

SALON

TM

INTERNATIONAL

SALON

INTERNATIONAL

INDIAN SUBCONTINENT | Vol 7 No 4 | April 2015

Editor-in-Chief	Amitabh Taneja
Editorial Director	R S Roy
Publisher	S P Taneja
Chief Operating Officer	Bhavesh H. Pitroda
Head, Knowledge & Editorial Alliances	Rajan Varma
Editor	Aradhana V Bhatnagar
Correspondent	Roshna Chandran
Reporter	Nipun Augustine Jacob
Conference Content	Nakul Jain Mohua Roy
Contributing Editors	Zainab S. Kazi Namita Bhagat
Creatives	
Art Director	Pawan Kumar Verma
Asst. Art Director	Mohd. Shakeel
Sr. Photographer	Vipin Kardam
Production	
General Manager	Manish Kadam
Sr. Executive	Ramesh Gupta
Support	
General Manager - Administration	Rajeev Mehandru
Subscription	
Asst. Manager - Subscriptions	Kiran Rawat

ADVERTISING

BUSINESS HEAD: DELHI

Rajeev Chopra, Vice President
rajeevchopra@imagesgroup.in
Mob: +91 9811098430

MUMBAI

Waseem Ahmad, Vice President & Branch Head
Vinita Masurkar, Sr. Manager

BENGALURU

Suvir Jaggi, Assoc. Vice President & Branch Head
Neetu Sharma, Asst. Manager

KOLKATA

Piyali Roy Oberoi, Assoc. Vice President & Branch Head
Pragati Kumar Sinha, Sr. Executive

FOR ADVERTISING QUERIES, PLEASE WRITE TO salesbeauty@imagesgroup.in

PRIVILEGE MEMBERSHIP/CONSUMER CONNECT

Anil Nagar, Assoc. VP
anilnagar@imagesgroup.in
Mob.: +91 9811333099

Hemant Wadhawan, General Manager
hemantwadhawan@imagesgroup.in
Mob.: +91 9810424668

Membership Team: Misba Naushad Sarika Gautam
Priti Kapil Rajiv Kumar Palta

SALON INTERNATIONAL ADVISORY BOARD MEMBERS

Claudia Stagno, Editorial Director, Salon International-Italy; Sanjay Dutta, Owner, Looks Salon; Renu Kant, Director, Envi Salon & Spa; Miriam Mathew, Sr President, Svastti, Landmarc Leisure Corporation; Nitin Passi, Director, Lotus Herbals; Raman Bhardwaj, Director, AN John Salons; Sukirti Patnaik, Owner, Indulge Salons; Vishal Sharma, Owner, Affinity Salons; Rekha Chaudhari, Co-owner, JCKRC Spa Destination; CK Kumaravel, Founder and MD, Naturals Salons; JC Kapoor, Co-owner, JCKRC Spa Destination; Murali Sundar, General Manager, Henkel Beauty Care-Professional; Samir Srivastav, Business Head- Education & Training Division & Beauty Retail Division at VLCC Health Care Limited; Vikram Bhatt, Director, Enrich Salons; Vikram Mohan, Owner, Bounce Salons; Vipul Chudasama, Artistic Development Consultant, Hair, Education and Shows; Dhruv Abichandani, Artistic Director, Drama Salons; Ojas Rajani, Celebrity Make-up Artist

IMAGES Multimedia Pvt Ltd (CIN:- U22122DL2003PTC120097)
Registered Office: S-21, Okhla Industrial Area Phase II, New Delhi 110020
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

All material printed in this publication is the sole property of M.T.E. Edizioni, Srl or Images Multimedia Pvt. Ltd. or both and each of them have copyrights on their respective materials. All printed matter contained in the magazine is based on the information provided by the writers/ authors. The views, ideas, comments and opinions expressed are solely of the writers/ authors or those featured in the articles and the Editor and Printer & Publisher do not necessarily subscribe to the same.

Printed & published by S P Taneja on behalf of Images Multimedia Pvt. Ltd. Printed at Aarvee Printers Pvt. Ltd., B-235, Naraina Industrial Area, Phase - 1, New Delhi 110028 and published by S P Taneja from S- 21 Okhla Industrial Area Phase - 2, New Delhi.110020 Editor: Amitabh Taneja

In relation to any advertisements appearing in this publication, readers are recommended to make appropriate enquiries before entering into any commitments. Images Multimedia Pvt. Ltd. does not vouch for any claims made by the advertisers of products and services. The Printer, Publisher and Editor-in-Chief of the publication shall not be held for any consequences in the event of such claims not being honored by the advertisers.

All rights reserved. Reproduction in any manner is prohibited. All disputes are subject to the jurisdiction of competent courts and forums in Delhi/New Delhi only. Salon International does not accept responsibility for returning unsolicited manuscripts and photographs.

Salon International, Italy: **Publisher:** Giuseppe Tirabasso, Editor-in-chief: Claudia Stagno
Redazione, Amministrazione, Pubblicità, M.T.E. Edizioni S.r.l.-Via Romolo Gessi, 28 - 20146 Milano, www.salon-international.net

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.

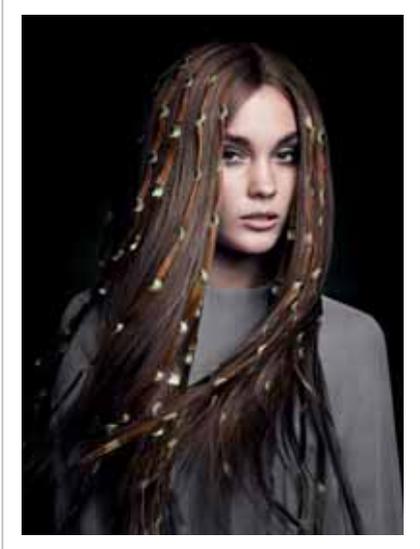
Hair care services such as permanent hair texture modification, hair colouring, hair styling; Nail care services such as manicures, pedicures, nail art and nail extension are going strong, however, Permanent Make-up is yet to pick up, even though it's in high demand by men and women from all age groups. 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

Contents

72



16



24



46



68



- 12 **Snippets** Latest news and updates of the beauty and hair industry.
- 14 **New openings** Salons and spas across the country.
- 16 **Interview** Wade Blackford is the Style Master with KEVIN.MURPHY. Based in Singapore, he shares with us his journey so far and KEVIN.MURPHY's plans for the India market.
- 26 **Get the look** Eugene Souleiman, Global Creative Director, Wella Professionals, creates doll-like hair looks for fashion designer Jeremy Scott at NYFW.
- 32-36 **Cover story** Permanent Make-up is at nascent stage. However, women across age groups are keen on 'waking up and looking beautiful everyday!' We delve deep and share views of experts on the complete 'solution'
- 38-39 **In first person** Rohith Kumar Bettappa, Stylist with B:BLUNT Salon in Bangalore, won the prestigious Men's Image Award at the Indian Hairdressing Awards organised by L'Oréal Professionnel. Kumar shares his life before and after the recognition
- 44 **Role model** Apeni George, who is a well-known name in the hair and make-up industry, talks to us about her passion for hairstyling and make-up.
- 51 **Beauty** Interview with make-up artist, Tara Moghaddam who shares tips to enhance an individual's personality with make-up; new product launches and more.
- 60 **Brand** Rupal Shabnam Tyagi shares her ideas and plans for her brand , Wikka.
- 63 **Spa focus** Visual dynamics of Aarogyam Spa in Nainital; an interview with Dr Anand Kumar, Spa Manager, Quan Spa talks about the restorative properties of water for rejuvenation and relaxation; spa packages and more.
- 70 **Influencer** Fashion designer, Pallavi Puri shares her views on how fashion and beauty are inter-related and how make-up unravels the thought in a collection.
- 72 **Celeb style** Nargis Fakhri on her beauty and fitness regime.
- 73 **Coffee break** Try this quiz and win prizes.
- 74 **Step-by-step** Intricate hairstyle explained.
- 78 **Events** The social calendar: what's happening when and where.

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. 



THE OIL AUTHORITY FOR GLOBAL TEXTURES

HEALING OIL TREATMENT (125ml & 300ml)

- Lightweight & Instantly Absorbs into hair
- Intense Nourishment
- Eliminates Frizz
- Extends the life of color treatments
- Ideal for Dry, damaged, Color Treated Hair

HEALING OIL SPRAY (125ml)

- Ultra-fine Mist
- Provides hydration and nourishment to all hair types
- Promotes amazing shine
- Long lasting tangle-free and frizz-free finish
- Best for fine/thin hair types.

FOR MORE INFORMATION CALL US AT +91 8882 800 800

For Trade Enquires Mail Us At : sales@esskaybeauty.com



Transforming Beauty & Wellness to the next level

Importer and Sole Distributor in India –
Esskay Beauty Resources Pvt. Ltd.

(Corporate Office, Showroom and Training Academy)
Plot No. 31, Sector - 18, Udyog Vihar - IV, Gurgaon - 122015

Shop Online
at
www.esskaybeauty.in

Follow 'Esskay Beauty' on     YouTube

DON'T CUT HER DAMAGED HAIR. RECONSTRUCT IT.

Now repair her hair from inside & outside
for incredible softness and shine.

MATRIX
BIOLAGE
advanced
repairinside

360° ACTION WITH
ARGININE + SOYA OIL



Advanced formulas used by professionals.

Available only in MATRIX salons across India.

MATRIX
IMAGINE ALL YOU CAN BE



B

I

O

L

A

G

E

To find a Repairinside salon near you, visit the Biolage Advanced SALON LOCATOR on  /matrixindia

www.matrix-india.in  @MatrixHairIndia