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The phrase 'putting India on the map' is buzzing in my ears and rightly so. Hair and beauty competitions are being held abroad where enthusiasts from the line of hair and beauty are participating and a special Indian Contingent is being groomed, as we speak. There are beauty and hair brands which are eyeing entering into the country, academies that are soon going to be on the Indian shores and top positions which expats are looking to fulfill in this country. No wonder the phrase has stuck!

But first, we pay tribute to the hairdressing legend, Vidal Sassoon, who needs no introduction, but without who's pioneering efforts, the industry would have been a figment of an artists' imagination.

Our cover story, on the salon and spa software, is an eyeopener. Who could have thought two decades back that such a software would be invented which would ease salon management to such an extent! From client's service history and appointment setting to staff and product management, nothing has been left to chance. Have this software installed on your laptop and sit back.

In the Trend pages, Brooks+Brooks Salon in London give their take on the cut and colour techniques for the season. Amazing to look at and even better to frame, this is a collector's item.

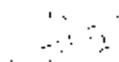
An eight-month-old Indian brand has diversified its product portfolio. While earlier it offered fragrances for salons, today it also has a hair care range to its credit. Crespi Milano, the Italian brand, has made a debut in the professional world with hair perfumes and hair colour. Only in the current beauty boom is this possible.

In the Beauty section, two go-getting women Ceri Silk of Skeyndor and Laure Le Liboux, Sothys Paris, make a mark. They are both names to reckon with in the field of training, share their views on the beauty and wellness industry of India.

In the Visual Dynamics section, the Aman Spa in Phuket makes a royal entry. A typically Oriental spa, it's exotic in feel as in the therapies offered. The king of fashion, JJ Valaya, comments on the critical aspects of beauty which he always imbibes in his collection.

All this and more like new store openings, dermatologist's page, snazzy photo essays, amongst various other regulars.

Enjoy this issue of *Salon India!*



Amitabh Taneja
Editor-in-Chief, Salon International, India



Hair: Ishoka Artistic Team, Aberdeen
 Photo: Jack Eames
 Make-up: Maddie Austin
 Clothes styling: Claire Frith
 Products: Wella

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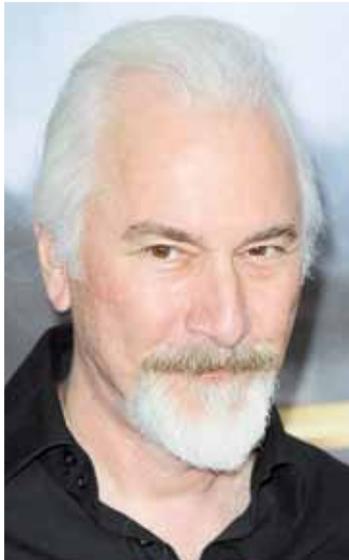
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**New launches.
products. people.
events. shows. reviews.
celebrations...**



Make-up artists' retro creative aliens

The make-up artist for Men in Black is Rick Baker who has been associated with the past two movies of the franchise and is back in the trilogy. Talking about the challenge of creating such monsters Baker says, "It is fun working for such franchises where not only do I get to show my creativity with aliens of 2012, but also get to create the aliens of 1960's with big eyes and those that wear helmets on their heads."

National

IOSIS offers Keratin therapy

IOSIS is offering a Keratin hair therapy to deal with frizzy and damaged hair. This is beneficial for anyone with a formaldehyde sensitivity or allergy. It's a safer formula for the stylist and clients of the salon.



Premier Dead Sea in India

The brand offers a body and beauty range, which is distributed by Premier Wholesale Cosmetics. Flagship stores will be launched in Mumbai, Delhi, Bengaluru, Hyderabad soon.

Dermalogica wows

For the film What to Expect When you are Expecting, Dermalogica products Shave Products, Skin Purifying Wipes and Total Eye care with SPF15 were used on the stars.



Cure for thinning hair

Advanced Hair Studio's, Hair Fibres, give an appearance of full hair in just 30 seconds. Available in shades of black, dark brown, medium brown and light brown.

Simmi Ghai's courses

All those keen on learning make-up, enrol into tailor-made make-up ad beauty courses available at the Delhi School of Make-up's website www.delhischoolofmakeup.com.



Tatha's special care

Customised as per your zodiac sign, the Tatha Privileged Care, includes a body massage, body scrub or wrap, facial or a foot or hand therapy or head massage for ₹6,000 + taxes.



Retro revival

The Retro Collection from Brooks+Brooks Salon in London is all about voluminous beautiful styles, combined with bang on trend colour. For presenting the summer season look, the team went beyond the overdone dip dye look and transformed the adventurous pastel shades into elegant wearable tones. Here are the notes:

Strawberry Shortcake

Colour: Place super pale, clear crystal highlights throughout the hair. Underneath, at the ends and around the face, give hints of Parma Violet and Sugar Almond Pink. Zing out in a pointillist technique — where the dynamics between two complimentary colours brings out an intensity. It cannot be achieved with one shade alone.

Styling: Blowdry using a paddle brush. Neatly tuck-in hair around medium-sized heated rollers. Let it cool. Brush them out, spray with a mist.

Apricot Pastille

Colour: Infuse a pale base colour with spicy tones and layer it with burnt caramel and warm tones.

Styling: Blowdry hair using a smoothing crème. Insert a masculine deep side parting with a tail comb.

Tip: Divide hair into three sections in the front. Use a medium-sized tong to create a bevelled side sweep.



Sally Hershberger Dynamism at work

by Isha Gakhar



Sally Hershberger is a popular name in the Hollywood and has been in the hairdressing business over the past 20 years

With her trendsetting vision and extraordinary skills, Sally Hershberger is one of the most influential hairstylists across the globe. Her talent and business acumen have enabled her to reach celebrity status and making her a favourite with the fashion fraternity. She has to her credit a hair care line called Sally Hershberger and salons in

What has been your biggest break? To what do you attribute your success as a celebrity hairstylist?

When I had just started working, I met Olivia Newton John and went on a tour with her. She was huge then, doing her 'Let's Get Physical' tour. Herb Ritts was shooting her and said that we should

Annie Lebovitz, Herb Ritts and other top photographers.

I attribute my success to a few important factors.

Never listen when people say 'you can't'. After testing out a few different career paths, I realised what I was good at and had unbelievable confidence in my ability to do it.



Sally Hershberger professional range of products

New York and Los Angeles. *Salon India* is in conversation with the leading lady about her biggest break and journey.

work together. Before I knew it, I was doing international magazines covers, where I was working with

What is the most enjoyable part of your job?

Seeing how hair can transform people and give them



The journey of Yashovardhan Sinha accompanied with his family and a loyal team



Yashovardhan Sinha Changing the Patna salon-scape

by Aradhana V Bhatnagar



Yashovardhan Sinha

Salon and spa business is slated to grow faster in Tier II and III cities as per recent industry projections. Leading such evolution are entrepreneurs and visionaries like Yashovardhan Sinha who runs a successful chain of nine salon in Patna with ambitious plans to launch 25 spa-lons in the next few years.

The beginning

Revealed Sinha, "By qualification I am Certified Associate of the Indian Institute of Bankers (CAIIB), but my passion for business was stronger. In 1999, I launched Aditya's 9to9 Super Market when I was 38 years old. It offered value based retail products, from FMCG to consumer electronics and home appliances."

The inspiration

Reflecting on the years gone, Sinha said, "I found that though several salons were operating, none of them were operating professionally and the staff lacked training. This prompted me to start a salon with proper training, right products and equipment." Sinha has a vision to create

a strong network of salons that are equipped with the latest facilities, across cities. He handpicks the best students from his own academy and then trains them in his salon. In this manner, 100 per cent placement is also provided to deserving students.

Setting up the salon

In 2005, Sinha launched the first 9to9 Salon by teaming up with L'Oréal Professionnel, giving a fresh perspective to the way people looked at hairstyling in salons. Said Sinha, "We started in 2005 with a small staff strength of seven. Today, we have our own academy and eight salons with overall staff strength of 80. Since our salons are located inside supermarkets, which have huge footfalls, we usually promote the salons using in-house facilities." The products used are from L'Oréal Professionnel, Matrix, O3+, Lotus Herbals, amongst several others.

The retail business

Thus, not by chance but by intention, Sinha embarked on his entrepreneurial journey by

The milestones

Year of establishment: 2005

Infrastructure: Eight salons and an academy in Patna

Affiliations: L'Oréal Professionnel

Future: Add two more salons in 2012, 25 spa-lons

setting up Aditya's 9to9 Super Market at Bandar Bagicha. It was the city's first modern retail store and kept a vast range of cosmetics, perfumes, toiletries and other lifestyle products. From then to now, four more branches have spread across Patna.

The challenges

Sinha claims that unlike other salons, the attrition of staff at 9to9 Salons is almost nil as they are well looked after. Elaborating further, he said, "We not only provide them with periodic training to develop their skills, but all salon managers are promoted so as to instill in them a sense of competition, thereby increasing their productivity levels."

Present and the future

9to9 Salons presently have five salons exclusively for ladies and three salons dedicated to men. Said Sinha, "We are looking at adding at least two more branches this year. Our strategy is to win clients by providing the latest services delivered by well-trained professionals. We aim to become a 25 outlet salon with spa in the future." 

“Considering the ROI, this business definitely has a relatively long gestation period, but if you are ready to invest and can care for your staff, invest in their growth, there will be no looking back!”



Gel polish Lucrative alternative

Popular nail bars in the country are offering the Gel Polish, which claims to be a one-stop solution to chipping, peeling and even not-so-good looking nails. *Salon India* brings to you an expert take on the latest trend.

Some time back, Acrylic nail extensions, Gels and Soak Off Gels were also doing the rounds in the market, but with the passage of time, innovations were made and today, the revolutionary UV Cured Gel Polish drives in customers to nail bars in droves. It is what everyone dreams of – a nail colour that doesn't chip, peel off and lasts for a week after a manicure. The technology goes a step further – it enables the polish to stay for two weeks to four weeks at a stretch!

About the polish

The nail polish industry is humungous and the most profitable. It has been around for years together and all the brands are doing brisk business. The only disappointment is that it starts to chip and peel fast, almost two to three days after a manicure making it a highly profitable for the salon or nail bar. While Acrylic and Gel Extension services also give profits, the Gel Polish can fetch even more money as time

taken to dry is only 10 minutes more than a traditional polish. However, every layer needs to be cured under a UV light – base coat, two coats of colour followed by a top coat. There are no drying time worries about smudging. To remove it, all the nail technician has to do is apply acetone on a cotton ball and wipe off, causing no abrasion to the natural nails. This Gel Polish protects the natural nail, allowing it to grow without splitting or cracking. It also fills in the indentations giving it a smooth glossy finish.

Business wise

In a regular manicure, the application of a nail polish is a part of the process. However, the same is not the case for Gel Polishes. As it's a new technology, the client is required to pay extra for it. This will clearly bring in more revenue. Given the fact that women are particularly conscious of their nails, the technology is definitely here to stay. An application of Gel Polish is likely to vary from ₹500 to ₹700 for one hand or set. While a solid colour is charged around ₹500 to ₹600, a French Finish is between ₹700 to ₹900.

Brands speak

There are a few globally leading names that have launched their

latest collection of Gel Polishes. These include Polish Pro by NSI, Gel Color by OPI (US), Shellac by CND and Gelish by Harmony, among various others. Though there are a few manufacturers who have brought the technology to India, importing the same could cost anywhere between US\$22 to US\$24 (₹1,200 to ₹1,400 approx.) for each 15ml bottle that can provide an average application of 20 to 25 sets.

The UV lamp which is an essential part, can cost anywhere between US\$247 to US\$300 (₹13,500 to ₹17,000 approx.) with brands like OPI, IBD and LCN leading the market besides various Chinese makes available in the local market. 📌



Darshana Patil



The author, Darshana Patil, is the proprietor of Elan Nail Studio & Spa in Bengaluru



JJ Valaya The undisputed badshah

by Isha Gakhar

JJ Valaya, one of the distinguished couturiers in India, was invited and honoured by Kimaya, for his special contribution to the fashion industry. For the JJ Valaya Vintage Tour, the doyen of fashion, showcased his signature RTW collection designed over the years. *Salon India* speaks to the man himself...

The success quotient

It's always a combination of destiny and hard work. The two never disappropriate. I have been around for 20 years now and done a lot in terms of concepts and collections. If a brand survives the initial teething stage, it is sure to make a mark. So far, the journey has

been wonderful and this is what keeps going.

The Valaya trademark

'We are the future of the past' — that's our byline, which means we are number one and absolutely in love with India. To be able to live in a country which you love, whose work





Anushka Sharma Inspirational hair variation

by Isha Gakhar

Hair is the richest ornament of a woman

“ I don't know about that but sometimes, I like to experiment with my hair. I keep them long and try different styles – the wackier the better. It's important to me that they shine and are healthy. ”

Eating right makes a difference

“ The key to healthy and beautiful hair is eating right. I make sure that I have fruits everyday for my share of anti-oxidants and drink lots of coconut water to flush out toxins. ”

Hair today... gone tomorrow!

“ Since my hair is continuously exposed to harsh treatments and styling, I refrain from using too many artificial products and prefer natural formulations. My hair does behave badly on certain days and to overcome that, I opt for a deep conditioning massage with coconut oil, let it get absorbed for two hours at least and follow it with a shampoo. While for styling, a leave-in conditioner or a light serum works just right for me. ”

Unwelcome add-ons

“ Extensions affect hair as it involves the use of a high quantity of chemicals and escalates hair loss and brings on roughness. If not fixed correctly, they can cause hair to break from the roots. Until and unless, there is a role that demands a particular style, I avoid undergoing any sort of treatment to protect my hair from damage. ”

Sugar and spice

“ Something that has an easy yet feminine and beautiful attitude. Loose natural curls add softness. ”

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