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INTERNATIONAL

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It is time to say 'Incredible India' again! With 21 June being observed as the International Yoga day the world over, the average Indian is very proud as he feels yoga is an intrinsic part of his culture. Like there is a discourse and discussion on every topic, the fact that Yoga may not be completely 'made in India' is also doing the rounds. Michelle Goldberg, an American journalist and author, refutes the claim in her engaging biography of Indra Devi. While acknowledging India as the spiritual home of yoga, more accurately, the home of spiritual yoga, she offers fresh insights into commonly held assumptions, including the relatively new origins of many physical asanas. Be that as it may, as I feel the average Indian is content in the belief that spirituality in all its manifestations is, indeed, home to our Bharat.

In the hair and beauty industry, we explore the true potential of tools, equipment and furniture used in salons and spas. There was a time eons back, when a barber, as he was called then, made did with one-odd brush or comb. Cut to 2015, and we have available the most precise, sleek and performance-oriented equipment with which hairstylists, as they are addressed as now, give us the most swanky haircuts possible. Not a mere feat, I daresay. In the feature, distributors, manufacturers and brands have come forward and expressed their pleasure in being a part of this business and also share their challenges, making it a must-read for the first-time entrepreneur.

There are interviews of famous hairstylists, such as Chrystofer Benson, who is the NAHA 2015 Finalist! He bagged an award for a glorious avant-garde collection. And what a mesmerising collection it was! It is true – God is in the detail and Benson has spectacularly showcased his skill. The styles created had the perfect amount of innovation and creativity. Damien Carney, another NAHA Finalist in 2007, has a keen eye for perfection and the ability to showcase a person's natural assets. In an awe-inspiring photoessay, we bring to you his collection. Martina Brand, a Trend Vision Leader with Wella Professionals, will be launching a new hair colour brand called The Luminary in India. She shares with us the colour formulation of the brand. Kanta Motwani, Celebrity Hairstylist and veteran who needs no introduction, shares her journey and the creation of her salon Kromakay. Rikhil Asrani, Owner of Rikoshé Salon, shares his tense past, but surely, a future perfect.

In Beauty, we meet up with Sonic Sarwate, Global Senior Artist with MAC Cosmetics India, who shares make-up tips, techniques and lessons learnt. From brand-related stories to technical stories on how to highlight and contour as per your face type – there is plenty of interesting articles for you to browse through. We bring you a third of a series of articles on the 5Ps of creating a salon or spa. If any entrepreneur keeps them in mind, there is no way he can falter. Surely a must-read!

So get going and do hit 'like' on our FB page – I hope you have had a look at the page by now...



Hair: Paterson SA
Photography: Jim Crone

Content

120



26



44



60



86



- 16 **Snippets** Latest news and updates of the beauty and hair industry
- 20 **New Openings** Salons and spas across the country
- 24 **Innovation** Thermocut System by Jaguar has an inspirational and futuristic approach that claims to cut all types of hair, from coarse, permed to frizzy and the unmanageable
- 26 **Trends in hair and make-up** In this sultry season, take a cue from our stars! Get your hair cut short, tie it up in braids or even opt for an updo. In make-up, you can go with the minimal fuss look. Both are winners, as they are endorsed by our celebrated industry experts
- 28 **Interview** Chrystofer Benson, NAHA 2015 Finalist in Avant Garde creations shares his bejewelled journey, his brand CBC, the meaning of being successful and his upcoming projects
- 50 **Guide** In a third of a series of articles meant for first-time entrepreneurs, read up on the three Ps that will give you focus and your business new-found wings
- 55 **Role Model** Kanta Motwani, Celebrity Hairstylist, shares her USP, her own role model and also her view on the potential of Indian hairstylists
- 60-70 **In Focus** Tools and equipment used in a salon or spa are inherent to its eventual success. When one uses good quality products, the client will surely walk in again. It's as simple as that. However, one should be educated on the use of such tools and avoid cheap imitations, which not only annoy your client, but also slow down the progress of your setup
- 72 **In First Person** Rikhil Asrani, Creative Director at Rikoshé Salon in Mumbai shares his thoughts on the hairstyling industry
- 85 **Beauty** Interview with make-up artist, Sonic Sarwate, who shares with us his passion for make-up and current status as Global Senior Make-up Artist at MAC; the art of contouring and highlighting by Bodyography; Dilip Kundlia, Owner, Oshea Herbals shares his inspiration and plans for the skin care brand
- 113 **Spa Focus** Visual dynamics of Anantara Spa in Thailand; spa review of Spa Sitara in Goa and spa packages
- 121 **Coffee Break** Try this quiz and win a year's subscription of *Salon International*
- 120 **Celeb Style** Ali Fazal reveals his grooming secrets
- 124 **Events** The social calendar: what's happening, when and where
- 126 **Step-by-step** Intricate hairstyles explained

Thermocut System by Jaguar

The Jaguar Thermocut System is an expensive and upmarket product meant for the evolved, fashion and environment-conscious hairstylist. It claims to facilitate styling and cutting of thick, fine, coarse, treated and permed hair

About Thermocut System

Jaguar Thermocut System helps the hairstylist to cut the hair by automatically sealing the ends of the hair. The constantly heated blade, with a battery adapter attached to the scissor, is used for cutting the hair. The Thermocut System helps to retain the natural emollients and nutrients of the hair, while stimulating the hair's own natural regeneration processes.

Functionality

Thermocut System comes with hairdressing scissors, thinning scissors and a razor, available as optional accessories. Hairdressing scissors, in 5.5 inches, have an insulated handle and blade, with both blades hollow-ground for honed cutting edges. The thinning scissors, in 5.5 inches, have a heated handle and blade have 26 micro-serrated teeth. There is a power and control unit with a connector cable and comes in a care kit. The constantly heated blade of the Jaguar Thermocut System, seals the ends of the hair during the cutting process and naturally moisturises and retains care substances, protecting the hair against environmental influences. Hair cut with the Thermocut System results in healthy and resilient hair and the split ends tend to disappear on regular use. The temperature is always adjusted to the individual hair properties. The comprehensive range of tools allows for flexible usage with all techniques, including slicing.

USP

For damaged hair, this system offers conventional haircuts with multi-active intercellular cement that dries out because of the constant heat. For healthy hair, the hair ends are sealed by cutting with the constantly heated blade. As the intercellular cement remains intact, the hair is effectively protected from environmental damage. The Thermocut System fills the intercellular spaces of the fiber layer from the roots to the tips of the hair. The overlapping cuticle scales lie flat against the fibres of the hair shaft, sealing the hair as they are cut.

Future plans

Jaguar has been a front runner in bringing in innovations constantly. Leading the category of scissors with Black Line, Silver Line, White Line and Gold Line, the brand has also introduced personalized scissors – LEFT for left hand stylists and PRESTYLE for stylists learning the technique of hair cutting. Jaguar has also brought in innovation through its Electro, Razor, Brushes and Combs category and will continue to do!

“The Thermocut System brings in innovation for the stylist as well as the customer, as it can be paired with an extensive range of tools for versatile use, including slice cutting.”



- Vidushi Agarwal,
Head-Brands,
Headstart International

Price and availability:

~ 1,25,000; available in India through leading salons or Headstart International at info@headstartinternational.in.



Hair and Make-up Warm Weather Wishlist

The monsoon season has hit us and has begun to take a toll on our hair and skin! All our fancy hairstyles fall flat thanks to the humidity and nothing in make-up seems to work. But help is at hand as we whittle down the season's most non-fussy trends, endorsed by our industry experts



Up, short or scrunched hair

It is time to sport easy-to-do textured ponytails, top knots, chignons and messy buns. One can further add to the styling, by weaving the hair in rope-like braids, fishtail or a French plait. In case you are on a vacation, the sexy mermaid hair can be a game changer. Suggests Gourav Bhardwaj, Creative Stylist, LOOKS Salon, "In fact, the best time to show your artistic abilities is when you are travelling. Go ahead and play with the braids, scrunch them up to give a beachy look and people around you will love it. Always carry compatible products according to your hair and destination." In this weather, you can risk it all!

In case you are looking to go short, be it a pixie, bob or lob, take cues from Priyanka

Uber Chic Hairstyles Inspiration from the Stars



In the Bollywood blockbuster *Dil Dhadakne Do*, actors Priyanka Chopra, Ranveer Singh, Anushka Sharma and Farhan Akhtar, sported urban and contemporary hairstyles. Hats off to BBLUNT Salon in Mumbai for curating the popular looks that further enhanced the 'real' appeal of the characters



Priyanka Chopra as Ayesha

Says Avan Contractor, Celebrity Hairstylist, who created the hairstyles of the stars, "The brief was to give Priyanka a fresh and soft look. So we decided to take her length just below the shoulder and create a soft wavy texture that would be her signature style. The colour was also kept subtle to enhance the texture, her skin tone and wardrobe. We wanted to have the flexibility of dressing her hair depending on the occasion and mood, typical of a hip and trendy career woman. Inspiration was drawn from high street fashion."

How-to hair look

High street, soft and fresh, ideal to add softness or for square-shaped face cuts.

Step 1: Prep hair with BBLUNT's Blown Away Volumizing Leave-in Spray. Blow dry smooth with a big round brush giving lots of volume at the roots.

Step 2: To add volume at the crown, use BBLUNT's B Hive Volume. On the crown, clip on the hair extension.

Step 3: Backcomb the hair at the crown and dress over the extension.

Step 4: Use BBLUNT's Spotlight Hair Polish on mids and ends. Use a tong on the ends to turn them outwards.

Step 5: Dress the hair according to your parting, keeping the fringe clean and flat with volume only at the crown.

O3+ Professional Meladerm's New Complexion Boost System

The monsoon season wreaks havoc on our skin. The accompanying tan is resistant to all sorts of treatments and difficult to completely remove. Or so you thought. Meladerm's New Complexion Boost System claims to not only eliminate a tan, but also reveals soft and luminous skin

Now take advantage of this super specialised D-tan range along with Vitamin C Bleach, Whitening Ampoule for never seen before results. The Complexion Boost Kit comprises of Meladerm D-tan cleanser, Meladerm D-tan Mask, Whitening Ampoule, Vitamin-C Serum, Meladerm Vitamin-C Gel Bleach, Whitening Massage Cream and the Cherry CO2 Vitamin-C Mask (3030). It is meant to remove tan and facial hair and lightens all skin types, but it is not for sensitive skin.

This kit contains Meladerm D-tan Cleanser that hydrates and balances the skin and reduces excess oil in the T zone; Meladerm Vitamin C Gel Bleach with Vitamin C Cream and Activator helps in fading and lightening hair; the Whitening Ampoule helps even the skin tone and the Meladerm Mask, with beneficial ingredients, aids in removing impurities. Booster Serum Vitamin C, followed up with the Whitening Cream lends lustre and finally, an enhanced complexion.

Step by step Ultra Skin Lightening Procedure



Step 1

Apply Meladerm D-Tan Cleanser to remove dead cells.



Step 2

With Meladerm Vitamin C Gel Bleach lighten surface melanin.

Step 3

Whitening Ampoule inhibits melanin formation.



Step 4

With Meladerm D-tan Mask the skin's texture is enhanced and revitalised.



Step 5

Booster Serum Vitamin C and Whitening Vitamin C Massage Cream firm and rejuvenate the skin.



Step 6

Apply Cherry CO2 Vitamin C Mask as a finishing mask.



Highlighting and Contouring Brushes by Bodyography Technique and Tools

Lori Leib, Creative Director, Bodyography, shares techniques to redefine highlighting and contouring using Bodyography brushes



Highlighting and contouring is a play of light and shadows to 'bring out' and 'push back' certain features and to add that 3D effect to the face. Any area of the face that is being highlighted is brought 'forward', thus being emphasised. The thumb rule is to blend highlighting and contouring for the perfect look.

Play up a feature

The parts of the face that are generally highlighted are the brow bone, the top of the eyebrow, centre of the forehead, bridge of the nose, cheekbones, the cupid's bow and the middle of the chin. Contouring is done at the sides of the forehead and nose, underneath the cheekbones following an invisible line from the top of the ear to the corner of the mouth and underneath the jawline. Contour powder applied over prominent features downplays them and creates a natural, sculpted look.

Face types

Oval faces: Sweep contour powder lightly across edges of the temples, forehead and under the cheekbones. Apply luminiser to draw attention to the centre of the forehead, down the bridge of the nose, from the brow-bones to the cheekbones in a C-shape and the centre of the chin.

Round faces: Sweep the contour powder along the edges of the face – from temples to jawline and in the hollows of the cheeks. Using a luminiser, highlight the centre of the hairline to the centre of the forehead, down the bridge of the nose, cheekbones, under the outer corners of the eyes and the centre of the chin.

Square faces: Sweep the contour powder along the temples, hollows of the cheeks and the jawline. Using a luminiser, highlight the centre of the hairline and the centre of the forehead, above and below the outer edges of the brows and the centre of the chin.

Heart-shaped faces: Apply contour powder along the temples, the sides of the cheeks and along the chin. Then apply the luminiser to highlight the centre of the hairline to the centre of the forehead, down the bridge of the nose, above and below the outer edges of the brows, the chin just below the lower lip and to the sides of the mouth.

Pro tip: A great way to avoid over contouring is to start at the sides of the face and work your way inward. I recommend a matte cream or powder one to four shades darker than your skin tone. Avoid shimmer. If you are a beginner, stick to something one to two shades darker and gradually work your way up as you become comfortable.

Skin tones and types

Fair tones: Try using a contour powder one shade darker than your skin tone and look for products with a greyish cast. Avoid those that are too red or orange. The highlighter should look like the colour of your skin with a slight sheen or shimmer. Stick to pinky, rosy colours.

Dark tones: Go for golden bronze shimmers that are warm for a natural sun-kissed look.

Dry skin: Opt for cream-based contours and highlighters.

Oily skin: Opt for powder-based contours and highlighters.

Combination skin: You can get away with either of these formulas.



Reza Shariffi The Showman

Reza Shariffi has created epic looks on celluloid. The visionary behind the stunning costumes of Madhuri Dixit in *Devdas* and Kangana Ranaut in *Tanu Weds Manu Returns*, shares with *Salon India* the process of curating character-based look in films

How do you see the transformation of costume designing in Indian cinema over the years?

Today, styling has evolved as a full-fledged profession. I wanted to see my name on the credit roll of movies. In those days, to achieve that I had to become a film costume designer, as 'styling' as a profession did not exist. In fact, in the early 90s, the concept of a personal stylist came in vogue in Hollywood, majorly for celebrities, to assist them in buying clothes for their personal use. It percolated to India in the same manner. Gradually, it spilt over on the film costuming segment as well.

What kind of research did you do and what inspires you?

As soon as a proposal for an assignment comes through, the actor whom I am to design for, triggers my inspiration, and their character in the film provides a different dimension to my creativity.

I have never designed any movie keeping 'style' as my goal. The potential for experimentation is incorporated right from the proposal level, if at all. As a result, actors, almost everyone without exception, do not bother about their personal style, when it comes to donning costumes for movies.

Runway versus Bollywood styling – where is the scope more for experimentation?

There is a certain degree of overlap and also a clear-cut distinction between the two. The fundamental difference is in how they reach the end-user. The ramp offers new creations to the masses through buyers or mediators, while Bollywood has a direct connection with the end-user. However, both need to combine their creativity and output.



Do you think Indian cinema pays more attention to hair and make-up these days?

Yes, of course! Why else would you see a kohled-eyed Haider completely devoid of hair after his new-found aggression or witness a Mary Kom practising in the boxing ring with her hair all messed up? Or, how would you convince the audience?

The importance of make-up and hair is amply evident by the success of Datto, the character in *Tanu Weds Manu Returns*. Care was taken not to make her look like a tomboyish

caricature because she is a sports person. Just the right amount of 'no make-up' and a simple wig did the job for visual distinction of Tanu and Datto, making both of them as endearing and appealing to the audience and the hero. The success of the make-up team lies in the fact that Tanu goes to a parlour in the middle of the night and transforms herself into Datto almost effortlessly. That is the magic of restraint and audacious sensibilities.

What are the current beauty trends?

The nude make-up and accentuation of the eyes are the current trends that have really appealed to me.

What are your views on make-up and hair?

I am a costume designer for films and thus involved in make-up and hair right from the beginning when a look is conceived. Each and every look produced for a film is the result of hard-working professionals having a single-minded approach and cohesive thought process. My association with cosmetic and hair professionals has been long standing to that extent. 📌





Ali Fazal

Mr Cool and Comfortable

Born in Delhi and raised in Lucknow, the actor with boyish good looks started his career with a cameo in *3 Idiots*, followed by *Fukrey*, *Bobby Jasoos*, *Khamoshiyaan* and the Hollywood film *Fast and Furious 7*. With *Salon India*, he shares hair care and grooming secrets

by Nipun Augustine Jacob

Hair care routine

I don't comb my hair. I use the minimum amount of styling and care products! However, when I do, I use only professional products recommended by my hairstylists. Am told even a little trace of oil on the scalp is likely to ruin the health of my hair. So I shampoo my hair every day so that my scalp is able to breathe.

Products you swear by

Moroccanoil shampoos, Schwarzkopf's Mess Up Matt Gum hair wax and hair sprays.

Preferred hairstylist

Samantha at Samantha's and Rohan at Savio, Mumbai. I think they are fabulous at their work. I feel some people are excellent at their work so much so that they can easily find the right cut according to your face cut and most importantly, the scalp size.

Styling hair for different occasions

Occasions call for different styles. I use my hands and fingers to set my hair for the look I want. For an important meeting, a groomed messed-up look with no shape does wonders.

Turning a bad hair day around

I spray Schwarzkopf's dry shampoo and wax it all up.

I envy

Nobody. I like my hair.

Skin care regime

Any kind of exercise where you can sweat helps open the pores. But remember to replenish the body by drinking a good amount of water. The skin glows naturally. Moisturising the skin is a must. I use a cream called Ology from New York. It is a mix of milk and honey. I slather it on my face and body and I am good to go. It is hand-made and my girlfriend introduced it to me. I like rugged, bare and manly look so I don't need lip balms or chap sticks.

Skin care secrets

My maternal grandmother was pretty strict when it came to hair and she would ensure I took good care of my skin and hair. Those were the days when stress was negligible, and the lifestyle was simple and healthy. She used a concoction of 'besan' and other herbal products to enhance beauty.

Diet plan

I strongly believe that you are what you eat. I owe my healthy skin and hair to food. Eggs in breakfast are a must post-gym. I have oat meals with all varieties of fruits daily and lots of spinach. I put garlic in all my food items, which is a superb beauty and immunity booster.

Favourite fragrance

Burberry Touch and Carolina Herrera 212. 📍

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