

# SALON

TM

## INTERNATIONAL





# SALON

INTERNATIONAL

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If there is any doubt about the dynamism of the industry in India, the L'Oréal Colour Trophy Regionals can put them aside easily. The passion, creativity and advanced levels of hairstyling by young and talented hairdressers is proof that India is on the upward swing when it comes to growth of the professional salon business. Some of the photo entries could compare to the best in the world.

Whilst we say that, in the same breath, we must exercise moderation as we head towards an era of plush salons with low levels of service — this could be a scenario if we do not step up all-round education.

We bring to you the works of the brilliant NAHA (North American Hairdressing Awards) winners in a breathtaking international presentation. The Professional Beauty Association indeed does so much for the professionals — whether it is advancement in education, networking opportunities, charity and more.

b:blunt, the upmarket salon opened its doors in Delhi — the first-ever Blow Out Bar, a concept that is, indeed, interesting as it provides express makeovers for the party-goer! A superlative innovation for the Indian market!

Beauty has seen major launches as Skeyndor, the cutting-edge Spanish brand, and Sothys, the prestige professional brand from France, have bid for the beauty cake in India. Cosmetologists are increasingly being challenged by various demands from an aware and demanding consumer. We look at what cosmetologists have to say on lip augmentation.

We look at a pictorial cover story on hair accessories — who is doing what, how and why? In keeping with the forthcoming wedding season and its needs, we bring to you exclusive bridal hairstyles as step by steps, shot by *Salon India* and created by Senior Salon Professional, Pammy Kaul.

We are grateful for the great feedback from all readers and would request you to keep it flowing!



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



Hair: Sheri Jessae  
 Photo: Roberto Ligresti  
 Model: Nadia  
 Styling: Michelle Roberts

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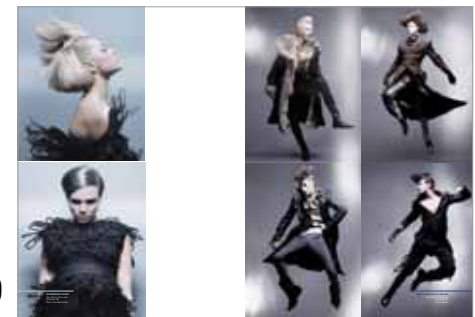
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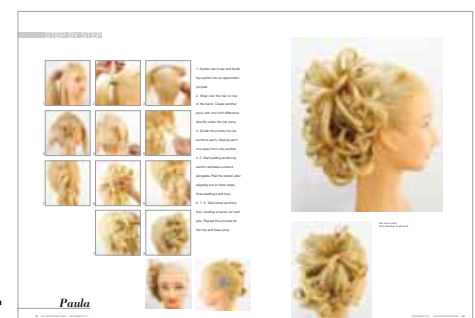
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# L'Oréal Professionnel The quest for talent

by Isha Gakhar



Left to right: Michel Claire, International Director, Professional Development, L'Oréal Professionnel; Leena Shoor, Marketing Manager, L'Oréal Professionnel; Simi Keer, National Technical and Education Manager, L'Oréal Professionnel; Aseem Kaushik Division Director, Professional Products Division, L'Oréal India

The looks presented by North regional finalists - Robin, NEU Salonz and Mohd Ahkam, Looks Salon



The L'Oréal Professionnel Colour Trophy is considered to be the most path breaking event, as it presents a riot of colorful, stylish and creative hairdos. Celebrating its fourth year in India, the Colour Trophy, has announced its regional finalists for each zone (North, West, South and East). In the contest, the winners are honored with award titles in three categories — L'Oréal Professionnel Colour Trophy, L'Oréal Professionnel Men's Image and L'Oréal Professionnel New Generation. The first phase of this competition kick-started with hundreds of photo entries from hairdressers across India, which closed on July 11. After shortlisting the entries, the regional finalists were announced on July 13 in Mumbai. As per Michel Claire, International Director, Professional Development, L'Oréal Professionnel Colour Trophy 2011 photo entries have not only risen in numbers (nearly 800) from across India but have also pleasantly seen styling and coloring happening on shorter lengths, hitherto not so popular in India." In all the regions, amongst the 28 participants in three categories, seven winners were selected, who will now be competing in for the grand finale.

## Zonal highlights

**North:** The Delhi edition was a grand affair. Held on August 5, the event was graced by the who's who of the salon industry, including Raman Bhardwaj of AN John, Vishal Sharma of Affinity, Sachin Dakoji of mane'a, Sanjay Datta of Looks, among others. Also present were Aseem Kaushik, Division Director, Professional Products Division, L'Oréal India, Leena Shoor, Marketing Manager, L'Oréal Professionnel and Caroline Lannuzel, Artistic Development Manager, L'Oréal Professionnel.

Says Robin, NEU Salonz, who won the Colour category, "I created a contemporary bob, which was based on the theme of 'power'. It took us one and a half months to plan the entire concept. Beige brown hair color was used in low lights to enhance the framing of the haircut. After a lot of effort and scanning endless magazines, national and international fashion shows and popular trends, we zeroed in on this concept and look." The winner in the Men's Image category Mohd Ahkam, Looks Salon shares, "I created a matte look, with a Mohawk on one side. The whole idea was to imagine a style that can be replicated, even by a common man."

## L'Oréal Professionnel Colour Trophy

**Winner:** Robin, NEU Salonz  
**First runner up:** Imran, VLCC  
**Second runner up:** Sajid, NEU Salonz

## L'Oréal Professionnel Men's Image

**Winner:** Mohd Akam, Looks Salon  
**Runner up:** Raman, Looks Salon

## L'Oréal Professionnel New Generation

### Male stylist winner:

Mohit Kumar Sain, Geetanjali Salon

### Female stylist winner:

Shweta Paliwali, Prabhat Spa

**West:** The west regional finals took place at Hyatt Regency on August 9 in Mumbai. The night was exciting and breathtaking, showcasing a variety of trendy and creative hairdos. Sunny Kandra, Drama Salon & Spa, who topped the Colour category comments, "The look gives a feeling of freedom and liberty and the curls added the

Top to bottom: Looks created by Tabassum Sheikh, Enrich Salon and Sunny Kandra, Drama Salon & Spa





Brent Barber, Partner and Artistic Director, b:blunt



# Brent Barber

## A peek into the mind

by Aradhana V Bhatnagar

**B**rent Barber, the master hairstylist, who has defined the rules of the hairstyling industry, started his career by snipping the hair of his friends in the school corridor. From there to the haloed portals of b:blunt salons, Brent, today, is a force to reckon with. In conversation with *Salon India*, he shares his present and the future ahead.

### When did your interest in hair design begin?

I was about 14 when a really happening salon opened in my neighborhood. The guys there dressed differently and seemed to have loads of fun at work. So at lunch time, I started doing clipper cuts in my school's corridor and charged my mates a fiver. It kind of went from there and at 19 years of age, I ended up becoming an assistant at that salon.

### What has been your inspiration?

The street culture and street fashion of Melbourne and London, and people expressing their own style in their own way really inspire me to create certain styles.

### What was your biggest break as a professional hairstylist?

Either landing a job at a great salon called Efbee in Melbourne back in '97 or winning the British Hairdressing Award. But then the award would never have happened if I didn't push myself to get that job and start progressing.

### Your professional education.

Back in those days in Australia you apprenticed for four years and that was pretty much on the job learning. After that it was a matter of working in top salons to learn from those around. I have worked with some mind bogglingly brilliant people and that has helped me evolve as a hairstylist.

### To what do you attribute your success?

Persistence and an affinity with people and style. I love to look the best I can and I love helping people do the same.

### What are the critical points of salon management?

Understanding the workings of a salon from top to bottom is a good place to start. But

all said and done, you have to have a team that is producing a good product and delivering it to the client in a way that is suitable to your business model. The old saying 'you are only as good as your last haircut' still rings true to me.

### How do you keep a team of professionals working with you happy in their jobs?

Part of running a salon is about providing your team with the opportunity to grow and develop. At b:blunt, we have many career avenues available to those who want to earn them. But that is the key — I've lost count of how many times I've had a stylist say 'I want to do this' or 'I want to do that.' Very few have the persistence and dedication to earn and pursue that goal to a conclusion.

### What are the hot hairstyles nowadays?

b:blunt's 022 collection showcases the hottest styles and colors for India this season. We have shot some beautiful images that I'm truly proud of.



# Hair revitalizer

## Absolut Repair Cellular



The Absolut Repair Cellular range of hair care products by L'Oréal Professionnel works on the core of the hair and repairs the damaged hair. The range works from inside, all the while adding volume to give your clients a fantastic hair look.

Keeping in mind the irreparable damage done to the hair by overexposure to sun and other environmental factors, L'Oréal Professionnel has come up with the innovative Absolut Repair Cellular range of products, which is enriched with lactic acid. Basically, the core of each hair fiber includes a mesh of cortical cells that are held by iconic junctions that lend the hair fiber the much needed strength and elasticity. However, these hair junctions get weakened due to exposure to the environmental factors, which ultimately lead to brittle and lifeless hair.

As the product is replete with lactic acid, known to bring hair damage to the minimum, the low molecular mass and high iconic charge makes its penetration easy and restores cellular integrity. As a result, the hair cuticle is strengthened and restructured. Your client can see the difference in 10 days using the Absolut Repair Cellular Shampoo and Masque!

The complete range comprises of eight products and includes Cellular Repair Shampoo, Cellular Repair Masque, Cellular Repair Conditioner, Cellular Repair Leave-in Cream, Special Serum which is a great range for those who wish to apply it in the privacy of their homes. The in-salon treatment products include Power Cell Repair, Cleansing Balm and the Renew C pre-shampoo treatment. The best aspect of this range by L'Oréal Professionnel is that it helps to fortify the hair structure from inside, and not work at the surface level only.

The Absolut Repair Cellular range is enriched with lactic acid, which is known to repair hair damage and bring it down to the minimum





Photos: Dreamstime



# Lip augmentation For the perfect pout

by Shikha Swaroop

With beauty treatments fast becoming the catchphrase in the rapidly growing beauty industry, cosmetic lip augmentation has become a common beauty preference. The procedure includes injecting a concoction of derma fillers like Restylane and Juvederm for fuller lips and is popular among both younger and older age groups. As the professionals tap the existing potential of the therapy in the market, *Salon India* speaks to a few dermatologists about it and its results.

## Lip augmentation

Cosmetic lip augmentation involves enlargement and reshaping of lips to improve their dimensional relation with the patient's nose, teeth and surrounding facial structures. It is a beauty remedy that includes injection or lipoinjection of fillers such as, Restylane and Juvederm that contain hyaluronic acid. While, the Restylane filler lasts for six months, Juvederm Ultra may work for a year. In some cases injecting of one's own fat has also been practised which includes the use of fat coupled with stem cells and is known to be more durable and reliable for lip augmentation. Lipoinjection, either with or without stem cell enrichment, is a surgical procedure and usually involves administration of anesthesia to the patient and is performed in a sterile environment. There is also greater downtime involved in lipoinjection. However, the augmentation would be permanent.

## Dr Priti Shukla, Consultant Plastic Surgeon, Ambrosia Clinic, Hyderabad

**Treatment:** Being a natural component of the skin, hyaluronic acid fills up the lip's crevices evenly and gives them a plumper look, especially the upper lip.

**Right time:** Anyone above the age of 18 years is a suitable candidate for the therapy. Since there are no side effects associated with the dermal fillers, elderly people can also use this procedure to give their lips volume that generally gets lost.

**Precautions:** A patient must discuss her medical history with the doctor before. Any kind of medication should be stopped and one should avoid sipping hot beverages just after the treatment. Touching and rubbing of the area should be avoided for the next 24 hours, one should also avoid smoking and kissing for 48 hours after the treatment.

**Downtime associated:** There is hardly any downtime involved with this treatment and it is a lunch-time procedure and can be done anytime.

**Alternative procedures:** Surgical treatment is another option. It involves inserting PTFE implants and sometimes the patient's own dermis is used. This procedure requires more nips and tucks and has a longer recovery period. It is, however, not a safe choice. We only do fillers and treat three to four cases every month.

**Cost:** Generally, the amount of fillers used is 1 to 3 cc and costs between ₹25,000 to ₹75,000, though the price may go upto ₹1, 00,000, at times.







## Las Vegas

# Cosmoprof and PBA Week

by Ritoo Jhha

**Show:** Cosmoprof North America  
**Date:** July 31 to August 2, 2011  
**Venue:** Mandalay Bay Convention Center, Las Vegas

Vivienne Mackinder Founder of HairDesignerTV.com (HDTV)



**C**osmoprof North America brought together a robust bunch of 760 exhibitors and 25,000 visitors from across the globe. Distinct by their presence were both big and small, old and new brands, from Zoya, Star Nails, AHAVA, Conair, CND, Essie by L'Oréal Professionnel, Maletti, Moroccan Oil, OPI Nail, Orly, Jessica, RUSK, Sportarredo, TIGI and Zotos International. Also seen were international country pavilions with each having an aggregate of small businesses to emphasize their speciality. Small and medium-sized companies from select markets were allowed by the Country Pavilions to participate in the event with the objective of obtaining direct "face time" with distributors and retailers to secure US distribution. Featured countries at the 2011 show included Argentina, Brazil, China, Italy, South Korea, and Taiwan. PBA Beauty Week is hosted by Cosmoprof North America (CPNA) and involves a week of high-power networking, education, industry

celebrations, and conducting business with key decision makers. PBA Beauty Week features PBA Symposium, the North American Hairstyling Awards (NAHA), PBA Beacon, Best Practice Club (BPC) and the annual City of Hope Gala. 2011 marked the third annual PBA Beauty Week and invited attendees to "Be More Successful".

### NAHA Awards

The North American Hairstyling Awards (NAHA), held in conjunction with Cosmoprof North America was attended by a record number of 2,800 guests as well. The Mandalay Bay Resort & Casino in Las Vegas witnessed the attendance of more than 3,000 beauty professionals, and over 35,000 viewers from across the globe who logged onto hairdesignertv.com to watch the live steaming broadcast to see the winners of NAHA's 13 distinct categories. NAHA's top honor, Hairstylist of the Year, was presented to Eli Mancha from the Lock & Loaded line and the Bang Salon in Chicago, IL.





## Dipannita Sharma

### The sultry layers

by Isha Gakhar

#### Have you always liked long hair?

I have always kept waist-length hair, but last year, I got them cut short. Now they have grown and come till my shoulder.

#### Your haircare secret?

Regular spa treatments are fantastic. They aid in keeping hair soft; protein treatments are also beneficial as they prevent hair fall and enhance the quality. I oil my hair as regularly as possible and am choosy about the products I use.

#### Any styling products you use?

I stick to the K. rastase range and go for their rituals frequently.

#### The worst hair day you've ever had.

Monsoon makes me go crazy, as everyday is a nightmare due to the amount of work I have to put in to control the frizz in my hair.

#### How do you manage bad hair days?

I keep them tied with some conditioning light hold spray or just wear a hair band.

#### How much hair color do you use?

Only when a particular shoot or job requires it.

#### Do you think hair extensions affect the quality of hair?

If you take good care and if the quality of the hair extensions is good, I don't think it should affect

the real hair. However, it's advisable not to have them on for more than a few months at a stretch.

#### How important is a healthy diet for beautiful hair?

A healthy diet is crucial for good skin and hair. What we eat is reflected on our skin and hair. One should also have vitamins for hair to maintain its quality, especially in the cities.

#### Favorite and regular hairstylist?

I trust Coleen Khan Affonso completely.

#### In which movie did you have the most interesting hairstyle? Who was the hairstylist?

I have liked myself in my upcoming movie *Ladies versus Ricky Bahl*. I've some interesting hairstyles, which I have worked out with Coleen's help.

#### An evening look you like?

I'm not into very dramatic hair and for the evening, I prefer my hair away from the face. I like soft waves mostly...once in a while a nice natural blow dry also works for me. For make-up, I play a lot with my eyes and use a neutral lip gloss.

#### A make-up look you really admire?

Those sported by Nicole Kidman and Penelope Cruz. ☺





Photo: Richard Mink Photography

Sherri Jessee offers something unique to the beauty industry with her years of experience working behind the chair on stage. She shares tips and tricks to make your clients look more successful, more profitable, and find passion in the beauty biz! Knowledge gained from a BA in Education, amazing artistic talents in hair and make-up, and more than two decades of successful salon ownership, have made Sherri Jessee one of the most sought-after, yet most approachable educators in the beauty industry. With work featured in over 50 acclaimed publications including OK! Magazine, Cosmopolitan and Beauty Launchpad, Sherri is highly acclaimed within the beauty biz. Named “One to Watch” by the Modern Salon Magazine, listed among Top 40 Platform Artists by Beauty Entertainment Magazine, and widely quoted as an industry expert in the international media, Sherri is a recognized source for all things beauty. Extensive travel to five continents working as a platform artist for RUSK provides a universal perspective as she educates and inspires others through dynamic educational events, fashion shows, and stunning photo shoots. Sherri can often be seen working with celebrities, in live television interviews, videos, charity fundraisers, and is a prestigious member of Intercoiffure America and Canada.

## Simple sophistication



1



2



3



4

I wanted to feature simple up-styles accentuated by elegant jewelry. Each look is completely different as both hair and make-up make transformations all while showing off the elegant inner beauty of Nadia, one of my favorite models (originally from Belarus). 1 Sherri applies RUSK Deepshine Superlightener Beige with 40 volume developer to the regrowth area. Next highlights were painted through the top

with balyage method using RUSK Deepshine Blonde Gentle Lightening Creme. 2 Damp hair was smoothed back and secured into a super high ponytail and braided. 3 The braid was twisted over and anchored vertically with tall bobby pins. 4. Sherri applies the Temptu make-up with an airbrush. 5. Many accessories were gathered for the styling to achieve the final look.



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**healthy** looking hair

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