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As beauty consciousness is all set to breach the boundaries and go beyond the rising affluent Indian class, we have many reasons to appreciate! The credit of this goes to stalwarts in the industry who started their journey with a vision and under whom the industry has reached a turning point. One such commendable name in the field of salon design and interiors has been Gautum Wadhvani who passed away recently in Mumbai. We pay a tribute to him through our column.

With the hair sector already creating ripples in the market and anticipated to grow at the rate 20 per cent of CAGR during 2011-2014, in this issue of *Salon India*, we gear up for a better show by demystifying the confusion on the Keratin Infusion Therapy and also focussing on the relaunch of brand Keune started by the visionary, George Keune. The brand is all set to make its presence felt in the Indian hair care segment with its latest innovations such as, Keratin Smoothing Treatment and the Tinta Color Series.

Going in sync with the evolving market, the main interview is with Rob Samet, Country Manager, P&G Salon Professional India, who wishes to invite Vidal Sassoon Academy to the country to take the level of education in India to the next level. We also talk to Samir Srivastav, who joined VLCC to take care of the company's education. The exclusive article with Sherrie Jessee, the official Platform Artist for RUSK weaves magic with an eclectic combination of hairstyles and colours. In Visual Dynamics, The Farm at Benito located at the foothills of Mountain Malarayat in Philippines is covered. The global pick is a radical mix of bold hairdos, where the stylist has picked up the finer nuances of art from the streets of London to make a bold statement.

Flip over yet another colourful and enlightening issue!



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



Hair: Strangeways Artistic
Team for Fudge
Colour and products: Fudge
Photo: The LaRoache Brothers
Make-up: Nadia Braz
Clothes styling: Karen Binns

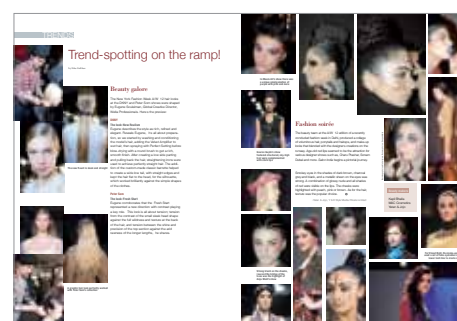
Contents

- 14 **Snippets** An almanac of news and updates on beauty and hair
- 18 **New launches** Beauty salons and spas across the country
- 22 **Trends** An inspiring look at the fashion weeks
- 24 **Interview** Education becomes the buzzword with brands. Interviews with Rob Samet, from P&G Salon Professional and George Keune
- 28 **Exclusive** Sherri Jessee, the official Platform Artist for Rusk talks about her life, passion and work.
- 42 **Eye on the market** Skeyndor's new sun protection spray
- 44 **Hair products** New in the market
- 46-51 **International stylists** A flattering look at global style
- 52 **Style notes** Editha Kocks, from Keune, creates a marvellous look
- 54 **In first person** Aashish Christian, Creative Director, la femme salon
- 56 **Visual dynamics** Heaven is here on earth! Take a look at the interiors of The Farm at Benito in the Philippines
- 60 **Equipment** Innovative salon and spa furniture
- 64-69 **Spotlight** Hair creations at India Salon Pro and Beauty Market India 2012
- 70 **Beauty and fashion** New launches, skin care and much more
- 84 **Learnings** The revenue generation potential of the spa and salon business
- 88 **Out of the box** Rod Anker on staff concerns
- 90 **Events** The social calendar: what's happening where
- 92 **Training** Studio Profile Academy, Chennai
- 94 **Celeb styles** Shreyas Talpade on hair care and styling
- 95 **Coffee break** Try this quiz and win fabulous prizes
- 98 **Channel your style** Kareena Kapoor's glam look sent the temperature soaring
- 100 **Step by step** Recreate these intricate cuts and colours

60



22



28



56



94



Sherri Jessee

'Never cease to learn'

by Randeep Singh Pundir



Photo: Richard Mink Photography

Sherri Jessee

Sherri Jessee, a multifaceted personality whose career in the hairdressing industry spans three decades, is also the official Platform Artist for RUSK. While she was in India, *Salon India* caught up with her to bring you glimpses of her life.

When did you discover that you wanted a career in the hair industry?

I started cutting hair when I was 11 years old. Even as a child, I could be found drawing pictures

of hairstyles and experimenting with hair. However, it was at the behest of a dear friend that I entered the beauty industry.

When did you get your big break?

It was my great fortune to become a member of the RUSK Education Team in 1993. Becoming an educator, being able to travel the world, working with celebrities and having my work published in prestigious magazines have been the goals I had set and have managed to reach.

Each task accomplished takes the bar higher as I strive to grow and reach goals. This evolutionary process is exhilarating.

You've worked with an impressive number of celebrities. Is there anyone with whom you haven't yet?

I try and approach each client with the respect of a celebrity. Every 30 minutes I have a new boss in my chair and I put in effort to have them look and feel their absolute best. >>

These sleek and high upstyles were inspired by the regal beauty of Nefertiti. Each chignon is accented by beautiful jewels and designer wear, which further highlight the elegant shapes and styles, fit for Indian brides

Hair: Sherri Jessee
 Make-up: Pammy Kaul
 Photo: Randeep Singh Pundir
 Model: Marcela from Karma Models
 Styling: Sheeba Matta
 Clothes: Net detail gown dress from DOZAKH by Isha and Kartikeya, *polki* neckpiece and co-ordinated *maang-tika* from Reasons by Shalini, and amber and gold cuff from Amrapali





Shine treatment Brightening up the biz

by Vandana Thakur

With a combined market worth ₹31,600 crore, the hair industry is on an upswing. With the launch of shine or gloss treatment, also known as clear colour, salons seem to have a new magic trick up their sleeve. The treatment is said to add shine and strengthen the hair cuticle. It can be repeated every few weeks and is suitable for chemically straightened and coloured hair. It is known to work best on highlights which are either too bright or too brassy, as it subdues them.

Hair glaze and shine treatments are fast becoming the top-selling service on the menus of premium salons. *Salon India* gives you an insight into the service

The treatment

A rinse-off treatment, the gloss coats the hair shaft with shine, like top coat adds shine on nails. The gloss is ammonia-free and contains peroxide which sticks to the hair, balancing uneven tones, and even exaggerating a few. Some of these treatments also have UVA filters for better results.

Says Najeeb-Ur-Rehman, National Technical Head of Schwarzkopf Professional, India, "Indian hair is mostly wavy or curly, so it is a critical product, ideal for women with medium or long hair. As India is a growing market, people want to use specialised products made for their hair texture and scalp type and the gloss treatment fits the bill."

Says Jawed Habib, Chairman and MD, Jawed Habib Hair and Beauty, "Shine treatment is a technical procedure that adds shine and lustre to dull hair."

Elaborating on the gloss, claims Deepak Jalhan, Manager, Looks Salon, Delhi, "It's an ammonia-free conditioner which is applied on dry hair prior to the colour treatment. The ap-

plication smoothens the hair fibre and coats it with a protective gel, all the while improving the strength and suppleness, without weighing the hair down. This treatment is specifically meant for coloured hair, unlike a hair spa that is done to condition hair – be it coloured or otherwise."

Salon wise

Juice, which boasts of a clientele from 25 to 45, is upbeat about its future prospects. Says Sheetal Nangalia, Business Development Manager, Juice salon, Mumbai, "We were the first to introduce this treatment. The market is growing year-on-year and all our salons are providing this service as there is a high demand for it. Thanks to factors that cause hair damage, the treatment will always have many takers." The trend is catching up uniformly and salon owners are quite optimistic about the business potential. Every month nearly three to four clients are frequenting salons for this treatment. Says Karan Dhupar, Styling Director, Blonde & Bliss Salon, Noida, "Hair spas contribute to the major chunk of the revenue of a salon. Normally people come for it every week, thus it is in favour of salon owners to offer it on their menus. Also as the Indian hair industry is evolving, the potential of this treatment is enormous."

Regales Vandana Chawla, a regular at Looks Salon, "It is an effective treatment and I have it done every two months as the results are impeccable!"

The brands and cost

The leading brand names are from Wella Professionals, Dia

Colour Gelée, Shine-on Demi-permanent Hair Colour Gel, Kérastase and Matrix by L'Oréal Professionnel; Silk Keratin Pure Shine by Keratek Professional, BC Oil Miracle, BC Smooth Shine, OSiS Magic from Schwarzkopf Professional and Kera-Fusion, besides various others. In fact, L'Oréal Professionnel is focused on this range and has a host of products in the category. The X-tenso care range that includes Nutriconstructor shampoo, serum and masque reportedly have a breakthrough hair straightening technology. The Kérastase nutritive in-salon range is widely used to add shine to the hair. Lines like Oleo Relax, Chroma Riche are used to treat highlighted hair to condition and soften them. Schwarzkopf Professional has argan oil called BC Miracle Oil, which is known to give good results. Informs Rehman, "SP's Repair Rescue for dry and damaged hair and Smooth Shine, the anti-frizz range, are both doing well. For daily care, we have a smooth shine shampoo, conditioner and treatment, besides Osis Magic Anti-frizz Gloss serum. The treatment would cost anywhere between ₹1,000 to ₹1,500 per sitting." ❶



(L-R) Samantha Kochhar, Najeeb-Ur-Rehman, Deepak Jalhan and Jawed Habib

The cost of the shine treatment depends upon the salon in which it is being used and the city as well. It could range from ₹1,000 to ₹8,000 depending upon the brand and length of the hair.



Fact file

As per the IMAGES-ASIPAC 2012 Report, the Indian hair market is divided into hair oils, which accounts for nearly ₹11,000 crore and hair colourants for ₹9,000 crore. By 2014, the hair care sector is estimated to grow at a CAGR of 20 per cent. Says Samantha Kochhar, MD, BKBP Pvt Ltd, "The hair industry is going to 'shine' brightly! It is a good time to invest in a course and start a hair salon."

CREATE THAT LOOK

Smooth and shiny

Editha Kocks, Creative Head with Keune in Netherlands, has been with the company for the last five years and travels all over the world for training. While in India, she had created special hair looks for *Salon India!*

The process

Divide the hair into four sections. Rapidly apply Keune Smoothing Cream with Keratin Moisturiser mixture with a colour brush. Keep the mixture 0.2inch from the scalp. Never for more than 25 minutes.

Smooth with fingers or a wide-tooth comb to ensure product is evenly distributed and keep hair straight. Avoid tension on the hair.

Set timer and process the

back section for five to 20 minutes, depending on the hair. Application time is part of the total processing time so take care.

Apply on the front part rapidly. Process (front section) for five to 20 minutes. Check regularly. **Rinse** thoroughly with warm water for 10 minutes. Gently towel-dry.

Apply Keune Keratin Smoothing Mask on the

entire head and process for three minutes. Rinse thoroughly, towel-dry.

Apply Keune Smoothing Serum Capsules and blow-dry up to 98 per cent.

Iron small sections of hair from scalp to the ends, beginning at the nape. Slowly iron each section six to eight times with a straightening iron set to 180° (360 ° F). Keep the iron in one place for only three seconds.

Apply Keune Neutralising Mixture section by section, beginning at the nape. Process for 10 minutes.

Smooth frequently with fingers to keep her straight.

Rinse thoroughly. Gently towel-dry.

Apply Keune Keratin Smoothing Mask. Process for three minutes.

Rinse thoroughly.

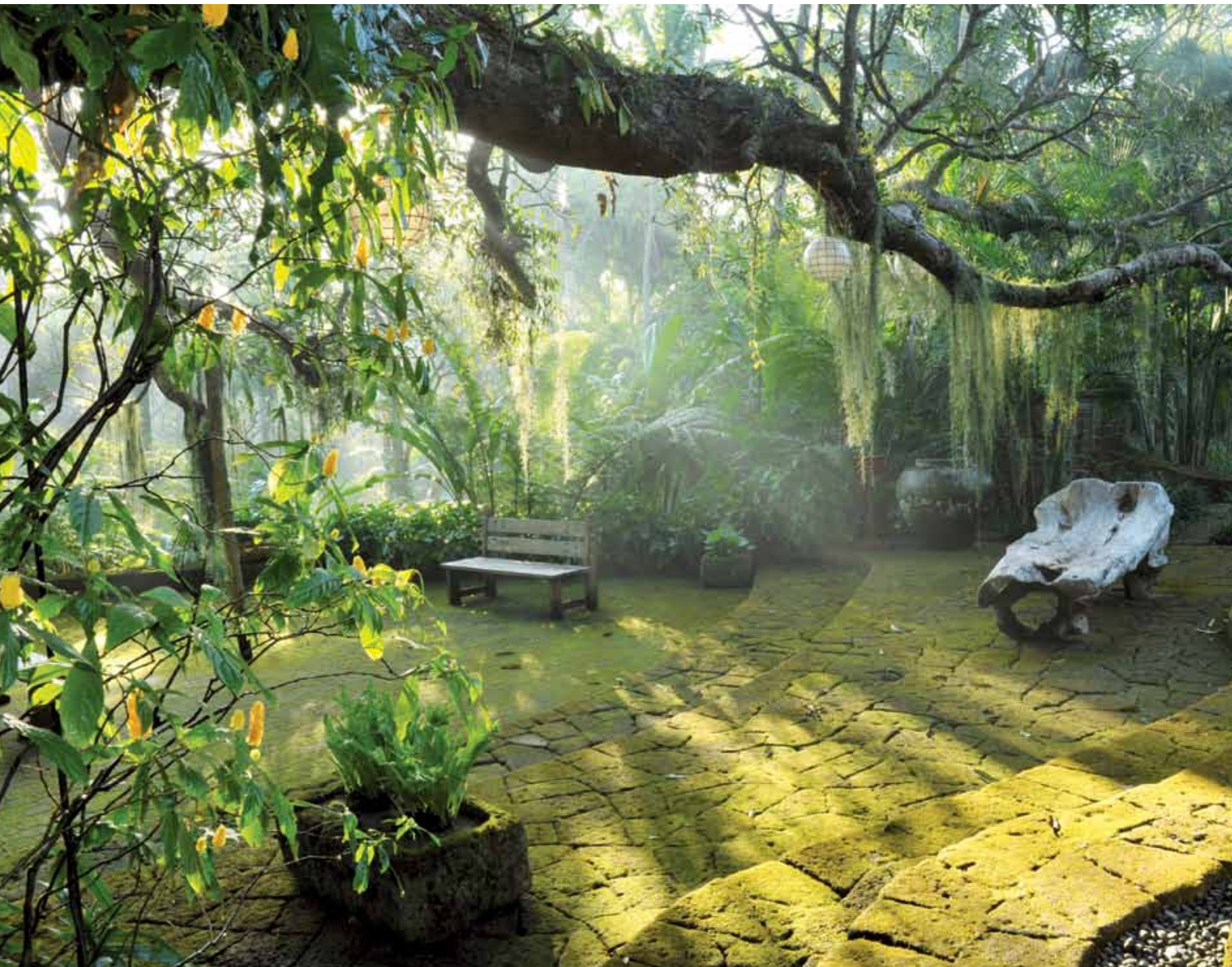
Blow-dry the hair.





Visual dynamics A piece of heaven

by Randeep Singh Pundir



Star power at India Salon Pro

The heavyweights of hair and make-up presented a multitude of looks and styles at the much-talked about *India Salon Pro* and *Beauty Market India '12*. *Salon India* captures their imagination...



Photographer: Shivangi Kulkarni
Styling: Shane Lonen
Clothes: Pink gown by Falguni & Shane Peacock; White gown by Shane Lonen
Shoot management and text: Isha Gakhar



Master: Vipul Chudasama, Hair Consultant, Education and Shows

Creations: Misty Maidens

Viewpoints: "Misty Maiden is a modern day beauty that is about delicate airy textures combined with controlled shapes and flowing lengths. Paying a tribute to the pure simplicity, the hair look defines the latest fashion forward collection."

Women's Day

Authentic beauty treatments

A look at handpicked specialised skin care and beauty services available at salons in the country

Luminous 'C' and 'Sea' facial, Tamaya, Delhi

This facial counteracts photo-ageing, reduces fine lines and strengthens the skin's elasticity. An exceptionally hydrating and detoxifying facial due to the high concentration of sea weed and stabilised Vitamin C, which is vital for collagen production. Your skin resurfaces smooth, firm and luminous.

Recommendation: Every month

Price: ₹4,000 + tax

Rémy Laure's Minero Vegetal Protocol, Juice Salon, Kolkata

This facial is for skin deficient in trace elements and meant essentially for tired skin. Rich in mineral salts and trace elements, the facial if conducted regularly boosts the cellular metabolism and facilitates the rejection of toxins by providing the best balance.

Recommendation: Every month

Price range: ₹2,200 to ₹3,800



Pure Gold Indulgence facial, Bodycraft, Bengaluru

Discover the extraordinary luxury of the ultimate facial – feel the effect of pure 24 Karat gold on your skin. During this therapy, molecules of gold leaf are applied to and absorbed by the skin, which result in cell regeneration, moisture binding, collagen synthesis and reduction of lines and wrinkles. The facial revitalises and activates, leaving the skin feeling like silk. Additionally, the absorption of gold protects your skin against environmental damage.

Recommendation: Every fortnight

Price: ₹5,000 + tax

Aqua Fairness Luxe, Kaya Skin Clinic, nationwide

Reverse the effects of the sun with Aqua Fairness Luxe, a new innovation for instantly brighter looking skin. For the first time in India, Kaya presents a fairness service which uses the water jet peel technology and Micropatch Botanical whitening extracts mask. Aqua Fairness Luxe gives you instant fairness in just 60 minutes and also two tones lighter skin in just six sessions.

Recommendation: Three sessions to be taken with a gap of 15 days for desired results

Price: ₹2,500 + tax



Shreyas Talpade

Hair care obsession

by Isha Gakhar



How experimental are you with hair, on and off screen?

I try to vary my style as per the director's requirement and character in a movie. Sometimes I wear wigs, extensions and hair colour for a new look. When it comes to off screen, I really don't experiment, a normal backcombed hair is perfect for me.

Do you think hair extensions or wigs affect the hair?

I think it does affect. For instance, in summer, if we are wearing a wig, hair are bound to suffer a bit so one should take extra precautions while using them. I try to wear them whenever it's required, especially while shooting; otherwise I stay away from them. I make sure to wear wigs which have elastic but not clips.

Is hair care important to you?

I don't mess with my hair too

much and just let them breathe. Rather than applying oodles of products, I stick to a restricted diet, as it makes a huge difference. Further, I oil my hair regularly, and do not use too much shampoo. May even dilute it right before using.

Favourite and regular stylist?

Santino. It has been a year and a half with him. He is brilliantly talented and knows what I exactly want.

Do you get bad hair days?

Yes, there are days when my hair behaves in a certain manner. In that case, I wear a cap and step out.

What styling products do you use?

Though personally I ain't a fan of hair products, I use Schwarzkopf shampoos and OSIS Thrill whereas my hairstylist recommends aloe vera products.

What hair colour do you like?

I don't colour my hair on a regular basis. I opt for regular dark brown shades; that too if the character demands my hair coloured then I go for it. As for example, when I played the character of *Iqbal*, I was told to get my hair coloured black to look like a 19-year-old boy. Also, I wear a special cap to protect the scalp.

Out of all your movies, which look have you liked the most?

There are so many, but I loved my look in *Will You Marry Me* and *Housefull 2* as Santino has designed amazing hair looks in them. In *Housefull 2*, he made them short with a simple and neat look, whereas in *Will You Marry Me* it's more on the wackier side. He has kept a pony at the back and spikes in the front.

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99% consumers agree that FEM Queens Pearl Professional Facial Kit gives instant fairness and glow to their face.*

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turmeric and **milk moisturisers**. These ingredients have been used for years in our Indian household to make "UBTAN" popularly known to **lighten** and **improve complexion**.

95% beauticians used FEM Turmeric Body Bleach on consumers and found that it lightened suntan spots and pigmentation while making skin soft.



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*All the above 3 products have been tested in 60 parlours and on 120 consumers

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