

# SALON

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Publisher S P Taneja

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#### ADVERTISING

##### DELHI:

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

##### MUMBAI:

**Ketki Dhote**, Sr. Executive-Sales  
ketkidhote@imagesgroup  
Mob: +91 9594956043

##### KOLKATA

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

##### BANGALORE

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

##### LUDHIANA

**Hemant Gupta**, Associate  
hemantgupta77@gmail.com  
Mob: +91 9814019745

##### CHENNAI

**S.Venkataraman**, Associate  
thulsi53@gmail.com  
Mob: +91 9444021128

IMAGES Multimedia Pvt Ltd

Delhi: S-21, Okhla Industrial Area Phase II, New Delhi 110020  
Ph: +91 11 40525000, Fax: +91 11 40525001

Mumbai: 1st Floor, Bharat Tin Works, Opp. Borosil Glass Works, Off. Military Road,  
Marol Maroshi, Andheri(E), Mumbai 400 059  
Ph: +91 22 42567000, 29200043/46, Fax: +91 22 42567022

Bangalore: 523, 7th Cross, 10th Main, (Jeevanbhima Nagar Main Road),  
HAL 3rd Stage, Bangalore 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

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As the summer's bright sky softens, slowly melting into the autumn miasma lit up with the festive colours, the November edition *Salon India* is resplendent with the spirit of it all. This month our cover story tells you the tale of how the pretty hues on finger tips, and toes, become one of the most important beauty regimes for a woman in a country where hands and feet have always been significant measure of her beauty. Going ahead from there, the nail art brands have covered a lot of ground in India over the years, as they have evolved from being a beauty product solely sold over-the-counter to a beauty service in salons extended across exclusive counters, to finally becoming 'the' product and service available at elite nail bars, a very recent development. And so, from technicolour nail enamel to now, nail art replete with Swarovskis and diamontes, nail couture is high on the beauty hot list.

Sumit Israni's success story will stimulate you. His journey and meteoric rise in the hair and beauty industry with Geetanjali, his very own dream salon, will serve as a blue print for those who strive to walk the path and aspire to achieve similar heights.

Celebrity hairstylist Rachel Walker takes us through her professional path, success mantra, the highs of her job, trend update, personal likes and favourites, advice and tips for aspirants, and more. Enjoy the ride with this award-winning Sebastian Design Artist from Australia. Also, in the Education segment, read about the ambitious initiative of Wella Professionals in association with Sassoon Academy, London - an international studio for exclusive education and training of hairstylists and salon owners in India.

The Spa Focus, this time, is on The Banjara Hot Springs Retreat in Malaysia. Know about this heavenly spa destination and what sets it apart in the competitive world of therapeutic treatments and favoured wellness retreats.

Finally, the Fashion segment brings an update on Spring/Summer 2013 trends for hair and make-up from the ramps of Wills Lifestyle India Fashion Week. Skip the high voltage drama, and read the nuances between the exaggerated lines and shadows. We spell it all out for you - the colours, the look, the styles. Don't we always?



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



Hair: Hester Wernert-Rijn at Balmain  
Photo: Duy Quoc Vo  
Make-up: Kathinka Gemant

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# Rachel Walker

## Learning begins here

by Isha Gakhar



Rachel Walker is a prominent name in the industry and has several accolades to her credit



Photos: Ashish Shah

**R**achel Walker, co-owner, Chilli Couture Hairdressing Salon and Sebastian Professional Design Artist, Australia, began her career in Tasmania in 1989 and then moved to Perth in 1995. As a brand trainer, she educates by conducting seminars and workshops. She is well-known for creative and flamboyant styling, and is the recipient of numerous awards like Silver National Medalist at Wella Trend Vision 2006 and 2007, Winner of the 2010 and 2012 AFHA Artistic Team of the Year for Sebastian Professional and more. Her salon has earned several accolades as well. *Salon India* speaks to Walker on her visit to India.

### Success as a celebrity hairstylist

I believe that passion and hard-work always pay. Everything I have ever done in my career

has stemmed from a purpose of finding joy. From working with my clients, travelling, teaching – every facet of my job gives me emotional, intellectual, creative and financial satisfaction.

### Professional qualifications

In 1992, I did a course in Beauty Therapy from Tasmanian College of Beauty Therapy. In 1994, I pursued a Masters Certificate in Hairdressing from Tasmanian Hairdressing Authority. I have a Diploma in TESOL (Teaching English as Second Language) from the Australian Training Academy. I have also done a Diploma in Life and Business Coaching from the Life Coaching Academy.

### Enjoyable part of your job

To make a difference to people's lives! It can be on the salon floor or when I'm teaching. It's wonderful to know that I've affected somebody in a positive way.

### Trendy hairstyles

Strong block vibrant colour is in fashion, combined with a block fringe. Short haircuts are back with a vengeance. Bridal hair looks are clean and simple. Tastefully done and without frills and spills.

### Products and equipment

I like the new Sebastian Trilliance Shampoo and Conditioner, and the Sebastian Shine Crafter. My favourite tool is the 'C' Iron from BaByliss.

### Advice for aspirants

Don't give up no matter how hard it seems. It would be ideal if one could work at a salon for a few weeks. Help out and watch what the seniors are doing, and base your opinion on that. Many people try it out and they think its going to be sweeping the floor forever!

### Tips on salon management

Like other business, the salon business also depends on the staff. One has to spend quality time on hiring employees who understand the values and ethos, as they will be the face of your business.

### Plans to launch care or style line

In October, we had launched the Style Your Hair application for smart phones and tablets. It's a collection of instructional videos showing you how to style hair at home with the help of step-by-step instructions.


### Training and education in India

As hairdressing is relatively new in India, much needs to be done. Training and formal accreditation needs to be standardised across the country.

### Rising star in the industry

Joey Scandizzo in Australia.

### Celebrities and more

I have worked with several famous names. My favourite in terms of hairstyling is Lady Gaga. There are no limits to experimenting with her hair. 





# Evolution of the nail industry

## From nail enamel to nail art

by Aradhana V Bhatnagar



Photos: Minx



With global figures going beyond \$950 million, the nail industry is poised for massive growth. *Salon India* goes behind the scenes to talk to brands, nail technicians and nail bar owners

### Magnetix nail enamel by Faces

Faces has just taken the nail art culture a notch higher. Magnetix, an international range of magnetic nail enamel, creates stunning 3D nail art designs with its magnetic lid in chic metallic shades. A unique formulation with metallic particles helps to create a pattern on the nail using magnetic forces. Simply brush on the polish, and while wet, hold the magnetic bottle lid over the nail for five to ten seconds to create a dramatic transformation for nails.

According to industry estimates, the nail industry worldwide is being projected at ₹51 billion (\$950 million) and growing. While for the longest time, there have only been manicures, with variations of basic and deluxe, of late, the logistics of the business appear to be changing. From the sidelines to the spotlight, nails have caught the fancy of salon entrepreneurs who are adding nail-related services to their menus on demand from their clients. They are also opening up nail bars, offering a gamut of nails-only services. Entrepreneurs, professional brands, academies and technicians reveal about the viability of the business, infrastructure costs of setting up a nail bar and more...

### The evolution

In Indian culture, painting of nails has always been a prominent aspect of beauty. While in the earlier days, henna was applied on the nails, and

then even car paint, the 1900s witnessed the arrival of international nail polish brands into the country, such as Cutex, Gala of London and Lakmé followed soon after. Now, of course, the list of brands vying for a consumer's attention has reached an all-time high what with professional and retail brands pushing for first place. From henna and kohl for the nails, to technicolour nail paints, and now, nail art with Swarovskis and diamonds, the nail industry has, indeed, evolved from stage to stage and done itself proud.

Observes Dawn Lynch-Goodwin, Co-founder, Minx Nails, "The Indian market is different from US and China in both economy and culture, but simi-

lar with respect to the cosmetic market. In India, the influence of Bollywood, celebrities and an avid interest in fashion and personal hygiene is driving this growth. Like China, India is an emerging market in the cosmetic field with customers hungry for fashion from Europe and the US."

Says Subham Virmani, Director Marketing, Esskay Beauty Resources who are the sole distributors for China Glaze and IBD in India, "The Indian nail market is growing at a CAGR of 30 per cent, but we are still quite behind the US and China markets. I am certain that with proper education and workshops, the nail industry of India will also witness an upgrade." Gurpreet Seble, International Educator and President, Nail Spa India, feels likewise. "About a decade ago, I introduced artificial nails to India. While the nail market has turned the corner, there's a lot of ground to cover still," says Seble matter-of-factly.

### Setting up a nail bar

Such has been the proliferation of the trend that in almost every part of the country, nail bars have come up. Whether they are as kiosks in high-end malls or standalone bars, the concept of nail bars is here to stay. Simar Sukhija, Owner, Simar's Nail Bars, set up the first nail bar in a small area in her mother's salon in New Friends Colony in Delhi. Says Sukhija, "I knew there was a need for nail

durability. The result is nails with exceptional colour and brilliant glossy shine in a range of stylish shades.

Minx is known worldwide as the celebrity nail fashion, and experiences tremendous demand from top stars around the world. Likewise, fashion designers around the world have also utilised custom-designed Minx collections and, of course, salons also find Minx in demand with their clientele. Adds Sukhija, "We use OPI and Sally Hansen at our bars. The techniques and styles keep changing sometimes as quickly as three months. We upgrade our technician regularly to be in sync with the designs and nail art patterns. We have also recently introduced Shellac."

**Trends and updates**

The nail polish industry is humongous and the most profitable. It has been around for years together and all brands are doing brisk business. However, the only disappointment is that nail enamel starts



Top to bottom:  
 Bharti Taneja, Gurpreet Seble, Aryn Manji, Tina Narula, Simar Sukhija, Dawn Lynch-Goodwin, Janice Jordan and Tom Pecheaux

Photo: RUSK



# Sebastian Professional Flaunt line shine formula

If hairstyling could be summed up as a cocktail of punk, Gothic and glam with an overdose of shine, then the extended Sebastian Professional's Flaunt line, would be the answer. An extension to the existing formula, the brand has included three new Shine SKUs, all set to lure the salon professionals

## The product

Shiny hair is an irresistible draw and be it curly, straight and short or long hair, shine is the uppermost in the salon professional's mind. The new extended Sebastian Professional's Flaunt Line amalgamates innovation with style. The Line has added the Trilliance Shampoo, Conditioner and Shine Crafter Wax that is suitable for all hair types.

## Innovation

All the products together form an ideal combination for hairstyling. They give enhanced shine, besides



leaving the hair well-conditioned without weighing them down. The Trilliance Shampoo is replete with the rock crystal extract and forms the base for styling by cleansing and polishing the hair, while the Trilliance Conditioner evens out the roughened cuticles and brings life back to the hair. The Moldable wax lubricates the hair and settles fly-aways as it's light yet viscous enough to lend volume and look to a style. These products can be used regularly on wet hair and blow dried to give the desired style and texture that's long-lasting. The shine, thus, provided looks amazing and reflects light in different ways. ☺



“ My clients look for shine and an improved hair texture. I love shine and work towards adding it on different hair types. Sebastian Professional's extended Flaunt Line fulfills the criteria of being a great product that lends shine to hair almost instantly. ”

— Nikhil Sharma, Design Artist  
Sebastian Professional and  
Creative Head, Affinity Salon

“ Sebastian and the new Trilliance Shampoo and Trilliance Conditioner along with the magical Shine Crafter Wax gives a satin finish to the hair along with sparkling shine. ”

— Placid Braganza, Sebastian  
Design Artist and Owner,  
Placid's Hairdressing &  
Skin Salon

**Price and availability:** ₹3,850 for the range, at select salons across the country.

## CREATE THE LOOK

# Matrix Power Shine Straightening Service

Salon India presents the step-by-step process to shiny, straight hair



### The process

**Prepare the hair and section**  
Shampoo with Matrix Opti.care Smoothing Shampoo, rinse and towel dry. Part hair into four sections.

**Apply Smoothing Créme, process and rinse**

Straightening Créme should be applied within 15 to 20 minutes. Begin at nape and take 1/2 inch horizontal partings.

Use tint brush to apply Straightening Créme generously, starting 1cm away from scalp.

After several partings, comb hair down gently with a wide-tooth comb with minimal tension. Smooth with gloved index and middle fingers. Repeat with all four sections. Use straightening boards to keep the hair straight.

Cover head with plastic cling wrap, keeping the hair smooth. Set timer using Straightening Time Chart.

After 10 minutes, do the strand test using Knot Method (make a knot 1 to 2 inches from the scalp. Pull gently on both the ends and then let go). Continue every five minutes till processing time is completed. Rinse with warm water and





# FASHION

by Isha Gakhar

## Forecast for S/S '13

Spring/Summer '13 trends whisper pop colours and alabaster skin, as spotted on the runways of the Wills Lifestyle India Fashion Week S/S '13. The eyes were graphic, lips that were bright, paired with healthy and fresh skin. Ideating several up-to-date looks via the designers creations, beauty magicians, Yatan and Jojo, Ambika Pillai, Mickey Contractor and Sonic Sarwate from MAC Cosmetics presented the show in style. *Salon India* reports the action...



Jan Tamimau



Asu Sekhose

# Parvesh and Jai Bohemian rhapsody

by Shikha Swaroop

For them every stitch is a distinctive expression of style and aesthetics. Parvesh and Jai are well acclaimed for phenomenal concepts and their exemplification. With their serious futuristic vision, the duo is presenting ethical fashion to the world in an absolutely enthralling scheme. *Salon India* talks to the designers who dexterously blend aspects of nature with beauty to set new trends



**Having been in the fashion industry for the past three decades, how do you see fashion in India evolve?**

Fashion in India is progressive, be it in textile or patterns. In a way, we can say that from the stereotype traditions, we are slowly moving towards trend forecasting and are tapping the international market. Today, Indian fashion boasts of a good international and national clientele. It is commendable that in a short time, we have managed to earn a name in the global market.

**Tell us about your design labels, Raasleela and Blue Coral.**

Raasleela is all about Indian and international couture. It targets niche clients from across the world and is marketed from our respective stores. Blue Coral, on



Parvesh Kumar and Jai Singh



*Bewitching and trendy creations from the duo sail on the waves of colour*



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### Less painful

Titanium dioxide has a soothing effect, reducing the natural redness that occurs as a result of proper depilation. It guarantees an excellent grip less painful.



### Gentle

We use natural beeswax to protect the skin during depilation, allowing for a more comfortable experience.



### Anti-inflammatory

Naturally occurring Zinc oxide is skin conditioning, aids healing and is soothing. This very important ingredient helps to achieve a smooth and efficient depilation.

*Rica offers to its clientele a range of professional wax and depilatory products: aloe vera, azulene, banana, chlorophyll, coconut, green apple, honey, lemon, milk, olive oil, orange, strawberry, sweet almond, titanium, white chocolate, brazilian wax with avocado butter, golden, pearl and talcum.*



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