

SALON

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INTERNATIONAL

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ADVERTISING

BUSINESS HEAD: DELHI

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

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CONSUMER CONNECT

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Registered Office: S-21, Okhla Industrial Area Phase II, New Delhi 110020

Ph: +91 11 40525000, Fax: +91 11 40525001

Email: info@imagesgroup.in, Website: www.imagesgroup.in

Mumbai: 1st Floor, Panchal Iron Works, Plot No.: 11/1/3 Marol Co op Industrial Estate, Marol, Andheri (East), Mumbai 400 059, Ph: +91 22 28508070/71, Fax: +91 22 28508072

Bengaluru: 523, 7th Cross, 10th Main, (Jeevanbhima Nagar Main Road), HAL 3rd Stage, Bengaluru 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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Milano, www.salon-international.net

For subscriptions: subscription@imagesgroup.in

For feedback/editorial queries: letter2editor@imagesgroup.in

The hair tools market in India is largely unorganised. However, it is slowly showing signs of life with local players getting active and working towards streamlining their processes. Several international brands are showing a warm interest in the hair care industry, while a few have already established a veritable presence. Even our homegrown players are realising the potential of hair tools like brushes, combs and scissors and are enthusiastically adding them to their product portfolios.

On this premise, our article on the trade dynamics of hair brushes has been framed. We spoke to leading brands and distributors in the business, who have shared their challenges and opportunities available with our readers. Brands like Wahl India, Ikonik and distributors, such as PID Imports, who introduced the UK-based Tangle Teezer to India, have given reasons to rejoice to our set of salon owners and stylists.

Since we are on the threshold of spring, an article on the opportunities presented to salon and spa owners and brands is imperative. From revisiting their menus to introducing treatments and products, this season looks to be a promising one with tangible business possibilities.

In the interview section, we meet Heather Nelson, stylist and owner of Nelson Hairdressing in UK. Through sheer grit and passion for her craft, this enterprising lady has studied and trained in hairdressing and progressed with help from her mentors. Allen Ruiz, a well-known name at Aveda, has created history with the Vinyl Collection. We present the mesmerising photo essay for our readers. On the home front, we have Saleem Gulzar, who learnt the ropes from his father and has carved a name for himself. With an enviable list of clients who visit his Waves Salon, Gulzar attributes his success to his father and mentors who he met, namely Najeeb Ur Rehman, the name that needs no introduction, from Schwarzkopf Professional.

In make-up and beauty, we have Bianca Louzado, an independent celebrity make-up artist, who has persevered to reach where she is after overcoming several challenges. Her victorious journey will undoubtedly, work as motivation for aspirants looking at joining the line of bridal make-up artists. We also offer an insight into the famous technique of cut and crease eye make-up! With origins in erstwhile Arabia, the influence and its fusion meets present-day trends, heralding it as an absolute hit. Renowned make-up artists Aashmeen Munjaal, Gauri Kapur and Abhilasha Singh share tips and techniques on getting it right.

In trends, we have L'Oréal Professionnel, yet again, proving its leadership. With the launch of four new shades of Mocha in hair colour, being at the forefront of fashion and style is guaranteed. TIGI has presented five new hairstyles to celebrate Valentine's Day. Go for them and watch love spin a warm cocoon around you!

All this and lots more in this issue. Do keep writing in and looking up our FB and Twitter pages!



Hair: Sam Rizzo
 Photo: Glen Krohn
 Make-up: Gemma Elaine
 Stylist: Sarah Birchley

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

NATIONAL

LTA School of Beauty celebrates 70 years of CIDESCO



LTA School Of Beauty, India's largest CIDESCO School, celebrated 70 years of CIDESCO with much fanfare. Highlighting the major impact CIDESCO has made the world over in beauty qualification, Vaishali K Shah, Director, LTA School Of Beauty, said, "For over seven decades, CIDESCO has played a major role in elevating the profile of beauty therapists across the world. Today CIDESCO graduates are proud to call themselves Cosmetologists. They consider themselves one among equals compared to any other professional qualification. Employers are more than willing to pay a premium to hire CIDESCO graduates as they recognise the value they bring to their organisation and their clients. No wonder the CIDESCO qualification is considered to be 'the' most prestigious qualification, which every beauty professional worldwide aspires for. This speaks volumes for the high standards of assessment and curriculum maintained by CIDESCO over the years. LTA is proud to be associated with CIDESCO and is playing its role in making India the CIDESCO capital of the world."

Beauty and wellness startup Zapluk gets funding

Hyderabad-based beauty and wellness app, Zapluk, has raised an angel funding from a group of angel investors. The financial details of the deal have not been yet revealed. Zapluk was co-founded by Manan Maheshwari, Mahesh Teja Gogineni and Chakradhar Dandu. It is an on-demand beauty, wellness and fitness app that helps customers book their appointments for home at their preferred time. The startup offers services like grooming and spa at home. As claimed by the company, it processes an average order size of ₹1,500 a day.



Spa by JW Marriott Mumbai awarded 'Wellness Service Brand of the year' pan India

Spa by JW at JW Marriott Mumbai Sahar was recognised with 'Wellness Service Brand of the year' at India Health and Wellness Awards 2015.

Saeid Heidari, General Manager, JW Marriott, Mumbai, said, "It is great that in such a short span of time, the team is able to achieve greater results by winning these prestigious awards spelling out how promising the property is. I am happy that we have been able to live up to our brand promise of providing flawless and authentic hospitality services. JW Marriott Mumbai Sahar has reached yet another milestone in its nascent stage of operation."



Elements range from Wella is inspired by nature

Nimrat Kaur, actress and now Brand Ambassador of the Elements range unveiled the new range. To provide the luxurious experience, Wella has especially created a new fragrance inspired by the green woods of the Amazon forest. Free of sulfates, parabens and artificial colorants, the range provides up to 10 times more strength against breakage due to combing, shampoo, conditioner or shampoo and mask vs non-conditioning and shampoo. For renewed hair vitality, the Elements range protects the integral keratin structure, keeping the hair looking shiny and healthy, but without chemicals usually associated with hair care products. Said Dr Kerstin Meyer Lipp, Wella Innovation Expert at Wella, "Natural products are back in fashion. As part of a healthy lifestyle, people are now looking for natural alternatives with fewer chemicals, but those that don't compromise on performance."





Kehkashan Merchant Vagh Paving a Path for the Future

Having recently launched her new salon in Bangalore, Director of Flaunt Salon & Spa, Kehkashan Merchant Vagh, talks about her childhood passion and what it takes to be a prominent player in the industry

by **Roshna Chandran**

Running in the family

My mother, Lulua Merchant, owned a salon where I practically grew up. Before I did my homework, I braided or curled my hair. I owe my passion for hair to my mother, who convinced me that the term 'hajam' (barber) was an outdated one and it was now time for young, enthusiastic and educated individuals, to change the face of the hairstyling industry.

Academics and training

Academically, I hold a degree from Emerson College, Boston in Marketing and Strategy. In hairstyling, I trained extensively at the L'Oreal Academy in Mumbai. However, I needed more technical know-how so I, then, trained at Toni&Guy in Australia and followed it up by a rigorous few months at Vidal Sassoon, London. I didn't look back after this. I'm

privileged to be a part of the prestigious Intercoiffure Mondial and for work-related events, I have travelled to Australia, London, New York, Paris and Hong Kong, to name a few to help broaden my horizon.

Challenges

There is a fine balance between giving a client what they want and what they need. When one is an independent stylist, it is hard to gain the client's confidence. It is about doing your best and convincing them that transforming them into the best version of themselves, is your ultimate goal. Being consistent and finding that balance and rapport earns you the stripes.

Desirable traits

I think being genuine is underrated. Clients know when you genuinely care and when you are hard selling. I think my honesty is what keeps them coming back each time. They trust me to make the best decisions and choices for them. Of course, a pleasant personality and friendly demeanour go a long way. Most of my clients are close friends now!

Success mantra

Success is being content. When people get greedy and dilute their time and energy, work and play, both, suffer. Take on what you can handle and give it your all. Doing a few things perfectly is more satisfying than doing several mediocre things.



Salon: Flaunt Salon & Spa
Address: 743/11, 1st Floor
18th Main, 37F Cross, 4T Block,
Jayanagar, Bangalore 560041
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Last appointment: 7.30 pm



Trade Dynamics

Hair Tools

Manufacturers and distributors of hair brushes and related tools face several challenges while launching products or strategising their growth. *Salon India* meets up with the major players to know how they address the concerns

by **Zainab S Kazi**

Samir Lakhani, franchise owner of Juice Salon in Mumbai shares, “Scissors and combs are usually a part of the personal kit that a stylist has with him; brushes and other hair related equipment is provided to them by the salon.” This aptly sets the context for the story to follow. The very fact that the hair expert has his own choice when it comes to the tools he uses, says a lot about the market potential for hair brushes and hair equipment.

To shed some light on the availability of high end professional styling tools in India, a couple of distributors have taken on the mantle to launch quality styling tools in the country. The leading ones are Headstart International, PID Imports India, Ikonc, Beauty Essentials Marketing Pvt Ltd and WAHL India.

Current dynamics

Highlighting the attributes of professional styling brushes and tools for hair and the current dynamics as seen in the Indian market, Allen John from BeautyNewsIndia.com reveals, “Professional hair brushes need to be lightweight with heat resistant static bristles. Electronic gadgets play an important role in hair styling, treatments and services and one has witnessed an increase in the same. Currently, there is a demand for ceramic,

LEADING PLAYERS

Company	Brands (hair brushes and equipments)
Headstart International	BaByliss Pro, Acca Kappa, Jaguar
PID Imports India Pvt Ltd	Kent brushes, Corioliss, Andis, Kiepe, Eti, DivaPro and Tangle Teezer
WAHL India	WAHL grooming products
Beauty Essentials Marketing Pvt Ltd	Bio Ionic
Roots Hair and Beauty Pvt Ltd	Roots
SSIZ International	Ikonc range of professional products

titanium and tourmaline-based hair irons, though there are diamond and gold finish ones, too along with curling rods and combo irons. Trimmers or clippers are now becoming popular with the boom in men’s grooming.”

Brand speak

Elaborating on the changing dynamics, Rohit Sood, Managing Director, Wahl India Grooming Products Pvt Ltd says, “The market for tools has matured over the years and is a positive sign for manufacturers and suppliers, like us. For the last four years, salons haven’t invested in quality tools as Chinese ones with almost similar features and

at a lesser price, have been available. This phenomenon continued till almost the end of Q1 2015. The realisation dawned when the salons found the Chinese options to be below



Business Potential Salons and Spas Capitalise on the Season

New services, new menus, new brands and even new interiors! A busy time for those in the beauty and hair industry, *Salon India* gives you glimpse of the fresh services being added in salons and spas

by **Zainab S Kazi**

As the seasons change, so do the offerings of brands, salon and spas. The menus are revamped with new services being added that are more in tune with the demand of the weather, new products are launched and there is a sense of freshness! What's more – spring-summer also heralds the wedding season, which definitely means more new make-up and hair trends and skin-related therapies.

Highlighting the product preferences seen with the change in season, Rahul Dash, Chief Operating Officer and Co-founder, Purpille.com shares, "You would see segmented solution- based products doing well in the coming season. Most brands are coming up with product lines which are targeted towards a niche age group, concern or lifestyle. Commercially Ayurvedic and natural products will do extremely well. Summers typically pique the interest in tan removal and face cleansing. You would see consumers experimenting with soothing facial services. Haircuts will go shorter and hence, we expect the frequency of salon visits increase."

Hair and make-up

Going bold goes well with Spring Summer. It is the time to flaunt the skin with cropped dresses and shorts. The hairdo and make-up usually also needs to stand out. Tasneem Kothari, Senior Hairstylist at Raih Salon shares, "We have added new cuts and styles keeping in mind the season. The trends for Spring Summer 2016 are all about natural and almost 'messy hair', the look is neater, yet spontaneous and easy to carry. To achieve this look the 'Beach Wave' from L'Oréal works best. It can be sprayed on the hair right after shampoo and conditioning and hair is then scrunched using a defuser."

Hair colour for this season again needs to be sporty and no wonder hairstylists / dressers vouch by the recent rage by Balayage. Shares Kothari, "The 'Balayage' is a trending and is a smart way to hide greys or sport a sun-kissed natural looking look. It is one of the most popular treatments at 'Raih' along with Power-Dose, Hair-Spa, Mythic Oil treatments and others." The trending of Balayage is reiterated by Samir Lakhani from Juice, as well.



Photo: Shutterstock



Photo: Shutterstock

Sharing details on the cuts which Savio John Pereira is looking forward to are short haircuts like bobs, pixie and the layered bob with bangs. Says he, "Bob hairstyles are extremely versatile and one can get really creative with them. Fringes are a big hit and will continue to be popular. In terms of colour, bright colours are in. The funky colours that will make a melange au trio are purple, blue and pink. I also expect people asking for colour flashes of beige, blonds, auburns and platinum."



Allen Ruiz

Vinyl Collection

What is the collection all about?

It was about creating cutting edge styles that would make a stunning collection but could still be translated to the salon floor.

What was the inspiration behind creating it?

I was inspired by 80s punk rock with some androgyny and goth mixed in. Like vinyl, the hair and make-up finish are high shine. The cuts, especially the fringes are dramatic and edgy.

What all products were used? (pls name the products and the purpose they were used for instance, X product to tame frizz)

For the straight styles I used the Aveda Smooth Infusion range which softens and smooths the hair, making it easier to achieve sleek styles. The shampoo can be used daily as it contains babassu which softens and moisturizes the hair. The daily conditioner creates an ideal foundation and helps protect against damage from heat styling. The star product in this line is the Smooth Infusion Style-prep smoother which is a leave-in treatment that preps hair for styling to give long-lasting smooth results, protection from heat styling and defends against humidity for up to 12 hours. I finished with Brilliant Emollient spray-on shine which gives a sheer mist of pure shine and helps eliminate flyaways. For the curly style I used products from the Aveda Be Curly range. The Style Prep adds moisture and curl definition as it seals the cuticle and tames frizz whilst the Be Curly Curl Enhancing Lotion intensifies curls, fights frizz and boosts shine.

What is Allen coming up with next?

"Next on the horizon: Behind The Chair's "Cut, Color & Style" show in New Orleans. In October I'll be heading out to Minneapolis to do Aveda Congress. I'll be shooting my next NAHA Collection in December. And did I mention I'll be doing all of this while opening up my second Ruiz Salon in Austin, Texas? Definitely got some busy months ahead, but thankfully I love what I do." 📍

Credits:
Hair: Allen Ruiz
Hair Colour: Luis Gonzalez using Aveda
Photography: Yulia Gorbachenko
Make-up: Anastasia Durasova
Wardrobe stylist: Beagy Zielinski



Cut and Crease Eye Tips and Techniques

The make-up artist fraternity is going out of its way to create beautiful cut and crease eye make-up which define and elongate the shape of the eye. The trend is back from the 60s and looks quite promising

[Gauri Kapur, Bangalore] Make-up Artist



Origin of cut and crease eye make-up

The influence behind this advance technique is from Arabia, as they are very bold. Cut and crease eyes make-up is balanced out to work for Indian women. It has been in the limelight for the past two to three years, but is now gaining popularity.

Complementary lip colours and blush

A nude shade and medium bright shades both work well.

Occasions to sport

First of all, this eye make-up can be worn by those who love make-up. If we go as per occasion it is best suited for Bridal and night events. But again precision is the key. If you are looking for bigger eyes and stand out looks, it is a good option.

Best suited eye shape

As it defines the shape of the eye shape, it is suited to all eye shapes. However, if you are working on very small or oriental eyes, the make-up artist needs to know the exact space to draw a crease line, otherwise if you draw a dark crease over original crease line, it would be a blunder.

Preferred outfit

It is a strong make-up look, it goes well with ethnic wear or any strong outfit. But majorly, one needs to have a strong attitude to carry this look. One can also pair a simple dress if they want to lay all focus on eyes.

Your favourite colour combinations

My favourites are black and brown shades for crease line and soft off white for lid area. I like to pick contrasting colours. I prefer using MAC Carbon, MAC Embark and MAC Swiss Chocolate.



Jasmine Maan Wellness is a Commitment

Salon India meets Jasmine Maan, Spa Head at the Shanaya Spa located in the premises of the Kempinski Hotel in Delhi to know about wellness and the shift in the mindsets of consumers

by **Aarti Kapur Singh**

Please tell us about your professional background.

I have been working with Shanaya Spa since its inception in 2013 and have been managing the day-to-day operations of the spa, salon and health club, ensuring its profitability and quality of service delivery to members and guests. Prior to this I have worked with the Modi Revlon Group and Visage Beauty and Healthcare.

What are your views on the growing wellness industry in India and the world?

Around the world, there is growing interest in changing the way we take care of ourselves – not just our bodies, but also our minds, spirit, society and our planet. These days wellness is no longer a luxury, rather it's a need of the hour. In addition to the growing environmental concerns, today's consumers are also suffering from the mounting pressures of modern society - increasingly hectic work schedules, paucity of true leisure time, dealing with social pressures and more. In response, consumers are starting to take a step back to reassess how they live their lives and are seeking inner fulfilment and deeper meaning in their lives and so getting more concerned about wellness.

What kind of therapies do you offer?

At Shanaya Spa we offer Ayurvedic treatments as well as a wide range of Asian and European therapies that include relaxing body massages, wraps and scrubs, facials along with the Shanaya Signature Rituals that soothe you to the core. With five beautifully designed therapy rooms including a couple suite, our highly trained masseurs will provide the therapy best suited to your requirement. At Shanaya Spa, apart from Ayurvedic oils, we also use Pevonia skin care products for the body and face treatments.

What are the preferences of visitors that come to your spa?

Most of our clients are open to experimenting and trying out newer and unique therapies like the Turkish Hammam and the Ice Fountain experience. We also get a lot of foreign travellers who love to try out Indian treatments.

What are is the spa planning for the future?

In the future we are incorporating new trends of therapies and latest treatments which are in fashion and creating awareness among guests about the importance of wellness. 🌿



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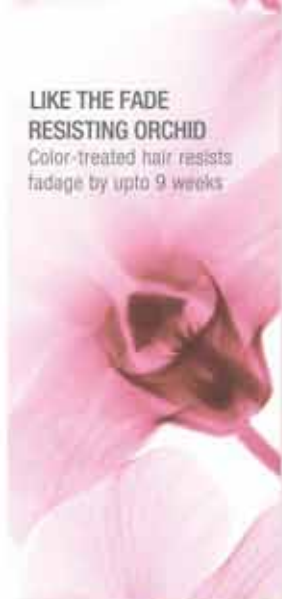
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