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# SALON

**INTERNATIONAL**



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Action and reaction, ebb and flow, trial and error, change — this is the rhythm of living. Out of our over-confidence, fear; out of our fear, clearer vision, fresh hope. And out of hope, progress.

This change has affected our salon and spa industry too. While there was a time, when we lived in a cocooned world where nothing could go wrong, times have changed and it is up to us to prepare ourselves against all odds. We touch upon the issue of Insurance of salons and spas, in the cover story, where we bring you the relevance and critical aspects of insurance.

Hot on the heels of development is L'Oréal Professionnel. They have recently introduced the new and revolutionary ODS<sup>2</sup> technology in INOA hair colourant by reducing the three-step procedure to a simpler and convenient two-step one.

Change brings opportunity. Amali Kandasamy, a hairstylist who was born and brought up in Sri Lanka is now the Creative Stylist with Looks Salon. Her reasons for being and enjoying her profession in India make for an inspiring read for many an hairstylist. Sukirti Patnaik, owner and MD, Indulge salons in Odisha gave up a flourishing career in IT, to follow her heart. She hasn't regretted it and is today creating history in the salon space of east India.

However, the reverse is also true — all change is not growth, as all movement is not forward. Therefore, the professionals in our beauty industry have to tread cautiously and take wise and informed decisions.

Look forward to your views!

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



Hair and make-up: Angelina Joseph at Angelina Joseph Hair and Make-up Studio, Delhi, assisted by Ravina  
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 Model: Amanda at Star Models

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New launches.  
products. people.  
events. shows.  
reviews. celebrations...

Global



**Sebastian in Berlin FW**

Sebastian Professional created hairstyles for the fashion installation of Augustin Teboul, a fashion label. It took place in Berlin-Charlottenburg and was attended by about 500 guests.



National

**L'Oréal scouts in HP**

L'Oréal has expressed interest in setting up a facility in Himachal Pradesh with a proposed investment of ₹400 crore and employ 700 people.



**Kryolan and Vidya Tikari**

At an event in Delhi, Vidya Tikari, make-up guru, used Kryolan products and created looks on models and predicted trends for the season.



**Paris dé Salon expands**

Hyderabad's Paris dé Salon has added a new salon and an academy in Banjara Hills. Spread over 1,500 sq ft, Paris dé Salon: Paul Mitchell Focus Salon, caters to the city's glitterati. Reveals Santosh Kumar, MD, "Our's is India's first Paul Mitchell salon and we have their entire range." An exclusive tie-up with Dermalogica for Hyderabad has also been effected. The academy, on the same premises, is certified by City & Guilds, UK.



**Wella at the Olympics**

Wella Professionals partner salons are a part of the London 2012 Olympic Games. They will offer hair, beauty and grooming treatments to athletes, their families and the media.



**Indola's collection**

The Smart StreetStyle Collection by Indola is created using permanent caring colour range products with innovative formulations at an affordable price.



I've got an idea at the



Parah completes its beach collection with gauzy and fun costume cover-ups that can be shorts or pareo-vests or T-shirts, but also the classic and elegant shift.

Accessories range from chokers to gigantic earrings, sandals full of chains and beads and gloves that come up to mid-arm. The hairstyles were by the Mitù group which used the extensive range of accessories for hair by Parah to interpret the summer with a scintillating sparkle.



# Matrix 100 City Tour

## A successful stint



**A**fter a successful stint in Ahmedabad, Matrix 100 City Tour reached Chennai on 10 July. The look and learn session presented by Melroy Dickson, National Education Manager, Matrix India and his team focussed on educating the audience on the latest cuts, colour and style. Attended by over 1,000 hairdressers, the seminar gave an insight on the hottest trends, using the product range from Matrix Socolor.Beauty, Wonder. Brown and Matrix Vavoom.

Matrix 100 City Tour is an initiative to promote hairdressers in the industry and presents the latest in hair cut and colour



The action-oriented seminar presented entertaining dance acts and fashion shows that showcased hair cuts and colour, especially customised for the India market. The show was styled by well-known fashion stylist Kshitij Choudhary and Miss India 2008 Parvathy Omanakuttan was invited as the show stopper.

**Salon India spoke to a few hairdressers present on what they have learnt from this seminar**

“ It was a well-organised event. Being a beautician, I have learnt various things from Melroy and team. It was an amazing experience to see so many people gathered at one place. I’m looking forward to such type of shows from Matrix. ”

—Vasundhra, Visible Difference

“ It’s a first-of-its-kind show in Chennai and had all the ingredients to be rated as the best. I would say the show was a good learning experience. ”

—Arleen, Eves

“ I was waiting for such an event from Matrix since long and finally it has happened. The entire event was quite entertaining and it was a pleasure to learn new techniques from the Matrix team. ”

—Jaysree, Glow

# Pre-Shampoo Peeling Innovation goes a step further

Schwarzkopf Professional has recently launched the BC Bonacure Hair+ Scalp Deep Cleansing Pre-Shampoo Peeling. The product makes the best use of technological advance to combat scalp oiliness and give the hair much-needed health benefit during the monsoon season

“ It is a unique product that is a perfect precursor to a spa session. The product cleanses the scalp through exfoliation and leaves it ready for the pampering from a spa session. ”

— Najeeb-ur-Rehman, National Technical Head,  
Schwarzkopf Professional

“ It is one of the products being used for dandruff treatment and is most effective for short-and-long term. Our customers as well the service providers are both loving the product. ”

— K Veena, Founder and Director,  
Naturals Salon & Spa

## About the product

An ideal start to an effective scalp treatment, BC Bonacure Hair+Scalp Deep Cleansing Pre-Shampoo Peeling for an exfoliating treatment for the scalp as well as hair prone to excess oiliness. The gel is applied on oily, flaky and greasy hair, and scalp prior to the shampoo, which helps in deep cleansing the hair, thereby removing the residue along with providing a cooling and soothing sensation. It is followed by the application of shampoo, which further strengthens the hair structure.

## Composition

This light gel contains peeling beads and a peppermint extract that help in stimulating micro-circulation and clears the flakes. The Amino Cell Rebuild technology strengthens the inner structure of the hair and leaves them clean, balanced and healthy, for a longer duration.

## Application

The gel is applied with the help of a brush onto the scalp and massaged gently for two to three minutes, and is then rinsed off. The peel, however, cannot be used before any technical service like colour, bleach or perm. ⚠

“ The product is extremely nice and the results are there to see. We are getting a positive review from our customers and are really happy to have it in our salon. ”

— Shama Dhanwani, Owner,  
Mystique salon, Bengaluru



## Price: ₹700

Available at select salons in Mumbai at Asif, Hakim Aalim, Chens 110, Care for her, Classic salon; in Bengaluru at Mystique Salon, Affinity International, Oomph Salon and Academy, Tresspass Salon; and in Delhi at New Shape in Style, Haircraft, Sasha's Unisex Salon and Marvelous Unisex Salon.

# Vaibhav Stores One-stop solution

**V**aibhav Stores, located on OTC Road in Bengaluru, is the exclusive channel partner of many national and international professional brands in India. A sister concern of Kumar Stores, the concept of Vaibhav Stores turned into reality in 2005, and was started solely to serve professionals in the field of beauty and fashion. In conversation with *Salon India*, Chirag Shah, Director, Vaibhav Stores, reveals aspects of the business

### Store re-launch

The store was re-launched on 10 July to accommodate the projection and perception of our business. Clearly, we saw a need to create a larger platform for our customers where they could interact and transact in an easy, fast and convenient way. The idea of re-launching was to express to our stakeholders and well-wishers, that we were not looking to sell just products, but share the art of beauty with a touch of world-class service.

### USP

Vaibhav Stores is the only store in India where all the essentials required for beauty professionals are available under one roof. We are a one-stop destination for all beauty and fashion needs. We also have a modern and equipped academy where we have live demos, conduct workshops and train beauty professionals on products. We began with 1,500 sq ft and today, have expanded upto 8,000 sq ft, which is divided into the Consumable showroom, Furniture showroom, Academy and the Admin Office.

### Target group, topsellers

We are here to only serve beauty professionals working in salons and spas. Our topsellers are consumables, such as lotions, creams and shampoos, as they are available under one roof. A few years ago in India, there was no exclusive brand for the salon and spa industry, but now there are many options and we are focussing more on them. Our competition is only with time; we want to bring the best and latest trends under one roof.

### The academy

With the need of a platform to share and educate about the art of beauty, in 2011, we decided to launch the academy. It is a place where aspiring young professionals and established professionals, up their ante and keep pace with international standards to deliver beauty as an art. Depending upon the course, the company provides the certificate.

### Advice for new salon owners

When buying equipment or furniture for your salon, think you are making an investment. The better the investment, the higher will be the returns. 📌



Chirag Shah





# Dr Deepti Dhingra

## Follicular Enrichment Therapy

by Shikha Swaroop



Deepti Dhingra

**D**r Deepti Dhingra is Dermatologist and Trichologist, at the Fortis Escort Hospital, Okhla in Delhi. Trained in cosmetic treatments like hair restoration surgery, facial rejuvenation, scar removal, botox, and more, she offers Follicular Enrichment Therapy (FET), a breakthrough technology in the field of hair growth that involves finding remedy from the patient's own blood.

### Procedure

FET successfully treats the problem of hair loss in both males and females. Its efficacy is established by the fact that besides stopping hair loss, it also reverses the effect. It is either performed alone or in conjunction with surgeries like hair transplant and flap rotation. It uses the healing factors present in the patient's own blood, to its advantage. A small quantity of the patient's blood is taken and centrifuged to obtain platelet-rich plasma (PRP), a main source of growth factors in humans. The PRP, thus prepared, is mixed with patented protein mixtures, which are modified PRP. Before injecting PRP, the scalp is stimulated with a scalp roller the size of 1.5 mm, which sends a signal to the dormant follicles. This results in the scalp becoming more receptive to the PRP injected. Thereafter, the modified PRP is injected into the patient's scalp, specifically at the site where there is sparse hair. Usually done under the influence of local anesthesia, the whole procedure takes about three hours (from collection of blood to injecting PRP) and can be performed in a single sitting. For patients in the more advanced stage of hair loss, a repeat of this procedure is usually recommended after a year or so, depending upon the requirement and response.

### Mode of work

The doctrine of the treatment is to use the natural ability of the body to heal with a combination of cutting edge technology. Generally, when a human body gets injured, the platelets present in the blood aid in healing by accelerating the regeneration of tissues and healing of wounds. This is commonly done by releasing a protein called Growth Factors. Therefore, after increasing the baseline concentration of these platelets, as is done in FET, doctors are able to deliver a powerful

cocktail of Growth Factors, which can dramatically enhance the tissue recovery procedure and produce an increase in follicular turnover, which as a result, enhances hair growth.

### The after-effect and outcome

This therapy boasts of efficacy and is known to produce results, visible within a month of the therapy. It is safe and has no long-term side effects since it is done by using the blood of the patient and is a non-surgical procedure. The therapy is also used in case of diffused thinning of hair.

### Cost of the treatment and training

Priced at ₹31,000, the treatment is cost effective and for the procedure, needs the involvement of two doctors. The doctor has to be trained to perform this therapy and there are only a few centres abroad, such as the ASAN Medical Centre, based in South Korea.

### Infrastructure

Besides investing in setting up a clinic, one needs to expend ₹15 lakhs to ₹20 lakhs on the machines, which aid in preparing the concentrate. Please note, machines can only be bought after obtaining a license from an authentic source. The scalp roller costs around ₹3,000, apart from costs of space rentals, doctor's fees and staff salaries. ❏

### Doctor's profile

Dr Deepti Dhingra pursued her graduation and post graduation from Kasturba Medical College, Manipal. She has undergone training in hair restoration surgery, fillers and chemical peels from ASAN Medical Centre, Seoul, Korea. She has also worked with Lal Bahadur Shastri Hospital in Delhi, and is an experienced Cosmetic Dermatologist and Trichologist.



Photos: Shutterstock



## Rene Furterer Feel of purity

by Aradhana V Bhatnagar

**Diagnosis:** After carefully examining my scalp, said that it was free of dandruff. He noticed dry and frizzy hair problems which he claims occurs in every third person who is living in a city, juggles with stress and pollution.

**Recommendation:** The Karité range is meant for hair which is basically, dry and rebellious. I was suggested a process where essential oil would be applied on the scalp, the Karité oil be applied on the tips of the hair, followed by a shampoo and a conditioner. Regular use for three months will make my hair soft and moisturised.

### The process

**Step 1:** My hair was combed gently with the help of two brushes. Sana Khan, the trainer, helped Perez-Marin with this task. It was an interesting and fast way to detangle stubborn dry hair.

**Step 2:** Section off hair and rub the orange and lavender essential oil into the scalp. Massage gently, as if picking delicate flowers. Oranges have cleansing properties, while lavender is known to calm. The aroma can be quite over-

whelming so if you are sensitive to smells, let the therapist know. You will also feel a tingling or itchy sensation on the scalp, which heightens to a level and then dies down.

**Step 3:** Hair is sectioned again and from root to tips, Karité oil is applied. Left for 10 minutes.

**Step 4:** Shampoo again with Karité shampoo.

**Step 5:** Apply the Karité conditioner and leave for five to seven minutes. Towel dry.

**Step 6:** Apply serum on wet hair.

**Step 7:** Style as per choice.

### Comments

While there is no doubt that the Rene Furterer range surpasses in quality and content, I will have to regularly use the products to be sure they suit me.

### Few words on the therapist

Sana Khan is Revlon India's Head Trainer for North India. While she has been with them for over a year, she has experience of 10 years. She did her training from Habibs and has worked with several well-known brands like the L'Oréal Group, Wella Professionals and Schwarzkopf Professional, amongst others. ☺

**D**iego Perez-Marin, the International Training Manager for Rene Furterer was in Delhi recently. Over a hair treatment, he disclosed the technology behind Furterer's hair products and the secret of the brand's success

**Consultancy:** Perez-Marin was thorough with his knowledge of hair and scalp. As he took me through the Furterer range, he stated the importance of a healthy scalp and only then would a healthy crop of hair be possible. "Our scalp is like soil, and only if we take care of it, will there be flowers." He also took my inputs on the number of times I washed my hair, oiled it and if I coloured it at all.

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