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Ph: +91 11 40525000, Fax: +91 11 40525001

Email: info@imagesgroup.in, Website: www.imagesgroup.in

Mumbai: 1st Floor, Panchal Iron Works, Plot No.: 111/3 Marol Co op Industrial Estate, Marol, Andheri (East), Mumbai 400 059, Ph: +91 22 28508070/71, Fax: +91 22 28508072

Bengaluru: 523, 7th Cross, 10th Main, (Jeevanbhima Nagar Main Road), HAL 3rd Stage, Bengaluru 560 075, Ph: +91 80 41255172/41750595/96, Fax: +91 80 41255182

Kolkata: 30-B, Anil Roy Road, Ground Floor, Kolkata 700 029
Ph: +91 33 40080480, Fax: +91 33 40080440

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For subscriptions: subscription@imagesgroup.in
For feedback/editorial queries: letter2editor@imagesgroup.in

The dynamic beauty and salon industry has been the crowning glory for beauty, wellness and fashion. The presence of international salon and spa brands has in turn provided a growth momentum for the individuals employed in the arena. Now it's time for the industry to develop a loyal customer base to reap the benefits and generate revenue.

Hair care services such as permanent hair texture modification, hair colouring, hair styling; Nail care services such as manicures, pedicures, nail art and nail extension are going strong, however, Permanent Make-up is yet to pick up, even though it's in high demand by men and women from all age groups. This is the reason for our cover story, which is on Permanent Make-up delving into the past, present and future. The article reveals facts, figures and the information and also connects with stalwarts of the industry who are quoted on the challenges and opportunities presented by Permanent Make-up.

In life everything is a challenge, but if one has a fire in the belly to learn and perform, then it transforms into opportunity. In the hair section, meet the Style master with KEVIN.MURPHY, Wade Blackford who shares his lifetime learnings and more. Eugene Souleiman, Global Creative Director for Wella Professionals creates amazing ad unique doll-like hair looks for fashion designer, Jeremy Scott's show at NYFW. Bangalore-born hairstylist, Rohith Kumar Bettappa, who has won the Men's Image award at the L'Oréal Professionnels' Indian Hairdressing Awards, talks about the challenges on the way to recognition.

Some are born beautiful, some are made to look beautiful, renowned make-up artist with Kryolan, Tara Moghaddam, knows the trick of the game. Read about her for her tips on make-up and her journey.

In Visual Dynamics, we present the design dynamics of Aarogyam Spa in Nainital. Minimalist in spirit with an abundance of lush greenery, the spa is recommended as a health resort. Dr Anand Kumar of Quan Spa in Delhi elaborates on the rejuvenating effects of hydrotherapy. Ayurvedic therapies are renowned the world over to cure the severest of ailments. We list a few such therapies that claim to give you a disease-free body.

All this and more in this issue of *Salon India*. Keep reading and writing in!



Hair: Angelo Seminara
 Make-up: Lynsey Alexander
 Photography: Andrew O'Toole

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Proved: Biolage Advanced Repairinside Reconstructs Damaged Hair from Inside and Outside

Conducted by IMRB International, the consumer research validates the Biolage Advanced Repairinside claims

MATRIX had launched the new Biolage Advanced Repairinside in 2014 claiming it to be their first dual repair treatment that reconstructs severely damaged hair, both from inside and outside. The brand decided to back this claim by putting Biolage Advanced Repairinside to test. IMRB International, thus, introduced over 100 Indian women, with severely damaged hair, to Repairinside through detailed literature and Biolage Advanced Repairinside in-salon treatments were performed.

The test

According to IMRB, Repairinside has 100 per cent likability among Indian women. The transformation was visible – dull, lifeless severely damaged hair was transformed to healthy and shiny hair. The two main causes of severe hair damage identified are excessive heat styling and ironing hair without using proper heat protection & over-processing of hair during multiple chemical services which damage internal proteins of the hair. Biolage Advanced Repairinside is the ultimate reconstructive hair care range for damaged hair with advanced formulas developed specifically for Indian hair. It brings together the goodness of nature with soya oil and the power of molecular science with arginine.

Here are the results :

- ◆ 100 per cent of consumers felt their hair was repaired from inside and outside, in just one in-salon treatment.
- ◆ 98 per cent of women said that they will switch to Repairinside after experiencing just one in-salon treatment
- ◆ 100 per cent of women said that they will recommend Repairinside to their friends, family and colleagues.

Soya oil: Rich in proteins and lipids, soya oil refills depleted lipids and seals split ends at the cuticle level..

Arginine: A natural amino acid, arginine is an essential component of hair which penetrates into the cortex to repair damaged proteins..

The MATRIX Biolage Advanced Repairinside services consist of a comprehensive set of in-salon treatments and home care products that reconstruct damaged hair. The range includes a repairing shampoo, repairing conditioner and the repairing leave-in cream as part of its home care kit, apart from a repairing concentrate and masque – products that are used only by professionals as part of the in-salon Advanced BIOSPA treatments.

Steps

First: Diagnosis of hair identifies the extent of damage. Key signs of severely damaged hair are high porosity, multiple split ends, rough and matted hair, frizzy and unmanageable when dry. **Second:** Consultation is recommended for the right in-salon repairing treatment basis on the degree of damage. Biolage Advanced Repairinside presents two advanced BIOSPA repairing treatments prescribed by professionals for specific degrees of hair damage.



Before

After



Wella Professionals Backstage for NYFW A/W '15



Eugene Souleiman, Global Creative Director, Wella Professionals created authentic hair looks backstage for Jeremy Scott

Says Eugene Souleiman, Global Creative Director, Wella Professionals, "Jeremy Scott's collection was based on dolls so I wanted to follow that theme through in the hair, with a very faux, strong, bright, colorful and fun look. We used wigs to create the shattered cuts and painted with colour to complete the playful, imprecise and deconstructed feel. The look is reminiscent of Beatrice Dalle in the film *Betty Blue* when she goes beserk and cuts off her hair. So it shouldn't be perfect. I worked with Jeremy to select the shades, the intention was to create colour clashes with the fabrics."

Hair preparation

- Section the hair into circular thirds, tying the centre third, at the crown, into a tight pony tail and clip to one side.
- Prepare the hair for the wig by wrapping the middle section tightly around the head, using Wella Professionals Stay Styled hairspray to keep it in place. Repeat with the top section in order to have the hair look like a 'skull cap'. It is to reduce the bulk of the hair.
- Take the bottom third and liberally use a hair spray. Pull it tightly over the rest of the hair into a high pony tail and fold the ends so that it lies flat and fix into place.

Permanent Make-up Present and the Future



Photo: Shutterstock.com

Permanent Make-up, as a segment of the beauty industry, is at nascent stage. However, it looks promising as women across age groups are keen on ‘waking up and looking beautiful everyday!’ *Salon India* delves deep and shares the views of experts on the complete ‘solution’

by Zainab S Kazi



If statistics are to be believed, today, permanent make-up is a reality and a budding segment of the beauty industry. Tracing the history of permanent make-up, we learn that it has its roots in the life and time of Queen Cleopatra. While the term

includes the term ‘make-up’, which technically makes it a part of the salon industry, in reality, permanent make-up is yet to foray into the list of services being offered at a salon. In India, the segment still remains confined to experts and medical

professionals and in a way, rightly so. Permanent make-up is not just about ‘make-up’, but a whole lot more.

Technically explaining, permanent make-up is a cosmetic technique which employs tattoos, that is,

INTERNATIONAL
HAIRSTYLIST

Vitality's Kaleidoscope
Colour Collection 2014

Cheryl's Cosmeceuticals TanClear Facial Reverses Sun Damage

TanClear is a unique facial that claims to reduce your tan and protect it from the harmful rays of the sun. The result is radiant looking skin!



A tan, whether you get it on the beach or through incidental exposure, is bad news. With the onset of summer, it is crucial to be well equipped and aware of the harmful effects of sun exposure. Cheryl's Cosmeceuticals now provides you with a solution to reduce your tan with a professional anti-pigmentation facial, along with a home care kit, to ensure you are protected and the skin remains radiant and younger looking! Tan, caused by exposure to harmful ultraviolet (UV) radiation from the sun can cause premature skin ageing as well as skin cancer. When UV rays penetrate your skin, they damage cells in the epidermis and produce melanin, which is revealed on the skin as tanning or skin pigmentation.

Cheryl's Cosmeceuticals, the skin care expert in professional treatments, launches TanClear Facial. Its main ingredient is glycolic acid which is effective in exfoliating melanin loaded dead skin on the outermost layer of the epidermis. This not only lightens the skin by reducing epidermal tanning, but also smoothes fine lines and wrinkles. Glycolic acid also stimulates the growth of collagen, a protein that gives skin its firm structure. In addition to this Cheryl's TanClear is formulated with ingredients such as cucumber extracts, alpha lipoic acid and the green tea herbal extract. It is suitable for all skin types except sensitive, rosacea and acne-prone skin. It is advisable to undergo the facial every 21 days. 🕒

TREATMENT - SIX STEP PROCESS



Step one | Cleansing

It is the first step which involves cleansing of the skin wherein the Cheryl's TanClear Cleansing Gel, imbued with alpha lipoic acid, lightens skin and thoroughly cleans the dirt, oil, grease and make-up.



Step two | Deep Cleansing

This step involves the removal of dead skin cells from the upper layer of the epidermis. It helps rejuvenate the skin with the help of Cheryl's TanClear Deep Exfoliator that has willow bark extract as an ingredient.



Step three | Toning

In this step, the Cheryl's TanClear Skin Freshner is applied. It has alpha bisabolol and cucumber extracts that hydrate the skin, constrict the pores and restore its pH.



Step four | Lightening

This step involves eliminating dead skin cells, giving the skin a brighter even tone by using the Cheryl's TanClear Skin Brightening Cream formulated with AHA's and green tea herbal extract.

S/S 2015 Make-up Trends

Lori Leib, Creative Director, Bodyography forecasts the make-up trends on the global runway for SS' 15



It's that time of the year again, when the colours in the make-up palette change. From dark tones to light, floral shades, the prism does, indeed, lighten up. Bodyography, a boutique professional make-up line conceptualised and manufactured in the USA, is infused with skin care benefits, such as, fruit and plant-derived vitamins and antioxidants. Bodyography is more than just traditional make-up line, it also offers vegan, gluten and paraben free products to fit within any lifestyle. The colour payoff and quality of Bodyography is clear-cut which makes the brand shine in an extra ordinary way. The weightless effect of Bodyography make-up is incomparable. The product range includes full make-up line including skin care, tools and brushes." The products have been brought into India by Headstart International and are available at leading stores.

Watch out for

Says Lori Leib, Creative Director, Bodyography, "Spring Summer 2015 brings us a fresh new take on femininity. The make-up is minimal, glowing and undeniably cool girl chic." Elaborating further she says that for the eyes, the blue liner is seen all over the runway as blue creates definition with an edge. Purple shadow, both matte and shimmer, is a fun way to play with colour and flatters all eye colours. Some of the big trends are bold graphic liner. You can ditch the cat eye for a straight and angular line.

Red lips are making a comeback, try a berry or orange red for a modern take on the classic look. One will see a healthy iridescent skin and just pinched blushing cheeks. One can get an instant glowing complexion with cream highlighters and cream blush. One can also use cream blush on your lips for a monochromatic super modern look.

This spring experiment with colour on one feature and keep the skin super natural and fresh for an 'it girl' look that won't disappoint.

O3+ Professional Power of Vitamin C

Vitamin C Peel Off Mask and Vitamin C Serum by O3+ Professionals are the latest products to be launched in the skin care category. Infused with the goodness of Vitamin C, the products and services claim to work wonders on all skin types



As recent research has declared Vitamin C as the cell communicating vitamin. It prevents ageing by boosting collagen within the skin and counteracting the side effects of UV damage on the skin. It is used in conjunction with sun blocks for repair of sun damaged skin allowing us the liberty to 'cheat about our age'.

In our youth, Vitamin C is present in the skin, but as one ages, one needs to add this anti oxidant to the skin topically in order to prevent and repair ageing, as well as protect the skin from discolouration and age spots.

O3+ Professional has suitable services for all types of skin, ages and even for those with a busy lifestyle with limited time for themselves.

Bright and clean skin is a three-step quick fix that takes 20 minutes to make your skin sparkle. It's suitable for all skin types that need instant results.

Instant Glow Facial

A gel peel facial with the luxury of Vitamin C, gold serums and ampoules. It's finished off with their

Preparatory and Power Masks that refresh the skin leaving the skin revived and alive. Suitable to all skin types desiring a glow.

XE White Facial

The solution helps to remove tan and further controls pigmentation. It also claims to slow down tanning and pigmentation, both. This facial keeps the melanocytes at bay and checks melanin production in the skin. It is effective to prevent and cure pigmentation as well as enhance brightening. 📌



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