothing  
organic skin oils, soothing sea salts,  
regenerating skin care deep exfoliant  
whisper-soft scrubs, detangled  
massage, and hydrating body butters  
combine to create the most relaxing  
and healing of spa experiences.

**Milk & Honey**  
Soothing & Moisturizing  
This treatment will soothe and soften the skin  
and leave it hydrated and glowing.

**Pomegranate & Fig**  
Anti-Aging & Firming  
This treatment will stimulate collagen and  
help reduce signs of aging, leaving skin  
smooth and firm.

**Passion & Guava**  
Regenerating & Healing  
This treatment will regenerate and heal the  
skin, leaving it soft and supple.

**Texas Citrus Herb & Clary Sage**  
Energizing & Invigorating  
This treatment will energize and invigorate  
the skin, leaving it fresh and glowing.

Enhance Your Scentual Spa Experience  
[www.cuccio.com](http://www.cuccio.com)

*Sampling*



*Point of  
Purchase*

CUCCIO  
NATURALE

purely pomegranate  
body butter, sea salts and elixir  
for hands, feet and body

CUCCIO  
NATURALE  
pomegranate & fig  
scentual spa  
elixir  
for hands, feet  
& body

CUCCIO NATURALE  
pomegranate & fig  
sea salts  
moisturizing exfoliant for hands, feet &  
body

[www.cuccio.com](http://www.cuccio.com)

*Advertising*

CUCCIO  
NATURALE

ready September - December 2007  
for relaxation  
deals

**New Deep Dermal Transforming Whip**  
A new intense formula that brings moisture to a deep level of the dermis. Smooths the  
appearance of fine lines and wrinkles. Use once a week on your hands and feet for  
soft, glowing and more radiant looking skin. For a more intense treatment, apply  
hands and feet with a warm, moist towel and let sit for 5-10 minutes. Remove off and  
apply your favorite Cuccio Naturale body butter to seal in the moisture.  
Net 4.11 oz. (116g)  
Suggested Retail \$24.00  
Sale \$18.00

**New Cuccio Naturale Signature Service Kits**  
Create unforgettable signature services that keep your clients coming for more.  
Each kit contains: Sea Salts, Body Butter Blend, Deep Dermal Transforming Whip,  
Manicure & Pedicure Soak Salts, Body Scrub and Body Lotion.  
Pomegranate & Fig Skin Kit \$17.95, Milk & Honey Skin Kit \$17.95,  
Passion & Guava Skin Kit \$17.95, Texas Citrus Herb & Clary Sage Skin Kit \$17.95.  
Suggested Retail \$34.95

**It's Better with Butter**  
New Cuccio Naturale Rubber Blended Facial  
Display includes 6 butter blends.  
Pomegranate & Fig Skin Kit \$17.95, Milk & Honey Skin Kit \$17.95,  
Passion & Guava Skin Kit \$17.95, Texas Citrus Herb & Clary Sage Skin Kit \$17.95,  
Sea Salts Skin Kit \$17.95, Body Butter Blend Skin Kit \$17.95.  
Suggested Retail \$41.95

**Did You Say FREE!**  
Purchase a 32 oz. Body Butter Blend and receive  
the matching 8 oz. Butter FREE!  
Milk & Honey Skin Kit \$17.95, Texas Citrus Herb & Clary Sage Skin Kit \$17.95,  
Passion & Guava Skin Kit \$17.95, Sea Salts Skin Kit \$17.95.  
Suggested Retail \$24.95

**New Aquat Leaves™ Camille Pink**  
Turn an ordinary pedicure into an extraordinary spa  
experience! New Camille Pink includes 2 Pomegranate  
& Fig, 2 Milk & Honey, 1 Passion & Guava, 1 Texas Citrus Herb,  
1 Sea Salts Skin Kit.  
Suggested Retail \$11.95

Enhancing the Scentual Spa Experience 800.702.8245 888.257.7827 [www.cuccio.com](http://www.cuccio.com)

*Deals*

We are asking for the support of your publications, editorial staff to help the nail technicians get to the next level in 2008...



  
CUCCIO  
NATURALE