

Lotus Beauty Carnival 2016
National Winner - YLG Salon, Karnataka



Lotus Beauty Carnival 2016
1st Runner-up - Waves Salon,
Uttar Pradesh



Lotus Beauty Carnival 2016
2nd Runner-up - Glammour,
West Bengal



Lotus Beauty Carnival 2016
National Winner, Budding
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The spa industry over the last five years has shown tremendous growth, not only in the number of spas, but also in the diversity of spas and spa therapies available. A report released by PwC states that even as consumer expenditure has grown at its slowest rate in the last eight years, the wellness sector has bucked the trend and continues to grow from strength to strength. Resilience in consumer spending on wellness products and services is a reflection of increasing consumer awareness and acceptance of wellness as an integral part of their lifestyle. What is more - consumers are able and willing to spend on therapies and extended wellness programmes, there is an increase in the number of international wellness tourists and brands have begun to re-engineer their product portfolios to include a special spa range! The wellness industry has already crossed the \$1 trillion figure with a potential to generate three million job opportunities. India is also the second largest exporter of Ayurvedic and alternative medicine in the world and home to 6,200 indigenous herbal plants. With this being the context, we present some of the best spas in the country, their unique selling propositions, new therapies and more...

We meet and interview top celebrity hair stylists and make-up artists. Kenneth Frost, Technical Educator with Alfaparf Milano, is a perfect mélange of style, passion and creativity. He believes in constant learning and taking inspiration from fellow artists to perfect his craft. He shares his journey, future plans and more with us. On the home front, we showcase the skills and dedication of Najeeb Ur Rehman, who shares his life and the essence of Schwarzkopf - the brand, future plans and more. Lucas Chinappa, Owner of Lucas Chinappa Academy & Salon in Hyderabad shares the joys and tribulations of setting up a salon. In make-up and beauty, we have Vidya Tikari, ace man-up artist and educator, who has persevered to reach the level she has after overcoming several challenges. She shares her victorious journey with us, which will undoubtedly, be a motivation for aspirants to enter the field of make-up.

In trends, we have eight hot hair styles for men suggested by Roger Peter Ross, Area Trainer - Karnataka for Green Trends Unisex Hair and Style Salon and Sidney Ho, Creative Director, Toni&Guy Salon in Kolkata. MATRIX has introduced Candy Hair Strobing and encourages clients to walk in, try it and walk out looking like new and so beautiful. TIGI presents five new hair styles to try while vacationing. Go for them and watch heads turn!

We showcase Sohum Spa in Ramada Udaipur Resort & Spa where the design elements are influenced by Rajasthani architecture and are magnificent at best.

All this and lots more in this issue. Do keep writing in and looking up our FB and Twitter page

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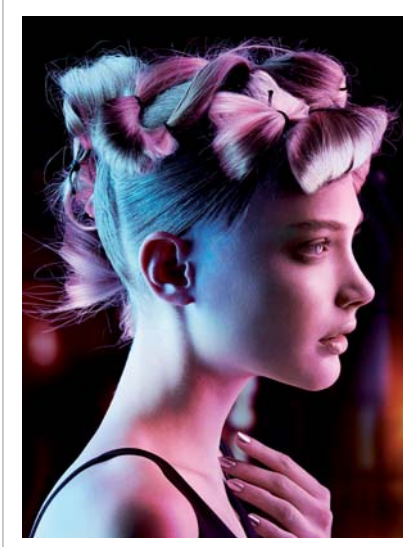
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 Photography: Andrew O' Toole
 Make-up: Naoko Scintu
 Stylist: Thea Lewis Yates
 Products: L'Oréal Professionnel

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/// NATIONAL ///

Shahnaz Husain's interview now part of the HBS teaching curriculum

Harvard Business School recently conducted a video interview of Shahnaz Husain, the quintessential entrepreneur, who has become internationally renowned for her brand of Ayurvedic beauty care and unique business strategies. The interview, conducted by Professor Sunil Gupta and senior researchers of the Harvard Business School Research Centre, was based on her franchise system, by which she extended her salons and outlets all over the world. She also spoke on her phenomenal journey from one herbal salon to a global chain of franchise ventures. She recalled the time when she made the products herself, to her current state-of-the-art manufacturing units and R&D facilities. In fact, interviews of business leaders help Harvard in collecting data for the development of courses and teaching material. In the past, Husain was invited to speak to students of HBS on her unique franchise system and word of mouth marketing strategy. Today, Shahnaz Herbal is the only Indian herbal beauty brand selling at Selfridges in London, the world's most prestigious store.



Blush is the new SkinLab by Dr Jamuna Pai



Providing state-of-the-art facilities for the first time in India, Dr Jamuna Pai had set up her first clinic- Blush in 1994. Recently revamped as SkinLab, it is India's leading skin care brand, with an aim to provide researched and result-oriented medical aesthetics and skin care treatments. The wide range of skin enhancement and anti-ageing treatments are from routine facials,

bridal treatments, facials, signature services and non-surgical treatments for women and men, as well, are highly sought after by a loyal patronage of Indian and International visitors. SkinLab also has a range of treatments tailor-made to suit the skin. Laser hair reduction, treatment for pigmentation and acne scars as well as clean-ups and facials are a few of their offerings.

Spa la Vie by L'Occitane and Warren Tricomi Salon in Bangalore

Sanghvi Brands, along with Zohara Jamal, hosted the launch of Spa la Vie by L'Occitane and Warren Tricomi Salon at VR Bengaluru Mall in Whitefield. The luxurious spa is spread over 4,500 sq feet and provides guests with Provencal-inspired body and face rituals with Shea from Burkina Faso, Immortelle from Corsica and Almond from Haute-Provence. The Warren Tricomi Salon offers services from stylists, trained by celebrity hair artists of Warren Tricomi New York.



Moroccanoil Frizz Control – a must for bad hair days

Moroccanoil, the originator and leader in luxury professional oil-infused hair products, has created an innovative product specifically designed to tame even the most unmanageable hair due to frizz and static, the Moroccanoil Frizz Control. It contains a special, weightless blend of climate control factors that act as a unique shield to protect hair under any weather condition, while keeping it beautifully smooth, calm and controlled. Moroccanoil Frizz Control counteracts the negative effects of chemical processing, heat styling and excessive brushing, which can leave hair damaged and full of kinks. With just a few light mists, it will repair damaged hair leaving it frizz-free, static-free and healthy. It is available exclusively at fine salons.



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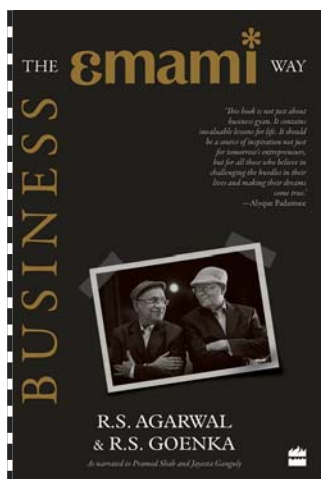
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Emami launches a book

Kolkata witnessed an unusual book launch in the divine presence of Jagatguru Shankaracharya Sri Raghaveshwara Bharati Maha Swamiji. The book titled *Business: The Emami Way* is about management literature and is authored by renowned industrialists R.S. Agarwal and R.S. Goenka, the Founding Fathers and the Joint Chairmen of the ₹45,000 cr Emami Group. His Excellency, the Hon'ble Governor of West Bengal, Shri Keshari Nath Tripathi graced the event.

/// INTERNATIONAL ///

Cosmoprof North America 2016 breaks record

The 14th edition of the annual beauty trade show, which was held from the 24 to 26 July at Mandalay Bay Convention Centre in Las Vegas, welcomed 33,750 attendees (12.5 pc up from 2015) engaged with record breaking 1,154 exhibitors representing 38 countries (12 pc up from 2015). Visitors were able to see and experience new sections like Discover Green, a special area curated with inputs from Insiders Guide to Spa and Glamour Me, a new beauty lounge that allowed attendees to meet participating exhibitors and have their hair, nails, skin or



make-up show ready with quick 30 minutes services to experience their products first-hand, along with show favourites, Discover Beauty, Tones of Beauty and Discover Scent. The show floor space covered 280,991 sq ft of space with an increase of 10 pc compared to the previous year.



Manicure pens and fluorescent lipsticks from MakeUp in Paris

Cosmetics trade show MakeUp in Paris showcased some of the hottest beauty developments in the beauty industry. One of the main highlight of the show was the now famous 'Innovation Tree', which unveiled 28 new products. These included 'Eyebrow Designer' by Bomo Trendline, a system that allows users to dye their brows by combing them with a brush. The paraben-free colour lasts up to 24 hours and can be removed with a regular make-up remover. Additional make-up solutions also included 'Moonlight Kiss Fluo Lipsticks' by Alkos, which provide lips with fluorescent brightness, while protecting and moisturising them with vitamin E, and the 'Spacy Art & French Pen' by Trendline, a manicure pen that has more than 18 colours.

A manicure that doubles as your subway pass

Fashion student Lucie Davis, a BA Jewellery Design undergrad at London's Central Saint Martins school, has created the 'Oyster Card Acrylic Nails' project which features a stylish manicure that also doubles as an Oyster card, the travel pass used to get around London. The concept works thanks to an RFID chip taken from an Oyster card and hidden in one of the acrylic nails, allowing the wearer to simply touch their way in and out of the London Underground. The set of falsies, which are painted in the same blue and white pattern as the card, to drive the point home, can also be topped up in the same way as a traditional pass.



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Launches Architectural Concepts

Kolkata

Astique – The Complete Body Studio



Spread over 1,500 sq ft, Astique – The Complete Body Studio present their second clinic. A one-stop solution for weight loss, skin and hair care and physiotherapy, it aims to provide 360° solutions using cutting-edge equipment, the best consultants and above all, employing a holistic approach. The studio is equipped with five treatment chambers, along with a separate doctor's chamber and boasts of the latest machines for treatments under the guidance of experts from Kolkata, Delhi and Mumbai.

The brain child of Antara Bose, a second generation entrepreneur with diverse business interests, feels that having a healthy and fit body with a well-groomed and smart persona are imperative for success in today's world. Buoyed by the success of the first clinic, in collaboration with friend and entrepreneur, Pooja Kumar, the second studio was launched in February 2016.

Commenting on the USP, Bose says, "Our USP is in providing complete solutions for skin, hair and body, such as Anti-Wrinkle Treatments, Botox and Fillers, Wart Removal, Full Body Laser Hair Reduction, Mesotherapy and Body Studio, Detox, amongst others."

- Colour combination:** White and green
- Products used:** L'Oréal Professionnel
- Lights:** Yellow and white
- Flooring:** Wood and granite
- Architect:** Not disclosed



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Antara Bose

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enquiry@astique.in

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Gurgaon

Barber Black Sheep Salon



Gurgaon's first and only salon exclusively for kids, Barber Black Sheep Salon is spread over 1300 sq ft. The salon is equipped with three hair stations, two foot and pedicure stations and a large play area that is safe and engaging for kids. One can even hold birthday parties here.

Says Minal Kapoor, Owner of Barber Black Sheep Salon, "The Barber Black Sheep Salon aims to be a one-stop solution for grooming, hair cuts and mundans for children between 0 to 12 years. We have tried to create a warm, colourful and inviting space for kids and are even doing salon-themed birthday parties. We pay extra attention to hygiene and safety."

Elaborating on the expansion plans of the salon, says Kapoor, "We we are one of the first salons to cater to children and are still in the process of learning and making the entire experience a pleasant one for kids and their parents, as well."

- Colour combination:** Bright and colourful
- Products used:** L'Oréal Professionnel
- Lights:** Syska LED
- Flooring:** Vitrified tiles and fully carpeted
- Architect:** Not disclosed

Contact Person:
Minal Kapoor

Address:
A-14/1, 4th floor, DLF Phase 1,
Golf Course Road, Gurgaon

Website:
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Kenneth Frost Training to Inspire

With a stellar reputation of being the best in the business, Kenneth Frost, International Technical Educator for Alfaparf Milano, talks about his first love - colouring, training the trainers and more only with *Salon India*

by **Aradhana V Bhatnagar**

How did you get into the hair styling industry?

I began my career when I was 18 years old. I used to study and work in one of the premium and leading salons of Brisbane and under the direction of the salon, I simply fell in love with hair colour and styling. The demands from the customers and their unique hair types inspired me to be creative. I started to offer hair styles that were a combination of creativity and the latest trend. I have always been passionate about the industry and colouring – I cannot love enough!

Who has been the driving force in your life?

For me, the main driving force has been the clients, as well as the hair stylists. In Asia especially, the hair stylists have given me a unique way to think and handle the varied hair types. My career has also been mapped by some well-informed individuals, who gave me a different outlook towards handling hair dressing and innovative approach in haircuts and colour.



Please tell us about your professional background.

My work is my passion and that has helped me earn a few recognitions through my career span. The diploma from South Bank Institute of TAFE in Brisbane is my most regarded certificate till date as it is my registered licence. In addition, I have also earned certificates from renowned hair care companies, but as a technical education professional, I strive to inspire hair dressers who are my most valuable certifications and recognitions.

What are the challenges you have faced and how did you overcome them?

The most common and critical challenge is to offer the clients way beyond their expectation. What we do is not a free-hand job, especially in areas and countries, such as India. The most common challenge here is that everyone is looking for a haircut that will change and revamp the look and personality, but we are allowed to cut only an inch of the hair. In such a scenario, it becomes extremely challenging, as we have to deliver a combination of creativity, newness and extraordinary styling.

What is your forté as a stylist?

Colouring, undoubtedly! My passion is colouring and that is why many people refer to me as colourist more than a technical education professional. They are surprised to see me do a haircut. Colouring is about bringing creativity, as colours bring life into anything that is dull.





Hair colour adds vibrancy and accentuates the look that one is carrying and is no longer about covering the grey. Hair colours have evolved as an essential form of fashion and creatively transform any woman to 'instantly fabulous'.

What is your success mantra?

I believe in 'slow and steady wins the race' and respect the fact that with patience and deep understanding, one can be creative and innovative.

Who is your role model and why?

My partner is my role model in every sense and essence. On the hairdressing front, I would also like to mention stylists, as they inspire me the most. They are a bank of innovative hair dressing and styling ideas that keeps evolving.

What are the trends in haircuts and colour for the season?

Trends vary from country to country and stylist to stylist. Nowadays, it is all about having hair that is in a natural and shine state. Short hair styles are on the top of the trend list globally, but of course we do not see much experimentation with short hair, as ramp trends are always different from street style. What is in trend is to adapt the runway hair looks onto the clients with street style flair. It is important is to have a brand to help support the styles and creativity and what better than

Alfaparf Milano. It is an amazing brand with wonderful products; they develop products for the customers and the hair dressers. My personal favourites are Alfaparf Milano Semi DiLino range, as it makes the hair soft, shiny and smooth, while repairing through hydration and reconstruction benefits.

What are your views on the salon and beauty industry of India?

I believe that 'knowledge equals dollars' in this industry. The better knowledge you have as a stylist, the better you become. It earns you clients and customers, who will be loyal to you that will help one make money as well as create a progressive and growth focused professional market.

What is your advice for the newcomers entering this field?

Patience, patience and lots of patience combined with skill development, constant learning and an innovative approach.

What are your future plans?

I want to continue to educate and train the stylists. I also look to open a training and learning faculty for the stylist to learn skills, as the primary focus. Currently, I am blessed to be part of Alfaparf Milano and look to add value to the professional industry and hair market. 📍



Alessandra Ambrosio
wears the Polished
Straight look

Diarichesse by L'Oréal Professionnel Presents **Brilliant Shine Treatments** **For your Hair**

In this dull grey season, allow your L'Oréal Professionnel expert to add gloss to your hair. Go for SHINE SUPREME Treatments from Diarichesse, as they deliver deep nourishment and lend an incredible light reflecting shine to the hair. In merely 20 minutes, you look and feel awesome with super soft, shiny and healthy hair

Are you someone who has qualms about getting your hair coloured or covering your first greys without changing your look drastically? Do you vacillate between these questions frequently – “I want to stick to my natural hair colour, but I want it to be shinier and healthy”, “I want to change my look but just for a certain period”, “I don’t want my friends to know that I have coloured my hair”, “I want to hide my little greys, but I’m afraid it will damage my hair”. Don’t fret, take a step forward and opt for the all-new SHINE SUPREME Treatments by Diarichesse for intense shiny hair with beautiful, natural-looking finish. Select from Pure Gloss, Polished Straight and Goodbye Greys, as they are crafted with the exceptionally gentle, conditioning no-ammonia formula of Diarichesse that delivers deep nourishment and intense care, while adding multifaceted light reflecting, dazzling shine to the hair. In merely 20 minutes, you will have super glossy, soft and healthy-looking hair.

1 Pure Gloss

Shine is back in the business! Fashionistas across the world are sporting healthy-looking hair that is super-glossy. High on the popularity charts of the discerning, glossing is definitely the IT TREND this season. So, whatever maybe your hair type, it could always use a boost when it is looking dull and lifeless.

Result: Pure Gloss is a treatment that enhances, enriches and tones natural hair to give ultra-shiny results, leaving it looking soft and beautiful.

2 Polished Straight

Xtensio Moisturist texture services in the salons just got better with the addition of Diarichesse colour. Now transform your hair from frizzy and rebellious to smooth, silky and shiny hair effortlessly. So why not go all out with the Polished Straight treatment that allows you to straighten and change your hair colour on the same day?

Result: Polished Straight treatment gives you long-lasting sleekness with a reflective brilliant shine finish.

3 Goodbye Greys


Goodbye Greys is apt for those who are colouring their greys for the first time and are hesitant about it. Now you can be rest assured, as these subtle hints of colour will look natural and won’t drastically change your look.

Result: Goodbye Greys treatment will give you beautiful hair that is natural, shiny and soft – no one can tell that your hair has been coloured!



Alessandra Ambrosio: New face of Diarichesse

International supermodel and an iconic ‘Angel’ of Victoria Secret, Alessandra Ambrosio will be the face of the new Diarichesse SHINE SUPREME Treatments. A role model for many women, the fashion diva has graced the covers of numerous fashion magazines. Her trendy Polished Straight look is perfect for those style conscious, time-starved women, looking for the shiny reflects with minimum commitment.

SHINE SUPREME treatments give your hair the perfect colour effect with an ultra-glossy shine and dazzling finish. Diarichesse colour is available in 21 shades and the Diarichesse SHINE SUPREME treatments are exclusively available at select L’Oréal Professionnel salons. 



A/W '16 Colour Trend Candy Strobe Collection by MATRIX

Brighten the complexion, define the cheekbones and amplify those eyes by playing with the fun hues of the Candy Strobe Collection

What is a season change without a change in your looks, be it your wardrobe or hair? This summer, MATRIX, the world's leading American professional brand, launched the Rock 'N' Strobe collection – the hottest Spring-Summer hair colour trend of 2016. This collection was the pioneer of Professional Hair Strobing, a make-up inspired hair colouring technique across the globe.

Taking this trend of Professional Hair Strobing further, this Autumn Winter, MATRIX has launched its second hair colour trend, the all-new Candy Strobe Collection. Inspired by an endless multitude of colours and combinations from the confectionary universe, the Candy Strobe Collection is all set to showcase the sweet and bright side of you this winter. Experience the warm hues from earthy chocolates to honey caramels that add illumination and highlight your best facial feature.

Sharing his thoughts on the Candy Strobe Collection, Melroy Dickson, GM – Education, MATRIX India says, "After a successful season of strobing trends showcased by us in spring-summer, MATRIX wanted to highlight some more strobing techniques to play around with, for our Autumn-Winter trend. We feel that the colours in the Candy Strobe range are the perfect choice to lighten and brighten the winter fashion in India. The idea is to use light to create eye-catching flashes of colour feature panels. This new trend will portray the fun side of you, while highlighting your most talked about facial feature. It is time to put the spotlight on the favourite part of your face, look fashionable and get recognised."

This season flaunt these exciting looks with MATRIX SOCOLOR, a brand trusted by thousands of hairdressers across the world. Optimised for Indian hair, SOCOLOR formulae are pre-adjusted to neutralise warm undertones providing a vibrant colour impact even on darker hair. The path-breaking 360° Kera-Protect Technology in the product has been specifically developed to protect hair's keratin during the colouring process. The technology builds the perfect foundation to enhance colour's long-lasting vibrancy and beauty.

Candy Strobing can now be availed exclusively at MATRIX salons across the country!



▲ The Cheek Strobe

Show off those desirable cheek bones: The Cheek Strobe elevates your charismatic appeal by highlighting the centre of your face.

“Strobing originally evolved from the make-up trend of highlighting. Brightening the face and skin, defining the features by emphasising light on the bone structure and face shape to have fun with tones.”

– Sharon Peak,
International Design Team Artiste,
Co-creator of the Cheek Strobe

“Strobing can be softly blended by using the freehand approach.”

– Daniel Roldan,
International Design Team Artiste,
Co-creator of the Cheek Strobe

▼ The Eye Strobe

Talk about Eye Candy: The Eye Strobe frames your favourite feature with pops of irresistible colour. This technique highlights your naturally beautiful eyes and enhances them like never before.

“ Strobing is like you are walking around with your own personal spotlight. Showcasing your best features everywhere you go. ”

– **Lasha Keller,**
International Design Team Artiste,
Co-creator of the Eye Strobe

“ Strobing consists of different colour techniques. The idea is that we can create flashes of colour feature panels. ”

– **Stevie English,**
International Design Team Artiste,
Co-creator of the Eye Strobe



▲ The Full Strobe

Light up all of your facial assets: The Full Strobe highlights all of your delectable features by illuminating your entire face with multi-dimensional tones from your eyes to the ends of your hair.

“ Strobing could be described as a sophisticated and innovative mix of techniques, inspired by the illuminating effect of make-up, highlighting your favourite facial feature and supplying us with total freedom and endless proposals at the moment of creativity. ”

– **Gonzalo Murillo,**
International Design Team Artiste,
Co-creator of the Full Strobe

“ We highlight our best features with make-up, why wouldn't we do the same with hair? Feature your best assets and get recognised. ”

– **Danielle Keasling,**
International Design Team Artiste,
Co-creator of the Full Strobe



TIGI's Ultimate Travel Guide

5 Vaca-Fit Hair Styles

Vacations breathe new life into your soul and are a sure shot way of breaking the monotony of routine. So how about transforming your look with these hot hair styles and go from drab to fab in minutes?

September celebrates World Tourism Day and on cue, TIGI lists a travel guide that decodes various hair styles for your next trip. You may be soaking in the sun on the beach or may have to rush for an overseas business trip, exploring prominent tourist spots is on every traveller's bucket list. For all such purposes and more, here are some chic hairdos because when travel beckons, you ought to look your best from head to toe.



Tropical Look: How-to:

- ▶ Shampoo and condition your hair with TIGI Bed Head Epic Volume Shampoo and Conditioner.
- ▶ Towel dry your hair and use TIGI Bed Head Small Talk for volume, energy and thickness.
- ▶ Spray some TIGI Bed Head Sugar Shock and scrunch your hair till it is fully dry with a diffuser.
- ▶ Finish this look by spraying TIGI Bed Head Masterpiece Shine Hairspray.



Urban Look: How-to:

- ▶ To give your hair energy and shine, use TIGI Bed Head Urban Antidotes Level 1 Re-Energize Shampoo and Conditioner.
- ▶ Towel dry your hair and apply TIGI Bed Head Ego Boost to your lengths and ends.
- ▶ Blast dry your hair and finish this look by spraying TIGI Bed Head Masterpiece for hold and texture.





Corporate Travel Look: How-to:

- ▶ Kickstart your day by cleansing your mane with TIGI Bed Head Urban Antidotes Level 2 Recovery Shampoo and Conditioner.
- ▶ Use TIGI Bed Head Straighten Out 98% Humidity-Defying Straightening Cream which improves manageability and controls frizz.
- ▶ Keep your hair straight and keep it frizz-free with the help of a dryer and brush.
- ▶ Take a parting on the desired side and tie a low ponytail.
- ▶ Bring your hair to the front and you are ready to go.



Rock Chic Look: How-to:



- ▶ To create body, volume and texture, use TIGI Bed Totally Baked Volumizing and Prepping Meringue Hair Styler.
- ▶ Blast dry and work the product into your hair with your fingers. Let your hair take its natural shape.
- ▶ Next, tie your hair into a half ponytail and twist it into a top knot.
- ▶ Give this hairdo a natural look by pulling a few strands of hair from the sides.
- ▶ Finish by spraying TIGI Bed Head Maxxed-Out Massive Hold Hairspray to give your hair hold and texture.



Adventure Junkie Look: How-to:

- ▶ On unwashed hair, apply TIGI Bed Head Rockaholic Dirty Secret Dry Shampoo to the roots, lengths and ends for texture and volume on the roots.
- ▶ Next, part your hair down the centre and use the Dutch braid technique on each side. Start from the top and continue till you reach the end.
- ▶ Open up the braid slightly to achieve the adventure junkie look.



Lucas Chinappa For The Love of Hair

Lucas Chinappa, Owner of Lucas Academy & Salon in Hyderabad, chose to leave a corporate career to join the hair industry. After working with reputed brands, such as, Juice Salon, Hakim Aalim and Lakmé, four years ago, Chinappa launched his signature salon and academy and is now reaping the fruits of labour. *Salon India* speaks with Chinappa to know about his journey, craft and more

by Shivpriya Bajpai



to discuss the matter with my family and on one such occasion, my elder brother suggested that perhaps, I could become a hair stylist. Initially, I laughed it off, but I did think about it often. And as they say, destiny plays a critical role and I was meant to enter this industry and become an entrepreneur. My brother and then my wife understood my plan and stood beside me. Today, we both run the show.

It must have been a challenge at that time to join the line. How did you get past them?

In those days, pursuing a professional hair dressing course was an expensive proposition and here I was making plans to be trained at one of the best hair schools in the world! I did not have the money to pay for the fees. Here again, my brother and a friend helped and stepped in to pay the fee, as they believed in me. The trust and belief of my family and friends saw me sail through the initial rough patch. The day my daughter was born, I had a colour technical certification exam to give. I left early, appeared for it and as a result, I was the last one to see my daughter that day.

Where was your first job and how did you get that? What were the learnings at the job?

My first job was with Juice Salon in Mumbai. I was an intern when my seniors noticed my work and offered me a job, post the internship period. I soon realised that while anybody can be a stylist, if you want to be one of the best, you need to have a blend of good technical skills, deep understanding and knowledge to make your client trust you with the style that will look the best on them. You cannot just cut the hair and let go.

Please tell us about your professional background.

I have been in the hair styling industry for the last 12 years. I did a basic course on hair from Juice Academy, Mumbai and have done and advanced courses from Vidal Sassoon in London.

How did you get started in the hairstyling industry?

I never planned to be a hair dresser. There was a time in my career when I had no clue about which route to take. I only wanted to do something interesting, fun and glamorous. A time came in my life when my dull nine to six job in the corporate field started to bog me down and all I wanted was a way to get out of it. I used

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Please tell us about all the places, salons and events where had you worked

After Juice, I joined Rudra Spa and Salon in Mumbai and then left for Hyderabad. Once there, I was the Head Of Department for Hair at Anoo's Academy; as Salon Director with Hakim Aalim's; Mirrors Salon, where I learned the art of managing a salon on my own and then joined Lakmé, as the Creative Director. Finally in 2012, I launched Lucas Academy & Salon.

Tell us about your current role and responsibility.

My salon is now four years old and I focus on my clients and their makeovers. I spend a lot of time on training and learning with my core team. We look forward to introducing new services so the maximum amount of time goes in understanding and learning about new treatments and products. Yasmin, my wife and I, have our roles set – I look into hair training and Yasmin looks into make-up and salon management. Clear division makes our job easy.

How important is success to you?

I do not dream of success, instead I work hard and smart by keeping my values high. When a client comes back to your despite being unhappy with the last service, it is success to me. It is not about business, but about relationships.

What are your favourite tools?

My pair of Rusk scissors, razor, straightner-cum-curler and my all-new Berett trimmer.

What are the current trends for the season?

Hair colour: Sand blonde, honey gold, mesmerising walnut, ash violet, burberry plum and blue-black are the hot colours this season.

Haircut: Textured volume for long hair, sheer chic look for short hair.

Hair style: Free flow loose lustrous curls, neat clean flawless pinned-up hair.

What is your success mantra?

Be true, success will follow suit, slowly but strongly.

What are your views on the salon and beauty industry?

The salon and beauty industry is growing rapidly and is the fastest growing, money-spinning business today, but in the long run, only the good will survive. The good news is that a lot of corporates are entering the market, but unfortunately the quality of service which they are providing is not great, as their stylists and technicians are not educated and lack experience. Due to this reason, a customer leaves with a bad experience and the brand is left with a negative image. It is important for entrepreneurs to value the service first and work on building the brand image, instead of minting money and compromising on the quality of service.

What is your advise for the newcomers entering this field?

Do not join a company for a great salary package, join a salon where you can have a good mentor to guide you, who will help you learn your flaws that you can work upon to improve and groom your personality. One should spend at least two years in one place to learn and make clients. Once you have done it, you have all the time to make money.

Who all feature in your client list?

I have a strong base of clients, who have been with me since the last six years. There are famous actors and stars, the fashionistas and socialites, college students, home-makers, corporate honchos, to name a few.

What are your future plans?

I will continue working on my salon's brand image, specialise in new styles and educate the people of the industry. In order to expand, we are venturing into the franchise business, however, educated staff and quality controlled operations will remain our priority. 📌

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Najeeb Ur Rehman

Master's Stroke



Style guru, Najeeb Ur Rehman, PPS Director, Schwarzkopf Professional, Henkel Beauty Care India, took his first step in the hair industry way back in the 90s. Today, on the sheer dint of hard work and merit, he has reached a stage where he is handling the technical operations at Schwarzkopf Professional. *Salon India* gets an insight into the celebratory journey of the artist par excellence

by **Shivpriya Bajpai**

Please tell us about your professional background.

Hair dressing runs in my blood; I have inherited it from my father and grandfather. When I completed my graduation, I chose to take up this profession and since then, have done several courses, namely, the Scientific Approach to Hair Sculpture and Scientific Approach to Hair Design from Pivot Point International in 1994-1995, trained at Schwarzkopf Professional Academies in Germany, London, Malaysia and Thailand, Essential Looks by Schwarzkopf Professional Training and replication of Essential Looks in India, which is ongoing. I have won several awards, such as, the North India Best Hair Hairdresser Award in 1999, Queens Cup Bangkok in two categories, Hair Dressing and Evening Hair Style in 2000. Apart from these, I have participated in Train-The-Trainer in Germany in 2004 and Creative Cut and Colour in London, 2006 and 2008. I have shared the stage with renowned hair mavericks, such as Antony Whitaker, Andrew Jose, Millicent Howe, Rick Lee, Simon Ellis, Sebastian Tan, to name a few.

How did you get started in the hair styling industry? Who has been the driving force in your life to choose this career?

From the start, I have been interested in designing and even tried my hands at fashion designing. Eventually, I got into hair dressing

and that is when I realised the similarity between fashion designing and hair, as it involved sketches, sections, angles, lines, and more! While studying at Pivot, my course required two hours of commitment, however, because of my inclination towards art, I would spend almost four to six hours every day, which resulted in me completing the course way before time. I would convince prospective clients, be it my family, visitors at the institute or even the auto rickshaw guy, to let me style his hair.

What were the challenges you faced back then? And how did you overcome them?

Initially, I think getting the clients to trust my capabilities, along with acceptability, was a challenge. To overcome them, I would spend extra time in consultation explaining processes and techniques to them. Presentation is key and that differentiates my work from that of others.

Tell us about your first job.

My first job was at Pivot Point International, soon after I finished my course. I used to work at the salon and assisted the senior trainers. I was the only student, who at that time, had the maximum hands-on practice in the salon. I never said no to any job, be it shampooing, hair spa, trimming or even cleaning the floor. Pivot Point gave



me a platform where I could learn and explore myself. I participated in various hair dressing competitions, styled for television shows, films and did photo shoots. Above all, I learnt the art of perfection. I am and will always be grateful to Blossom Kochhar, who gave me a chance to work with her for almost eight years.

Please tell us about your association with Schwarzkopf and your current role and responsibility.

I have been associated with Schwarzkopf since 2001, the year it was launched in India. I was the third person to be hired by Henkel, so technically, I was one of the three who started the operations of the brand. Currently, I am the PPS Director, handling Technical Operations and responsible for five academies and professional product education.

How is a celebrity hair stylist different from a general hair stylist?

The main difference is that a celebrity hair stylist is a Session Stylist, as he does different styles and looks, as per the demand of the trend. He has to have knowledge of make-up, camera angles, clothes and more. A regular hair stylist works commercially; his work is as per the client's requirement, like a cut or a trim, bridal styles, and others. He needs to have sound knowledge and an ability to listen to his clients.

How important is success to you?

I think, success is an ongoing process and not a destination. A successful stylist is one, who upgrades himself time and again apart from excelling at salon work. He should have the ability to study new styles and trends and be able to convince his client to try and test his learnt art. Ideally, he should set an example for his colleagues by his knowledge of salon retailing, client servicing and have a head for business. To be successful, a stylist has to explore his horizons and not restrict himself at what he excels. To wrap it up, never stop learning, keep researching and exploring!

What are your favourite tools?

A pair of quality scissors, German combs and a hair dryer.

What are the current trends for the season?

Colour: Bright violet, reds and neutralised browns.

Cut: Sports-inspired cuts are here to stay, as they provide movement and are more manageable. Pick from Urban Sports, Free Creation and Future Wave from Essential Looks 2016 by Schwarzkopf Professional.

Style: Braids, twisting and messy styles with backcombing and tongs.

What is your success mantra?

Keep learning and keep growing.

What are your views on the salon and beauty industry?

The industry is growing year-on-year. Fresh talent is entering this line. After completing a basic hair or beauty course, there are many options available. One can become a Session Stylist and do all editorial work, join a professional product company, start your own salon, work in a salon, become a colourist or even become a consultant. One can decide their speciality and work towards it. This industry has become one of the fastest growing industries in the world.

What is your advice for the newcomers entering this field?

Believe in three letters A-S-K - attitude, skills and knowledge. Keep the right attitude to learn skills and knowledge from anywhere. The sky is the limit!

What are your future plans?

To launch a state-of-the-art hair dressing academy, which would be 'The Harvard of Hairdressing' in India. 📍

Trend Alert

Decoding Men's Hair Styles

Men's hair style specialists, Roger Peter Ross, Area Trainer Karnataka, Green Trends Unisex Hair and Style Salon in Bangalore and Sidney Ho, Creative Director, Toni&Guy Salon in Kolkata, suggest cuts and styles to take your hair game up by several notches

by Shivpriya Bajpai



ROGER PETER ROSS



Slick Back

This haircut is recommended for summer. Not only does it keep your hair away from your face, provided it is achieved by using a wet, dense product, it also stays in place all day. It is best to ask your stylist for a reasonably tight fade around the sides and back for contrast, leaving a good deal of length at the top to allow you to slick it back.

Styling and maintenance: Start with towel-dried hair so as to minimise volume and get a slick, smooth finish. If hair is on the finer side, use a pomade or grooming cream to prevent it from making it appear thin and exposing your scalp to the sun. Finish with a medium hold hair spray.

Face types: Square, round.



Beach Wave

Sleek sides with a waved fringe combines a classic look with a relaxed finish. It works best on thick to normal hair.

Styling and maintenance: Prep damp hair with a light texturing lotion. Blowdry lightly using your fingers to enhance the wave pattern. Run your fingers up through the fringe and crown area for light separation. Finish with a medium hold hair spray. Wear this style straight or wavy to change the look and keep it looking neat with frequent clean-ups along the perimeter.

Face types: Square, round.



Street Style

Work the street style with an unkempt finish and up your style game. This look rocks short sides and high volume without looking too stylised. It works best on medium to thick hair.

Styling and maintenance: Prep damp hair with a light texturing lotion. Blowdry with a vent brush or your fingers for a controlled finish. Style sides and back in a downward motion. Style the fringe up and back with the crown area sticking straight up for maximum volume. Finish with a medium hold hair spray. Styling mousse and Elnett Finishing Spray are a must to achieve this look.

Face types: Oval, square, angular.



Sky-high Crop

This short and tight cut takes your look to the next level with maximum volume. It works best on fine hair.

Styling and maintenance: Prep damp hair with a light volumising mousse. Blowdry with a vent brush or your fingers for a controlled finish. Rough up hair on the crown for volume. Finish with a light hold hair spray.

Face types: Oval, square, round.



SIDNEY HO

Virat Kohli's Short and Choppy

The short and choppy cut is about having slightly shorter hair on the top with clipped sides. This look imparts texture and volume to the hair making it look thick.

Styling and maintenance: One should use styling products that have give shine and lend a wet look. The holding factor of the product must be strong, as the look has a defined texture since it is edgy and spiky. For coarse hair, a gel is a must. For normal to fine hair, one should use wax or clay. One needs to visit their stylist every 20 to 30 days in order to maintain the look.

Face type: Oval, diamond.



Varun Dhawan's Taper Fade

This hair style is considered to be the most stylish! It gives a fresh look and can be sported on almost all occasions. The taper fade look is created by having shorter side buzz in comparison to the length of the hair on the crown. The top hair can be styled in various ways, such as, casually tousled, messy and swept over.

Styling and maintenance: One should use styling products which give a natural to matt finish. The holding factor should be small to medium hold depending on the hair texture. A consultation with the hair stylist is advisable beforehand. In order to maintain the look, one should visit the stylist every 15 to 20 days.

Facet types: Oval, square.

Shahid Kapoor's Buzz Cut

The best look for summer is the buzz cut. A versatile style, it looks good with a beard and even a stubble. One can experiment with this cut by varying the length of the buzz, as per the shape of the face.

Styling and maintenance: A low maintenance cut, the buzz gives a new dimension to the face. The styling product should be natural hold, shine based and one can also use an oil-free serum. In order to maintain the look, one should visit the stylist within 10 to 12 days.

Face type: Oval, square.



Fawad Khan's Side Part Pompadour

In this cut, hair is supposed to fade from the top to bottom. The side parting must be done correctly, preferably with a flat blade razor. The style is completed with a side swept or fringe of adequate length.

Styling and maintenance: Pompadour is one of the most high-maintenance hair styles. It requires regular blowdries with a ceramic round brush and a small hair iron at the ends to take it inwards. Styling products needed are heat protectors to be applied on damp hair, a root lifter to create the Pompadour, followed by a soft wax. Finally, a strong hold spray can be used to freeze the look. Hair spa is recommended, as the styling involves a lot of heat. In order to maintain it, visit your stylist every 20 to 30 days.

Face type: Oval, diamond. Looks great on those with sharp and chiselled features.

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* Instrumental tests after the salon routine- upto 2 weeks (4 Profiber shampoos) (Rectify, Restore, Reconstruct)



“For the first time, I feel my hair has been repaired for good.”

— Eva Green For L’Oréal Professionnel —

Alfaparf Milano and label.m Present Top 5 products for To-be Brides and Grooms

Incorp Marketing Pvt. Ltd. has been serving the grooming industry since 2005. A leader in importing, distributing and marketing renowned international cosmetic brands as well as self-branded accessories in India, for the wedding season, the brand has handpicked a few products

from the Alfaparf Milano and label.m range for the brides and grooms to-be.

Reveals Vivek Jain, Head – Brands at Incorp Marketing Pvt. Ltd., “The idea is to offer the brides and grooms to-be a mix of Alfaparf Milano’s flexibility, prompt results, customised solutions, high standard of delivery, innovation,

technology, excellence and label.m’s creativity, musical fashion, new styling techniques and avant-garde style. Keeping in sync with the current fashion trend, we have also included matte products to lend that edgy finish to the hair. These products are shortlisted keeping in mind performance, result and safety of the hair.”

For brides-to be:

label.m Volume Mousse

label.m Volume Mousse offers volume from the root to the tip. An instant root lifter, it allows utmost flexibility to the hair and its root-specific nozzle helps in easy application. Suitable for fine to medium hair types.

Price: ₹1,500 for 210ml

label.m Sleek Blow Out Cream

label.m Sleek Blow Out Cream is a versatile product that acts as a pre-heat primer. Formulated with Castor Seed Oil, it protects and prepares the hair for styling, combats humidity and seals the cuticles when blowdrying. With active natural ingredients, it works to enhance shine and lustre. The unique Enviroshield Complex, a high level UV shield barrier, helps to hydrate and ensure smooth results with a healthy-looking finish. The cream can be used on either damp or dry hair.

Price: ₹2,500 for 150ml

ALFAPARF Milano Semi DiLino Styling Illuminating Sculpting Hairspray

Alfaparf Milano Semi DiLino Styling Illuminating Sculpting Hairspray creates defined structures and shapes for more constructed hair styles. Leaving the hair shiny, it is to be sprayed at a distance of about 25 to 30 cm. When used on dry hair, it is ideal for obtaining volume and shine, as well as, for fixing styles. For use on wet hair, spray one section at a time, to create the desired style and give texture to the hair, simultaneously.

Price: ₹1,500 for 250ml

For grooms-to-be:

ALFAPARF Milano Semi DiLino Styling Illuminating Thermal Protector

Alfaparf Milano Semi DiLino Styling Illuminating Thermal Protector is for enhanced shine. This essential product allows one to experiment freely and create hair styles with exceptional shine, without damaging it. It has an exclusive formula with heat activated complexes that form an active thermal barrier, protecting the hair fibre and leaving it soft, silky and weightless.

Price: ₹1,200 for 125ml

label.m Moulding Clay

label.m Moulding Clay, previously called Mud Clay, creates edgy looks with maximum texture. A hard-hold clay that becomes soft and workable in the hands, it soothes away frizz and provides long-lasting style with a low sheen finish.

Price: ₹1,500 for 50ml





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UPTO
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AVAILABLE IN

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30 volume - 9% for standard lift.

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Message from the Expert For Aspiring Hair Stylists

by **Adhuna Bhabani Akhtar**

Being a hair stylist is not all fun and play. It has taken years of hard work and grit to reach where we have. So my foremost message to aspirants would be to get into the hair styling industry for the right reasons. It is critical to have an open mind and the flexibility to roll up your sleeves and get your hands dirty. Oh, and don't forget to smile your way through it all!

The right start

Choose your academy and course wisely; opt for one that works to make you a holistic hair stylist, who understands the workings of a salon, whilst understanding the client better than anyone else and what makes them both tick. Education is a continuous process, which is why we keep reinventing our courses to keep up with the trends and times, paying special attention to the strengths of each of our students and working together to attain finesse that is at par with international standards of styling. When it comes to recruiting, at the beginner's level, no prior experience is required. However, we do stress that our hair stylists complete their basic education before they join us.

Be inspired

You need to be inspired every day. I enjoy working with people, both clients and my colleagues and each day is different for me. I thrive on it. My children inspire me, and I feel, I learn something new from them every day! Also, my young, energetic and extremely talented team is always experimenting, trying to learn something new. Their vibe is just so contagious!

Tap opportunities, earn your trust

Whilst it is incredibly thrilling to see shoot crew work across some of Bollywood's biggest films, there is no quick route to success. Opportunities will come to those, who show promise, hard work and commitment on the salon floor. That is where you hone your skills, try, experiment, fail, then try again, until you excel and maybe even specialise in a specific technique. I believe that if you cannot delight your customer, there is no way you will find yourself working on a major project. Consumers are at the heart of our business. It is extremely important to have good communication skills and passion, along with an adaptable nature that ensures every client leaves feeling content.

Blend your strengths in partnerships

When looking to start your own business, it is crucial that you partner, hire or work with somebody, who you can trust and has different strengths than you. Then make sure that everybody involved in the partnership is contributing their strengths with each other. For instance, Avan and I come from creative backgrounds, technically sound in hair dressing, though not necessarily in business. It is also important for all partners to add to the growth and development of the business and share the same vision.

The beauty of hair styling is that it is completely democratic. Anyone, from any walk of life can become a hair stylist. The thing that really excites me is to see people who started in our academy with no prior experience, really come through the ranks to either own a salon, work on massive film projects, become celebrity stylists or create stunning works for magazines and the runway. There is nothing more fulfilling than that. 📍



Adhuna Bhabani Akhtar is the Founder and Creative Director at BBLUNT Salons. Views expressed are personal.



JCKRC



SPA DESTINATION PVT. LTD.

10 years of Excellence



Ms. Rekha Chaudhari
Global Wellness Ambassador

Mrs. Rekha Chaudhari is a force to reckon within the world of spa and wellness as a Global Wellness Ambassador of India. She is an expert with over a decade of experience in the spa & wellness sector. She has been providing strategic guidance to the wellness and hospitality industries on a global scale. She has set a new horizon and meaning to the concept of Indian spa and wellness industry. Mrs. Rekha Chaudhari is not only the Managing Director of JCKRC Spa Destination but also a wellness consultant, entrepreneur and an innovative person. She has taken the spa industry to the next level of well-being through lifestyle recommendations, motivation and encouragements.

Being a visionary she observed that majority of rural youth and women who possess skills in their respective fields do not get appropriate guidance and support to direct their skill onto the right path and hence remain unemployed. So she came up with the venture JCKRC Spa and Wellness Education (JSWE) which aims at balancing this indifference between urban and rural sectors, thus helping rural population realize their inner hidden skill and generate employment opportunities for them. JSWE runs multiple vocational training institutes in Nandurbar, Amalner, Navi Mumbai, Mumbai, Kolhapur, Varanasi and has many more coming up.

With a bird's eye view of the industry she has also given dawn to Mother's Touch, an upcoming venture, which offers training to rural women for highly in-demand and sensitive in nature neonatal child care. This niche service includes massages and postnatal mothers massage with traditional rural healthy rituals. Mother's Touch has given a modern view to this traditional therapy which was vanished over the years.



J C KAPUR, a spa wellness and yoga guru needs no introduction. NRI (Netherlands) who has contributed almost 18 years to the cosmetic world of India (color cosmetics 6 years) and there after building JCKRC SPA DESTINATION PVT. LTD. with its entity CARESSAA DAY SPA at Juhu in Mumbai. J C KAPUR has given a vision and contributed knowledge to India's spa, beauty and wellness education. Imports, building skin care brands and positioning in the Indian market have been his strength. He is the Managing Director of JCKRC SPA DESTINATION.

JCKRC has its own wellness education institute named as JSWE (JCKRC Spa Wellness Education) which imparts wellness education. JSWE trains the youths and women from rural and urban sector in the wellness sector and offers them job opportunities. JSWE has set up six high end schools across India for beauty and spa education with the capacity to educate 2000 students by educators who are CIDESCO certified and have been further educated by Internationally qualified trainers.



J C KAPUR



Dreamron Professional Just Five Minutes Color Cream

About the company

Dream Professional, with origins in Japan, is a leading hair and skin care product company and has had international presence for the last six decades. Competing with its contemporary majors in the hair, skin care and colour segment, it has contributed enormously by way of its user-friendly professional and retail products. Dreamron has its unique beauty care products based on the widely understood Japanese concept of beauty traditions. Having manufacturing facilities in strategic locations around the globe, Dreamron continuously produces quality products under the able supervision of Japanese professionals.

In India, Dreamron has introduced its globally successful products, which are currently imported from their factory at Sri Lanka. The Business Head, Madhu GM Gowda, operates skillfully from Karnataka and has offices in Bangalore, Tamil Nadu, Kolkata, Rajkot, Ahamebad, Surat, Pune, Kerala, Hyderabad and Mumbai. Work is underway to spread its wings to other potential markets segments in India. To educate, equip and create hair and skin care professionals in the growing competitive market conditions, Dreamron Professional organises seminars and workshops.

About the product

Just Five Minute Color Cream from Dreamron Professional brings quick and easy ways to cover grey hair within five minutes. It gives 100 per cent grey coverage to bring back healthy hair and lend a younger look. There are four colour shades to choose from that lend a natural finish to the hair. The high quality dry ingredients provide long-lasting permanent colour with brilliant shine. Aloe Vera extract moisturises the hair while colouring to prevent dryness in the hair, while Vitamin C and conditioning agents give extra conditioning ability, more shine and protection to the hair. The odour-less formula makes colouring a pleasant experience. The unique creamy formula is easy to mix with the colour cream developer to give even application without dripping.

Price and availability

Just Five Minute Color Cream is priced at ₹180 for 30ml. Dreamron Professional products are available at all major salon and spas including Lime Lite, Green Trendz, Naturals, Affinity, Enrich, Body Craft, amongst others. 📍



“ The mission of Dreamron Professional is to offer value addition through its sparkling hair colours, hair straighteners, perms shampoos, conditioners, silicon serums, hair spa and hair growing tonics. They are high in quality and time saving, too. Just Five Minute Color Cream is making a breakthrough in the hair colour segment is a fine example of the same. ”

– Madhu GM Gowda,
Business Head,
Dreamron India Inc



“ Dremron’s Just 5 Minutes Hair Color is such an innovative permanent peerless hair colour and its not only saves both the customer and the service providers time but proves to be at par with other colour creams in quality” Of course, I found almost all the products of Dreamron are of good Japanese quality and affordable. ”

– CK Kumaravel,
Co-founder,
Naturals Salon Chain

We've got great chemistry. It's our tagline, our motto, our very definition. But exactly who are we and what is great chemistry? We are Lezlie and Jim, salon owner and chemist, wife and husband. We are a lab, a manufacturer, a growing family. We are distributors, educators and nail technicians. We are our products. Great chemistry is what bonds everything together and makes it Light Elegance. Great chemistry happens both inside our products and between the people that love them. You feel it inside our booth at every trade show, with every glitter gel opened, and when every client is wowed. That's great chemistry.



Lezlie and Jim McConnell, Creators
Redmond, Oregon

LIGHT ELEGANCE

WE'VE GOT GREAT CHEMISTRY



Light Elegance glitter gel magic is now available in a polish bottle.
P+ Soak-off Glitter Gel — taking polish further.



Spa 101

Spiffy Therapies, Soothing Salves

A report released by PwC states that even as consumer expenditure has been the slowest in the last eight years, the wellness sector has bucked the trend and continues to grow from strength to strength. Resilience in consumer spending on wellness services and products is a reflection of increasing consumer awareness and acceptance of wellness as an integral part of their lifestyle. Capitalising on this upswing, brands have also re-engineered their product portfolios to include a special spa range. A marked 15 per cent increase in the number of international wellness tourists has been a shot in the arm. At such an opportune time, *Salon India*, reccees some of the best spas in the country and abroad, to present to you a report on their reasons for success

by **Aradhana V Bhatnagar**

NATIONAL

Cedar Spa by L'Occitane, JW Marriott, Mussoorie



• DR PRASEED NAIR, Senior Manager Operations at Spa L'Occitane for Cedar Spa

New therapies: Shea Fabulous Face and Body Massage; Shea Nurturing Massage.

USP: The Shea Fabulous Face and Body Massage is a truly holistic massage that treats the whole body and face for a complete wellbeing experience. The comforting movements of the Balinese and Swedish techniques, gently applied all over the body and face, come together with the generous formula of Shea Fabulous Oil. Enriched with 5 per cent pure Shea oil, and various plant oils, it helps deliver unique nourishing, repairing and protecting benefits to the skin. The Shea Nurturing Massage is a collection of our signature techniques that best target individual needs to ease stress and when combined with the nourishing and repairing properties of shea butter, this unique sequence leaves the skin soft and body deeply replenished.

Brand used: L'Occitane.

USP of the brand: Authenticity and naturalness.

Challenges faced while coming up with a new therapy:

Multi-location training, as different locations have different seasons and off seasons.

Menu revision: Our new service implementation is quite complex, but exciting. L'Occitane Product R&D team and Spa Service Development team work hand in hand and depending on the new product development, the spa comes up with a new service. Once the new service is tested for client satisfaction, the training team implements it at our training facility and also travels to the spa locations for training our on-job staff. Once the training is completed, the

operations and marketing team work together to implement it at the various locations.

Popular therapies: Massages and the L'Occitane facials. Guests can opt for a combo offer of facial and massage – the Journey to Provence.

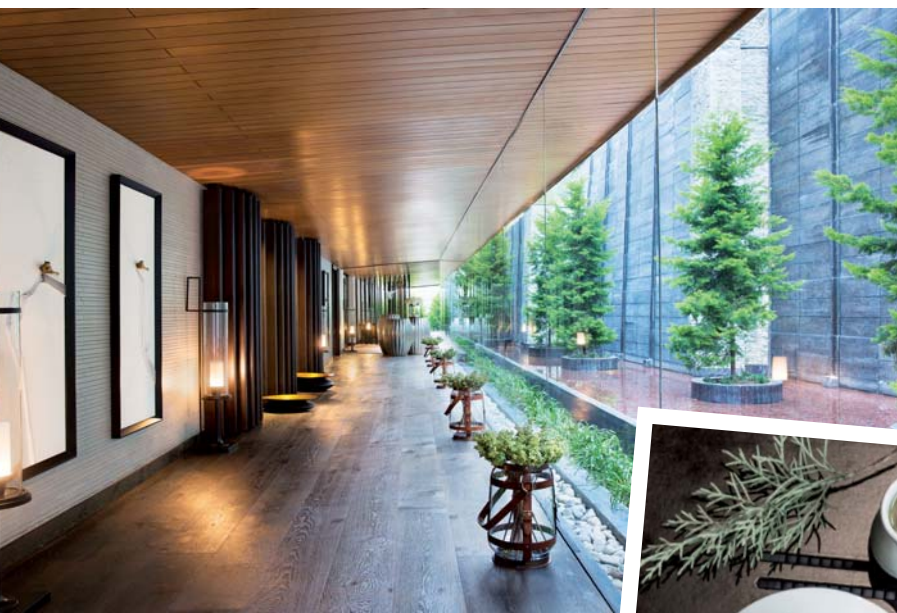
Reasons for popularity: Given the location of the resort and our guest's desire for rest and relaxation, massages are more popular.

Promoting the spa: The spa belongs to L'Occitane and is housed at JW Marriott and we have a loyal customer group already. Nonetheless, we do educate our guests on our new services and products and their benefits. Also we ensure that brochures are kept in all the rooms to allow our guests to read about and choose our services.

Essential for a repeat client: We provide Spa L'Occitane Member benefits at the location and we are looking at starting a unit-based membership due to a good number of repeat clients, who visit us from the nearby cities.

Academy: Spa L'Occitane has a well-equipped training facility where every staff member, from to the therapist to the manager is trained on the brand, products and services. The training facility can accommodate 18 people at a time and is like a residential facility to give the feel of togetherness as a L'Occitane Family.

Professional background: Dr Nair is a Doctor in holistic medicine with a Diploma in Spa and Salon Management from ITEK (UK). He started his career in 2006 as a Spa Manager and has worked with many well-known brands, like the Leela, Kempinski, Doryssa, amongst others in India and Europe.





ESPA at The Leela Palace, Udaipur

• DR TILAK GAUR, Assistant Manager

New therapies: Rose Princess Facial and Age Defying Facial with Firming Eye Treatment. In body treatments, we are planning to introduce the ESPA Balinese Hot Stone Massage and Deep Muscle Massage.

Brands used: ESPA for beauty and body treatments, Spa Ritual for nails.

USP of the brands: ESPA uses only the purest extracts for instant and lasting results; Spa Ritual nail lacquers are vegan and free of DBP, toluene, camphor, formaldehyde and formaldehyde resins.

Menu revision: We do change our menu periodically considering our guest's

expectations and the advancement in spa offerings.

Popular therapies: Royal Princesses of Rajasthan; Royal Knights of Rajasthan; Divine Relaxation; Art of Ayurveda; Ayurvedic Touch and Suite Time Together.

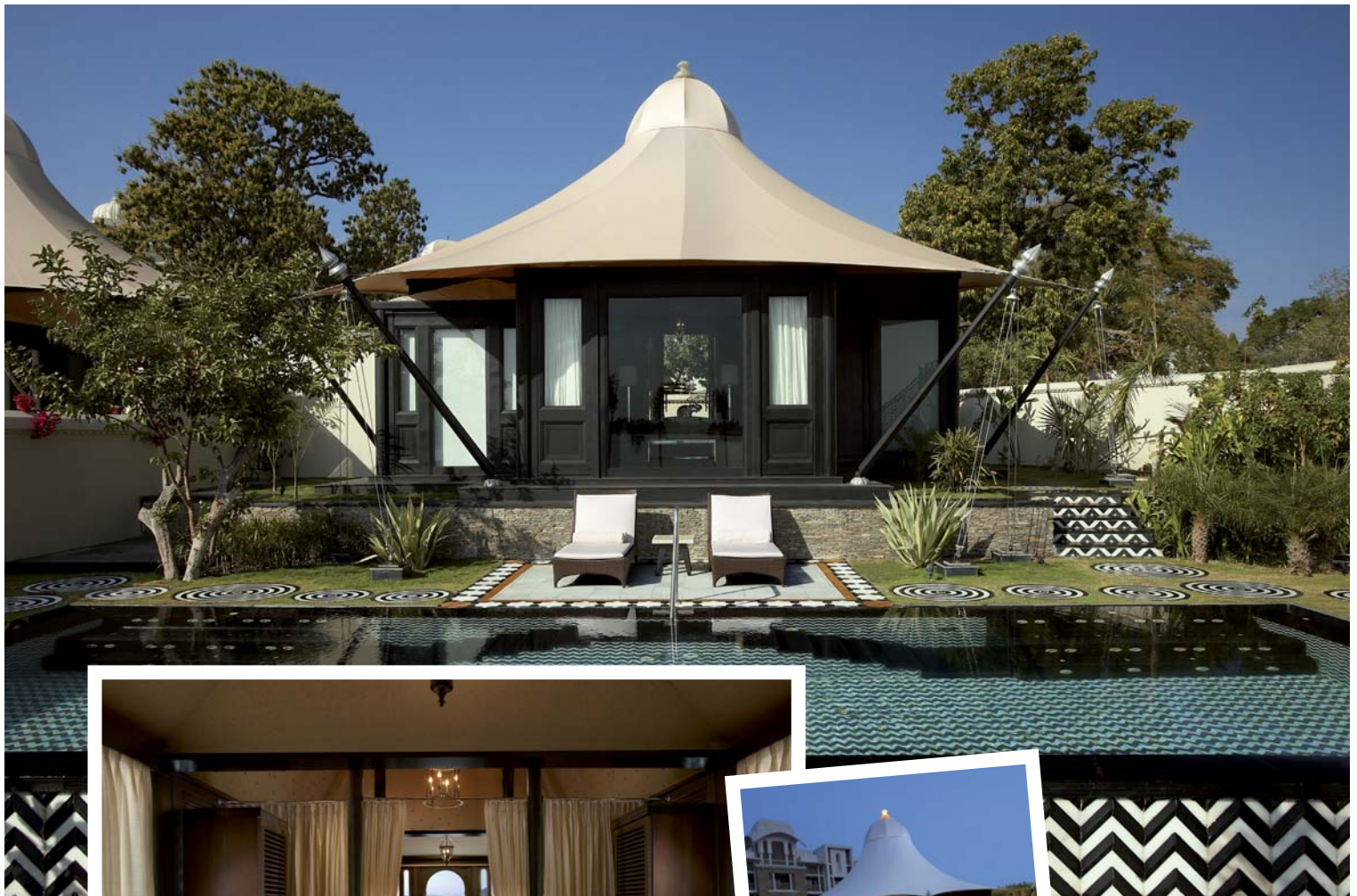
Reasons for popularity: ESPA treatments harmonise ancient Ayurvedic healing disciplines with western practices to create a treatment that nurtures and rebalances the body in times of change, pressure and stress. Each treatment is a personal experience created to meet the specific need, which begins with a foot cleansing ritual.

Promoting the spa: The Leela Hotels website; wellness packages and seasonal promotions.

Essential for a repeat client: Yes, we have loyalty offers for our regular guests and also offer seasonal promotions and attractive credit vouchers.

Academy: We provide extensive in-house training and also organise training with international ESPA trainers for all our therapists.

Professional background: Dr Tilak Gaur has over eight years of experience in the wellness industry. He has earlier worked with The Leela Palace in Delhi.



NeoVeda Spa, The Metropolitan Hotel & Spa, Delhi



• AMIT SHARMA, Spa Manager

New therapies: Aroma Therapy, Stone Therapy and Crystal Healing. Other treatments incorporate honey, cocoa butter, chocolate, fruits into the offerings. We generally revamp our menu twice a year, and in the last session, we have done minor modifications keeping latest trends and requirements in mind.

Brand used: NeoVeda Home Spa, an exclusive brand of Craft House.

USP of the brand: NeoVeda Home Spa is based on Ayurveda that uses pure essential oils and free of Paraben.

Challenges faced while coming up with a new therapy: Training of the therapists.

Menu revision: It can be revised twice in a year.

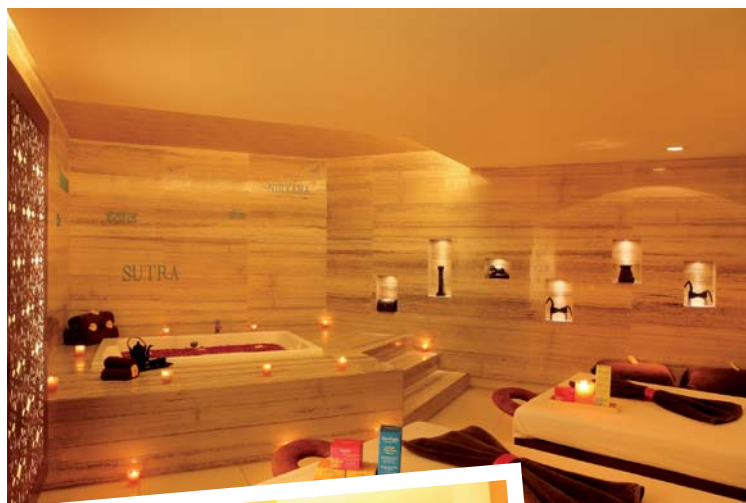
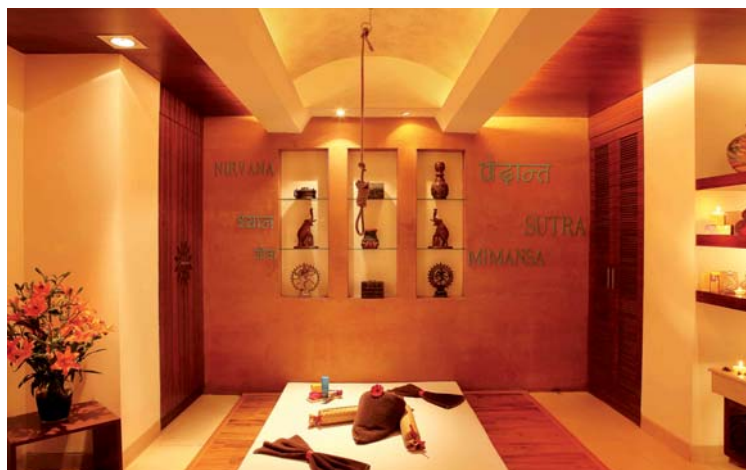
Popular therapies: NeoVeda Spa is based on the concept of new Ayurveda that encapsulates the time-honoured powers of Ayurveda with a modern influence to heal and restore, relax and invigorate. NeoVeda Spa is a perfect blend of Eastern and Western approach towards healing and beauty practices. It displays the modern translation of ancient Indian knowledge of life and wellbeing and we are popular for Shirodhara.

Promoting the spa: NeoVeda Spa is a well-known brand and we use a mix of both traditional and contemporary marketing strategies like corporate packages, special offers, coverage in print and electronic media, in-room branding, social media and more.

Essential for a repeat client: NeoVeda Spa is part of our hotel's loyalty programme and is called The MET Card, which is an annual card. Here NeoVeda Spa offers special discounts and discount vouchers.

Academy: No.

Professional background: Amit Sharma has over 10 years of experience in the wellness business. He has worked with Lebuva Hotels Resorts, SAB Fitness & Spa, Spa Hibiscus and and was the Training Manager for Common Wealth Games in Delhi.



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Nanofibre mask - soaked in a potent hyaluronic - Vita C serum deeply nourishes, lightens and makes the skin supple and glowing.

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Whitening Peel off mask enriched with Super C and Marine Algae cools & tightens skin and imparts brighter look.

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Quan Spa, JW Marriott New Delhi Aerocity, Delhi



• MANISHA SHARMA, Director of Rooms

New therapies: Hair rituals and facial treatments.

Brands used: Rene Furterer and Sothy's.

USP of the brands: Rene Furterer is the third largest brand in France. Their products contain active ingredients that are concentrated for visible and immediate effects. They are rich in essential oils and plant extracts and combine effectiveness with sensory pleasure. Sothy's is also an acclaimed skin care brand.

Challenges faced while coming up with a new therapy: To identify the right product or the company and the vendor or the distributor to ensure a smooth supply to cater to the demand.

Menu revision: Every two years based on the market trend.

Popular therapies: Ultimate Aromatherapy for Spa, Rene Furterer hair rituals.

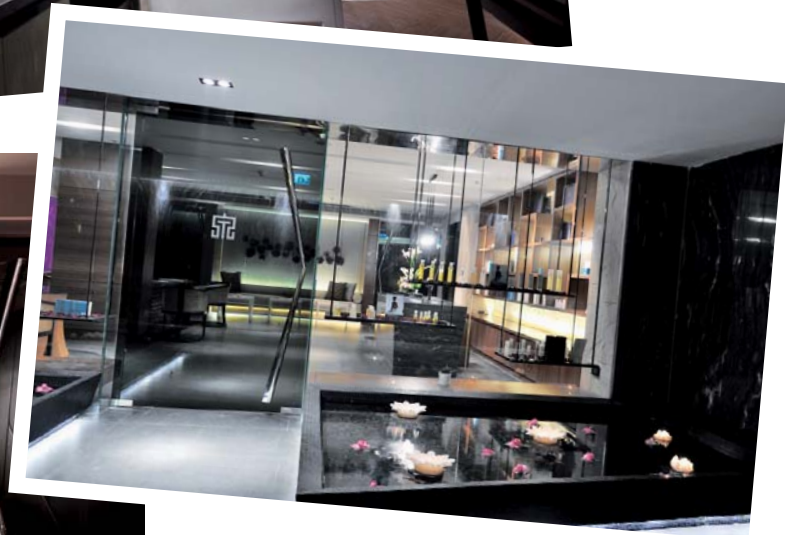
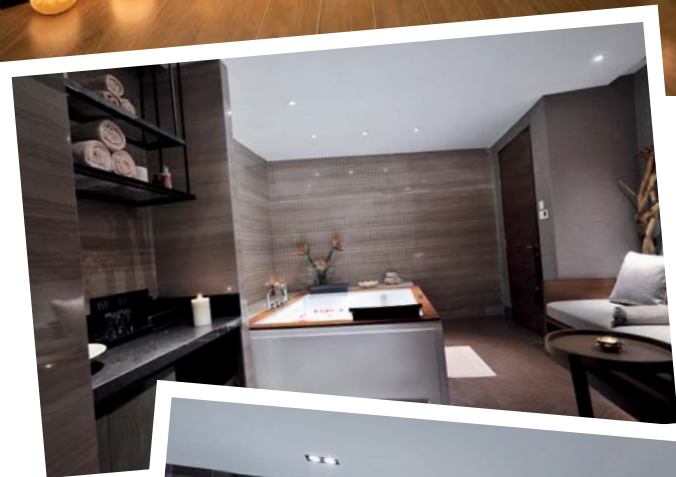
Reasons for popularity: Ultimate Aromatherapy is popular because it gives instant relaxation, as we impart the treatments with care and use quality products, such as Aromatherapy Associates.

Promoting the spa: We use social media, have tied up with eCommerce sites like Nearbuy and through internal marketing for our resident guests. We also keep engaging with beauty bloggers.

Essential for a repeat client: We have offers for our Club Marriott members and Marriott Rewards members.

Academy: No.

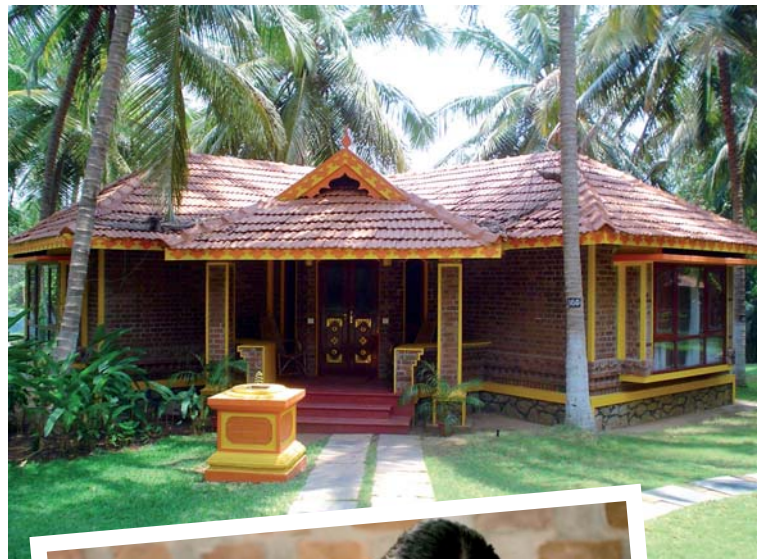
Professional background: Manisha Sharma is a medical graduate and a Bachelor of Naturopathy and Yogic Sciences.





Kairali Ayurvedic Center, Delhi

• GITA RAMESH, Joint Managing Director, Kairali Ayurvedic Group



New therapies: Anti-stress Massage, Navara-udvarthan Scrub, Swasth-Raj, a package for men, Swasth-Rani, a package for women, Monsoon Treatment Packages.

USP: We follow the established tenets of Ayurveda. Our therapies are customised for specific needs as per client response and industry standards.

Brand used: In-house brand Kairali and our own range of products.

USP of the brand: Kairali is the most popular and widely accepted Ayurveda brand, which has gained popularity and appreciation through years of excellence. All the products are natural and formulated as per classical Ayurvedic texts, but scientifically updated as per requirement and are result oriented.

Challenges faced while coming up with a new therapy: Training and standardisation across 35 centres, which are spread across 12 countries.

Menu revision: Though the offerings are the same, but every year changing to the seasonal requirements of the customers helps us in keeping abreast with their requirements

Popular therapies: Abhyangam, Elakizhi, Shirodhara and Udhgarshanam.

Reasons for popularity: The therapies offer relaxation, relieve aches and pains, are anti-ageing and rejuvenating and also aid in weight management.

Promoting the spa: Since we are dealing with Ayurveda, it is quite easy to market our services. The Kairali Ayurvedic Group is so well-known that it makes our job easier. Moreover, we have a dedicated marketing team that analyses the trends in the industry and updates the same. We also participate in various international and domestic health and wellness expos, seminars and come up with seasonal promotions.

Essential for a repeat client: We have membership programmes that can be considered to be loyalty programmes with the same benefits.

Academy: Yes, we have training institute at Palakkad, Kerala. At times we provide customised training programmes in Delhi, as well.





Aheli Spa, Dusit Devarana, Delhi

• SUSHMA RAI, Spa Manager

New therapies: The Aheli Signature combines various massage techniques to create powerful therapeutic effects specific to an individual's requirements for the ultimate soothing and pampering experience; Hot Stone Therapy and Traditional Hammam.

USP: Handpicked oil combinations for body treatments; handpicked therapies with each one with a different benefit; the technique of the therapies is such that within one treatment the guests is invigorated.

Brands used: Kama Ayurveda, for body treatments; Babor for facials.

USP of the brands: Kama Ayurveda products are natural and have a therapeutic effect: Babor facials are effective, too.

Challenges faced while coming up with a new therapy:

Creating awareness about a new therapy; standardisation among all the brands.

Menu revision: As guests have become knowledgeable about spas and the products used, is not necessary to change the menu until a new technique or spa style has been introduced.

Popular therapies: Aheli Signature Massage; Wellbeing Escape.

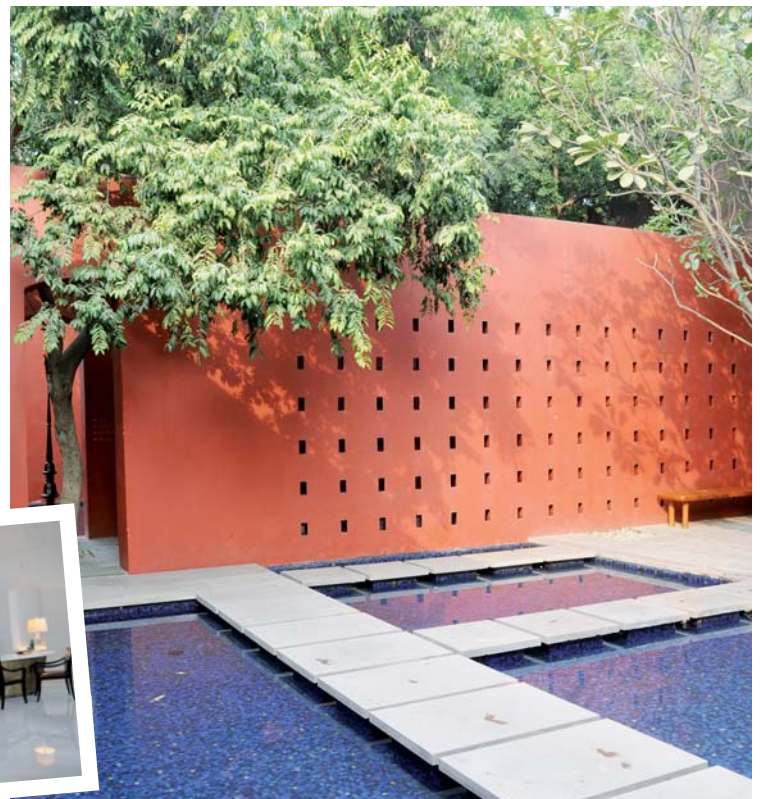
Reasons for popularity: Therapeutic and soothing experience.

Promoting the spa: Print and social media; various spa promotions and word of mouth publicity.

Essential for a repeat client: Yes, our loyalty programme is called Prive Membership.

Academy: No.

Professional background: Sushma Rai has 11 years of experience in the wellness industry. She has earlier worked with the Wildflower Hall, Oberoi, Taj Palace, Leela Kempinski Gurgaon and the Westin Resort & Spa.



Imperial Spa & Salon, Imperial Hotel, Delhi

Brands used: Imperial Sufi and Natura Bisse.

Promoting the spa: The spa is meant for resident guests of the hotel, so at regular intervals, seasonal promotions are offered.

Popular treatments: Signature massages, such as the Imperial Balance and Imperial Depth massage; Ayurvedic rituals, such as Shirodhara and Potli; O2 Awakening facial and C+C facial; Kohinoor Retreat and Savassana Wrap, which includes the Sufi Scrub and Mud Wrap.

Reasons for popularity: The therapies celebrate healthy life in sheer opulence and express all the vital elements that assist in de-toxing, releasing, relaxing, uplifting, balancing and refining to generate essential feel-good factors that enhance the experience of simply being alive.



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Shahnaz Husain Signature Salon & Spa, Delhi



• SHAHNAZ HUSAIN, Managing Director, Shahnaz Husain Group of Companies

New therapies: The De-stressing Treatment for men.

USP: The De-stressing session proves that looking good and feeling good are two sides of the same coin. When plant stem cells are introduced into the skin through external cosmetic care, they influence the skin at the cellular level and activate the process of repair and replacement of dead skin cells. Fresh fruit juices are introduced into the skin through the galvanic gadget, an extremely effective way of introducing water soluble substances into the skin. The Anti-tan treatment includes exfoliation with scrubs, which helps to remove dead epithelial cells, along with their pigment. The scrub is followed by a massage and a mask, which helps to remove tan and produce an even colour tone.

Brands used: Signature products and in-house Yoga Veda Range.

USP of the brands: The Shahnaz Husain Yoga Veda Range has formulations that blend age-old traditions with the latest scientific techniques. They consist of delicate blends of herb, flower and fruit extracts, essential oils and active antioxidants, vitamins and minerals.

Challenges faced while coming up with a new therapy: The first challenge is in the development of the product. To translate an idea into reality is itself a challenge. Our formulations are in research for several years before they are introduced. We have to ensure that the product appeals to the consumer and is in sync with the current trends. Our products are subjected to both clinical and laboratory tests. Since we do not advertise, the challenge is to popularise these products through word of mouth.

Menu revision: Spa service menus should be revised according to current trends and needs of the market.

Popular therapies: Diamond Body Polish, Hair Spa and Foot Spa, along with traditional Ayurvedic treatments of Dhara and Kairali Massage, Veg Peel, Anti-tan therapy, Rejuvenating scalp therapy, Body Scrub and Body Wrap.



Reasons for popularity: We offer the famed, premium procedures and specialised treatments, for which the Shahnaz Husain brand has become internationally renowned. We offer an ambience of peace and tranquillity, where you relax in sheer luxury, to be pampered with a variety of massages, scrubs, body polish, facials and spa treatments, all with the gentle rejuvenating touch of nature.

Promoting the spa: We offer discounts on salon services during festivals and special occasions and introduce new products and treatments from time to time. We market it as a Day Spa by offering a 'Day of Beauty Packages' for skin, hair and body treatments.

Essential for a repeat client: We have exclusive offers, such as Birthday Packages of Head to Toe Treatments at a special price. We also have a system of 'Courses'. In other words, if a client books a course of treatment or facials, a percentage of the treatment is provided free. Some packages also have complimentary treatments for regular clients. We also have a special discount card



for regular clients, like the Diamond Card, which comprises of treatments and products worth ₹11,000 with taxes being extra, but the client pays only ₹6,400. Guests of the client become entitled to 10 per cent discount on services and 25 per cent on products, while the husband of the client is entitled to 25 per cent discount at the Men's Salon. The client also becomes eligible for 25 per cent discount on services for the whole year and the card is renewable.

Academy: Yes, the Shahnaz Husain International Beauty Training Academy in Delhi.

Professional background: Shahnaz Husain has trained in Cosmetology and Cosmetic Therapy from Helena Rubinstein and Arnould Taylor in London, Lancôme in Paris, Christine Valmy in New York, Schwarzkopf in Germany and Lean of Copenhagen in Denmark. She has also studied Cosmetic Chemistry, Ayurveda and herbal healing.



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ELLE Spa & Salon, Crowne Plaza, Delhi



• ABHIJIT SINHA ROY, Spa Manager



New therapy: Himalayan Clay Body Ubtan.

USP: Himalayan clay repairs flabby and drooping tissues, improves blood circulation and skin texture, provides anti-ageing and anti-wrinkle properties. Sandalwood is a remedy for acne and blemishes and its deep-cleansing action unclogs pores and purifies the skin, leaving it clean. Manjistha refines the skin texture and eliminates fine lines.

Challenges faced while coming up with a new therapy: Training of the therapists. Then we need to look after the set up and product requirements backed up with an effective marketing plan for the promotion of the new therapy.

Menu revision: Should be revised every year to understand which treatments are not working with the consumer. Also, the treatment services that are popular and are not included in our spa could be implemented after a proper study and analysis of the benefits of the treatment.

Popular therapies: Signature Serene Massage and Deep Tissue Massage.

Reasons for popularity: Our immediate consumers are the business travelling guests. The Signature Serene Massage and the Deep Tissue Massage are meant to ease your physical and mental stress and give you a lasting relaxation experience.

Promoting the spa: We have in-house marketing activities, special memberships for travellers and local guests as well, a strong alliance base with the other brands in the area and also engage in events and other collaborations outdoors.

Essential for a repeat client: We have not yet initiated a loyalty programme.

Academy: Yes, we do have an academy, where training for all the therapists and staff takes place.

Professional background: Abhijit Roy Sinha has experience of 10 years in the wellness industry. He has studied Spa Management and CIBTAC for Body Therapy, Aromatherapy, Spa Therapy, Aesthetics, Reflexology and MLD. He has worked with Country Inn & Suites, Sansha Group of Spas, Club Mahindra, Sohum Spa and O2 Spa.



Sohum Spa, Mumbai

• DR B RAJESH SRINIVAS, CEO, Sohum Wellness

New therapies: The Four Hands massage.

USP: It is a supremely relaxing therapy that provides double the relaxation in half the time. The technique involves exclusive techniques administered by two therapists in a perfectly synchronised rhythm.

Brands used: Thalgo and Aroma Magic by Blossom Kochhar.

USP of the brands: Thalgo started off as a therapeutic line used in French hospitals. It is one of the most researched, safest and most mineral intensive of all natural products. Aroma Magic is effective, natural and easy to use with the added advantage of having divine natural fragrances. The end results are wonderfully fragrant.

Challenges faced while coming up with a new therapy: The therapies have to be based on medical science and not on a passing fad. When the customers trust us with their health and beauty, we are obliged to reciprocate with only those products and techniques that have stood the test of medical scrutiny. While it is easy to sell the latest gimmick, we take time to educate our customers and recommend what is good for them.

Menu revision: There are many factors, such as, local business dynamics, target clientele change or inclusion, time of the year, introduction of new services and more. Ideally spas should keep an eye and make small changes once a quarter and make major changes once a year. Too frequent and major changes are not good for the

customer, as they get confused or the business, which has to invest heavily to re-train staff on the new therapies.

Popular therapies: Sohum Signature Massage, Four Hands Massage and Facials.

Reasons for popularity: We follow authentic techniques with the same high quality French product line without cutting any corners.

Promoting the spa: We market our spa on social media, yet we feel our customer is our best ambassador. We ensure that the customer leaves more than satisfied, as one happy guest refers at least 10 more.

Essential for a repeat client: We throw in surprises in the form of products and services that are designed to make the whole programme interesting and generous. We do not believe in offering traditional loyalty programmes based on the points system.

Academy: We operate three academies in India and are soon launching an academy each in Thailand and Bali. We train not only for our captive requirement, but also for multinational hotel chains across the globe.

Professional background: Dr B Rajesh Srinivas is from the first batch of Graduate Naturopaths in the country having studied for a full 5 1/2 years. He has been a full-time researcher and clinician before completing CIDESCO (Zurich) and CIBTAC (UK) in Aesthetics. He has worked with the Taj, Marriott and Kempinski chain of hotels.





Caressaa Day Spa, Mumbai

• REKHA CHAUDHARI, Owner and Global Wellness Ambassador



the natural and holistic approach through our treatments and technology. We face problems in convincing the clients and making them understand these new technologies.

Menu revision: The core USP of the spa should remain constant. The limited edition treatments depending upon factors, like festive seasons, change in weather and introduction of new treatment by the brands should be considered based on their popularity and effectiveness at that point of time.

Popular therapies: Stone Therapy, Deep Tissue, Swedish Massage, Aromatherapy and the Novel Rope Massage.

Reasons for popularity: The Novel Rope Massage is a popular massage. Due to its uniqueness of style, it has gained prominence.

Promoting the spa: We believe in word of mouth publicity, advertise in print, use social media and recently started digital marketing of our spa.

Essential for a repeat client: We do not have a loyalty programme, but we have offers for our clients every now and then.

Academy: Yes, the JCKRC Spa & Wellness Education.

Professional background: JCKRC Spa Destination is managed by J C Kapur and Rekha Chaudhari. J C Kapur is a wellness and yoga guru, who has contributed to India's beauty and wellness education. He also imports and builds skin care brands and positions them in the Indian market. Rekha Chaudhari, Global Wellness Ambassador of India and Spa and Wellness Expert, has been providing strategic guidance to the wellness and hospitality industries on a global scale.

New therapies: We have new therapies that are purveyed by LPG, Biologique Recherche, Nails and Toes treatment. We are about to launch the Podology treatment.

USP: Biologique Recherche's Triple Lift Facial addresses one of the most common and complex problems of ageing skin. LPG-Endermolift provides a true natural lifting to the specific area. Anti-aging Replumping Endermolift is a therapy which restores skin density for a natural volumising effect, doubles the skin's self-hydration and smoothes wrinkles and fine lines.

Brands used: Biologique Recherche, LPG Endermologie, Nails and Toes, amongst others.

USP of the brands: Biologique Recherche is a unique premier brand. The methodology has a reputation for effectiveness based on a clinical approach to beauty care using pure, concentrated, raw ingredients, as well as innovative and meticulous protocols and procedures. LPG is the natural anti-ageing and non-surgical treatment and is an exclusive patented technology, which offers mechanical stimulation on the skin's surface

using the exclusive Endermolift technology. These brands offer instant results.

Challenges faced while coming up with a new therapy: As technology develops, professional beauty equipment and the skin care industry experiences new trends and changes. We need to update the therapies accordingly. It is very difficult for consumers to understand the significance of new treatments which the brands introduce. Clients are used to instant results by chemical treatments, whereas we believe in



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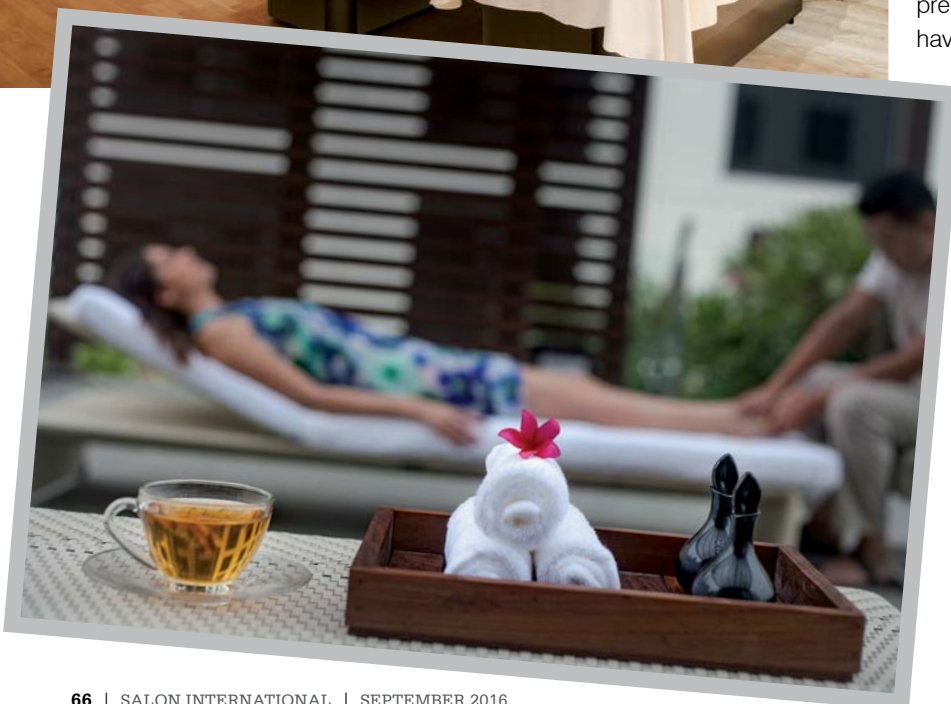
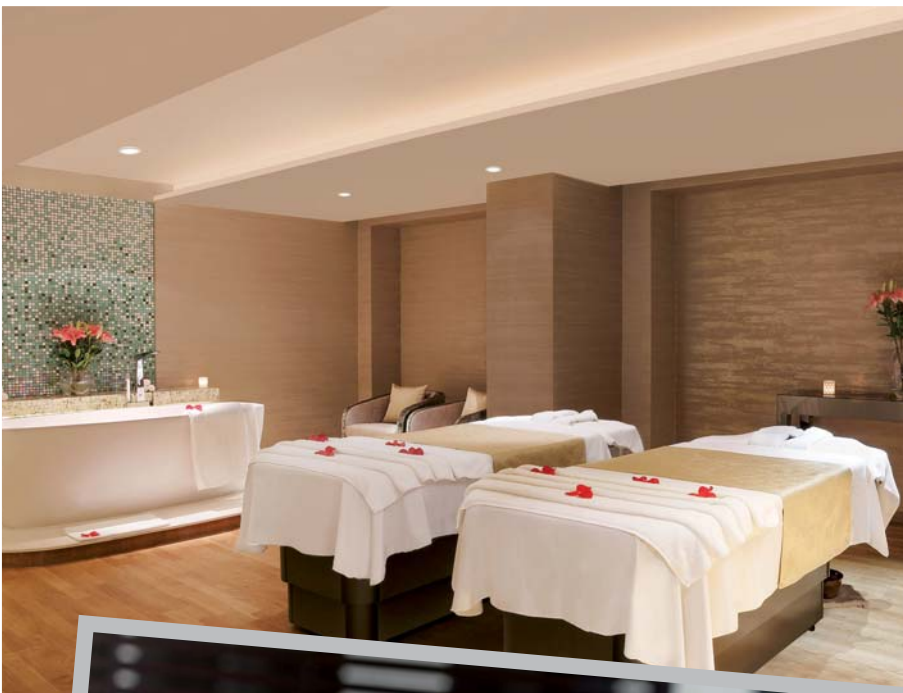
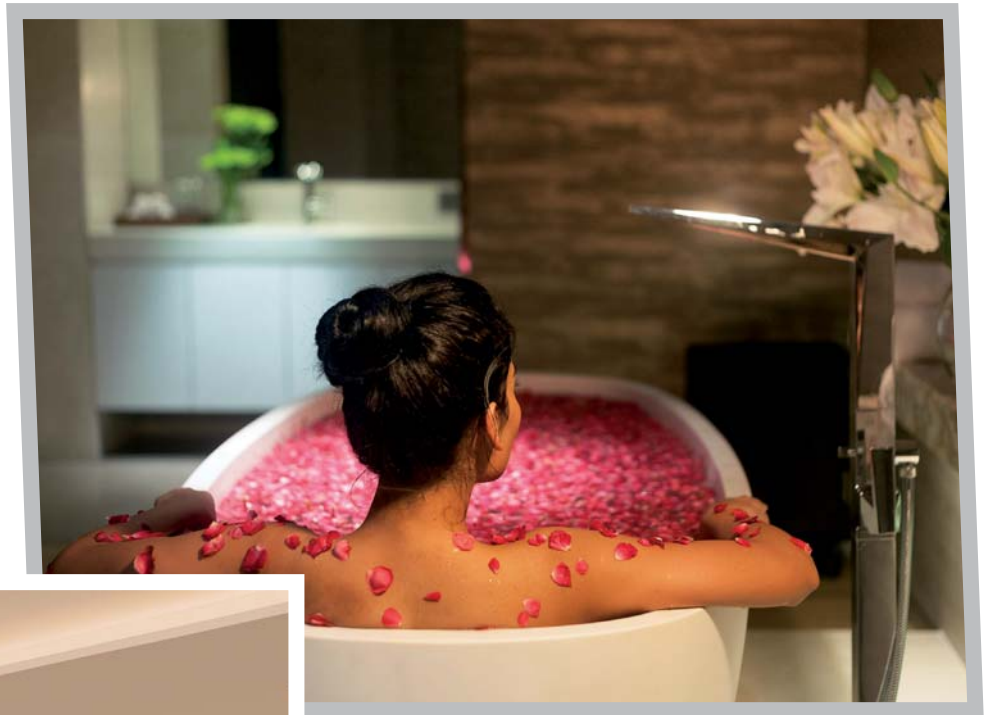
• RAM CHATTERJEE, Director of Spa

New therapies: Vino Therapy, Sports Fit treatment and Jet Lag Recovery.

USP: Wine is a powerful antioxidant, which acts as a free radical scavenger to defend the skin, promoting tissue elasticity and thereby creating a more youthful appearance.

Brands used: Kama Ayurveda and Phytomer.

USP of the brands: Kama Ayurveda makes high quality, beautifully packaged, Ayurvedic and natural beauty and wellness products that are highly effective while staying true to nature. Phytomer, a skin care product from France, uses environmentally friendly methods and has unique and natural ingredients, such as Marine Exopolysaccharides (EPS) and unique natural sugars with revolutionary cosmetic applications.



Challenges faced while coming up with a new therapy:

There is resistance from therapists and customers to explore a new therapy; attrition rate of therapists; cost of the new products and training time.

Menu revision: At least once a year the menu needs to be revisited to see which is working and to align with the new trends or customer requests.

Popular therapies: Aroma Therapy and Therapeutic.

Reasons for popularity: There are several reasons, such as, the therapeutic benefits that help to cleanse your internal system, enhance your mood and leave your skin soft and relaxed. Aroma Therapy and Therapeutic do not need much of preparation and can be offered instantly. So, the guest does not have to wait for their treatment.

Promoting the spa: We have our own company policy, wherein our spa features on our website and social media platforms. We have in-room marketing and OOH, as well. We also have digital screens on the premises where we display the special offers we have going on for the month.

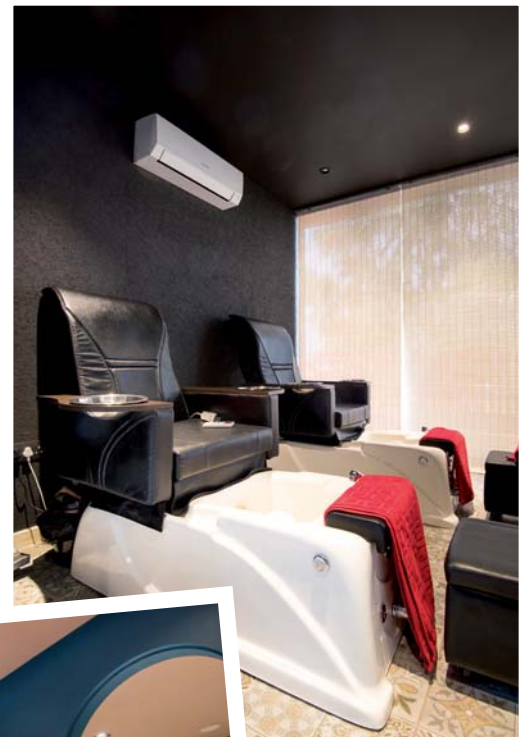
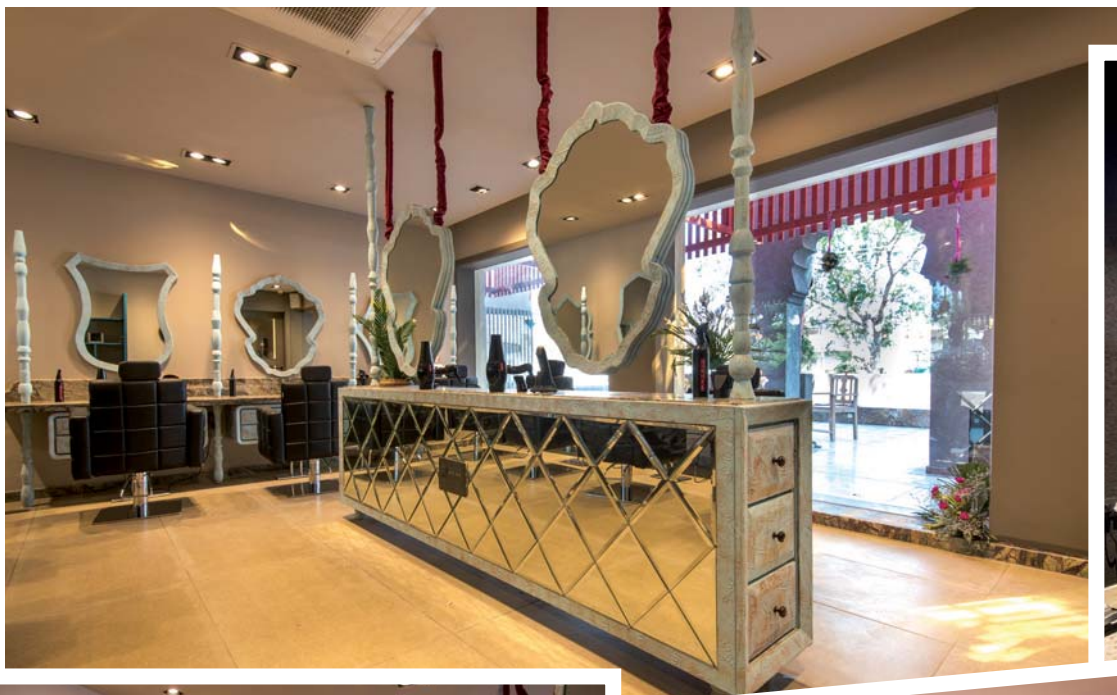
Essential for a repeat client: Our hotel has a successful and effective loyalty programme, but in the spa, we offer to provide an extra hour of treatment or invite them for a special promotion or we surprise them with gifts related to wellness.

Do you have an academy: No.



Style n Scissors Salon, Jaipur

• RITU DESWAL, Owner



New therapies: Meditation and Pranayam before every spa and facial to calm down the mind and body; Chakra healing by gemstones; Pumpkin, Milk and Yellow peels for facial rejuvenation and Advanced Anti-aging treatments.

USP: Clients are our family and they are attended by our staff that is trained from world-class academies, such as, Vidal Sassoon, Toni&Guy, Pivot Point, ASK Academy, amongst others.

Brands used: Dermalogica, Sebastian, Nioxin, Schwarzkopf Professional and natural products.

Challenges faced while coming up with the new therapy: Promoting a new therapy to clients needs lots of consultation and for that we have to educate our staff from scratch.

Menu revision: The menu should be revised every six months.

Popular therapies: Aroma Stone Body Balance, Cupping Therapy, Quantum Healing, Crystal Healing and Couple Retreat.

Reasons for popularity: Every therapy has its own USP and effectiveness. They all are advanced therapies performed by experts and are result oriented. They are carried out in a soothing ambience with proper hygiene by trained therapists.

Promoting the salon: We constantly do branding and marketing activities in-house, put up hoardings, use print, electronic and social media and participate in fashion shows.

Essentials for a repeat client: We have a 'Style Club' of Style N Scissors which is a

gesture of appreciation for our loyal clients. They benefit by getting discounts on services and products, invited for special events and so on.

Academy: Yes, we have an academic institute that imparts skills to the underprivileged and transgenders and offers them job assistance. We have also tied up with the Rajasthan Skill & Livelihoods Development Corporation.

Professional background: Ritu Deswal is a postgraduate in Personnel Management, Labour Welfare and Marketing Management. She has also trained at Toni&Guy, Pivot Point, to name a few. She is an image consultant, too.



Endeavor Salon And Spa, Mumbai

• NEEMA GARIYAL, Owner

New therapies: Reflexology, Potli Massage, Aroma Therapy, Deep Tissue Therapy, Smoothing Body Exfoliating Cream, Silky Sugar Peeling, Cotton Extracts Wrap and more.

Brands used: Remy Laure, Oligodermie, Bomb Cosmetics and Morocconoil spa line.

USP of the brands: These brands give promising results and are internationally recognised.

Challenges faced while coming up with a new therapy:

While launching a new therapy, we put in lot of effort to make it the best and want our client to like it, however sometimes the clients have a different opinion about it.



Menu revision: Spa menus should be revised every six to eight months. The salon owner has to select the favourite therapy of the client and make them more interesting and attractive. Also keep a check on new products coming up in the market.

Popular therapies: Reflexology, Potli Massage, Brightening Therapy, Cleopatra Therapy and Timeless Spa Luxury body polishing.

Reasons for popularity: The products used, the service given by professional therapists, the relaxation and de-stressing is amazing.

Promoting the spa: We believe in word of mouth publicity more

than any marketing and we know that if our services are meeting the expectations of a client, it will bring us more clients. We keep doing tie-ups and promotional events with firms or marketing media, like, Just Dial, Nearbuy and so on.

Essential for a repeat client: We have a loyalty programme for our clients, which gives them 20 per cent discount on each visit.

Academy: Plan to set it up.

Professional background: Neema Gariyal has done management courses in Aviation and Hospitality. She is also pursuing a degree in Business Management.

X Salon And Spa, Mumbai

• RAJIVE VISHWANATHAN, Manager

New therapies: X Flow Therapies.

USP: Our signature massage is an amazing choreographed wave of kneading locked muscles that free energy blockages and relieve tension. This therapy works on lymphatic drainage than a traditional deep tissue that results in greater detoxification and an enhanced boost to the immune system.

Challenges faced while coming up with a new therapy: In every business, the owner faces an uphill battle for survival. I spend 50 to



60 per cent of my day on staff development; have one-on-ones, vow to teach something new to my staff daily; persuade them to learn and teach something to each other daily and encourage them to smile a lot.

Menu revision: The spa menu is an important promotional item that outlines the spa programme and describes each of the services that are offered. It should be designed and written in such a way that it upholds the overall spa philosophy, as a key promotional tool. It is critical as it is taken away with clients or mailed to them and even sent out as mass mails to attract new business. It should be revised every six months.

Popular therapies: Massages are always going to be a popular treatment as they have an obvious, recognisable physical benefit.

Reasons for popularity: Popularity of spa services has grown because of our hectic pace of work and the enormous stress we all have in our life.

Promoting the salon: Social media, referrals and word of mouth publicity.

Essential for a repeat client: All services are buy five and get one free when you purchase them as a package. And you also get free massages on your birthday and anniversary.

Academy: No.

Professional background: Rajive Vishwanathan is an Advertising professional.



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Invent Unisex Salon, Pune

• PRAJAKTA PARANJAPYE, CEO, Maya Paranjapye Lifestyle Brands Pvt Ltd

New therapies: Invent Facial collection, Signature facial and the classic European facial.

USP: The facials commence with a special ritual. The aroma of products is relaxing and the special hand massage energises the facial meridians, which have a stimulating and uplifting effect.

Brands used: The Tranquility and Serenity ranges designed in-house.

Challenges faced while coming up with a new therapy: Lack of skilled manpower; high attrition rate; ineffective training and at times, a customer does not understand the benefits of the new therapy.

Menu revision: Seasonal value addition to an existing therapy should be there. The concept you are following is important, whether it is detox, relaxation or uplifting treatment. You can design a new therapy for the festival or holiday seasons. It should be dependent on psychographics and demographics. You cannot change the menu often.

Popular therapies: The Invent Facials collection.

Reasons for popularity: The exotic blend of essential oils and our signature massage technique.

Promoting the salon: We create awareness around our area and our quality attracts the customer. We also do experience marketing and call him or her back to visit and avail of the different services.



Essential for a repeat client: We offer various memberships.

Academy: Yes, the BUTIC institute of Beauty Therapy and Hair Dressing.

Professional background: Prajakta Paranjapye is the CEO of BUTIC. She looks after education, cosmetics manufacturing and salon and spa services.

ELLE Spa & Salon, Novotel Goa Shrem Resort, Goa

• MOHIT LAKHI, Assistant Spa Manager



New therapies: Wellbeing Energizing Massage.

USP: The Wellbeing Energizing Massage is especially designed to deliver relief from stress, tiredness and stiffness in the body and promotes circulatory and lymphatic circulation.

Challenges faced while coming up with a new therapy: When we introduce

a new therapy or treatment, marketing it to the guests can be a challenge. Some clients come in with a rigid mind set of opting for therapies that are traditional or those that they have experienced already in the past. The other challenge would be to meet the demands of the consumers. We need to constantly push the envelope and ensure that the

client experiences the best.

Menu revision: We revise our service menus after two years.

Popular therapies: Deep Tissue Muscle Massage, Exotic Hot Stone Massage and the Jasmine And Aloe Vera Body Masque.

Reasons for popularity: Each of the services is especially designed for various treatments with an expert skin consultation done at the beginning. The quality of service and the unique spa massage technique received makes people come back.

Promoting the spa: Since Goa is primarily a leisure destination, our focus has been on in-house guests. Hence, we have been carrying out marketing and promotional activities in the

rooms, lobby areas and the pool side, where our potential clients are looking for ways to relax. Word of mouth from our valued patrons also helps spread awareness and attracts more clients.

Essential for a repeat client: We have membership programmes to benefit a repeat client, but no loyalty programmes.

Academy: Yes, we have an in-house academy for training the therapists on treatments, soft skills, hospitality and new spa techniques to be introduced.

Professional background: Mohit Lakhi has almost a decade long experience in this industry, having begun his career in 2007. He has worked with Four Fountains Spa and Zazen Spa.

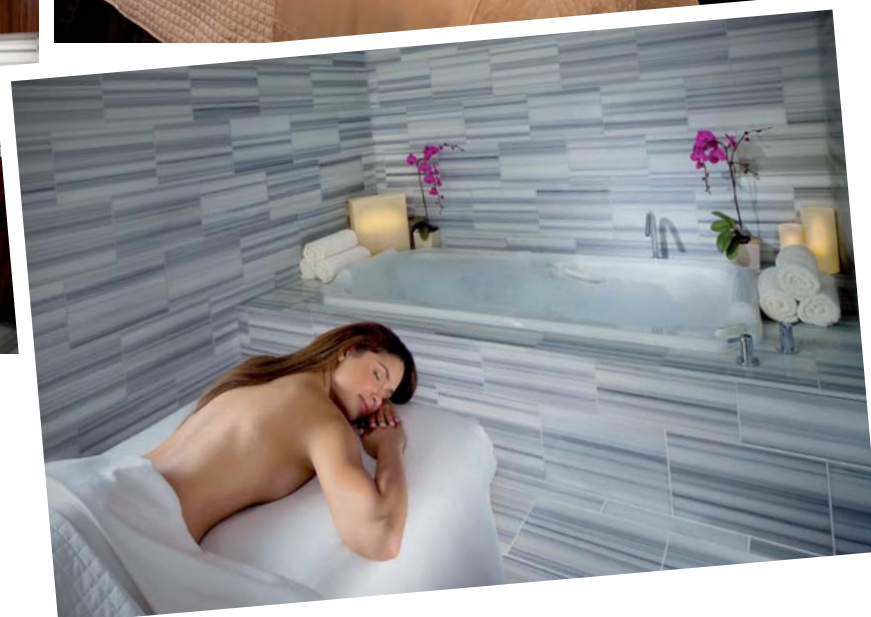
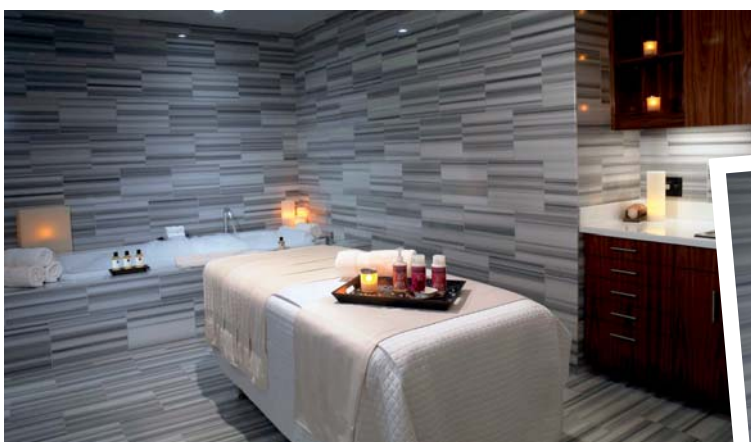
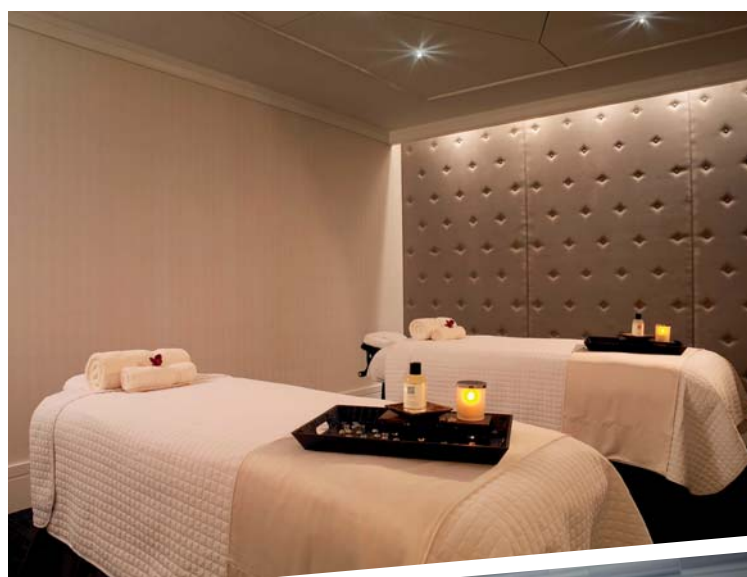


INTERNATIONAL

The Spa, Trump International Hotel, Las Vegas



• TRISH MITTELSTADT, Spa Director



New therapies: Last year, we added a selection of men's, teens and kids services. Recently, we have added select Moroccan oil services to the menu.

Brands used: Kenra and Moroccan oil.

USP of the brands: Kenra Professional serves the professional hair industry with high performance and high quality products. The unique lines of Kenra, Kenra Platinum and Kenra Color, have their own distinct personality. Innovation, performance and trust drive each of our brands with high-quality, performance-driven products that are simple, straightforward and easy-to-use.

Challenges faced while coming up with a new therapy: Being unique and ensuring that the client will find it attractive.

Menu revision: As trends change and you find new things in the market, you should always be open to them; as well as what customers are looking for. As far as a complete revision I would say, every one to two years, the menu should be evaluated. I always like to try things out as specials for a couple months and then if it is working well, we may add it to the menu or replace what is working with what is not.

Popular therapies: Massages still tend to be the most popular.

Reasons for popularity: Massage has become very mainstream and is also considered to be part of a person's wellness programme.

It is not just about coming in and getting pampered, but about improving your overall wellbeing.

Promoting the spa: We have a PR company; deal sites; do email and voicemail blasts to hotel rooms on property; have partnerships with local businesses; active on social media; visible at events; signage on property and key card inserts.

Essential for a repeat client: We have a monthly spa membership programme.

Academy: No.

Professional background: Trish Mittelstadt has been a spa industry professional since 2007. She has done Masters of Science in Hotel Administration and is also a licensed Cosmetologist. She has worked for several brands including MGM Resorts, Exhale, WTS International and Trump.

Chiva-Som, Thailand



New therapies: AcuSlim, Ear Ab Reflex, Reiki Gemstones Therapy, Traditional Thai Therapeutic, Sense Balance Therapy, Metamorphosis Class and Back Scratch Therapy.

USPs: AcuSlim increases the metabolism and aids in digestion; Ear Ab Reflex promotes more efficient lymphatic drainage and improves circulation and releases emotional stagnation, tension and stress-related illness; Reiki Gemstones Therapy improves sense of wellbeing, stimulates the brain and one feels a spiritual uplift; Traditional Thai Therapeutic stimulates the nervous system and blood circulation for release muscle in targeted areas and is known to cure Trigger Finger, Frozen Shoulder, Migraine and more; Sense Balance Therapy improves deep core stability and prevents injury.

Menu revision: Once a year.

Popular therapies: The popular therapies include Chi Nei Tsang; Colonic Hydrotherapy; Spiritual Healing, Deep Tissue Massage and Acupuncture.

Reasons for popularity: The Chiva-Som team create a holistic programme to help the guest reach their goals, which cover the areas of Nutrition, Fitness, Physiotherapy, Holistic Health, Medi-Spa and/or Spa. Progress, comments and feedback are carefully monitored and using holistic approach towards the wellness of the mind, body and spirit, they guide the guest on a journey towards genuine wellness.

Promoting the spa: Chiva-Som is a pioneer in creating a holistic centre that has influenced the spa and wellness industry in Asia and the world. Our aim was to educate people in preventative health care, good nutrition, exercise, stress management and healthy ageing.

Essential for a repeat client: Yes. On the fifth visit of the guest, we organise a private cocktail at Chiva-Som's library and also award them a cash credit voucher.

Academy: Yes, the Chiva-Som International Academy.

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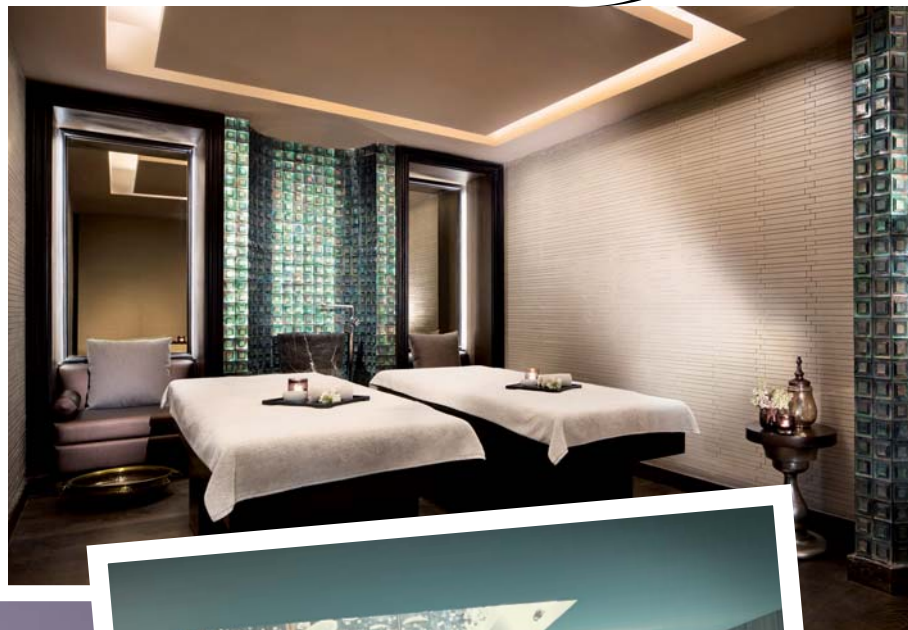
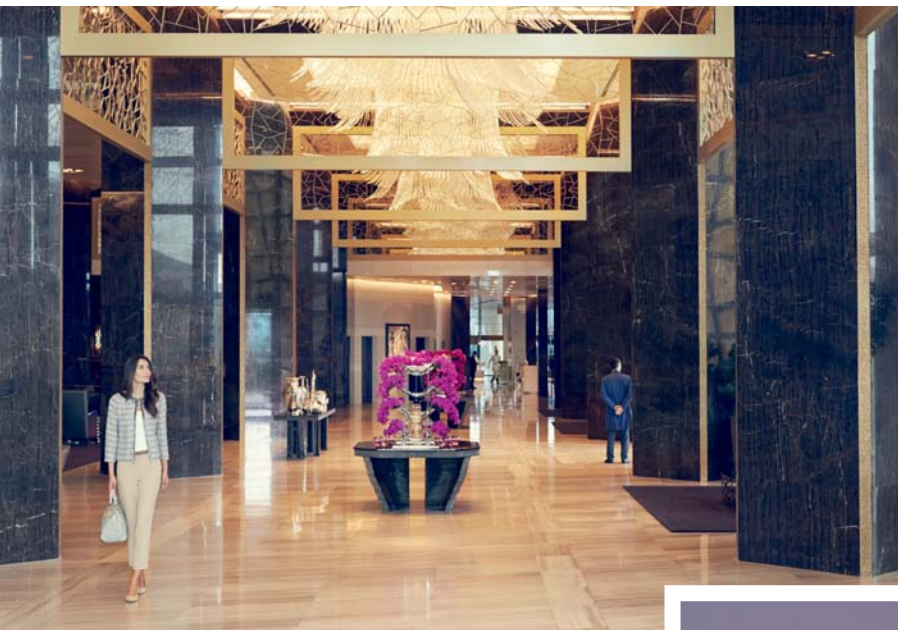
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• DENIZE MET, Director Marketing



New therapy: Raffles Spa Detox Program for one, three or seven days.

USP: The programme offers complete rejuvenation of the mind, body and soul.

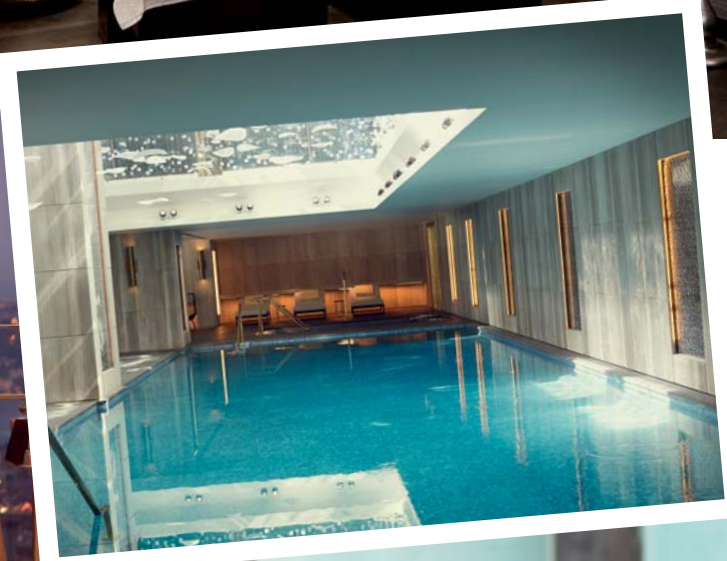
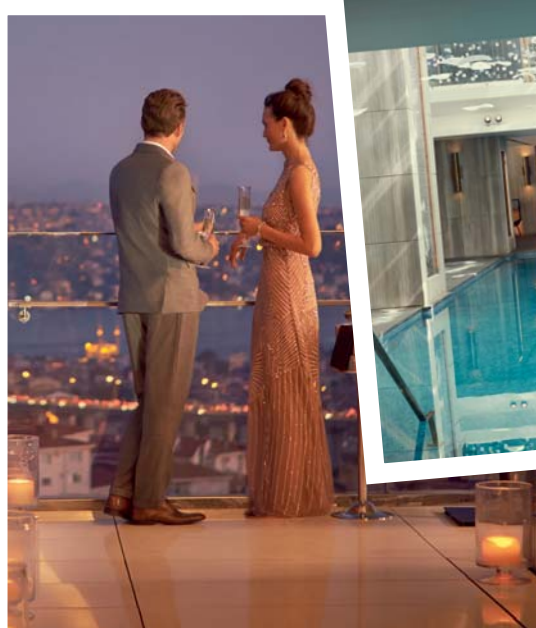
Brands used: Gazelli from Azerbaijan and Organic Pharmacy from UK.

USP of the brands: Gazelli Skincare offers professional skin care with over 40 years of development and unique, powerful formulations at its core. At the heart of every Gazelli treatment is the company's unique, patented ingredient, the Gazelli White Oil. Organic Pharmacy specialises in creating health and beauty products based on organic, natural cosmeceuticals, medicinal plant extracts and high tech natural molecules.

Popular therapies: Turkish Hammam, Aromatherapy and Vitamin C facials.

Reasons for popularity: Turkish Hammams are famous for the cultural links. Thus many of the foreign guests are willing to try a Turkish hammam. Aromatherapy moisturises the body with wonderful oils and the Vitamin C facial is popular during summer months for the protection and nurturing it provides to the skin.

Promoting the spa: We send out local and international press releases, are visible at spa events and beauty seminars. In social media, we highlight spa facilities and USPs and also supply quality content to those who are into physical and spiritual wellness.



Essential for a repeat client: We operate in line with the Raffles Ambassadors Program that allows 10 per cent discount on treatments and 15 per cent discount on retail stores. Other than this, we also have an exclusive Raffles Spa Membership Program with benefits such as, complimentary laundry and valet parking to discounted membership renewals, 20 per cent discount on the Detox Program, meals and retail products, 30 per cent discount on PT classes and all treatments along with one Raffles Signature Massage, one hammam and so on.

Academy: No.



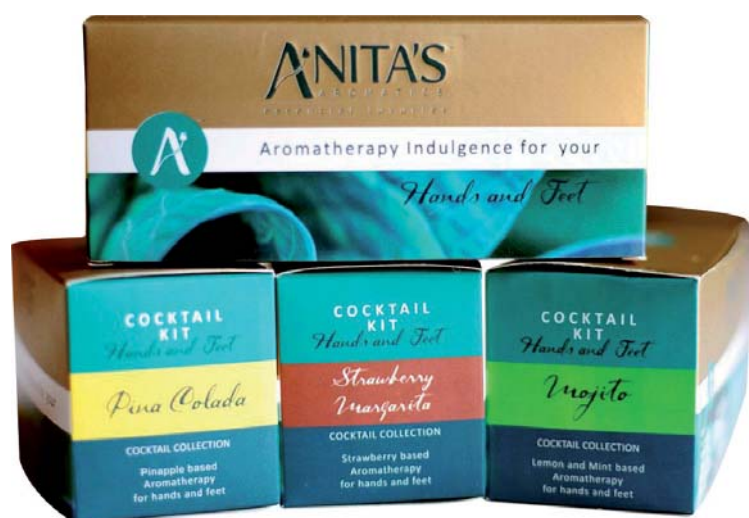
BRANDS

Anita's

• ANITA GOLANI, Proprietor, Anita's Aromatics



USP of the brand: A good fragrance is a powerful cocktail of memories and emotions. That is what we are all about. Anita's Aromatics is dedicated to supplying and manufacturing natural and ethical products using organic essential oils and botanical ingredients which are pure and unadulterated in order to provide our clients with the most naturally derived ingredients.



Star products: Innovative conceptual products that are close to nature do well in spas therapies.

Marketing activities employed: We focus on building relationships with our clients and develop exclusive ranges for them. Word of mouth marketing, mass marketing through social media and print media are some of our key marketing activities.

Challenges faced when a brand is placed in a spa: The biggest challenge we face is when our brand is incorporated in a spa menu and then to keep the end user interested. We strive to create a product that would make the client come back and ask for the treatment or product repeatedly.

Available at: Radisson Hotel spas, IOSIS Spa, Aroma Thai, to name a few.

Future plans: With people in India beginning to prioritise the quality of life, the importance of wellness and hence aromatherapy, has gained mammoth proportions. We are open to partnering with distributors.

Aroma Treasures

• NIRMAL MINAWALA, Owner, Aroma Treasures



USP of the brand: Our USP is and will always centre around our efforts put on quality to achieve effective results. We offer our consumers products that are closest to the nature. To achieve this we use 100 per cent natural ingredients and avoid synthetic fragrance. All our emulsifications are from the best possible natural ingredients available in the market. None of our products are tested on animals.

Star products: Spa Indulge range is made with great purity and love. Exclusive assortments of blended Aromatherapy oils, exotic massage creams, multifarious scrubs and body wraps that will not only loosen tense knotted tissue muscles, but also improve muscle tone and strength and help relax, revive and renew your body and spirit. Tangy Fresh Body oil, Tranquil Soothing Balm, Mud Wraps and few scrubs like Coffee and Salt Scrub,

Rice and Oats Scrub, Energizing Citrus and Mineral Body Polish are the preferred choice.

Marketing activities employed: Free sampling, using print, digital and social media.

Challenges faced when a brand is

placed in a spa: Our main challenge was and is customer satisfaction. Keeping this in mind, these products are developed considering different aspects of customer's needs.

Available at: To name a few O2 Spa, Sohum Spa, spas in Citrus chain of hotels, spas in J W Marriott, Envi Salon & Spa, Myraah Spa, I Deserve It Spa.

Future plans: We are tying up with many five-star

hotels and high end spas and have also introduced monodose kits. We have been supplying to spas in North India, too, but we would definitely be exploring more territories in the region.



BCL Spa



• **MANISH DIALANI**, Managing Director, Lewanna

USP of the brand: Merging high end skin care with spa services, BCL Spa uses natural formulations with certified organic ingredients to create treatment-based spa products at affordable prices.

Star products: BCL's 4-Step Treatment Systems are built specifically to provide organic spa therapies. Each system features organic ingredients that are hand-selected for their healing and age-defying properties. In particular, BCL is known for the exceptional formula in our Sugar Scrubs and Massage Creams.

Marketing activities employed: Advertising in trade magazines, social media, press releases, editorials and blogger reviews, training programmes and in-store demonstrations and marketing support.

Challenges faced when a brand is placed in a spa: When placed in a spa, BCL Spa products perform exceptionally well. The biggest challenge is educating our staff and customers. As customers appreciate natural, healthy and organic products, we make sure that service menus tell customers about our organic services and the skin benefits of each service. In addition, we also place products on display. We feel, presentation is everything.

Available at: Varies by region.

Future plans: We plan to stay ahead of the competition by using innovative and creative new ingredients, like, our Pitaya Dragon Fruit line and Jasmine Coconut Rice Scrub.



Rémy Laure



• **J C KAPUR**, Managing Director, JCKRC Spa Destination

USP of the brand: Instant results, natural ingredients, technician friendly protocol and cost effective.

Star products: Brightening range, Anti-Ageing range, Oily or Acne range, DNA range for dry, dehydrated and damaged skin, Sun care, Vitamin C range and Body Spa range with Black Mask.

Marketing activities employed: Periodic skill training, participation in educational and skin consultation events, visible at exhibitions, festive gifts, retail sales incentives for technicians and holding live demos.

Challenges faced when a brand is placed in a spa: To meet the requirements of the client in all aspects, like, treatment ranges, pricing, retailing, training and education, marketing and branding.

Available at: Enrich Salons, Juice, BBLUNT, Panache Salons & Academy, Mookh Salons, Affinity Salons, Naturals, Page3, Monsoon, Radisson Hotel, Spa Leisure Square, Suryagarh Hotel Jaisalmer, Ervi Salons & Spa, United 21, Lemon Salons, Harsha & Rakesh, Ashrafs Salon, Jawed Habib and many more.

Future plans: To be present in Tier II and III regions of the country, create awareness about spa, beauty and wellness through JCKRC Spa & Wellness Education, introduce new treatments and be active on social media.





In Beauty, In Magic, In Veda
 Inveda's range of exquisite beauty products

Oh my Goodness!!



ESSENTIAL AYURVEDA

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Comfort Zone Skin Science



• DIVYA KOHLI, Owner, Salon & Spa Studio by Tangy Rose

USP of the brand: Comfort Zone is an Italian luxury brand which represents a complete system of care for the skin, body and soul. It seeks to promote a holistic, healthy and long-term sustainable beauty backed by science and strengthened by passion. Comfort Zone believes in working from the inside out and from the outside in to improve the whole body.

Star products: Skin Regimen, Absolute Pearl, Active Pureness, Hydramemory, Organic Sacred Nature, Sublime Skin and Glorious Skin for the face; Aromasoul Blend and Oils, Skin Regimen and Sacred Nature lines for the body.

Marketing activities employed: Advertising in select print media, in salon or spa events and promotions; we are visible on social media and other web marketing portals. We also have private shows for our clients.

Challenges faced when a brand is placed in a spa: India has not focused on professional home care for the skin category. Customers may indulge in luxury spa and salon treatments, but they get price conscious when it comes to using a quality home care product. Hence, it is important to educate the customer through the therapists and managers that professional treatment followed by correctly prescribed home care is the key to long-term good skin condition.

Available at: ITC Kaya Kalp Spas across India, Westin Hotels, Hyatt Hotels, Mayfair Hotels, Crowne Plaza, Lodhi Hotel, Bliis by Ravissant, Toni&Guy salons, Bounce chain of salons, Mirrors in Hyderabad, Oryza Day Spa, Affinity Salon and several other luxury salons and spas.



Future plans: We believe that increase in sales in home care is the key to the success of any brand. In north India, we are present in several luxury properties and looking to expand the Comfort Zone skin care range further. I believe, people in North India are more conscious about maintaining a good skin care regime.

RK's Aroma



• PRAKASH SHIVDASANI, Director, RK's Aroma

USP of the brand: We have 100 per cent natural fragrant oils that not only provide fragrance, but also enhance its therapeutic activity for better and faster results.

Star products: Massage oils and creams, body wraps, hot compress, amongst others.

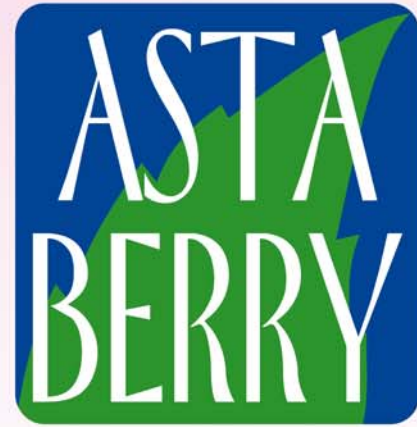
Marketing activities employed: Social media promotions, participating in exhibitions and conferences, organising workshops and seminars in different cities, print media, word of mouth, banner advertisements in beauty shows and so on.

Challenges faced when the brand is placed in a spa: The business challenges range from addressing multiple client contacts to ensuring cost efficiency as compared to the different other brands in each city. The technology challenges, on the other hand, deal with application support and service outages that we provide to them.

Available at: The Taj Group of Hotels, Holiday Inn Resort in Goa and Deccan Odyssey.

Future plans: We are working on concepts at par with international standards. We have planned to introduce a range of new products, especially in skin care and other products like hand sanitizer, lip balm and Aroma Bleach, Body splash, to name a few. We are present in north India at certain spas, however, we are going to be more aggressive in marketing our products in central and North India.





Say Hi! To Beautiful Skin

GET FAIRER, BRIGHTER & GLOWING SKIN WITH ASTABERRY

Astaberry Skin Care products are prepared on the principles of ayurveda. All products are natural & safe as they are based on our ancient scriptures and developed by our research team.

They contain natural extracts and oils of valuable herbs, fruits and other ingredients. These increase the effectiveness of the products to make the skin lustrous, silky and smooth. These also protect the skin from the bad effect of dust, dirt, smoke & sun.

Each Astaberry product gives tremendous results. The products are suitable for all types of skin & environment.



Gold Facial For Sparkling Glow



SKIN WHITENING KIT



WINE FACIAL KIT



Brilliant Hair Shine

Deep
Conditioning
Wine Shampoo



PEDISPA KIT



Facial Toner

After Wax
Lotion



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Made from
PURE HERBAL
Extracts

Estrella Professional



• ANURADHA BALASUBRAMANIAN, Co-Founder and Director, Syona Cosmetics

USP of the brand: With a strong service focus on training and development of aestheticians, our USP is easy to use, high performance mono-dose kits across services in salons and spas.

Star products: Hand and Foot spa, Body Polish, Self Warming Wraps and Body Massage and Vita Verde.

Marketing activities employed: We have exclusive schemes and offers for aestheticians and salon owners and provide various customer support activities in the salon, staff training activities, exclusive offers to drive walk-ins, in-salon branding and promotional activities on social media.

Challenges you face when a brand is placed in a spa: The challenges include training the staff to offer the service in the best possible manner; client consultation remains a big challenge as service providers are often great at their skill, but need more training in consulting with clients about the product and its benefits.

Available at: Our brand is being used in salons that offer spa services and also at leading stand-alone spas in South India. We are rapidly growing our footprint and within a year, we will be available Pan India.

Future plans: Our plan is to strengthen distribution and training and become a most preferred brand across skin, hair and body in the professional care segment. We have currently partnered and supplying products to select institutional salons and spas in North India.



Thalion



• UMESH PUROHIT, Director, Sun Cosmeceutical Pvt Ltd

USP of the brand: The unique know-how as a harvester, enables us to preserve the original qualities of precious marine plants and deliver them in innovative formulas. Infused with concentrates of mineral salts, trace elements, vitamins, amino acids and seaweeds, Thalion products are genuine elixirs of beauty and wellbeing.

Star products: The Thaliwhite (Brightening), Algo'Lift (Anti Ageing) and Oxygen Booster (Men's Treatment) do well. For Body Treatments, we have selected Body Rituals that are a part of the personalised programme; Thalion Detox Ritual and Marine Shine Ritual are client preferred therapies.



Marketing activities employed: With the growing awareness and easy availability of products, it is important for the company to reinforce brand marketing activities. For Thalion, we have communication tools provided from Brittany in the form of A4 show cards, posters, samplers and testers for customers. Also we believe in repeated training which enables the therapist to perform her best and stay focused on educating the client, rather than selling products to them. We also place advertisements in print media and participate in several exhibitions, which collectively work towards increasing the overall awareness of the brand and wellness, per se. Rest of the work is done by the products, as they give genuine results.

Challenges you face when a brand is placed in a spa: For any spa it takes time to adopt new techniques. It takes time to adjust and recognise the brand worth. Treatment-oriented skin care is low both in awareness and in terms of usage.

Available at: Globally Thalion has presence in more than 40 countries and are available at the best of hotels and spas. In India, we have our presence in hotels, salons and spas and derma centres. Our clients include Le Royale Meridian, Hyatt Regency, Intercontinental Chennai, Antaara Spa, Dessange Paris and many stand-alone quality salons and spas.

Future plans: With the help and support of the team, we want to make Thalion a major brand in India. We are even looking at partnering with quality spas and salons in North India.



Beauty



Vidya Tikari

Ace of Base

A certified Airbrush make-up artist and hair stylist extraordinaire, Vidya Tikari, is a name to reckon with. The creator of exquisite looks for celebrities, such as Madhuri Dixit, Deepika Padukone, Priyanka Chopra, Abhay Deol, Virat Kohli, amongst others, she has launched her own line of make-up brushes for MUA and operates from her own studio in Delhi. In a tête-à-tête with *Salon India*, Tikari shares her professional journey



From humble beginnings in 1991, Vidya Tikari, has today grown to become a veteran in the fields of hair and make-up. From catering to events like the '2010 Commonwealth Games', where she and her team did the hair and make-up for about 9,000 performers, which incidentally also landed her name in the 'Limca Book of Records 2011' to the first-ever 'Formula 1 Grand Prix', Tikari and her team, has been servicing thousands of clients every year from around the globe.

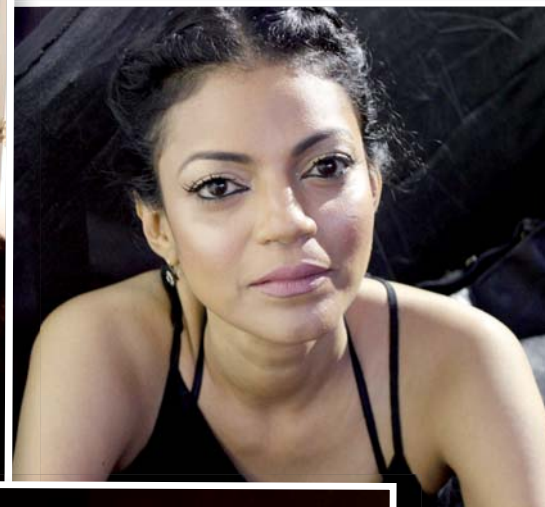
Beginning of the professional journey

"After being in Australia for quite a few years, I came back to India about 25 years ago. I started off with my first assignment in the

first week itself of landing, and from there on, people just got to know of me and I started building up my kit from the first shoot," shares she. The journey has been smooth in some parts and rocky in some, however, overall, it has been an eye-opener on the changes that have occurred in the last 25 years in the Indian beauty scenario.

Getting into the profession

"The profession chose me! I think, I was born for make-up. I started my beauty college straight after school and when I came back to India, after completing the course, I started off as a freelance make-up artist. My family was apprehensive, but they believed in me and that is how it has always been," reveals Tikari.



Overcoming the challenges

"A big hurdle for me was the language; I overcame it by teaching English to everyone around me and in return, learning a bit of Hindi. Besides, there were no professional make-up products or make-up brushes in Delhi, so I had to keep making trips to Mumbai to upgrade my kit. After a period of time, I started making my own brushes designed, especially for MUA, and today, several artists are using them," she retrospects.

Growth as an artist

"Over the years, I have worked on various models and brides to upgrade my skills. Also, training is a big thing, as now everyone wants to get into the business of make-up. Therefore, I am actively involved in education and training and that has helped me grow as a make-up artist," shares she.

Working with celebrities

Favourites are Mini Mathur, Maria Goretti and Shahnaz Husain. An inspiration, Shahnaz Husain is a fantastic business woman. Sushmita Sen, for instance, is a beauty with brains.

Make-up faux pas

Throwing light on the matter, says Tikari, "Anything which is too constructed and against the grain of Indian hair, or looks artificial, is a mistake. I like the bed hair look, as it is natural and messy. In make-up, I prefer the natural and clean look and suggest it to almost every client. Apart from that, I hate too much of white base on the face. It may look great in pictures or on the stage, but when it comes to regular people wearing it for an event, it is a big no-no. Less is better, for me."

Pro tips for the new-age bride

Shares Tikari that a bride should be aware of fashion and be comfortable with it. Says she, "Choose a look that will enhance your natural looks. If you are confused about make-up, consult your make-up artist and discuss the look with him/ her before you make a choice.

Would love to style

Rita Ora, Beyoncé and Rihanna. Even Jennifer Lopez. And of course, Deepika Padukone!

Future of the hair and beauty Industry

"The hair and beauty industry has completely changed in the last 15 years because the market has opened and now professionals have easy access to even international products. So much is possible now, such as colouring, techniques in make-up and so on. Back then, women only used to colour their hair with henna. Consumers are now aware and educated and I feel, the Internet has done its bit to influence minds and change perceptions," says Tikari in a positive vein. 📌

Beauty and Wellness Industry Government-aided Regulations are a Must

by **Shahnaz Husain**

Over the last few years, India has become one of the fastest-growing economies. There has been an increase in efficient growth of productivity in the face of fierce global competition. The beauty and wellness industry in India is one such business that has seen steady growth over the last few years. According to ASSOCHAM, the size of the beauty products business in India is around ₹5000 cr. If we take the beauty salon services industry into consideration, it is said to be over ₹10,000 cr. The spa business has also seen remarkable growth in recent times, with the 'total wellbeing' concept steadily gaining ground. The Spa Association of India estimates that the Spa industry is around ₹11,000 cr and continues to grow.

Indeed, the beauty business in India is not only booming, but is expected to treble in the next five years and the herbal beauty business is driving the growth. There is also a growing international market for alternative medicine and Ayurvedic beauty care. Therefore, Ayurvedic beauty care can play an important role in our economy, not only in terms of economic growth, but also to achieve social stability, generate employment, create wealth and preserve our culture. Considering India's immense empirical knowledge of the healing power of plants, Ayurvedic health and beauty care products and services have tremendous potential for growth internationally. In the present scenario of globalisation, the challenge is to develop our cultural industries to compete in the international market.

Currently, the cosmetic industry comes under the purview of the Drug & Cosmetic Act of 1940 and is the licensing body that has also laid down the rules and regulations for the manufacture of cosmetics. An important challenge is the need for standardisation of cosmetic products manufactured in India. We have bodies for certification, like GMP and ISO, but there is greater need to see that international standards and manufacturing guidelines are met with in the beauty industry. The quality assurance can only be done by tests of the manufactured product, for which the guidelines should also be set.

Another important challenge is the need for professionally qualified personnel. The Government's projects for skill development can help to train people for the beauty and spa sector. Ayurvedic beauty care, as a service sector, also offers great scope for employment and entrepreneurship for women. Marketing of Ayurvedic products is another important challenge, especially for the entrepreneur. This is one area where Government direction, assistance and encouragement is needed. It is so necessary to learn about the market and make use of changing conditions, like the Internet, commercial advertising methods, eCommerce, different business models and so on. Products and services are needed for the global market and this requires effort at various levels, such as, from the Government, research institutions, vocational training institutions, export development and trade agencies. Markets need to be explored. Presenting the products in a globally attractive manner is also essential, along with knowledge of the demands of the global market. The Government can provide support in identifying markets, trade and promotions. Public Sector Banks and Government Finance Schemes can increase awareness of the avenues of finance available.

Skill development and vocational training in beauty and wellness need to be geared, not only for the international market, but also to compete with international brands in the Indian market. Our traditional knowledge of herbal healing is a boon, but it needs to be related to modern demands and techniques. That is why a great deal of attention has to be directed towards research and development, product innovation, improvement in quality, in keeping with international standards and also combining traditional knowledge with advanced scientific techniques. 📍



Shahnaz Husain is the Chairperson & Managing Director of Shahnaz Husain Group of Companies. Views expressed are personal.



MORINGA

The miracle plant for beautiful skin



Benefits

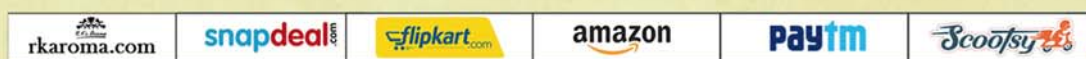
Moringa is rich in vitamins C and E, and contains over 30 different natural antioxidants, minerals, phytonutrients & natural anti-inflammatory agents that gently soothe the skin. Perfect for everyday use, Moringa has phenomenal skin-lightening & anti-pollutant qualities.

MORINGA Facial kit contains:

- R.K's Moringa Cleansing Lotion
- R.K's Exfoliating Scrub
- R.K's Moringa Cream
- R.K's Moringa Gel
- R.K's Moringa Mask
- R.K's Moringa Moisturizing Lotion
- R.K's Moringa Oil



Available on



Smart Ways to Deal with Melasma

by **Bharti Taneja**



Many of us come across dark and discoloured patches on our face, especially on the cheeks, bridge of the nose, forehead and chin, which maybe a skin ailment called Melasma. It usually occurs due to various causes, such as, exposure to the sun, stress, pregnancy, hypothyroidism and other hormonal disturbances, nutritional deficiencies and so on. In fact, Melasma is a severe version of hyper-pigmentation that causes darkening of an area caused by an increase in melanin production. Therefore, the curability of Melasma is under question, however, with a few measures, the patches can appear less prominent.

1 Know the cause: Consult a skin specialist. In fact, a layman cannot spot the difference between Melasma and a regular scar in the very first glance! For this, an expert may examine you physically or even prescribe some tests that are needed to figure out the problem. Knowing the cause will not just make it easy for your doctor, it will also help you to plan your lifestyle in accordance.

2 Take a suitable treatment: Your doctor may recommend treating Melasma through various treatments, such as, a fruit bio peel, chemical peels, or Microderma Abrasion, Laser Treatment clubbed with collagen treatment. So, depending upon the severity and the doctor's view, you can choose the way to externally treat your issue. These treatments help lighten the marks and may even completely remove them.

3 Save yourself from the sun: By now you know that excessive sun exposure can cause Melasma, hence, it is critical to protect your skin from the harsh rays of sun. Use sunscreens with SPF and PA+++ properties and opt for a spray or gel-based sunscreen. You may also use an umbrella, scarf or a hat as barriers against the sun.

4 Diet comes to the rescue: Make sure you include fruits and veggies, such as, carrots, red and yellow bell peppers, mangoes, papayas, dried apricots, tomatoes, lettuce, cabbage, spinach and other fruits and vegetables rich in vitamins and minerals. Apply night creams that contain AHA, collagen or retinol, as they are known to keep hyper-pigmentation in check by boosting the cell regeneration process while you sleep at night.

5 Do not skip physical exercise: Avoid a sedentary lifestyle. Try and remain physically active. Exercise boosts metabolism and improves your skin. Breathing and stretching exercises involved in yoga, ensure proper blood circulation in the body to make the skin problem-free. 🧘



Bharti Taneja is a veteran beauty expert, renowned aesthetician and Cosmetologist. She is also the Founder-Director of ALPS. Views expressed are personal.

Lotus Beauty Carnival'16 Felicitating the Stalwarts



In July, Lotus Professional hosted the Lotus Beauty Carnival at the Imperial Riding School Hotel in the picturesque city of Vienna, Austria. The beauty carnival, now in its sixth year, has established itself as one of the most awaited events for aestheticians and salon owners in the professional beauty care industry in India. This year, the Lotus Beauty Carnival brought together over 100 leading salons from India and Nepal and felicitated the winners of the prestigious Lotus Beauty Star Contest 2015-16.

On the occasion, Lotus Professional introduced the advanced and innovative Lotus Professional Dermo Spa, India's first Skin Spa Facial. Soon after the products were unveiled by Nitin Passi, Director, Lotus Herbals Limited and Dipin Passi, Director, Lotus Herbals Limited, the fun and entertainment for the evening began. The evening commenced with the welcome ritual observed in central Europe

where guests were offered the customary bread with salt. Foot-tapping music and vibrant dance moves by Austrian dancers kept the guests entertained. The evening witnessed acrobats performing marvelous stunts and the after party with music ensured that the guests stayed entertained.

Nitin and Dipin Passi awarded winners of the Lotus Beauty Star Contest 2015-16. The first prize, in the national awards category, was won by YLG, Bangalore and was given a cash prize of ₹1,00,000; Waves Unisex Salon & Spa, Delhi NCR was the first runner-up and was awarded a cash prize of ₹50,000; Glamour Spa & Salon from Kolkata was the second runner-up and was given a cash prize of ₹25,000.

The award for the National Budding Star went to Persona Salon, New Delhi with a cash prize of ₹25,000; the award for the Best Upcoming Salon Chain for North-1 went to

Profile Salon, Delhi NCR and for North-2 the award went to Her n Sir, Delhi NCR and both won a cash prize of ₹50,000 each. The award for the Best Upcoming Salon Chain for West went to Sonali's Salon & Spa, Mumbai, whereas the award for the Best Upcoming Salon Chain for East went to Head Turners, Kolkata; Anoo's from Hyderabad won the award for the Best Upcoming Salon Chain for South India. All these salons were awarded a cash prize of ₹50,000 each.

Apart from them, winners from participating cities across the country and previous year's National Winners were also awarded and recognised as Preferred Partner for their long association with the brand. The previous national winners included Cut & Style, Gurgaon, National Winner 2015, Her N Sir, Ghaziabad, National Winner 2014, Trendz Salon, Delhi, National Winner 2013 and Color Lounge, Amritsar, National Winner 2012. 📍

Monsoon Musts Recommended Manicure and Pedicures

The rainy season brings with it plenty of infection. *Salon India* talks to a few experts on the recommended manicures and pedicures to keep fungal infections at bay and your hands and feet looking great



TRUEFIT & HILL

Reveals Jay Kishen Pawar, Asst Maganer in Training and Master Barber, Truefitt & Hill, "Due to rain water, our nails become prone to fungal infections. Also, the water is highly dehydrating and takes away moisture from our feet."

- ▶ **Royal Manicure:** The water soak helps remove toxins, relax your muscles and softens dead skin; a body wash hydrates, smoothens and deep cleans; a scrub removes dead skin and tanning; a mask moisturises, nourishes and repairs cracks and finally, a massage is relaxing.
- ▶ **Royal Pedicure:** The water soak helps remove toxins, relax your muscles and softens dead skin; a body wash hydrates, smoothens and deep cleans; a scrub removes dead skin and tanning; a mask moisturises, nourishes and repairs cracks and finally, a massage relaxing.
- ▶ **Price:** ₹1,600 for the manicure; ₹2,100 for the pedicure.
- ▶ **Availability:** Truefitt & Hill outlets in Mumbai, Bangalore, Delhi, Hyderabad and Gurgaon.

MARGARET DABBS LONDON

Jo Gaglani, Director, Sanctum Spa and Wellness, says, "Hand and foot care is crucial during the monsoon season. There is a high risk of Athlete's Feet due to the moisture in the air and even more so, when a person is wearing socks and shoes all day. Margaret Dabbs London treatments are highly beneficial, as they are primarily waterless. Key ingredients, such as, Emu oil and Tea Tree oil help combat fungal infections and dry skin effectively."

- ▶ **Total Pedicure:** Using an award-winning range of Margaret Dabbs London, the treatment delivers maximum results with the use of the Professional Foot File. The unique crushed crystal technology effectively removes hard skin to reveal fresh and smooth skin.
- ▶ **Total Manicure:** Highly effective manicure, the Margaret Dabbs London Super Shiner Buffer gives an instant shine to your nails. A quick massage with Margaret Dabbs London Intensive Hydrating Hand Lotion is relaxing and nourishing due to the benefits of Emu oil.
- ▶ **Prices:** On request.
- ▶ **Availability:** Spa by JW in Mumbai and Myglamm.

RAAGA PROFESSIONAL

Raaga Professional's Manicure Pedicure range is available in four variants of Aloe Vera, Strawberry, Chocolate and Rose. Enriched with carefully selected natural ingredients to target different skin care needs, the products restore the natural tenderness to your skin, while cleansing, exfoliating and improving circulation.

- ▶ **Strawberry:** A blissful berry-themed treatment that transports you to a tropical paradise with supple, nourished and silky hands and feet.

- ▶ **Aloe Vera:** A gentle, soothing yet intensive treatment that revitalises and hydrates your hands and feet.
- ▶ **Chocolate:** An indulgent delicious treatment that energises your skin and mood instantly to reveal glowing and moisturised hands and feet.
- ▶ **Rose:** Inspired by the queen of flowers, it leaves your hands and feet feeling soft and delicate.
- ▶ **Price:** On request
- ▶ **Availability:** At leading salons across the country.

LAKME SALONS

Says Disha Meher, National Expert - Skin and Nails, Lakmé Salon, "White tea extract strengthens the skin's immune system by restoring damaged cells caused by exposure to the sun. It has been proven to slow down the aging process and is an effective corrector of dull and uneven skin. Lakmé Salon's White-Tea Vitality ritual is packed with all these benefits and leaves your skin soft and supple."

- ▶ **White-Tea Vitality ritual:** The White-Tea Vitality manicure and pedicure have a special white tea pack meant for hands and feet and is applied the same way post the cleansing and massaging of hand and feet. Experts say that white tea extract strengthens the skin's immune system by restoring damaged cells caused by exposure to the sun. It has been proven to slow down the ageing process and is an effective corrector of dull and uneven skin. Lakmé Salon's White-Tea Vitality ritual is packed with all these benefits and leaves your skin soft and supple.
- ▶ **Price:** ₹700 for manicure; ₹800 for pedicure.
- ▶ **Availability:** All select Lakme salons.

Market Watch Make-up



Gel nail enamel by Revlon

Revlon ColorStay Gel Envy Nail Enamel is enhanced with a blend of acrylic polymers that boost shine. Free of chemicals like Toluene, Dibutyl Phthalate (DBP), Formaldehyde, Formaldehyde Resin and Camphor, the easy to use applicator is a delight. Available in three shimmery shades of subtle pink, bright red and intense black current at EBOs, leading retail outlets and online.

Price: ₹460



Foundation from Innisfree

The Innisfree Water Glow Cushion lends a dewy, glowing look as it replenishes lost moisture from the skin. Made with 100 per cent squeezed green tea solution, instead of water, it keeps the skin hydrated and energised for hours. The instant cooling effect soothes the skin from hot weather and UV rays and SPF50+ / PA+++ protects the skin against UV rays and sunlight. In shades of Light Beige, Natural Beige and True Beige, it is available at EBOs.

Price: ₹1,700 for 15gms



Lip crayons by FACES

The Ultime Pro Crème Lip Crayons come in a collection of 10 shades in a convenient retractable chubby. Not only does it glide smoothly, but has high pigments that give full coverage and stay on for six hours. Intensely hydrating, nourishing and non-bleed, the crayons are available in colours of Red Velvet, Fantasy, Sunset Kiss, Berry Punch and Cherry Pop, Mochalicious and more, at EBOs and Shopper's Stop, Lifestyle, New U and also online.

Price: ₹749

Lips colours by Lotus Make-up

The new range of Pure Colors matte lip colours are 100 per cent vegetarian and give a high pay-off and rich pigmentation in just one stroke. Enriched with extracts of jojoba oil, shea butter and vitamin E, the lipstick softens the lips and calms sunburn damage, while maintaining the youthful texture of the lips. Available in 10 shades of Electric Tang, Nude Shine, Melon Flirt, Choco Chic, Endless Red, Fuchsia Fever, Orange Envy, Pink Affair, Valencia Orange and Rouge Allure, you can find them at EBOs and select premium beauty and departmental stores.

Price: ₹325



Primer by Lakmé

The Lakmé Absolute Blur Perfect Makeup Primer is an essential in this season. Whether it is an eye shadow that needs to last through the day or a blush that should not lose its rouge, the primer can handle it all. The 'blur factor' covers pores and fine lines. It has a smooth matte texture, is lightweight and the moisturising formula helps it blend, thereby preventing caking. The colour correcting formula ensures an even toned look, leaving your make-up looking fresh throughout the day. And it is waterproof! Available at leading beauty stores and online.

Price: ₹650



Foundation stick Estée Lauder



The Double Wear Nude Cushion Stick Radiant Makeup is an innovative, easy to use foundation with a built-in cushion tip to dispense the hydrating foundation. It seamlessly blends away imperfections to reveal a smooth, flawless, radiant glow. The lightweight liquid formula imparts a second skin effect and provides brilliant undetectable coverage with a radiant finish that lasts upto eight hours. Key ingredients include SkinSync Complex, Quench Complex, Glow Enhancing Optics and soft notes of Jasmine and Rose impart a fresh, clean scent. Available in 20 shades at an EBO near you.

Price: ₹3,500

Market Watch Skin Care

Anti-cellulite cream Qraa

The Qraa Fazeup Anti Cellulite Cream claims to trim down facial fat, if used regularly for 30 days. It is 100 per cent natural and has horse chestnut, green tea, caffeine and gotu kola extract that are known to increase blood circulation and help in reducing excess facial fat. It even helps in removing blemishes to give you a fairer complexion. Available at leading beauty stores and online at www.qraa.com, Amazon, Flipkart and Snapdeal.

Price: ₹300 for 50gms



Mani-pedi BCL SPA

The BCL SPA Four-step system includes a Dead Sea Salt Soak, Dead Sea Sugar Scrub, Dead Sea Moisture Mask and Dead Sea Massage Cream. Available in Spearmint+Vanilla, the fragrance is certified organic fruit and botanical extracts and has healing properties for different skin types. Spearmint's cooling sensation soothes the mind, while vanilla helps to elevate your mood. This system helps to calm and relieve itchy or dry skin while moisturising and protecting the skin from future damage. For availability, call 022-670-31273, 74.

Price: On request



C-Serum Repêchage



The Cyto-Serum Seaweed Filtrate, a lightweight serum, is infused with eco-cert seaweed filtrate, vitamins, minerals, amino acids, trace elements and phloro-tannin antioxidants. The C-Serum is the first step in the Four Layer Repechage Facial. For a glowing skin, bring home the serum to use daily or between scheduled spa facials. Find value at Flipkart.com.

Price: ₹3,800 for 30ml



Facial kit Anita's

The White N Brite Facial Kit contains products that have extracts of glycolic acid, lactic acid, licorice and hesperidin, which are known to lift, energise, tighten and brighten the facial skin. After application, the skin has a radiant glow and feels well hydrated. For inquiries visit www.anitasaromatics.com or call 022-66921134, 022-28341567.

Price: On request

Masque Christine Valmy

The Rose Glow Peel Off Masque has extracts of roses, saxifraga sarmentosa, grapes, morus bombycis and scutellaria baicalensis roots. It also has diatomaceous earth and titanium dioxide. Suitable for all skin types, its antioxidant properties delay ageing, moisturise and firm the skin, while inhibiting melanin formation. For information, email info@christinevalmyindia.com.

Price: On request



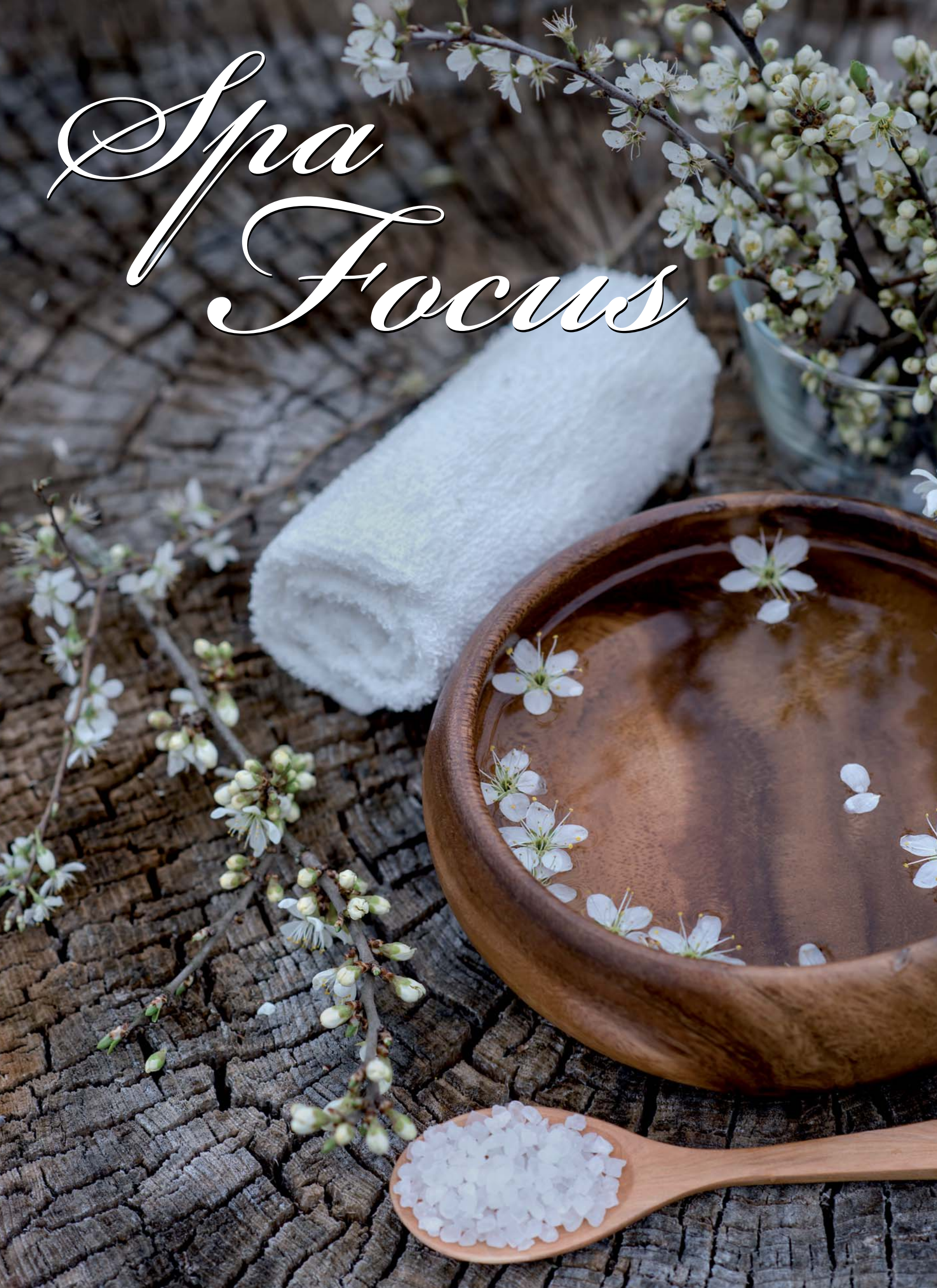
Mani-pedi kit Astaberry

The Pedispa Pedicure-Manicure Kit, comprising of herbal gel, scrub, cream and mask, promises to clean, detoxify and soothe the skin. Infused with neem, it offers antibacterial and antifungal protection; vitamin E and olive oil nourish and soften the skin and the essence of Ayurvedic lemongrass rejuvenates the tissues in the toes and feet to give a fresh feel. Available at leading cosmetic outlets and online.

Price: ₹350 for 200ml



Spa Focus



Sohum Spa, Ramada Udaipur

The View Within

Set amidst salubrious surroundings, the design and layout of the Sohum Spa at the Ramada Udaipur Resort & Spa, is aesthetically appealing and based on traditional Rajasthani architecture

by **Tasneem Dhinojwala**

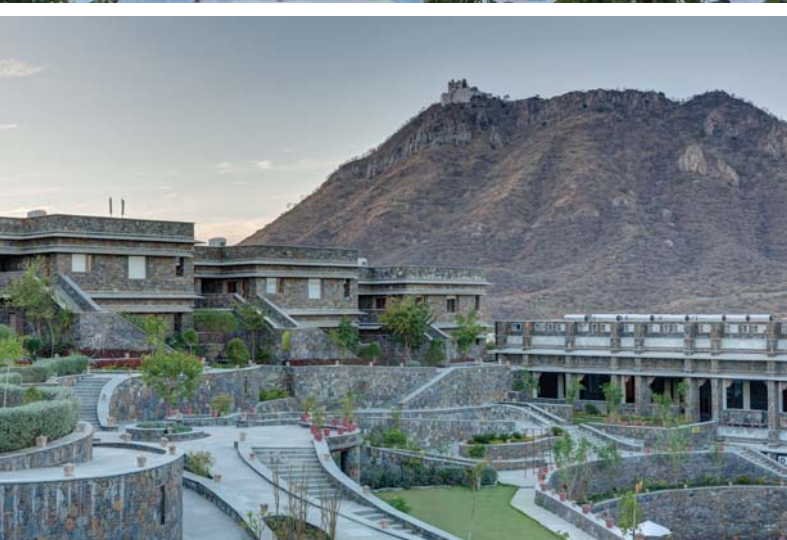


Size of the spa: 5,000 sq ft

Time taken to complete construction: Six months.

About the spa: Surrounded by the Aravallis and overlooking the Sajjangarh Fort on one side and the famous lakes of Fateh Sagar and Pichola, on the other, the Sohum Spa offers peace and tranquility required to relax and soothe your body and soul. Apart from the panoramic view of the city visible from the spa deck, there is lush greenery in full bloom all around. The feeling of nature is further enhanced by the environment-friendly architecture. The structure of the hotel is made of kaya stone and the ceiling of the spa is made of 'kasiya patti', a local temperature controlled stone that keeps the spa cool during the hot summer months and warm during the winter. This lends a very traditional Rajasthani feel to the spa, which is highlighted





“ We, at Sohum Spa, offer exactly what our tagline says – ‘Enhancing Complete Wellness Experience’. We aim to relax and rejuvenate our clients to the point that they want to come back to us, again and again. ”

– Roshni Subba,
Spa Manager, Sohum Spa, Ramada Udaipur Resort & Spa

by handcrafted marble-inlay work jewellery boxes casually placed around the spa. The gold and white colour scheme gives a cool, soothing and chic look. Fresh flowers blend in the natural fragrance to alleviate the spa experience. Buddha statues in abundance are a major décor point inside the spa.

About the services: The spa offers a combination of both Ayurvedic as well as modern therapies. The Ayurvedic therapies, involve long strokes, use healing herbs and oils to stimulate blood circulation, enhance joint mobility, relieve muscle soreness, hydrate skin, speed up detoxification process and re-balance energy flow through the body. This category includes the desi champi or head massage, Abhyanga or the two hands therapy, Shirodhara and Spice Poultice. The facial therapies are designed and customised to suit each skin type. The body massage treatment begins with an apple drink, which helps in better circulation during the massage. It is followed with a relaxing foot wash ritual that symbolically cleanses stress away along with the dirt! Working through pressure points on the entire body, therapists take you away from the stress and tension of your routine life. A hot beverage and a plate of freshly cut fruits complete the massage experience.

Skin refinement packages include Detoxifying Ayurvedic Body Scrub, Oriental Rice and Oatmeal, Apricot and Lemongrass and Vanilla Coco scrubs.

The spa also offers body wraps and body masks. These involve the use of natural floral or marine extracts-rich purifying masks. Hydrosoak therapies are also available. There are economical spa packages and gift vouchers, too.

The main highlights of the spa include a temperature controlled pool, Jacuzzi, foot reflexology chairs, a fully equipped gym adjacent to it and yoga lessons from time to time.

Architect: Nimish Patel

Address: Ramada Udaipur Resort & Spa, Rampura Circle, Khodiyat Road, Udaipur – 313001, Rajasthan.

Contact details: 91 294 3053800

Website: www.ramadaudaipur.com



Reetika Kotecha Ambience Creates an Experience

Reetika Kotecha, Country Head, Clarins Skin Spa in Mumbai, shares insights into the popular skin care brand, the services offered and her views on the Indian wellness industry

by **Aradhana V Bhatnagar**

Please tell us about your professional background.

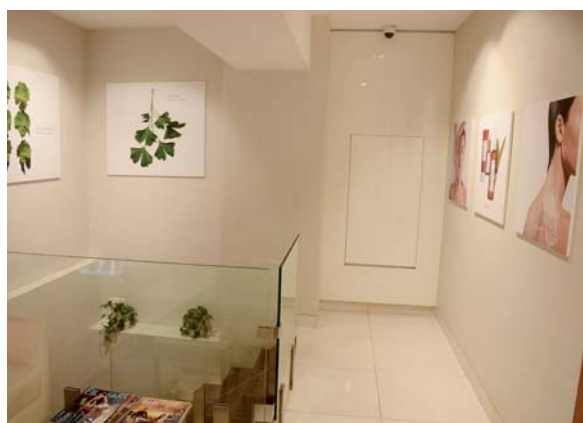
I am an Interior Design professional with 14 years of experience. After completing my education from the Inchbald School of Design in London, I got opportunities to work in the UK and USA for several commercial and residential design firms and now that I am back in India, I have set up my own Interior Design company. My career in the beauty and wellness industry began with Intercraft Trading Ltd's Bangalore office. Post that I developed the chain of luxury perfumery retail stores called Parcos. Thereafter, I set up and developed the Clarins Skin Spa business. Today, my responsibilities involve marketing, creating annual budgets, operations and business development, representing the brand for national media and co-ordinating with the brand's regional office in Singapore on training in order to maintain the international synergy of the brand.

Tell us about the spa.

Located at Kemps Corner, the Clarins Spa is spread across 600 sq ft. The reception has a welcoming and soothing waiting area and there are two treatment rooms, shower rooms and a separate area for customers to relax after the treatment. We also have a retail section where one can buy the Clarins range of retail products.

What is the USP of your spa?

At Clarins, we use our hands and it is an exclusive manual massage technique called the Clarins Touch. There is a synergy between Science-Experience-Senses, as Clarins treatments are 100 per cent manual method based and we use high-performance formulas with a high concentration of plant extracts for a unique, sensorial experience. During a Clarins treatment, the Beauty Therapist uses a combination of Clarins PRO and Clarins Touch products and work on a five-step journey through the world of beauty to discover and awaken your



senses of taste, smell, sight, sound and touch. Smell, the Clarins Aroma oils stimulate the sense of smell by calming the mind; Sound, Clarins Relaxing music soothes; Sight, the view of the blue sky in the treatment rooms stabilise and provide a sense of calm, especially once the treatment is over and the first thing that the client sees is the blue sky; Touch, the Clarins touch through especially trained hands that deliver only the best long-lasting beauty results; Taste, the herbal Tea served with prunes stimulate the sense of taste and complete the treatment.

What are the therapies you offer?

We have on offer broad categories of Tri-active facials, Tri-active Body Treatments, The Every Zone Expert Treatments and within them, there are several therapies to suit an individual's need.

What are your views on the India's wellness industry?

In India, wellness has been prevalent since the ancient times. Traditional medicinal and health practices like Ayurveda and yoga have propounded the concept of mental and body wellness. With the progress of time, wellness as a concept, has been influenced by changes in society and in the lifestyle of individuals, and accelerated by factors, such as, globalisation and a greater awareness of the need for wellness among individuals. Wellness players, thus, have responded to this change and hence, have shifted their focus from traditional offerings and value-oriented mass products to new generation offerings within luxurious confines, along with using premium international brands and personalised services with skilled staff. Thus, people now appreciate the value and quality standards offered by experienced, premium luxury brands and are more open to spending on their wellbeing. The wellness industry in India has evolved rapidly from its nascent unstructured beginning in the early 1990s to emerge as one

with structure. With rising income levels and the increasing need to 'look good and feel good' has led to the consumer seeking wellness solutions to meet lifestyle challenges.

What were the few challenges you faced in trying to set up the spa?

The challenges were several, such as, inherent costs and locational advantages of unorganised players which leads to competition; efforts required to change the perception of people; price sensitivity of the Indian customer and the limited knowledge of wellness service offerings; significant investment costs and long payback periods; not understanding the importance of skilled therapists with knowledge and premium quality products along with ambience; the rising costs of inputs; rentals; advertising and promotions; regional differences in the expected wellness service offerings; challenges in training the therapists to achieve our brand standards and follow the required protocol. When we launched the Clarins Skin Spas, the wellness market was evolving with international brands still in the process of entering the Indian market. Hence, awareness was limited to a small percentage of the people.

How do you plan to promote the spa?

We have regular PR activities, advertising, CRM, customer loyalty programmes, conversion of Clarins retail customers to Clarins Skin Spa treatments, promotional activities and events, regular workshops with Clarins ambassadors, retail product launches, new treatment launches and strategic tie-ups.

What are your plans for the future?

Clarins will be expanding its footprints across major cities in India with new spa offerings and retail products. 📍

Spa Solace Lucrative Offers

Salon India presents few of the most lucrative packages running across the country for luxurious indulgence



Photo: Shutterstock

Luxurious Kamayini Aromatic Scrub, Aroma Home Spa, Bangalore

This exotic body scrub made up of apricot kernel, aloe vera, wheat germ oil with extracts of sandal and turmeric is great for the skin. It also has excellent rejuvenation and anti-ageing properties. It helps in exfoliation of dead skin cells, while restoring moisture of the skin, thereby leaving it soft, supple and young.

Duration: 60 minutes

Price: ₹1,800 + taxes

Devine Rose Envelopment, Myrah Spa, Mumbai

The Rose Aromatic Envelopment contains different Alpha Hydroxy Acids and Hyaluronic Acid. This is to help peeling of dead cells and aid the generation of new ones. The rich cream is sensuously massaged into the skin in deeply relaxing moves and one is then cocooned in a thermal sheet: the warmth leaves your skin smooth, soft and with a uniform tone.

Duration: 60 minutes

Price: ₹4,000 + taxes

Coorg Coffee Scrub, Amanvana Spa, Coorg

Amanvana is the among the most popular resorts in Coorg with its very own coffee plantation. The Coorg Coffee Scrub is a specialised therapy created from finely ground local coffee beans, handpicked from the spa resorts' very own coffee plantations. Slip into bliss as your senses savour the rich aroma and your skin is cleansed, toxin-free and rejuvenated.

Duration: 75 minutes

Price: ₹3,500 + taxes

Luxurious Brown Sugar Vanilla Scrub, The Orient Spa, Ahmedabad

Brown sugar, sweet almond oil and subtle vanilla perfume moisturise the body with natural skin smoothing properties for silky-soft skin and a relaxing aroma. The intense exfoliating sugar granules help in extensive exfoliation of dead cells and impart a natural glow to the skin.

Duration: 40 minutes

Price: ₹2,000 + taxes

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Fawad Khan

The Quintessential Gentleman

Fawad Khan has not only carved a niche for himself in Bollywood, but has also swept most of India's female population off their feet. The suave actor and musician wears his success lightly and shares his style and grooming secrets with *Salon India*

by **Aarti Kapur Singh**

“Style is beyond trends”

Style is a personal expression and not confined to any trend. Comfort and simplicity are two keys that I follow when it comes to fashion. Being trendy is fine, but clubbing all the trends in one look is a complete no-no. Focus on one big trend that you are comfortable with and keep the rest subtle.

“Partial to Indian attire”

Yes, I love ethnic formals! My wardrobe is full of bandhgalas, Nehru jackets with jodhpurs or breeches from Raghavendra Rathore, whose design sensibilities cannot be matched. There is a variety of colours in jackets, suits, bandhgalas, Nehru jackets, waistcoats, shirts, trousers, pocket squares and scarves. I love suits, too, especially the checkered ones and mostly the windowpane checks. I do not compromise on the cut, tailoring, fit and finish. I only buy from Raghu Rathore and Brooks Brothers. The rare times, you spot me in casual clothes, it would be a denim shirt, denim trousers, dark brown or tan belt with my glasses.

“A pocket square is my favourite accessory”

One of the quickest and easiest ways to add a suave touch to an outfit is by slipping a handkerchief into your chest pocket. Of course, there are countless kinds of pocket squares, too, and numerous ways to fold them. But I like to rely on two versions – the clean and crisp for daytime and the bold and proud for after hours.”

“Jackie Sir is my style icon”

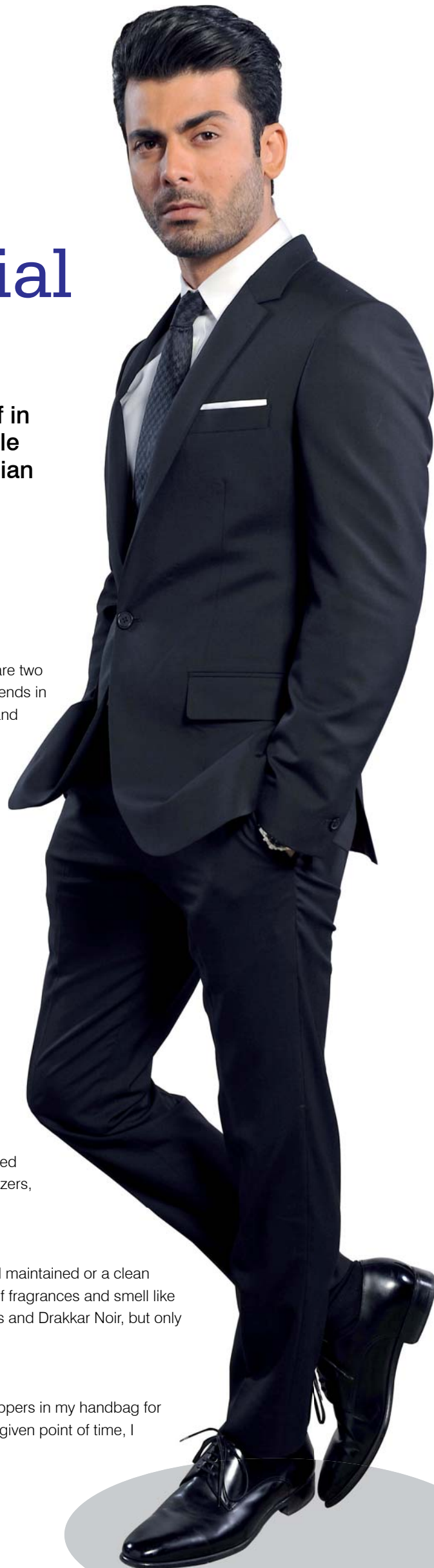
Jackie Shroff is the ultimate classic dresser. His devil-may-care vibe cannot be matched and it brings to life even the most staid formal wear. Unbuttoned shirts paired with blazers, ties replaced with dandy neck scarves, Jackie Sir's style is surely underrated.

“Grooming tips”

Nothing is more distressing than a messy man! Hair should be well kept, a beard well maintained or a clean shaven look with clothes that are crisp. A lot of men tend to mix more than a couple of fragrances and smell like a perfumery gone all wrong. Please do not do this! My favourite perfumes are Hermes and Drakkar Noir, but only individually, never together!

“I do not travel light”

I'm not vain, but I do wish to look presentable, yet be comfortable. So I carry room slippers in my handbag for long-distance flights and formal and informal belts. The same goes for shoes. At any given point of time, I have at least five pairs in my suitcase. 📌



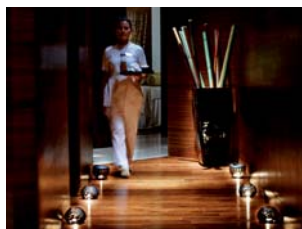
QUIZ TIME

SCORE ON SPA AND WELLNESS

Get your spa and wellness facts right. Answer these questions correctly and get three issues of *Salon India* absolutely free

1) The spa menu of Siddh Spa, located in, is curated around the ancient Siddh science.

- a) Hyatt Regency, Chennai
- b) Resort Rio, Goa
- c) The Leela Palace, Udaipur
- d) Vivanta by Taj, Bangalore



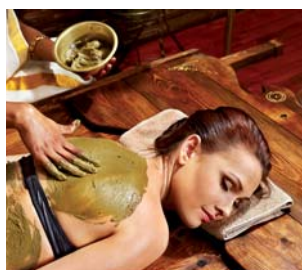
2) One of the most important benefits of 'coffee scrub' is

- a) Skin lightening
- b) Removing cellulite
- c) Hair growth
- d) Anti-ageing properties



3) is a special type of Ayurvedic massage meant to increase blood circulation and release toxins from the body.

- a) Njavarkhiji
- b) Pizhichil
- c) Shirodhara
- d) Udvartana



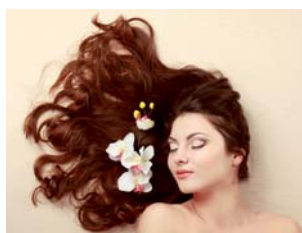
4) at Radisson Blu, Noida has opted for holistic approach towards spa and wellness.

- a) Amanvana Spa
- b) Jiva Spa
- c) Espace Spa
- d) Zaara Spa



5) The range by Chennai-based brand Syona Cosmetics, caters to professional spa products for hair.

- a) Aroma Magic
- b) Soulflower
- c) Estrella Professional
- d) Cheryl's



COFFEE BREAK

Send in your responses to:

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QUIZ TIME:

Enter the matching letter

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

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WIN! WIN!



HURRY!

The first 10 correct responses to the Quiz will get three issues of Salon International absolutely free!

Send in your answers

NOW!!!



Mayyur Girotra Making Way for His Dreams

Delhi-based fashion designer, Mayyur Girotra is known to make dreams come true for brides-to-be, with his rich and opulent ensembles. Girotra shares his views on beauty and fashion with *Salon India*

How did you get started?

I always wanted to be a fashion designer; even as a kid I had an inclination towards fashion. Since I'm from a typical Delhi-Punjabi family, my parents expected me to get into business or have a career in finance. Till such time as I could, I towed the line, but one day, made up my mind and resigned from my then job as a Wealth Manager in Dubai. In 2009, I started my own small design house.

Tell us something about your collection.

MayyurGirotra, as a brand, has two sub-brands - luxury prêt and couture. Luxury prêt, launched four months ago, is edgy, fun and fuss-free and includes bombers, sweatshirts, jackets, dresses and RTW. In couture, we have Indian ethnic wear.

How important are hair and make-up in fashion?

Beauty and fashion are indispensable, without one the other cannot exist. You can go wrong with your hair and make-up, even if your outfit is a 10/10. Hair and make-up need to be in sync with the outfit, occasion, mood and personality.

What are your views on the beauty industry of India?

Beauty and fashion industries have grown in the last five years. Due to social media, people are now more aware and educated about what they want to use, their skin type, best products in make-up, hair and beauty regime. India has a long way to go, but we have taken the right route.

Which is the most outrageous look created for your collection?

When I tried a vixen colour lipstick on my model; I was not sure we could pull it off.

Who are your favourite make-up artists and hair stylists?

Namrata Soni, Daniel Bauer and Bianca. I just love the way they go with the flow and understand skin and what exactly we need for the look.

Who is your muse?

Parineeti Chopra! She has lost weight, her skin looks awesome and the way she is dressing up lately. It is amazing!

How do you strike a balance between Runway and Real?

For me as a designer, it is different. People want to know what kind of look is going to be on the runway. We try and keep it real so the audience can connect with what is on the runway.

How do you incorporate beauty and hair styles in your collection and on the ramp?

Hair and make-up is as important as my garments. The whole look has to be such that the bride, bridesmaid or anyone else is exactly looking the way I have visualised. As a package, it should be attractive, practical and everyone should be able to connect with it.

What are your future plans? Do you plan to be involved in the cosmetic and hair industry of India?

Every day, I need to do something new, need to expand and need to grow. I would love to be associated with a good make-up brand and put my creativity into designing a vanity box. 📌



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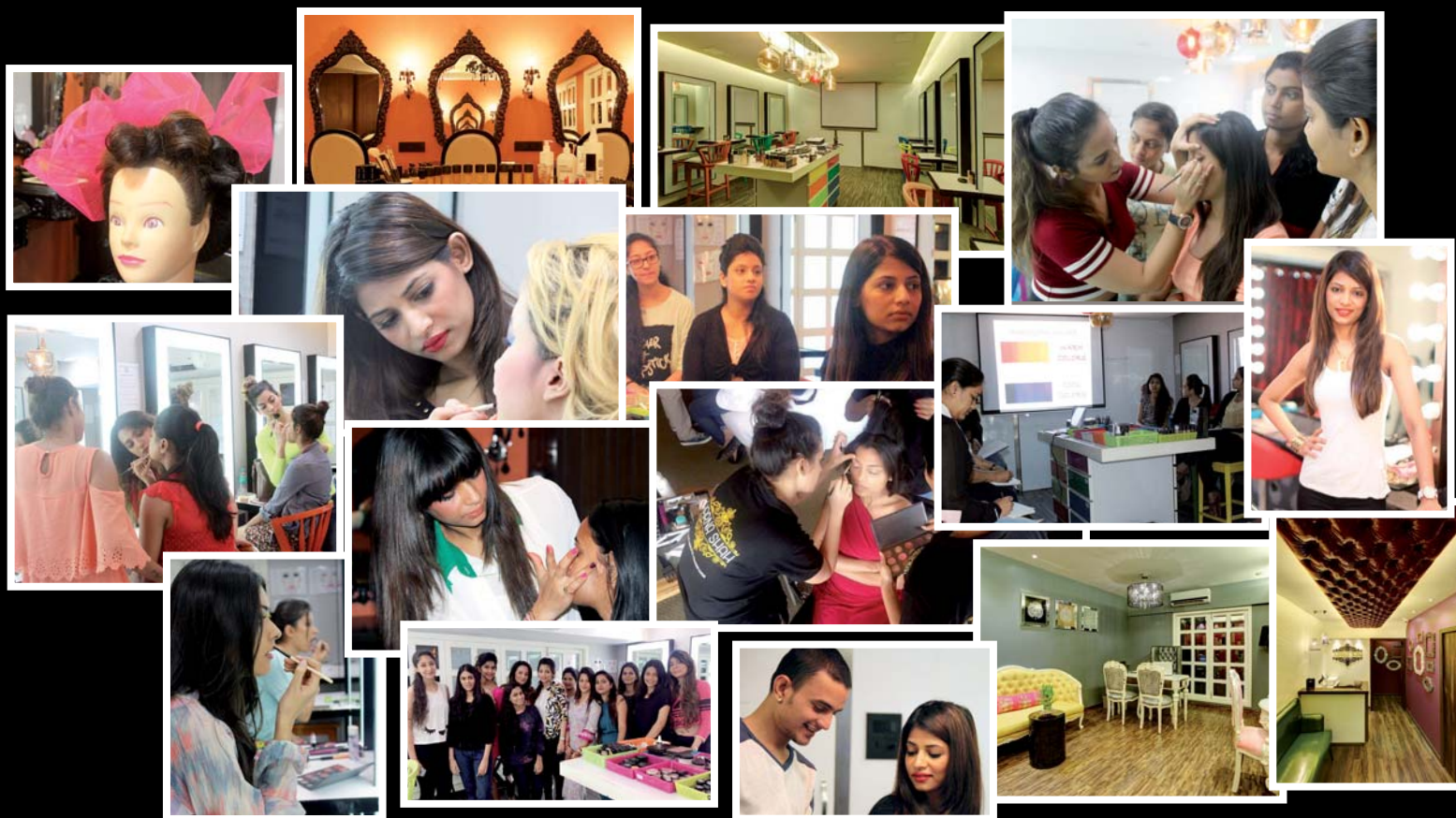
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Spread over 2,500 sq ft, Jharna Shah Make-up and Hair Academy and Boutique Salon is the brain child of renowned hair and make-up artist, Jharna Shah. Launched in 2010, the academy boasts of luxurious and trendy amenities, proficient and upgraded professionals and dynamic improvement approaches. Comprehensive learning backed with hands-on practice are the highlights of the academy. Students are trained under Shah and a team of skilled and qualified trainers. Believing in the motto 'Imagine. Create. Transform', Shah has plans to add more branches along with new courses.

Commenting on the USP, Shah says, "For the newbies aspiring to fly high in the beauty industry, we provide comprehensive professional training in make-up and hair and placements as well. We have proficient counsellors conducting self-grooming workshops, ensuring every woman can avail the benefits."

► Courses

The academy offers a wide array of professional and personal courses that are curated around comprehensive courseware and practical sessions.

Professional Make-up courses: A complete make-up course for eight weeks, a fast-track make-up course for four weeks, an intensive basic + beauty + bridal make-up course for three weeks.

Professional Hair Styling courses: A complete hair styling course for four weeks, professional hair styling course for three weeks, professional bridal and beauty hair styling course for two weeks.

Diploma in Make-up and Hair Styling: Diploma in Make-up and Hair Styling for 12 weeks.

Personal Make-up and Hair Styling Courses and Workshops: Make-up and Hair styling Personal Grooming (Basic+Advance Level) for one week, personal make-up and hair workshop and personal hair styling course for one day, each.

► Eligibility criteria

Candidates must be 16 or more years of age.

► Fee range

₹5,000 to ₹2.25 lakhs. 📞

Beauty India Show

Beauty Market

Gears for Growth

The beauty and wellness industry of India is among the top five countries of the world. Estimated at \$950 million and growing at 18.6 per cent, it is likely to reach \$2.68 billion by 2020

At the Beauty India show, scheduled to be held from 24th to 26th October, at the Bombay Exhibition Centre in Mumbai, global beauty and cosmetics brands will sparkle. Organised by Sumansa Exhibitions, a reputed name in organising trade exhibitions across the globe, the B2B event will provide a unique platform for the launch of products, networking opportunities, product display, live demonstrations, innovation and showcasing of new technologies for manufacturers, suppliers, ancillaries, end-users, emerging entrepreneurs and government institutions.

Pushkaraj Shenai, CEO of Lakmé Lever Pvt Ltd, has been appointed as the Chairman to the Advisory Committee comprising of leading industry veterans, C K Kumaravel, Co-Founder Naturals Salons is the Chief Patron and Malaika Arora Khan, Bollywood actor, has been signed as the brand ambassador of the show.


Himanshu Gupta, General Manager – Sales & Marketing B2B Events, Sumansa Exhibitions says, “The beauty and wellness industry is booming across the world and there is much anticipation and excitement about the industry in India. One of the main focuses of Beauty India is to bridge the gap between global and local players. Beauty and personal care in India is serious business for both marketers and consumers with statistics showing resilient spending. Healthy competition, encouraging response to innovations in products to suit the Indian market and a continuous rising demand ensures that there is room for new players and healthy turnover. At Beauty India, exhibitors will get the opportunity to foray into this market of opportunity.”

Speaking about the event, CK Kumaravel, Chief Patron – Beauty India and Co-Founder, Naturals Salon chain, says, “I am very glad to be associated with Beauty India. It is the right platform to showcase the various opportunities that the beauty industry offers. Over the last 16 years of building Naturals, we have realised the need for beauty and wellness and are catering to increasing customer expectations keeping an eye on the growing trends. Today, the need is to build an ecosystem that can create more quality stable jobs. As part of the Advisory team, I consider it an opportunity to share our experiences and open our minds to new ideas and perspectives from expert professionals in the beauty industry. Innovation is what will drive the players in the market and am sure Beauty India will showcase many people and companies that are innovating and opening up the business at various levels.”

Commenting on the occasion, Pushkaraj Shenai- Chairman, Advisory Committee - Beauty India & CEO-Lakmé Lever Pvt Ltd, says, “Beauty India has the potential to shape the future of the Indian beauty industry. The \$3 bn beauty services industry offers huge opportunities across the value chain for talented beauty and styling professionals, managers and entrepreneurs. Apart from the opportunity in the domestic market there is significant interest in global markets for all things Indian. Lakmé Salon and Lakmé Academy have played a critical role in the beauty ecosystem across the country. I look forward to an enriching experience of leveraging the knowledge and experience of the Advisory Council members to create an ideas and innovation marketplace that all Indian beauty professionals are proud of.”

Brand Ambassador of Beauty India, Malaika Arora Khan, says, “I am very happy to be associated with such a unique concept because I truly believe that India has the potential for a much bigger beauty and cosmetic market. International players have always found India to be a fertile ground for investment, courtesy growing brand, beauty and wellness consciousness among consumers. More importantly, Indians, today, understand and appreciate the value of quality products.”

Beauty India will focus both on skin care and hair care, professional; wellness and personal product lines; colour cosmetics; nail care and accessories; professional equipment and spa; fragrance and machinery, as well as, packaging and raw material suppliers.

For further details on the event, please visit Beauty India website: www.beautyindiashow.com. 



Alfaparf Milano Seminars in Mumbai and Indore



Alfaparf Milano recently held seminars focused on the Evolution of Colour, Revolution Colours and SPA and showcased the strengths of the brand that makes it most suitable for Indian hair types and that with every use and treatment, it only improves the condition of the hair. The training was divided into two segments – Colour and SPA. While in the former, trainers showcased how with just 0.7% of ammonia, the users and salons could achieve great colour penetration without damaging the hair; the SPA segment highlighted the feature of ‘Safeguarding the Hair’ and achieving the desired results without formaldehyde. The brand also showcased the three SPA ranges of Reconstruction, Moisture and Diamond.

Sharing his views on the importance of training, Vivek Jain, Head – Brands at Inocorp Marketing Pvt. Ltd. said, “Training and education form the basic and success of any product, brand or an individual and this is what we, at Inocorp Marketing, strive to achieve. Through our training and education modules, we look to create successful hair dressers and professionals, who understand the product and not just sell them to the consumers blindly. Once this difference is imbibed in every such creative hair dresser and salon owner, the essence of a product, its ingredients and its existence will become worthwhile. With training and education forming the basics of Inocorp, we have already tapped and taken it to Tier 1, Tier 2 and even Tier 3 cities.”

The event witnessed over 50 professionals from both the locations.



WHAT: Seminars by Alfaparf Milano **WHEN:** 8th and 9th August

WHERE: Hotel Abbot in Navi Mumbai; Raj Shahi Palace in Indore

Chisel Fitness Centre Launched by Virat Kohli

Indian Test Captain Virat Kohli and Chisel Fitness LLP recently launched a fitness centre at Priyadarshini Vihar. Spread across 6,000 sq ft area, the unit is co-owned by Virat Kohli, Satya Sinha and Dr Shardul Sinha.

Commenting on the launch of the new fitness centre, Satya Sinha, Founder & Director, Chisel Fitness LLP said, "With Virat as a brand co-owner, it aims to take B2C fitness in India to the next level. For Chisel, the partnership with Virat Kohli was a step in the right direction to achieve the goal of creating a world-class indigenous brand".

According to details announced, Chisel has further plans to enter into 20 smart cities identified by PM Narendra Modi. "We are targeting 100 fitness centers in India by 2018," announced Satya at the press launch. Chisel Fitness LLP is a Bangalore-based Fitness, Health, Wellness and Lifestyle Venture.



What: Chisel Fitness Centre Launch **When:** June 27 **Where:** Priyadarshini Vihar, Delhi

Look & Learn Seminar

The Look and Learn seminar started with a mesmerising performance from artists, namely, Uday Takke, Yogee Indulkar and Rimple Kothari, as they did makeovers using their skills in hair dressing and make-up in just five minutes.

Uday Takke, a globally known hair stylist, demonstrated amazing haircuts which were quick and detailed. He is famous for his presentations on the dias. Easy to create and wearable hair styles were presented by international winner Yogee Indulkar, too. She presented international styling with an Indian touch, which were commercially wearable and made an attempt to blend east with the west.

Internationally renowned make-up artist, Rimple Kothari, showcased her techniques on a traditional Indian bride. Her finishing and clarity is astounding and the basis of her work.



Apart from them, facials were done by Preet Parmar for The Bodycare and commercial nail art by Deepika Parihar for R Nail Lounge, was also presented.

The audience was overwhelmed by the professional presentation of the artists. It was all about upcoming trends and techniques.

Pandhari Dada, Veena Desai, Shyam Bhatia, Bharati Didi, Jaywant Dada, Nisha Desai, Payal Singh, Shirin Merchant, Amod Doshi were present at the event.

The seminar was organised by Harshada Takke and Jayesh Sanchresa, along with volunteering teams of U Takke's

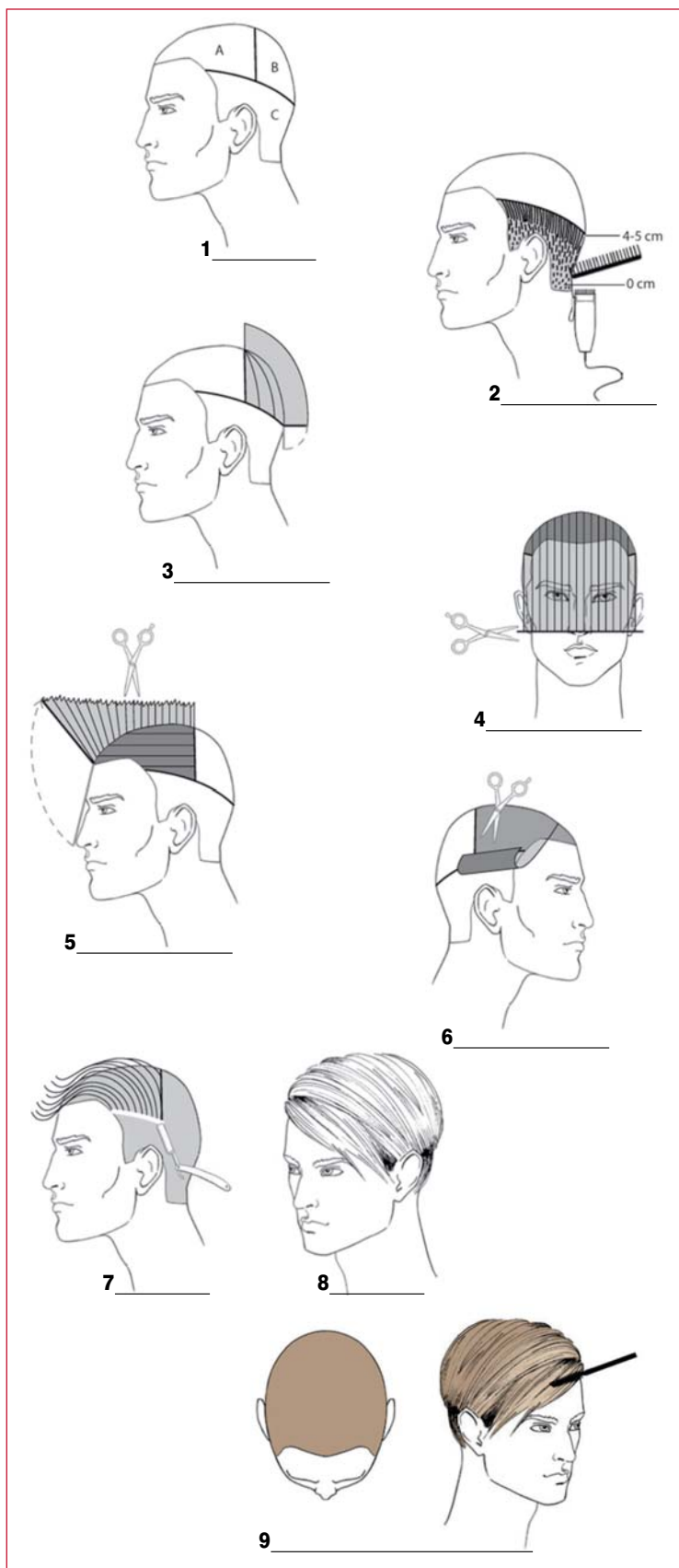
Institute of Hair & Skin, IIHB and Da Rimples. It was powered by Ezihair & Body Care along with Glam Nails, Parineeta and CFH.

The main exhibitors were Sheeji Bridal, Mayur Creations, Caroline, Hair Vital, Ridhi Traders and Ashi Cosmetics.

What: Look & Learn Seminar **When:** 1 August **Where:** Vile Parle (W), Mumbai



Kevin



Step 1: Partitions: Sector C - Draw a partition passing from the crown area and back on the occipital bone. Sectors A and B - Draw a line from mastoid to mastoid passing through the perimetral centre.

Step 2: Sector C - Start cutting the low sector from 0 to 4-5 cm, paying particular attention in looking for a shading effect. Use comb and machine.

Step 3: Sector B - Cut the underlying length, making round partitions following the roundness of the head.

Step 4: Sector A - Comb the sector in natural fall and cut it in square at nose tip.

Step 5: Link sector A and B taking vertical sheets and removing the exceeding in Point Cut.

Step 6: Comb the lock on the right side. Cut in diagonal respecting the measure you got on the tapering, keeping the palm of the hand towards the external side. In such a way you will obtain a versatile lock, to be taken forwards or backwards.

Step 7: Refine the whole proposal while lightening the volume.

Step 8: Sculpt with razor the lateral parting.

Colour

Step 9: Just the forelock, lighten some locks with the Taylor-made Color Kit hairbrush.

Hair: Italian Style Energy
Photo: Karel Losenicky
Make-up: Silvia Dell'Orto

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