

SALON

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INDIAN SUBCONTINENT | Vol 7 No 11 | November 2015

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Around the world, there is growing interest in changing the way we take care of ourselves – not just our bodies, but also our minds, spirit, society, and planet. There is a growing impetus for a paradigm shift, a switch from mere reactivity – trying to treat or fix our problems – to a proactive and holistic approach to addressing and prevent the root causes of our personal and societal ills. This is what the wellness movement is all about.

Several major trends are driving the growth of wellness as an industry. These trends not only directly impact the spa industry and its customers, but also are opening new opportunities for spas to play a leading role in a paradigm shift toward more proactive ways of taking care of ourselves. The main drivers are increasingly older and unhealthy people, failing medical systems and globalisation.

Keeping this context in mind, this month's cover story is on the popular trend observed in massages in India and abroad. While the Novel Rope Massage at Caressaa, an up market day spa in Mumbai, is a speciality, in Mexico, the Mayan massage is a rage. While the intent and protocol of all the massages is to have one resonate with the universe, the challenges and opportunities that get unraveled are as complex as the region from where they originate. For massages, there are several types of essential and blended oils that are used. We spoke to players in the country to bring you a perspective on the humongous variety they have in their stable.

We have interviews with Lisa Yamasaki, the NAHA 2015 Finalist in the Editorial category, Sidney Ho, Creative Director, Toni&Guy salon in Kolkata and Nicky Wadhvani, Creative Hairstylist at LOOKS salon in Delhi. The three masters of their trade, share the joys, sorrows and learnings from being in the creative business of hairstyling.

Aakriti Kochar, Beauty and Make-up Expert at Oriflame India and Vidushi Aggarwal, Head - Brands, Headstart International share their expertise on make-up and using special products for that perfectly done up look.

There are several brands in the beauty and wellness space and while some have been recent entrants, yet their take on the strategies to further develop their product portfolio is tremendous. Innisfree and Spawake are two such skin care brands that have captured a considerable share of the market in India. We learn about their marketing strategies in the ensuing pages. Spa Ceylon, a Sri Lankan spa brand, set up shop in India about a year or so ago. They are doing brisk business in Maharashtra at their outlets at key locations and are major players even online.

Apart from these, there are regular sections such as the recently launched salons, an update of a hair and beauty academy, new product launches and lots more.

So keep reading and writing in!



Hair: Angelo Seminara
 Make-up: Lynsey Alexander
 Photography: Andrew O'Toole

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Experiment your Way through The Festive Season with TIGI

The festive season has finally arrived! It feels like yesterday when we started this year with a bang and suddenly we are in November! In this month, one of the biggest festival is celebrated across India. To be in tune with the festivities, how about experimenting your way with Bed Head by TIGI?

In preparation for the oncoming season, we at Bed Head by TIGI have curated five hairstyles. These are not regular hairstyles, but twisted with a dash of experimentation. The season is all about trying things you never did. And flaunting it. So go ahead and don't be shy to try some new hairstyles for the celebratory season!

Pin curl manipulator

- Prep up your hair using TIGI Bed Head Epic Volume Shampoo and Conditioner.
- To soften the frizz, apply some TIGI Bed Head Ego Boost as a leave in conditioner on the mid-lengths and ends.
- Take small sections of about 2 square inches in size and start curling the hair keeping the curling iron horizontal.
- Spray TIGI Bed Head Masterpiece spray on each section before you use the heated tools to help the curl to last longer. Continue the process till the entire hair is sectioned away. Secure it with clips.
- Post the cool down period (five minutes), remove all the clips and use a brush to open up all the curls.
- For the final look, spread TIGI Bed Head Manipulator through your palms and apply it onto the thickest parts of your hair scrunching away till the ends.



Vertical set

- To achieve a shiny smooth base, use TIGI Bed Head Recharge Shampoo and Conditioner.
- Cocktail TIGI Bed Head Superstar blow-dry lotion and TIGI Bed Head After Party to get a smooth yet tactful texture in your hair.
- Take pivoting sections which are basically sections on the head in the shape of a pizza slice running all throughout the hair.
- Each section can be sprayed with TIGI Bed Head Hard Head spray before curling your hair vertically with the help of a tong to make a spring-shaped curl.
- Each section is clipped to the scalp till it cools to help retain the shape.
- Post the cool down period (five minutes), remove all the clips and use a brush to open up all the curls post spraying TIGI Bed Head Headrush onto the hair for shine.





Acca Kappa Legendary Italian Brand Forays into India

Acca Kappa, a renowned luxury brand established for more than 100 years, is now available in India. With a wide portfolio of finest quality hair brushes, unmatched hair care products, unique fragrances as well as impressive body care collection, the brand is a reflection of Italian elegance and excellence

Recognised worldwide for reliability, Acca Kappa was established in 1869 by the Krüll family in Treviso, Italy. Being carried forward from generations for three centuries continuously, the brand today is strong, passionate, simple and authentic with untold values. It's extensive focus on the minutest of details with each manufactured product is a replica of timeless craftsmanship. Acca Kappa forays into India with an absolutely luxurious collection of high quality professional hair brushes. These are exclusively made in Italy with a selection of environmentally sustainable raw materials and constant research conducted amongst the world's top hairstylists. The brand is a combination of innovative materials and traditional processing techniques that make these hair brushes serve varied styling and hair care needs.

These brushes are made with the finest quality wood chosen to create ergonomic shapes that offers a stress free grip and balanced weight, when in use. It ensures that only premium bristles and compounds are used so that it delicately massages the scalp without causing damage and leaves the hair healthy with a natural shine.

Founded by a young merchant of bristles in the 18th century, Acca Kappa today is distributed all over the world through flagship stores, shop-in-shops and counters located only in the most exclusive and high-end department stores, malls and airports. All the retail display solutions are built according to it's exclusive concept of Venetian style. In India, the brand is available through the regular distribution channel or from Headstart International at info@headstartinternational.in.

Popular Trends in Massages

Over the years, spas have become as mandatory for wellbeing as visiting a medical expert for an annual check-up. And there are numerous therapies, too, that are available for the discerning customer. On cue, *Salon India* receives the spa market in India and abroad, and learns about the most popular therapies, innovations and improvisations made and more

by Aradhana V Bhatnagar

NATIONAL

The Imperial Spa and Salon, Delhi

Massages offered: The Imperial offers a very wide range of traditional Ayurvedic massages, international style massages, signature holistic massages, Aromatherapy massages with our own blend of fragrant oils, London School of Sports Massage and Thai, Balinese and Detoxifying Lymph Drainage Massage. The team matches the therapy and therapist to meet the goals of the guests. We showcase our treatments and match the best massage to the guest.

Most popular and why: Our Signature Massages Imperial Depth, Imperial Balance, Balinese and Ayurvedic Abyhanga, Potli are most popular. Fitness Massage from the London School of Sports Therapy along with Reflexology, Sleep Therapy and Jetlag are also key therapies.

USP: The holistic aspect combined with the signature essential oils in a luxury world-class award winning spa and under the tutelage of an internationally trained director, managers and therapists.

Essentials of this massage: The clearing of the chakras and chakra balancing. The therapist has to be really in tune and focused with the connection of the guest's energy.

Challenges faced: Consistently checking the standards. The Director Trade Test and Audits through spot checks and training with the team every week. One on one session to ensure global wellness standards and adhering to CIDESCO Switzerland Regulations on Hygiene and Beauty Therapy standards.



Improvisation of the massages: We improvise by constantly reinforcing the standards through training, both internally and internationally. Having an internationally trained expat Director ensures that the guest's experience is always evolving and keeping abreast of the industry trends. Guest Feedback forms and personalised meeting with the guests are done by the team and standards are set across the spa, salon, wellness and Ayurvedic therapies.



Hayley Louise Dack,
Director,
The Imperial Spa and
Salon, Delhi

Client engagement: Contact and workshops with our guests, regular and seasonal offers. Selecting the correct therapies for the season and oils and products to suit the guest's skin and wellbeing. Innovative new therapies and traditional Ayurvedic that the international guests love.

Festive Fever Top 5 Hairstyles to Sport

Asgar Saboo, the international celebrity hairstylist, shares with us a selection of head-turning hairstyles to suit the festive season

01

Faux bob



If you want to experiment with your hair but still look sleek and sophisticated, I would recommend trying the faux bob. It's actually surprisingly easy to do and means you'll be making a statement, and we can see many celebrities working this look on the red carpet. Simply pull your hair into a low ponytail and twist under your hair to make one large curl. Then simply fix with bobby pins, making sure the hair is even and that the long pieces are well hidden. Use pins which match your hair colour and a strong hold hairspray to make sure this stays in place.

02

Long, flowing locks



Why not keep your hair classic whilst wearing the traditional Indian ethnic wear? This will flatter any outfit and looks simple and sophisticated. Prep the hair with your favourite conditioning mask to ensure your locks will be glossy and soft, the last thing you want is hair which looks dry or frizzy. Unless you already have very straight hair, a blow-dry is important to ensure your hair won't frizz later on in the evening, so use a hair oil and dry your hair in sections, using a round brush. Run your hands through your hair and use a finishing serum so the style stays smooth and sleek.

Nicky Wadhvani

Enthusiastic go-getter



Armed with 15 years of experience in the hairdressing industry, Nicky Wadhvani is the Creative Hairstylist at LOOKS Salon in Khan Market, Delhi. In an exclusive interaction with *Salon India*, Wadhvani talks about his association with the salon chain and his career progress over the years

Salon: LOOKS Salon
Address: 10 Khan Market, New Delhi
Tel.: 011-41757244
Last appointment: 8 pm

getting started

I wanted to do something creative in my life. I got to know about this industry, when I was reading about Vidal Sassoon, who transformed the industry with his own techniques and terminologies. I was so inspired by him that I decided to be a part of this line. In 2000, I got into the profession of hair dressing and my journey, so far, has been quite interesting and I'm enjoying the nature of my work, where I get to meet so many people, but the hunger to learn more is still alive in me.

professional qualifications

I have done courses from different academies including Pivot Point, L'Oreal Professionnel, Vidal Sassoon in London and Toni&Guy, Hong Kong. In 2006, I participated in the first L'Oreal Professionnel Colour Trophy in India and I also

was a part of the IIFA awards held in Macao. I have also participated in different national and international fashion weeks, along with doing shoot for DJ Boom Shankar in Australia.

initial challenges

In the beginning of my career, my family was against my choice, as earlier this profession was not recognised to be a great one in India. I felt strongly about it, which helped me gain their trust and convinced them. Another challenge was to convince people, as they were not keen on experimenting with their hair and want to maintain their length, limiting the scope of variation.

association with LOOKS salon

LOOKS is an established brand in North India. The management of the salon is not only concentrating on establishing its

Tekno Derm MediEquip Redefining Fitness

Tekno Derm MediEquip has revamped the wellness and beauty scene with the Cocoon IR Wellness Pro



About Cocoon IR Wellness PRO

Cocoon IR Wellness PRO, introduced by Tekno Derm MediEquip, is the ultimate fitness and wellness machine particularly designed for overweight or exercise-adverse clients who don't enjoy appearing in larger public fitness centres. It has been designed to automatically and comfortably deliver a luxurious body purification and cleansing experience. It enables users to derive benefits equivalent to physical exercise such as walking or jogging without strain and hard work.

USP

The product is well equipped with the power of Triple IR for near, mid and far infrared benefits. Far IR is beneficial in detoxification and maintaining the health of the heart, Mid IR aids in weight loss and pain relief and Near IR is for cell renewal and anti-ageing. The product's patented concept of active thermal exercise helps promote a profound sweating response, the natural removal of impurities from the body and a healthy cardiovascular response. The deeply relaxing and soothing massage feature, with tranquil ergonomics, offers a calming environment to help reduce and relieve stress and tension. A range of motion and movement exercises in the product, promote flexibility and fitness. 🌐

Price and availability:

On request and the product is available pan-India.



“The Cocoon IR Wellness PRO System is a full body sauna that can be used as a rehabilitation chamber or for wellness. The system incorporates multiple features that deliver a wide range of popular fitness, beauty and wellness programmes. The high demand body and mind wellness services attract customers and help in business expansion.”

- Sumit Arora
Director, Tekno Derm
MediEquip Private Limited,
Delhi



“Luxurious private wellness has never been easier. With Cocoon IR Wellness Pro, all one needs to do is lie down on the ergonomic bed, adjust the features, relax and enjoy easy fitness and wellness sessions from 20 to 120 minutes. It offers multiple benefits such as, easy fitness, body relaxation, active thermal exercise and sweating, stress relief and fitness.”

- Monika Srivastava Gupta
Owner,
Amaara Salon & Spa, Lucknow



Jacqueline Fernandez Picture Perfect

She may be setting hearts aflutter after her *Chittiyaan Kalaayiaan* routine, but as a teenager, Jacqueline Fernandez had to deal with acne problems. She shares with *Salon India*, her fitness and beauty routine

by Aarti Kapur Singh

The exotic beauty, Jacqueline Fernandez has a Malaysian mother and a Sri Lankan father and relies on Indian health practices for holistic beauty. Despite owing her fame to a beauty pageant win, Jackie isn't too fond of them. "I know that winning a beauty is every girl's dream, but when you get there you realise that it's not perfect. When the cameras are off, it isn't all that glamorous. But, the pros are that you are groomed, taught how to conduct yourself, develop a sense of style and are introduced to so many walks of life. All this instantly makes you learn so much more than you would've otherwise," she says.

"I am a believer for au naturel"

Real beauty to me is natural. You can't get more beautiful than a natural, clean-looking face. No matter how amazing your make-up is or how much plastic surgery you've done, there is nothing more beautiful than a sun-kissed face.

"Diet and skin care"

My commitment to caring for my looks is a combination of a healthy diet, skin care and fitness routine. The must-haves in my food basket are nuts, nut milk, quinoa, salads, green vegetables and fruits. I grew up in Bahrain where it was always scorching hot, so I used to drink a lot of coconut water to keep myself hydrated and it worked wonders for my skin. I now swear by it and add it to my juices and smoothies. I enjoy eating, so I don't really have a specific diet, except that I watch my fried foods and sugar intake. I

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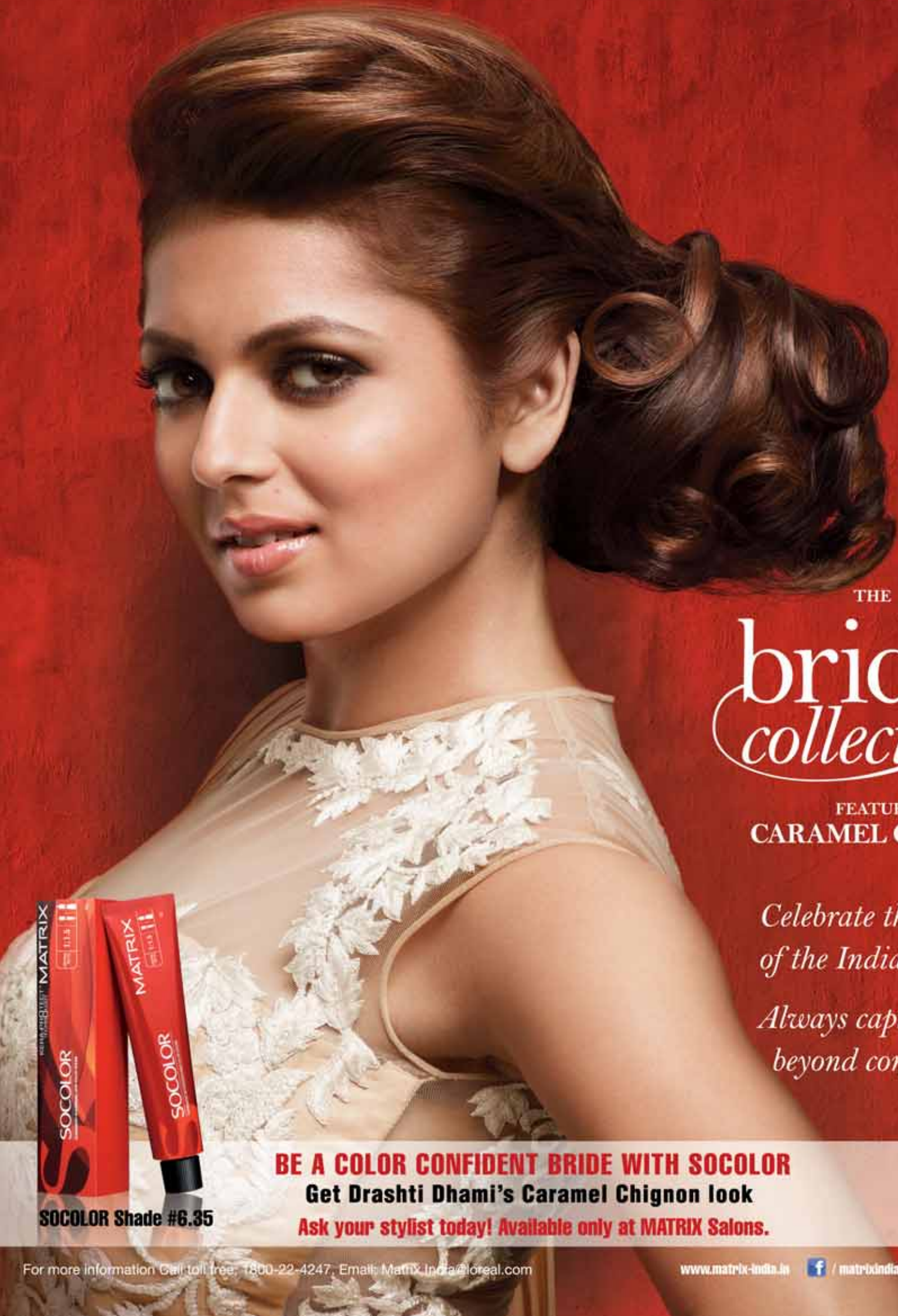
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