

SALON

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India's bridal market comprising of hair, skin and make-up is pegged to be over \$40 billion and going strong. Further, there is news that the cosmetics industry is likely to treble to become \$2.68 billion by 2020. The cosmetics market is reportedly growing at 15 to 20 per cent annually, twice as fast as that of the US and European markets. Over the last five years, cosmetics products have seen a growth of 60 per cent. Skin care cosmetics have experienced a relatively slower growth and products such as anti-wrinkle creams, cleansers and toners are not as popular as facial creams, moisturisers and fairness creams in this genre.

The hair and beauty industry is seeing a per capita annual spend of \$1.2 which is expected to grow to \$ 6.2 by 2015. The spa and body treatment segment is estimated to grow approximately \$772 million over the next five to eight years.

Since the overall statistics auger well, it was only natural for this month's cover story to be on the upcoming innovative trends and products which we are likely to experience in the forthcoming bridal season. In a move to outdo the other, beauty brands and experts are only too eager to create new and unique services and products to lure clients and make big bucks in this bridal season.

In interviews, we pin down celebrity Sebastian Design Artists, Aichoo Fernandez and Aric D Zing who share their journeys and passion for hair styling. Ambrin Feroz from the Juice Academy in Mumbai tells us how she came into the line and gives insights into the hair styling world. Dimitri Lafiandra, Salon Director, Rossanno Ferretti in Gurgaon candidly goes down memory lane and shares his reasons for success.

There is a mesmerising photo essay from the Revlon Professional International Team called the Privee Collection that is likely to leave an aspirant hairstylist spell-bound.

Dr Simal Sooin, aesthetician extraordinaire, has launched her own wellness centre called Aayna in Delhi. From the reason for its creation to its USP, she shares the details with us. The Shahnaz Husain Group of Companies is going from strength to strength and have tied up with J L Morrison to market their latest launch, Fairness One Plus.

Apart from the above, in Spa Focus there are features like Visual Dynamics, an interview of Dr Naveen Chauhan who manages three spas in three hotels in Bangalore, Spa Packages and Products.

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



Sebastian Design Artists Last of the warriors

Aric Z Ding, Sebastian Urban Design Artist from China shares his journey and learnings with *Salon India*

by Aradhana V Bhatnagar



What has been the biggest break of your career?

I think the biggest break for me has been my association with Sebastian and also becoming a platform session stylist.

How has the journey so far?

It has been exceptionally great so far. I have been in this industry for 12 years now and have juggled a lot of different roles from a hair stylist to an instructor to even marketing and sales. Each role has taught me something and I really do love my job.

What are the most admiring moments of your career?

The moment which I cherish the most would be the one when I participated in the Sebastian Hair show, China. This really was the biggest stepping stone to my career.



AiChoo Fernandez

Liss Unlimited Perfect monsoon care

This monsoon, flaunt your hair with panache with L'Oréal Professionnel's Liss Unlimited, a perfect cure for seasonal hair woes



During monsoon, an increase in the levels of humidity have an adverse impact on the hair. Frizz and lifeless hair are the common woes which are easy to cure as L'Oréal Professionnel Série Expert has come up with Liss Unlimited, a range of high-end products that de-frizz and guard hair from humidity.

Perfect guard for humidity

This perfect smoothing range from L'Oréal Professionnel Série Expert is enriched with Keratinoil Complex technology, which is a powerful combination of Pro-Keratin, Evening Primrose oil and humidity control ingredient Kukui Nut oil. Each ingredient plays a pivotal role in protecting the hair from humidity and locks in perfect smoothness for days on end. Pro-Keratin strengthens the hair structure and improves hydration, the Kukui Nut oil, with two essential wheat acids – Omega 3 and Omega 6 help block humidity, Evening Primrose oil is rich in Omega 6 which helps in straightening unruly hair.

Monsoon smoothing treatment

This unique in-salon Unlimited Smoothing treatment, empowered with the oil smooth complex ensures perfect smoothness with added shine and softness to the hair. It also gives a dual benefit of extreme volume control coupled protection for extreme unmanageable hair. Liss Unlimited range used in Smoothing treatment helps to get that strand-by-strand frizz free look protection even at excessive levels of humidity.

The range

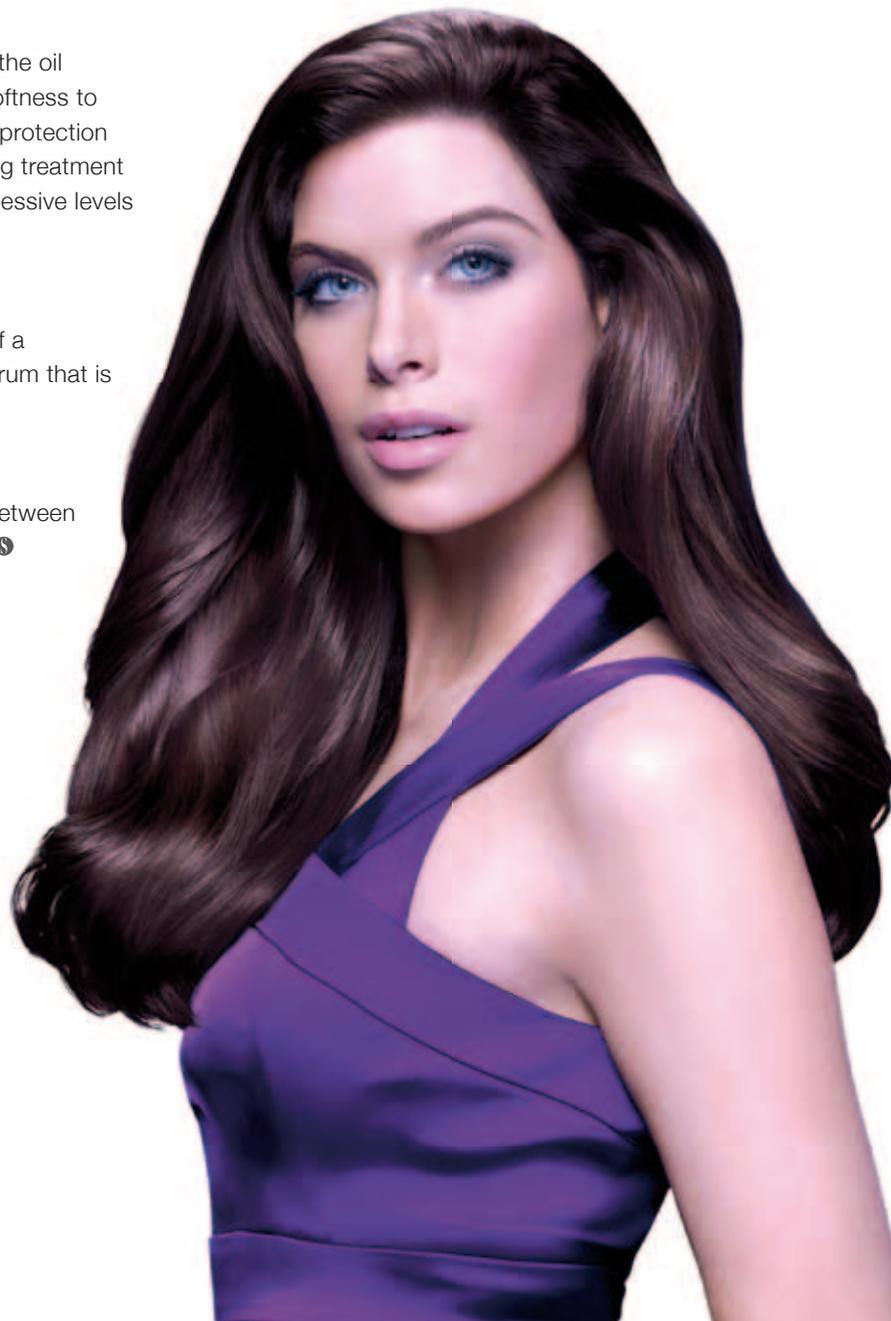
A harmonious blend of innovation, the Liss Unlimited range, consists of a shampoo, mask, a heat protecting leave-in cream and the blow-dry serum that is a perfect follow up for home care and in-salon treatment.

Availability

The L'Oréal Professionnel Série Expert Liss Unlimited range is priced between ₹475 to ₹625 and is available at the brand's professional salons only. 



Enriched with Evening Primrose oil,
Pro Keratin and Kukui Nut oil



TIGI get the look Snazzy styles of celebrity footballers

With Ayesha Mistry, Educator from TIGI India, *Salon India* brings you the popular hair looks of the top four footballers in the world

With the current football frenzy at its highest, TIGI Bed Head gives you a chance to get closer to the game. Here is how you can decode your favourite footballer's hair dos.



Neymar-Da-Silva

He is wearing his hair in a classic Mohawk, except maintaining a little more length at the back. To style this look work with TIGI's B For Men Matt Separation Workable Wax throughout the hair and pull the hair up and out through the top as well as the back of the head.



BE|CARE|LOVE

Not just a brand, it's a way of life

'Life is short so choose happiness' is the philosophy of Jason Freeman, Founder of Bio Creative Labs. His brand BE|CARE|LOVE (BCL), not only offers luxurious products that are formulated with safe, eco-friendly certified organic ingredients, it also promotes a healthy and happy lifestyle



The beginning

After years of hard work, Freeman decided to create a brand that exercises his philosophy in life, which is to create an eco-conscious brand that only uses the finest elements formulated with certified organic ingredients and is never tested on animals. A brand that aims to provide comfort to the consumers as they invest in it for their personal well-being. Freeman further elaborates, "Being happy is a state of mind, a choice we make in the present moment, right here, right now. I have been doing it with the hope that one day, I can just 'BE'."

Brand philosophy

"BE|CARE|LOVE is a message that we hope to spread through the quality of our products," adds Freeman. "We want our consumers to always BE in the present moment, to enjoy what's right in front of them. We want them to CARE for themselves and we are proud of our products as it will help them do just that – after all, before we can care for others, we must first take great care of ourselves. Finally, LOVE is the most important message which our brand conveys. It is really what we all live for in this world."

BCL's products are formulated with the finest ingredients, certified organic essential-oils, are vegan, sulfate-free, paraben-free, and doesn't contain harsh preservatives. BCL knows how harmful and harsh preservatives and parabens are and its impact on the skin – that's why its main focus is to provide a quality alternative. The result is high-quality, eco-conscious

products for salon professionals and consumers.

BCL SPA White Radiance four step system

One of BCL's newest product line is the BCL SPA White Radiance four step system for the perfect spa manicure and pedicure. The range offers four products for perfect hands and foot care which includes a Sea Salt Soak for cleansing, a Sugar Scrub to exfoliate, a Moisture Mask to replenish and a Massage Cream to protect and hydrate the skin. This four steps system is essential for the ultimate relaxing and skin enhancing experience. The White Radiance four step system addresses issues like uneven skin tone and leaves the skin exceptionally bright and radiant with its Exclusive Pearl Moon Complex. The product is formulated with a blend of kojic acid, rice water and milk to help reduce the appearance of dark spots, ginseng to improve circulation and skin cell regeneration, volcanic silt to draw out skin's impurities and chamomile and green tea to balance the skin's natural moisture levels.

Future plans

"We are constantly forecasting the industry's latest needs and filtering through innovative ideas to create products that will provide our consumers with positive and meaningful experiences," claims Freeman. He further adds, "We are in the process of expanding our BCL SPA line as well as Natural Remedy line, a newest addition to the BE|CARE|LOVE brand." 📌

FACT FILE

Company: Bio Creative Labs

Brand: BE|CARE|LOVE (BCL)

Website: www.bclspa.com

Founder: Jason Freeman, Managing Director

Headquarter: Long Beach, CA



Ornaments of a Warrior

A creative representation of hair and beauty, Ornaments of a Warrior, brings to the fore the instincts of talented individuals – Suvrat Tandon, a photographer with an eye for detail, who has tenaciously woven the weft and weave of the shoot to create a homogeneous fabric of versatility and Noopur Arya, hair and make-up expert

Quan Spa Luxury redefined

Spread across 14,000 sq ft, the Quan Spa at the JW Marriott Aerocity, is one of the largest spas to exist in a hotel in the city. It's accent on spatial opulence and the inherent warmth imperative for a spa-like feel, makes it a favourite with spa-goers and resident guests, alike

by Aradhana V Bhatnagar



Kangana Ranaut

“Make-up alone won't make you look good”

From a glam, tantrum-throwing supermodel in *Fashion* to a 70s-era actress in *Once Upon a Time in Mumbai* to the gorgeous, naughty rebel in *Tanu Weds Manu*, and more recently, the *Queen* of everyone's hearts, the super-stylish actor, Kangana Ranaut, delights audiences with her looks and personal style

by Aarti Kapur Singh



“I have style and it is evolving”

This should not be taken as under-confidence, but perhaps the extra effort I put into dressing up was propelled by the impression that I was from a small town. I don't desire to ape somebody, but I definitely wanted to prove that not having a blood-line or a last name that mattered in Bollywood, was going to stop me. Of course, my experiences as an actor, who was exposed thankfully to various influences, have also shaped my sense of style.

“My hair takes up most of my grooming time”

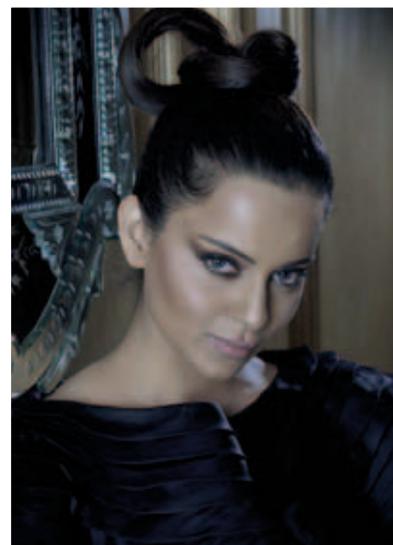
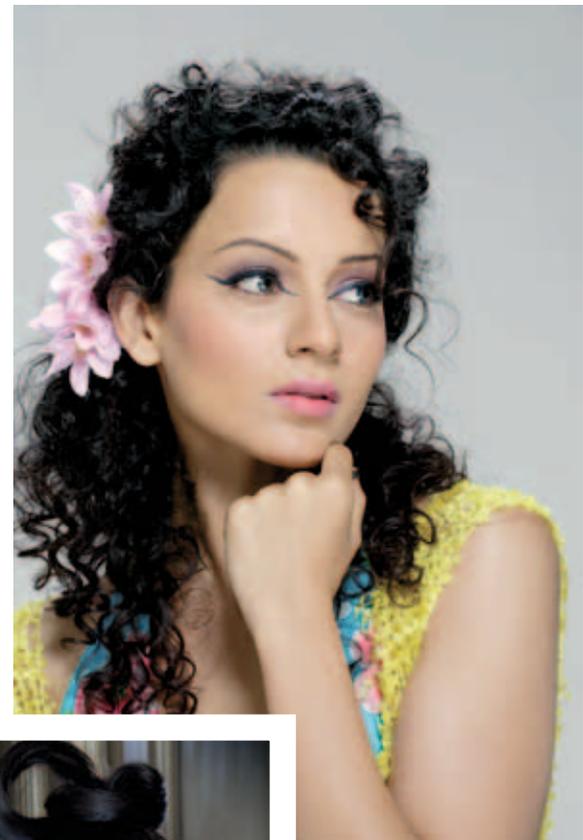
With Maggi noodles for hair, isn't it obvious?! (Laughs) Sporting various hairstyles in films can damage your tresses. There have been films where I've worn my natural curls, but then I've also had to get it poker-straight for a few, and then I've had to sport a completely different style in others! All that drastic styling and the use of chemicals have taken a toll on my hair and I'm beginning to lose a lot of it. I pamper my tresses regularly with intensive repair treatments. Three times a week, I treat my hair to hot oil and steaming.

“Don't rely only on make-up to look good”

I do yoga regularly and eat a balanced diet. I firmly believe that you can't get away with treating your skin badly and then expect make-up to do wonders. It won't. The base of good make-up is a healthy, hydrated skin. Once you eat right, drink loads of fluids and include exercise in your daily schedule, make-up can work its magic for you. I eat every two hours, consuming high proteins, drink lots of water and keeping the right attitude. Being happy is what translates into a beautiful woman.

“I'm not fussy about make-up”

You can't be loyal to a single label when you have to create so many different looks. I pick from a lot of different brands depending on the effect I'm going for, the occasion and my dress. On the film sets, if I'm portraying a dramatic character and need intense make-up, I would choose MAC for my face, eyes and lips. When I need to create a less dramatic look or for my regular daytime look, I go for a lighter base like YSL and an Armani lip shade. I also like Chanel's make-up, especially its shimmer products. You will usually find no make-up in my bag except for Nuxe Gentle Radiance Emulsion and Lancome Juicy Tube in Raspberry Ice. I am partial to peach and pale pink shades. The NARS Multiple Duo in Orgasm or South Beach, MAC Lipstick in Viva Glam 5, Benefit Posietint, Bare Minerals Powder Foundation in Light and Stila Eyeshadow Quad in Marrakesh are some of my favourite products. I must always scrub my face with REN Jojoba Microbead Purifying Facial Scrub. 📌



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