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INDIAN SUBCONTINENT | Vol 3 No 2 | March-April 2011

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Salon India is back with more excitement, news and views on the burgeoning salon industry!

The biggest players in the industry have announced leadership changes and we track their plans and ambitions. New, is as if the flavor of the season what with serious sportsmen and cricketers across the board sporting fresh new styles and colors. Zaheer Khan gets styled by INOA and we bring you the smashing images.

The industry is on the roll and there is evidence in the proliferation of significant cuts and color collections from salons across the country — b:blunt, Looks and Bodycraft — we bring you samples to give you a taste of the maturing of the craft and the art.

The professional skincare segment begins to get crowded with two significant launches — one new and indigenous by Dabur India and the other, an established player in the luxury professional skincare globally — June Jacobs. We bring you insights on their offers and plans.

Unisex salons are a global trend and India has caught on fast. From smaller towns to the biggest metro, our cover story locates why this format works better for business.

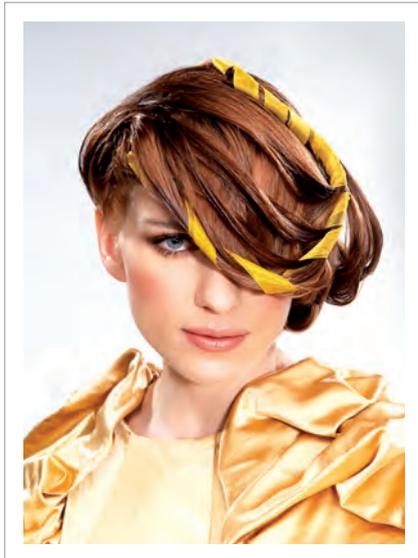
Finally, on the occasion of Women's Day, we present the nail grooming supplement with insights on various players, their contributions and plans.

We are happy to report that this industry empowers women like no other!

As we look forward to the spring-summer outburst, we wish your business to explode with opportunities and achievements!



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



Hair: Gandini Team
Photo: Stefano Bidini

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

Global



Aimee Mullins, the new face for L'Oréal Paris

Model and actress, Aimee Mullins was announced the new global brand ambassador for L'Oréal Paris in February. She joins celebs — Jennifer Lopez, Beyoncé Knowles, Rachel Weisz, Gwen Stefani, Gerard Butler, Freida Pinto, Diane Kruger, Aishwarya Rai Bachchan and Patrick Dempsey. "I am very honored to be joining this family," says Aimee Mullins.

National

Expansion plans

In April, Advance Hair Studio is planning to open their third studio in Bengaluru. The area is expected to be more than 10,000 square feet.



International diploma exam

Make-Up Studio Training Center (MSTC) conducted the diploma examination certified by ANBOS in January, supervised by Assessor, Ron Romeijn.



VLCC beauty evening

VLCC Skin & Hair Spa and Woman's Quotient Club organized a day in February dedicated to beauty. There were makeovers, and individual skin consultations by in-house experts.



Sleek, The New Mystique

Lakmé Studio is partnering with designer Anand Kabra to introduce the hair look, Sleek, The New Mystique. It reflects the bond between the hairstylist and the designer.



Beauty and wellness winner

At EIRS held in January in Kolkata, Keya Seth Spa, won the Most Admired Health and Wellness Retailer and AN John Salon won the Most Admired Beauty and Grooming Retailer.



Beauty decade in Mumbai

In February, over a high-profile lunch in Mumbai, Dr Rashmi Shetty, the well-known cosmetic physician, celebrated her 10 successful years in the beauty business.



Avon's 125th celebration

In January Avon Global ambassador, Reese Witherspoon joined Avon Chairman and CEO Andrea Jung to usher in the company's 125th anniversary year in Mumbai.



New Inglot store

In January, Inglot, opened an exclusive brand outlet at Pacific Mall in Rajouri Garden, Delhi. The 454 square foot store has over 80 outlets across the country.



Favorable styles this season!

by Isha Gakhar



Red carpet aura

The eve of 68th Annual Golden Globe Awards 2011 saw a mélange of extravagant hair and make-up trends for the season. Held on January 16, 2011, at the Beverly Hilton in Beverly Hills, CA, the event showed off variations in hairstyles — ponytails, fringes, chignons, faux bobs with loose tendrils and softened quiffs. As for the make-up, nude or glossy pink lips were a huge hit. To know more, here is the beauty report.

Can an evening be complete without Jennifer Lopez, who came with a slicked-back ponytail, paired with silver eyeshadow and winged eyeliner and dollops of mascara. Adding glamour were glossy nude lips. Natalie Portman in a romantic updo, wore soft pink

eyeshadow, thick coats of mascara and finished with fuchsia pink lips. Others sighted in updos were — Scarlett Johansson, Lea Michele, Carrie Underwood and Eva Longoria, while Sandra Bullock and Olivia Wilde opted for those bangs with sleek straight hair. Halle Berry carried off nude lips, accentuated cheekbones and heavy black smokey eyes, with hints of gold shimmer at the inner corner of the eyes. On the other hand, Nicole Kidman kept the look simple and soft, with nude skin and rustic pink lips. And the person who stood out from the crowd was January Jones, who sported a twirl with side in-curls. Complementing her look was gold shimmer on the eyes, big lashes and defined frosted orange lips.

Elegance and style at the 68th Annual Golden Globe Awards 2011



Photos: Hollywood Foreign Press Association (HFPA)



Photos: UTV Motion Pictures



Priyanka Chopra's looks in *Saat Khoon Maaf*

Behind the scenes Challenging creations

by Isha Gakhar

AAmerican make-up artist, Danielle Lyn Saunders Horowitz being the Department Head of Make-up and Priyanka Borkar, hairstylist for the film *Saat Khoon Maaf*, were the main creators behind Priyanka Chopra's seven looks. The masters share their ideas with *Salon India*

Research

Priyanka: I read the script before doing the look test for the film. While Vishal (Bharadwaj) Sir was open to styles, his only brief was that the film dates back to the 70s to present times.

Danielle: My team consisted of Tim Jarvis and Noreen Wilkie. I did a lot of research online to make sure the looks that we were trying to achieve were accurate to the time period that we were shooting for. Also, I was dependent on the opinion of Priyanka, Vishal and the Indian make-up team, which consisted of Shrikant Desai, Raj Kamble and Rajshri.

Hair and make-up

Priyanka on hair: PC's (Priyanka Chopra) character ages in the film. As she ages, we just

played around with the hair length. In her youngest look, we kept it long and gave her a fringe to make her look vulnerable. In the other look (when she marries John Abraham), she goes through a perm, which was very 80s. Her next look is not very different from the first one except that it's a little shorter and without a fringe. With her Russian husband, she's in her 40s, where we've gone a little shorter with hair. There isn't much of a change in the next two looks. The hair was tied, but we started graying them by the sixth husband, where she is a little over 55. Lastly at 65, she has a really short salt and pepper style.

Danielle on make-up:

Eyes: I have used different color schemes to portray the different ages for PC's character. This included a lot of cream shadows to give a more natural look, yet it gave me the control to change the style for each stage she went through. Cream shadows were also best used on top of make-up that was used for aging the character; since it is difficult

to use beauty make-up over the type of aging make-up we have used (Prosaide transfers) keeping it looking real.

Lips: I used mostly lip stains. We wanted to keep them natural and still be able to change the looks.

Face: For younger looks, I used Make Up For Ever HD make-up, which was a light liquid HD foundation. As we aged her, I used Make-up Designory Cream Foundation. Then as the aging became heavier, we used a skin break-up for age spots and uneven skin. For this we used, PPI Skin Illustrator airbrushing make-up.

Challenges

Priyanka: Our requirement was to keep the same level of grayness on the wigs, resulting in high daily maintenance.

Danielle: Working for the first time in India and having less preparation time. Also, the shipping of supplies from the US took longer than expected and many times we had to substitute things that worked. But, I think, the most challenging was to show aging, and keeping it realistic. 📌

b:blunt

022 Collection

India's premier hairstyling salon, b:blunt, has recently launched a new collection of rounded and curved cuts with secretly placed color, this January. The Spring/Summer '11 collection is titled '022' and pays homage to the city it was created in — Mumbai. 022 is a collaboration between three celebrated names of the industry — Adhuna Bhabani-Akhtar, Avan Contractor and Brent Barber. "022 is really about the ideal marriage of scene-stealing hues with a striking cut," says Adhuna. *Salon India* spoke to the trio on their inspiration, cuts, colors and styles.

The creation

Titled 022, The S/S Collection marks a new chapter in b:blunt's history. The numeric title selected is Mumbai's area code, as a homage to the city that makes them tick. 022 is a compilation of seven fashion-forward styles that are inspired by curved shapes and textures with strong hues, which get reflected throughout the whole collection. Sharp outline shapes are juxtaposed with soft, sexy, textures that determine the overall feel.

Mumbai as inspiration

The collection captures the energy, brashness and confidence of the city where b:blunt was born.

Aspects in mind while choosing the models

Model selection is always tough! We need photogenic faces, good quality hair, and open mindedness towards the look. Our aim was to create looks that would appeal to a wide audience. Therefore we worked with models who are unique in their look and





Sebastian Professional Fearless hair couture!

Sebastian Professional, an iconic cult hairstyling brand from P&G Salon Professional has entered Bengaluru, in association with Bodycraft Spa & Salon, in December 2010.

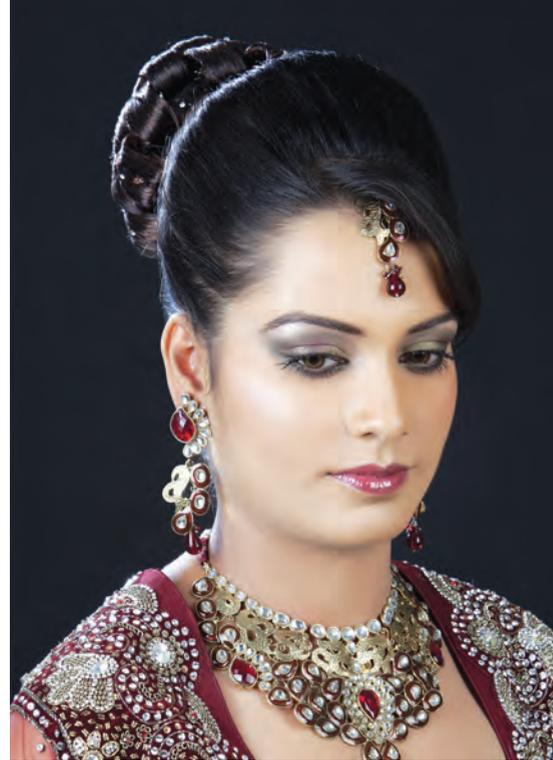
“In India, hairstylists and consumers are looking for a cult styling brand, which helps them keep pace with fearless hair fashion trends. I am delighted to launch Sebastian Professional in Bengaluru, which offers stylists and consumers a brand that has re-defined styling all over the world and also offers them the ability to deliver versatile styling,” says Manjul Gupta, Owner, Bodycraft Spa & Salon.

To unveil the Sebastian brand and its range of products, Bodycraft Spa & Salon hosted a live styling session with lead stylist Swati Gupta and Sebastian International Styling Artist Jaimee Smith. It was followed by a fashion show, where the models displayed a variety of glamorous looks.

“Sebastian Professional will now provide Indian stylists and consumers with the tools to explore and unleash their spirit of self-expression,” comments Jaimee.

Salon India spoke to Swati Gupta, Creative Director, Bodycraft Spa & Salon, to know about the concept of fearless hairstyling, products used while creating the looks, and more.

Ron Romeijn Orchid inspiration



Ron Romeijn,
International Trainer,
Make-Up Studio,
the Netherlands
demonstrates
make-up steps for
Salon India to
create the look that
inspires him

Cleanse with 3-in-1 cleanser, and apply Prebase on all over the face.

Apply Apricot shade neutralizer on dark patches and Light Orange concealer on forehead, around the eyes and mouth area. Further apply Face It Foundation shade - Olive medium-1 mixed with Medium Oriental. Mix translucent powder no 2, 3 and ginger and press on with powder puff black, to set the foundation. Spray Fix It to make the base longer lasting.

Apply Black Creamy Kohl pencil on the upper/lower lash line, and the socket line; blend like smokey effect.

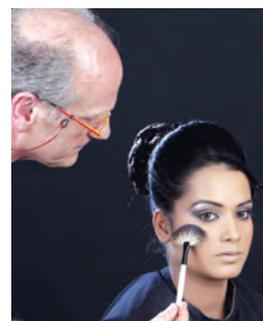
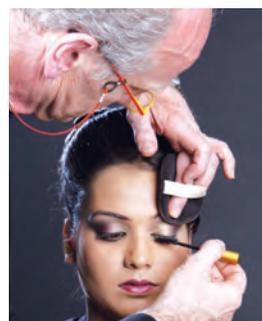
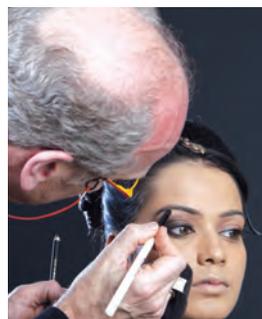
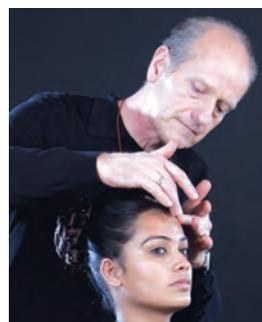
Next, apply Lumiere Eyeshadow/Blusher shade - Olive Boost on socket line and lower lash line. A touch of Lumiere Eyeshadow/Blusher shade - Ruby Red on the center of the lid. Dab Lumiere Eyeshadow/Blusher shade - Ivory Gold on the inner corner for highlighting. Define brows with Eye Brow Pencil, then use Eyebrow Fix.

Finish off with Mascara Base and Mascara shade - black.

Contour with Highlighting and Shading palette. A touch of Lumiere Eyeshadow/Blusher shade: Peach Passion on the cheeks.

Line the lips with Lip Liner Pencil shade no 12. Apply Lip Colour shade - 17p and later Lippgloss Supershine shade: Transparent in the center.

Fix the entire make-up with Make-up Fixer. 📌





Emraan Hashmi Experimental style

How do you manage to be one of the most experimental actors today?

I have to look different from one character to another because two different characters can't be the same and nor can their looks be similar. I try to do what I haven't done before. My looks are created as per the demand of the role that I'm playing and is managed by creative stylists who work on my look.

So what's your idea of style on and off screen?

I like to wear my hair in a regular way. I don't overgrow them off screen. But when it comes to work, I enjoy experimenting and am willing to try any get-up, for example, from a dyed-hair rogue in *Kalyug* to sporting a goatee in *Raaz* and to a boy-next-door image in *Jannat*.

The secret of keeping the hair looking this good?

I like to use a mild shampoo and keep changing it after every three months. Honestly, I don't like using chemicals and avoid them as much as I can. I love to keep my head clean and smelling good.

Your favorite hairstylist?

My loyalties are towards Aalim Hakim. He knows what I want, even without my saying anything. He is extremely talented and I recommend him to everyone.

The worst hair day ever

Thankfully, I haven't had that so far! I guess if I would ever start balding, then my worst hair days would start, but I hope that never happens.

How often do you color your hair?

I'm not much into coloring, but

if a role demands it, then I go for temporary coloring. I get it removed once I am done with that movie.

Who styled your hair in your latest release *Dil Toh Bacha Hai Ji*?

Kudos to Aalim Hakim yet again. He is the man behind all my different looks. In the film, my character was supposed to be young, naughty, and so the hairstyle had to simultaneously, reflect the style of a laidback dude. It was the kind that even if I get out of bed and walk out of the house, it will look cool.

In which movie have you had the most interesting hairstyle?

In my upcoming movie *Murder 2*, I will sport a look which I haven't till now — with long hair that falls all the way down my neck. 📌

look
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Feel
Good

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Greater Kailash I – 46540633, 46540634
Vasant Kunj – 46609048, 46609049

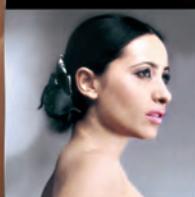
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*system with shampoo, conditioner and serum

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