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INDIAN SUBCONTINENT | Vol 7 No 8 | August 2015

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National Skill Development Corporation (NSDC) India says that by 2022, the industry will need about 14 million skilled people. Dilip Chenoy, Managing Director and CEO, NSDC agrees that Indians are now willing to pay a premium for a beauty and wellness ‘experience’. Hence, there is a strong need for a skilled workforce in this industry as huge entrepreneurial opportunities do exist. Yet another veteran, Vandana Luthra, Founder VLCC Group, has taken the onus of training 10,000 students with the Ministry of Minority Affairs under the Seekho Aur Kamao scheme. She has also announced VLCC’s role in the Pradhan Mantri Kaushal Vikas Yojana (PMKVY), launched by the Modi Government, wherein VLCC has started training more than 3,000 students at 58 locations in India.

Salon India is a beauty and wellness catalyst and we believe we are an intrinsic part of the growth of this industry. With an aim to facilitate sharing of knowledge and encouraging a bigger piece of the pie for all concerned, we have created the *Make Your Mark Hair and Beauty Academy Book*. A veritable encyclopaedia, for both aspirants looking to enter the hair and beauty industry and existing professionals, who want to enhance their skill sets, in the book, there are extensive analyses and insightful notes from industry pundits. The idea is to look at the beauty and wellness industry as a wonderfully empowering and lucrative career option and to urge the youth take it up in all earnestness. One of our several endeavours, we hope the book will be a best seller, as well.

This month’s cover story is a delight! Endorsed by industry experts, we present the season’s hippest and trendiest hair trends. From bobs, lobs and wobs to bed head messy, the hairstyles are sensational, as they are fashionable. Brands offer their perspective on the products one must use to set and get the look!

In our international celebrity hairstylist segment, Lindsey Olsen, NAHA 2015 Finalist, shares her electrifying journey into this field. To prosper in it, she reiterates on the prerequisites – passion for the craft and to feel joy in whatever one packs in the day. Of course, education plays a pivotal role! Rod Anker, celebrity hairstylist and owner of Monsoon salons in Delhi, shares his photo essay suitably titled *The Anti Curl Revolution*. It is as mesmerising as it is informative. In our Spa Focus segment, we feature Jiva Grande Spa at Umaid Bhawan Palace in Jodhpur and NeoVeda Spa ensconced in The Metropolitan Hotel Delhi. Luxury is redefined in the interiors of these spas and transforms the services into those offered in another realm.

In all our issues, we aspire to present a bouquet of articles that have a global accent. We need to offer you, our discerning reader, content that keeps you abreast with international trends and know-why right here in India. Our Twitter and Facebook pages are touching new heights and Inshallah, the numbers are only going to increase.

Here’s to a bright future. May all of us shine!



Cover credit:
British Hairdressing Awards Collection
Royston Blythe & Charles Douek 2014
Intense Collection

Content

100



24



54



74



110



- 14 Snippets** Latest news and updates of the beauty and hair industry
- 18 New Openings** Salons and spas across the country
- 24 Interview** Lindsey Olsen, NAHA 2015 Finalist shares her bejewelled journey, her day and the meaning of being successful
- 32 In Vogue** When you are running against time and find it difficult to visit a salon, Visions of Styles by Kérastase come to your rescue. Here are five do-it-yourself hairstyles that are easy to implement using the Couture Styling range by Kérastase
- 50 Role Model** Ity Aggarwal, Celebrity Hairstylist, shares her USP, her exhilarating journey so far and her view on the potential of Indian hairstylists
- 54-68 In Focus** We have been raving about perfecting the art of creating ponytails and plaits since quite long now, but it's time to get a reality check. We speak to the movers and shakers of the hair industry to have a fresh take on the season's most coveted trends
- 70 In First Person** Meghna Butani, Owner, Tangles Salon in Mumbai, shares her thoughts on the hairstyling industry
- 79 Beauty** Interview with Aseem Sood, Owner, Proveda Herbals shares his inspiration and plans for the skin care brand; Bodypolishes by Headstart International; get the hair and make-up look of Aditi Arya, Miss India 2015; skin care products from O3+ Professional; make-up and skin care launches
- 99 Spa Focus** Visual dynamics of Jiva Grande Spa in Jodhpur; interview of Amit Sharma, Spa Manager, NeoVeda Spa at The Metropolitan Hotel in Delhi; spa packages
- 108 Guide** In a fourth of a series of articles meant for first-time entrepreneurs, here are the final pointers that you would need to keep in mind before opening your doors to business
- 110 Celeb Style** Ranveer Singh reveals his fitness and grooming secrets
- 114 Step-by-step** Intricate hairstyles explained
- 116 Coffee Break** Try this quiz and win a year's subscription of *Salon India*
- 118 Events** The social calendar: what's happening, when and where

Blissful Indulgence Signature KEVIN.MURPHY Experience

Kevin Murphy, the SESSION.STYLIST has always been passionate about using products that do not harm oneself or the environment and so the KEVIN.MURPHY line was born. KEVIN.MURPHY products are weightlessly designed to deliver performance, strength and longevity

KEVIN.MURPHY, the brand, brings to you, 'KMX' – the signature KEVIN.MURPHY Experience. Especially formulated for personalised preferences, this range restores shine and nutrients within the hair. Following the three step process of prime, prep and finish, KMX Experience exfoliates, cleanses, treats the hair and finally, conditions it.

MAXI.WASH

Treat the hair through exfoliation. MAXI.WASH, which is a detoxifying shampoo containing AHAs from papaya, pineapple and citrus, help to detoxify sluggish and flaky hair. The right way to experience 'KMX' is to work through the hair and scalp with a 'hand-over-hand' massage, without scrubbing. Use a hot towel to cover the head and gently press with the palm, for a minute, until the towel cools. Using a wiping motion, pull the towel towards yourself in order to remove most of the shampoo, follow by a gentle rinse. It also contains anti pollutant ingredients that remove silicone and unwanted product build-up from the cuticle layer of the hair. This step brightens grey hair, polishes limp hair and helps to reveal a new rejuvenated surface. MAXI.WASH works best on pre-colour treatments.



ANGEL.WASH

Cleanse, the second step, begins with ANGEL.WASH. This is a delicate recovery shampoo that helps to improve the look and feel of the hair and scalp. The milk and protein gentle cleanser adds body and shine to the hair, while controlling frizz, caused by long-term medication, chemical straightening or bleaching. Perfectly suited for fine, fragile and broken hair that is coloured or damaged, ANGEL.WASH also relieves stress. Sunflower seed extracts, present in this wash, protects against free radicals and inhibits UVA oxidation that is essential for the repair of damaged hair.



ANGEL.MASQUE

A perfect strengthening and deep conditioning treatment meant for fine, chemically treated or coloured hair, ANGEL.MASQUE is infused with strengthening Tripeptides from Citrus and Bamboo that promote hair growth and cellular regeneration. While the Silk Proteins and Aloe Extracts improve the elasticity of the hair and restore moisture balance, Jojoba Esters provide extra strength. Abundant in vitamins, the masque leaves a thickening effect on the hair and Quinoa Proteins add moisture that helps repair deep within the hair.



LUXURY.RINSE

LUXURY.RINSE, equivalent to a hair resuscitation, helps to revive and restore life back into coarse, coloured and dehydrated hair. With an ability to make the hair more supple and flexible, it leaves the hair smoother and manageable. With an effective blend of ingredients like Kukui, Buriti Nut oil, Vitamin A, Murumuru, Mango and Shea Butter, this rinse makes the hair look attractive!



The price varies from salon to salon, the minimum being ₹4,500. KEVIN.MURPHY products are available in India through select premium salons or Headstart International at info@headstartinternational.in.



Visions of Style by Kérastase Top 5 DIY Looks for the Season

The new Visions of Style collection from Kérastase consists of seven products along with a style guide of five easy-to-do iconic looks. The uber chic and easy-to-do styles will ensure you don't miss the party just because you couldn't make it to the salon in time



L'OVERSIZE

Bigger and brilliant volume

What you will need

Lift Vertige, velcro rollers, hair dryer and a fine-tooth comb.

- Apply hazel nut-sized amount of **Lift Vertige** to the palm of your hand.
- Evenly distribute the products through the lengths and ends of your hair.
- Divide your hair into sections and wrap around large velcro rollers.
- Repeat and roll all hair sections into rollers.
- Follow by blow-drying your hair to set the shape.
- Gently release the rollers and brush the hair back. For a long-lasting hold, spray hair with **Laque Couture**.
- Create volume at the roots by backcombing hair with a fine-tooth comb.



Microspa Japanese Technology at Work

About

Many factors control the quality of hair like age, stress, pollution, exposure to sun and more. These factors have adverse effect on hair, making them dull and lifeless. If ignored, it results in hair fall, dandruff and scalp issues. Microspa is an ultimate solution for all scalp and hair related problems.

Microspa comprises of a unique combination of Micro-camera + Treatment Products + Nanomist Micro- Camera helps diagnose the scalp and hair condition. Careful analysis via the micro -camera provides the best basis for individual diagnosis and accordingly the right treatment is suggested to the client.

Microspa with its intense treatments of Anti- Dandruff, Anti- Hair Fall & Hair Repair have natural botanic herbs that provide relaxing and soothing effect on scalp & rejuvenates hair.

Nano Mist the latest Japanese technology provides moisture to hair and allows the product to penetrate deeper in less time giving a long lasting smoothened effect, with Nanomist machine we ensure the treatment/ products applied onto scalp and hair are deeply infused, thus providing a clean and healthy scalp and rejuvenated hair. 📌



- Shiao Bin Chen,
CEO, Microspa

“We realised there is a requirement for hair and scalp treatment products, and hence, we decided to come up with a very unique treatment. We incorporated a new technology in our products, which include Microspa and the Nanomist machine.”

Price and availability:

₹759 to ₹2,400 at select salons in Mumbai.



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Haute at Cannes

The Cannes Film Festival is one event year round that manages to exhibit the most opulent hair and make-up looks. This season was insane too; here's the mood board of the full-on celeb glam looks.

Braids: Being the show-stopping style of the moment, braids were supported by a bunch of celebs – be it in the form of an updo or free-falling hair. Kasia Smutniak or Sienna Miller carefully crafted their tresses in braided dos'; whereas Petra Nemcova revealed an edgy undercut fishtail braid.

Whopping waves: The star attendees Sonam Kapoor, Diane Kruger and Izabel Goulart topped off their beauty look with glossy tousled waves.

Updos: Though the 11-day event came up with a high tide of hairstyles, but the architectural dos' of Poppy Delevingne and Emma Stone conquered the red carpet. Delevingne added intricate twists and tucks in her chignon, whilst Stone arranged her mane in a graphic updo, which further looked like a wave of the ocean.



Miss India World Makeover for the Queen

The trend-setting romantic soft curls and dewy make-up look can be straight out of a fairy tale. Richa Agarwal, Beauty and Makeover Expert, Cleopatra Spas & Salons creates this dreamy look on Aditi Arya, Femina Miss India World-2015

Established in 2005 by Richa Agarwal, Cleopatra - Chain of Spas & Salon has carved a niche in the beauty and wellness industry of India. Cleopatra's success mantra is in the introduction of the concept of 'day spa and wellness', which are at par with international standards. Agarwal has created this look of soft curls along with fresh-as-a-dew make-up which can make anyone win hands-down on any occasion, be it a party, brunch or an evening do.

Hair

For the Indian beauty queen, Agarwal chose soft and long curls. This look was created by the use of a volumising hair spray while using tongs to create the curls.

Face


Base: Cleaning followed by moisturising the face. Apply primer and mineral base evenly on the face and neck for a luminous complexion.

Contour: Contour the highlighted area of the face using a skin toned cream with an illuminator. Blend it well; contour the features softly with a bronzer and then set the look with highlighting powder.

Eyes

Cover the eyebrow with eyebrow pencil and brush them for a neat finish. Use a soft brow to highlight the arch of the brow and to subtly accent the brow. Apply a golden-copper eyeshadow with a hint of grey to give a natural effect. Add a soft liner around the eye to define the shape. Finish off with a coat of mascara.

Lips

Apply a primer to make the lip colour last long. Use a lip liner to define the shape and focus on the corners. Neatly apply a carrot pink shade using a lip brush for rich dash of colour. 

Monsoon Special Home Care from O3+ Professional

The monsoon season leaves our skin looking dull and bereft of moisture. To rejuvenate your complexion, O3+ Professional has come up with a range of home care products that promise to bring the glow back and leave your skin feeling bright and nourished



Pore Clean up Cleanser

Concern: Daily cleansing, reducing oil.

Best suited for: Normal to oily, acne prone skin

Benefit: Energising, exfoliating action.

About it: A clearing treatment wash that not only minimises oil, but also clears black spots on acne prone skin. This cleanser enriched with orange peel, exfoliates the skin while cleansing it.

How to use: Apply on the face in circular motion, massage gently and rinse off.



Pore Clean up Tonic

Concern: Minimising pores, reducing oil.

Best suited for: Normal to oily, acne prone skin.

Benefit: Smoother, matt finish.

About it: This Pore Clean Up Tonic is an excellent substitute for cream. It not only minimises the pores, but also gives a smoother matt finish to the skin. Excellent results when used with O3+ Pore Clean Up Cleanser.

How to use: Apply on the face, tap into the skin till it is absorbed.



Pore Clean Up Serum

Concern: Minimising pores, reducing oil.

Best suited for: Normal to oily, acne prone skin.

Benefit: Boosts skin glow.

About it: This Pore Clean Up Serum enriched with white tea extracts, perfectly blends into the skin to fill up the open pores. Excellent product for controlling excess oil production and reducing pores.

How to use: Apply tiny dots of serum all over the face and then blend lightly and quickly all over.

SPF 50 Anti Oxidant

Concern: Brightening, sun protection.

Best suited for: Normal to oily skin.

Benefit: Prevents tan.

About it: O3+ Agelock Antioxidant SPF 50 is formulated using skin brightening ingredients which ensures an enhanced complexion and sun protection from harmful rays.

How to use: Before exposure to the sun, apply SPF on the face and body. Dab all over.



Derma Fresh Mask

Concern: Skin brightening and lightening.

Best suited for: All skin types.

Benefit: Calming and refreshing.

About it: The O3+ Derma Fresh Mask enriched with brightening and calming properties, helps in detoxifying and refreshing facial skin.

How to use: After cleansing, apply the mask evenly on the face and leave it undisturbed for 15 minutes. Then gently wipe off with a wet towel. Use thrice a week.



Radiant Oxygenating Water Spray

Concern: Dullness, tired skin.

Best suited for: Normal to oily, dull skin.

Benefit: Extra boost of hydration.

About it: Radiant Oxygenating Water Spray helps in reducing skin dullness and balancing the pH of the skin. Moreover it improves the skin's elasticity and strengthens the tissues while giving an ultimate brightening effect to the skin.

How to use: Spray on the face, tap in to the skin till it absorbs. Avoid using around the eyes.



Shruti Sancheti

All for the Art of Weaving

The Nagpur-based fashion designer, Shruti Sancheti believes in the unsurpassed legacy of Indian textiles and craftsmanship. In an exclusive interview with *Salon India*, she discusses the co-relation between fashion and beauty on and off the runway



How has been the journey so far?

After successfully teaching fashion for many years, my six-year journey has been extremely challenging, yet immensely gratifying. My being from Nagpur was the biggest challenge, however it has now become my strength.

What is your inspiration and research?

I'm inspired by history, society, geography and culture. I go deep to understand and decipher a collection before executing it, at times through books, people, old swatches and even visiting the site to have a feel of the place or culture.

Who is your muse?

My muse is the average Indian woman who is now a global citizen, yet she is deeply attached to her roots and has her share of figure flaws. However, she immaculately turned out in the heritage of weaves, textiles and crafts that she has inherited, but wears them in a contemporary manner.

What is the importance of hair and make-up these days in the overall look?

Hair and make-up make or break the look and is an integral part of a collection, especially the runway look demands a lot of attention towards it.

What sort of beauty trends you have witnessed in the past few years?

Of late, I have observed the disheveled or the messy look are becoming popular. I like them as they are youthful and different, at the same time.

Do you think fashion designers pay as much attention to hair and make-up in India, as it happens abroad? Who's your preferred hair and make-up artist?

In India, too, we pay a lot of attention to make-up and hair. Only after discussions and inputs from hair, make-up team and the designer, the final look is devised. Kapil Bhalla and Clint Fernandez are my absolute favourites, along with Rishabh Khanna, Shahbaz Khan and Ajoy.

Do you plan to be involved in the cosmetic and hair industry of India?

My future plans are to grow in my current area of presence by tapping into all possibilities and perhaps dabble with hair, make-up or even skin care! 💡



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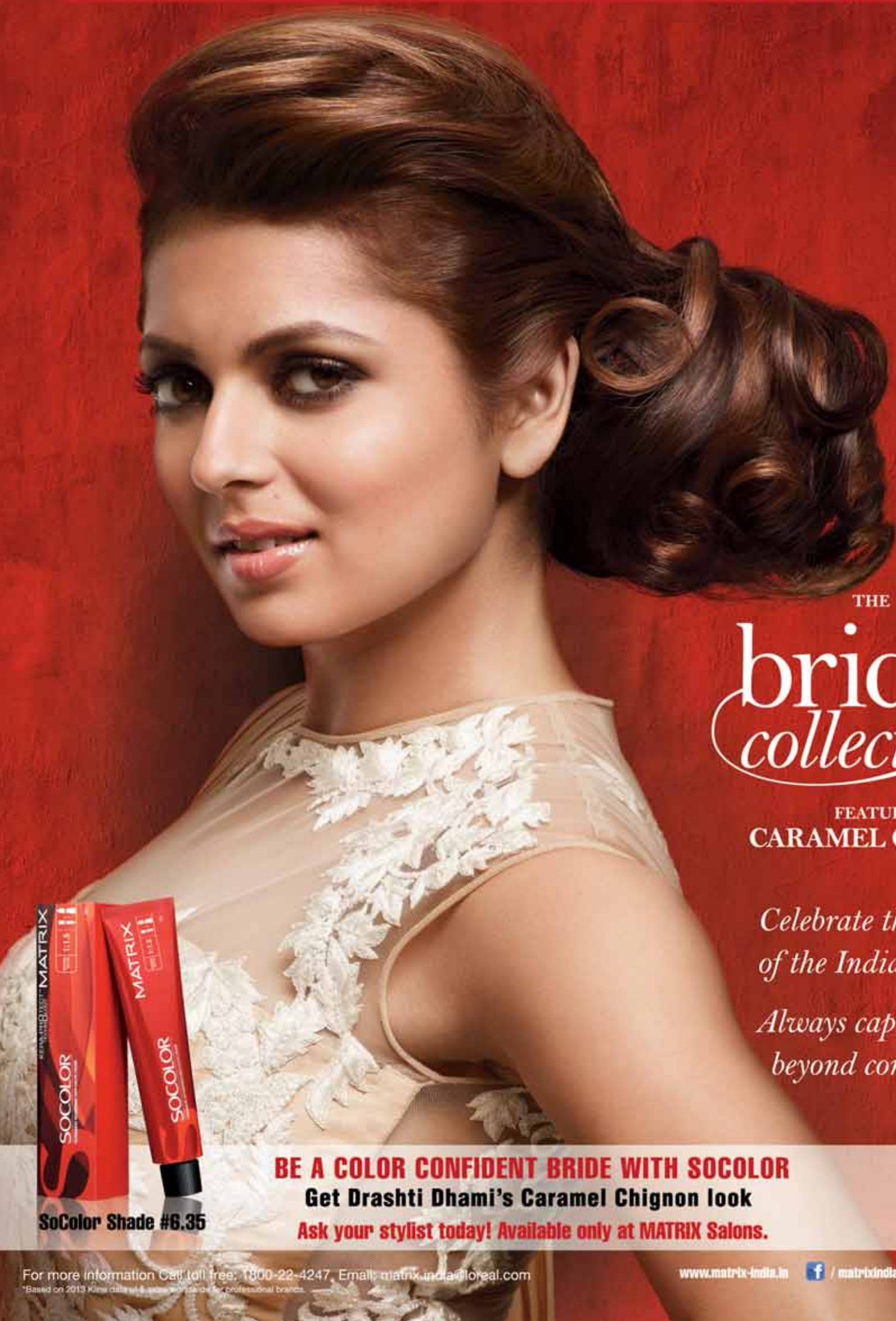
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