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The beauty world is abuzz with launches, news and events. From entries being called for HJ's 2013 British Hairdressing Awards, sponsored by Schwarzkopf Professional to the recently concluded highly successful in-cosmetics 2013 in Paris to the American personal care market being ripe for acquisitions, there are several dynamics at work simultaneously. For India, too, the first quarter has been an active one with a few more international beauty brands making inroads. Bottega Di Lungavita from Italy and Missha from Korea are all set to take the skin care market by storm. We now have to assess whether our Indian brands will allow them to take the lead...

In this issue of *Salon India*, we present to you a bouquet of informative articles. The Cover Story is on the anti-ageing market of India. There are inputs from brands, derma-cosmetologists and expert views on the plethora of brands available and their levels of popularity in the country.

There are articles on brands, too. Schwarzkopf Professional has introduced an initiative to promote young talent from SOS Villages across India. Murali Sundar, General Manager Henkel Beauty Care -Professional and the winner for this year, Manashi Bharati, share their views on the effort. Sanket Shah, CEO, Advanced Hair Studio, India, discusses the USP of the brand, its present and expansion plans for the future. Sandeep Goel, from Kotemeyn International Biotechnology Co Ltd, shares his plans for Bio Cellulose Masks.

From professionals there are interviews - Christophe Gaillet, internationally acclaimed celebrity hairstylist, talks to us about his journey. Bharti Taneja, the renowned cosmetologist and Director of Alps Cosmetic Clinics and Academy, shares with us the Top 10 Innovations in Beauty.

There are photo essays from renowned hairstylists like the Hairraisers Creative Team and "Dudenko Kiev".

All this and lots more in this issue. Keep reading and reverting with feedback.

Amitabh Taneja
Editor-in-Chief, Salon International, India



Hair: Peter Prosser
Photo: Maddie Austin
Make-up: Lauren Mathis

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On-trend Diva Poulos

To be part of the Sebastian Professional Stylist Design Team, you have to be inspiring, dynamic, highly innovative and have a vision that's limitless. The Sebastian Professional stylist has to have a sense of adventure and spark to create some of the most astounding hairstyles. Diva Poulos, the California-based Sebastian International Design Artist fits the bill completely. When she's not 'hair'dressing the stars, she is working on international fashion weeks where she aesthetically blends couture with effortless style.



Diva Poulos, Sebastian International Design Artist, was in the city recently. *Salon India* in an exclusive shoot unveils the secret behind the success of Diva Poulos, Nikhil Sharma and Placid Braganza, Sebastian India Design Artists

“ Diva Poulos, Sebastian International Design Artist, is so highly creative and skilled that simply watching her work on someone is inspirational and awe-inspiring. She has great ideas and is very organised and disciplined in the way she works. She plans well in advance and her creativity has a vision, and is not random. I meet her at the global meets and she is quite interactive in her approach. ”

Placid Braganza,
Placid Hairdressing and Skin,
Mumbai



First Ever Anti-Breakage Straightening Opti.Straight, Conditioning Straightening Cream

As the summer heat seeps in, hair tends to get unruly, where the frizz is a constant. The need of the hour is gorgeous and manageable hassle free hair. Demands for straight hair are only rising with the trend that makes a strong statement through seasons.

However, the most common concern regarding straightening is that consumers always have a fear of hair breakage or damage caused due to outdated straightening methods. Keeping this in mind Matrix presents its **first anti-breakage straightening system**.

The natural-soft-straightening service uses the new Opti.Straight straightening cream, featuring Auto-Control technology that prevents hair breakage. This permanent straightening service ensures shinier, straighter and healthier looking hair; perfect for everyday life or for special occasions

Whats new!

Traditional straightening methods, available in the market are Thio based molecules which alter di-sulphide bonds of the hair so the hair's shape can be altered permanently. This leads to more breakage than necessary if hair is over processed. Matrix's Opti.Straight activates Di-Thio molecules that provide additional support by creating a bridge in the hair to help support the hair bonds when they are being realigned during the straightening process. The Auto-Control technology preserves the integral structure of the hair by creating temporary links during straightening.

This Auto-control technology stops straightening the minute a natural straight look

is achieved, so you can straighten with confidence. This breakthrough service enriches hair with a conditioning formula which preserves hair's structure, controls breakage and doesn't compromise its integrity for a soft,

Straight, natural look that lasts for months.

Another challenge that most salons face is the awful odor during the application of crème giving an unpleasant experience to the customer in your salon. The new Matrix Opti.straight straightening cream is enriched with a fresh bridal fragrance that easily defuses the ammonia smell. A concoction of rich floral scents comprised of jasmine and rose, along with sandalwood, and green leaves, this fragrance is present in much high concentrations to help neutralize the ammonia odor, thereby offering a sweet floral uplifting experience.

Matrix designs every product with utmost care - one can choose from a naturally straight look which has a little volume, to a Japanese style poker straight look for their hair.

This service is available in Matrix Salons only, in two different strengths depending on hair type: Sensitized to Normal - for fine to medium, chemically treated hair. Normal to Resistant - for thick, seriously curly hair. 📞



Christophe Gaillet

Leitmotif of creativity



Christophe Gaillet

The L'Oréal Professionnel Ambassador, Christophe Gaillet wields the scissor like a magician would wield the wand. He shares with *Salon India* his thoughts on the hair styling industry and his own journey.

About myself

I was 15 when I chose the hair styling stream. Today, I am 30 and there are more than a dozen creative ideas playing on my mind. I have worked hard to be here. There is a lot of documentation that I have done. All along, I have observed, researched, and analysed things. I don't believe in limitations and try to push the borders. People, travelling and art are also sources of ideas and I simply love to observe them.

I have not stopped learning. I have travelled the world and have shared my passion with fellow hair stylists. I attribute my success to kindness and availability of resources.

Professional training

I realised at the very onset that at least five years of professional study is essential in France. The training was very hard, but it allowed me to enhance my dexterity and boost my creativity. Even today, I continue to

learn through the various artistic encounters during my travels.

Philosophy

The role of a hair dresser is to highlight one's natural beauty. While styling, we should keep in mind how the cut and colour will look like in a couple of weeks. Also, people are opting for low-maintenance styles due to paucity of time. To achieve a simple style, it is critical to use good techniques, for which both knowledge and an understanding of hair are required.

Career growth

In 2006, I was the Artistic Director for French Haute Coiffeur and have corroborated with top fashion designers like Nina Ricci, Thierry Mugler, Paco Rabanne, Azzaro and Balenciaga, among several others, ably demonstrating that hairstyles are an intrinsic part of every collection.

L'Oréal

To be the ambassador for L'Oréal is nothing short of an honour. We have an important role to perform – to present an image that is creative and innovative – and my mission is to present the highest standard in hair styling. I want to be the

champion of France, of Europe, and of the rest of the world!

Advice to aspirants

I advise them to invest a lot in education and experience. Like all artistic trades, it takes a long time to have the necessary know-how. We must work, work and work. Envy is the only thing that can motivate you to keep going.

Hot trends

Long cuts with subtle and gradual gradation. The fringe is in fashion and volume is a request from most women clients now. Styles for short



FASHION

by Meher Castelino

Lakme Fashion Week Summer/Resort 2013

Hair and make-up at the Lakmé Fashion Week Summer/Resort 2013 was aimed at the hot and sultry months and, hence, hairstylists and make-up artists chose the upswept styles for most of the shows. The launch of Pop Tints, colours for lips and nails by Lakmé Absolute, also set the pace for bright candy hues that were seen on the ramp and added grace to the looks.



Naeem Khan

Stay elegantly bare, with a hint of red lipstick, pulled-back gelled centre-parted hair and simple natural eyes, which lend the perfect Red Carpet look.



Agnimitra Paul

To match the Madhubani theme, Agnimitra Paul had braids and hair bands with a colourful splash added on the parting of the hair. The face was kept stark with the lips being natural. The eyes, on the other hand, were lent a strong and smokey look.



Anupamaa Dayal

Hit out the beach like a South Sea Belle, said Anupamaa Dayal. Her models had their hair swung to one side with a bouffant at the top with a sparkle and flower to add colour. Lips and face were natural with a hint of eyeliner.



GLAMOUR

SCHOOL "DUDENKO KIEV"
Shades of grey

Hair: School "Dudenko Kiev"
Photo: Vadim Grey
Make-up: Beresneva Oksana

Niki Mahajan

Crafting modern fashion

by Aparna Mudi



Niki Mahajan has a presence world over taking with her the Indian crafts and textile wherever she may be. Awarded the Yuv Ratan Award for developing Reeds, the special 'grass' fabric, Mahajan has, indeed, taken a colourful, rustic albeit contemporary paths

How has the journey been so far?

Very rewarding. Working with craftsmen from various states of India has been a scintillating experience. The biggest challenge faced was to get the craftsmen to adapt, experiment and change to adapt to modern day styling. They live in their time zone and it is near impossible to get them to transform.

What is your USP?

My USP is an amalgamation of crafts and colour combinations. By combining various techniques we recreate exceptionally unusual garments.

Tell us about the evolution of trends in the fashion industry.

Trends are set internationally and are adapted in India. The recent trend of using indigenous crafts has caught on hugely. Indianwear trends are, however, in the process of evolving within the country.

What are your favourite hair and make-up products?

I like to use Lancôme, Estée Lauder and MAC products for styling.

Who is your favourite hair and make-up artist?

My favourites are Ambika Pillai and Clint Fernandes.

What key factors do make-up and hair have to play in fashion?

Make-up and hair enhance and further project a garment's look. It is important to have the correct

statement or else the garment can look less dramatic than expected.

How do you plan and co-ordinate with the make-up artist during a fashion show?

We first decide on the concept and look of the show. Based on the theme the hair and make-up is decided. A meeting is held and looks and ideas are shared. Further a mock is done on the model with the clothes to finally seal the final look.

Your muse or a celebrity who you would like to work with...

I would love to work with Sridevi Kapoor.

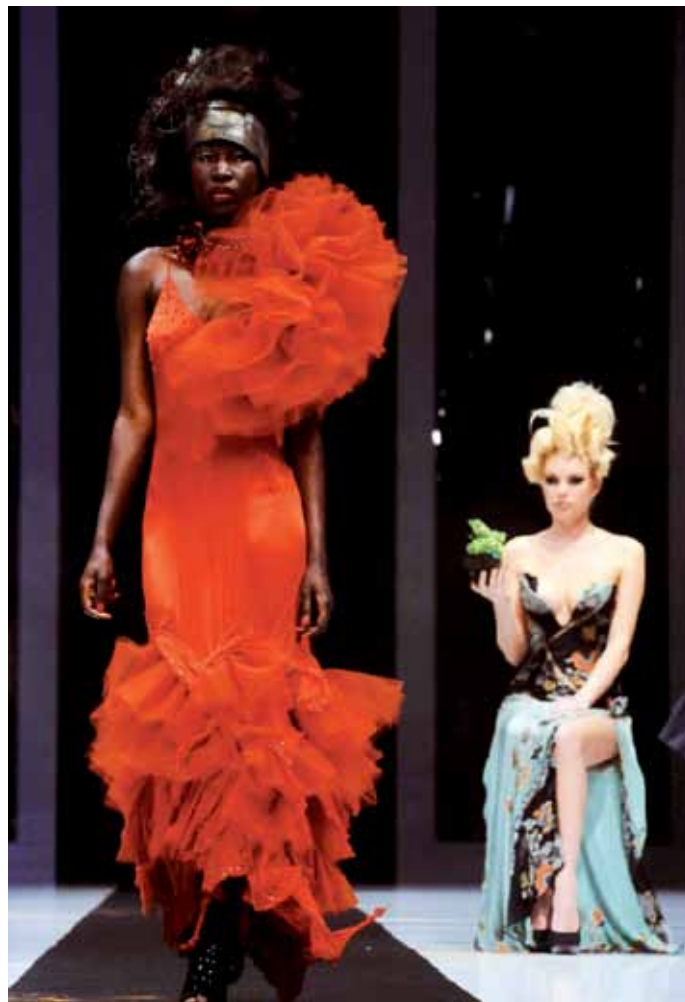
Any newcomer you think has a strong style quotient...

Karishma Shahani

What are your future plans?

I am interested in getting into the spa business. In fact some time in the near future I see myself opening a chain of spas. But, right away I'm focussed on my bridal couture line to be launched soon. 📌





Cosmoprof Worldwide Bologna One more successful year

by Aparna Mudi

Show: Cosmoprof Worldwide
Date: 8 to 11 March, 2013
Venue: Bologna Fair District



Cosmoprof Worldwide Bologna, organised by SoGeCos, a BolognaFiere Group company, was a yet another successful year, which witnessed a visible increase in the number of visitors

The 46th edition saw a new set up for the packaging, beauty and spa, nails and hair segments. The figures for the forthcoming edition reveal a significant result, 2,390 exhibitors from around the world came together on the common platform, representing a clear increase compared with the 2012 edition. It saw a footfall of around 2,00,000 people this year.

Country pavillions

There were several new companies from different countries like Indonesia, India, Japan, Colombia and Pakistan, which joined previous participants from Europe, US, Middle East, China and Brazil to create a total of over 1,500 overseas exhibitors, in their respective country pavillions with an opportunity for B2B meetings with established buyers. India, participating for the first time, bought 494 square metres of space and had 21 exhibitors.

Meetings for professional development planned for each product sector focussed on the themes of aesthetic medicine, beauty longevity and natural cosmetics.

Events, forums and workshops

For the packaging section a “show within the show” - Cosmopack, an exhibition area dedicated to packaging, machinery and contract production. To celebrate Italian technological innovation in the sector, Cosmopack organised, “The Lipstick Factory – An Italian Story”, with an area dedicated to the entire process of creating the “lipstick” product. A replica model of a company will be set up and the whole production chain will be on show.

Trend Forums: Four days of meetings with the biggest experts on international trends, from digital media for the luxury sector to the latest



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