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Business Associates S Venkatarahaman (Chennai) 9444021128 (m)
Hemant Gupta (Ludhiana) 9814019745 (m)

For Subscriptions: subscription@imagesbusinessofbeauty.com

Salon International, Italy: **Publisher:** Giuseppe Tirabasso, Editor-in-chief: Claudia Stagno Redazione, Amministrazione, Pubblicità, M.T.E. Edizioni S.r.l. - Via Romolo Gessi, 28 - 20146 Milano, www.salon-international.net

IMAGES Multimedia Pvt Ltd
Delhi: S 21, Okhla Industrial Area Phase II, New Delhi 110020
Ph: +91 11 40525000, Fax: +91 11 40525001
email: info@imagesbusinessofbeauty.com
Mumbai: 1st Floor, Bharat Tin Works, Opp. Borosil Glass Works, Off. Military Road, Marol Maroshi, Andheri(E), Mumbai 400 059
Ph: +91 22 42567000, 29200043/46, Fax: +91 22 42567022
Email: waseemahmad@imagesgroup.in
Bangalore: 523, 7th Cross, 10th Main, (Jeevanbhima Nagar Main Road), HAL 3rd Stage, Bangalore 560 075, Ph: +91 80 41255172/41750595/96,
Fax: +91 80 41255182 Email: bangalore@imagesgroup.in
Kolkata: 30-B, Anil Roy Road, Ground Floor, Kolkata 700 029
Ph: +91 33 40080480, Fax: +91 33 40080440 Email: piyalioberoi@imagesgroup.in

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It's the first monthly issue of *Salon International* and we are happy to report on the most interesting happenings from around the world. Be it the Haute Coiffure Francaise L'Oréal show in Paris, where India performed for the first time ever, or the International Make-Up Artist Trade Show (IMATS) in LA, which is the most exciting jamboree for the make-up fraternity or the Lakmé Fashion Week, it is all in this issue.

An Verhulst Santos, L'Oréal Professionnel's President, worldwide, spoke to us and revealed L'Oréal's extreme focus on the Indian market and the extent to which they would go to support and develop it, be it in education, deciphering trends from the subcontinent and promoting them as global trends, etc.

Our cover story pays special attention to the opportunity that Indian cinema offers for the make-up and hairdressing fraternity. We bring to you a fair analysis after comparing notes with the biggest names in this industry!

Our Indian stylist shoot brings to the fore some fresh ideas and colors from the creative team of NEU Salonz, the winners of the regionals at L'Oréal Professionnel Colour Trophy.

India is on the move and so are the brands and salons. We have Wella Professionals style and care products launch that works towards a new paradigm of service delivery to the clients.

Skincare has always been the Indian salon's speciality unlike the west. We bring to you the details of the launch of Elemis, an esthetician's brand available at SAKS in India. Dermatologists share their experience of treating freckles with the larger community of cosmetologists.

Since we are on with the Festive Season, I wish you manage to convert this into big business and many happy customers!

We eagerly await your feedback as always!



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



Hair: Philip Bell, Ishoka Aberdeen
 Inspiration: Sophistication and elegance were the concept for creating this collection. I wanted the hair to feel as if it was almost couture, very polished but wearable at the same time. The strong yet feminine looks are based around that higher market with tousled hair creating a soft touch.
 Photo: John Rawson
 Make-up: James O'Reilly
 Styling: Jared Green

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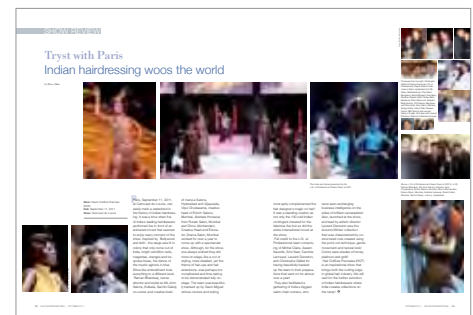
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Imagine Education Show Making a difference

The Imagine Education Show organized by Matrix in Bengaluru gave a peek into the latest trends in hair fashion.

Matrix, the professional salon brand from L'Oréal's Professional Products Division, designed the show as an exciting educative platform for hairdressers to improve and upgrade their skills in the ever evolving salon industry. The show follows from the Matrix 50 City Education Tour organized in 2010, which reached out to over 8,000 hairdressers across India. The show featured cut 'n' color techniques by Melroy Dickson, National Education Manager, Matrix India, a live straightening makeover highlighting Matrix's Opti.Straight product and the latest Oilthérapie

OILSPA service aimed at professionalizing traditional in-salon oiling and spa services.

The program showcased inspiring hair fashion through a runway show with top model Deepti Gujral as the showstopper and an entertaining dance acts by Toby Fernandes and his troupe from Mumbai. Education is the focus and key differentiator for Matrix, as it helps hairdressers build on and improve their skills through on-trend shows and state-of-the-art training programs. With an extensive network of 36 Education Studios, Matrix occupies an



Eyeing the opportunity in cinema

The time to explore is NOW!

by Isha Gakhar

The dynamism of the beauty business in Indian cinema is tremendous. From hair and make-up techniques being sharpened by major international brands, the impetus given to beauty professionals is also at an all-time high. While this is a far cry from what the situation was way back in the 1930s and 40s, as per the veterans in cinema, 'today's kids have got it good'. Hence, if you are a hard-working make-up expert and a dedicated hairstylist, the time to join the fray is now! *Salon India* does a review of the past and presents a forecast of sorts for the trade professionals of today.

With this as our focus, let's delve deeper into the hair and make-up industry in Bollywood and scratch the war paint just a wee bit more...

According to the Federation of Indian Chambers of Commerce and Industry (FICCI) report 2011, the Indian Media and Entertainment sector worth \$17 billion in 2011, is slated to grow at over 14 percent CAGR to \$29 billion in 2015. The film industry, in particular, is expected to grow to \$3 billion by 2015. Now, the question is — what is the amount of cash flow devoted to hair and make-up in a film

project? Corroborating to the fact is the father of the make-up profession, Pandhari Juker who says, "Though it varies from movie to movie, on an average, the make-up material used for the whole unit costs anywhere between ` 30,000 to ` 40,000."

Taking this thought further, Kanta Motwani, celebrity hairstylist and owner of Kromakay Salon, Mumbai, shares, "Styling for movies comes with a lot of perks. One not only gets fame and appreciation for your work, but also makes more money as compared to the other professions. An established stylist makes anything between ` 7,500 to ` 25,000 per day for hair and make-up."

Regional cinema

Bollywood: The trend has evolved through the ages — from the 'black and white' era to now, the make-up and hair industry has come a long way. Basic tools, trial and error, make do were the adjectives used to describe their condition while they prepared for work in films. But now, fine and scientific tools and products from across the world, and even computer techniques, are available and go into perfecting hair and make-up





Behind the scenes Creating the look

NEU Salonz team details the steps for styling this shoot for *Salon India*



Priyanka Kapoor
Make-up artist

A self-taught make-up artist, Priyanka Kapoor, has established herself as one of the sought after make-up professionals in the industry. She has been a part of several fashion weeks and fashion magazines. Her style of make-up is effortless, where she believes, she weaves magic through the strokes of her brush.



Style 1 (White)

For this style, the wig used was white. Going in sync with the mood, the texture of the hair was kept rugged and rough. In order to achieve the desired result, there was a lot of backcombing. The hair was then accessorized with metal accessories. For make-up, a foundation close to the skin tone was used. The cheeks were contoured and the eyes were underplayed so as to highlight the bold lip color.

Style 2 (Blue)

The wig used was blue in color. A thin-pin technique was used and the hair was given lots of volume. The layers at the back were shortened and the front was kept long. Hair spray and hair sculpting products were used to add a jagged look to the edge. The hair was given a flawless finish with the use of hair constructors. The eyes had shades of green swept across them, with false

lashes used to increase the oomph-quotient. The lips were a glossy shade of pink.

Style 3 (Orange)

The hair was a fiery orange color and deliberately kept long with an abundance of curls created by using wooden rollers. This was done to enhance the seductive appeal. The hair was also tweezed to give it volume. The look was complemented by subtle and clear eyes, and vino-stained lips to give the appearance of fuller lips. Overall, the look was edgy and sharp.

Style 4 (Red)

In tune with a rebellious look, the man was dressed in bright red locks with lots of curls. The curls were achieved by using hair fixtures and backcombing. The look was clean with soft smokey eyes smudged with medium black color and a chiseled look. 📌

Backstage photos: Yipin Kardam



Freckles

The derm solution

by Huma Hazarika Sharma

Freckles are brown spots which appear on the face, or at times, on the exposed parts of the body. There are several reasons for the appearance of freckles, claim the medical fraternity. *Salon India* talks to various professionals from across the country on the prevention, cause and the treatments available for freckles



Photo: Shutterstock

Freckles

Freckles are little light brown, brown, yellow, red or black spots that appear as flat, tanned circular spots on the epidermis, caused by pigment-producing cells called melanocytes.

Melanin protects us from the sun, and when the melanocytes suffer damage due to over-exposure to the sun, they result in freckles, more common in people with fairer complexions. Freckles are, quite simply put, an abnormal collection of the melanin pigment in the skin, and can be attributed to one's genetic make-up. They can be seen in anyone

irrespective of their genes. Freckles are generally of two types – simple freckles or Ephelides and sun spots or Lentigenes. Ephelides are usually consistent in size and are tan, round and small. Lentigenes are found mostly on the upper back and shoulders, and are larger and more erratically shaped. While freckles are a highly treatable condition, it's very important that any brown spots be examined by a dermatologist first, as they might turn out to be moles or other malignant skin growths, says Dr Madhuri Agarwal, Consultant Dermatologist, The Skin Clinic, Mumbai.



Photo: Shutterstock

Dr Priti Shukla, Consultant Plastic Surgeon, Ambrosia Clinic, Hyderabad

Number of queries: I see two to three patients every day with freckles.

Treatments available: Creams, lasers and chemical peels. A combination of peels and creams with sun protection works best.

Advice to patients: A good sunscreen with SPF 25+ or above, should be applied every three hours, when in the sun. Skin lightening creams containing Kojic acid or Hydroquinone, can be used after consulting a dermatologist. Mild glycolic peels can be done once in two weeks, and after eight to ten sittings, the freckles could become lighter. Q-Switched lasers too help lighten freckles. However, two to three sittings may be required at monthly intervals.

Procedure: As freckles originate from the deep layers of the skin, it is best to use the Q Switched laser, which works by absorbing the pigment in the freckle selectively and fragmenting it. Usually a scab forms for five to seven days and when this falls off, the freckle clears.

Results: Creams show results in one to two months if applied daily as per the doctor's directions. Chemical peels and lasers, however, require multiple sessions, depending on the extent of freckles, which differs from patient to patient, and only a dermatologist can decide how many sessions are required. For best results, regular follow-ups are recommended.

Cost: The cost varies from clinic to clinic and it also depends on the number of sessions undertaken. Most places charge between `5,000 to `8,000 for one session of lasers or chemical peels.

Precautions: Whatever treatments you undergo, freckles might reappear, and one must use sunscreen regularly.





VLCC Day Spa Cocoa-flavored therapy!

by Isha Gakhar

Spa: VLCC Day Spa
Owner: VLCC Healthcare Ltd
Area: Around 3,000 square feet
Location: Jeeva Bunglow, Gigi Apartment, 14, Silver Beach, AB Nair Road, Juhu, Mumbai 400049
Time: Afternoon, weekday

When I entered the spa, its magnificent décor and tranquil surroundings calmed me down and all images of a crowded and busy city were wiped off from my mind. Situated conveniently, the spa doesn't disappoint.

Spa menu: The range of treatments available are de-stressing, detoxification, cleansing, relaxation, anti-aging, and a weight and inch loss program. Also on offer is an array of massages and services such as, anti-aging facials, dermatological solutions, hair solutions and pedicures and manicures, and more.

Therapist: Santoshi Anand Silelan is a Slimming Therapist and Trainer at VLCC Healthcare Ltd. Pleasant and efficient, she has been with the group for the past 14 years after doing a course in Body Therapy from Fitness Club.

Therapy recommended: As my skin is dry, I was suggested the Chocolate Body Wrap. It's a mineral-rich sea clay infused with the essence of cocoa, which benefits the skin tremendously.

Ingredients: Coffee beans, chocolate, cocoa powder and milk cream.

Duration: 90 minutes

Suited for: Dry skin

The process: After a relaxing cup of green tea, I was guided through an aisle decorated with flowers and candles, to the much-awaited massage session. The room was warm and dimly lit, and the instrumental music playing softly, added to the experience.

helps in deep cleansing, and brightening.

Step 3: The therapist gave a massage with fresh cream and regular cocoa powder.

Step 4: After having a hot water bath, a body pack of fresh milk and bitter chocolate was applied. Nearly 20 minutes later, I was asked to take a shower again.



Step 1: Since the therapy has detoxifying properties, I was asked to take a pre-session weight check. Thereafter, the therapist started with body cleansing with a cleansing milk.
Step 2: A body scrub made of coffee beans, sugar and raw milk was applied to the entire body, as there is a claim that coffee beans help in exfoliation of dead cells and raw milk

Diagnosis: Recommended as a monthly treatment, it combines benefits of detoxification, toning, softening of the skin with the upliftment of the spirits, thanks to the aromatic properties of chocolate. I also lost nearly two kilograms of weight after the entire process was completed.

Price: ` 3,500 plus taxes. \$



Ashima Kapoor (L) and Savita Sharma at IMATS: Make-up Artist Shop

IMATS 2011 Los Angeles

The International Make-Up Artist Trade Show (IMATS) is the make-up world's biggest gathering. Hundreds of make-up artists, vendors and enthusiasts discuss, display and collect the best the industry has to offer. Make-up pros working in films (including Oscar, BAFTA and Saturn award winners), fashion, television, theater and print teach and demonstrate top techniques and styles. New products often debut here. IMATS also features a Make-up Museum, which showcases make-up effects, sculptures, animatronics and more, from some of the world's best-known films, a photo gallery of The Greatest Make-up Artists of Our Time: A Selection of Portraits by Deverill Weekes, a great record of some of the make-up industry's top talent and an Afterglow party, where trade-show guests can socialize.

Before IMATS, there were no trade shows specifically designed for make-up artists, although cosmetic companies had expressed a desire for such an event. In response, the publisher of *Make-Up Artist* magazine, Michael Key, held

the first IMATS in August 1997 in Los Angeles. It allowed artists to customize what they wanted to see and it offered a diverse mix of products, demonstrations and education from industry leaders.

Show highlights

IMATS has grown over the years and so has the number of attendees. Los Angeles is the biggest show that has been attracting record-breaking crowds. IMATS continues to educate and connect make-up artists from around the world. The show is held six times annually — in London in January; New York in April; Los Angeles in June; Vancouver, BC in July; Sydney in September and Toronto in November. The exhibitors at IMATS LA included several renowned make-up brands such as, Bobbi Brown, Eye Candy Cosmetics, Inglot, Kevyn Aucoin, Kryolan Professional Make-up, MAC, Make-up Designory, Make Up For Ever, Mehron Inc, Naked Cosmetics, Napoleon Perdis, etc. Equipment companies including large ones such as, Royal & Langnickel, Crown Brush, Dinair Airbrush



The extraordinary body painting artistry at IMATS





Raima Sen Beauty in the genes

by Isha Gakhar



Photo: Gitanjali

What do you like the most about your hair?

I definitely like their texture and shine.

Your haircare secret?

I have naturally thick hair so I don't need to do much. However, once a week I oil them and take deep conditioning and protein treatments by L'Oréal Professionnel and Kérastase. They do wonders on my hair.

Best hair advice?

Keep your hair product free!

Your worst hair day.

I put them up in a ponytail.

How much hair color do you use?

I was into hair coloring, but now I have stopped completely, as

all the characters I play in the films, demand dark hair.

Do you think hair extensions effect the quality of hair?

I don't think they are harmful, because I wear a lot of extensions and wigs in my films.

How important is the role of a healthy diet?

Healthy diet is necessary as it shows on your skin and hair. It's mandatory to have a proper diet complete with proteins, iron and spinach. It's fine to have junk food once in a while, but not on a regular basis.

Favorite and regular stylist?

When I'm in Kolkata, I go to June Tomkyns. While in Mumbai, I prefer going to b:blunt and Nalini salon.

In which movie, did you have the most interesting hairstyle? Who was the hairstylist?

In the *Japanese Wife*, I carried a simple yet classic look. Also, I loved myself in *Nouka Dubi*, where I had a variety in hairstyles such as, plaits, buns, middle and side parting.

A make-up look you really admire?

My grandmother, Suchitra Sen ...the way she has portrayed herself in Bengali cinema is incredible. From costumes, make-up and hairstyles, everything about her is inspirational.

An evening look you like?

I love the tong look; it looks elegant. I'm not a fan of straight hair and prefer the voluminous blow dried look. ☺

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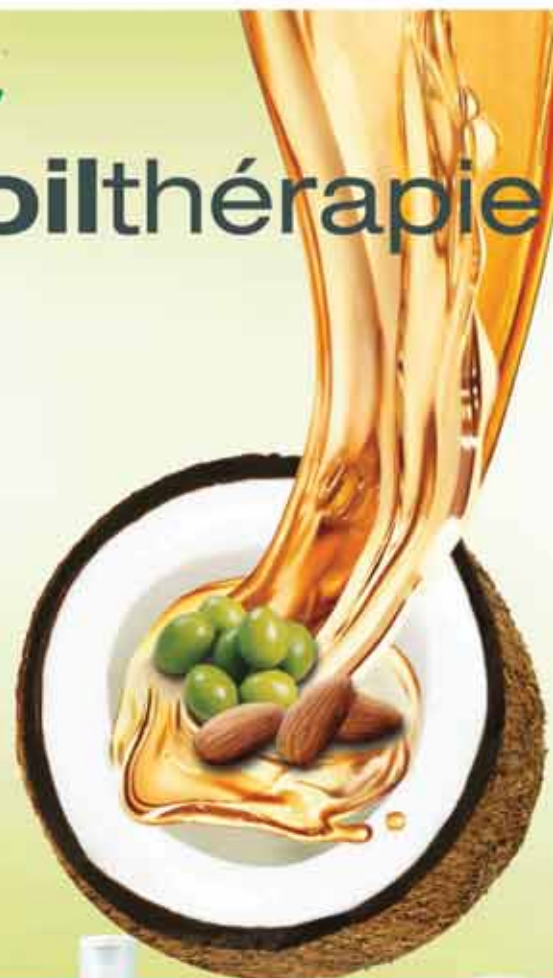


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