

# SALON

TM

**INTERNATIONAL**

# SALON<sup>®</sup>

**INTERNATIONAL**

INDIAN SUBCONTINENT | Vol 6 No 12 | December 2014

Editor-in-Chief	Amitabh Taneja
Editorial Director	R S Roy
Publisher	S P Taneja
Head, Knowledge & Editorial Alliances	Rajan Varma
Editor	Aradhana V Bhatnagar
Correspondent	Roshna Chandran
Contributing Editors	Zainab S. Kazi Namita Bhagat
<b>Creatives</b>	
Art Director	Pawan Kumar Verma
Asst. Art Director	Mohd. Shakeel
Sr. Photographer	Vipin Kardam
<b>Marketing &amp; Consumer Connect</b>	
General Manager - Consumer Connect	Hemant Wadhawan
Sr. Manager - Database	Anchal Agarwal
Asst. Manager - Subscriptions	Kiran Rawat
Sr. Executive - Database	Neeraj Kumar Singh
<b>Circulation</b>	
Assoc. VP - Circulation	Anil Nagar
<b>Production</b>	
General Manager	Manish Kadam
Sr. Executive	Ramesh Gupta
<b>Support</b>	
General Manager - Administration	Rajeev Mehandru

## ADVERTISING

### BUSINESS HEAD: DELHI

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

### MUMBAI

**Waseem Ahmad**, Vice President & Branch Head  
waseemahmad@imagesgroup.in  
Mob: +91 9833628852

**Ketki Dhotre**, Asst. Manager  
ketkidhote@imagesgroup.in  
Mob: +91 9594956043

### BENGALURU

**Suvir Jaggi**, Assoc. Vice President & Branch Head  
suvirjaggi@imagesgroup.in  
Mob: +91 9611127470

**Neetu Sharma**, Sr. Executive  
neetusharma@imagesgroup.in  
Mob: +91 9910797111

### KOLKATA

**Piyali Roy Oberoi**, Assoc. Vice President & Branch Head  
piyalioberoi@imagesgroup.in  
Mob: +91 9831171388

**Avishek Mukherjee**, Manager  
avishekmukherjee@imagesgroup.in  
Mob: +91 9830260612

## 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; Nilini 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 Kumarvel, 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](mailto:subscription@imagesgroup.in)  
For feedback/editorial queries: [letter2editor@imagesgroup.in](mailto:letter2editor@imagesgroup.in)

The bare is out and cover is in! Come December, the darkest and coldest time of the year in northern India is enveloped in woolens to block the gushes of cold wind. However, it does not mean that we don't put our best face forward. In hair and make-up, experts from the line suggest products that pep your hair and make-up techniques to enhance your facial features. The revelation is, while we await this beautiful season of health and happiness, the business of beauty is soaring, too.

As we go digital for its time saving, easy accessibility features, our electronic gadgets are high on technology and are our friends in disguise. We are hooked onto them. Are not we? When we optimise the use of technology, players in the salon and spa will automatically attract more customers and retain the old ones. Be it websites and social media platforms, companies have to harness technology to increase the piece of their pie and also know that if they don't keep up with technology, they will soon lose out. So our cover story delves into the importance of technology that has grown to become a game-changer and a profitable source in the business of beauty and wellness. Our edgy, yet informative, cover story explores the potential of technology that will take our businesses to the next level.

The beauty industry is changing and ever growing, but some products have maintained their strength. We bring to you 13 influential tech-savvy products that are best-sellers.

In hair, Artistic Hair Director, Dessange Mumbai, Loic Chapoix talks candidly about his stay in India, his association with the brand and his future plans. In the Spa Focus section, Spa lie Vie L'Occitane in Mumbai, has an enviable edge over the rest. Saif Usmani, Spa Head at Shine Spa by Sheraton in Bangalore, shares precious information on the USP of the spa.

As the year draws to a close, festivity soars high. TRESemmé and TIGI, renowned hair care brands, suggest fantastic hairstyles to paint the town red.

All this and more in this issue. Wishing you success in your business in the year to come.







Hair: D&J Ambrose  
 Photo: Aaron Dunsworth  
 Make-up: Nicola Hamilton  
 Stylist: Melissa Yates

# Contents

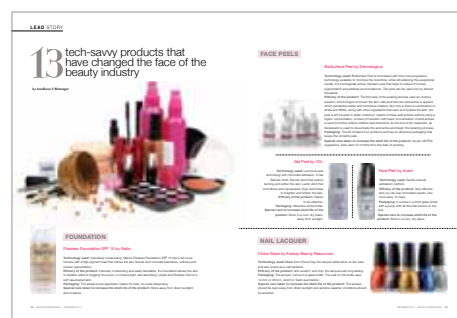
55



16



44



52



76



- 8 **Snippets** Latest news and updates of the beauty and hair industry.
- 12 **New openings** Salons and spas across the country.
- 14 **Interview** Loic Chapiro, Artistic Hair Director, Dessange Mumbai, shares his journey from Paris to Mumbai and views on the Indian hairdressing industry.
- 32 **Innovation** Rémy Laure's Mud Series for those who believe in natural beauty.
- 36-42 **Cover story** In order to have a competitive edge, players in the salon and spa space need to utilise all the resources possible and come up on top of their game or they will soon lose out.
- 44-47 **Lead story** Tech-savvy products that have changed the face of the beauty industry.
- 48-49 **In first person** Adil Akhtar, the rising hair and make-up artist talks about his initial challenges, lifetime learnings and more.
- 55 **Beauty** Hair and make-up expert Puja Taluja's, simple yet effective steps to look gorgeous on any occasion in the winter season.
- 67-72 **International stylist** Christophe Gaillet, top hairstylist, shares his mesmerising photo essay called Natural High.
- 74 **Spa focus** Visual dynamics of Spa la Vie by L'Occitane in Mumbai; interview of Saif Usmani, Spa Head, Shine Spa in Sheraton, Bangalore; spa packages and more.
- 82 **Influencer** Fashion designer, Manish Arora, on the importance of hair and make-up in fashion.
- 84 **Celeb style** Sonu Nigam opens about the basics of his hair care.
- 85 **Coffee break** Try this quiz and win prizes.
- 88 **Events** The social calendar: what's happening when and where.
- 92 **Step-by-step** Layering up by Vivienne Mackinder.

# Bed Head by TIGI Blend for trendy styles

Bed Head pushes boundaries to showcase individuality and allows you to express yourself and customise the latest trends. So this season, try out a punk pony, do a messy bun, create an up-do or just blow dry your hair by cocktailing it with Bed Head products

**W**ith the range of products that Bed Head offers, here's your chance to try your hand at some hair cocktailing! Let creativity and customisation be secrets to your styling success. A quick fix for your biggest hair issues won't come from one magic product, but knowing how to mix two fabulous ones might just do the trick. Superb styling is all about mixing.

Mixing your hair products is the best way to get the exact results you want. These custom hair cocktails will ditch your bad hair days for good. Grab your favourite pick from Bed Head's extensive collection of revolutionary hairstyling products and get the desired look for every party you attend.

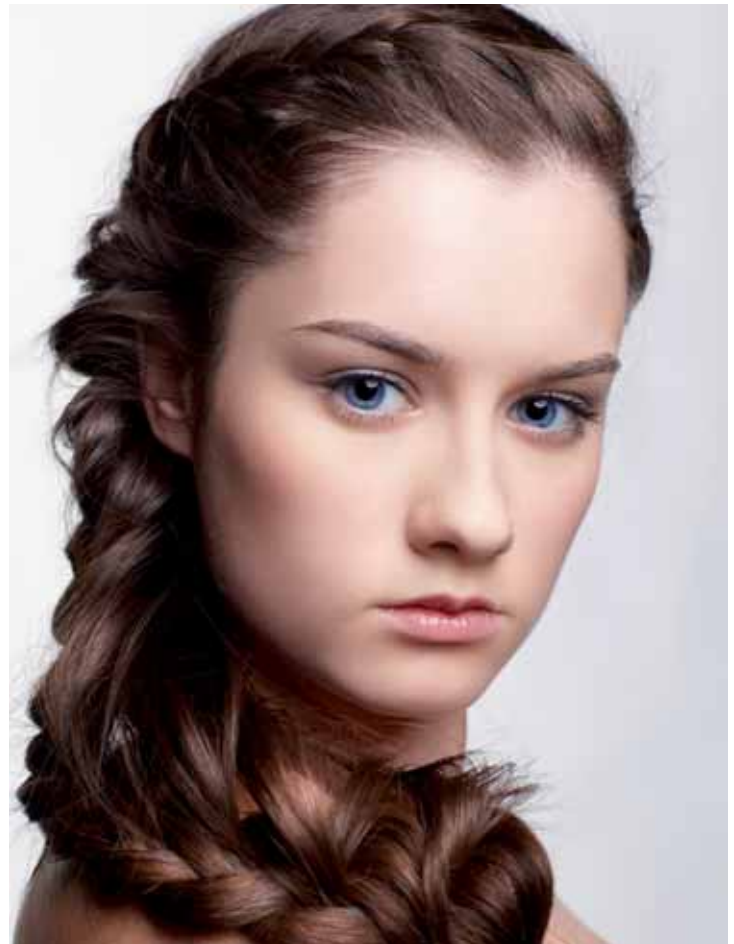
TIGI Celebrity stylist, Savio John Periera, also suggests hair cocktailing. With his

remarkable experience of more than a decade, Periera feels, no hair type is similar. Hairstyling products need to be paired together in order to make your hair dreams come true. Thus, it's essential to mix and cocktail products to get that desired look. TIGI with its unique proposition of styling products will help you attain trendy hairstyles for this party season.



## French bun

Attain this classic hairstyle with TIGI Bed Head Dumb Blonde Smoothing Stuff that will smoothen the hair and impart great shine combined with TIGI Bed Head Hard To Get Texturing Paste, that will provide firmness and texture to the hair.



## Messy braid

Pull off a perfect tousled messy braid by cocktailing TIGI Bed Head Hard To Get Texturing Paste and TIGI Bed Head Totally Baked Volumising and Prepping Hair Meringue. Hard To Get will provide texture and firmness, while Totally Baked will add volume and keep your texture intact.



# TRESemmé Top 5 hairstyles

The party season is on and you need to look your stylish best. Daniel Bauer, Official Hair Stylist, TRESemmé shows you how you can create some stylish hair dos in a matter of minutes

## Stylish bun

Prep your hair with TRESemmé Hair spa Rejuvenation shampoo and massageable conditioner.

Blow dry your hair and with your fingertips apply a handful of mousse. For thicker hair use more, for thinner hair, use less.

Tease the hair on the crown and brush the hair slight at an angle which best suits your face. Brush the side sections very tight and pull all hair into a medium high ponytail. The key is the sides should look smooth, while the crown should have texture and look slightly loose.

Divide the ponytail into two sections, twist and wrap around the knot.

Hold in place with hair spray.



Photo: Shutterstock.com



## Fabulous 40s

Prep your hair using the new TRESemmé Hair Spa Rejuvenation range shampoo and the massageable conditioner.

Take a front section of hair and pin out of place, this is used to create the fabulous wave. Pull the remaining hair into a tight, off centre-mid-ponytail. The look should be tight and sleek on one side, with a flowing wave on the other.

Divide the ponytail into two or three sections and tease the bottom sections and smoothen the top with a comb, twist each section and wrap to create a bun.

With the front section, tong it and structure the wave with a tail comb, pinning the ends into the bun with bobby pins.

If you feel the body of your bun is too tight, gently pull it apart with your hands or the end of a tail comb.



# 13 tech-savvy products that have changed the face of the beauty industry

by Aradhana V Bhatnagar



## FOUNDATION

### Flawless Foundation SPF 15 by Natio

**Technology used:** Intensely moisturising, Natio's Flawless Foundation SPF 15 has a full cover formula with a high pigment load that refines the skin texture and conceals blemishes, redness and uneven pigmentation.

**Efficacy of the product:** Intensely moisturising and easily blendable, the foundation allows the skin to breathe without clogging the pores. It contains light, fast absorbing Jojoba and Rosehip Oils for a soft rejuvenated skin.

**Packaging:** The airless pump applicator makes for neat, no-mess dispensing.

**Special care taken to increase the shelf-life of the product:** Store away from direct sunlight and moisture.



# Spa la Vie by L'Occitane

## The royal soak

History, cultures and people of the land surrounding the Mediterranean region have an enthralling and spell binding effect on the entire world. This mesmerising civilisation has been recreated in the form of Spa la Vie by L'Occitane, one of the largest day spas in Mumbai. The place is awaiting its arrivals to take one onto a journey with a platter full of majestic services in a nurturing ambience

Located in Lower Parel and spread across 8,000 sqft, Spa la Vie by L'Occitane is Mumbai's largest day spa. This Mediterranean Wellness Sanctuary features a water ensconced lounge, one of Mumbai's only heated stone Hammam beds, free standing bathtubs and private steam chambers in every treatment room, VIP Couple's Suites and a refreshing Spa courtyard with a 20ft Living Green Wall. Every gesture, every ingredient, every ritual at the spa is drawn from a page of the L'Occitane grand herbarium, a resource of hundreds of essential oils and natural ingredients.





# Manish Arora

## Eclectic eccentricity

He must be one of the few who takes pride in being called an eccentric. It is this quality that lends the man and the brand Manish Arora its unique flavour. In this short interview, the 'eccentric' designer talks about his love for fashion and what drives him

by Megha Monga Anand

**You are one of the most eccentric/eclectic designers, equally loved in India and abroad. What is your inspiration?**

I am mostly inspired by the diverse places I travel to and the people I meet with. It's encouraging to see different people interpreting your work in their own little way.

**Hair and make-up is an essential part of your creations and look on the ramp. What goes into the whole process of conceptualising and what role do you play in creating the look, besides the clothes?**

It is about creating a vision and we share this vision as a team. Hair and make-up together with accessories and clothes makes for a complete picture.

**You participate in many international fashion weeks. How do you see the Indian fashion industry on a comparative level?**

I feel that it is different with every city/country. Even within India, while Delhi is evolving, Mumbai is more evolved fashion wise. Gradually fashion is spreading to places and people are increasingly becoming interested.

**What projects are you currently working on?**

The next A/W '15 collection for Paris Fashion Week, S/S '15 for Wills Lifestyle India Fashion Week.

**What drives you criticism or appreciation?**

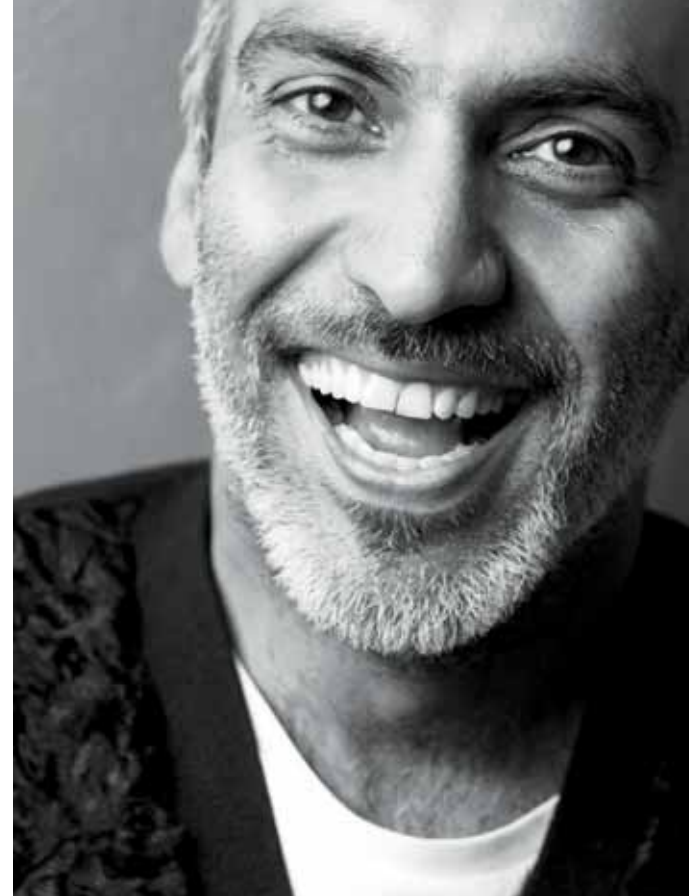
There is a bit to take from both, I guess.

**What's an average day in the life of Manish Arora?**

It surely has to be pumped up with just the right amount of energy! I love listening to music while working. Even an average day would not be average in reality. Also, it's about creating something beautiful in the end. Even the slightest innovation makes my day.

**What are your future plans?**

The brand 'Manish Arora' has to spread its wings into more genres. The focus is also on my ready-to-wear Indian line, 'Indian by Manish Arora' which offers clothes in affordable budgets for the Indian market. 📍





# Cosmoprof Asia 2014

## Universal confluence

Cosmoprof Asia 2014, which was held from 12 to 14 November at the Hong Kong Convention and Exhibition Centre, attracted close to 60,000 visitors from all over the world. Organised by Cosmoprof Asia Ltd, a joint venture between UBM Asia Ltd and BolognaFiere Group, the renowned trade show offered a wide variety of events, demonstrations, seminars and also had a new exhibition area

China, Korea, Taiwan, Thailand and Japan were the top five Asian sources of visitors outside of Hong Kong. International attendees accounted for 64 per cent of the total attendance with 38,059 visitors (up 1.3 per cent compared to 2013) from 93 non-Asian countries. The strong international turnout was underlined by an increase in representation from USA and European countries, such as, Belgium, Denmark, Hungary and Sweden – together with emerging countries such as Indonesia, Myanmar, South Africa and Turkey. In terms of exhibitor number and size, it was the biggest show ever till date – 2,362 exhibitors (up 9 per cent over 2013) from 42 countries and regions covering in excess of 81,500 square metres of exhibition space (up 7 per cent over 2013).

### Profitable source

“Cosmoprof Asia is a doorstep to all Asian markets and people from all over the world fly over here to look for new products. We are exhibiting here for the first time. We have a non-stop flow of clients, potential franchisees and stockers who are important for our products,” says Chris Bonnefoy, Director of Gentlemen’s Tonic, Hong Kong.

These sentiments were echoed by many other exhibitors at the show. Jason Kim, General Manager of A.True, Korea told the organisers, “We are aiming to expand our products to the Asia market. We are so happy that we already got a lot of meetings with big buyers like Watsons and Sasa.”

France-based Le Petit Olivier added, “It is the second year Le Petit Olivier has taken part in Cosmoprof Asia. It is a real opportunity and extremely important for us to be in the French Pavilion which vehicles high quality and professional image of French cosmetics”


### New zone

It was the first year that Cosmoprof Asia launched the Spot On Beauty area, the new launchpad for innovative beauty brands in cosmetics, skin care, nail, hair and personal care. About 146 brands from 17 countries and regions participated in 3,700 square meters at the convention hall. 70 per cent were new exhibitors including Black Paint – Myyuki Co., Ltd, Japan, Intercosmetics srl (Italy) and the Lotus, Korea. Within this area, Cosmoprof Asia created a ‘sampling wall’, called Boutique, where attendees could choose seven travel-sized sample products from sponsored brands with a donation of HKD100 that would benefit the Hong Kong Breast Cancer Foundation. Brands included 86 Shop, Taiwan, A.True, Korea, BaByliss PRO, US, Emilia Cosmetics Israel, Joseristine, Hk, Kaloya, Taiwan, Parisienne, Italy, Tangle Angel, UK, Veggie Soft, China, to name a few.

### Nails in the spotlight

Cosmoprof Asia 2014 also had a focus on nail and accessories. About 124 companies represented the full spectrum from nail care to nail polish and nail accessories to decorative tools.

The extensive product showcase was further enlivened by International Nail Days, a three-day programme that connected nail professionals and promoted knowledge exchange. Famous nail artists and industry experts from Japan, Korea and France shared with the audience their know-how on the latest colour trends, texture and technology.

The next edition of Cosmoprof Asia will take place in Hong Kong from 11 to 13 November, 2015. 



# Layering up

Once teacher and creative force Vivienne Mackinder has added an innovative chapter to her Hair Designer TV online education library: the *Layer Series*. Mackinder was propelled into action after discovering YouTube tutorials showing consumers how to layer their own hair using several different cutting tools. “The sober reality of how the information age has equalised a lot of things gave me food for thought,” says Mackinder. “It made me question: who is the competition? The hair salon down the road or is the consumer stealing your lunch?”

Thinking it through, made Mackinder realise how many professionals get stuck in a rut just using their favourite square box layer technique. So the need to make layering more couture, create something that certainly the consumer –

and maybe even the salon down the road – could not recreate became clear and spurred her into action. “I’ve created a series of lessons to help salon professionals be more creative by looking at layering from a fresh perspective,” explains Vivienne. “In my *Layer Series* you’ll see me execute different techniques then coach young stylists and senior stylists through the same methods. It shows the common mistakes we make and the familiar challenges we face when either reducing or building weight when layering. “I demo how to look at layering from a different point of view, how to work with a razor, the efficiency and the control that’s required, how totally control the weight to create beautiful and contemporary layered hairstyles for today’s ever-discerning salon client who demands and expects the best.”



Hair: Mina Lim for Pivot Point  
Make-up: Amy Howard  
Photo: David Placek



1

Section of hairline cut fringe. Slide fringe to outline length.



2

Blend from fringe to the baseline. Using a long sliding motion. Continue at the back.



SHOP ONLINE



www.esskaybeauty.in

India's 1<sup>st</sup> Online Mega Store for Professional Products

Wholesale Prices

Free Shipping\*

Cash on Delivery Also Available

24x7 Shopping

Order in 3 Simple Steps

Doorstep Delivery



Helpline Number  
**+91 9711 99 0145**

BRANDS PORTFOLIO



\*Terms & Conditions Apply

And Many More...

# DON'T CUT HER DAMAGED HAIR. RECONSTRUCT IT.

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

**NEW**  
**BIOLAGE**  
advanced  
**repairinside**

**360° ACTION WITH  
ARGININE + SOYA OIL**



## A PROFESSIONAL BREAKTHROUGH IN RECONSTRUCTION OF DAMAGED HAIR:

The 1<sup>st</sup> Dual Repair treatment that acts both from inside & outside. Professionally formulated with the power of Arginine to help repair damaged protein from inside & Soya oil that restores the cuticle shield & seals split ends from the outside.

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