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INDIAN SUBCONTINENT | Vol 7 No 9 | September 2015

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Change the thought, change the perception.

Change by chance or choice is always known to be positive. As the season's change from summer to monsoon and now, autumn, we alter our wardrobes, make-up and even our hair colour!

This month, we focus on changing our smiles! Since the 'selfie' culture has so caught up with the youth, the dentist's chair is no longer dreaded. In fact, toothache or bleeding gums no longer remain the only reason for an appointment with a dentist. From helping with a smile makeover to spotting radiantly white teeth, the dynamics of dentistry in India have also changed.

The need to look good is often cited as the most important reason for people opting for Cosmetic Dentistry. Dr Sagar Shah from 32Reasons Dental Centre elaborates, "We live in a beauty and health-conscious society. The desire to look good is no longer considered a sign of sheer vanity. It is not even the exclusive domain of the rich and famous. Since your mouth is often the focal point, it is logical to assume that a large share of the attention you receive from others is directed toward your mouth and teeth. However unfair it may sound, our smile is a vital part of the overall first impression you make. Today, cosmetic dentistry is within the reach of the average individual and is quite acceptable. Our society not only endorses good looks, but advocates it as a measure of self-respect. Looking your best has nothing to do with self-indulgent narcissism."

In the Hair section, we have interviews of celebrity hairstylist and the NAHA 2015 Finalist Erika Fung, who leads us down memory lane and shares with us interesting information about herself. Christophe Gaillet, the L'Oreal Professional Brand Ambassador, had recently created the *On The Road* Collection. A photo-essay like no other, he inspires aspirants to create hairstyles that are wonderfully intricate, yet have a great deal of precision, as well.

Aniruddha Chakladar, celebrity make-up artist based in Kolkata, shares his journey and lends us insights into making it big on the sheer dint of hard work. Pooja Goel, owner of Khoobsurat chain of salons and an acclaimed make-up artist, reveals the techniques of creating the latest trend in make-up – the cat eye as per your eye shape!

In the Spa Focus section, we take you to Espace Spa, an oasis ensconced in Radisson MBD Hotel in the busy area of Noida. The soothing interiors and treatments offered are a treat for the city-weary soul. We interview Dr Arun Aravind of Niraamaya Spa in Kerala, who has a wealth of knowledge on Ayurveda. He and his team of therapists are responsible for the smooth functioning of the spa and are acclaimed for adding a luxurious element to Ayurveda.

All this and more in the September issue of *Salon International*.
Keep reading and writing in.



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 Hair: Christophe Gaillet
 Photos: Weronika Kosinska
 Make-up: Izabela Szelagowska
 Stylist: Tkanka by Regina Mrowczan

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Retro Look-Book by RUSK Hair Trends 2015

'The Flashback Collection' by RUSK has once again proved the age-old proverb, 'Old is gold' true by nailing the retro hairstyles of the 60s and 70s. Vidushi Agarwal, Head-Brands at Headstart International, shares the looks created for this collection, exclusively with *Salon India*

A change in the season doesn't always have to mean a drastic hair revolution in terms of colour and texture. But, there's no better time than the turn of the season to make a change. Whether slicked back, pulled high and tight or worn down in loose waves, all hairstyles have one thing in common and that is length.

So far, colour has been the key, but this year cut and style has gained prominence with a modernised nod to the trends of the 60s and 70s. "The 60's revival is a welcome development in fashion. Something about that magical era is particularly seductive."

RUSK makes efforts towards branding your style and creating your own unique signature by capturing looks with short, medium and long hair for achieving the look by you. As said, "What was once, can be again with a little inspiration and creativity. Allow your imagination to run free."



LONG HAIR

The cutting approaches are fast and adaptable to any hair type or texture. The Seesaw Method is ideal for maintaining length, while giving you those soft, invisible layers. The Second Time Around is an influence of the 70s. You can achieve this look by applying mousse to the roots and styling cream from mid shaft to ends after which hair can be blow-dried.



Ayesha DeVitre Visual Dynamo

Ayesha DeVitre is one versatile personality that we have in the hairdressing arena. Not just hair styling, she also loves to penning down scripts for the movies

As the Creative Director of the Film and Media department of Nalini's Salon, Ayesha DeVitre has created on and off screen hair looks for celebrities, such as, Madhuri Dixit, Alia Bhatt, Lisa Haydon, Nargis Fakri, Kalki Koechlin, Ranbir Kapoor and Imran Khan.

The journey

Thereafter completing my B.A. from St. Xavier's College, in 2003, I started my career journey as a hairstylist with Nalini and Yasmin Salon. I did my basic training with them. To further upgrade my skills, I have done various courses by Vidal Sassoon in London, but I feel, there's no training like on-the floor training. Nothing compares to hands-on experience, which I received year after year. I participated in the first-ever L'Oréal Professionnel Colour Trophy in India and was the winner of the New Generation category in West zone. My best friend, Avantika Malik and her then-boyfriend actor Imran Khan were my guinea pigs through my training period. Imran was offered *Jaane Tu... Ya Jaane Na* in 2006. I auditioned to be his hairstylist and before I knew it, I was creating hair looks for the entire film. That was my first step towards Bollywood. I met Shakun Batra, who was the second assistant director of the film. A few years later, I wrote the film *Ek Main Aur Ekk Tu* with him and there began my writing career as well!

Industry challenges

I have knowledge of the hair industry, however, I was new to styling. Initially when I started styling hair for films, I felt like a newbie. Wigs, hair extensions and patches were barely used on the salon floor and suddenly I was using them for everything I did. I learnt through trial and error and am proud to say that as far as styling is concerned, I'm self-taught.

Indian hair industry

The hair industry originally was all about beauty parlours and barber shops and Nalini and Yasmin brought professional hairdressing to India. When I joined, styling hair in a salon was my only real opportunity to display my creativity. The money was good, but I yearned for something more. I wanted to travel, meet people, push my creativity and experience life. Back then the opportunities were limited. Over the years, I got into styling for print and television ads, magazine





Cosmetic Dentistry Your Best Face Forward



The dentist's chair is no longer dreaded. Visiting a dentist is not a decision that is delayed, taken only when the toothache is beyond any bearable limits. In fact, toothache or bleeding gums no longer remain the only reason for an appointment with a dentist. From helping with a smile makeover to spotting radiantly white teeth, the dynamics of dentistry in India are changing. We speak with some leading dentists across India to learn more

by Zainab S Kazi

Aniruddha Chakladar

Mind to Face

The man behind many beautiful faces in Tollywood and fashion circa, Aniruddha Chakladar is on a never-ending quest to transform and add character to the most mundane looks. He speaks exclusively with *Salon India* about his craft and journey so far

by Shivpriya Bajpai



What inspired you to become a make-up artist?

It was a childhood inclination, however, I didn't deliberately work towards becoming a make-up artist. I only wanted to style people and make them look good, without changing their personality. So that desire stayed on and finally took the shape of a full-time career in make-up artistry.

How did you get started?

I was mainly experimenting on family and friends. I used to make their life hell by dictating ways and means of make-up and dressing.

What are the courses you have taken up?

I haven't taken any formal course and am mostly self taught. I have assisted eminent make-up artists like Ananta Das in Kolkata and Pandhari Juker in Mumbai.

What was your first big break?

The first break came when I got to work for a popular Bengali magazine *Sananda*, for their fashion and beauty editorials. Along with that came ad campaigns with photographers like Sanat Ghosh, Vivek Das and Satyaki Ghosh, for leading national and regional brands.



LTA School of Beauty

LTA School of Beauty was recently rewarded the National Education Leadership Award based on the judgement of an established jury. It was declared to be the Best Vocational Training Institute



The jury members for Lokmat National Education Leadership Awards declared LTA School of Beauty as the Best Vocational Training Institute. This award is in recognition of leadership, development and marketing an institute and the industry interface of an educational institute. The awards are well-researched and chosen by an independent jury and a panel of professionals who believe in nurturing talent and in recognising the best.

The award ceremony was held on 24 July, 2015 at Taj Lands End, Mumbai, which was preceded with the World Education Congress.

Speaking on this occasion, Vaishali K Shah, Director, LTA School of Beauty, who is also a designated beauty skills expert for WorldSkills 2015, said, "This prestigious award, once again, reassures us that the path we had chosen to walk on a decade ago was right. Our endeavour to provide world-class beauty education and training relevant to modern India's needs and introduce world-class technology and education methodology is ahead of its time. We dedicate this award to

all our LTA students who have been highly successful in their careers and have worked hard to maintain their professionalism, not only in India, but also the world over. Neha Chande, our 2012 batch student, who not only went on to become national beauty skill champion, but for the first time in the history of the skill competition, won a gold medal for India in Oceania WorldSkills Competition in April 2015 in New Zealand."

"We are confident that India's desire to be the world's skills capital within two decades will be fulfilled and LTA would continue to play an important role in meeting this particular aspiration in the beauty skills category. Having said that we would not like to bask in the glory of such recognition, rather we take inspiration and resolve to do even better in the days to come. We thank all the team members of LTA who have made this possible."

LTA School of beauty is now India's largest international beauty school. It has affiliations with the most prestigious education bodies such as, CIDESCO (H.O Switzerland), CIBTAC (H.O UK) and City & Guilds (H.O UK).





Nataasha Dubliish Bridging Ethnic and Contemporary

A conventional designer and couturier, Nataasha Dubliish believes in 'Made with Love' and hearts for fusion. Her exuberant collection speaks of casual comfort and a free-spirited style. *Salon India* interacts with this young talented designer to know more about her

How important are hair and make-up in fashion?

Fashion is not just about what you wear, it's also about how you carry off your entire look and thus, hair and make-up become vital. The two elements help depict the mood of the outfit in a pivotal manner.

What are the beauty trends that you have witnessed in the past few years?

Lately beauty trends have become more bold, edgy, glamorous and dramatic than ever. People are open to experimentation in order to get the perfect look.

Who are the make-up artists you usually work with?

The make-up artists from Estée Lauder and Chandni Singh.

Which is the most outrageous look adapted by you?

A while ago, we held a display show wherein we displayed revolutionary apparel made of cupcake wrappers, metal scarps, jute, newspaper and cotton. It was outrageous, but a lot of fun!

What is the missing element in Indian fashion weeks?

Indian fashion weeks have matured in a beautiful manner. Some of the designs are truly breathtaking and inspire upcoming designers. The only con would be that they should maintain a strict time schedule. But in any case, I do not let that hamper or have any impact on my shows!

What are your favourite make-up and hair products and why?

Chanel gloss, MAC liners, Estée Lauder lipsticks, Bobbi Brown blushers are some of my favorites. They are very easy to use, smudge free and compliments every skin tone!

What are your future plans?

My plans in the near future is to retail and participate in key fashion weeks worldwide. In the cosmetic and hair industry, I see my role only till backstage to design outfits for the models.

Your views on the beauty industry of India?

The fashion and beauty industry are correlated and have evolved greatly. The two segments will reach greater heights in the times to come. 📌



Taapsee Pannu Ambrosial Beauty

The cute Tapsee Panu has shown her potential in Bollywood and Tollywood cinema by being a part of films like *Chashme Baddoor* and *Aadukalam*. Here's a lowdown of her hair and beauty boosters that make her look this fabulous on and off the duty

Hair fetishes

I like my hair as voluminous as it is right now. I prefer regular oiling and also believe that a healthy diet is of prime importance. Only the outside is nourished by shampoos and all other products.

Skin care and more

For my skin, I use basics like a moisturiser and sun block and go for a face cleaning every month. Though I'm not much into home-based remedies, I use a neem-based face wash.

Non-cosmetic trick

I do pranayaams in the morning and play squash. I also make sure to get breaks between my schedule. Somehow I always manage to create time for myself, as I think that's also very important for the kind of job I do.

My preferred beauty look

My look is in tandem with my outfit and the occasion I'm heading to. I usually go light on make-up, as I feel heavy make-up makes you look older. As far as my hairdo is concerned, curls are my eternal favourite. I am blessed to have naturally curly hair, which don't require much styling.

Bad hair days

Whenever I forget to apply a leave-in conditioner, I suffer from a worse hair day.

Favourite places to shop

For any type of shopping, USA is the best.

Beauty icon

I love how Jennifer Lawrence does her make-up and hair. She is beautiful! 📌



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