

# SALON <sup>TM</sup>

**INTERNATIONAL**

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# SALON

INTERNATIONAL

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How does one define a relative word like success? The popular definition of being successful is one, who has global fame and boundless fortune, rules his territory like an emperor, commands respect and with his immense power, has the capacity to lay down the law and change lives less fortunate.

In our cover story, we explore this angle with the members of our beauty and wellness industry. They have been in the business since decades and are ruling it like kings and queens. Not only have they managed to turn their fortunes around, but on the dint of their hard work and merit, have uplifted a section of society that would have otherwise perished. We salute their acute business sense and more than that, the compassion and kindness with which they have nurtured the industry to reach a level that is at par with international standards. Meet Nalini Naegamvala, Shahnaz Husain, Asha Hariharan, C K Kumarvel, Savio John Pereira, Kapil Sharma, Placid Braganza, Shailesh Moolya, Dr Deepali Bhardwaj and more, who are thespians of the industry and hardly need any introduction. In the ensuing pages, we encourage you to imbibe their success mantras that are sure to work like a talisman.

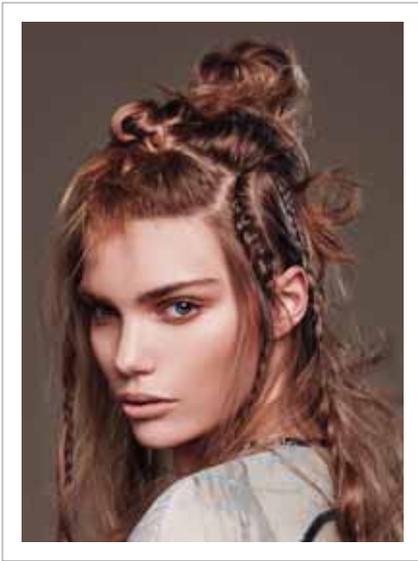
We meet Gjoko Shkreli, global celebrity hairstylist, who runs a super successful salon in New York City. Known for his eccentric vision and passion for hair, Shkreli has for over 30 years been an influential figure of talent and technique. He began his career by spreading his technique and fashion sense as a platform artist. As a member of Intercoiffure, the world's leading elite beauty organisation, he has done impressive work. The trait that adds to his personality is what he says - "My favourite role yet, is in the salon with my customers." He considers his everyday clients to be 'movie stars' and as important as any celebrity.

Luke Joyce, International Barber and Art Director at Truefitt & Hill, London, has kept the art of classic and traditional barbering alive. Joyce has his hands full with mentoring the stylists at Trufitt & Hill along with freelancing for brands like Dolce & Gabbana, Barbershop, Harrods, to name a few. He shares his journey with us.

Jack Howard, the renowned international hair colourist at Paul Edmonds in London, introduced balayage colouring technique to the UK. Howard caters to a long list of A-class clients and has launched the successful The Brunette Bar campaign in association with L'Oréal Professionnel.

On the home front, we showcase the skills and dedication of Anuj Singh, Spa Manager at ESPA, The Leela Palace, Chennai, who shares his views on the wellness industry, the brand and their future plans. In make-up and beauty, we have Shreya Chaddha, independent make-up artist, who has persevered to reach where she has after overcoming several challenges. She shares her victorious journey with us, which will undoubtedly, be a motivation for aspirants to enter the field of make-up.

All this and lots more in this issue. Do keep writing in and hey, liking our FB and Twitter pages!



Hair and Make-up: Cotril  
Photo: Chiara Giannoni

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

/// NATIONAL ///

## Kairali World of Ayurveda now in USA

The Kairali Ayurvedic Group has opened its first holistic wellness centre and spa, Kairali World of Ayurveda (KWOA) in Connecticut. The centre will offer relaxing massages, refreshing body works, reviving wellness techniques, rejuvenating body treatments, health and diet counselling, holistic healing services and a full range of authentic Ayurvedic therapies.

The centre, spread over 2000 sq ft, has two treatment rooms, a meditation nook, consultation room, counselling hall, yoga studio, steam cabinets, shirodhara system and steam and sauna. Kairali Ayurvedic Group also offers spa franchise opportunities, helping spa owners around the world develop Ayurvedic wellness centres, health retreats and spa hotels.



## JB Skincare wins 'Best International Distributor' award

Bikram Sapra, Managing Director, JB Skincare Pvt Ltd bagged the 'Best International Distributor' by Lydia Sarafati, President and CEO, Répechage USA. Sapra received the award for being

the highest distributor of Répechage products in India. The fact that he has been in this business for only four years goes to his credit. The award ceremony was held in May at the International Conference in New York. Répechage was established in 1980 and is currently represented in over 45 countries worldwide.



## Amazon.in beauty store

Amazon.in has more than 40 brands and a selection of over 2,500 products. For ease of shopping, it offers buyers 'Shop by Category' highlighting Skin Care, Hair Care, Bath and Body and Make-up and 'Shop by Concern' addressing issues related with hair fall, acne, dandruff and ageing.



## Beauty India exhibition in Mumbai

Global beauty and cosmetics' brands will sparkle at the first Beauty India Exhibition to be held in Mumbai from 24 to 26 October at the Bombay Exhibition Centre. Organised by Sumansa Exhibitions, a reputed name in organising trade exhibitions across the globe, the B2B event will be a great opportunity

to showcase beauty-related products and find a foothold in the Indian market that has earned credibility for fertile growth. The show will also serve as the perfect platform to build long-term relationships between manufacturers, suppliers and customers.



## Noteable workshop at Tihar

ALPS Cosmetic Clinic gave a makeover to Tihar jail inhabitants. Gunjan Gaur, Executive Director, ALPS Cosmetic Clinic had organised a workshop for the inmates, who live in isolation and face discrimination at all levels. Said Gaur, "I want to showcase a simple gesture to all of them through make-up so that it can help in building their self-confidence and motivate them, not only by doing make-up but also by making their soul happy." Gaur encouraged them to pursue their skills to make themselves independent to live a better life in the future.





L'Oréal Professionnel's Brand Ambassador and Hollywood star, Eva Green, wears a Mocha Balayage with L'Oréal Professionnel INOA 5.18 and 8.8

## Presenting Bespoke Colour Services with **MyMocha Colour Collection**

At the beginning of the year, L'Oréal Professionnel announced mocha as the most fashionable colour trend of 2016. Come summer, the MyMocha Colour Collection is redefining colour services

**S**hades of mocha are a terrific blend of various reflects resulting in a delicious brown that is cool in nature. Perfectly suited to Indian skin tones, these brown shades enhance one's facial features and highlight a haircut depending on the colour technique used. They are subtle, understated, yet extremely fashionable and modern-looking!

### **Trending now: Hair Contouring**

Inspired by the make-up trend of the moment, hair contouring is a customised colour application technique that carefully places colours around the face. With the play of light and shadow, Hair Contouring has the ability to alter the appearance of your face shape by enhancing your best features and

natural skin tone, without the application of make-up. The MyMocha Colour Collection by L'Oréal Professionnel, syncs the 'mocha' colour trend with the 'contouring' application technique. MyMocha is a 100 per cent bespoke colouring service designed to suit your client's unique facial structure, features and skin tone.

# Jack Howard Boss of Ballyage

Meet Jack Howard, the renowned international hair colourist at Paul Edmonds in London, who introduced balayage colouring technique to the UK. Howard had his hands full by catering to his extensive list of celebrity clients. He has also launched The Brunette Bar campaign in association with L'Oréal Professional. Salon India speaks exclusively with Howard to know about his journey, craft and more

by Shivpriya Bajpai



## *getting started*

I have my City & Guild diploma, a L'Oréal Colour Specialist degree and the NVQ3, which will help me to be an assessor at some time in my life. I started out as a Saturday boy, sweeping up hair, cleaning and more. I loved it, so decided to go full time at age 16. I'm a people pleaser, so it's a good industry for me. My first job was as an apprentice in a small town called Lincoln. It was hard work sweeping hair, cleaning and then I progressed to shampooing, perming, cutting and colouring. This taught me discipline and eventually be able to run a column.

## *challenges faced*

Like everyone who has just started out, it's a lot of hard work and low pay whilst you train. My main challenge was paying for utilities and food, but I worked with great people who helped me out.

## *professional experience*

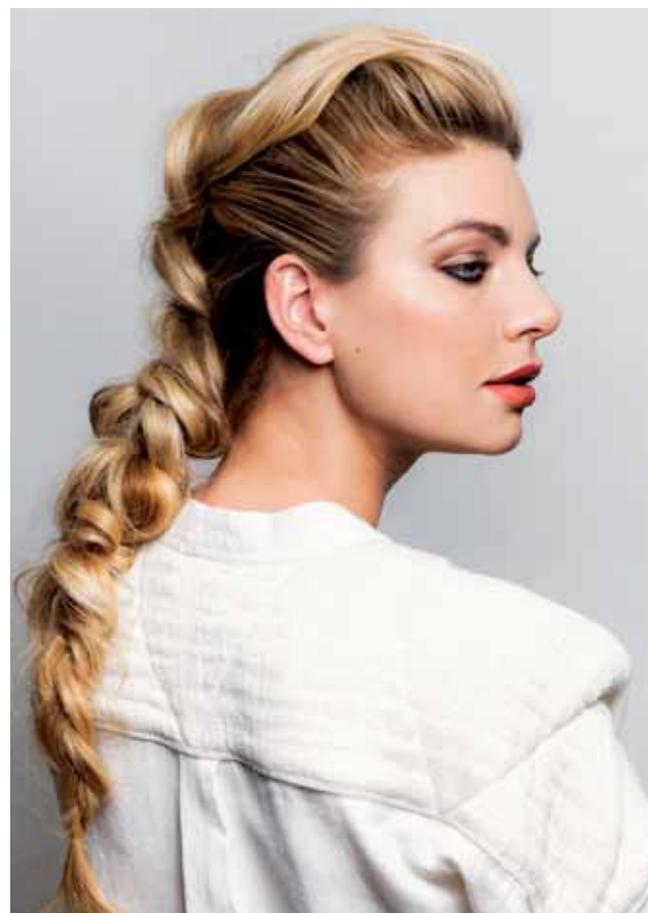
I've been very lucky as I've worked all over the UK, Ireland and Paris. In 1993, I moved to Washington DC and in 1999, I helped set up one of the L'Oréal National Academies and became a Senior Guest Artist for them. I was also educating in NYC on a regular basis and travelled across USA teaching. I've worked at many shows in the US and the UK showcasing my passion for hair colour, including Salon International Pro Hair Live, and more. This year, I've launched a UK national campaign called 'The Brunette Bar' which is going to the



L'Oréal Pro International Team. For this, I've devised a number of brilliant techniques for brunettes whom we under index, blondes tend to be the big salon clients, while brunettes think they can do their colour at home. The Brunette Bar is about showing how salon professional techniques can give brunettes beautiful colour that they wouldn't be able to recreate at home and about mixing up multi tones in front of the client.

## *current role*

I'm now in my own business, but I work within a well-respected top salon in Knightsbridge. My current role is at Paul Edmonds. I'm a UK L'Oréal Colour spokesperson and an international educator. I also have a range of hair extensions with Beauty Works and am the social media ambassador for the Hair Council. I can also be booked worldwide for education. I'm widely credited with bringing



# Farmavita's Omniplex Go-to Product for Hair

Omniplex is a system based on a new technology, which has at its core a molecule characterised by amino groups placed at the edges of the polymer chain. Omniplex contains eight different actives that act together to provide protection and benefit the scalp and hair. Here's what professionals, who have used Omniplex, have to say about it



“Omniplex used in colour: I felt a big difference when I used it on dry and damaged hair. The hair actually became healthy after a colour treatment, since the bond maker really strengthens the hair. After using step 2 for five minutes, the hair was silky smooth and soft with a lot of shine.

Omniplex used with bleach and highlift colours: I felt the same great results when it was used in colours. On top of these benefits, I also saw a big difference on the scalp, where the clients felt less irritation from the super lightener and also when used in bleach powder. So I'm really happy to use Omniplex.”

– **Palle Freese**,  
Winner of the Global Salon Business awards Hollywood 2008; Hair Construction International, Kolding-Denmark



“Omniplex is amazing. The integrity of hair is no longer compromised by chemical services.”

– **Angelo Immormino**,  
Salon Owner, Technical Trainer and Color Specialist at Farmavita Academy, Italy



“I can honestly say that Omniplex is a must-have product! It is an essential component in every colour, balayage and bleaching technique.”

– **Alessandro Atzei**,  
Owner of five salons in Milan, Alessandro is a famous beauty consultant and colour technician, Geminy Salons, Italy



# Success Mantras Top Players Make it Big

The beauty and wellness industry in India has changed over the years. The 'looking good' phenomenon has given it wings to fly like never before. *Salon India* speaks with the industry go-getters to know their success mantras

by **Zainab S Kazi**

## Salon Leaders



### Nalini Naegamwala

Owner, Nalini's Salon

#### Customer initiatives undertaken

The foot spa salons that are so popular today, we started it about 20 years ago. We gave a foot massage or shoulder massage to clients getting a technical service. This not only filled their time well, it also made them feel special. Similarly, a back or head massage added to a facial also makes the client feel good. It's being done now in a number of salons and I think, all these added amenities turn a regular salon service into a wow service.

#### Indian customer enjoys

Being pampered; consultations before the service and value for money. Salon owners need to reiterate that clients have to pay a better price for good products used and great service from trained professionals.

#### Growth through company-owned salons or franchise

Most franchises of top salons from the west are still not too successful. The mom and pop salons run by passionate owners still seem to rule.

#### Lessons learnt from the industry, so far

Passion and respect for my work; patience and an understanding of human beings.

#### The hair and beauty industry

It's growing fast and creating careers for several people. With skill development on top of the agenda, popular and rewarding skills need to be encouraged.

#### To be successful, one cannot afford to overlook

Get into this industry only if you have the passion. Educate yourself in the chosen subject be it hair, beauty or spa and you need to be a people's person.

#### To retain manpower

Service terms and conditions should be better than others. Keep your staff motivated through ongoing education.

#### Top challenges the industry still faces

Shortage of qualified staff is primary. The salon owners need to realise the value of trained professionals to raise the standard of work.

#### Salon amenities that should not be compromised upon

The quality of services offered should be top most and client servicing – par excellence.



# Cheryl's Skin Scan App Revolutionising Skin Diagnosis in Salons



**Cheryl's Cosmeceuticals has launched India's first professional skin diagnostic App**

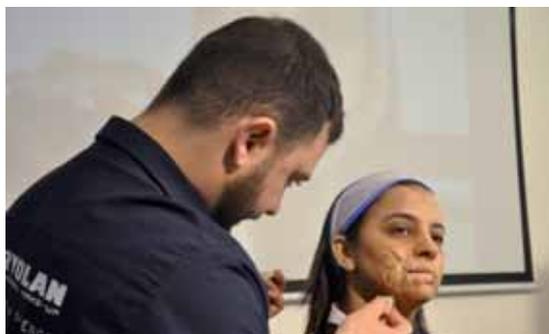
**M**ost salon experts today, strive to ensure that their clients receive effective treatments and the best results. However, there are limitations on the level of expertise they possess, the skin diagnosis they carry out before they recommend a treatment. As the skin is prone to multiple problems owing to erratic lifestyles that people are leading, it demands an in-depth diagnosis. Here again there is a dearth of reliable tools and equipment that enable salon professionals to carry out a diagnosis backed by science and technology.

Cheryl's Cosmeceuticals, India's first professional skin care brand, understands the need and hence, has developed a solution to empower salons with an ecosystem that will change the way they have been diagnosing their client's skin. The 'Skin Scan App' is an in-salon skin diagnostic application tool that will enhance your expertise to diagnose skin concerns. Along with this, Cheryl's has also introduced the Hydrometer and Woodslamp, which are breakthrough tools that measure the efficacy of the treatment before and after it's administered on a client.

# Jordan Plath at Kryolan seminar

**W**orld renowned manufacturer of specialised professional make-up, Kryolan organised a seminar on 'Special Effects' by international make-up artist, Jordan Plath, Education Co-ordinator at Kryolan, San Francisco, USA. The seminar was a part of a series of three seminars scheduled at Chennai, Mumbai and Delhi. Plath showcased the make-up techniques on open wounds, second and third degree burn, healed burn scarring, zombie with open wounds and demon prosthetic application, painting and more. The seminar was attended by make-up artists all over the city. Plath ensured to make it an interactive session by answering to questions by the guests.

Commenting on the occasion, Pradeep Verma, CEO, Kryolan City, Delhi, said, "We are honoured to have Jordan Plath with us all the way from USA for this event. This event was an exceptional opportunity for the make-up artists and professionals to get hands on training from the international artist himself. We are privileged to host an event highlighting the "Special Effects" in make up from the master himself." Further adding to it, Plath said, "It's been a great pleasure, working with and educating all the amazing make-up artists in Delhi. I hope that my seminar brought them a greater understanding of the Kryolan products, the innovations in high definition and the application of 'Special Effects' in make-up."



Jordan Plath showcases his work and demonstrates his skills on a model to an inspired audience

**WHAT:** Seminar on make-up **WHEN:** 2 May **WHERE:** Kryolan City, Delhi

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