

SALON

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According to the data released by International Monetary Fund, an economic sub-sector experiencing significant growth and evolution is the spa industry in India. The extended global spa economy is now estimated to be worth over \$255 billion. India will also continue to be a hot spot for those that seek travel services that incorporate diverse wellness packages, including people who couple medical procedures with spa indulgences, Ayurvedic treatments or cultural immersion experiences. The Indian spa industry is increasing every year, making the country one of the most popular spa destinations across the world.

While the spa market in India is still a modest sliver of the overall \$60-billion-plus global spa economy, India is poised to attract significantly more western tourists (particularly on the medical/wellness/travel front) as well as continue to develop its own vibrant, indigenous spa market at a heady pace. Indian spas will also continue to expand their Ayurvedic menus, for both their passionate overseas clientele who want to experience authentic Ayurvedic therapies, as well as for local enthusiasts who are either already familiar with the benefits, or who wish to adopt their own Indian healing traditions for the first time.

Taking a cue from this, the cover story, this month, is on top 10 spas in the country. It gives an insight into the opportunities and challenges the industry is rife with. We talk to the who's who in the business to know the ground realities of opening a spa and ensuring that it remains a profitable venture.

The story on tools, equipment and furniture used in salons and spas indicates that there is a rise in demand for high precision products. From Indian, Chinese and Italian brands, salon and spa owners, stylists and make-up artists have never had it so good. Not only are they going about their jobs in a more professional manner, they are actually enjoying every bit of training they are receiving to use these gadgets!

There are insightful interviews with Gita Ramesh, the owner of Kairali Ayurveda Centre and Hayley Louise Dack, Spa Director, The Imperial Spa and Salon who reflect on the USP of their brands and their plans for overall growth and development. In Visual Dynamics, Angdai Spa in Mumbai with its unique architecture becomes a landmark in the business.

Apart from this, there are interviews with celebrated hairstylists like Philip Bell who make hairstyling appear to be a piece of cake. Also an easy step by step guide to creating a hair extension is provided by Balmain Hair.

All this and more in this issue of *Salon India!*





Hair: Anthony Walmsley at Anthony John Salons
 Photography: Richard Miles
 Make-up: Katy Smart

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Liss Unlimited Perfect summer smoothing

L'Oréal Professionnel Série Expert has introduced Liss Unlimited, an effective cure to end summer hair woes of frizz and stickiness



Summer brings with it a host of issues for the hair like excessive stickiness, humidity and frizz. On the other hand, hair that is frizzy also feels dry. Those who dream of a perfect solution that shields the tresses from within and keeps them hydrated and smooth, L'Oréal Professionnel's Série Expert has a perfect hair care solution – Liss Unlimited.

Powered with perfection

Liss Unlimited is enriched with Keratinoil Complex technology, a powerful association containing Pro-Keratin, Evening Primrose Oil and Kukui Nut Oil. Pro-Keratin is known to strengthen the hair structure and improves hydration. The Kukui Nut Oil contains two essential wheat acids for healthy hair; Omega 3 and Omega 6 that are known to act as barrier against humidity, while Evening Primrose Oil, rich in Omega 6, helps in straightening and thus taming unruly frizzy hair.

Summer smoothening treatment

The unique Unlimited Smoothing treatment, infused with Oil Smooth Complex, offers a dual benefit of extreme volume control coupled with protection for unmanageable hair. The service ensures smoothness with added shine and softness. Take Liss Unlimited home to keep your hair perfect in summer. The home care range consists of a shampoo, mask and a heat protecting leave-in cream. In addition, the Liss Unlimited blow-dry serum, enriched with Evening Primrose Oil, is perfect for the summery days out. Use it as a leave-in or as for styling.

Price and availability

L'Oréal Professionnel Série Expert Liss Unlimited range, priced between ₹475 and ₹625, is available at the brand's salons only. 



Blender's Pride Bangalore Fashion Week S/S'14

by Roshna Chandran



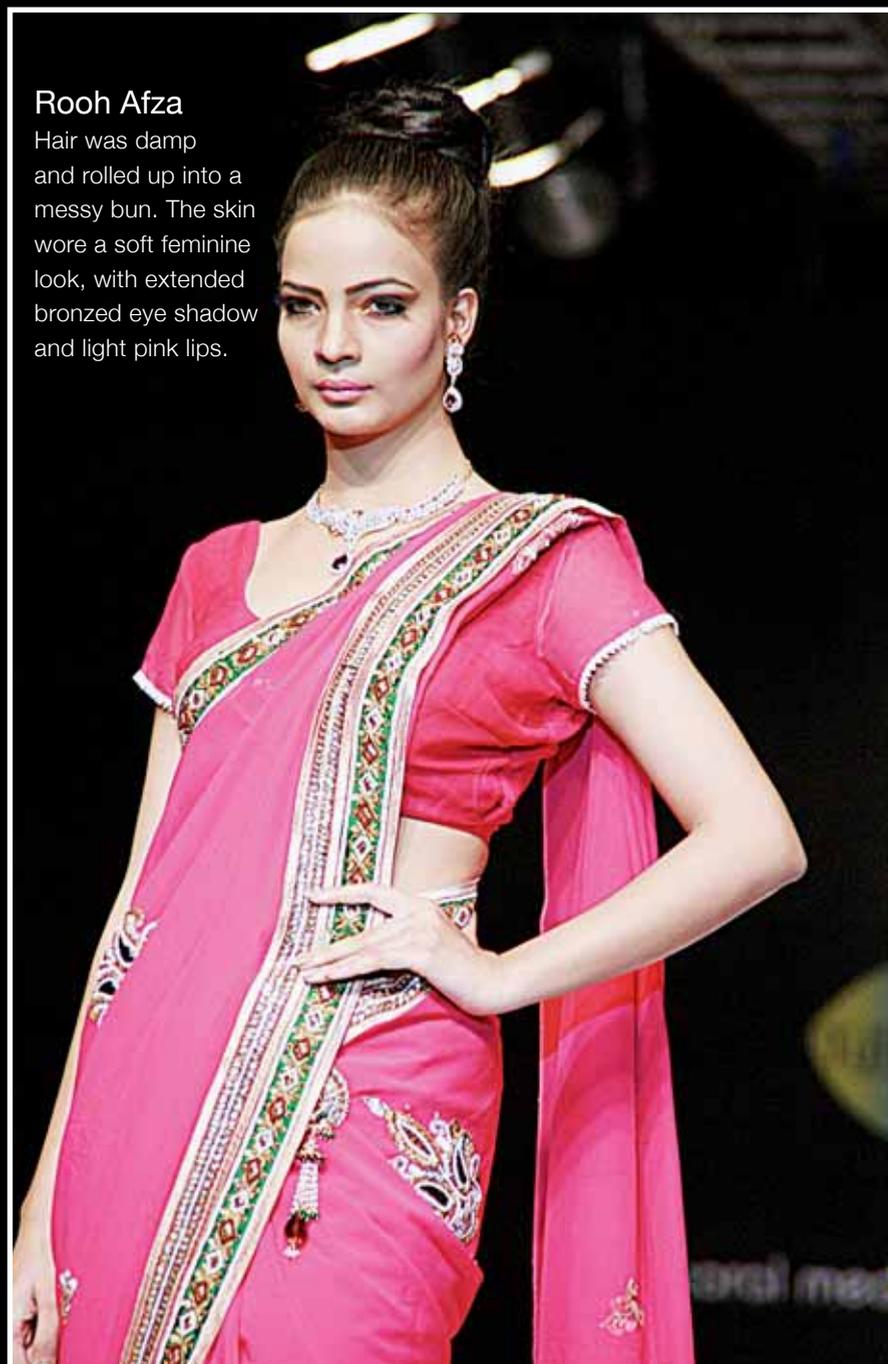
Manoviraj Khosla

Hair was curled into a dampened beach look with a trendy deep side part. The cheeks were bronzed and the eyes had a hint of black liner. The lips were a bright neon red.

Official hair and make-up artist at Blender's Pride Bangalore Fashion Week, Robert Naorem, had models sporting fresh, exciting colours and deep side-parted hair during the Spring/Summer 2014 show. Juggling Indian and contemporary collections with trendy make-up, Naorem elaborates, "Sharp cutting geometrical shapes and neon colours in make-up are the trends for the season. More than smokey eyes, we have also added a tinge of all the colours on the eyes. Hair is more retro with the tied-up or teased look. You will see a lot of colours and a lot of experimental looks during this show."

Rooh Afza

Hair was damp and rolled up into a messy bun. The skin wore a soft feminine look, with extended bronzed eye shadow and light pink lips.



HAIRChalk

Temporary hair colour

This summer, endorse pop colour hair with L'Oréal Professionnel HAIRChalk. A non-transferable, water-based ink, its formulated with a micro-fibre polymer that creates an ultra-thin film that coats the hair for a short duration of about ten washes, as per the hair type. A must-have for the fashion diva



L'Oréal Professionnel HAIRChalk is available in six shades of Sweet Sixteen Pink, First Date Violet, Blue Ocean Cruise, Garden Party Green, Coral Sunset and Bronze Beach, at L'Oréal Professionnel Salons across India.



Sensidote by Kérastase Soothing care for the scalp

For hair to be beautiful and damage-free, our scalp needs to be in a healthy condition. To ease scalp-related discomforts, Kérastase has launched Sensidote





Balmain Hair Fill-in extensions

Known to have some of the finest hair extensions, Stephen Keller, International Master Trainer, Balmain Hair shares with *Salon India*, a step by step guide on fill-in extensions

Be sure that all pre-treatments are done, the connector plugged, the own hair is clean, healthy and strong enough to hold the extensions. Follow the seven stages on application.



Sectioning: Section the clients hair, follow the rounding of the head.



Protecting: Take up some of the client's hair in a triangular shape about the diameter of the extension. Flatten the triangular shape at the bottom. Make sure the extensions are applied to the same amount of own hair as the extension. If applied to less hair than the extension itself, the own hair will break and the extension will fall off. If you take too much own hair the bond will not close and the extension will get loose, there will be too much tension on the hair.



Heating: Place the bond in the connector. Keep it still; do not slide up and down. Melting the bond is the most critical part in applying extensions. The bonding must contain hair over the whole length, cut of excess bonding. Wait until the bond begins to bubble and becomes white, if the bonding is not heated properly; it stays white and does not change color. Do not heat too much, the bond will liquefy and flow away. If the bond is not heated enough, it will not stick properly to the own hair. Melt from below. Tap the connector twice. This has to be short and quick movement otherwise the bond will stay on the cold part of the connector.

Rolling: Roll the bond with your fingers. Take care that the hand that is rolling the bond rests on the client's head (palm turned towards the scalp) and that you roll downwards.

Polishing: Polish/heat again if there still are white spots on the bond. Always polish down, never up as you can stretch the bond and reduce the bonds effective holding power.

Distance: Place the hair protector around it and make it slide down slightly and evenly so that the hair hangs down loosely, without any strain. Secure the hair protector with a clip.

Holding: Hold a strand of the client's hair between thumb and forefinger and place the extension right under it. Hold the extensions and the client's own hair at the right distance 1 to 1.5 cm from scalp. For more durability of the extensions, do not move too far from scalp.

Seal the bond by polishing the seam with the hair connector. The ragged edges at the ends of the bond should be polished. Melt away the ragged edges with the hair connector. The bond has now become transparent. Make sure the extension is applied to the same amount of own hair as the extension. If applied to less hair than the extension itself, the own hair will break and the extension will fall off. If you take too much own hair, the bond will not close and the extension will let loose, there will be too much tension on the hair.

Pet health and the wellness industry

by Dr Mukesh Batra



According to a report by a global research firm, the Indian pet care market is estimated to reach ₹800 crore by 2015. This growth can be attributed to the increasing number of people looking upon their pets more as 'companions' or members of the family. Furthermore, rising disposable incomes have allowed people to splurge on pet accessories and grooming. The demand for new pet accessories like toys, shampoos, stainless steel feeding bowls, customised shoes and apparel grew steadily during 2012. However, a lot needs to be done when it comes to health awareness and the well-being of pets, as the country lacks quality healthcare organisations for animals. Also, pet owners are yet not aware of several aspects of health and wellness of their pets.

There are around 10.2 million pets in India. A recent survey concluded that there are 3.6 million pet dogs in the six major cities alone. However, it has been estimated that our pets are living five to seven years less than they did 25 years ago. The reasons attributed for this decline are that most foods for animals are stripped of their nutrients causing imbalances and health issues; dogs and cats that are fed 'kibble' type foods, develop more chronic degenerative diseases; anxious animals can have mineral imbalances, a fact not many people know about; owners sometimes do not understand the health needs of their pets, and more.

Despite this, government support in animal care is minimal as compared to other countries. Also, most private vets operate out of their homes, garages or small centres with no quality laboratories. Thus, the pet health business in India is unevenly spread between organised and unorganised sectors.

Therefore, a complete holistic approach to pet health with a focus on their nutrition and health needs, is sorely needed. This is where homeopathy steps in as it is an effective stream of treatment with no side effects.

Let's understand how homeopathy cures the illness by looking at the root cause of

the illness. As homeopathy is based on the principle of 'like cures like', wherein a substance that causes the symptoms of a disease in healthy people will cure similar symptoms in sick people. For instance, when a healthy animal takes homeopathically prepared Arsenicum album, it become restless, gets chills, has diarrhoea and vomiting, among other symptoms. Therefore, a homeopath would prescribe Arsenicum album as it treats the energetic imbalance of the patient, due to which the illness has occurred, thereby curing it by treating the illness and not only the symptom. Once the imbalance is corrected, the physical manifestations disappear. Ailments like bony proliferations, cancerous growths, bladder stones, and more, have been cured with homeopathy.

Homeopathy has been used as a preferential treatment on animals for at least 190 years because it is a painless way of treating a concern and has no side-effects. Almost 50 per cent of vets in the UK practice homeopathy.

Homeopathy can effectively treat behavioural disorders like mood swings and depression, cold/catarrh, constipation, diarrhoea, earache, fever, flea, bacterial infection, teeth problems, ticks, worms, eczema, cough and vomiting, neurological complaints, such as paralysis and epilepsy, and even serious ailments.

The pet care and grooming service industry in India will see a significant growth in the future. The pet services business offers low investment, home-based opportunities to entrepreneurs via the franchise route. A few years ago, there were a limited number of pet care shops with no grooming service available. However, with many players expected to enter the industry through the franchise model and the awareness among pet lovers increasing along with quality health facilities coming up, the twin developments would definitely add to the growth of this sector. 📌



Dr Mukesh Batra,
Founder and Chairman of
Dr Batra's Healthcare.
The views are personal.



Morrocanoil experience

Lewanna Group, representatives of Morrocanoil in India, hosted a special in-salon promotion. The event saw patrons of the Kromakay Salon and a select section from the Press experience a luxurious and relaxing time at the salon, wherein they enjoyed a complimentary wash, deep conditioning masque, followed by a styling session with their trained staff. The idea behind the exercise was to expose the clients to the vast range of Morrocanoil products available and the services offered and to exhibit how simple products can give good results in little time. These products are meant to simplify not only the life of the stylist, but also work wonders for the user, if consistently used at home. At the event, a hair expert provided consultation according to individual hair types and the staff then carried out hair services to suit each client's needs. All rituals included a pre-treatment shampoo followed by the treatment, a relaxing head massage, rinse and concluded with a perfect blow dry. Some treatments that were offered included, Dry Scalp Treatment, a ritual carried out to regenerate the scalp and fortify the hair follicle from the root, the Morrocanoil Intense Hydrating Treatment, a special care for dry, coloured and treated hair that results in restoring the lost elasticity and shine due to harsh chemical treatments like rebonding, etc. The other products in the new Hydration range are Morrocanoil Treatment + Morrocanoil Treatment Light; Hydrating Shampoo and Morrocanoil Hydrating Conditioner; Intense Hydrating Masque; Weightless Hydrating Masque; Hydrating Styling Cream and Morrocanoil Dry Scalp Treatment. Lewanna Group's Manish Dialani and his team ensured that every guest on their list was pampered and made the experience extremely worthwhile.

What: Morrocanoil salon session

When: 1 April

Where: Kromakay Salon, Apollo Bunder, Mumbai



“Every year, the salon services their clients and generates revenue from them. I believe, the salon should dedicate one day in a year for their top clients and pamper them. As the salon clients are our clients, we need to give them back the love they have given the brand over the years. We received a super response from the clients as they loved the treatments and the pampering we showered on them during their visit to the salon.”

— Manish Dialani,
Lewanna Group, India

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