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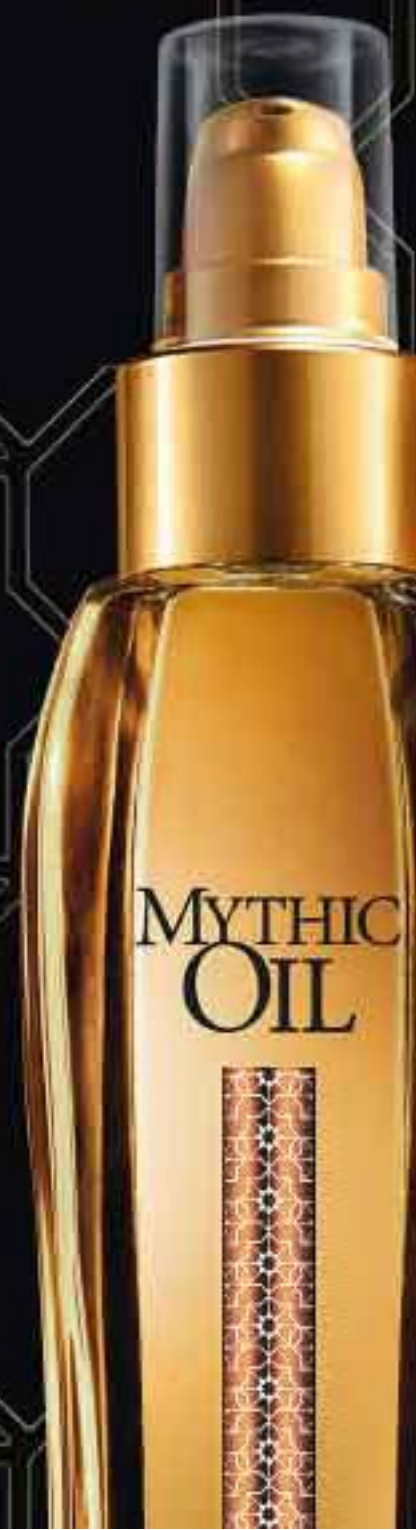
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We live in a time when the word 'experience' sums up our take on any activity in life – be it a gourmet meal or holidaying anywhere in the world. It is one of the most important qualities that either turns you towards success or brings you down, there is nothing in between. However, in the realms of beauty and wellness, 'the experience' begins the moment one enters a salon or spa and lasts till one has left. Therefore, when a client forsakes his time and money in order to avail of a therapy, wise salon and spa owners pull out all the stops to offer 'the experience' to him or her, as the case may be. It is hence, up to the salon and spa owner, how he will leverage a walk-in client and converts him into a regular client and the aesthetics of the space plays a critical role.

In this issue of *Salon International-India*, our cover story is on aesthetics and the dexterity with which it is blended with functionality in a salon or spa. We talk to salon and spa owners and professionals involved in designing the space and learn about the most critical aspect of design.

In our interview section, we meet Ken Picton, celebrity hair stylist from Wales, who is an educator and leader par excellence. After spending 25 years in the business of hair dressing and technical education, he is at the forefront of British hairdressing. In a mesmerising photo-essay, Mary Alamine showcases the Gozen Collection. Styled after the Samurai warriors, Alamine has created hair styles possess strong shapes and sharp lines that reflect toughness and masculinity befitting of a Samurai warrior.

In make-up, we have a tête-à-tête with Donald Simrock – the Official Make-up Artist for the recently concluded Lakmé India Fashion Week Winter/ Festive 2016. After having worked with topmost celebrities, such as Madonna, Lady Gaga, to name a few, he floored the on-lookers at the fashion week with his deftly created looks. He shares his joyous experience of working in India. On the home front, Naushad Ahmad and Anura Rai, both hair stylists with an edge, share their trials and tribulations and what it takes to make it big in this industry.

In Visual Dynamics, we feature the Seventh Heaven Spa at Clarks Exotica Resort & Spa in Bangalore. An urban oasis of wellness, rooted in traditional therapies and massages, the spa's luxurious and serene ambience helps escape from the city's hustle bustle. The Olive Spa in Nainital, is one of the well-known spas on the region. Alpesh Sharma, Spa Head, Olive Spa shares his views on the effort it requires by a spa to reach a top level and the plans that he has for the bran in the near future.

We also take this opportunity to wish our readers a bright and prosperous Diwali! 🙏

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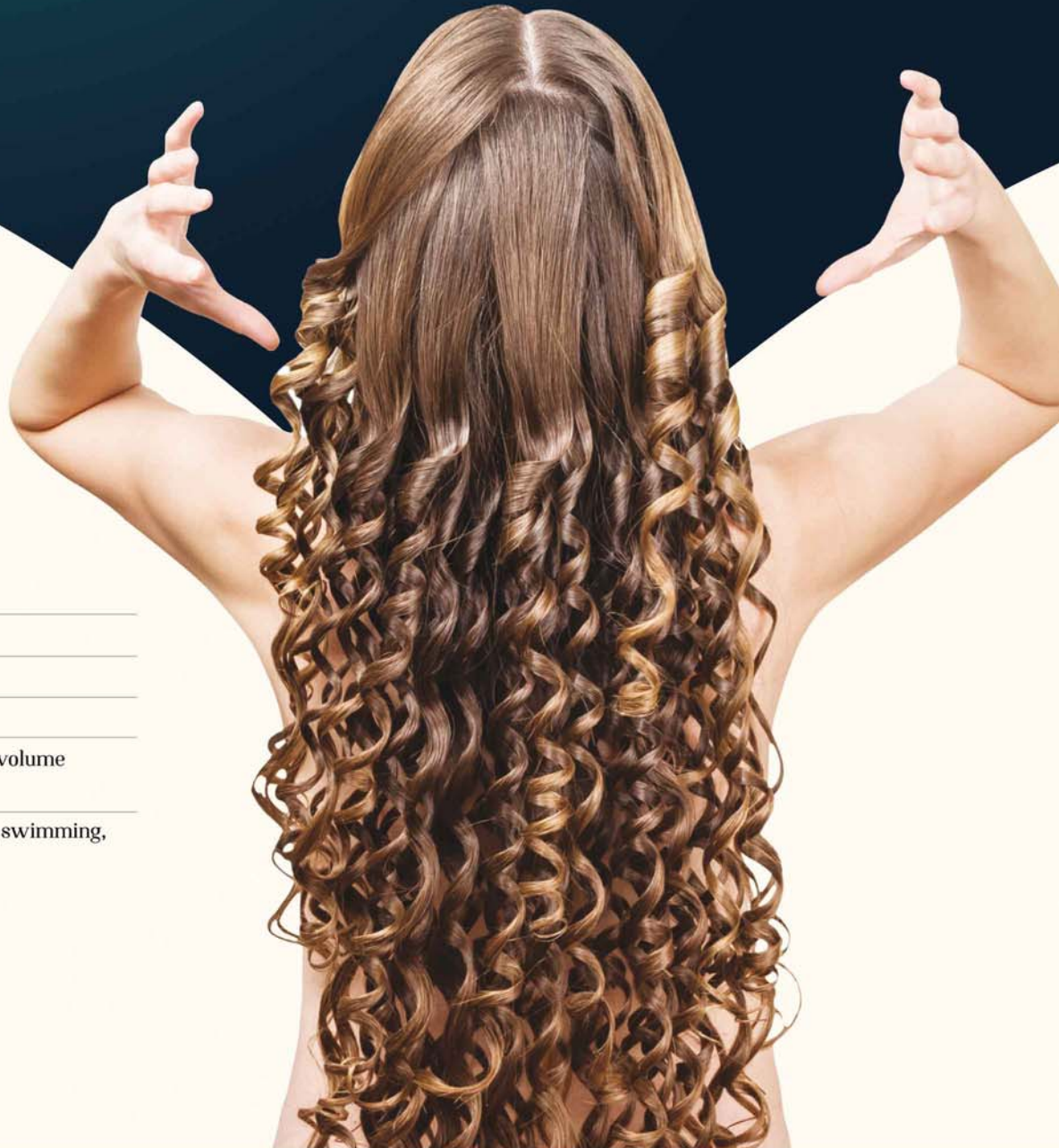
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- 40-42 Trends** Lakmé Salon has come up with the Illuminate Bridal Collection for the new age bride! Curated by experts Shailesh Moolya, Sushma Khan and Disha Meher, here are the gorgeous looks straight from the fashion week; Daniel Bauer, yet again ruled LFW '16 with the spectacular Tresemmé Show for designer, Ashish N Soni
- 50-66 In focus** Of late, a slew of swanky salons and spas in India are visible and it seems both the owners and architects have got the aesthetics right. We visit a few such luxury and premium spaces and talk to both, the owners and architects-designers, to understand the transition of an idea into a blue print and the overall visual dynamics
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/// NATIONAL ///

Schwarzkopf Professional's Shaping Futures 2016 initiative



In its sixth year, Shaping Futures, a global Schwarzkopf Professional initiative, aims to provide opportunities for passionate hair stylists from disadvantaged backgrounds. Officially launched in India in November 2010, the programme has been rolled out of 25 countries, benefiting more than 1,200 young adults and giving 250 dedicated volunteer trainers the opportunity to share their expertise. The participating

candidates are chosen through a rigorous application and interview process and pre-selected by a non-profit organisation, Plan India. Post the pre-selection, Najeeb Ur Rehman, Head Professional Partnership Services, Schwarzkopf Professional, Henkel Beauty Care – India, along with his team interview them to identify the most deserving and motivated youngsters.

Shaping Futures India has three goals, namely, training young, underprivileged and aspiring hair stylists with the requisite skills; providing them with certification so that they have physical proof of their knowledge and skills and facilitating employment opportunities for the candidates. "Through Shaping Futures Initiative India we aim to provide a platform to channelise the untapped potential of a lasting future. Our emphasis is on training and to offer an ideal pool of assets to our candidates through which they can earn a living through hairdressing," said Rehman. He further added, "Our ultimate target is not just to train our students, but also to arrange job placements in local salons or help them establish their own start-up salon. The association with Natural Salons in India is a perfect example of a long-term and symbiotic collaboration and we are aiming to get more partners on board."

Fox Studio gets Pardeep Rajput as Brand Ambassador

Fox Studio India, a renowned salon equipment brand, has appointed Pardeep Rajput, the Creative Director of Volume Professional Academy in Bangalore and an established stylist and colourist with over 5,000 clients of colouring experience.



Tarun Jain, Director at Fox Studio, said, "We are very excited to bring Pardeep as our Brand Ambassador. He not only adds to our credibility in professional salon equipment, but also provides training and holds seminars for upcoming salons across the country. He is one of the most talented, young and energetic persons, bubbling with new and innovative ideas in the hair industry."

Brand News Inocorp Welcomes Rod Anker



Inocorp Marketing Pvt. Ltd., the exclusive importer and distributor of Alfaparf Milano in India has announced Rod Anker as the Director – Education for Alfaparf Milano. This leading Italian multinational manufacturer of professional, exclusive hair colour, hair care and styling products, is a renowned Italian brand that offers the best of the colours for over 40 years now.

Excited on the association, Vivek Jain, Head – Brands at Inocorp Marketing Pvt. Ltd. shared, "Alfaparf Milano is a name par excellence in colour, care, form, styling and new pigments. Choosing Rod to head the education for the brand is to complement Alfaparf Milano's 40 years of legacy, mastered techniques and customised solutions with Rod's deep understanding of the market, innovative approach and creative young feel. Rod understands the brand and the needs of the market and through this association we look forward to create a strong, technically sound and passionate Alfaparf team in India."

Rod Anker, Director – Education at Alfaparf Milano in India said, "India is a diverse market that has all types and kinds of hair and that makes Alfaparf Milano – the future of hair colour and hair care in India. Most importantly, people visiting the salons for hair colour or betterment of the hair, today need to know the requirement of their hair and this brand helps one to achieve that with specific treatments like Semi DiLino and Lisse Design along with the Evolution and Revolution range. It will be fun to work with the brand, Inocorp Marketing and the Alfaparf team in India."

Standing true to its focus on Education and Training, Inocorp Marketing Pvt. Ltd. is looking forward to this great start to glam up the education division with a touch of Rod's vibrancy and liveliness. Alfaparf Milano is available in India exclusively through Inocorp Marketing Pvt. Ltd. and high end salons.

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Truefitt & Hill expands its footprint

Truefitt & Hill traces its root to London when it first saw light in 1805, an era of craftsmanship, innovation and styling. After its successful launch in Mumbai, Truefitt & Hill now provides the best in class grooming services in Delhi, Bangalore, Hyderabad and Gurgaon. For those who want to taste royal treatment, the barbershop offers a

wide range of services designed to groom gentlemen to perfection. Truefitt & Hill maintains its patent exquisite mahogany interiors to give a vintage look that is achieved through its aristocratic British décor. The services on offer vary from basic grooming services like haircuts and shaves with a royal touch to extensive services like beard styling, head and face massages, hair colour and highlights along with waxing and threading.



JP Nadda inaugurates #FitIndia a nationwide nutrition and healthy lifestyle campaign

This nationwide pilot programme aims to raise awareness and education of good nutrition and active lifestyles, thus bringing a change in the quality of life and targeting the growing incidence of non-communicable lifestyle disorders. #FitIndia, a nationwide nutrition and healthy lifestyle campaign, has been inaugurated by Hon'ble Union Minister, Ministry of Health & Family Welfare, Government of India, J P Nadda and fitness enthusiast, Milind Soman. The campaign will entail collaboration between a cluster of professionals, such as dieticians, nutritionists, educators and key opinion leaders and will travel across 12 cities, while working together with change makers at various levels and organisations.



/// INTERNATIONAL ///

Retail sales of health and beauty stores on the decline in the US



Ken Research has recently launched a report on 'Retail Sales of Drug Stores and Health & Beauty Stores in the United States' which discusses detailed historic and forecast data on retail sales from 2010 to 2020 which takes into consideration drug stores and health and beauty stores in the US. This report provides market size, growth and forecast to 2020 and helps the existing and new players to understand the market dynamics. Two biggest dollar-store chains in New York, namely, Dollar General and Dollar Tree have shown a decline in sales by the nation's poorest shoppers because they are being compressed by increasing rents and health care bills. As per Dollar General Corporation, "the growth in sales in already existing stores has declined in the second quarter to 0.7% and in the preceding quarter it is expected to go down to 2.2%. According to Dollar Tree statistics, "They have seen growth in the sales by 1.2% but it is slower than the previous quarter." Due to these issues, these two chains have seen a great decline in their stocks in terms of financials.

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Code Black Barber Shop



Spread across 775 sq ft, Code Black Barbershop is an award-winning barber shop and store that opened its doors in July 2016, giving the best quality haircuts and shaves. It is equipped with six barber stations with floor to ceiling mirrors. The interior boasts about a combination of rawness, concrete floors, old-school barber chairs and Scottish oak cutting desks that provide a communal atmosphere. The brainchild of award-winning hair dresser and the man behind Albert Park's iconic Ibiza Hair Salon, Michael Piastrino, Code Black's USP is that, it is not your traditional barber shop. It has a cool, relaxed vibe, which is highlighted by the interiors and the individual style of the in-house barbers.

Commenting on the spirit of Code Black, Piastrino says, "After the success of my first salon, I wanted to create a cool barber shop that was not too traditional, yet where they would have great personalised service, the highest quality haircuts, moustache trims and beard tidies and cut throat, hot towel shaves. I wanted to create a man's barbershop where he could relax whilst having a beer and whisky."

- Colour combination:** Black and wood finish
- Products used:** Franco Alphonse & Co. for hair, skin and others
- Lights:** Dark industrial lights
- Flooring:** Polished concrete
- Architect:** Raw Industrial



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Michael Piastrino, Owner and Barber

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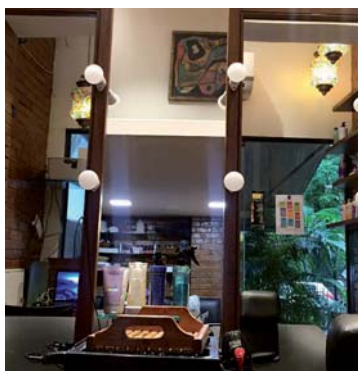
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Mumbai

PAM Salon & Spa



Owned and managed by Pinky Asnani, PAM Salon & Spa in Khar West, encourages rejuvenation of the mind, body and spirit through their professional services. This is the second outlet of the salon that offers a range of beauty treatments, therapies and grooming services.

PAM Salon & Spa has maintained uniformity in terms of design and interiors. The artistic placement of red bricks with wooden flooring lends an earthy vibe to the atmosphere. With four styling chairs, shampoo stations, spa room and beauty room along with a nail bar chair and two manicure and pedicure stations, the branch is designed in over 500 sq ft area. The salon chain is also a one-stop place for a host of celebrities. On the salon's expansion, Pinky Asnani says, "We are looking for a stable expansion, as we want to create the same warmth and the welcoming atmosphere for all our guests. We are looking forward to having our third outlet by 2017."

- Colour combination:** Red bricks with dark wood finish
- Products used:** L'Oréal Professionnel, Schwarzkopf Professional for hair; Aroma Oils; MAC Cosmetics, Kryolan Professional, Bobbi Brown for make-up; tools from Ikonik, Denman and Jaguar
- Lighting:** LED and natural
- Flooring:** Wooden
- Architect:** Pinky Asnani and Akbar Mithiborwala



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Ken Picton

Visionary Wizard

Ken Picton, the award-winning hair dresser and owner of Ken Picton Salon in Wales, is the key ambassador of reputed brands, such as L'Oréal Professionnel, Kérastase, Shu Umera, to name a few. Picton has carved a niche in the industry and envisions mentoring more and more talent in the future. He shares his views on hair dressing and more with *Salon India*

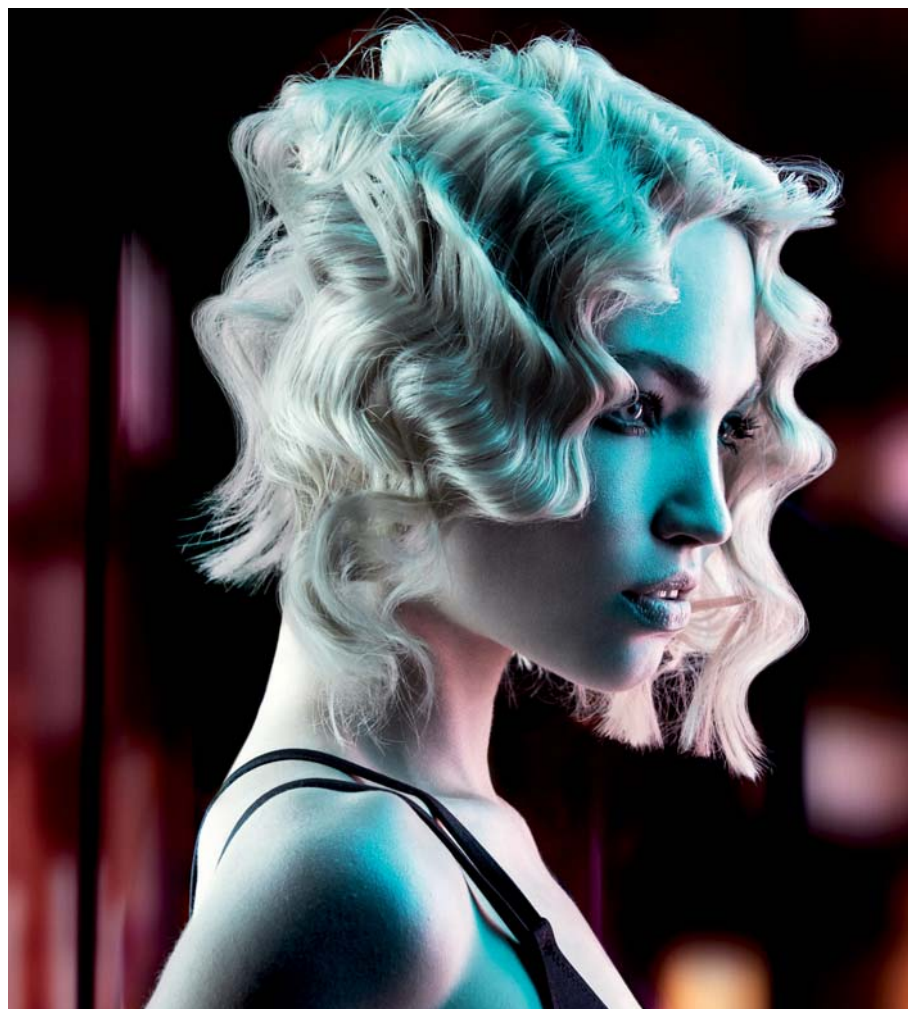
by **Shivpriya Bajpai**

How did you get interested in hair dressing?

I remember getting a proper haircut in a salon at age 15 and being excited by how cool and fashionable everybody was in the salon! I was hooked instantly! As I was serious about the line, I enrolled in several courses and now, I am leading the courses, which is a real honour for me. It has been many years since I did a course, but as I spend a lot of time working with leading hair dressers from around the world, I am continuously learning and developing. I don't think one ever stops absorbing new knowledge. Through my partnership with brands, I have been lucky to learn new skills.

Did you have a mentor?

Whilst I was training, my first job was at a small local salon. But no, I did not have a mentor there. I am inspired by great business leaders, such as Steve Jobs and Richard Branson. They are inspiring role models, who are committed to their passion and have achieved amazing things.



What are the challenges you face and how do you overcome them?

I find that the biggest challenge is to find the right model to showcase my collections, walk the ramp at shows and seminars. When I do chance upon a way, I use it as the blueprint and then adapt it to fit each situation.

What is your forté as a hair dresser?

I created my profile, as an established haircutter. This has evolved into being known as someone, who wins awards for our collections as well as being an international educator.

What are you currently responsible for?

Apart from being a father of a 5 year-old, I am also responsible for a staff of 45 and the day-to-day challenges that come with it. I balance time on the salon floor, maintain my profile at the forefront of British hair dressing and as an international platform artist.

What inspires you to create hair looks?

I am driven primarily by fashion and how a look can be changed to be used in the salon, on the stage and in a collection.

How do you prepare for the creation of different hair looks?

When we are preparing a new collection, the team sits down and brainstorms. We collate

words and phrases together until we have a strong concept in place. Once we have this, we string the components together to create a collection.

Please tell us about your evolution as a hair dresser and a salon owner.

Once I started hair dressing, I was hooked and opened my first salon at 21, so the progression was incredibly quick. At 24, I became an international platform artist, which catapulted me into the place I am now.

Please tell us about your association with brands.

I work incredibly closely with L'Oréal Professionnel, but I have been lucky not to be pigeon-holed with one brand. I also work with Shu Uemura and Kérastase on launches, photoshoots and collections.

What are your favourite tools?

My favourite tool would have to be the GHD Platinum (I am also the GHD Education Ambassador). The other must-have is the Shu Uemura Essence Absolue. It does everything!

What is a normal day in your life?

My days are extremely varied. My time in the salon is split between being fully booked with clients, working in the office and managing the team. This could change when I have a

photoshoot or seminar to do. Recently, I flew to South Africa for a day to hold a seminar!

What are your plans for the future?

As a team, we have had fantastic couple of years including celebrating 25 years of the Ken Picton Salon. The team has been educating and showcasing from Australia to India and we have recently been on stage for the Tribute show. So, our short-term goals are to cement the art team's status, as one of the most in demand. I would like to mentor more people. For me, the joy comes from being able to sit back and enjoy my team achieve goals that they would not have been able to, without me.

What is your advice for those who want to join the hair dressing industry?

It is a tough job when you are starting out, but when you get there, it is extremely rewarding. My advice would be to absorb as much as you can and get yourself into the right environment for you with a great educational programme.

What are your views on the Indian hair dressing industry?

The Indian hair industry is absolutely governed by the trends of the client. I have found that the hair dressers in India are technically skilled and are always hungry for knowledge. It was an absolute pleasure to spend time working in India this year. 📍

New Mythic Oil by L'Oréal Professionnel **Indulge in the Royal Experience**

L'Oréal Professionnel brings the New Mythic Oil, now more desirable than ever, to unleash the royalty within. Visit your nearest salon to pamper yourself and indulge in sheer luxury



Salon is a place of problem-solving expertise for some, while others want to get pampered luxuriously. They use a salon to treat themselves for some personal time, to feel special, indulge a bit and live the royal experience. L'Oréal Professionnel believes that pampering your hair means treating it with the most indulgent care, making it shiny, nourished and luscious. It empowers a woman to use her hair to make a statement and say, "I love living the royal experience. I love my hair. Lustrous hair makes me feel like royalty." L'Oréal Professionnel has designed the New Mythic Oil for this woman, loaded with 'new formula, new look, new in-salon rituals and new backbar oils'. With high concentrations of natural oils, the New Mythic Oil lends a stunning shine and deeply nourishes the hair to make it look magnificent! Fit for royalty, the New Mythic Oil is a truly sensorial, indulgent experience brought alive in-salon by the hairdresser and L'Oréal Professionnel!

Bringing together the power of oils and science

The New Mythic Oil is a powerful blend of ultra-precious natural oils and ancient royal beauty rituals. Each product is a unique blend of natural oils including Avocado, Rice Bran, Linseed, Cranberry, Jojoba, Safflower, Osmanthus and Colza. The star ingredient is Vitamin E enriched Argan Oil, which is present in the shampoo, masque and Rich Oil. This fairly-traded Argan Oil is known to increase the vitality of hair making it softer, silkier and shinier. The result is reinvented formulas for superior performance.

New technical advantage

Introducing two new oils to make the Mythic Oil in-salon services more effective than ever.

Huile Initiale (pre-shampoo) for thick hair : The pre-shampoo is highly concentrated in active natural oils, it infuses the right dose of nutrition into thick hair.

Key ingredients: Colza and Safflower Oils.

Usage: Massage into scalp and hair and rinse out thoroughly. Follow with shampoo.

Emulsion Ultrafine for fine to normal hair: The detangler and pre-masque is designed to provide light nutrition to fine and normal hair. The pre-masque and detangling oil emulsion gives hair nourishment and fluid bounce.

Key ingredients: Avocado, Jojoba and Osmanthus Oils.

Usage: To be used post the shampoo. Spray and emulsify on lengths and ends. Layer on with masque. Rinse out.

EXPERT TIP

For superior results, mix a few drops of Rich Oil into the masque and apply post shampoo. Rinse thoroughly.

The Royal Oil Rituals

The efficacy of the New Mythic Oil formula is brought to life in-salon with the Royal Oil Rituals. These in-salon services are designed to transport one to a state of relaxation and leave hair nourished with a stunning shine.

Royal Oil Ritual for thicker hair: This 40-minute indulgent ritual nurtures thick hair from the roots to lengths, resulting in a stunning shine and deep nourishment.

Royal Oil Ritual for fine to normal hair: This is a 40-minute sensorial ritual that nourishes fine to normal hair without weighing it down. Hair is treated giving it stunning shine.

Royal Oil Blow-Dry for all hair types: An express hair pampering service of 25 minutes, it includes a quick wash and blow-dry to give you luscious shiny hair with a satin-like finish. As part of the service, a customer can expect to receive a stress-relieving hand massage while the products work on the hair.

The all-new product range

The New Mythic Oil home care range is now available at the salon! The packaging is upgraded to shiny sleek premium bottles that will add a touch of glamour to one's dressing table.

Mythic Oil Rich Oil: Lightweight feel and satin-like finish, infused with Argan Oil and Rice Bran Oil. Available in 100ml.

Mythic Oil Color Glow Oil: Provides nourishment and radiance for coloured hair. Loaded with the goodness of Linseed Oil and Cranberry Oil. Available in 100 ml.

Mythic Oil Shampoo: Generously foaming and cleansing shampoo, enriched with Argan Oil and Myrrh extract. Available in 250ml.

Mythic Oil Masque: Deeply nourishes and disciplines hair, infused with Argan Oil and Myrrh extract. Available in 200ml.

Versatility of Mythic Oil Rich Oil

A favourite with hairdressers and consumers, Rich Oil is a unique, multi-purpose product. It works perfectly as a finishing serum and is equally effective as a pre-wash massage oil. 🌟





The Cheek Strobe by MATRIX

Candy Strobe Collection by MATRIX

Rock it Like the Stars

Time to sport the 'starry looks' of your favourite celebrity, as the MATRIX experts bring to you the in-trend Candy Strobe Collection

Hair Strobing is the hottest hair colour trend of the season known for the art of illuminating the hair by a shaft of flattering light. MATRIX introduced Hair Strobing with the Rock N Strobe Collection, which was the Spring/Summer colour trend and this Autumn/Winter, the Candy Strobe has been launched. It is a technique to highlight ones favourite facial feature be it the cheek, the eyes, the jaw or the full face with earthy chocolates and honey caramel colours. Anna Kendrick, Emma Stone, Halle Berry, Sophia Bush, Kristen Wiig and Anne Hathaway, among others, are hooked on this hair trend and are inspiring others to follow suit.

About the Candy Strobe

Do you wish to look like these stunning stylistas? Help is at hand! The colour experts at MATRIX can assist you in pulling off these styles with panache. They use colour that is two shades darker or lighter than your natural hair colour to create a wave of light that makes the hair colour pop, giving your locks a glossy highlighted look to frame your face. It is time to go beyond highlights and lowlights, as the Candy Strobe Collection further imparts a gleaming effect that can be adapted to all hair colours to achieve a striking finish.

Kristen Wiig



Photo: DFree / Shutterstock.com

CHEEK STROBE

Have high cheekbones or want to create the effect? Take a cue from celebrity Kristen Wiig, as she is seen sporting the technique with élan. Place highlights around the centre of the face to watch heads turn, as the cheek strobe elevates your charismatic appeal, putting the spotlight on your cheeks.

Emma Stone



Photo: s_bukley / Shutterstock.com

EYE STROBE

Emma Stone's eyes do the talking with the help of Eye Strobing. Add the right amount of drama with this technique. 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.

Anna Kendrick




Photo: Tinseltown / Shutterstock.com

FULL STROBE

Light up your facial assets like Anna Kendrick. 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.



SOCOLOR by MATRIX

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

Biolage Advanced by MATRIX

Bid Adieu to Hair and Scalp Problems

Biolage Advanced products and in-salon treatments claim to address some of the biggest hair and scalp problems. Visit a MATRIX salon for a technologically advanced professional diagnosis, consultation and treatment

Hair can be long and wavy, short and straight, coarse or fine. Yet just about everyone, no matter how much care they take, fall prey to at least one hair and scalp-related problem. The main three serious concerns of dandruff, hair fall and hair damage, threaten healthy hair and therefore, need be treated independently in a focused manner. MATRIX, the world's leading American professional brand, has devised a professional solution with revolutionary treatments under the Biolage Advanced Range.

Biolage Advanced Range

Biolage Advanced offers the highest level of in-salon diagnostic precision and treatment innovation for customised care. At the Biolage Advanced salon, hair is first professionally diagnosed to identify the main hair or scalp concern and determine its underlying cause. Then the stylist recommends the correct Biolage Advanced treatment from the three path breaking ranges of Scalppure, Fiberstrong and Repairinside ranges.

BIOLAGE ADVANCED SCALPPURE

The first multi-corrective solution for 72 hours of scalp balance, Biolage Advanced Scalppure has Bergamot and Zinc Pyrithione to combat dandruff, oily or greasy scalps, odour and itchiness. The range comprises the Clarifying Scalp Scrub, Dandruff Control

Shampoo, Complete Solution Conditioner and Complete Solution Scalp Serum along with two in-salon services, namely, the Scalppure Anti-dandruff Treatment and the Scalp Detox Service.



Scalppure Clarifying Scalp Scrub

MATRIX's first ever pre-shampoo clarifying scalp scrub is silicon free and powered with Zinc Pyrithione and Apricot seeds that gently exfoliate and scrub away unwanted impurities, leaving the scalp feeling unclogged.



Scalppure Dandruff Control Shampoo

A deep cleansing shampoo, it controls the appearance of visible flakes and the Menthol in it helps balance the scalp, leaving hair clean and healthy. It is suitable for colour-treated hair.

Scalppure Complete Solution Conditioner

This complete solution conditioner suits all types of hair and scalp and helps target key signs of scalp distress and deeply nourishes the hair fibre for smoother, supple hair.



Scalppure Complete Solution Scalp Serum

It corrects key signs of dandruff, oil, odour, itchiness, stickiness and a clogged scalp. It is powered with ingredients that help reduce excess sebum and instantly soothe and hydrate the scalp.



BIOLAGE ADVANCED FIBERSTRONG RANGE

For weak hair prone to breakage, Biolage Advanced Fiberstrong reduces hair breakage by 95 per cent with 12 times stronger hair in just one application. Infused with bamboo to strengthen the hair and increase its elasticity; Intra-cylane helps seal the cuticles to reduce breakage. The in-salon Advanced Biospa treatments are Advanced 360° Anti-hairfall, Advanced Anti-breakage and Advanced Strengthening. The home care range has a strengthening shampoo, conditioner and an Intra-cylane strengthening leave-in cream.



BIOLAGE ADVANCED REPAIRINSIDE RANGE

For severely damaged hair, Biolage Advanced Repairinside is the first Dual Repair professional range that works on the hair fibre from inside and outside. The Soya Oil in it restores the cuticle shield, refills depleted lipids and seals split ends to build a protective layer against future damage. Arginine reconstructs hair at the intra-cellular level and builds Keratin. The in-salon treatments are Advanced 360° Reconstructive Treatment, Advanced Deep Repairing Treatment and home care products are repairing shampoo, repairing conditioner and the repairing leave-in cream.



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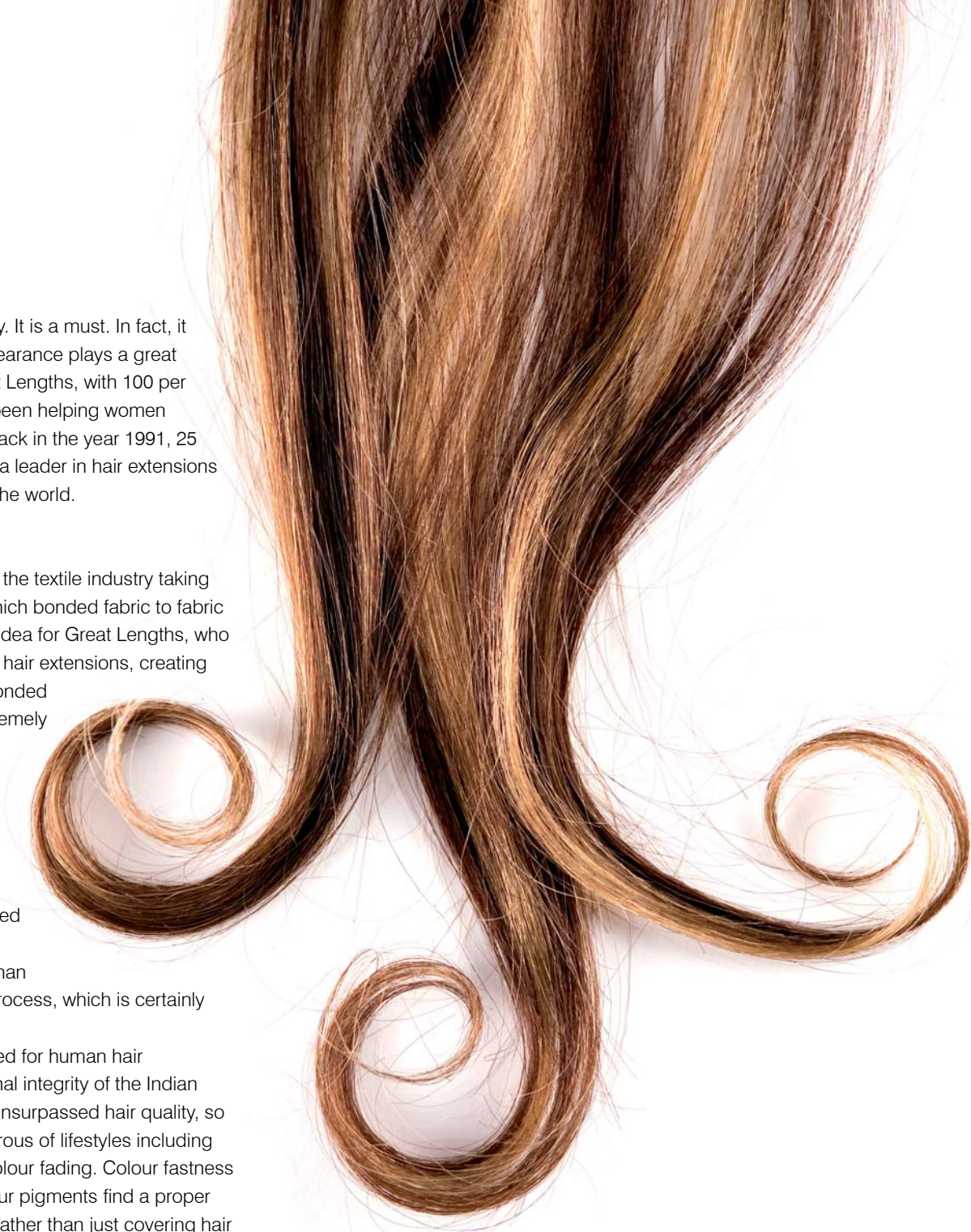
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Great Lengths

India's First Studio Now in Delhi

Looking good is a priority these days and one's hair plays a critical role. Great Lengths, the hair extensions brand from UK has persevered hard to make women look more appealing. Made from 100 per cent natural hair, the brand is now available in the country through its partner, the Delhi-based Sens Clinic



Looking great is not an option today. It is a must. In fact, it is a widely accepted fact that appearance plays a great role in determining success. Great Lengths, with 100 per cent human hair extensions, has been helping women look good and succeed. Born in London, back in the year 1991, 25 years later, Great Lengths has emerged as a leader in hair extensions with presence in over 60 countries around the world.

The inspiration

The Great Lengths concept originates from the textile industry taking inspiration from the heat transfer system which bonded fabric to fabric on a molecular level; this was an attractive idea for Great Lengths, who then started testing, and later adapting it to hair extensions, creating and patenting a method that molecularly bonded extensions to natural hair aiming for an extremely resistant, but gentle attachment.

Focus on quality

In addition to the bonding investments, Great Lengths has developed its brand by giving priority to quality. Great Lengths hair is, in fact, treated with the same sophisticated method of cashmere and adopts the same concept of removing the pigments, rather than breaking them up, through the bleaching process, which is certainly faster, less expensive, but too aggressive.

Never before has this method been utilised for human hair processing, and coupled with the exceptional integrity of the Indian temple hair, it truly provides a reliable and unsurpassed hair quality, so good that the hair withstands the most rigorous of lifestyles including subsequent chemical treatments without colour fading. Colour fastness is a result of the cashmere process as colour pigments find a proper space to occupy in the de-pigmented hair rather than just covering hair surface where bleached.

Wide variety

Great Lengths supplies incredibly healthy hair extensions, totally ethical, traceable and in a wide range of rich and vibrant colours which guarantee versatile satisfaction and creativity to you and to hair stylists.

Today, Great Lengths offers hair lengthening and thickening for self-confident women because they appreciate its high quality. The precious, real and healthy extensions with invisible bonding are long

lasting because of its application techniques. Great Lengths offers a variety of colours, styles and lengths. Go for it if you want long hair full of volume, which is easy to care for as well.

Sensuality, vitality and beauty

Long hair has always been considered a sign of sensuality, vitality and beauty. With Great Lengths extensions the people close to you will notice that you are a step ahead, whilst your extensions will remain invisible and perfectly bonded with your hair. The extensions are virtually undetectable. Even to the touch. Let its qualified stylists transform your hair with marvellous real hair extensions and allow you to have long, thick and healthy hair.

Awards won

Great Lengths USA has won the 'Stylist Choice Award' in the 'Favorite Hair Extensions' category for the ninth time in a row!

Available at Sens

Great Lengths services are available exclusively at Sens Clinic, M-10, 2nd Floor, South Extension Part-II, New Delhi. The procedure is carried out meticulously by trained technicians. For more information or booking, contact +91-11-43282040/41, +91-858-8848-439 info@sensclinic.com, www.sensclinic.com.

QUICK FACTS

- ▶ Build volume, add dimension, experiment with bold new colours or apply texture; whatever your dream style, achieve it with Great Lengths.
- ▶ Great Lengths offers invisible bonding, long-lasting bonds, long and natural hair.
- ▶ Great Lengths are 100 per cent natural human hair sourced from Indian temples like Tirupathy Balaji, Shirdi and others. The collected hair goes through seven processes to improve the PH scale, texture, colour and smoothness.

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Anura Rai Passion Meets Purpose

Meet Anura Rai, Senior Stylist at Limelite Salon and Spa in Chennai. A young and dynamic individual, she has climbed the ladder of success with her undying passion towards hair dressing. With an experience of six years, Rai has her hands full with client makeovers and mentoring junior stylists. *Salon India* gets an insight into her craft and more



Please tell us about your professional background.

I have a degree in hair dressing from L'Oréal, Schwarzkopf and have done various Creative Cut and Colour master classes with a number of international artists. For regular updates, I attend training workshops by our brand trainers.

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

I hail from Kalimpong, a small town in West Bengal. One of my neighbourhood friends used to work in a salon in Bangalore and every time she would visit home, she would regale me with her work-related anecdotes, which would impress me. This is how I was influenced to pursue a career in hair dressing. And I thank her for it! I

joined a small training academy and started learning the basics of beauty.

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

Professional education in my hometown had limited facilities, which was the major reason for me to move out of it. Post joining a professional salon brand, I started receiving professional training which helped me master my basic skills. While interacting with clients, I found it challenging to have a conversation with them. That is when I realised the need for good customer connect. I started observing my seniors in the salon and also sought their help whenever required. They educated me with their client-handling experiences, which helped me build my overall confidence.

Salon: Limelite Salon & Spa
Address: No, 113/58/2, Chamiers Road, R.A. Puram, Chennai – 600028
Tel.: 24353751/56
Last appointment: 8 pm

Where was your first job and how did you get that?

What were the learnings at the job?

My first job was at Green Trends Salon in Coimbatore and was a campus recruitment. There I learnt three important things that have defined my career – to be ethical and honest will make you a good individual; customer centricity is equally important to professional excellence and lastly, continued education is a must to grow and excel.

Tell us about your current role and responsibility.

I am a Senior Stylist and also a make-up artist at Limelite Salon and Spa in Chennai. Apart from servicing my clients, I educate budding hair stylists at Limelite on technical and customer handling skills and mentor them to become senior stylists.

How is a celebrity hairstylist different from a general hairstylist?

There is no difference between a general stylist and a celebrity stylist! For me every client is a celebrity! When you work and handle every client that way, all general stylists are celebrity stylists.

How important is success to you?

Achieving success is a very positive experience. It adds value to a person and motivates one to do better. A successful hair stylist is someone, who works to give a delightful experience to the client. After the service, when a client looks in the mirror and smiles, that is a daily dose of success.

What are your favourite tools?

Round brushes, wide-toothed combs, Iconic Carbon brushes, Iconic Mini Iron and the Hot Curling Iron.

What are the current trends for the season?

Hair colour: Baby blonde, balayage and mocha

Hair cut: Disconnected layers

Hair style: Undone braids and messy buns

What is your success mantra?

I firmly believe in the three Ps of Practice, Patience and Passion. They are my mantras in life. Patience to impart knowledge to my colleagues and junior stylists in my salon; Practice is the key to deliver the knowledge that you have gained from others and Passion will help you to achieve everything that you have dreamed about.

What are your views on the salon industry?

The industry has witnessed a rapid growth. A professional approach is leading the day-to-day evolution of salons. With the help of professional trainers, training schools and salons, the hair dresser's profession is less of a taboo and more about pride today!

What is your advice for newcomers?

This industry has a promising future. Be passionate about whatever you are doing. I strongly believe where you start your career will define how fast you grow. Opt for education from professional training institutes, start working with professional salon brands, which will give you continued education and growth. I still believe my start with Green Trends Salon was a career defining moment, as they are the pioneers and professionals in the business.

Who all feature in your client list?

I style Kollywood celebrities from time to time.

What are your future plans?

I want to open my academy to impart professional education on hair dressing and beauty. 📍



Naushad Ahmad

Pro Stylist, Leader and Teacher

An enriching career that spans 18 years, Naushad Ahmed needs minutes to create magic with his scissors. With a thirst for learning and innovating, the celebrity stylist follows his dreams and success follows him. Today, with three salons and an academy, Naushad Ahmad shares his views with *Salon India*



Humble beginnings

When you work hard and really want to achieve something, god creates a way for you. I started working in 1998, when I was only 13 years old, as an assistant in an ordinary salon. Coming from a small town, where neither proper education nor job opportunities available, I was not sure about my future. So, I decided to take up hair styling.

Professional journey

I joined Habib's Delhi Academy in 2002 and started to learn women's haircutting. Later in 2004, I got a chance to move to other cities where Habib's Salons were located and an opportunity to learn advanced cuts and colouring from the Toni&Guy Academy in Singapore. It was a turning point in my career. I was even offered a teaching assignment in Kathmandu, which was a memorable experience. Eventually, the knowledge and experience from years of industry exposure motivated me to open a Jawed Habib franchise in Mumbai. Years later, it inspired me to open more franchises and then an academy, too.

Inspiration

My boss and mentor, Jawed Habib. He's energetic and extremely passionate about his craft.

Overcoming industry challenges

My initial impression was that it is just about cutting the hair short and shaving, because that is what I did in my first few jobs. Later, I realised that communication with the client, techniques of styling and understanding of hair science are critical to grow as a professional.

International hair industry versus the national one

There is a big difference between Indian and international hair styling.

In European countries, people don't just get a haircut, but also use styling products. But in India, 90 per cent of people follow wash and wear haircuts. The Indian market is slowly getting familiarised with cuts, colours and products.

Trending now

The current trends in terms of haircuts are the undercut and hair tattoos, which are much in demand by both girls and boys. Highlights are also trending amongst the youngsters. Soft waves with side bangs for long hair is also in vogue. The one trend I would like to see back in fashion is the 'blunt' and its variations.

Would love to style

I have worked on many popular faces from television and films. However, it is my dream to style Shah Rukh Khan, Priyanka Chopra and Deepika Padukone.

Must-haves

L'Oréal's Elnett and Bold Move from Wella Professionals.

Pro career advice

There are huge career opportunities in this field. You need to have the knowledge of trends and must know your craft well. Also, you require good communication skills and a strong foundation training. There is no shortcut to success; so simply work hard and you will get there.

Future plans

To conduct seminars and workshops globally and share my knowledge with the youth through my academy. As learning never stops, I shall soon be going to London for a new course. 📍

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LFW Winter/Festive '16 Illuminate Bridal Collection by Lakmé Salon

Lakmé Salon has come up with the Illuminate Bridal Collection for the new age bride! Curated by experts Shailesh Moolya, Sushma Khan and Disha Meher, *Salon India* presents the gorgeous looks straight from the fashion week

by **Shivpriya Bajpai**

The dawn of every new era has witnessed the magnificence and legendary beauty of powerful women, who have epitomised confidence and grace. This year, the Lakmé Salon Bridal Stylists, in collaboration with renowned fashion designer Payal Khandwala, present the Show Stopping Illuminate Bridal Collection at Lakmé Fashion Week Winter/Festive '16. The collection

focused on giving the new age bride her stately moment to illuminate and feel just like a king on her dream day. The looks were curated by Lakmé Salon experts, Shailesh Moolya, National Creative Director, Hair, Lakmé Salon, Sushma Khan, National Creative Director, Make-up, Lakmé Salon and Disha Meher, National Expert, Skin and Nails, Lakmé Salon.

The eight gorgeous bridal looks that are a part of the collection book:

REGAL CHARM

The pastel bride will highlight sheer elegance with its soft-toned shimmery base. Subtle shades of blue and a retro eyeliner, while a soft blend of pearl on the inner corners, give this look an ethereal feel. A graceful bouffant with loose curls enhances this retro theme.



IMPERIAL RUBY

Encapsulating the majestic auras of dynamic women, this look is an artistic melange of complementary shades of red and gold. Hues of gold and brown have been blended on the eyes that have a dewy, elegantly strobed base with red lips and a regal bindi.



CROWNING GLORIES

Envisioning the opulent lifestyle of ruling women, this look exhibits a deep gradient of purple blended with gold on the eyes, defined with sharp edges of kohl. Elegant twirls of hair, with an up-style bun define the crown on a reigning empress with natural flowers and a golden maang-tika.

GLOWING DIVA

This look paints the alluring and feminine qualities of iconic women. Classic red lips and a blue glitter tattoo gives this look a luxurious feel. Forming the focus of the hair style is a deep side-parted French braid, twisted in curls.



SUPREME RULER

Opulent shades of bronze and gold have been flawlessly merged on the eyes. Illuminating the dewy base is a golden-bronze shimmer that blends with the beautiful Indian skin tone. This hair style is adorned with locks of wavy hair to form an attractive bun.



ROYAL RADIANCE

This look captures the divine features of a warrior queen. Mesmerising like the illuminated night sky, the eyes have been given a smoky effect with shades of metallic purple and pink. A golden glittery tattoo on the arms, adds drama to the look.



ICONIC SPARKLE

Neutral shades of lilac are skillfully blended to form a perfectly strobed, dewy base that contrast with deep purple lips. Soft and velvety, tulip styled plaits have been intertwined with milkmaid braids to form the tiara of this classy up-style bun.



MAJESTIC FLAIR

Bringing to life the flair of powerful women, this look blends magnetic shades of gold and black with subtle hues of pink. Complementary shades of orange and pink form the perfectly strobed base for dewy skin and lips, enhancing the entire look. A neat up-style bun forms the crown of this look.

Tresemmé Show at LFW '16 Master Stroke by Daniel Bauer



Hair and make-up maestro, Daniel Bauer, yet again ruled LFW '16 with a spectacular Tresemmé Show for designer, Ashish N Soni. Salon India presents glimpses of the ramp

by **Shivpriya Bajpai**

Daniel Bauer, the celebrity hair and make-up artist, concluded another outstanding season at Lakmé Fashion Week '16. Bauer worked on the showstopper looks for designers, such as Rajesh Pratap Singh, Ashish N Soni, Ridhi Mehra, Santosh Pareek, as well as Deepika Padukone's much talked attendance at Sabyasachi's Grand Finale. In addition, Bauer was also responsible for the celebrated Tresemmé Presents Ashish N Soni Show at LFW.

Commenting on Tresemmé Show, Bauer says, "Working closely with a designer on a show can sometimes be fraught with challenges. However, when I found out I would be working with Ashish N Soni for the Tresemmé Presents Show at LFW, I was genuinely excited! The trust, the freedom and the creativity Soni offered resulted in what I believe to be one of the most exciting hair shows at LFW ever. Soni's collection was divided clearly into three segments to emphasise the singularity of each of these segments. I looked to create unique looks for each segment through the broad categorised of 1960's Structured Voluminous Hair, 1980's Sophisticated Voluminous Hair and 1990's Avant Garde Voluminous Hair". The USP of the show was to celebrate voluminous hair in its own unique way. Bauer worked on 35 models, 200 hair donuts, 100 hair pieces, 20 hours of hair patch stitching, 15 hours of hair repairing, 11 hair stylists, six make-up artists, two kilograms of hair pins and one showstopper.



Showstopper Jacqueline Fernandes' Look

Tresemmé wanted to celebrate voluminous hair and make a splash with its Brand Ambassador, Jacqueline Fernandes, who became Soni's final muse and showstopper. Fernandes has gorgeous tresses. The beehive is an iconic hair style that has the power to always look in style. The key to making it work is to make it soft, a few loose strands and a little height. Keeping it soft and subtle will have you looking like a bombshell, irrespective of the occasion and the season.

1960's Structured Voluminous Hair

Carol Gracias was the first model to walk for the structured volume segments, representing iconic styles from 1960. This look was one of the most challenging to both design and create. Taking inspiration from my first *Salon International-India* cover shoot, I took one of the looks and reinterpreted it to match Tresemmé's brief and Soni's vision.

1980's Sophisticated Voluminous Hair

One of the most memorable looks from the show was given to the model, Galaxia. The technique is simple, but it takes hours to prepare. Especially made 'U' shaped pins were used here. I took a few strands and wrapped the hair in a figure of eight around the 'U' pins, left them to set for a few hours and then brushed the hair out. The result is sure to make you look like a crowd stopper.

1990's Avant Garde Voluminous Hair

Mindful of the buzz around Kendall Jenner going blonde at the Paris Fashion Week, Bauer decided to give model Archana, the iconic Brigitte Bardot beehive. Bauer used several hair pieces, blonde clip-on fringes (used upside-down), hair donuts and stuffing for height. Once the hair pieces were in place, he started tonging, using the classic method so as to ensure the hair bounced on the ramp. 📌



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Alfaparf Milano Hair Styling Must-Haves

Alfaparf Milano, one of the leading Italian multinational manufacturers of professional, exclusive hair colour, care and styling products, has recently launched its range of hair styling spray for those last minute, quirky and endless styling. Now all you need to tame and grace those tresses is Alfaparf Milano's Semi DiLino Hair Sprays.

Alfaparf Milano Semi DiLino Styling Illuminating Sculpting Hairspray

It creates an illusionary 'micro-scaffolding' that minutely defines, structures, shapes and sculpts various hair styles for the festivities. While adding shine, it allows your creativity to reflect through your hair style.

Price: ₹1,500 for 250ml

Alfaparf Milano Semi DiLino Styling Illuminating Extra Strong Hairspray

Adding a touch of long-lasting absolute shine, this is a must-have to flaunt your intricate styling details. Boasting of structured effects with extreme fixing property, it lasts all day. This can be easily brushed out while worn.

Price: ₹2,000 for 500ml

Alfaparf Milano Semi DiLino Styling Illuminating Hairspray

As the last fundamental touch to your hair, it is a must to bring your hair to the limelight. Without making it limp, it settles in your hair and allows it move freely. Use it for that 'elastic bounce effect' that will surely make heads turn and eyes wander.

Price: ₹1,500 for 300ml; ₹2,000 for 500ml



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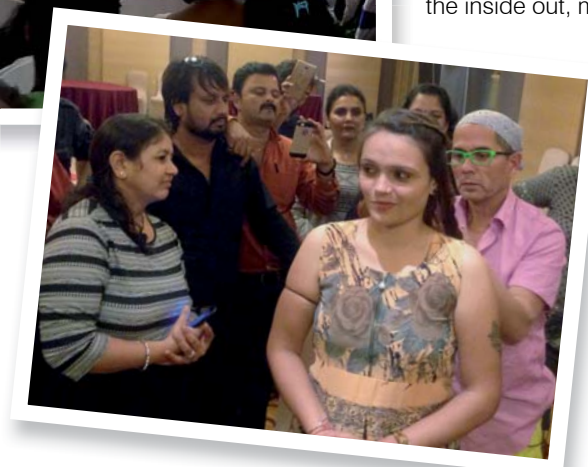
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Supersilk Workshop

Experience the Next Generation of Sleek

Aurelio Ayala III, Global Educator of Supersilk, was roped in by Headstart International to conduct a look and learn workshop for selected salon professionals across key cities



In August, Headstart International Private Limited organised five training workshops with the Global Educator of Supersilk, Aurelio Ayala III in Delhi, Mumbai, Ahmedabad and Kolkata. Ayala has been training stylists on colour techniques and styling since 1982. He is firmly committed to sharing his knowledge with students and stylists in his salon and believes that teaching helps sharpen and focus his own skills.

The workshop

The workshops consisted of top 211 selected salon professionals and an internal team of nine technical educators. During this workshop, the Supersilk service was done on 12 different hair types, ranging from coloured to henna treated hair, frizzy to curly, rebonded to chemically treated hair, heavy to dull, damaged and grey hair. The treatment worked wonders and left the hair smooth like silk.

Functionality of Supersilk

The result of the Supersilk treatment on clients from all over the world were unbelievable, as shared by Ayala. The results allow clients with curly, unruly and frizzy hair to decrease drying time, reduce styling time by 50 per cent or more and experience the ultimate luxury of smooth, sleek hair. Another key benefit of this treatment was that Supersilk is 100 per cent formaldehyde free. The product line includes a synergistic blend of silk amino acids and shine-enhancing oils that has revolutionised the process of hair smoothening and texture management. Unlike most hair smoothening and straightening treatments, which use a process that lacquers the outside of the hair with formaldehyde, Supersilk Smoothing System penetrates the hair shaft and nourishes strands from the inside out, making them sleek, strong and silky.

USP of Supersilk

Salons now have an answer to their client's keratin and straightening treatment woes and it will change their life for better! The Supersilk Express Treatment, with a cut and colour, takes about

30 minutes, whereas the full treatment takes about two to three hours depending on the length of the hair. The process is simple to follow and does not irritate the scalp or burn the eyes because of non-toxic fumes. Then, the real test is if the results would last after a wash and the answer was a resounding yes! Supersilk is the only treatment that allows the client to swim, shower or workout on the same day as the treatment is done. Hair can be washed immediately without washing out the treatment. The treatment lasts for eight to 12 weeks* using the Supersilk after care range of Pure Indulgence Shampoo and Conditioner and Leave-In Treatment. Safe for all hair types, the stylist can actually cleanse, cut and colour a client's hair the very same day. The service fights frizz, combats humidity and tames out-of-control curls to make hair feel smooth and sleek, resulting in styling options from wavy, curly, naturally tousled to sophisticatedly sleek and smooth.

Interactive session

During the five days' workshop, salon professionals at all levels from owners to technical experts were seen interacting with Alaya. Supersilk is already being used by salon professionals and they were happy to get tips from Alaya on how to achieve the best results with it. He also made the stylists aware of the concept of Smoothing which has been confused with Straightening/Rebonding due to an absence of right education/direction. During the hands on intense training session for five days, the stylists were impressed with the results from Supersilk. Along with technical and practical knowledge transfer, Alaya also demonstrated his skills in styling the mane into funky hairstyles.

Headstart being education oriented takes on the responsibility of bringing world-class education and knowledge to the salon and beauty industry. Commenting on the occasion, Vidushi Agarwal, Head Brands at Headstart, said, "We at Headstart believe that it is a crucial aspect in the fast paced, fashion led industry, where trends and techniques are constantly evolving which is why we frequently refresh the existing skill levels and develop new skills through these workshops".

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Market Watch

Hair Care

Hair oil **label.m**

The Therapy Rejuvenating Oil is an anti-ageing hair oil that is infused with Rejuven-8™ and Moroccan Argan Oil to unveil the secret of younger looking hair. It is the latest addition and is specifically created to bridge scientific 'apothecary' with established hair dressing expertise. This is an expertly blended liquid that works to deliver instant results and combats the five known signs of age-challenged hair. This oil is for those hair types that are exposed to thermal, environmental and chemically assisted styling. For women aged above 35 years with dry, damaged and dull hair, the ability to sustain elasticity, volume and moisture is less and slowly depletes with time. Available through select salons and Inocorp Marketing Pvt. Ltd.

Price: ₹2,500 for 100ml



Moroccanoil Treatment

The award-winning signature product from Moroccanoil's hair care line, the Moroccanoil Treatment is conditioning, styling and finishing tool. It instantly gets absorbed into the hair to help create luminous shine and luxurious, silky perfection, transforming hair with dramatic results. Featuring a proprietary blend of powerful ingredients, including Moroccanoil's signature argan oil, it fortifies hair, improves elasticity and shields against harmful environmental stressors and instantly brings relief to damaged hair. It is available exclusively at fine salons.

Price: On request



Rechargeable shaver **Vega**

Vega Silky Wet or Dry Shaver helps you to shave your body quickly with ease and comfort. This shaver is gentle on the skin and makes it soft and smooth without any cut. The twin independent floating cutters and foils work on wet or dry skin for silky smooth results. This shaver is rechargeable and each charge allows 35 minutes of operation time. It has a charging light indicator to let you know when it is charging on its convenient charging base. Available at retail stores and at online portals.

Price: ₹1,499

Hair spa **Aroma Treasures**

Aroma Treasures bring to you an exclusive Argan Liquid Gold Hair Spa that is enriched with Argan Oil extracted from the kernels of the Argan tree. Infused with Moroccan Argan Oil and Spikenard, Geranium, Ylang ylang, Patchouli and Lavender, the Hair Spa Collection revives moisture in dull dry hair, reduces frizz, smoothens



unmanageable locks of curly hair, deeply nurtures hair shafts and follicles to prevent hair fall, repairs split ends and strengthens the roots. Available in monodose kits at beauty shops and online portals.

Price: ₹185

Hair straightener **Dreamron**

Frizzy, curly and unmanageable hair is a thing of the past. Enriched with Keratin and extra conditioning agents to repair damage and minimise breakage and split ends, while it gives optimum protection to your hair. It has zero odour and the mind formula is easy to apply and pleasant to use. The rich Neutralizing Cream with additional conditioning agents fixes the hair into new straight shape that is long lasting. It is available in both Normal and Strong variants for straight and healthy hair at salons.

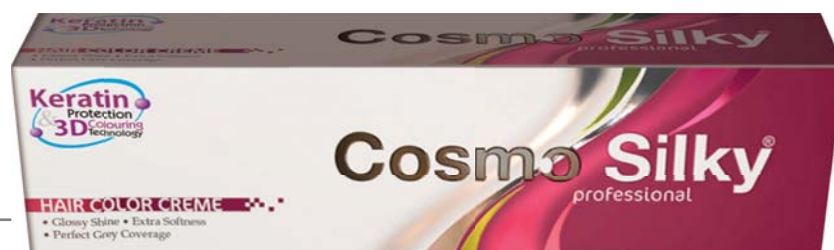
Price: ₹400 for 80ml



Hair colour cream **Cosmo Silky Professional**

The Hair Color Creme is ammonia and peroxide free. The blend of protein and Almond Oil penetrates deep into each hair fibre to provide extra care and help retain the natural moisture of the hair in the process of colouring. It maximises high definition colour results and gives a glossy shine with perfect grey coverage. To mix, use the high definition Hydroxon Creme Developer. Available at salons.

Price: ₹90 for 60gms



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Interior Design Comes of Age Aesthetics Meet Functional

Of late, a slew of swanky salons and spas in India are visible and it seems both the owners and architects have got the aesthetics right. Unlike residential spaces, designing salons, whether large or small, is no mean feat and comes with its own peculiar issues of optimum utilisation of space and more. However, ace professionals in the line have worked around them, as well. *Salon India* visits a few such luxury and premium spaces and talks to both, the owners and architects-designers, to understand the transition of an idea into a blue print and the overall visual dynamics

by **Aradhana V Bhatnagar**

We live in a time when the word ‘experience’ sums up our take on any activity in life – be it a gourmet meal or holidaying anywhere in the world. It is one of the most important points that reflects our innermost thought and when translated, has the ability to either spiral you towards success or bring you down with a thud. However, in the realms of beauty and wellness, the ‘experience’ begins the moment one enters a salon or spa and lasts till one has left. Therefore, when a client forsakes his time

and money in order to avail of a therapy, wise salon and spa owners pull out all the stops to offer the ‘experience’ to him or her, as the case maybe. It is hence, up to the salon and spa owner, to leverage a walk-in client and convert him into a regular and the aesthetics of the space make a tangible difference. An expansive and well done salon or spa instantly lifts our mood and unconsciously, we become more receptive to the impending treatment. On the other hand, a cluttered space has the opposite effect. Hence, the importance of aesthetics is paramount.

► ENRICH SALONS & ACADEMY MUMBAI



Vikram Bhatt, Director, Enrich Salons & Academy is of the view that the key aspect of design is what it expresses about your brand and how it defines the customer experience. With branches spread across Mumbai, Ahmedabad, Pune and Bangalore, Bhatt knows what he is talking about.

Statistics: Enrich Salons are spread across 1200 to 3250 square feet and have eight hair stations, five beauty cabins, two to three pedicure chairs, spa rooms and a couple of back washes. In our Kérastase salons, in addition, we have the K section with a backwash and a couple of hair stations.

Small space versus large: It is about balancing the aesthetic with the functional. In smaller spaces you probably have to work harder to fit in the aesthetics. If you set your sights high, meeting them will be a challenge. More often than not, it is when you are challenged that you come up with the best effort.



Main criteria when setting up a salon: Location, accessibility, look and feel of the interiors are common criteria across our domain and they continue to be vital. We are firmly in the era of customer experience and we take it seriously. How do we enhance the experience across the salon and at every point of the customer's journey? This is a continuous effort and salon interiors are an important touch point. But what was yesterday's innovation becomes another hygiene factor, as customers have evolved and their expectations have changed. So, you have to keep evolving and create the next new thing. For example, we were the first to opt for a warm look and an earthy feel for our salons. This is a significant departure from the cool, white and steel look that has typified the category. We believe that it has worked well for us.

Research done: Looking good is an expression of an individual. It is important, therefore, to be in tune with what is happening in beauty and wellness, and even lifestyle. In addition, it is about how you balance the aesthetic with the functional requirements of the salon to ensure that each gets its due.

Zeroing down on an architect: We tend to lean towards those, who we can connect with, we sense a shared understanding and have fun working with. It is this infectious energy that translates into great work! We have been lucky to work with some of the most talented professionals and it shows in our salons.

Inspiration from international salons: Over the years, the gap between trends in our country and abroad, has reduced. Five years ago for example, we thought that the grooming expectations and salon trends in Brazil and UK were a decade ahead of us. Recently, when we were at both these places, we found the scenario to be very different. The gap now is only marginal, if at all. In fact, following the economic trends, salons in some international markets have actually become more functional, while in India we are on an upswing.



► **VIPUL CHUDASAMA EDUCATION & STUDIO** MUMBAI



Vipul Chudasama, Owner of Vipul Chudasama Education and Studio is an ace celebrity hair stylist and educator. With extensive experience of working with renowned salons and brands, he feels that every area is critical in terms of designing a salon, but, the most critical is lighting.

Statistics: Spread across 850 square feet and located in the middle of the upscale Pali Hill in Bandra West, the studio is designed to appeal to a discerning business and leisure client and professional, alike. As a concept, we decided to have everything under one roof – education, studio, bridal and make-up . There are eight hair work stations and two shampoo stations.

Small space versus large: I strongly believe that with a larger space, you have more room to build up, but in a small space, there are a lot of restrictions in designing.

Main criteria when setting up a salon: They are lot of factors when one is setting up a salon, such as, location, population of area, brands around, average ticket spenders and brand visibility. As a salon owner, one has to keep all these factors in mind right at the initial stage.

Research done: I have dreamed of having a salon that has a clean monochrome design. So when I sat down with my interior designer, it was easy and we did not have to spend too much time on the initial brief, as I was very clear in my mind about the look that I wanted.

Zeroing down on an architect: I had finalised a theme and concept for my hair studio. Based on it, I decided to choose an interior designer, who would be compatible with my thoughts. I also made sure that the designer I opted for had enough experience in salon designing.

Inspiration from international salons: I was extremely inspired by salons overseas! Since, I have travelled a lot, I have visited many salons, academies and spas with different design concepts. So, when the time came for my own academy and hair studio, I visualised them all. Also, I was constantly involved to ensure that we achieve the appropriate look and feel, design aesthetics, salon furniture and props and that it was all synchronised.



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► **OUR OWN HAIR AND BEAUTY** MUMBAI



Walter Dorairaj, Owner of Our Own Hair and Beauty, located in the swish area of Nariman Point says that it is all about the harmonious blend of aesthetics and functionality.

Statistics: I was looking at 1800 to 2000 square feet, but we overshot and took up space of 2300 square feet. So far, it is the largest salon and spa there is in Mumbai! We have 11 hair stations, one Kérastase Institute, four pedicure stations, two nail bars, three backwashes, two beauty rooms, two private multipurpose rooms for make-up, threading or head massage and a spa room with steam and shower facility.

Small space versus large: Well, I am not really an expert, but like to believe that it is all about the economics. Every space has challenges and yes, small spaces have bigger challenges, if you are trying to squeeze more out of it. There are parameters to what is a luxurious space, comfortable space and tight space, so depending on what the economics permit, would one's choice be.

Main criteria when setting up a salon: Location, visibility, size, demographics of the area, convenience of clients to reach us. All these factors are critical and in the mind of every new salon owner.

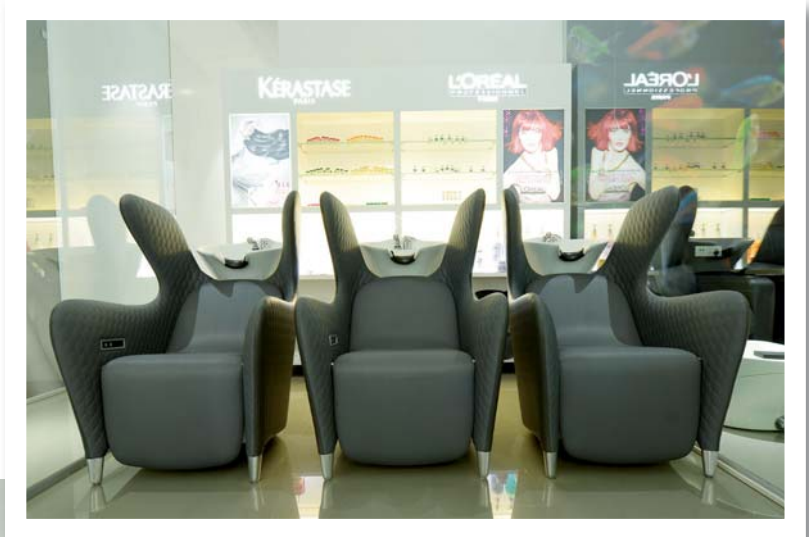
Research done: The quest has always been to make life easier and work better to offer multiple fabulous client experiences. As I have been in the business for more than a decade, I understand its working a bit better and it has given me an insights on how certain aspects of a salon can be improved. For instance, our cutting chairs are so ergonomically designed that they correct the client's posture. The lighting in our salon helps identify a person's natural skin tone, which is a great tool and I think, every salon should have it. Hence, every single aspect has been looked into. The idea was to create a beautiful client experience and an equally enjoyable working environment for the team, as we spend almost 12 working hours in the salon everyday.

Zeroing down on an architect: For one, it is easy if you know an architect, who has done over 150 salons, however, what is important is how well he or she understands you and your ideas and has the ability to give life and form to your vision. So, a thorough consultation is of utmost importance to comprehend the initial idea, how it can be translated first onto paper



and later in brick and mortar and what all is involved in achieving that final look. I was very involved with the design as well as execution. Fortunately for me, Mehul D Mehta, my partner, is from the construction background. Therefore, he has his own repertoire of experience and people he knows in the trade. So sourcing and figuring of materials, grades, fittings, were a cake walk and I could trust him completely with it.

Inspiration from international salons: We are always looking for inspiration, be it from outside or within.



► ENVI SALONS MUMBAI



Renu Kant,
Owner of Envi Salons that dot the landscape of Mumbai, Navi Mumbai, Pune, Hyderabad and Surat are present in malls and on high streets. On the critical aspect of salon design, she feels that the practicality of working with the challenge of providing the best in class luxury ambience to our customers

Statistics: Envi Salons are spread across 1000 to 2500 square feet and have eight hair stations, a spa room with a shower facility and a bridal room; in some cities, they also have a bridal lounge.

Small space versus large: As we are from Mumbai, we have always had limited space and it has always been vertical and never horizontal. As real estate is very pricey, in all our salons we have made optimum and wise use of space. We have designed our salons in a way where there is enough free space for the staff to easily move around and the client also does not feel that the space is congested. We have a uniform concept that is reflected in all our salons.

Main criteria when setting up a salon: Population density of the area, competition in the area, accessibility to our store, visibility of our store and in case of a mall, the brand mix of stores.

Research done: When we are planning to setup a new salon, we let our architect know of our requirements. At his end, he then extensively does research on the new

and upcoming global design trends. This is to ensure that our outlets have the look and feel of an international salon and donot in anyway resemble an existing Indian salon. In case, we have collectively come up with a particular concept, it is communicated to the architect, who incorporates it into his design. Clarity of thought and requirement is very important at every stage.

Zeroing down on an architect: We have an in-house architect, who has sound knowledge about the industry. We are very proud of all our salons and at my end, I ensure that ensure that every aspect of all the salons is approved by me. I am involved in everything – right from the basic design layout to the finishing and selection of furniture and fixtures.

Inspiration from international salons: Our tag line is 'Distinctly You' and not only does it apply to our emphasis on the quality of service, but also to the unique design trends that we incorporate into our high quality ambience. We strive to ensure that our salons are as per international standards.



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► **MYRAH SPA** MUMBAI



Nisha Jhaveri,
Owner, Myrah Spa

Says Nisha Jhaveri, Owner, Myrah Spa, "The choices are endless when it comes to creating a beautiful spa design, but in the final analysis, it is important to remember that the most spacious or lavishly decorated spa is not always the most successful. It is not necessarily the number of treatment rooms that exist, but how well they are used that will make your spa a success. You can have the most beautiful interior design with expensive furnishings, but if it does not flow well, is not managed properly, lacks attention to detail or employs staff that does not provide quality customer service, you have nothing more than an expensive showpiece. A good design is one that incorporates the spa's philosophy, addresses its business goals and immediately puts guests at ease. It is also one that never loses sight of the main reasons that people visit spas and that is to relax and rejuvenate."

Statistics: Myrah Spa is spread across 1000 square feet. Usually the space required for a spa is anywhere between 1000 and 2000 square feet.

Small space versus large: Both small and large spaces have their own challenges. But when it comes to a small space, the major challenge is to make it look larger and to accommodate a lot of utilities, such as a lounge chair or a massage table with keeping it airy and lively. The spa environment has to be completely relaxing and though smaller places have that warmth to offer, they need to be designed efficiently.

Main criteria when setting up a spa: Choosing the right location is one of the most important elements that will lead you towards success. Of course, ultimately the ability to provide excellent services and have high

customer satisfaction is important. The correct location will expose the business to new customers. Also need to pay attention to commercial or residential zoning restrictions.

Research done: Before looking for space, one needs to keep in mind that there should be ample electric power and a generous supply of water, so an overhead tank should be in place. The structural capacity of the building, the number of rooms, weight and height is key. There should be a reception, lounge, pantry, office and a staff room. Automation needs to be in place like a telephone, computer and a sound system for day-to-day operations. Lighting sets the mood of the spa and has a direct effect on the employee performance. It is also instrumental in creating a profitable retail sales area.

Zeroing down on an architect: The architecture, design and building of the spa require a significant outlay of capital and is a critical component of the budget and business plan. Before signing a contract, you should have an in-depth proposal that outlines the entire scope of the project. This includes an itemised accounting of all of the deliverables, along with the responsible parties one of them being the architect or interior designer.

Inspiration from international salons: We need to be inspired by advanced lighting, harmonious colour schemes and the skilful blending of quality materials combined with the latest knowledge of sound and aromatherapy, an understanding of perfect functional work flows to create an emotionally appealing multi-sensory experience of comfort and wellbeing for our guests.



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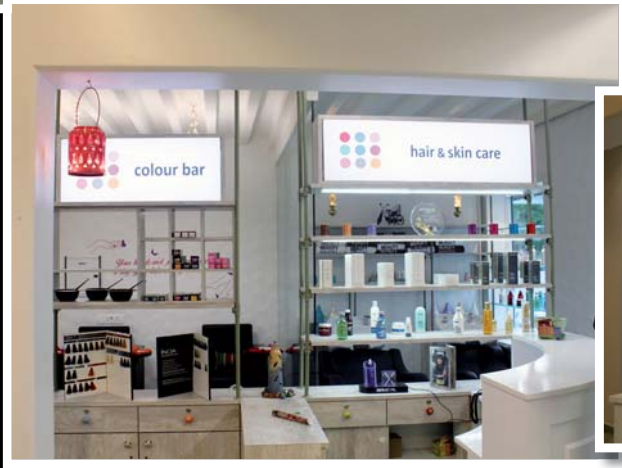
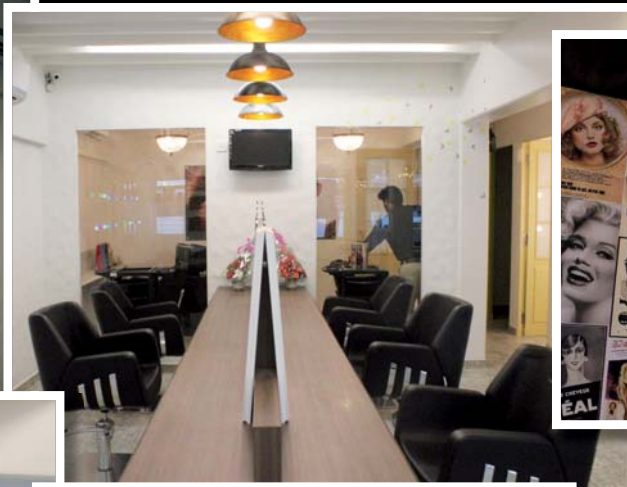
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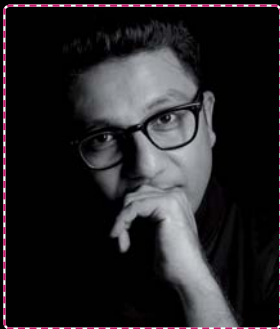
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EXPERT SPEAK



Viki Thakkar,
Architect,
Viki Thakkar
Interior Design,
Luxury Homes,
Salons

Viki Thakkar is no ordinary architect and interior designer. He has an innate ability to think out of the box and offer creative ideas. While he has earned a professional degree in Architecture from Pillai's College of Architecture, his mind and creativity is not bound by the shackles of theory and traditional designing. He designed his first salon in 1998 and since then, has been breaking rules to emerge as a champion. In his own words, he says, "I love to break all the set rules at my workplace. Keeping my senses exposed to any form of opportunity is what keeps me on my toes. Mind you, there is never a dull moment! Working towards creating a blissful utopia for my clients, one that makes them proud owners, is what sets each of my projects apart from the other."

Clients demand: To offer an experience to their clients. They are looking at 800 to 1200 square feet in Mumbai and 1500 to 3500 in other cities, depending on the company and their target audience.

Advice on essentials like lighting, noise and more: There has to be a balance between white and yellow. Space allocation is subjective and varies from salon to salon; noisy areas are usually lie ahead and the silent zone is at the rear end. High traffic zones, such as the staircase and the entrance lounge, need to have a matt and tough stain-free floor. Seating for staff should be in a staff room with provisions for microwave and refrigerator with music playing or notice boards for updates on the salon happenings and encouraging quotes.

Challenges faced: Time is critical, therefore, we have to watch out for fit-out timelines, theme finalisation and brand identity considerations. There are space constraints in metros, so privacy and silence in the spa area in an area of 700 to 1000 square feet becomes challenging, as does working beyond 9 pm in residential zones. We overcome noise by using sound insulations.

Concerns of space: Small salons require all the amenities that are available in large salons and the more space per space formula works. Larger salons should not look too under-utilised and should be well planned and laid out.

High street salon versus salon in mall: While the importance of brand identity remains the same, high streets have elaborate signages, whereas in a mall, it is controlled by mall regulations. Wash rooms are mostly outside of the salon, whereas on a high street, it is within the premises. As space is expensive in a mall, a pantry is not possible, so a central mess is used for the staff. The waiting zone in a mall can be cut, as clients usually come to shop in a mall.

Project planning: We do the site survey and create mood boards. Ideation and sketching, planning and a bill of quantity is drawn up. Technical drawings are made, execution is carried through with the client's approval and then finally, we do the hand over in 60 to 90 days, ideation time and planning of three weeks is extra.

A-list clients: Enrich Salons & Academy, BBLUNT, BBLUNT Mini, Sukho Thai, Walter Dorairaj's Our Own Salon, Vipul Chudasama Education and Studio, Tangerine, Lookwell and various standalone salon brands in Mumbai, Jaipur, Pune, Hyderabad, Bangalore, Vizag, Rajkot, Baroda and Chandigarh.

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► **MAGNIFIQUE SALON DELHI**



Dipali Mathur Dayal,
Co-Founder at
Magnifique Salon

Says Dipali Mathur Dayal, Co-Founder at Magnifique, “The most critical aspect of salon design is the element of privacy, practicality of design and lighting of the place.”

Statistics: Spread across 4000 square feet area between two floors, there are 15 hair stations, private make-up rooms and a bridal area.

Small space versus large: The floor plan can make any space efficient and the right choice of furniture can work wonders.

Main criteria when setting up a salon: Based on the target group, the location has to be strategic and is probably the most important aspect; secondly, the floor plan should ensure the most judicious utilisation of space.

Research done: We did extensive research over years of travel to create Magnifique. We are inspired by the concept of luxury and proud to see that today Indians understand, appreciate and can afford luxury. There are a plethora of Indian brands making a mark globally and we intend to do just that.

Zeroing down on an architect: The architect needs to have the right body of work and background, as we have realised. It is necessary to have salon and spa experience. Their work and ideas should match our aesthetic sense and since we are primarily into luxury, it is imperative that the architect, too, understands the nuances of creating a luxurious experience. As founders of this enterprise, we had to translate our vision into creating this space and so we were completely involved at every step of designing and building it.





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► **RIYA VASHIST** DELHI



Says Riya Vashist, Owner of Riya Vashist Salon & Academy, "The most critical aspect of salon design is space planning and within the space constraints, how unique can it be."

Statistics: 1600 square feet, there are six hair stations and 170 square feet of space for three bridal seats.

Main criteria when setting up a salon: Ambience, products and services offered.

Research done: I look at two to three design layouts and analyse the best space planning as per the look, working space and the theme of the interiors.

Riya Vashist,
Owner of Riya Vashist
Salon & Academy

Zeroing down on an architect: We have a permanent tie up with Arch Creative Interiors.





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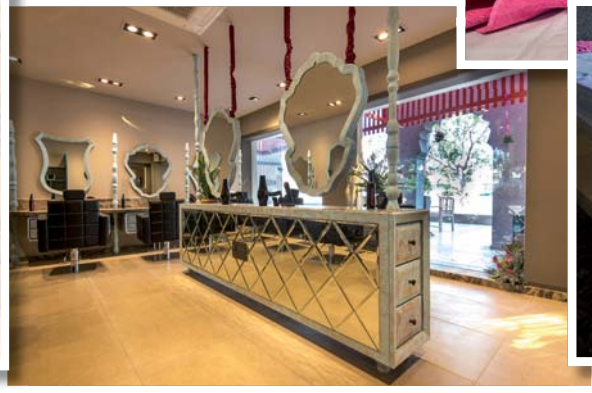



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EXPERT SPEAK



Shantanu Garg,
Architect and
Interior Designer,
Shantanu Garg Design

Shantanu Garg believes in focusing on a balanced conflict; a deep interaction of multiple concepts in harmony.

Client demand: Salons and spas need to be hospitable, yet be an experience for design adherents and the onlookers. They have evolved into becoming a recreation and rejuvenation space. There is a massive demand for 'unique' when it comes to design. Every client is looking for features that will make their space stand out from the clutter. Salons and spas can be compact as well as grand, but the one constant that remains is the importance of having a landscape feature and interior space that is well lit naturally and be outdoor interactive.

Advice on essentials like lighting, noise and more: Different areas require appropriate lighting. A reception is more inviting when the lighting is slightly warm. Activity zones should ideally have scope for bright or natural lighting, instead of being completely concealed. Dim illumination for spa areas lend to the leisurely ambience. Space allocation must be planned to achieve a circuit, especially when a customer transitions from one space to the other. For instance, the reception, shampoo and cutting sections must be in a circuit for smooth functioning of the related salon activities. Screening the spa from heavy movement spaces is important. Rather zone it out to another level or block it. The same is applicable to bridal make-up areas. High traffic zones like the cutting section has to be planned ergonomically with proper placement of utilities and consideration for parking and supporting staff. Furniture design should be innovative, yet must accommodate various accessories and appliances used to de-clutter the whole space. Materials for flooring, walls and ceiling have to be clean and simple with statement features. Graphics, art or prints can be incorporated to add drama; mirrors can be strategically placed to light up the space. The staff must have a refuge where they can have lunch and sit when between appointments.

Challenges faced: Some of the challenges are space optimisation and disintegrating the busyness of the salon from the tranquillity of spa. To design it ergonomically is another task and at the same time achieving a balance is important. By adding a layer or zones, it is possible to screen the spa from the salon, if possible disintegrating these spaces from landscape pockets would be a great idea. Proper study of ergonomics and spatial activity helps us in laying the furniture appropriately to combat accidents and encourage better performance. Furniture design is pre-empted to be functional, so style could be added by using a pop of colour, texture and more.

Concerns of space: In a salon there is a lot of activity, so the design has to be minimalistic, yet arresting. Using less material is advisable. Even utilities and accessories must be in sync with the décor to make it look organised and clean visually. Huge space salons need to be properly layered or else it gets really disproportionate visually. Noise levels have to be taken care of too.

High street salon versus salon in mall: Salons in malls are quite interior-oriented, whereas outdoor interaction is possible in standalone salons and spas. Malls have compact space management where even segregation of space is limited, whereas there is a freedom of planning in standalone spaces.

Project planning: All our projects are planned on varied and idiosyncratic concepts where there is uniformity of material in terms of architectural space and performance is achieved in form of furniture, décor, art, fabrics and colour. Architecturally, we ensure there is a single soul to the structure. We incorporate elaborate concepts on modern, contemporary and transitional patterns of design. Execution depends on the project and its scope. A residence usually takes a year to two years, whereas a retail space can be achieved in six months.

A-list clients: Style n Scissors Unisex Salon in Jaipur and residential projects across the country.



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Mary Alamine

GOZEN Collection



About the stylist: Mary Alamine is the creative whiz kid behind the Royals brand. Her career has seen her work on numerous events, fashion shows, shoots, television shows and more, and she continues to push creative boundaries and inspire the team and simultaneously plays the role of Royals Director of Education. Alamine is also a national educator for Hollywood Hair Extensions and a Kevin Murphy Platinum Key, Hair Director and educator. In 2014 and 2015, she was a Finalist in Australian Hair Fashion Awards for NSW Hairdresser Of The Year before winning the award for AHFA (Australian Hair Fashion Awards) 2016 NSW/ACT Hairdresser Of The Year and then later, she was also the Winner of the 2016 Hair Expo NSW/ACT Hairdresser Of The Year. Alamine was also a Finalist for 2016 Hair Expo Men's Hairdresser Of The Year and 2016 AIPP Awards in the Best Men's category. In 2016 she won the AHIA Hot Shots Female Rising Star Award.

About the collection: Tomoe Gozen was a female Samurai warrior in the 12th Century. She displayed courage and strength unlike any other female warrior. After reading the novel *The Disfavoured Hero* by Jessica Amanda Salmonson based on her life, Alamine was fascinated by her and wanted to create a collection inspired by her warrior strength and courage. The haircuts and styles created are her interpretation of a modern-day Samurai warrior. The haircuts possess strong shapes and sharp lines reflecting a toughness and masculinity feel. She wanted to recreate the box bob with a futuristic feel for one of the looks.

Texture in the hair was created to add contrast and diversity focusing on current and future trends. She drew inspiration from the 'Samurai Bun', very popular for male and female warriors recreating that for two of looks with a modern and commercial twist. Movement in the hair was to capture a feeling as though it was wind blown while the samurai rode into battle.

Styling: The styling brief for this shoot was high fashion but infusing the looks with a samurai warrior feel. Much thought went into sourcing the right pieces that conveyed toughness and worked well with the make-up and hair. She also wanted an avant-garde element to the styling choosing pieces that were three-dimensional and were hard fabrics, giving it a high fashion twist. Most pieces chosen were black as it is such a dominant colour and it really added to the toughness, masculinity and mood demonstrated in the images.

Make-up: Within the tales of Tomoe Gozen, it was understood that she was very beautiful and had perfect porcelain skin. The make-up was made to look effortless; the girls had perfect porcelain skin, pale with the super defined brows adding intensity and drama to the look, yet working with the overall Samurai mood. Contouring was used to create masculinity and strength in the model's features, while keeping them effortlessly beautiful. 📌

Credits:

Photographer:

Daniel Knott

MUA:

Mikele Simone & Karina Marchetta

Stylist:

Jana Bartolo

Hair:

Mary Alamine









Hair Rebonding or Hair Smoothing?

by **Shahnaz Husain**

Techniques and trends keep changing, especially in hair styling. From permanent waves to relaxing, rebonding and smoothing, one needs to keep up with the information regarding these trends. It is true that one should know about the treatment one is going in for and the effects it has on the hair. The important factor to keep in mind is that such procedures should be done only by an expert hair stylist.

Some time back, 'relaxing' was the in thing, however, the method that has become more popular is the Japanese thermal straightening method, also known as 'rebonding'. The other reason for its popularity is that it is said to make the hair look healthier and smoother and claims to add more body. The procedure should be done by an expert hair stylist.

Repeated hair straightening can damage the hair, due to the chemical lotions and heat applications. That is why after-care is extremely important for straightened hair. Therefore, it is critical to use mild shampoos and extra-rich conditioners. The use of hair serums helps to give shine and added protection, too. Once a week, give your hair a hot oil therapy. Use a wide toothed comb to disentangle

your hair. If split ends start developing, be sure to cut them off. Give the hair regular conditioning, especially at the ends. If the hair has become damaged due to repeated straightening, allow the hair to recover, giving it deep conditioning and hair spa treatments all the time.

Smoothing is said to be a better option than straightening. However, for extremely curly hair, straightening would be better. Hair smoothing therapy makes use of keratin, smoothing out curls, waves or frizz.

At salons, smoothing creams and masks are used to make the hair more manageable. They also help to moisturise the hair and add lustre, making the hair look straighter and thicker. A hair smoothing procedure in the salon may start with washing, conditioning and blow drying the hair. Smoothing cream is applied and left on for 20 to 30 minutes. After it is washed off, a ceramic hair iron may be used to straighten the hair. Then another cream is applied to make the effect last. Finally, the hair is again washed and blow dried. Needless to say, repeated treatments can make the hair dry and brittle. So, one should avoid more than two or three treatments a year. ☺



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

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Hair Extensions Intrinsic to Hair Styling

by **Bharti Taneja**

Variety and versatility is a necessity in today's world of fashion and styling and that is what clients are looking for. Be it for boosting the volume, adding length or colour, hair extensions have lately become popular and therefore, are in great demand. They are integrations which can be clipped, sewed or pasted to natural hair in order to give length, volume or colour to the hair, which are otherwise thin, short or dull. Made up of synthetic or human hair, they can be used depending upon one's personal choice and the amount one is willing to spend.

The durability of these extensions depend upon how you care for them after removing them. Therefore, temporary extensions last for as long as you wish them to. Permanent Extensions can stay up to two years depending upon their handling and maintenance. However, as the extensions becomes loose and displaced after some time due to the natural hair growth, monthly visits to a salon would be required for re-attachment to make them new again.

Types of extensions

There are two types of extensions - temporary and permanent. As the name suggests, these extensions are temporary and hence, are temporarily clipped onto your hair and removed thereafter. People opt for coloured ones, if they going for temporary hair extensions. On the other hand, permanent extensions are sewed, glued or beaded onto the hair for a longer duration. The only difference between the two remains that while the human hair extensions can survive almost any hair treatment and hence, last longer depending upon their care, the synthetic ones may wear off sooner.

It must be done according to the direction of the hair growth of the client. So, if a client has a specific hair parting or keeps her hair in a pouf, the extension will also be clipped in the direction of natural hair growth. This ensures that your hair tangles less and exhibits a natural effect. Permanent extensions can be coloured in case your natural hair is also coloured. As far as temporary ones are concerned, they are available in bright shades and can be swapped according to your choice, even on a daily basis.

Care and maintenance

It is recommended that you treat your extensions as you would care for your natural hair. Therefore, shampoo them at regular intervals to get rid of grime, make sure to give it extra conditioning, as the extensions do not get any nourishment from the roots. So, use a lot of conditioner after every wash. Also, remember to go for an oil massage at least once a week to keep your natural hair healthy. In the case of coloured extensions, the application of a masque is important to maintain the colour. The masque acts as a heavier and richer conditioner.

Side effects

It is a foolproof and safe procedure to increase the volume or length of the hair without any surgical procedure or side effects.

Cost factor

Permanent extensions cost anywhere between ₹10,000 and ₹65,000; temporary extensions start from ₹200.

Step by step of weaving permanent hair extensions

Step1: Wash hair with a mild shampoo and let it air-dry.

Step2: Weave your entire hair into a braid.

Step3: Now attach the artificial hair extensions using bead, weave or clutch.

Step4: Now open the remaining hair and check for style and length.

Step5: Cut the extra length of the hair, if required 📌



Bharti Taneja is a veteran Beauty Expert, Renowned Cosmetologist-Aesthetician and Founder-Director of Bharti Taneja's ALPS Beauty Group. Views expressed are personal.



Beauty

Donald Simrock

The Midas Touch



Donald Simrock, the Official Make-up Expert for Lakmé Fashion Week Winter/Festive 2016, is at the forefront of the beauty industry for creating path-breaking looks that have translated into major make-up trends. With an elite client list including Madonna, Britney Spears, Eva Mendez, to name a few, Simrock shares his experience of working in India with *Salon India*

What inspired you to become a make-up artist and how did you get started?

I began working with make-up in the unconventional settings of nightclubs and discotheques across Europe and New York City. I had no formal training, which allowed me the opportunity to try things that would normally be considered 'taboo' or 'against the rules' of traditional beauty. I later apprenticed with Pat Macgrath before entering into the market on my own. It was under Pat's guidance that I understood the mechanics of the industry and how to handle the workload. You cannot put a price on that type of experience. I never really took any courses in make-up. I learned through personal experience and my apprenticeship with Pat.

What was your first big break?

Upon my arrival in Los Angeles, I was asked to work with Madonna. I would say that was my first big break in the music business!

What are the products you swear by?

I have fallen in love with Lakmé Absolute's newest illuminating foundation. Its silky finish is unmatched by any other! Other true blue staples include Temptu's Airpods for airbrush, Embryolisse moisturiser, MAC Taupe blusher and Lakmé's Eyeconic Liner in black.

What are the challenges this profession entails? How did you overcome them?

The field of make-up artistry continues to be saturated. You have to be in a constant state of reinvention to stay fresh. That is challenging. The best way to handle these challenges is to embrace change.

How do you connect with your clients?

I find it important to show a new client that you are interested in finding solutions. Asking questions like 'are you allergic to any particular brand?', 'do you wear contact lenses?' or 'what is your skin care regimen?', helps. Discussing favourite textures, colours and styles comes next. Then you can dive in with confidence!

Please tell us about your experience of working with Bollywood and Fashion.

I have recently had the pleasure of working with Shraddha Kapoor for a magazine cover shoot. She holds court with her presence and is a true triple threat in her field. I hope my future Bollywood experiences are the same.

How have you evolved as an artist?

What has always set me apart is the way I avoid rules! I intend to continue bringing a fresh perspective to the market through this approach and learn along the way!

Which are the new international trends you want to introduce in India through Lakmé Fashion Week Winter/Festive 2016?

The focus throughout Lakmé Fashion Week Winter/Festive 2016 will be 'Illuminate', as it is one of the hottest make-up trends today. Lakmé has launched an entire collection of exciting products to keep up with the season's trends! A fresh approach to for this season are Hollywood Siren Chic, Modern Gothic, Pop Art, Pop Star and Rich Liner.


Please tell us about your client list.

My few leading clients include Lady Gaga, Madonna, Britney Spears, Eva Mendez, Nicole Richie, Mischa Barton, Solange Knowles, Paris Hilton and Audrina Patridge.

What are your future plans?

For now, I am focusing on making the most I can of my time here. Let us see where it takes me!

What are your views on the make-up industry in India?

The biggest difference between Bollywood and the rest of the world is the amount of respect and attention that is given to the culture and the history here when it comes to make-up. I find that honorable. At the same time, I appreciate those who are willing to take risks and think outside of the box to expand themselves in the world of beauty. It is the best of both worlds now and the industry is growing as a result! 

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Co-founder of YBP Cosmetics, Payal Thaker has recently set her footprints in the beauty industry. The brand's entry with the Makeup Perfector Sponge is already a hit with celebrities, such as Sonam Kapoor, Pernia Qureshi, make-up veteran, Namrata Soni, to name a few. Thaker speaks with *Salon India* about the brand, future plans and more

YBP Cosmetics Joining the Beauty Bandwagon

What is your professional background?

I am a well-travelled and experienced beauty geek. Over the years, I have collected plenty of golden nuggets of knowledge about skin care and make-up. Born in Ahmedabad, lived in Dubai, now in the US, I have been passionate about the beauty world since my early days. In the past, I have worked as a model in Dubai and went on winning the title of The Most Photogenic Face of Dubai Trendsetters. I also walked the ramp for Dubai Fashion Week and that is how I gained knowledge on beauty.

What is your current role and responsibility?

I am the Founder-Director at Thaker Cosmetic Private Limited and I also have a blog named yourbeautypal.com.

What inspired you to get involved in the beauty business?

I have had a strong desire to spread awareness about beauty and style in India and that is the main motivation behind starting the brand. It is the first Indian company to manufacture the Makeup Perfector Sponge, as we do not want India to trail behind the rest of the world. Our aim is to make high quality user-friendly beauty products that are widely and easily available to Indians.

What are the marketing strategies?

We are currently relying on word of mouth. One has to use the product to understand the difference against the variants available in the market. We have received a great response so far. Everybody from a celebrity to college-going girl has loved it.

How many SKUs do you have?

We have just forayed into the beauty industry with

the Makeup Perfector Sponge, which is available in two variants, Nude and Lust. We are working towards introducing more products.

Please tell us about the USPs of the Makeup Perfector Sponge.

The Makeup Perfector Sponge is made of high quality material that is latex-free, hypoallergenic, soft and meant for sensitive skin. It comes with a uniquely designed container that is user-friendly and multi-functional.

How is it priced and where all is it available?

The product is priced at ₹999 and onwards and is available on our own website and other portals like Nykaa and Amazon. You can also find it in select salons in Ahmedabad.

What are your views on our beauty industry?

The consumers in India have come a long way and the beauty industry is growing at quite a pace. Consumers are now aware of their needs and are adding products to their beauty kits. Earlier where a lipstick and kohl was enough, today they want to compliment it with an eyeliner and concealer.

What are your plans for the brand?

We will definitely expand our portfolio, but as we are a startup with extremely well-researched and quality products, it will take some time. You will see some development next year.

What is the future of beauty industry in India?

It is bright! One major developments is that men have become serious about grooming. Hence, there will be marked increase in the revenue in the coming years. **(SB)**



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Brand Alert

International Beauty Design Leads the Way

A brand trusted by top nail professionals, International Beauty Design or IBD, as it is popularly known, has dominated the market with its innovative range of products

For over four decades, IBD, also known as International Beauty Design, has been a leader in the Nail Care industry, dominating the market with world-class technology and unmatched innovation. As a trusted go-to for top nail professionals worldwide, IBD has developed iconic formulas, such as our Hard Gel segment, which is a top seller and must-have amongst the best nail technicians in the industry.

USP

IBD's self levelling formulas ensure complete control and are free of acid free, do not overheat while curing and are available in over 50 shades. The Just Gel Polish System puts it all at your fingertips with easy and simple steps while performing a manicure and pedicure. It includes a bonder, an exclusive base coat, top coat and long-lasting gel colour with a choice of over 50 'just right shades.

Product range

With a product catalogue spans from Acrylic to Gel, IBD has revolutionised the nail spa experience by offering the best gel polish, professional lacquer, hard gels and builder gels in the professional nail industry. IBD has set the standard for salon innovation and excellence in professional gel systems. From bonders and builders to sculpting and extremes, IBD offers an assortment of gels and gel products to meet your client's needs in terms of length, tips and colour.

Just perfect for chip-free, high-gloss colour, treat your customers to the Just Gel Polish. Its strong 100 per cent pure gel formula feels like a classic true gel. Apply it like polish and be rewarded with a richer and more even colour. Time is on your side as this versatile gel polish cures quickly under either LED or UV light. It also protects the natural nails with stronger, long-lasting wear. Gel removal is a cinch, too. Remove Just Gel Polish easily in 10 minutes without any fuss. From bonders and builders to sculpting and extremes, IBD offers an assortment of gels and gel products. Whether natural or coloured, IBD gels always keep their lustrous shine and incredibly glossy appearance.

IBD Nail Extension products are now available at Esskay Beauty Resources Pvt Ltd. For further information, email sales@esskaybeauty.com and visit www.esskaybeauty.in.

QUICK FACTS

- ▶ IBD was founded in 1970 and has grown to be a brand recognised by professionals in over 70 countries.
- ▶ IBD is the inventor of the first nail tip, the first nail glue in the US and is the leading manufacturer of adhesives and UV light activated products in the world.
- ▶ IBD introduced UV light activated gel products in 1993.
- ▶ IBD's 5 Second Nail Glue is the number one selling nail glue in the world.
- ▶ IBD is supported by a team of over 200 educators throughout the world.
- ▶ IBD introduced their first range of acrylics to the professional market in 2004.



Winners Of Hershe's Face Of The Monsoon Collection 2016



Zeel Rana



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Price: On request



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Price: ₹266



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Price: ₹225



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Price: ₹2,650



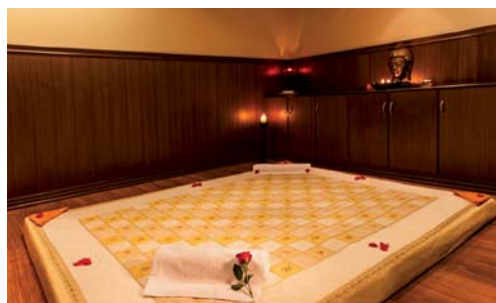
*Spa
Focus*



Seventh Heaven Spa, Bangalore Luxury Meets Serenity

Seventh Heaven Spa at Clarks Exotica Resort & Spa, Bangalore, is an urban oasis of wellness, rooted in tradition. The spa set in the luxuriously serene ambience helps one escape the city's hustle bustle to rejuvenate the mind, body and soul

by **Shivpriya Bajpai**



Size of the spa: 11,280 square feet.

Time taken to construct the spa: One year.

Owner of the spa: Ronald Colaco, Owner of Clarks Exotica Resort & Spa.

About the spa: Clarks Exotica Resort & Spa, an oasis amidst the chaos of the city is an abode of serenity. The resort is surrounded by lush green nature to awaken your senses. Tranquility reigns in Seventh Heaven, the secluded spa set away from the main hotel building. It serves as a temple of healing and rejuvenates your mind, body and soul. Well equipped with 14 luxurious treatment rooms offering an array of signature massages, skin care and hair treatments, Seventh Heaven is the destination to indulge yourself while one leaves behind the stress of the mundane. The interior of the spa exudes a sense of relaxation at the very first sight. On top of that, the trained and certified therapists ensure that you take a tour of divine recreation. The emphasis on healing is evident in the sights, sounds and smells that greet you right from the grand reception. The treatments date back to thousands of years, but the spa itself is state-of-the-art with the experience of the professional masseurs.

About the services: The concept of healthy living is the soul of the spa, which results in a well-curated menu of massages and spa treatments that are focused on bringing a positive change to your life. Aimed at offering a holistic experience to the guests, the menu of services focuses on personalised wellbeing therapies that vary from Classical Swedish Massage to the signature Seventh Heaven Balinese Magic. The extensive menu also consists of Thai massages, Chinese Reflexology, special honeymoon couple massages, Ayurvedic Rituals,

skin care treatments, hydro indulgence and many more face and hair treatments.

Popular treatments: The signature treatments include traditional Balinese Village Massage that uses aromatic oils with a combination of accupressure and skin rolling movements that greatly help to improve the blood circulation and hence, relax and restore balance in the body. Another popular therapy is the Seventh Heaven Aromatic Delight. This healing therapy combines the nurturing art of human touch with the pre-blended essential oils to transmit the pressure, force or energy to create highly therapeutic effect on your body.

Architect: Rajesh Mahan of Mahan Architects.

Contact details: Clarks Exotica Resort & Spa, Swiss Town, Devanahalli Road, Bangalore-562110; +91 9880003990, 08071777000

Email: spamgr.blr@clarksexotica.com/www.clarksexotica.com

Website: www.clarksexotica.com

“The spa lets you to indulge in sheer luxury with the wide array of massages and therapies offered, which are curated keeping in mind the importance of wellness in our lives. I believe, wellness starts from you and the choices you make. High quality personalised service is backed with rich interiors to soak your senses.”

– Lily Bernard Serrao,
Spa Manager-Operations, Seventh Heaven Spa,
Clarks Exotica Resort & Spa, Bangalore

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Alpesh Sharma Spa services are a Necessity

Alpesh Sharma, Olive Spa located at the Manu Maharani Resort in Nainital, shares his take on the wellness industry of India

by **Aarti Kapur Singh**



Please tell us about your professional background.

With over a decade of experience in the Wellness industry, I am a seasoned professional with extensive experience in the core areas of Strategy Planning, Spa Operations, Renovation Management, Training and Development, Team Management, Financial Management and Marketing and Guest Relationship Management.

What are your views on the growing wellness industry in India?

The wellness industry in India has evolved rapidly from its nascent unstructured beginning in the early 1990s to become a comprehensive ecosystem today. It has therefore, attracted a large number of domestic entrants and international players. There is strong demand in tier II and III cities with growing awareness for health and fitness among consumers. Our growth is being driven by expanding presence in these under-explored markets that have a strong demand. Rising consumer spend, increased availability of funding and expansion into tier II and III cities have been the growth drivers. As per the latest statistics, the Indian wellness industry is estimated to grow at a CAGR of 15 to 17 per cent to touch ₹1 trillion in the next three years.



What are the preferences of visitors that come to your spa?

Most of the visitors love indulging in the European range of massages and body scrubs and wraps. The Himalayan Wrap is very popular. Many of our female clients ask for our gold facial. Most of our therapies are also very seasonal. Recently, Olive Spa offered therapies like foot reflexology, De-stress and Relaxation Massage therapies to all the participants of Namah Nainital Monsoon Marathon.

Does the location of your spa give you an advantage as it is situated in the hills?

Being a pioneer in the city, our resort's competitive edge is a combination of our unique services, outstanding location and the quick connect we have with the well-to-do citizens of the region. By providing our customers holistic and integrative spa and salon, we have built relationships of trust and satisfaction. Our customers have come to depend on our unique services and fulfilling environment.

What is the one aspect of your spa that you are proud of?

Olive Spa is our endeavour to create the perfect spa experience with exquisite fragrances, soothing music, soft lighting, tastefully done spa suites and relaxation areas to provide the guests with a relaxing ambience. The moment you enter our sanctuary, you will feel a wave of calm wash over you, as you are welcomed and guided towards your journey of rejuvenation by our expert therapist. With a team of experienced professionals and our specialised guidance and knowledge, we make the difference between 'just another spa' and 'the spa'. We have created a safe, nurturing space for you to enjoy a relaxing massage, an in-depth facial or a hand and foot treatment.

What are the USPs of your spa? What kind of therapies do you offer?

Olive Spa, managed by R3 Naturals, is a place where you can leave behind the stress and monotony of your daily life and experience tranquility, harmony and inner peace. Our therapies go beyond simple massages into a whole new world of indulgent spa experiences. With a state of art ambience and skilled therapists, the spa promises to address every relaxation and beauty-related need right from the exotic European Massages, Ayurvedic Massages or Oriental therapies to facials to pampering body scrubs, wraps and pedicures in a truly luxurious manner. We consider our guests to be our partners. It is our privilege to be able to serve our guests to the best of our abilities with the most comprehensive service at all times.

What are the main challenges that you face?

As a professional spa operator, the key challenges we face include price sensitivity of the Indian customer, which is further affected by the limited knowledge of wellness. Prices for spa services are typically high and thus, limit accessibility or affordability for many would-be consumers, as well as discourage trial by new customers. The other major challenge remains the shortage of skilled manpower in the industry.

What are the future plans for the spa?

Today, there is growing understanding and appreciation of spas in the domestic sector as well as the international arena. We aim to vanguard this wave and provide customers with products and services that are the industry benchmark for excellence. As we move towards our goal of becoming a leader in wellness, we strive towards making our spa more accessible to the common Indian household and henceforth, making spas services more of a necessity, than a luxury. 📍

Spa Solace Lucrative Offers

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



Photo: Shutterstock

Hot Bamboo Massage, Meghavi Spa, Salon and O Café, Hyderabad

This massage is effective in relieving joint pains, rectifying sleep issues, improving blood circulation and releasing coiled up muscles. Heated bamboo sticks are used to knead and release stress from the body. Get rejuvenated and heal your soul with this unique massage therapy.

Duration: 60 minutes

Price: ₹2,500 + taxes

Serenity Ritual, Spa at The Shangri-La, Eros Hotel, Delhi

This therapy mixes three holistic treatments into a total pampering experience. You will be treated with a Biodroga nourishing milk-and-honey wrap, a soothing aroma massage combined with foot reflexology and a Biodroga oxygenating facial to guarantee that you are fully relaxed from head to toe. It is the perfect spa therapy to rejuvenate your tired soul and bask in sheer luxury.

Duration: 210 minutes

Price: ₹12,000 + taxes

Lemon Grass and Green Tea Scrub, The Palms Spa, Mumbai

Packed with naturally exfoliating enzymes, the Lemon Grass and Green Tea scrub removes dead skin cells to leave the skin silky smooth. The rich shea butter and olive oil base leaves the skin intensely moisturised. This scrub with its exfoliating properties, imparts natural glow to the skin while leaving it soft and supple.

Duration: 45 minutes

Price: ₹2,500 + taxes

The Bacial, SPA.ce the Spa, Bangalore

Look your best with the Bacial. It is the combination of a cleansing exfoliation with steam and back massage that leaves your back perfectly groomed and clear of blackheads, oil deposits and whiteheads. After the cleansing process, a thick rehydrating butter moisturising wrap is applied to soothe stress away. The Bacial is the perfect treatment before a major event or a trip to the beach.

Duration: 30 minutes

Price: ₹1,200 + taxes

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Taaha Shah Groomed to Perfection

Taaha Shah, the debonair actor, who debuted in *Luv Ka The End*, started his career as a model at 16. He was loved by the audience in *Gippy* and *Baar Baar Dekho* and is moving steadily up the cinematic ladder. Passionate about paragliding and scuba diving, the young man shares his grooming and fitness secrets with *Salon India*

by **Ajuli Tulsyan**

“Grooming secrets”

Go Ayurvedic and try avoiding chemicals unless necessary. I massage my head for five minutes to increase blood flow and at times do a head stand to give my hair better bounce and quality. I strictly advise to not use too many products on your hair and if you do, wash it off before sleeping. Also avoid wetting your hair before stepping outdoors. Make sure to apply oil for regeneration.

“In my travel kit”

I need to carry a mix of Ayurvedic powder which has Shikakai and Amla to use as hair and scalp cleanser. Besides this, I cannot stay without my hair dryer; air force from an AC is an alternate. Lastly for protection and shine, I keep Moroccan oil with me.

“Beauty is inside out”

Unless you feel beautiful and amazing about yourself from within, your body, especially your face will not be able to fake it for long. One's mental state always reflects on one's face; as they say, the eyes don't lie!

“My hair stylist”

I am extremely particular about who styles my hair. Just like any art form, I believe hair styling is an art, too. There are two hair artists I have been lucky to find - Rohit and Dido. For me, their methods are fulfilling and satisfying. I make it a point to see one of them prior to any shoot or travel. In my profession experimenting is done when one gets a new film. So I try a new hair style every year, though not something that is too funky. I like it classy and keep it practical and adaptable.



“An outrageous hair colour that I had tried”

Even thinking about the time I tried colouring my hair is painful. I was going for a basic brown and was aiming for streaks. Unfortunately they messed up and my hair colour was orange! It was devastating. I took an oath to never ever colour my hair again. It has been eight-nine years since that debacle!

“Fitness regime”

It consists of a mix of body weight training, calisthenics, acrobatics, martial arts and dance. For me, stretching and warm-up is the key to successfully attaining my goals. When I mean training, it consists of training each and every muscle of the body and for that, I divide it into strength training and skill training. Strength would include, for example, making my wrists as strong as possible, but with caution so as to not over-stress the muscles when I am doing a back flip where the entire body weight rests on your wrists and forearms. Once your basic strengths are in order, getting skills in place, is easy. It is a step-by-step process. 📌

QUIZ TIME SCORE ON HAIR

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

1) is the world-renowned conceptual hair stylist with A-list clientele like, Demi Lovato, Rita Orta, Katy Perry, to name a few

- a) Ken Picton
- b) Jamie Stevens
- c) Trevor Sorbie
- d) Christopher Appleton



2) is considered to be the latest trend in hair colouring technique and is all about highlighting one's best feature.

- a) Strobing
- b) Balayage
- c) Ombre
- d) Streaking



3) The range by MATRIX helps to fight hair and scalp problems

- a) Bonacure
- b) Biolage Advanced
- c) Serioxyl
- d) Mythic Oil



4) is the newly opened salon at Sofitel, Mumbai.

- a) Affinity Salon
- b) JCB Salon
- c) Savio John Pereira's Salon
- d) BBLUNT Salon



5) Diarichesse by offers brilliant shine treatments for the hair.

- a) Kérastase
- b) L'Oréal Professionnel
- c) Schwarzkopf Professional
- d) Moroccanoil



COFFEE BREAK

Send in your responses to:

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QUIZ TIME:

Enter the matching letter

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

Name _____

Profession _____

Address _____

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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!!!



Sabyasachi Mukherjee **Beauty Business is Tough**

Be it real or reel life, every Indian woman yearns to be the 'Sabyasachi' bride. And it is all thanks to the intricate and opulent workmanship that define Sabyasachi Mukherjee's aesthetic designs that are steeped in tradition, yet have contemporary edge



Sabyasachi Mukherjee needs no introduction. The maestro was the finale designer of Lakmé Fashion Week Winter/Festive '16 edition, where he presented magnificent runway ensembles with Kareena Kapoor Khan, who was the showstopper. His stunning creations were an interpretation of Lakmé's beauty statement for the season – 'Illuminate'.

Here is what the showman has to say on his association with Lakmé, his ideal 'Sabya' bride and his plans for the beauty business.

What do you have to say on your association with Lakmé?

Working with Lakmé is always wonderful. It was my fifth finale with them, so I knew the mechanisms of the show. Secondly, it is similar to having a guardian looking after you – the team takes care of everything, so you feel that you have a partner in crime. They also give you the brief, so you don't have to go through the pressure of looking for inspiration. It comes from them and all you have to do is work around it, which makes your job so much easier.

What was the collection look all about? We spotted a lot of shimmery make-up.

The collection was worked around Lakmé's concept of make-up, which was 'Illuminated Shimmer'. I looked at their colour palette, as the brand has a range of shimmer foundations, glossy lipsticks and beautiful eyeliners. I decided to work in two ways – shimmery make-up with shimmery clothes and shimmery make-up with matte clothes. It is a little schizophrenic way of looking at make-up, but that is how we decided to do it.

Since the inspiration came from the Lakmé's colour palette, there were smoky browns, hazel bronzes, dark emeralds and burnished golds, which somehow keep coming back into my collections.

What are your views on the evolution of hair and make-up especially on Indian ramps?

In India, people have become much more experimental with make-up than they used to be about five to six years ago. Look at all the actresses! At one point of time, they would have never worn an oxblood lipstick with oxblood nail polish. It is very gothic for an Indian actress to wear oxblood lipstick mainstream, however, they can be seen wearing it on the red carpet.

Make-up, hair, accessories and clothing – all are pivotal. Ramps in India have been experimental, but it is time to create a look that people can actually wear, rather than creating a fantasy.

Who are your favourite hair and make-up artists?

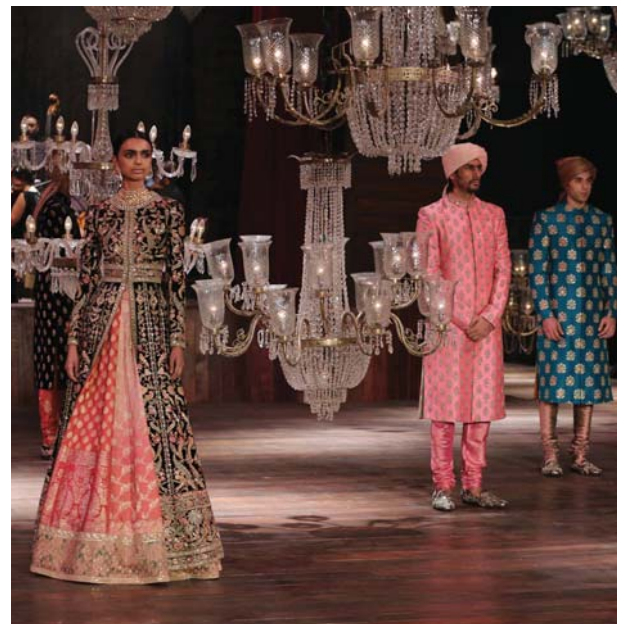
I work with so many of them, like Daniel Bauer, Mickey Contractor and Ambika Pillai.

What is your preferred beauty look?

Pulled back hair with dark smoky kajal eyes and muted lips.

How was your experience of associating with a television programme?

I have always wanted to be a part of television, as I think it is the best way to reach people in a country as big as India. It is the ideal way to advertise your brand and I am happy that we set the trend for other designers to follow.



Every Indian bride dreams of being a 'Sabya' bride, but what is your definition of the Sabyasachi bride?

A Sabya bride is not embarrassed about being an Indian and likes wearing Indian handicrafts and textiles. The quintessential Sabya bride is one, who wears red and gold with a matha pati and a big nathh paired with a beautiful necklace and jhumkas and lots of kajal and keeps it very cultural.

What keeps you going?

It is very simple – if you have to stay at the top you have to work very hard.

Do you have any plans of being a part of India's beauty business?

There are future plans. The beauty business is a tough one to be in, but I am not going to say no! 📞

Gurgaon SeaSoul Academy



Director-Co-founder, SeaSoul:
Manisha Chopra

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Soni Arora

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+91 9654772506

Address:
G3/11, Phase 1,
Gurgaon, Haryana

Website:
www.seasoulcosmetics.com

Spread over 2500 square feet, the SeaSoul Academy is a platform for individuals, who want to make it big in the make-up industry. The academy offers comprehensive training modules with a focus on practical classes so that the students get real time experience and are not confined to theoretical knowledge. Manisha Chopra, Director and Co-founder of SeaSoul Cosmeceuticals, felt the need for an academy post the brand's entry in skin care in 2013. Chopra feels education lays the foundation for an upcoming make-up artist to excel. With this thought, the academy opened its doors in September 2016 to add a notable chapter in India's make-up and beauty training landscape. The academy boasts of course content at par with international curriculum and standards and has Australian make-up experts with experience in Hollywood as the faculty members. They provide assistance in portfolio production, which is a part of the professional courses and one-on-one sessions and give special guidance.

Commenting on the academy, Chopra says, "We are thrilled to launch our first make-up academy in Gurgaon. Today, thanks to global exposure and social media, Indian consumers are well aware of international beauty and make-up trends and seek the same with great enthusiasm. Through our academy, we aim to equip a large number of artists, who can cater to the preferences of the discerning Indian customer base and also up the ante for the industry at large." Elaborating on the expansion plans, she said that more branches will soon be opened in different cities of India.

► Courses

Two-day Personal Grooming Course: This course is for those, who want to learn the basic day and night make-up skills. Basic knowledge will be imparted on their personal skin type, shapes and looks suitable for them to enhance their beauty. Day and night make-up and smoky eyes will be taught. Personal one-on-one session will be provided for any queries or specific look-and-learn lesson, if requested.

Three-week Professional Basic Make-up Course: This course is for those, who want to enter the professional make-up industry. A make-up kit is provided and the focus is on bridal make-up skills and lending basic knowledge on airbrush make-up. The SeaSoul Academy Certification is provided after the completion of the course.

Six-week Professional Advance Make-up Course: This advanced course is apt for professionals, who want to hone their skills. A make-up kit is provided and the focus is on teaching Page3 style make-up, along with imparting information on creating a few hair styles. Airbrush make-up will be taught in detail. The students will get a professional photoshoot done and their portfolio will be made. Job placement along with SeaSoul Academy Certification after the completion of the course, will be provided to the students.

► Eligibility criterion

Passionate individuals, who want to enter the beauty industry can apply for the courses.

► Fee range

The fee range is between ₹3,200 and ₹45,000. 📞



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Glitzy evening by Star Hair & Makeup Academy

Since 2010, Aashmeen Munjaal's Star Hair and Makeup Academy has been curating brilliant students. Recently, the Faceoff Championship was organised wherein all the make-up artists from the academy walked the ramp. To grace the occasion were stars, such as Jimmy Shergill, Bruna Abdullah with producer Ali Anwala, entrepreneur Ramola Bacchan, fashion designer Preeti Ghai, real estate honcho Vipin Suri and artist, Anjanna Kuthiala, who were part of the jury. Others who attended the event were Bharat and Reshma, Shahana Mookerjee, Vesna Jacob, to a name of few.

Being freshers, these students showcased their skills and talent.

Preeti and Aastha, winners of the Fantasy Makeovers category and Shivam and Pooja for the Wedding Makeovers category, were awarded with the Faceoff Championship trophies and cash prizes.

Commenting on the occasion, Celebrity Hair Stylist Niell Talwar said, "Faceoff 2016 is the ultimate platform for budding artists to showcase their make-up and hair artistry. This year, fresh artists from our academy have created looks for the Wedding and Fantasy Collection. I am excited and happy to be a part of the team that has shaped this magical event of makeovers."



▲ (L-R) Anjanna Kuthiala, Bharat and Reshma, Preeti Ghai, Aashmeen Munjaal, Ramola Bacchan, Niell Talwar and Vipin Suri

◀ (L-R) Bruna Abdullah, Aashmeen Munjaal with Jimmy Shergill

What: Championship by Star Hair & Makeup Academy **When:** 28 August **Where:** Qla, The Kila, Delhi

Cocoona Centre Launched in Delhi

Cocoona Centre for Aesthetic Transformation is adopting a two-pronged approach to establish plastic and cosmetic surgery centres in key metropolitan cities and parallel to this it will open exclusive hair transplant clinics in tier II and III cities in this financial year. Actress Gauhar Khan graced the occasion as the chief guest and said, "Aesthetic and cosmetic surgery is primarily associated with looking younger, but in reality, it is much more than that. In a largely uncontrolled industry that has a paucity of qualified, skilled professionals, Cocoona Centre for Aesthetic Treatment invites you to check their credentials and experience their services only after."

Speaking on his plans for India, Dr Sanjay Parashar, Consultant Plastic and Aesthetic Surgeon and founder of Cocoona Centre for Aesthetic Transformation said, "With setting up a practice in India, I have focused on three aspects, such as, getting the best possible and most qualified and experienced team; establishing state-of-the-art facilities; patient education with a view to spread knowledge about safety and best practices when it comes to aesthetic treatments, both non-invasive and surgical. My team from Dubai has joined us today and it is an honour to be able to share the stage with them. We are opening shortly in Mumbai, too, after which we will begin operations in three smaller cities, specifically with hair transplant services. We have put together smaller specialised teams for these."

Dr Mazen Arafah, Medical Director and Specialist Plastic Surgeon, Dr Crescenzo D'Onofrio, Specialist Plastic Surgeon and Dr Anna Maria Nadolska, Cosmetologist was also there. The Delhi team for the centre comprises of Dr Sapna Mohan, Medical Director and Consultant Plastic Surgeon, Dr Reema Arora, Cosmetologist; Dr Jangid, Specialist Dermatologist and a few other visiting doctors.



Cocoona team at the launch of Cocoona Centre For Aesthetic Transformation with Gauhar Khan

What: Launch of Cocoona Centre for Aesthetic Transformation **When:** 2 September **Where:** Hotel Le Meridien, Delhi

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Isometric



Step 1: Section the head in four sections with a large triangle in the front and a circular section at the top of the head. Release the contour line.

Step 2: Start at the fringe in the natural fall. Turn your fingers inside to create an under laying graduation.

Step 3: Follow the contour line diagonally backwards by turning the fingers inside without tension.

Step 4: Connect the nape area with comb control to create a solid form.

Step 5: Shape the front contour line with a curve to fade around the face.

Step 6: Use the form line as a guide, distribute the hair with the fine side of the comb projecting in a high graduation and point cut for softness.

Step 7: Distribute the crown area together and project 90°. Cut the crown area with the point cut technique.

Step 8: The triangle at the front is projected into the fringe. Connect them with a point cut technique.

Colour

Step 1: Apply at the roots.

Step 2: Separate with cotton.

Step 3: Release the contour line at the fringe, apply from ends to roots.

Step 4: Position a foil at the sides in a curved position.

Step 5: At the middle parting paint with two colours. One part colour Lock Treatment and one part CHI Color Generator 10. Volume in the midshaft towards the roots.

Step 6: Alternate the mixture at the interior part.

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