

SALON

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Salon International is back with more excitement, news, views and trends on the burgeoning beauty and wellness industry! As it is mostly governed by distributors and stockists, who stock different types of hair, skin and cosmetic products, the opportunity present is manifold. As distributors also supply products for professionals, such as salon and spas owners, cosmetologists, make-up artists and aestheticians, the revenue generation is high. So, if you are interested in starting a distribution business, there is enough scope for your venture to be a huge success.

With this thought in mind, we introduce the cover story which is on the growth of distributors in India. Pearls of wisdom for those who want to join the business!

The lead story on hair removing creams and waxes, distributed by professionals in the business, throws light on the product, brands available in the country and competition faced from laser hair removal clinics.

Meet renowned international hairstylists Hide Hiyashi, Brad Lepper and Lisa Muscat, who are Sebastian Design Artists. The trio share with Salon India, the route they took to fame, plans and more.

There is a photo essay of avant garden collections by Hooker & Young, Jamie Benny and Chris Williams, that is likely to leave one breathless.

In make-up, Vipul Bhagat, celebrity make-up artist and a favourite with the stars, shares his secret to fame and fortune

Take a look at the hair and beauty trends worn by beauty divas that attracted eyeballs at the Cannes Film Festival. From what's the latest in make-up and hairstyles, find out what Asgar Saboo, renowned hairstylist has to say.

This month's Role Model is Gabriel Georgiou, celebrity hairstylist who's Gabriel's passion for hairstyling has taken him all over the globe. His determination and success comes from being positive, especially when times are rough. Learning for all willing to attempt entry into the hair industry.

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



Hair: Hooker & Young Artistic Team
 Photography: Jack Eames
 Make-up: Megumi
 Products: Matrix
 Styling: Thea Lewis

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Red Carpet Looks from the Cannes Film Festival

The annual Cannes Film Festival is a feast for the fashion-hungry eyes. With the idyllic 'chicness' of the South of France as a backdrop, the crème de la crème of glittering stars dressed to the nines in a divine ode to beauty and fashion.

Sexy beach waves as worn by Cara Delevingne

"Cara Delevingne is an expert at finding fashion's playful side and striking a natural balance between show-stopping glamour and youthful flirtation," says London-based hair guru, Asgar Saboo. The British socialite looked amazing with her blonde locks clipped to the side and tousled into sexy beach waves cascading over her strapless shimmering gold dress.

Retro faux bob as worn by Sonam Kapoor

Fashionista Sonam Kapoor was a vintage masterpiece, according to Saboo. Sporting a 'flapper girl' look, her sleek vintage waves were sculpted into a perfect faux bob. Kapoor kept all eyes on her as she sashayed down the red carpet in a stunning voluptuous vintage gown that was all drama and sophistication. "Her Hollywood red lips were the perfect finishing touch," says Saboo.

Sculpted princess waves as worn by Rosie Huntington-Whiteley

Stunning model Rosie Huntington-Whiteley looked like a princess on her way to a fairy tale ball. According to Saboo, Whiteley flaunted beautifully sculpted glossy blonde waves that tumbled over her ice blue princess gown. Her hair was side parted and swept off the face to highlight her stunning features. She was the emblem of Cannes elegance.

Retro voluminous low bun as worn Blake Lively

Saboo is a fan of Blake's signature cascade of gold-dipped Hollywood curls. The hair guru selected her retro voluminous low bun for its sophistication and old-school Hollywood glamour. According to Saboo, with her hair expertly pulled into a dramatic retro bun at the nape of her neck, her hairdo was a show-stopping statement in itself. It was the perfect complement to her 'Hollywoodesque' white and black bustier ball gown and diamond jewels. Chic and flawless.

Soft blown out waves as worn by Aishwarya Rai Bachchan

According to the expert, Aishwarya Rai Bachchan kept her hair simple and beautiful. Her locks were blown out into soft waves that showcased her beautiful glossy thick hair. Oozing glamour, her soft chestnut locks framed her face perfectly and contrasted with the white beaded figure-hugging fishtail gown. Her look was flattering and definitely glamorous.



Clockwise: Rosie Huntington-Whiteley, Blake Lively, Cara Delevingne, Aishwarya Rai Bachchan, Sonam Kapoor



Credit: www.asgarboo.com
Aishwarya Rai Bachchan: Ilona Ignatova / Shutterstock.com

BRAND

Densifique by Kérastase For visible hair density

After a decade of research, in 2014, the Densifique innovation is here! The Density Activator inspired by Stem Cell Science, Densifique, the dream of hair density has come true





Epilating waxes and creams Brands in India

Innovative and high quality hair removing waxes and creams in the professional space are offering a tidal wave of opportunity for distributors and salon owners

by Aradhana V Bhatnagar

In the fast evolving beauty and wellness industry, epilators play an intrinsic part. While the category covers hair removal creams, waxes or sugars, mousses and gels and wax strips for men and women, the market is solely based on sales through distributors and retail channels including direct to consumer.

However, according to research conducted by Euromonitor and Mintel, in recent years, the global hair removal products industry, has witnessed a falling off in the numbers of customers visiting beauty salons, which is in part due to the economic recession. With less money to spend on non-essentials, such as hair removal services, consumers have been increasingly opting for the less expensive option of at-home hair removal. In turn, demand for hair removal products has risen. Hair removers

and bleaches remain amongst the most popular products as they can be used in the comfort of one's home and is a relatively inexpensive option as compared to waxes. Both in marketing and manufacturing efforts, industry players are focusing on ease of use.

Key player – Wax

In India, waxing is one of the fastest and most popular methods of hair removal. From hot and cold waxes, the professional and retail industry is coming up with newer, safer and comfortable options. Says Kamal Motwani, Director, Beauty World and the distributor for Estilo Wax in India, "In Estilo, we have a liposoluble wax made in Italy, available in strawberry, white chocolate, green apple, dark chocolate, banana, aloe vera and lemon variants." As the brand is effective in salons, they are looking at



Shahnaz Husain Diamond Plus Range

Said to be enriched with the ash of a diamond, the Shahnaz Husain Diamond Plus range is an anti-ageing Ayurvedic formula that claims to nourish and rejuvenate facial skin

About it

The Shahnaz Husain Diamond Plus Range is a powerful age-control formula for timeless beauty. For centuries, Ayurveda has been using various metals and gems to cure specific ailments. Like herbs, these elements also help to achieve the required balance of the 'doshas'. According to Ayurvedic texts, it is said to infuse 'prana' or 'life-force' and increase longevity even in some life-threatening diseases. Used on the skin, it is said to have age-defying and powerful rejuvenating effects, controlling the visible signs of ageing. It is a powerful dermabrasive treatment, exfoliating the skin and thus protecting it from the visible effects of ageing and the ravages of time. The Diamond Plus Range has stormed the international markets, while the Diamond Facial and Diamond Body Polish are used in the global chain of Shahnaz Signature Salons worldwide. These salon treatments use the Diamond formulations.

The range

The Diamond Plus range comprises of four products – Diamond Plus Rehydrant Lotion, Diamond Plus Nourishing Cream, Diamond Plus Exfoliating Scrub and Diamond Plus Skin Rejuvenating Mask.

USP

It has the effect of exfoliating and gently dermabrasing the skin, which helps to diminish ageing signs, like fine lines and wrinkles. The exfoliating effect awakens dormant cells and boosts the skin's metabolic functions. The cellular life of the skin and the regeneration of healthy new cells are enhanced. With age, the cell renewal process slows down. Therefore, the powerful effect of exfoliation with diamond not only gives the skin a new lease of life, but actually has remarkable rejuvenating effects. Diamond also strengthens the skin's supportive layers and is useful in skins which suffer loss of collagen and elasticity. Externally, it is a powerful skin tightener and porcelains the pores. ❶

“My clients are happy. It is a great product as it gives radiant glow and shine. At the end of the day, the consumer goes home satisfied!”

— Rekha Sabri, Owner,
Persona Beauty Salon,
Noida

Price and availability: The Diamond salon and spa treatments and products are available at all Shahnaz Husain Salons and stores, apart from leading beauty outlets across India.

“In Ayurvedic skin care, the oxidized diamond, or 'bhasma' (ash) is used, for safe and efficient absorption. Centuries of practical applications have shown that it influences the tissues of the human body in a way which facilitates decongestion and promotes the removal of toxins. This helps to oxygenate and purify the skin. It is believed that it also plays a role in reversing oxidation damage, which is responsible for skin ageing.”

— Shahnaz Husain,
Chairman and
Managing Director,
Shahnaz Husain Group
of Companies



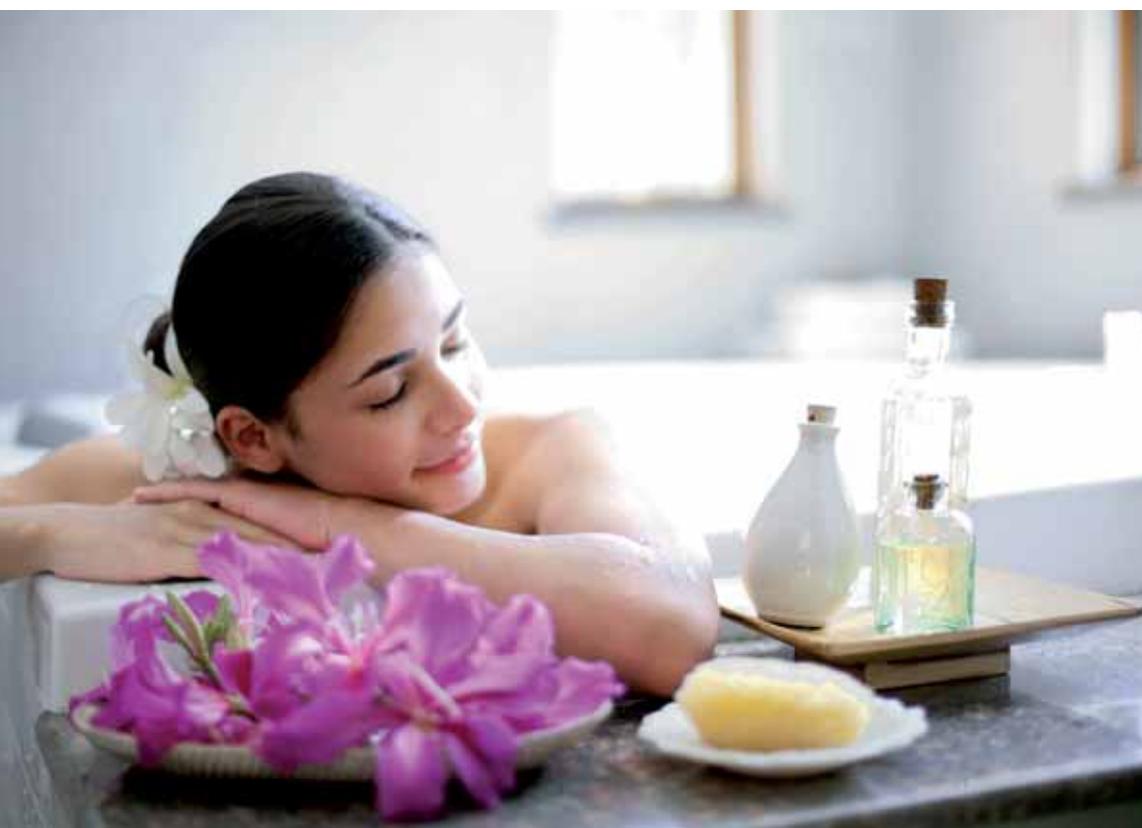


Clube Saúde Spa

Bliss of solitude

Cocooned in an ambience of subtle fragrances and plush corridors, Clube Saúde Spa, a wellness space within Cidade de Goa, promises to be an invigorating experience

by Niharika Verma



Name of the spa: Clube Saúde Spa

Owner: Cidade de Goa

Size: Appox. 8,000 sq ft

Time taken to complete the construction: 12 to 18 months

Brief: Cidade de Goa is a five star deluxe beach resort, juxtaposed between a hill and the Arabian Sea, on the serene Vanguinim beach in Goa. Amid the luxurious environs of the beach resort, Clube Saúde Spa is a tranquil space where one can escape from fast paced lifestyle and surrender to a world of serenity and rejuvenation.

Here, qualified masseurs gently release the stress and strain from deep within, using the soothing essence of aromatherapy and the rhythmic movements of Swedish massages to revitalise mind and body.



Ken Ferns

Winner of several prestigious awards and mentor to a few stars, Ken Ferns shares with *Salon India* his take on the synergy between beauty and fashion



Mumbai-based designer Ken Ferns, started his career in 2003 after completing fashion designing course from LS Raheja College, Mumbai. He launched his eponymous label, Ken Ferns, in 2010 at the India Resort Fashion Week-Goa and from then on, has been showcasing at the Lakmé Fashion Week. He has been the wardrobe stylist for BBC Worldwide and Bigg Boss, costume designer for television reality dance shows, *Nach Balliye* and *Jhalak Dikhhla Jaa*.

What are the challenges that you've faced while making a niche for yourself in the fashion industry?

Everything attempted is a challenge. But I have not adapted any method to do what I do. I have just gone ahead in doing things I strongly believe in, and thankfully, have been able to create a niche effortlessly.

What is the importance of hair and make-up in fashion?

It is extremely important and a basic necessity. Well kept hair and basic make-up is a day-to-day thing. And if one is a fashion person, it just completes one's look.

What is the contribution of a designer in planning and creating the look of the model?

There is complete contribution and responsibility towards planning and creating a look. It's mandatory.

Who is your inspiration?

Designers, craftsmen and artists namely, Alexander McQueen, Westwood, JPG, Dali and many more.

Which is the most outrageous look adapted by you?

At the IIFA Awards in 2008, I had re-created the predator cast alien head which was worn by a model.

What is the missing elements in the fashion weeks?

There are many to mention.

What is your 2014 lookbook?

My suggestion is solely my presentation at the fashion week. I just presented print on print, light, easy fitted, dropped shoulders, mid-length sleeves and kimono cuts.

What are your future plans?

I don't know yet! But it's going to be BIG for sure. 📈

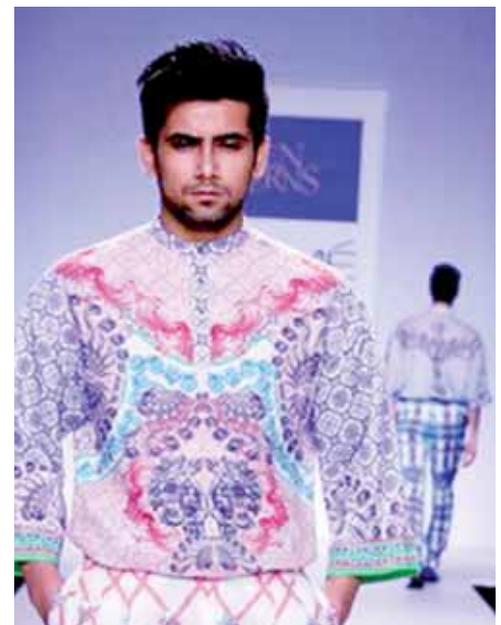




Photo courtesy: Dharmia



Photo courtesy: Viral Bhayani



Alia Bhatt

It's in the genes

Alia Bhatt is on a wave. Fresh as a daisy, this Bollywood scion, the daughter of Mahesh Bhatt and Soni Razdan, at heart remains a regular girl with bad hair days and skin care dilemmas

by Aarti Kapur Singh

Idea of beauty

Beauty is how you are when you wake up after a good night's sleep – fresh and recharged. It is also a reflection of who you are on the inside. Beauty is also simplicity. For me, my mother and grandmother personify beauty. Mom is still my go-to person to solves all beauty emergencies. She is the one who taught me never ever to touch a pimple, but put a little neem juice on it. She is the one who told me to tie my hair in braids to make it look permed and she is the one who still keeps reminding me that real beauty comes from nature – so I must have my fruits and vegetables!

Must-have's in beauty and fitness

I brush my hair twice a day and wash it thrice a week after a curd pack. I also believe in vitamin supplements for healthy skin, hair and nails. Every other day I scrub and steam after a workout. If I feel like pampering myself, I head to the Myrah Day Spa in Juhu. I don't usually fret much over bad hair days – if my hair isn't behaving well on a particular day, I just channel my inner hippy and let them be! Regular workouts and a bit of yoga is all I do to stay in shape.

Handbag beauty essentials

Cleansing wipes, lip balm, kohl, hair brush and a hairband. My Prada perfume is an instant pick-me-up!

Quirky food habits

I love French fries and can munch on them any time of the day. I need to eat dahi (yogurt) with all kinds of food, including Chinese, Italian or Mexican. My friends find it bizarre, but yoghurt goes well with everything. You have to actually eat it with all the dishes to believe what I am saying. I drink water and fresh juice too.

Secrets no more

Travelling by air gives me the jitters; secondly I am very flexible and can twist my knee clockwise. I can even touch my toe to my head and finally, I am into charcoal painting. It helps me relax. 🧘

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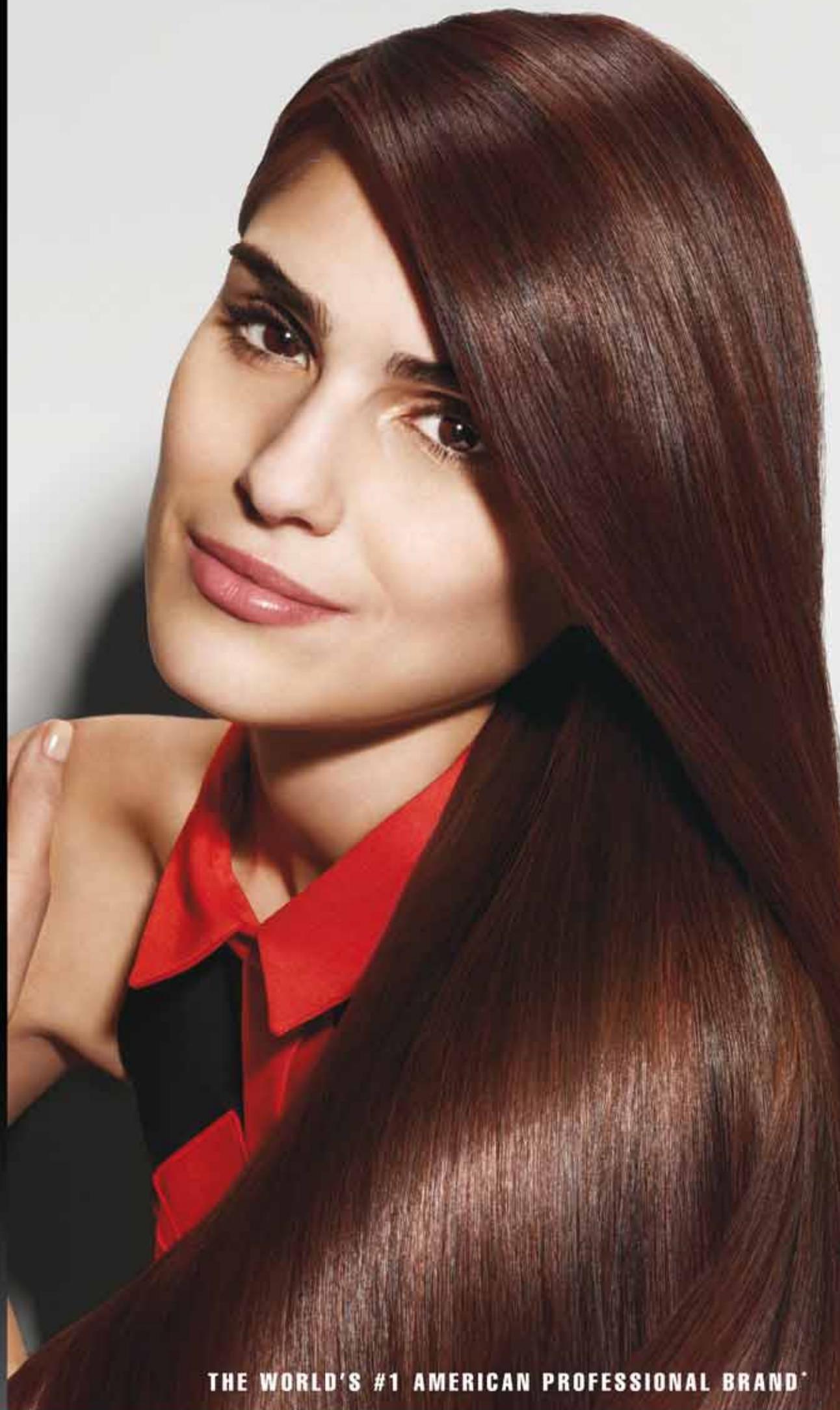


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