

SALON

TM

INTERNATIONAL



SALON

INTERNATIONAL

INDIAN SUBCONTINENT | Vol 5 No 12 | December 2013

Editor-in-Chief Amitabh Taneja
 Editorial Director R S Roy
 Publisher S P Taneja
 Editor Aradhana V Bhatnagar
 Copy Editor Shipra Sehgal
 Contributing Editor Zainab Morbiwala
 Correspondent Roshna Chandran
 Reporter Niharika Verma
 Nipun Augustine Jacob

Knowledge & Editorial Alliances Rajan Varma
 Manager - International Relations Noelia Piriz

Creatives

Art Director Pawan Kumar Verma
 Asst. Art Director Mohd. Shakeel
 Sr. Layout Designer Naresh Kumar
 Sr. Photographer Vipin Kardam

Marketing & Consumer Connect

Director - Mktg. & Consumer Connect Gurpreet Wasi
 General Manager - Consumer Connect Hemant Wadhawan
 Dy. General Manager - Marketing Sharat Mishra
 Asst. General Manager - Marketing Sheela Malladi
 Sr. Manager - Database Anchal Agarwal
 Sr. Executive - Subscriptions Kiran Rawat
 Executives - Database Neeraj Kumar Singh
 Sarika Gautam

Circulation

Assoc. VP - Circulation Anil Nagar

Production

General Manager Manish Kadam
 Sr. Executive Ramesh Gupta

Support

General Manager - Administration Rajeev Mehandru

ADVERTISING

BUSINESS HEAD

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

DELHI

Hemant Soni, Project Manager
 hemantsoni@imagesgroup.in
 Mob: +91 9810178293

Nikhil Kumar, Asst. Manager
 nikhilkumar@imagesgroup.in
 Mob: +91 9910035927

MUMBAI

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

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

BENGALURU

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

KOLKATA

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

Anirban Sarkar, Manager
 anirbansarkar@imagesgroup.in
 Mob: +91 9830007920

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; Nilin 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 Kumaravel, 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
Delhi: S-21, Okhla Industrial Area Phase II, New Delhi 110020
 Ph: +91 11 40525000, Fax: +91 11 40525001
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
 Visit us at www.imagesgroup.in

There is much buoyancy around the salon business. Gone are the days when there were salons in the lanes of metropolitans, now the Tier II and Tier III towns have overtaken and clearly left the urbania behind in making a mark in the salon business. Courtesy of the godfather brands like L'Oréal Professionnel, Wella Professionals, Schwarzkopf Professional as well as FMCG brands, there are visually delightful salons that offer great service at competitive rates, in smaller towns and cities. And what's more, several personal care brands are adding a professional range to their product portfolio. It is a fitting tribute to the growing dimensions of the industry, indeed.

Salons have moved from single ownership, run by family members, to professionally managed chains that are run by managers, who have studied and been trained in Salon Management. There is a special focus on customer service, ambience, visual dynamics and overall luxury. Policies are being set on the retention of staff, training and proper incentives, which in turn help in better absorption and interest in the latest techniques in hairstyling and beauty being offered. The days of mom-and-pop shops are well and truly over.

The salon owners are being pampered and wooed by brands to stock up on their products and offer the 'waiting customer' a chance at retail therapy. Academies are flourishing as education of self and staff is the buzz word. We welcome change, and believe it is always for the better.

Our cover story gives an insight on improving the revenue stream of the beauty and wellness industry. Innovative methods to offer one client multiple services are explored. We bring you views of industry experts. There also are interviews of international celebrity hairs experts like Alison Stewart and Maria Castan who give an insight into their professional journey.

Brands such as Balmain Hair, which is represented by Streamline Services India, have coined unique strategies to encourage awareness of hair extensions in the salon business. L'Oréal Professionnel and Wella Professional have decided to launch products in line with their innovative services - one is called Dust, which is a dry shampoo, and the other is the Sebastian Mini's - a travel kit of styling and hair care products. Larger and better, here too, the salon and beauty business is optimistic indeed.

All this and more in this issue...Look forward to your feedback.





Hair: Hair For Heroes
 Make-up: Ana Cruzalegui
 Models: Esca Rose Agency
 Styling: Greg Milne
 Products: Crazy Color

Contents

- 16 Snippets** Latest news and updates of the beauty and hair industry
- 20 New launches** Salons and spas across the country
- 22 Trends** Haute hair colour for Fall 2013
- 34 Interview** Alison Stewart shares her passion for hairstyling and how it has become a successful career; Maria Castan on her professional journey; Ankit Arora on Balmain Hair Makeover Parties
- 52 In first person** Amina Diwan, Amina's, Mumbai
- 54-58 Cover story** An insight into the rise of academies in hair and beauty with inputs from academy heads, brand heads and more
- 59 Marketing tools** Attractive offers across spas and salons
- 60 Success story** Nayana Karunaratne, founder of Salon Nayana on her strategy for success and the principles she has adhered to, to get this far
- 62 Innovations** TIGI BedHead shampoo and conditioner range- Elasticate and Recharge for healthy, shiney hair
- 64-74 International stylists** Renowned stylists create awe-inspiring collections that witness sharp cuts and colour
- 76 Beauty** Marianna Mukuchyan espouses pearls of wisdom to aspiring artists; product launches
- 85-92 Spa focus** Visual dynamics of Ananda in the Himalayas; article by Tracey Poole; spa packages and products
- 94 Events** The social calendar: what's happening when and where
- 96 Celeb style** Model Amit Ranjan talks about his hair care and fitness regime
- 97 Coffee break** Try this quiz and win prizes
- 100 Influencers** Jenjum Gadi on the synergy shared between hair, make-up artists and designers
- 101 Step-by-step** Recreate the intricate cuts

22



64



34



48



46





Photos: Shutterstock.com

Blonde with shades of brown
This colour makes the dull blonde look vibrant and highlights the facial features. The brown makes the overall persona interestingly cosmopolitan.

Shades of golden brown Hair colour for fall

Think multi-tones for your hair and that's what it is – from sun-kissed blonde with deeper honey undertones, hazelnut brown spun with fine streaks of gold and copper enhanced with dark woody layers, Fall 2013 is all about a highly individualised hair look keeping with fall's runway themes, and makes for hair that's rich and uniquely chic. To achieve the desired result, pick a colourist who understands your need and the look you have in mind. Also note that he or she should have a strong control on intertwining highlights and lowlights, as you would need to pick a multidimensional shade that appeals to you





Photo: Shutterstock.com

Hair Spa Oil Extra nutritive rejuvenation

L'Oréal Professionnel introduces Hair Spa Oil, the latest addition to the hair spa range that promises to restore the natural health and beauty of the hair

L'Oréal Professionnel's Hair Spa Oil is the latest addition to the therapeutic Hair Spa range of products and services. Hair spa services are crafted to restore the natural health and beauty of the hair to create a complete sense of well-being for clients. Now, one can experience extra nutrition with the new Hair Spa Oil, which is enriched with a unique blend of natural oils.

Empowered with the goodness of olive oil, Vitamin E and natural flower oil, the Hair Spa Oil is the ultimate nutrition for the hair. The fabulous benefits of olive oil are well known, right from its deep conditioning and moisturising properties to intensive nourishment. Vitamin E which is known to protect the hair from oxidative damage, adds shine and also rejuvenates the scalp by stimulating circulation. Natural flower oil helps heal and soften dry hair to give a visibly smoother result.

All Hair Spa services are accompanied with the Signature Hair Spa Massage leaving the client with a sensorially calming experience. The highly relaxing Hair Spa services offer deep nourishment, cleansing and the intensive treatments that help heal the hair from root to tip.

The new therapeutic spa services with the Hair Spa Oil cater to the individual requirements of hair and scalp along with providing extra-nutrition. The action of the services is based on the Sensory Spa System, which purifies and nourishes and then treats to ensure that the treatment is suited to personal hair and scalp condition.



The spa services available at L'Oréal Professionnel salons are:

Express oil spa: A quick spa that nourishes hair and scalp with a fragrant cleansing experience.

Extra-nutritive oil spa: An ultra nutritive experience for deep nourishment of hair and scalp.

Deep conditioning oil spa: Especially created for dry and frizzy hair, this service gives hair intensive conditioning along with personalised hair and scalp treatments.

Original Hair Spa: This service offers personalised conditioning treatments for hair and scalp.

Clients can experience a complete sense of well-being for hair with these new therapeutic spas from L'Oréal Professionnel's Hair Spa. 



The 'Dusts' range

Unique hair styling powders



L'Oréal Professionnel launches a new range of revolutionary hair styling products, namely, Fresh Dust, Super Dust and Texture Dust

This December, L'Oréal Professionnel offers three new products that are sure to create excitement and awe, both for hair stylists and consumers.

Fresh Dust

Ideal for women and men on the go, the Fresh Dust Dry Shampoo makes hair and scalp feel and smell fresh in an instant. The dry shampoo comes with a unique formula that absorbs excess oil from the roots and scalp, giving healthy bounce and a fresh, clean feel to the hair. The translucent light powder adds body, softens and refreshes hair adding texture to the length.

How to apply

The product is quick and easy to use, just spray it on the roots and lightly on the length, work it gently by massaging it into the scalp and brush it out effortlessly for refreshed style with a textured feel. It leaves absolutely no residue or colour. Available for retail purchase at L'Oréal Professionnel salons at Rs950.

Styling Dust

With the onset of the wedding season and parties, L'Oréal Professionnel once again empowers the stylists to create dramatic and never-seen-before hair styles with a sprinkle of magic dust. The brand is also introducing two new cutting-edge hair styling products – Super and Texture Dust. Both unique in their benefit, they add volume and texture to all hair types.

Super Dust

A root-boosting powder, Tecni.art Super Dust gives spectacular volume with a matt-looking finish. Lightweight and oil absorbing, this fine mineral powder leaves no residue on the scalp and works well on all hair types, including thick hair.

“ L'Oréal Professionnel's Super Dust is truly a hair styling breakthrough. It's amazing for creating a dramatic lift at the roots and adds fabulous volume to long and short hair. It provides texture to the length and makes hair a lot more manageable. ”



Dhruv Abichandani,
Dream Team, L'Oréal
Professionnel

Photo: Shutterstock.com



Sebastian Professional Sebastian Mini's

Sebastian Professional introduces the new Sebastian Mini's, the travel range with a miniature range of styling products. Easy to carry, the end result is fine and fabulous hair

In a bid to avoid lugging unnecessary bottles and adding to issues of weight while travelling, Sebastian Professional has introduced a convenient miniature pack of its hair styling range. The new Sebastian Mini's are designed to fit into a small space and work towards giving hair that is perfect even out of a salon!

There are times when consumers read positive reviews about a specific brand, but are not too sure about how it will work on their hair type. With Sebastian's latest launch in the form of Mini's, consumers can actually try the product first before buying the SKU.

Nikhil Sharma, Sebastian Design Artist says, "The super cute Mini's are the perfect travel partner for my clients, especially for those, who are on the move or wish to try out Sebastian for the first time. Now, you can carry the essential style products, ready to style your hair in seconds."

The miniature collection has been inspired by the experiences of Seema Hamid, Beatnik blogger, reporter, photographer and designer. She is a cool hunter who was sent by Sebastian to track down and discover alternative cities of style. German born of Indian origin, Hamid is the embodiment of 'fusion fashion'.

The pre-packed travel kits are centered around the style sense of the cities of Shanghai, Berlin, San Francisco and São Paulo that fly the flag of fearless creativity, different from the classic catwalk capitals.



ADVERTORIAL

expert
série

Série Expert Targeted haircare treatments

L'Oréal Professionnel's Série Expert is a line of high-performance products and services that caters to every individual's hair and scalp concern. It's innovative concentrated technology instantly replenishes the beauty of hair

At the forefront of the latest cutting-edge technology, Série Expert benefits from the exclusive molecular high precision technology, which acts on the three zones of the hair – the surface, the cuticle and the cortex.



Looks for the season

With celebrations being round the corner, *Salon India*, presents a few looks that will make your clients return to the nail bar ever so often



1



2



3



4

- 1 Amazonian Paradise:** Long nails in a conical shape adorned with floral art in pastel shades look intricate and delicate. Ideal for brunches and parties!
- 2 Twin Shades:** The centre of the nail is in a dark shade and the outline is in another. Single matt shades in striking colours rule the evenings!
- 3 Jewelled Nights:** With Swarovski on your fingertips how can one go wrong. The fashionista wears it with dark regal shades of black or blue.
- 4 Rainbow Dreams:** Follow your heart with these optimistic shades and be the cynosure of all eyes.

Amit Ranjan

Individualistic style

by Sandeep Verma



He is tall, he is masculine, he is chivalrous and he sports long locks. That's Amit Ranjan for you! His is a face that seldom goes un-noticed, wherever he may be. And if you think he craves attention, think again. Such is the charm of this heartthrob from Delhi, who has now shifted base to Mumbai.



The journey so far

In one word – outstanding! Though the initial years were a little rough, as fashion for men was not that prominent in India, with time the scenario has changed and changed for good, I must say! God has been kind. There is no other way I can describe my success! Over the years, I have learnt to have the right kind of dedication towards work and have passion for whatever I do in life. If one has these two traits instilled in them, there is nothing that can keep them from attaining success. And I guess that's what keeps me going on too.

Spas and treatments

I visit spas at least once in a month. I particularly enjoy Thai and Kairali, as I have always found these treatments very effective in relaxing my tired mind and body.

I am in absolute love with Ananda in the Himalayas. The place is extremely serene and takes away all the stress in no time. Back in Delhi, I think Amattra at The Ashok is one of the best.

Fitness regime

I work out five days a week and make sure that I spend at least two hours per session that includes a lot of cardio and balanced weightlifting. Being in this industry makes it imperative for models to make sure that we are at the peak of our health. The odd work hours tend to take a toll on our body. Even if I were not a model, I would have suggested everyone to workout regularly to maintain a good and healthy lifestyle.

Hair care

You can't do much about it, especially when you have long locks like me. But, if I do come across such a day, all I do is tie up my hair. It is the simplest, yet the most effective hairstyle to counter a bad hair day, especially during the Mumbai rains. I love Aveda shampoo and conditioner. I think, they are one of the cleanest and best products that you can ever come across to maintain healthy hair. I also make sure that I oil my hair once in 10 days to keep the shine alive. I go to Streax at Oshiwara, where Agnes is my favourite stylist. However, I also like Mark, who renders his services at Krystal, Khar. ●



CUT BLEMISHES OUT OF YOUR SKIN CARE VOCABULARY

ADD


BABOR

WHITENING
CELLULAR

ASK YOUR
ESTHETICIAN

DOCTOR BABOR

Increased solar radiation makes the skin produce a higher and uneven amount of Melanin which makes it look spotted. The aim of whitening products is to visibly lighten the skin and suppress increasing hyper pigmentation. BABOR researchers have developed an optimal active combination for brightening the complexion according to the newest scientific knowledge which attacks melanin production on two levels. Complexion is visibly brighter, pigment spots are reduced sustainably, wrinkles and lines are reduced and skin is left looking more even, radiant and firmer.

LIVE BLEMISH FREE. LIVE WITH BABOR WHITENING CELLULAR.

MORE INFO : STREAMLINE SERVICES INDIA : 22 Moulana Abul Kalam Azad Road, Opposite Howrah AC Market
Howrah 711101, Telephone: +919674180015 www.streamlineservicesindia.com · www.babor.com



**LONG LASTING,
VIBRANT COLOR
YOUR CLIENTS
WILL LOVE.**

**Color confidently
with 360° keratin
protection for
100% reliable
results.**

**NEW
SOCOLOR**

**PERMANENT NOURISHING
HAIR COLOR CREAM
WITH KERA-PROTECT™ TECHNOLOGY**



THE WORLD'S #1 AMERICAN PROFESSIONAL BRAND*

M A T R I X

IMAGINE ALL YOU CAN BE

For more information Call toll free: 1800-22-4247. Email: matrixhelpline@in.loreal.com.
SMS Matrix<Name><Query>to 575755 (Charges up to ₹3 per SMS).

*Based on 2011 Kline data of \$ sales for American professional brands.

www.matrix-india.in



/matrixindia