

# SALON

TM

**INTERNATIONAL**

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# SALON

INTERNATIONAL

INDIAN SUBCONTINENT | Vol 6 No 2 | February 2014

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The skin and hair industries work in tandem. As people become more conscious of their ageing skin, they also become more aware of their grey hair. Hence, we have the retail market being flooded with not only anti-ageing skin creams, but also hair colourants in almost every shade possible. To this end, we witness brands go into overdrive to have a bouquet of at-home and salon use products.

According to Mintel, the world is ageing and as this base of ageing consumers is widening, we are looking to welcome hair products that make us look younger. Indeed, reflecting on this new popularity, new research from Mintel reveals hair colourants are the only hair care sub-category to have increased its share of global product development, accounting for 15 per cent of global new hair care product launches in 2012. This is up from 11 per cent in 2008.

Showcasing global hair care trends today at In Cosmetics Asia in Thailand, Mintel reveals that India will be the star performer in the hair colourant market in Asia Pacific over the next five years. Mintel's research shows that the market, valued at an estimated \$382 million in 2012, is expected to grow a massive 110 per cent between 2012 and 2016. The Market Watch segment, in this issue, brings to you a plethora of retail brands in the business and how they are vying for attention with salon use hair colours.

As images speak more than words, there are photo essays by hair designers like Damien Carney and Gina Conway. As they say, god is in the details, and sure enough, the creations of these hairstylists are flawless. There is a lot a young aspirant can learn from these pages.

In Visual Dynamics, the Shamana Spa at the Grand Hyatt - Goa, promises to be an interior designer's delight. In Role Model, we present to you Akshata Honawar, Director of Runah Salons and L'Oréal Professionnel Colour Trophy winner 2011, who in a short frame of time has garnered more awards than a greying person acquires grey hair. Those who are new in the salon business, need to pay heed to her sound advice! The BB Pro Academy in Mumbai is ideal for those who want to begin their career in the beauty and wellness world.

All this and other regular features in this enriching issue!

Do revert with feedback.





Regal Renaissance / Antiquity Revival  
 Hair: Michelle Thompson  
 Make-up: Kamanza Amihyia  
 Styling: Lauraine Bailey  
 Photography: Gabor Szantai

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# Love your hair

## L'Oréal Professionnel's styling range

In this season of love, make hair your client's favourite accessory – discover the most suitable styles using L'Oréal Professionnel's Tecni.art range

One's hairstyle plays a vital role in creating the magic of a look. In order to make hair styling a piece of cake, L'Oréal Professionnel presents easy-to-do hairstyles this Valentines. Meant for all hair types, textures, colour and length, go ahead and create something new for your client.



### Side braid



**For thick and glorious hair:** Ideal for day or night events, this hair style looks sexy and young. Use Tecni.art Texture Dust to give the hair above the braid a messy look, without using the Dust on the hair to braid. Instead, do the loose braid and then puff a little Texture Dust on the top and loose ends. Work with both the hands to texturise and add detail with a shiny clip or rubber band.



### Punk



**For wavy and wild length hair:** Spread a small amount of Tecni.art Liss Control Cream evenly throughout. On damp hair. Take equal sections above the ears, secure hair with bobby pins and get messy volume on the crown of the head by using Tecni.art Super Dust as the product is known for giving volume with a matt-looking finish.



### Pixie



**For subtle yet chic cut:** Try an extreme side parting with a textured fringe, if one has to work with short hair. Easy to maintain and looks fresh, the pixie-like hairdo could be created first by spraying Tecni.art Fresh Dust Dry Shampoo to the roots to add light body and then a few drops of Tecni.art Liss Control+ to smoothen and add shine to the lengths.



### Curls



**For cute curls:** Using Tecni.art Spiral Splendour cream, hold curls perfectly and leave them feeling soft and natural. The product aims for no more oily looking crunchy locks and best results on applying on damp hair. Make a side parting and secure hair with a long flat hair clip to add some girly detail.



### Ponytail



**For slick and smooth hair:** Try a tight smooth ponytail on fine, flat hair. Apply Tecni.art Iron Finish to the hair evenly and use a straightening iron to smoothen waves. Secure the hair with a band in a ponytail. Apply Tecni.art Liss Control+ to the sides and top to add shine and tame frizz. Spray Tecni.art Airfix on the pony tail to hold it in place.





Burgundy Blush

## Matrix

# High-intensity crimson

To celebrate the season of love in an exclusive move, Matrix has introduced an all-new hair colour range with vibrant, energetic and fiery hues of red. The easy-to-wear red hot signature looks from the Crimson Love collection with rich red and red violate shades from Wonder.Red are sure to rock your Valentine's day

**C**elebrate Valentine's Day by colouring your hair in rich shades of red and violet with the Wonder.Red range from Matrix.

### Wonder.Red range

It includes four incredibly vibrant and long-lasting shades with maximum shine and intense conditioning. Formulated with Ultra-HD5 technology, Wonder.Red injects the Ultra-HD5 red pigment in the hair.

### The result

**Ultra sharp:** Intense shades of visible red, which are vivid and crisp on darker bases, optimal for Indian hair

**Ultra luminous:** The texture of hair is left remarkably soft after using the product as the Ultra-HD5 Technology helps in conditioning, while colouring

**Ultra lasting:** The permanent hair colour is well sealed for powerful, long-lasting impact and shine

# BC Fibre Force Replenish damaged hair

Schwarzkopf Professional has introduced the Bonacure Fibre Force hairtherapy range, which claims to offer a second chance to damaged hair to attain virgin hair like quality



“ BC Fibre Force contains Micronized Hair Identical Keratin that penetrate deeply into the hair architecture to re-cement specifically the Cell-Membrane-Complex, the intercellular bonding cement, responsible for strong and resilient hair fibre. ”



– Najeeb Ur Rehman, Technical Head,  
Schwarzkopf Professional

“ BC Fibre Force has come as a boon for people with extremely damaged hair and starts showing results from the very first use. A six-week regime returns hair to almost virginal strength and quality. ”



– Veena Kumaravel,  
Co-Founder,  
Naturals Salons

## About

The Bonacure (BC) Fibre Force hairtherapy range by Schwarzkopf Professional is a revolutionary hair repair regime that claims to return even highly eroded hair to its optimal level of force and resilience. The products are meant to give a second chance to damaged hair. Formulated with Micronized Hair-Identical Keratins that penetrate deeply into the hair architecture and re-cement specifically the Cell Membrane Complex, the intercellular bonding cement, responsible for strong and resilient hair fibre.

## The range

The BC Fibre Force hairtherapy range consists of shampoo, spray conditioner, rinse out conditioner, fortifier treatment and Keratin infusion.

## USP

The BC Fibre Force hairtherapy is meant to gently heal and rejuvenate damaged hair. The products promise to detangle damaged hair and restore it from within. The therapy intensively replenishes damaged hair and instantly restructures them by deeply penetrating the weak hair foundation and immediately replenishing the cell bonding. Ⓢ

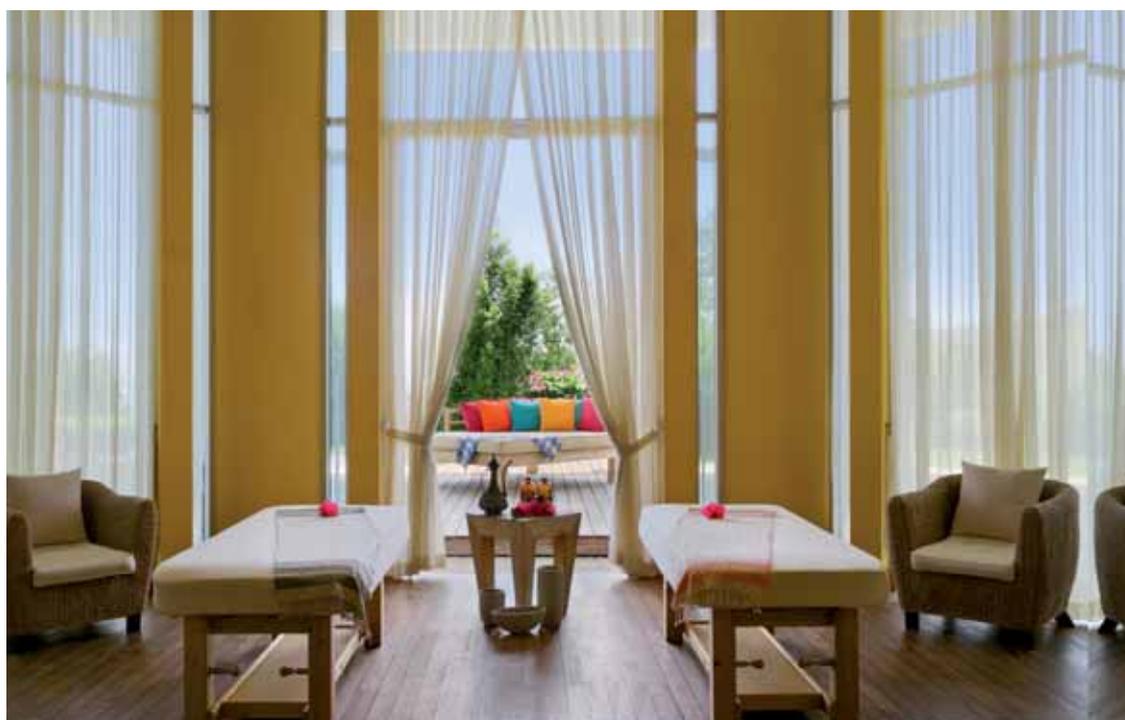
**Price range:** ₹800 onwards  
at the leading salons  
across India



## Kempinski Barbaros Bay By the blue sea

Located on the edge of the Barbaros Bay, the Six Senses Spa at the Kempinski Hotel Barbaros Bay has been engineered in a manner that will take your breath away

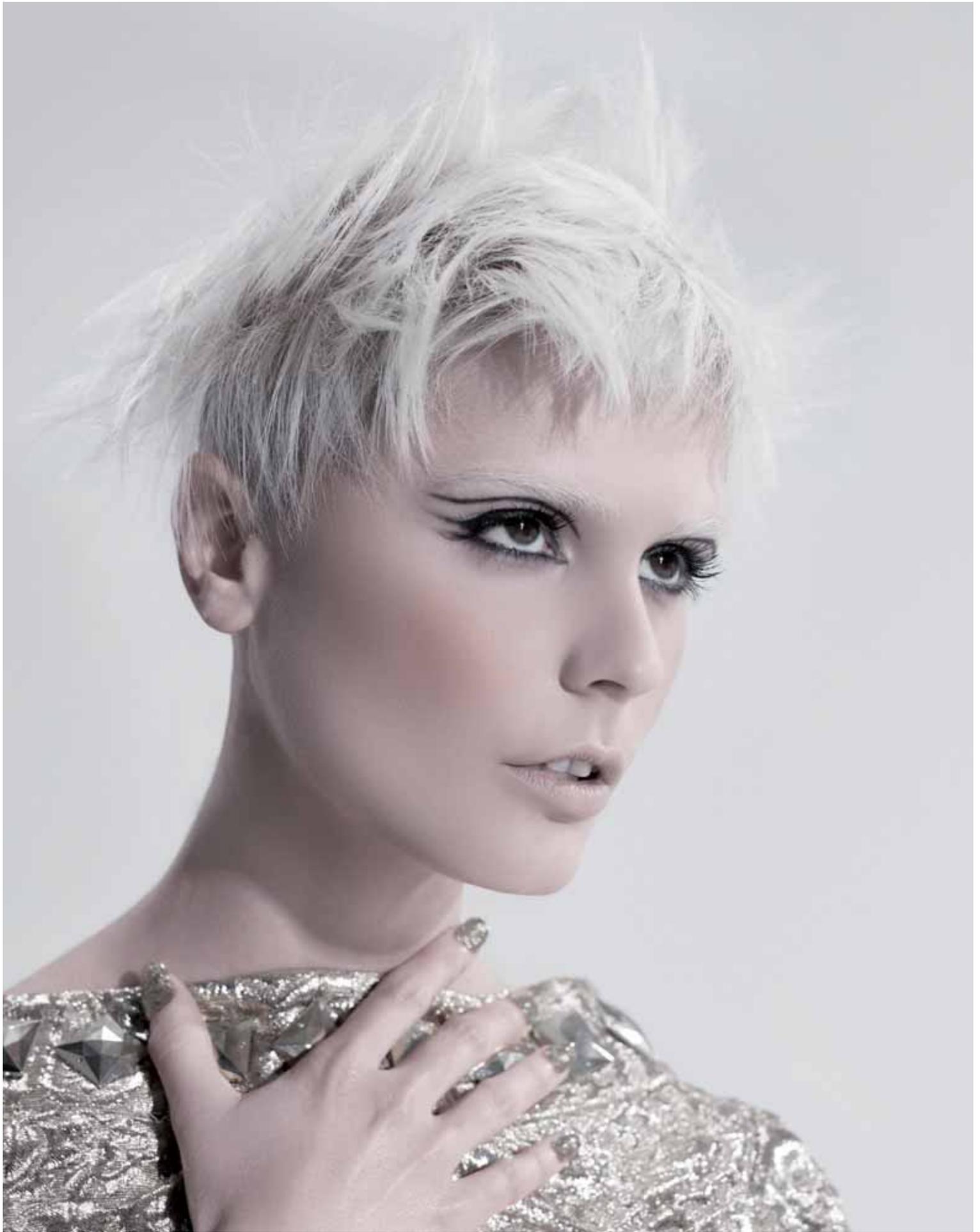
by Sandeep Verma



**T**hroughout history, Bodrum, a district and a port city in Muğla Province, in the southwestern Aegean Region of Turkey, has always been fought over as people have been unwilling to share its beauty with others. Homer, the ancient Greek poet, describes Bodrum as 'the land of eternal blue'. The Kempinski Hotel Barbaros Bay was the very first international luxury hotel brand to open its doors and ever since has been the place to be.

### Design elements

The architect of the hotel is Prof Dr Cengiz Eren and the interior designer is Sinan



GLAMOUR

# Shraddha Kapoor Diva forever

Simplicity and minimalist approach best describes Bollywood diva Shraddha Kapoor. For her, comfort is the key that not only makes her feel confident, but also adds to the over-all personality. The newbie of tinsel town unravels her beauty secrets and association with Wella Professionals' No-Ammonia campaign

by Niharika Verma



**Which is the most basic skin care routine you follow every day? Which brand products do you use?**

No ritual as such. I try to eat healthy food, drink lots of water and do a basic face wash-and-moisturise routine.

**What is your hair care regime? What is your take over ammonia versus no ammonia?**

I avoid using a hair dryer whenever I can. I use Wella's Thermal Image Heat Protection spray. While getting your hair coloured, the foul smell does not mean that chemicals are damaging your hair. The smell is basically an indication that Ammonia is evaporating after opening the hair cuticles to let the hair colour in. However, Ammonia free hair color is not always damage free, if it's not Ammonia, then there has to be a substitute for it. You need to ask your colourist what is the substitute present in the hair colour, how it is different from the other variants and the quantity of the substitute present.



Photo: Shutterstock.com

**Step 18:** Next work with a vertical section in the back using the outline as a guide and cutting a square line.

**Step 19:** Work parallel sections to the round of the head on both sides.

**Step 20:** Then move to the top area and work a horizontal line

with elevation using the side sections as a guide. Be careful to remove weight from the interior and not the outline by starting from the front of the section working back to the crown.

**Step 21:** Cross-check horizontally from the top down

checking the corners and refining the shape. Then use free hand techniques to refine the outline.

**Finish:** The result a classic masculine mid-length basic layer softly framing the contours of the face which can be worn textured or straight. 📌

# BALMAIN

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