

# SALON

TM

**INTERNATIONAL**

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# SALON

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INDIAN SUBCONTINENT | Vol 7 No 6 | June 2015

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The overall beauty business in India is growing phenomenally. In a research report titled *Indian Cosmetic Sector Forecast 2015*, the forecast for hair and beauty industry is pegged at a per capita annual spend of \$1.2, which is expected to grow to \$6.2 in 2015. Most of the international brands are trying to cash in on the huge appetite Indian women have for foreign cosmetic brands. They tend to spend 35 per cent or more of their income on themselves. As for the international players already present in India, there has been a slew of beauty product makers, who have lined up to cash in on a business boom in India. Although a slowing economy and slowdown in consumer spending on non-essential products and services, clearly haven't stopped Indian women or men from putting up their best face.

The country's cosmetic sector has, in fact, emerged as one of the markets holding immense growth potential. New product launches catering to consumer's growing requirements are fuelling growth in the industry, for which the future outlook seems exceptionally bright. According to a latest research report, the Indian cosmetics market registered impressive sales and with rising purchasing power and growing fashion consciousness, the industry is estimated to expand at an annual growth rate of around 17 per cent during 2013-15.

With this as a backgrounder, this month's cover story on international salon brands doing brisk business in the country has been sketched. While the local salons are still coping with lack of trained personnel and procurement of quality projects, global salon players have cohesively blocked the loopholes and are focused on generating business and bringing complete beauty and wellness solutions to their clients.

There are interviews with celebrity hairstylists like Patrick Cameron and Diva Poulous who come forward to share their professional journeys. The lesson for all is that while you may start small, if you have fire in your belly, no force on earth can stop you from becoming successful. In make-up, Priyanka Kapoor, independent make-up artist, shows grit and spirit that rivals that of experts. From famous Bollywood actors to cricketers and members of the royal family, she has done bridal shoots and sessions for them all. Tamara Ann Correia, Spa Manager at Spa Sitara is Goa, has a goal to put her spa on the map of Goa and include professionally skilled and trained workers in her team. She shares her plans with us.

Apart from this, new openings of salons, products in the market in the hair, skin, make-up and equipment category, Paradise Academy in Kangra in Himachal Pradesh and The Spa at The Raffles in Istanbul in our Visual Dynamics section, are the other highlights.

Do write back to us with your views and take care as the sun beats down on us all!

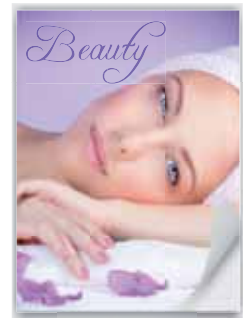


Hair: James Earnshaw  
 Photographer: Richard Miles  
 Make-up: Becky Hunting

# Contents

- 14 Snippets** Latest news and updates of the beauty and hair industry
- 18 New Openings** Salons and spas across the country
- 20 In First Person** Shahid Shah, Hairstylist at Toni&Guy Delhi, has trained with International Education Manager, label.m, Eamonn Boreham. He talks about trends, tips and the hairstyling industry
- 24 Interview** Patrick Cameron, Hairdressing Educator and master of long hair dressing, shares his journey towards stardom, the meaning of being successful and his upcoming projects
- 40 Innovation** Ikonic S3 Hair Iron has an inspirational and futuristic approach that claims to create smooth, polished hair with natural static-free shine in minutes
- 42-48 In Focus** Since the local business is still perceived to be unorganised, international brands are taking it as a money-spinning opportunity to set up their salons and spas here. We recce the market and speak to a few international salon and spa brands that have set up shop and are reaping the benefits, as if there is no tomorrow
- 56 Role Model** Diva Poulos, Design Artist, Sebastian Professional, shares her USP, her own role model and also her view on the potential of Indian hairstylists
- 75 Beauty** Interview with make-up artist, Priyanka Kapoor, who shares with us her initiation in make-up artistry and her current status
- 92 Brand** Dr Seema Anand, Owner, Look Beyond shares her inspiration and plans for the brand
- 93 Spa Focus** Visual dynamics of The Spa at Raffles Istanbul, an interview with Tamara Ann Correia, Spa Manager, Spa Sitara who talks about the importance of spa etiquette and perceptions of working at a spa
- 106 Nail Art** Striping Tape Nail Design, the tutorial helps to deliver this trend in a quick manner
- 107 Coffee Break** Try this quiz and win a year's subscription of *Salon International*
- 108 Celeb Style** Anushka Sharma reveals her beauty and fitness secrets
- 112 Step-by-step** Intricate hairstyles explained
- 114 Events** The social calendar: what's happening, when and where

75



26



50



98



108





## Get the Beach Look with KEVIN.MURPHY

Internationally renowned personalities like Selma Blair, Cate Blanchett, Enrique Iglesias, Kylie Minogue and many others have been styled in the Beach Look by Kevin Murphy himself. Here's a quick step-by-step to get the look right

# Bed Head by TIGI Hairstyles for a Rockstar

Known for self-expression and its non-conformist attitude, Bed Head by TIGI has always been associated with music. Rohit Solanki, Educator, tells you how to try out easy-going hairstyles to look and feel like a rockstar

**R**ock music has already made a mark in the Indian music scene, while Electronic Dance Music has now been drawing a fan-base like a magnet. Music transgresses all boundaries, but when this music caters to the universal human desire to be free and dance like there is no tomorrow, it ceases to be a few notes strung together and becomes a language.

With summer upon us, it's time to get the official music festival look in gear and experiment with various hairstyles depending on the music festival you attend. From Bangalore Open Air to Supersonic Arcades, there's a festival to cater to every music genre. Concert hairstyles are inspired by the notion of enjoying the music, amazing weather and having a great time.



## Punk It Out

You don't have to sport a dreadlock to show your love for music. All you could do is sport a punk and let your hairstyle define your style at the music concert. Cleanse your hair with TIGI B For Men Clean up Shampoo and Conditioner. Apply TIGI B For Men Pure Texture Molding Paste to damp hair and blast dry while twisting small tufts of hair with your fingers. Once dry, take some TIGI Bed Head Manipulator on your palm and apply on the hair by making circular movements to create a wave and cool texture.

**Creative tip:** Use fingers to spike up your hair and give the impression of an oval face.



# Hair Care, Colour and Styling Best Sellers and Fast Movers



The hair products business is booming and is currently estimated to be over \$800 million. This has naturally led the salons to be well-stocked with premium Indian and international brands. *Salon India* talks to several salon owners to understand the process of selecting a brand and the challenges they may face in doing so

by Nipun Augustine Jacob



In today consumer-conscious age, there are various factors that are effecting product selection. Factors such as, shift in consumer behaviour, growing purchasing power, changing lifestyles and product awareness are predominant. Women are willing to pay a higher price for a salon or spa service, particularly urban customers in Tier I regions and men, too, are fast emerging as a separate consumer category in a market traditionally dominated by women. The change in the buying pattern includes men looking for hair care and styling products that cater to their specific needs. This has encouraged international hair marketers to spread their base on Indian soil.

The spokesperson of Paul Mitchell shares, "People have started travelling a lot, which has led to knowledge of different brands that work better than the brands they find in

India. There are expats and NRIs who prefer using the same brand available in their countries and so international brands see an opportunity to grow their market in India."

Swati Gupta, SP India Master Alchemist and Owner of Bodycraft says, "There has been a profusion of so many international brands in the hair industry. The major reason is their reach and that they offer complete ranges in hair care products for all types of hair. Indian brands, on the other hand, do not offer such a variety. We have some herbal brands that are doing really well, but then they don't have global appeal. The need of the hour is to constantly update oneself through extensive research."

Opines Shahnaz Husain, Chairperson and Managing Director of the Shahnaz Husain Group of Companies, "People are aware of global trends and brand identities. The premium segment, which is more brand

# Meladerm Blackhead Removal System



The super-specialised range of New Meladerm Blackhead Removal System has products that remove blackheads, smoothen rough skin, unblocks pores and also releases hair terminal knots. Vidur Kapur, Director, Visage Beauty & Health Care Pvt Ltd shares with *Salon India* the manifold benefits of this kit

## What was the inspiration behind launching this kit?

The primary motive behind launching this kit is to change the traditional way of removing blackheads. This new system not only works well for descaling, but also helps brighten the skin.

## How is this kit different from other blackhead removal tools available in the market?

This kit comprises of the Meladerm technology that works towards lightening the skin and reducing the brown spots. It is a multi-purpose product as it lightens, brightens and removes blackheads effortlessly. It comprises of the Meladerm D-Tan range and the Descaling lotion ampoule.

## How do you ensure that quality is never compromised in your products?

We ensure that the best ingredients and formulations from Italy are sold at reasonable prices in the Indian market. Today, we are known in the professional skin care industry for being the first to introduce and launch new and innovative international trends.

## What is its price and availability?

The kit is priced at ₹3,500 and is available in all leading salons of India.

## What kind of reviews and feedback have you received from the salon owners on the product?

We launch our products first with a few of our top clients and get their feedback. They have loved the kit and are happy users. The youth, comprising of both men and women, relate with it. The climate of India is such that blackheads and tan emerge as one of the major issues that the young generation who is always on the move faces today.

## What are the main concerns people have about their skin in this season?

With the onset of summer and humid weather, problematic blackheads and oil on the skin are a major concern. The increased oiliness sometimes may even lead to acne and tan, which is again an issue. O3+ offers services and products for all skin concerns and skin types.

## What is O3+ offering to relieve the concerns?

The kit has been launched keeping the above concerns in mind. Furthermore, the Deep Concern regime products help in brightening up the skin and also aid in pore clean up. This regime is a must-have, as it is a complete facial for those who are seeking a glowing skin at a low cost. It comprises of a cleanser tonic and serum. Other than this, the Dtan Clean of O3+ is also becoming increasingly popular this season. The Blackhead Removal kit is suitable for normal to oily skin types. It helps in reducing and controlling the formation of excess oil on the T-Zone and provides hydration to achieve a balanced and youthful appearance.

## Ultra clean skin procedure

**Step 1:** Meladerm D-Tan Cleanser removes invisible blackheads and whiteheads, dissolves make-up, removes deep-seated dirt and oil from the pores of the skin.

**Step 2:** De-Scaling Lotion softens and helps melt blackheads and whiteheads.

**Step 3:** Meladerm Peel Scrub is an effective skin-polishing exfoliant that makes the process of cleansing easier as it effortlessly removes traces and roots of blackheads and whiteheads. Having lactic acid as its main ingredient, it helps peel the rough layer and hydrates the skin.

**Step 4:** Meladerm D-Tan Mask reveals clean and clear flawless skin. It is an oil-absorbing mask that helps remove tan and balances the hydration levels in the skin. 🕒



# Mud Therapy Curative and Purifying

Mud therapy bestows a number of health benefits, where the simple application of mud helps in keeping ailments at bay, as well as renders a curative effect for sustaining health and wellness

by Aarti Kapur Singh



In India, mud therapy, as enunciated by Ayurveda, is based on the principal of two elements, *prithvi* (earth) and *vayu* (air). Elaborating on this point, Dr Arun Aravind, Ayurveda practitioner and Spa Head at Niraamaya Spa in Kerala, says, "Sidha is a mineral-based Indian traditional medicine system. Mud therapy essentially taps into these nourishing and revitalising properties of minerals, and hence, mud therapy is deeply connected with the Sidha medicine system."



# Scintilla Skin Professional New Feather in HRI's Cap

Hygienic Research Institute Pvt Ltd has forayed into the professional skin care segment with Scintilla Skin Professional. A brand made from natural extracts, Scintilla Skin Professional claims to leave the skin moisturised and nourished for straight eight hours. Rochelle Chhabra, Professional Division Head of HRIPL, gives insights into the brand



Rochelle Chhabra

## About the brand

HRI has made a headway into the skin care segment with brand Florozone. With Scintilla Skin Professional, we are stepping into professional skin care segment. All the products are based on natural ingredients to impart long-term benefits to the skin. We have launched the Instant Facial Mask, which is Scintilla Silk Protein Moisturizing Facial Mask and we are shortly launching facial kits for different skin types to address various skin problems. Consumers are looking at products that are less time consuming, hassle-free and give results similar to a facial. Hence, we have introduced Scintilla Instant Facial Mask to give an instant glow similar to facial.

## USP of the product

Scintilla Silk Protein Moisturizing Facial Mask is infused with the goodness of natural silk protein, which mimics the effect of Natural Moisturising Factor (NFM). NFM restores oxygen and has essential effects, such as intense moisturising that lasts up to eight hours, gives an instant glow, soothes and hydrates the facial skin and is nourishing. It is rich in anti-oxidants, which act as barrier against pollution and harmful UV rays and free radicals.

## Marketing and distribution strategy

Scintilla is distributed through professional salons, as we already have a stronghold in salons and have a strong sales team. Our promotional strategy is to extensively educate and train skin professionals and make them aware of the benefits of skin care products based on the natural ingredients platform.

## Training of the staff on usage

We have a well-known skin expert on board, who helps us from inception to training and launch. She is one of the most renowned educators in the beauty world.

## Investment made

Launching any new product involves huge investment from research to product trials to training of the staff. Once we are satisfied with the results and find the product adhering to the benchmarks set up for them, we initiate the launch plan.

## Price and availability

The facial kit has six products and is priced at ₹780. It is available at leading salons.

## The future

We plan to introduce a range of products in skin care from face to body to nails and our endeavour is to capture the premium segment with specialised products. 📌



(AVB)

# Get the Look

## Striping Tape Nail Design

The latest trend to hit the beauty and fashion scene, Striping Tape Nail Design is garnering rave reviews. A step-by-step tutorial will help you deliver this trend in a quick manner to all your fashion-conscious clients



Photo: Shutterstock

**Step 1:** Clean your nails thoroughly. If there's any oil or dirt, the tape will have a hard time sticking properly.

**Step 2:** Place strips of striping tape across your nail and double up a few to make thicker lines. Make sure the tape is stuck down all the way to the edges of your nails.

**Step 3:** Apply nail enamel, one nail at a time. Try to choose one that only needs one coat in order to be opaque.

**Step 4:** While the polish is still wet, peel off the tape in one smooth motion from one side to the other.

**Step 5:** Wait for a few seconds until the coat is dry and apply the top coat.

**Step 6:** Use a small paint brush dipped in acetone to clean up the around the edges.

*By Vajjanthi T, Sona Salon, Chennai*

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