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In the beauty and wellness space, massive amounts of time and money are spent on advertising and marketing of products. So much so, that the marketing of a product, takes precedence over the shelf presence of a product. In this issue of *Salon India*, we explore this very aspect – of celebrity endorsement and fairness products that every brand has in its portfolio.

The cover story is on celebrity endorsement and how it's been identified to be one of the most viable methods of advertising in recent times. In the beauty and wellness space per se, it's almost like a winning formula that ensures success. However, the underlying prerequisite is that the brand and celebrity fit should match in order to lend credibility and influence the buying behaviour of a consumer. A quantum leap in sale of a product has been noticed if endorsed by a renowned star as we are susceptible to the advertisements driven by the celebrities. How many times do we have that urge to buy that eye-liner or the super lustrous lipstick shade or that brilliant mascara, to replicate that celebrities's high voltage cosmopolitan look.

India as a nation is biased towards the fair complexion. Fair is perceived to be beautiful. Capitalizing on this fact, brands have added fairness creams for men and women which has led to the market to be at Rs 3000 crore and growing at the rate of 10-15 per cent. With quotes from renowned salons, brands and celebrities, we tell you how it works.

In hair, there are interviews of Wella expert Sapna Bhavnani who talks about her association with the brand and also shares her views on India's growing hair industry. Amy Plowman, Educator with Wella Professionals shares her insights on the hairstyling industry of India.

In the Spa Focus section, Manish Patwardhan, Director, Ayur Ganga Spa at Ganga Kinare, Rishikesh, shares his views on the Indian Spa industry and staff training.

All this and more in this issue of *Salon India*. Keep reading and writing in!





Collection: Fabric
 Hair: Gary Hooker & Michael Young,
 Hooker & Young
 Photography: Jack Eames
 Make-Up: Megumi
 Styling: Thea Lewis
 Products: Matrix

Contents



82

- 8 **Snippets** Latest news and updates of the beauty and hair industry
- 12 **New openings** Salons and spas across the country
- 14 **Interview** Amy Plowman, International hairstylist, shares her journey and views on the Indian hairdressing industry and her future endeavours
- 30-36 **Cover story** Brand endorsement by celebrities is one of the most popular ways of drawing the attention of a buyer toward a product or service. It not only aids the recall value, but also takes the perceived quality of the product up by several notches
- 38-41 **Lead story** The fairness creams market is booming in India. Estimated at about ₹3000 crores, it's growing at a rate of 10 to 15 per cent year-on-year.
- 42 **Innovation** Bomb Cosmetics introduces a range of mani-pedi products that are proving to be a game changer in salons and spas
- 46 **Influencer** Fashion designers Kapil and Mmonika on the importance of hair and make-up in fashion
- 47 **Beauty** Step by step bridal make-up by Max Factor
- 66-67 **In first person** Atul Sharma, owner, Moksha Hair & Beauty Lounge shares his journey of trials and tribulations on becoming a successful entrepreneur
- 68-71 **International stylist** Vivienne Mackinder top hairstylist, shares her mesmerising photo essay called Pastel Edge
- 73 **Spa focus** Visual dynamics of Oma Spa at The Serai Chikmagalur; interview of Manish Patwardhan Director, Ayur Ganga Spa at Ganga Kinare, Rishikesh; spa packages and more
- 82 **Celeb style** The cute, guy-next-door, Sharman Joshi, shares his grooming and fitness regime
- 83 **Coffee break** Try this quiz and win prizes
- 86 **Events** The social calendar: what's happening when and where
- 90 **Step-by-step** Recreate this sexy stubble



38



60



68





Photo: Shutterstock

TIGI's glam looks for the wedding season

Fed up of the poker straight look or the boring updo? Break the monotony with these five hairdos - the Messy Bun, Romantic Side Bun, Wavy Loose Curls, Beachy Messy Waves and a Fishtail - presented by Audrey D'souza, Technical Educator, TIGI



The messy bun

Prep-up your hair with Totally Baked or a Superstar Queen For A Day, which adds volume and keeps your texture intact. For instance, if your hair is wavy, curly or straight, it would just accentuate your texture. Divide your hair into three horizontal sections. Tie your hair in a ponytail and tuck the ends of the first two sections into the ponytail holder. Pin the last section around all of them and you have a messy bun!



Backstage at London Fashion Week

Eugene Souleiman, Global Creative Director, Wella Professionals
creates hair looks for Antonio Berardi S/S '15 collection

The Look: Tough Romance

The hair look at the Antonio Berardi S/S '15 show was a beautiful exercise in blended textures, with a hint of Japanesque. Said Eugene Souleiman, Global Creative Director, Wella Professionals, "I took inspiration from the beautiful fabrics and themes in the collection, where Antonio had mixed kimono-style florals with military sharpness. I wanted to interpret these qualities via the hair, so I created a sleek, graphic panel through the top of the head, which was completely flat and shiny, then blended this with a loose, looped ponytail at the back of the head."

"To add a hint of romance, just before the show, I teased out pieces of hair to give a soft, floaty effect, which dramatically caught the light and added graceful movement as the girls walked down the catwalk," added Souleiman.



Kapil and Mmonika Glittering duo



Delhi-based designers, Kapil and Mmonika are renowned for their detailed intricate embroidery and stylish ensembles. They share with *Salon India* their views on the hair and make-up industry

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

Hair and make-up is important as they add quality to the product. Without professional hair and make-up, the look is amateur. With hair and make-up, one can create a multitude of looks that range from classic beauty to fantasy, and should compliment the mood board.

What is the contribution of a fashion designer in planning and creating a model's looks?

A fashion designer's role is very important as it's his product and no one knows it better than him. Designing an entire theme is always a collaboration between the photographer, creative director, stylist, hair and make-up artist to achieve the final look.

Who is your inspiration?

I inspire myself! I imagine myself in different ages. Everything I design has my DNA in it. For women's wear, I have many muses such as Aishwarya Rai Bachchan, Kareena Kapoor, Sonam Kapoor, and others. I'm inspired by a woman who has a strong personal style and is unafraid to make bold fashion choices.

Who are the make-up artists you usually work with?

Usually I work with Zeenat Jaffer and Ojas Rajani because they understand me and I understand them.

What is missing in the fashion weeks?

Fashion has changed in the last few years, so has the attention around the fashion events. Not only the shows, but also the store openings and parties are attended by a worldwide audience via Instagram, Twitter, live feed blogs and the digital media.

Any outrageous looks that models on your show have adopted?

We had once covered the head and face of a model with a fully crystallised see-through mask.

What is the theme for A/W 14 look book?

It's all glossy, shimmer and shine.

What are your future plans?

We plan to launch children wear. 📍





Nail business in India Growth and development

At an estimated size of ₹51 billion (\$950 million), the Indian beauty and cosmetic market has expanded manifold to include the nail category. With a marked increase in nail bars and the types of nail enamels available, the business is looking good

Nail art has always added to the beauty of one's personality and having realised the same, salons in India have brought a three-dimensional touch to nail grooming. While sometime back nail art only comprised of cutting and decorating of nails, nail care, nail colour and art, piercing and artificial nails, it is now that the growing popularity of 3D nail art has made a transition in the industry during recent times.

"No doubt that it is a huge market to be in and that it is here to stay despite the costs involved. I have been using precious stones like real diamonds, emeralds, rubies and sapphires on the nails for the last five years. We cater to all levels of society with our endless product line of Swarovskis, glitters, mylars, transfer foils, diamontes, 3D flowers, dry flowers, gemstones, pearls, rhinestones, ceramic, glass.....the list is endless," says Gurpreet Seble, International Educator and COO, Nail Spa India.

From 3D, acrylics, nail stickers - the choice is limitless. Says Simar Sukhija, Owner of Simar's Nail Bar, Delhi, "A lot of variety is used in creating 3D art and one of the most commonly used is 3D acrylic nail art. The other is a 3D sticker which gives a 3D effect and then there are 3D nail art molds which makes nail art simpler to create."

There is Shellac nails, which has become a rage across the

globe. This is a permanent nail colour that lasts upto three weeks without losing shine or shimmer on a stretch and even upto an year with timely infills. They are hard and do not scratch or smudge as against the earlier colour in the business and is currently available in 24 shades across salons. A combination of a gel nail with the ease of a paint-on colour, its application requires a clear base coat, which is cured for 20 seconds in an ultraviolet lightbox or the UV lamp. It is followed by two coats of nail colour with a minute's curing for each, then another high-gloss top-coat is applied and finally a further curing of 20-seconds is done. The result is a permanent, glossy colour that promises to stay a little longer and keep nails more healthy.

Elmien Scholtz, Founder and Director, Bio Sculpture, South Africa and a recent entrant in India, says, "Nail polish was once thought of as merely a finger decoration, but now it's an artistic statement, constantly evolving with the innovation of various textures and finishes. From the popular caviar trend to the new velvet-in-a-bottle movement, nail textures are a perfect accessory to every girl's fall lush wardrobe. Bio Sculpture has created nail kits and embellishments so we can wear the trend without a weekly trip to the manicurist. Since celebrities, such as Rihanna and Katy Perry, and nail gurus have been seen sporting gorgeous renditions of this nail revolution."

Subham Virmani, Director Marketing, Esskay Beauty Resources, distributor of China Glaze in India, says, "Textured nails looks great, are low maintenance and can be applied really quickly. China Glaze has a huge range of textured nail lacquers called China Glaze Texture. It is a new trend, but it needs to pick up and for that, it is important to create an awareness about the concept by organising seminars for the nail spa owners and even consumer activation programmes should also be conducted."

Investment

Since there is a constant surge in innovations within nail art, the industry growth has also posted huge investments in terms of capital. It requires capital input of about ₹25 lakhs to equip a nail bar of four work stations, while the rentals and establishment could take it on a higher side but the business statistics differ from area to area. If the setup is going to be in a mall, the cost will definitely run into bigger numbers, but the same salon could also be on



Nayab Shah

Metric rise to fame

The boy wonder of the hairstyling industry, Nayab Shah, as his name promises, is a rare combination of guts, supreme self-confidence that's well blended with a gentle attitude. The 26-year-old found his feet in hairstyling rather early in life and after successfully having salons in his name, has now become the youngest Style Director at the Toni&Guy Salon, located in Greater Kailash-II, Delhi



Getting started

Nayab Shah is the nephew of famous hairstylist, Jawed Habib. At the age of 15, his occasional visits with his father to Habib's opened his career avenues. After recognising the underlying potential in him, Habib suggested that he pursue a course in hair styling and cosmetology. At the age when teenagers are dicey of their future prospects, Shah has earned not only a successful name in the industry, but has also realised his dreams of being a hair stylist and personality groomer. While he was in Mumbai, Tabrez, his maternal cousin in Delhi, came up with the idea of opening a salon. Soon they decided to work together and Tabrez and Nayab (TN) salon came into existence in 2009.

Philosophy at work

I enjoy living on the edge, as that's where I realise my true potential. Since I'm confident I can earn a living anywhere, I delight in taking risks and pushing my limits. All these years, I have never settled for less. I aspire high so I put all my energy in one direction. My inner desire is to carve a niche place in hairdressing where hairdressers are looked upon as a source of inspiration.



Spa wise Lucrative offers

Salon India presents a few of the most lucrative packages running across the country



Photo: Shutterstock.com

Pre-bridal package, Six Senses Spa, Jaypee Green Golf & Spa Resort, Noida

A bride to-be can avail of two Signature Hammam services, two Nature's Most Pure Facial, one Signature Massage, one Spa Manicure and Pedicure, one Six Senses Signature Body Wrap, one sitting of make-up trial, one session of waxing and bleach, one Hair Spa Therapy, one Deep Conditioning Hair Therapy and one Haircut and Style.

Duration: 30 days

Price: ₹51,600

Vino Therapy, Spa Influence, Chennai

It's a luxurious wine therapy that includes a body scrub followed by body massage and wrap, a facial and ends with a relaxing flower bath. The therapy aims to nurture and revitalise the skin. The delicate exfoliating properties and active antioxidants of grape and wine prevent ageing and detoxify the skin. It helps reduce cellulite and promotes a sense of well-being.

Duration: 3 hours

Price: ₹8,900+taxes

Balinese Massage, O2 Spa, Gurgaon

This is a type of natural body massage which includes the manipulation of the body's meridian through a combination of various massage techniques. Acupressure, aromatherapy massage and reflexology are used to address various types of problems, both emotional and physical, with specific techniques. The body loosens up with every massage strokes and manipulation of each pressure point with the acupressure and reflexology method.

Duration: 60 minutes

Price: ₹2,000+taxes

Autum Aromatherapies, Tuscany Spa, Delhi

Avail Swedish massage or deep tissue massage done by experts. Here the therapist will lubricate the skin with Aromatherapy massage oils and perform various massage strokes. These movements warm up the muscle tissue, release tension and gradually break up muscle 'knots' or adhered tissues, called adhesions. Swedish massage promotes relaxation, among other health benefits.

Duration: 75 minutes

Price: ₹2,500

For more such lucrative offers and schemes, log onto indiaretailing.com.beauty

Sharman Joshi

Classic and charming

The cute, guy-next-door looking star, Sharman Joshi has wowed the audience with several stellar performances. With *Salon India*, he shares his preferences in the grooming and fitness space

Changing my look then and now

I've not really changed my hairstyle and not much into experimenting with it, either. I carry a certain look as per the need of my character in the film. For instance, in my recent play, *Raju Ram Aur Mein*, I had four different looks, which were very earthy and Indian by nature. One was of a truck driver, another was of a mentally challenged boy, the third was a well-groomed man, whereas the fourth one, was of an agent. So, there was a huge scope of experiment, especially in terms of hair and dressing up.

My go-to place

Savio John Pereira is my regular hairstylist – it has been a long association with him now. I visit his salon in Mumbai for all my hair and grooming needs.

Care and styling

I'm biased towards Dermalogica and Kérastase products as they work well for me. As far as a facewash is concerned, I use Uriage. I don't fuss over skin care, but make sure I workout, especially cardio as it works like a magic on my skin.

If I'm a hairstylist for a day

I would definitely like to create hair looks for Kristen Stewart, Natalie Portman and Nicole Kidman. These ladies are gorgeous!

What you eat, you become

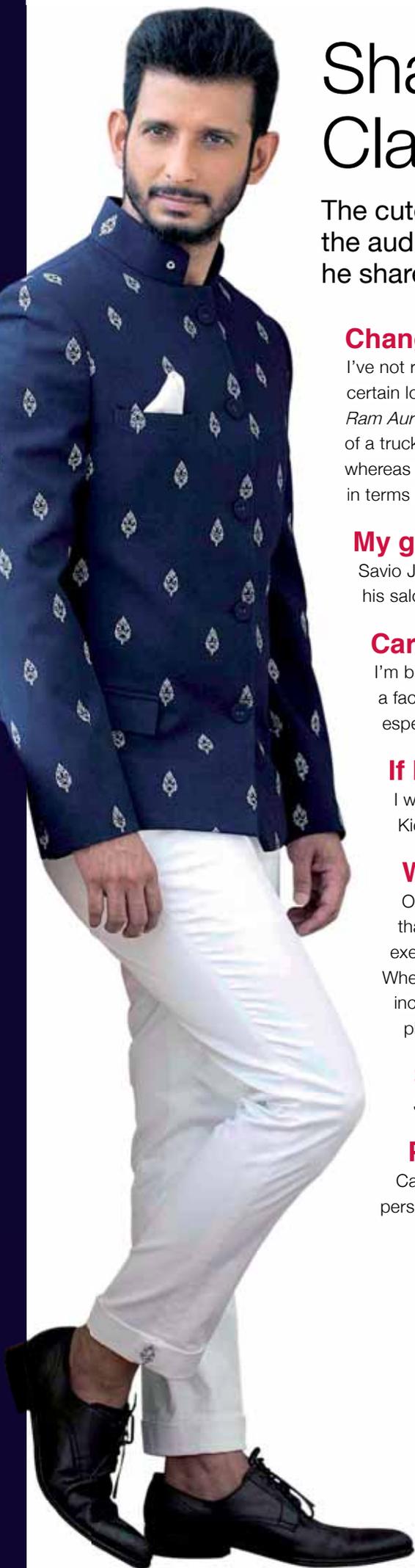
Of course, our body responds according to the food we put in it. I strongly believe that to look good and be healthy, 75 per cent is the food we eat and 25 per cent is the exercise. So one should definitely keep a check on their eating habits. When it comes to my diet chart, I have a wholesome diet that includes proteins, carbs and fibre. I'm committed to my fitness plan and diet. Ahmed Yusuf is my fitness trainer.

Style icon

James Dean.

Piece of style advice

Carry a look or style which is in sync with your looks and personality. 📌



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