

# TREND TALK

HAIR & MAKE-UP SECRETS REVEALED BY SALON INTERNATIONAL

# FOREWORD



The financials of the salon and beauty industry of India has seen a sharp rise in the last decade. A paradigm shift in the perception of the way businesses are being run, the skills required to translate prevalent international trends and a mature understanding of the desires of the new age consumer, could be the drivers of such phenomenal growth. Whether it is global or local competition, astute entrepreneurs, today, are willing to go the extra mile in order to gain loyal clients and increase the footfalls of their salon, spa or clinic.

To this end, the days of mom-and-pop beauty parlours are well and truly over. Limited knowledge and equally limited repertoire is not the order of the day. Today, we are on the brink of witnessing the corporatisation of the industry. It's a momentous occasion, as now our city landscapes are dotted by rows of world-class salons that more than match up to those abroad. With international hair and make-up brands and services in their kitty, administered by a knowledgeable and skilled team of professionals, the consumer has finally received value for money and to some extent, is even content.

Since 'old is gold', we cannot completely negate the efforts and initiatives of our pioneers, those who put together the mom-and-pop parlours in the first place. Here again corporatisation has ushered in happy times as they have acquired the old beauty parlours and given them a renewed lease of life, a facelift to their infrastructure and provided a trained team in lieu of a fee. This is a win-win situation for all and a step in the right direction, I feel.

With the industry growing, the need of the hour is to attract aspirants with a keen interest in hair styling and make-up artistry and this is the reason for us to launch *Trend Talk: Hair & Make-up Secrets Revealed*. We think of it as an effort to facilitate sharing of knowledge and is ideal for aspirants and professionals, who want to enhance their skill sets. With in-depth insights from industry stalwarts, it showcases the sharpness of the artists and the global trends they imbibe in hair and make-up. Here's to every member of the industry, who has helped us with *Trend Talk: Hair & Make-up Secrets Revealed*. Without your support, the book wouldn't have been possible.

A handwritten signature in black ink, appearing to read 'Amitabh Taneja'. The signature is stylized and fluid, with a long horizontal line extending to the right.

**Amitabh Taneja**  
CMD and Editor in Chief, Images Group

## FOCUS

Said R Buckminster Fuller, an American author and inventor, “You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete.” This quote aptly describes the hair and beauty industry of India, as it stands today. The industry is expanding so rapidly that not only are the major players tweaking their existing strategies to rake in more moolah and attract new clients, recent entrants are going all out to engineer fresh and innovative business models, thus ensuring that their financial graph only goes high. This constant state of flux is auguring well for the industry!

It's true that we have come a long way from where we started, but we still have miles to go before we can afford to sit back. A study conducted by KPMG throws light on the statistics - the size of India's hair and beauty market would nearly double to ₹80,370 cr by 2017-18 from ₹41,224 cr it was in 2012-13. The hair market, comprising of care, colour and styling, is going full throttle and the most promising category appears to be hair care, which as per AC Nielsen and Euromonitor is estimated to be ₹3,630 cr with average annual growth of 20 per cent. This is further expected to rise by a value CAGR of 6 per cent in the forecast period 2014-2019 and will be driven by salon hair care, colourants and styling agents, which are predicted to increase by value CAGRs of 15 per cent, 10 per cent and 8 per cent, respectively. As annual disposable incomes rise, more consumers are going to use salon services. Furthermore, the younger consumer base has already started to colour their hair and use styling agents more frequently, which is expected to continue.

The beauty industry in India, on the other hand, is segmented into colour cosmetics, deodorants, among others. Colour cosmetics registered strong growth in 2014-15 and was driven primarily by mascara, eye liner/pencil, blusher and eye shadow, amongst others, which grew by 28 per cent, 26 per cent, 25 per cent and 24 per cent, respectively. Products such as mascara, eye shadow and foundation, amongst others, are not only being used by more women, the frequency of usage has also increased. With the rising number of working women, the need to look good is important and the use of make-up is now a daily ritual.

#### **PUBLISHER**

S P Taneja

#### **ADVISORY**

Amitabh Taneja  
R S Roy  
Anjali Sondhi

#### **PROJECT HEADS**

Rajeev Chopra  
Aradhana V Bhatnagar

#### **EDITORIAL AND RESEARCH**

Shivpriya Bajpai  
Vaneeta Punchvedi

#### **CREATIVES**

Pawan Kumar Verma  
Mohd. Shakeel

#### **PRODUCTION**

Manish Kadam  
Ramesh Gupta

#### **IMAGES MULTIMEDIA PVT. LTD.**

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#### **NEETU SHARMA**

**DELHI:** S 21, Okhla Industrial Area, Phase II, New Delhi 110020

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

**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

#### **VINITA MASURKAR**

**MUMBAI:** 1st Floor, Panchal Iron Works, Plot No. 111 / 3, Marol Co-Operative  
Industrial Estate, Marol, Andheri (East), Mumbai 400059

Ph: +91 22 28508070 / 71, Fax: +91 22 28508072

#### **SUPRATIK SAHA**

**KOLKATA:** 30-B, Anil Roy Road, Ground Floor, Kolkata 700 029

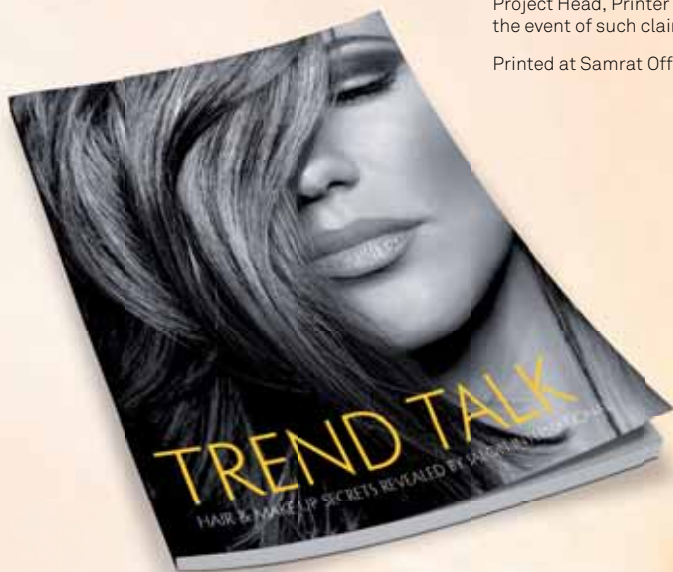
Ph: +91 33 40080480, Fax: +91 33 40080440

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**Anil Nagar, Vice President – Consumer Connect**

Images Multimedia Pvt. Ltd

S 21, Okhla Industrial Area, Phase II,

New Delhi 110 020, India

Ph: +91 11 40525000, Mobile: +91 9811333099

E-mail: [anilnagar@imagesgroup.in](mailto:anilnagar@imagesgroup.in)

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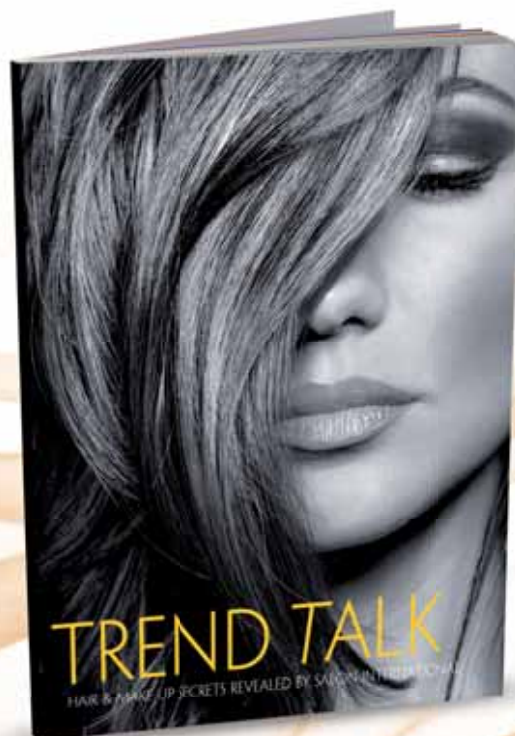
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# THE POWER OF BRANDS

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Shawn Parr, the Guvner and CEO of Bulldog Drummond, an innovation and design consultancy, puts it succinctly, “After working with so many leadership teams to develop and refresh brands, I’ve come to the realisation that brands are like people and people are like brands. They are complex, and like great people, great brands are dimensional; they have a soul, personality and behaviours that differentiate them from others. They leave an impression and invite you to engage with them. Great brands are interesting and make it clear why people need them...” L’Oréal Professionnel, Enrich Salons & Academy, ALPS Beauty Clinics, Beauty Palace, Beauty ‘N’ Beyond are some of the brands that drive their performance with clarity and confidence.





**RAYED MERCHANT,** DIRECTOR, BEAUTY PALACE, SHARES HIS CORE BELIEFS AND THE KEY COMPETENCIES OF THE NEW LAUNCHES FROM HIS BRAND, IKONIC.

## Iconic Status

### What all products will be the trendsetters in 2016-2017?

Velocity, iSense and Glean.

### What are the innovations you are planning to bring into the range?

We try to understand the problems faced by hairstylists on a daily basis and accordingly innovate to overcome them. We are working on the Hair Dryers and ensuring that its high on design and ergonomics. The key characteristics of a great dryer are that it needs to be lightweight, give superior air flow and heat. We had covered these points in our dryer, Pro2500. Now we have been successful in also cutting down the sound. This, by far, is an ultimate breakthrough in our dryer Velocity. We are also launching our new hair iron called iSense. It uses technology where one can select the type of hair the client has from the hair type options in the menu of the iron. iSense would sensibly heat the iron as per the hair type and texture and make it easy for a hair dresser to achieve great results. The iron also has camber plates, which is a combination of ceramic with titanium powder blended in the secret Ikonic ratio, making it a versatile product to be used on chemical and professional keratin treatments. The outer body of the iron has the heat proof surface technology, which makes it easy for the hair dresser to hold it. Lastly, the built in compression system, which doesn't stress the fingers of the hair dresser when she places the hair between the iron plates. It works like a spring and is easy to grip hair without applying effort.

### What are the marketing strategies?

Ikonic, as a brand, constantly aims to impart knowledge to the hair dressers on equipment to use and how to use it as per hair type. It remains our endeavour to educate cademies and salons by associating with them pan India for train the trainer programmes, associate partners and other ventures.

### What are your views on the Indian hair and beauty industry?

The industry is growing and is witnessing an increase in business. Also the customer has started to demand a lot. Thanks to social media and the internet, we are in sync with global trends and hence, there is an opportunity for the industry to add and deliver new services. The market will continue to grow and we look forward to new international brands entering India through various distribution channels. The market is seeing new technologies, products and services, which is acting like a beacon of light for the young set of entrepreneurs who are now running the show. Education has been the key for growth over the years and will continue to dominate the market because of the ever-changing trends in the global beauty industry.





# Peek into Permanent Make-up

ALPS Beauty Clinics has been rendering permanent beauty solutions to those keen across north-India since two decades. Bharti Taneja, my mother, introduced the concept of Permanent Make-up in India and since then we have been providing Permanent Make-up services to our clients.

### Services and solutions offered

- **Permanent Eyebrows:** Well-shaped eyebrows are the best feature of a woman. Undergoing this process highlights and makes your brows darker and more well-set than the natural arch. The process is also meant to make light brows darker and thin brows appear bushier than before without using eyebrow pencils again.
- **Permanent Eye Liner-Kohl:** Some of us crib about applying eye make-up on hectic mornings, especially ladies with spectacles and lenses. Permanent Liner-Kohl gives you freedom from this daily chore. It infuses a natural black tint to your eyes, which lasts for 10 to 15 years.
- **Permanent Lip Liner-Colour:** Those who have pale, thin or deformed lips and want to make them appear fuller, pinker and attractive, can go for full lip colouring or lip liner. While colouring will change the colour of your lips, lining it will make them appear full. For this, one ought to choose a lip shade which suits your skin tone, so that it looks best till it stays.
- **Permanent Beauty Spot:** A tiny mole on your face can make you look striking! At ALPS, a permanent beauty spot is created by infusing beauty pigment on the chosen part of your face, which lasts for more than 15 years.
- **Permanent Colouring of Leucoderma Patches:** Patients of leucoderma, who have undergone medical treatment, yet have a few scars left, especially if they have wedding to attend, can go for Permanent Colouring. It is a safe and painless cosmetic procedure that can completely hide leucodermic patches. All Permanent Beauty Services last up to 15 years, except lip colouring, which stays for three to four months. The permanent colouring of Leucoderma patches depends on the severity of the concern.



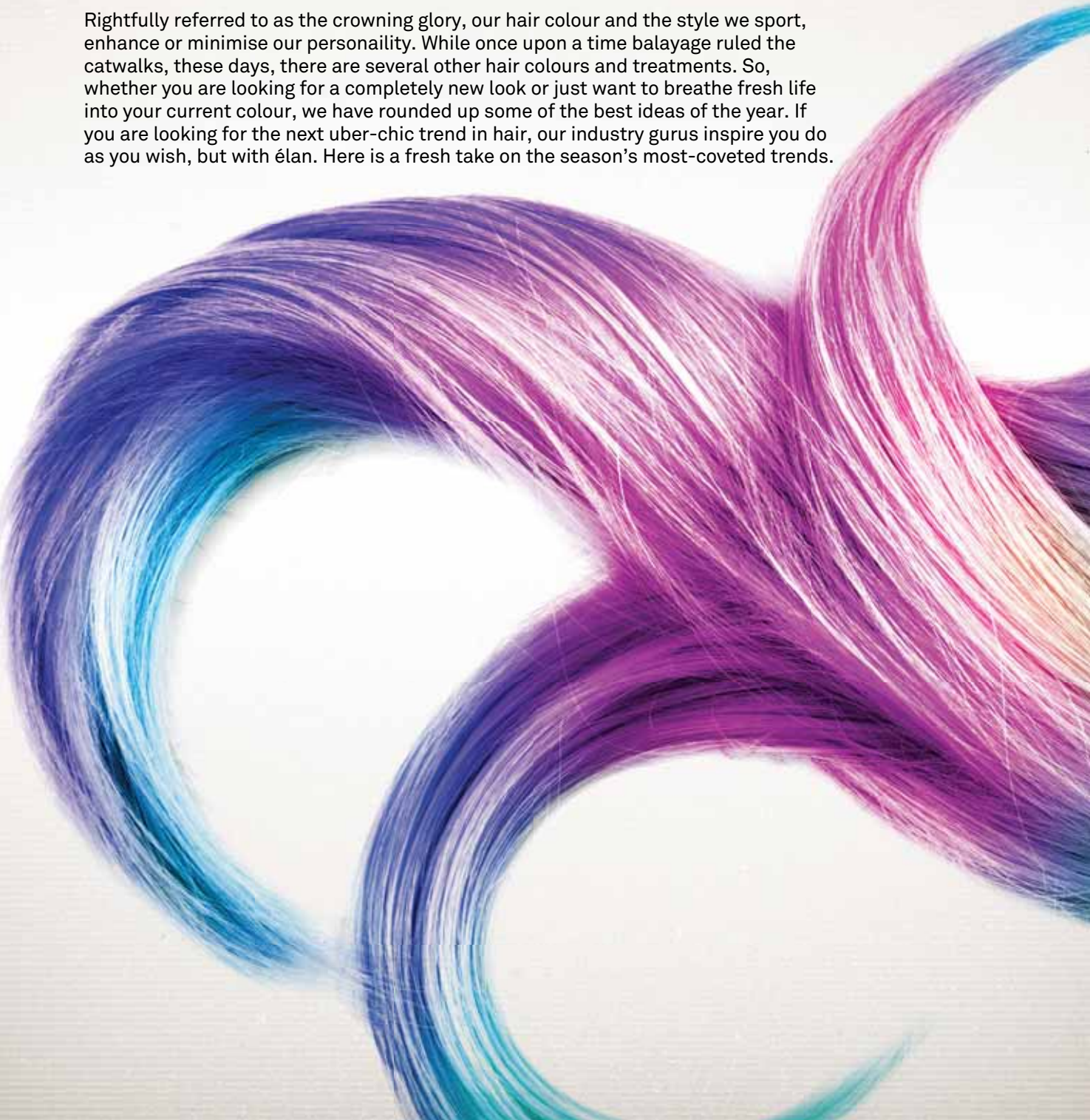
**GUNJAN GAUR,**  
PERMANENT MAKE-UP  
EXPERT AND EXECUTIVE  
DIRECTOR, ALPS BEAUTY  
CLINICS & ACADEMIES.

## SECTION 2

# HAIR

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Rightfully referred to as the crowning glory, our hair colour and the style we sport, enhance or minimise our personality. While once upon a time balayage ruled the catwalks, these days, there are several other hair colours and treatments. So, whether you are looking for a completely new look or just want to breathe fresh life into your current colour, we have rounded up some of the best ideas of the year. If you are looking for the next uber-chic trend in hair, our industry gurus inspire you do as you wish, but with élan. Here is a fresh take on the season's most-coveted trends.



## 2.3 SUIT THE SHAPE

# Face Forward

THE PERFECT HAIRCUT IS MORE THAN JUST A FEW SNIPS! BEFORE HEADING TO A SALON, DETERMINE YOUR FACE SHAPE. IF YOUR FACE IS OVAL, THE WIDTH OF YOUR BROW, CHEEKBONES AND JAWS IS ALMOST EQUAL, BUT IF IT'S ROUND, YOUR FACE IS NEARLY AS WIDE AS IT IS LONG, WITH YOUR FOREHEAD AND JAW CURVING AT THE CORNERS. PEOPLE WITH HEART-SHAPED FACES HAVE A WIDE BROW AND NARROW JAWS, BUT IF THE LENGTH AND WIDTH OF YOUR FACE IS EQUAL, YOU HAVE A SQUARE FACE. WE PUT TOGETHER A LIST OF OUR FAVOURITE HAIRSTYLES FOR EVERY SHAPE- FLIP THROUGH TO GET INSPIRED!



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▲ **Oval:** If you have got an oval face like Jessica Alba and Charlize Theron consider yourself lucky and versatile. You can pull off any cut or style.

▲ **Square:** Think Olivia Wilde and Demi Moore. You want your look to be soft to minimise the strength and angles of your jaw. Avoid long and straight styles. A side-swept fringe is best for this face type.



**MANAS NAGPAL,**  
PROPRIETOR,  
BEAUTY 'N' BEYOND  
SHARES THE TRENDS IN  
TOOLS THIS YEAR.

## Tools of the Year

In our industry, hair plays a critical role, as it completes the overall look. For a well-groomed style, tools and equipment are required and the most used are curling tongs and wavers. Tongs give a variety of curls, be it maggie curls or long wavy ones, and match perfectly with party make up. One of the most innovative tools is the magic curler by Hector Professional, which sucks the hair in and then in about five to eight seconds, gives you your desired curls. The eternal favourite, straight hair, makes one look simple and elegant and the titanium plates give amazing shine and a perfect straight hair look.

### Must-have tools

Healthy hair needs brushes and clips to make them appear more attractive. A good heat-resistant brushes from Hector and Denman or scissors from Jaguar and Kraft make your hair look gorgeous and an all-important component in the hair dresser's kit.

### Making a selection

When it comes to brushes, tools like tongs, straighteners and scissors, several companies have come up with different brands. One has to be careful when selecting a brand as quality differs and in the end may damage the hair. Hector brushes, from South Korea and Ikonic are superior in quality and it will be a wise decision to choose from their ranges.

### Brand strategy

We, as a brand, select quality products from across the globe and get our tools and equipment tested in the market first before launching them. This gives us the confidence to believe in what we sell and hence, pass on the same confidence to end users, who are mostly professionals. Also, pricing has been our forté since the last 40 years. We believe in passing on the advantage to others as well giving every one the purchasing power. To this effect, our products use the latest technology and give our buyers, value for their money spent.

### Views on the tools and equipment market in India

Globally, it is one of the fastest growing industries today, especially in India. However, we are not even doing 10 per cent of what the rest of the world is doing in the industry. We have a huge population to serve and fortunately, awareness is spreading fast with giant players like VLCC, Naturals and others, who have demonstrated that the market has the elasticity and can do wonders, if we keep growing and supporting each other.



# MAKE-UP

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Make-up has been an integral part of humankind for thousands of years. The ancient Egyptians created the world's first cosmetics from copper and lead ore. Women used burnt matches to darken their eyes, berries to stain their lips and even swallowed ox blood in some misguided attempt to improve their skin tones. However, times have changed and today, there are scientifically advanced products that not only turn your honey brown eyes a vivid shade of topaz, but also hide pores and smoothen the complexion. We have available some of the finest artists, who deftly work on their skill and within minutes, transform you into a contemporary Cinderella.

## SECTION 4

# NAIL THE LOOK

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A woman is never truly dressed till such time as her nails aren't painted. Of late there has been a deluge of nail enamels and as a trend, nail art is galloping ahead.





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