

SALON

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We are happy to present a festive issue that carries an inspiring shoot by Avan Contractor — her interpretation of three leading rockstars — Rihanna, Gwen Stefani and Beyoncé. A fitting tribute to women in various musical avatars.

We introduce for the first time an article that aids in understanding the approximate budgets involved in building salons, the choices available, etc.

The revelations of the L'Oréal Professionnel Colour Trophy are a surprise with Salons from across India winning and rightly so. It's symbolic of the growing maturity of the Indian hairdressing community. We also bring you some exciting international collections that reveal trends and cutting edge styling by Vidal Sassoon Academy.

Our cover story tries to understand the growing salon density in certain localities and markets of Delhi, how various formats are able to survive, what keeps them chugging and more!

Intraceuticals, a brand that defines the dermo-cosmetological advances in skincare, has recently entered India. It is said to be behind the ever youthful looks of Madonna and many other celebs. We bring you an interview with their technical head, Patricia Steel.

We are excited about the wedding market as well and will be soon bringing forth an exclusive book on Bridal Hair-Ups!

Your valuable feedback will be welcome as always.
Happy Reading!



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



Hair (cut and color): The Sassoon Creative Team
led by Mark Hayes | International Creative Director
Styling products: Wella Sp
Color products: Koleston Perfect
Photo: Colin Roy
Make-up: Daniel Koleric
Clothes stylist: Tabitha Owen

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Eugene Eugene Souleiman, Global Creative Director Care & Styling, Wella Professionals

Eugene Souleiman

Capture that catwalk charisma

Eugene Souleiman, Global Creative Director Care & Styling, Wella Professionals recommends these sensational looks and styles for this fall/winter.

Curvaceous volume: A glamorous and pretty hairstyle, feminine and powerful. The soft, free-flowing and fiercely feminine curls are full of life, the effortless flexible movement and body, give a natural look.

Essential products for the look: Wella Professionals Velvet Amplifier Style Primer for a super smooth and flawless finish and Boost Bounds Curl Enhancing Mousse for cascading curls.

Eugene's tip: "Apply Velvet Amplifier to freshly washed hair — one pump is all you need! Continue to style your hair as normal, selecting the right products from the Wella Professionals range."



Boosted volume: The look boasts of exaggerated volume, bringing out a woman's untamed wild side as well as creating an aura of femininity for instant style impact.

Essential products for the look: Wella Professionals Ocean Spritz Beach Texture Spray for a disheveled yet beautiful carefree look and Flexible Finish Non-Aerosol Working Spray for that perfect finish to enhance the beauty of the hair.

Eugene's tip: "Apply a generous amount of Wella Professionals Ocean Spritz Beach Texture on your fingers and rake through your hair to give a tousled finish"



Loose texture: This season, styles that empower women and give them the confidence to express their look in a powerful yet modern way are in vogue. To illustrate the style, Eugene has created a naturally textured choppy style that illuminates the hair color and adds shine.

Essential products for the look: Wella Professionals Smooth Brilliance Shine Pomade to give texture and Shimmer Delight Shine Spray for long-lasting hold.

Eugene's tip: "When applying the Wella Professionals Smooth Brilliance Shine Pomade, work the product on your finger tips and pull out random sections of hair to craft your style and create that undone, relaxed look." 🍷





Visual dynamics Holistic wellness



From using contemporary wall-papers to including an impressive blend of metals and wood, salons are trying everything in the book to accentuate their décor.

Salon India gives you a glance of the Vedic Spa Mantra

Salon: The Vedic Spa & Salon

City: New Delhi

Owner: Anurag and Poonam Sharma

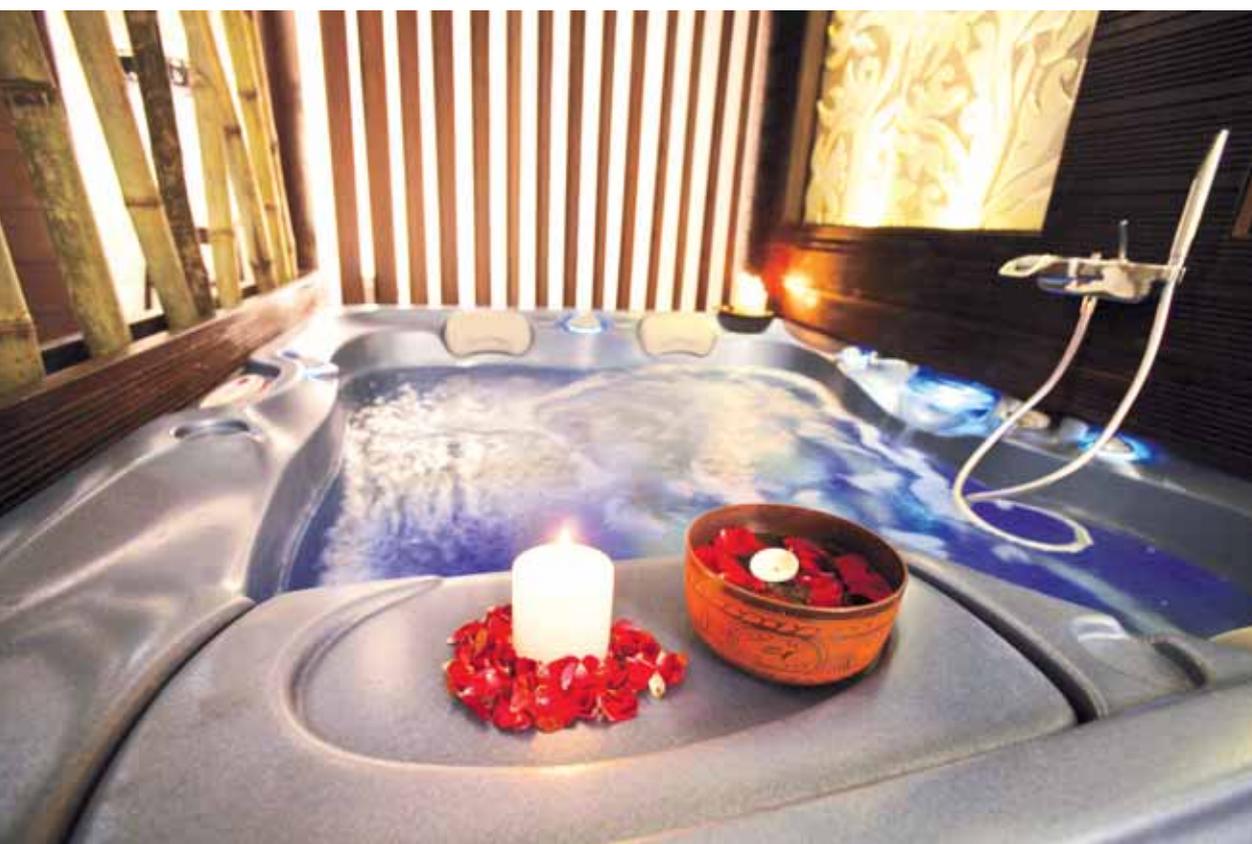
Size: 15,000 square feet

Budget: ₹1.5 to ₹2 crore for two spas

Time taken to complete construction: 1.5 years

Brief description: The salon spans 15 spa treatment rooms, apart from a health cafe, yoga hall, bridal and couple suites, his and her salons, a nail bar, foot rituals and reflexology relaxation area, Ayurveda and Oriental therapies sections, jacuzzi, steam, and sauna. To ensure a feeling of serenity and wellness, the interiors of the salon comprise of walnut wood and bamboo.

Owner's comment: "While designing every element, we did an in-depth analysis and created a holistic healing under one roof.



Cloud Nine

The next level of styling tools



With professional market quite cluttered with hairstyling tools, *Salon India* reports a new and exciting launch. Cloud Nine, the revolutionary iron that speaks of quality and service par excellence

Since the day Robert Powls came up with his innovation of hairstyling iron brand GHD in 2000, there was no looking back. Hair irons have today become a necessity.

Now almost a decade later, Robert Powls and his team are back with fresh zeal and passion and hence, have partnered with the original manufacturers of GHD irons, Unil Electronics, to create Cloud Nine, a pioneering hairstyling equipment brand. The brand has come up with two very innovative implements, Cloud Nine Iron and TheO, the Cloud Nine Curling System!

The Cloud Nine Iron

The uniqueness of the hair irons lies in innovation.

Some of the aspects that differentiate this from others are:

Its temperature gauge that can be adjusted to change levels of heat needed for a particular style.

It has been equipped with state-of-art RFID (Radio Frequency Identification)

The 'Secret Minerals' in the iron is a futuristic feature that ensures hair protection. Moreover, the hibernation mode of the iron switches off automatically after 30 minutes. It not only offers style, flexibility and originality but also a professional-only brand, exclusive to premium salons, it gives premium service.

TheO Curling System and Pod

With TheO, Cloud Nine has given a new meaning to a styling roller right from the time taken to heat up the roller to its application. The roller is handy as one simply needs to put the roller in the pod and use it in less than four seconds. One of the best buying points of the roller is that it does not harm the texture of the hair as it heats from the core out. It is also equipped with the latest soft grip technology and is light weight. TheO pod also works with several sizes of rollers including the large 60 mm option, thus assuring all types of hairstyling. Besides, it is also eco-friendly, since it consumes seven times less electricity than traditional rollers.

The landmark

Since the launch of the brand, over 200 salons across UK are using Cloud Nine irons. They have also been used to create appealing looks at the backstage shows of Louis Vuitton, Prada, YSL, Chanel and by the celebrity Australian Stylist Jon Pulitano. It has also won British Hairdressers Business Award - Innovation of the Year, 2011.

Available in countries like Norway, Finland, Sweden, Dubai, Denmark, Spain, France, Italy, Australia, and South Africa the revolutionary brand finally made an entry into the Indian market. 📍



Salon equipment Professionals in the industry

With a boom in the haircare industry and salon services in India, there is a need for professional equipment. Two new brands that have taken the market by storm with their innovative products are Andis Professional and Kiepe Professional

Kiepe Professional

The Italian brand Kiepe Professional, the creator of scissors, styling appliances, manicure and pedicure tools, has entered the Indian market. Having been in the field for half a century, the brand boasts of credibility with high precision tools for hairdressing. Starting its journey from a small town, Premana in Northern Italy, Kiepe has come a long way. The tools produced by the company are innovative and incorporate the latest technology.

Every product created by the brand is a result of in-depth research and perfect precision done by its R&D labs located in Premana. Focusing on the its 'professionals only' positioning, the brand aims to

increase its gamut of offerings. The Sensation range of scissors is made from AISI 420 grade stainless steel, one of the best available in cutlery class steel. Sharpened with the unique Diamond Sharp system they are long-lasting and premium quality blades. With the high-tech convex razor-like edges, the scissors are handy and useful.

The Sensation Series is available in offset, semi-offset and regular variants that suit different holding styles. It has been priced between ₹799 to ₹3249 and the Academy, Galaxy, Mirror and Sensation series are available across all beauty tools and equipment supply stores in India.



Andis Professional

The US-based Andis Professional, a leading manufacturer of handheld tools, has launched a home grooming range, which trims, cuts, curls, straightens and dries hair. It has come up with all new Cordless Trim for everyday grooming at home which is a 14 piece trimmer kit for everyday trims and touch-ups for beards, moustache, side burns, eyebrows and the neckline. The kit also includes tapered barber and moustache combs and has a protective blade guard.

The new Power Master Clipper launched by the company has been equipped with a high performance turbo motor that

delivers 20 percent more power than a standard magnetic motor. Its stainless steel blades are rust resistant and boast of precision. Its EP6000 motor is powerful enough to cut through wet or dry hair. There is also a taper control lever, which adjusts the blades as per texture and length. For complete styling flexibility, the Power Master comes with nine attachment combs ranging in size from 1/16" to 1".

The products would be distributed by its Partners in Distribution India Private Limited, and will be available at all leading beauty, professional tools and electronic stores in India. ●



Styles 2012

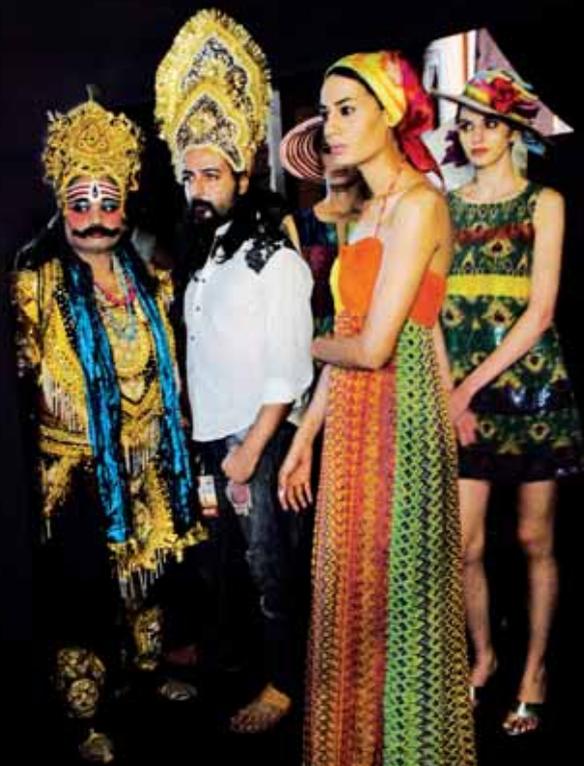
Equating the drama

by Isha Gakhar

The Spring/Summer edition of the Wills Lifestyle India Fashion Week '12 can be defined as 'clean' and 'fresh'. The five-day fashion frenzy was focused on accentuating the natural features, keeping the look clean and neat. A lot of emphasis was given on clean eyes, defined eyebrows, strong mouth and nails. Ponytails in different shapes, sizes and textures were prominent at the catwalk. *Salon India* selects the artistic looks created by professionals.



Runway photos: Wills Lifestyle
India Fashion Week Spring/
Summer 2012
Backstage photos: Mehar Jyrwa





L'Oréal Professionnel The grand finale

Show: L'Oréal Professionnel
Colour Trophy 2011
Date: October 7
Venue: Jamshed Bhabha Auditorium

The most creative and most awaited event in the hair industry, L'Oréal Professionnel Colour Trophy, has finally got a winner. Held in Mumbai, the event inspired nationwide participation from the most creative and talented professionals in India. Amidst a dazzling display put forth by the L'Oréal Professionnel Dream Team, 'Thousand and One Nights of the Future', an exclusive show by Jason and India Miller from Charlie Miller, one of the most awarded UK-based hairdressers, was also

presented. Called the Oscars of the hairstyling industry, the contest was judged by fashion designer Manish Malhotra, make-up artist Venus Pereira, fashion photographer Jatin Kampani, Sujata Assoumal, Editor Harper's Bazaar, Michel Claire, International Director Professional Development and Jo Hansford, who is considered to be the first lady of hair color in the world. Finally seven teams raced ahead to claim the honors.

The winner for the L'Oréal

Valentina



Hair: Marcello Donadelli
 Hair color: Simona Latorraca
 Make-up: Fiorella Donadelli
 Photo: Marcello Donadelli
 Photo step: Nico Donadelli

1. Sub-divide the hair and select vertical sections on the occiput, then cut the internal line on the scissors' tips.
2. Move to the side and define the volumes of the grade
3. Cut up in order to get the long/short effect.
4. The whole left section is shortened and more extended towards the right side.
5. Cut deeply in scissors' tip in order to let clearance at the lengths.
6. Define the fringe with the scissors' tip and with slice technique.
7. Wind small locks to get more naturalness and cut up a little at the basis.
8. Cut up at the basis in order to get more movement of the cut.

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- 88% PARLOUR OWNERS RECOMMEND OXYLIFE™ FACIAL.*



PROFESSIONAL

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