

SALON[®]

INTERNATIONAL

INDIAN SUBCONTINENT | Vol 6 No 12 | December 2014

Editor-in-Chief	Amitabh Taneja
Editorial Director	R S Roy
Publisher	S P Taneja
Head, Knowledge & Editorial Alliances	Rajan Varma
Editor	Aradhana V Bhatnagar
Correspondent	Roshna Chandran
Contributing Editors	Zainab S. Kazi Namita Bhagat
Creatives	
Art Director	Pawan Kumar Verma
Asst. Art Director	Mohd. Shakeel
Sr. Photographer	Vipin Kardam
Marketing & Consumer Connect	
General Manager - Consumer Connect	Hemant Wadhawan
Sr. Manager - Database	Anchal Agarwal
Asst. Manager - Subscriptions	Kiran Rawat
Sr. Executive - Database	Neeraj Kumar Singh
Circulation	
Assoc. VP - Circulation	Anil Nagar
Production	
General Manager	Manish Kadam
Sr. Executive	Ramesh Gupta
Support	
General Manager - Administration	Rajeev Mehandru

ADVERTISING

BUSINESS HEAD: DELHI

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

MUMBAI

Waseem Ahmad, Vice President & Branch Head
waseemahmad@imagesgroup.in
Mob: +91 9833628852

Ketki Dhotre, Asst. Manager
ketkidhote@imagesgroup.in
Mob: +91 9594956043

BENGALURU

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

Neetu Sharma, Sr. Executive
neetusharma@imagesgroup.in
Mob: +91 9910797111

KOLKATA

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

Avishek Mukherjee, Manager
avishekmukherjee@imagesgroup.in
Mob: +91 9830260612

SALON INTERNATIONAL ADVISORY BOARD MEMBERS

Claudia Stagno, Editorial Director, Salon International-Italy; Sanjay Dutta, Owner, Looks Salon; Renu Kant, Director, Envi Salon & Spa; Miriam Mathew, Sr President, Svastti, Landmarc Leisure Corporation; Nilini Passi, Director, Lotus Herbals; Raman Bhardwaj, Director, AN John Salons; Sukirti Patnaik, Owner, Indulge Salons; Vishal Sharma, Owner, Affinity Salons; Rekha Chaudhari, Co-owner, JCKRC Spa Destination; CK Kumarvel, Founder and MD, Naturals Salons; JC Kapoor, Co-owner, JCKRC Spa Destination; Murali Sundar, General Manager, Henkel Beauty Care-Professional; Samir Srivastav, Business Head - Education & Training Division & Beauty Retail Division at VLCC Health Care Limited; Vikram Bhatt, Director, Enrich Salons; Vikram Mohan, Owner, Bounce Salons; Vipul Chudasama, Artistic Development Consultant, Hair, Education and Shows; Dhruv Abichandani, Artistic Director, Drama Salons; Ojas Rajani, Celebrity Make-up Artist

IMAGES Multimedia Pvt Ltd (CIN:- U22122DL2003PTC120097)
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.: 111/3 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

All material printed in this publication is the sole property of M.T.E. Edizioni, Srl or Images Multimedia Pvt. Ltd. or both and each of them have copyrights on their respective materials. All printed matter contained in the magazine is based on the information provided by the writers/ authors. The views, ideas, comments and opinions expressed are solely of the writers/ authors or those featured in the articles and the Editor and Printer & Publisher do not necessarily subscribe to the same.

Printed & published by S P Taneja on behalf of Images Multimedia Pvt. Ltd. Printed at Aarvee Printers Pvt. Ltd., B-235, Naraina Industrial Area, Phase - 1, New Delhi 110028 and published by S P Taneja from S- 21 Okhla Industrial Area Phase - 2, New Delhi.110020
Editor: Amitabh Taneja

In relation to any advertisements appearing in this publication, readers are recommended to make appropriate enquiries before entering into any commitments. Images Multimedia Pvt. Ltd. does not vouch for any claims made by the advertisers of products and services. The Printer, Publisher and Editor-in-Chief of the publication shall not be held for any consequences in the event of such claims not being honored by the advertisers.

All rights reserved. Reproduction in any manner is prohibited. All disputes are subject to the jurisdiction of competent courts and forums in Delhi/New Delhi only. Salon International does not accept responsibility for returning unsolicited manuscripts and photographs.

Salon International, Italy: **Publisher:** Giuseppe Tirabasso, Editor-in-chief: Claudia Stagno
Redazione, Amministrazione, Pubblicità, M.T.E. Edizioni S.r.l.-Via Romolo Gessi, 28 - 20146 Milano, www.salon-international.net

For subscriptions: subscription@imagesgroup.in
For feedback/editorial queries: letter2editor@imagesgroup.in

The bare is out and cover is in! Come December, the darkest and coldest time of the year in northern India is enveloped in woollens to block the gushes of cold wind. However, it does not mean that we don't put our best face forward. In hair and make-up, experts from the line suggest products that pep your hair and make-up techniques to enhance your facial features. The revelation is, while we await this beautiful season of health and happiness, the business of beauty is soaring, too.

As we go digital for its time saving, easy accessibility features, our electronic gadgets are high on technology and are our friends in disguise. We are hooked onto them. Are not we? When we optimise the use of technology, players in the salon and spa will automatically attract more customers and retain the old ones. Be it websites and social media platforms, companies have to harness technology to increase the piece of their pie and also know that if they don't keep up with technology, they will soon lose out. So our cover story delves into the importance of technology that has grown to become a game-changer and a profitable source in the business of beauty and wellness. Our edgy, yet informative, cover story explores the potential of technology that will take our businesses to the next level.

The beauty industry is changing and ever growing, but some products have maintained their strength. We bring to you 13 influential tech-savvy products that are best-sellers.

In hair, Artistic Hair Director, Dessange Mumbai, Loic Chapoix talks candidly about his stay in India, his association with the brand and his future plans. In the Spa Focus section, Spa lie Vie L'Occitane in Mumbai, has an enviable edge over the rest. Saif Usmani, Spa Head at Shine Spa by Sheraton in Bangalore, shares precious information on the USP of the spa.

As the year draws to a close, festivity soars high. TRESemmé and TIGI, renowned hair care brands, suggest fantastic hairstyles to paint the town red.

All this and more in this issue. Wishing you success in your business in the year to come.

