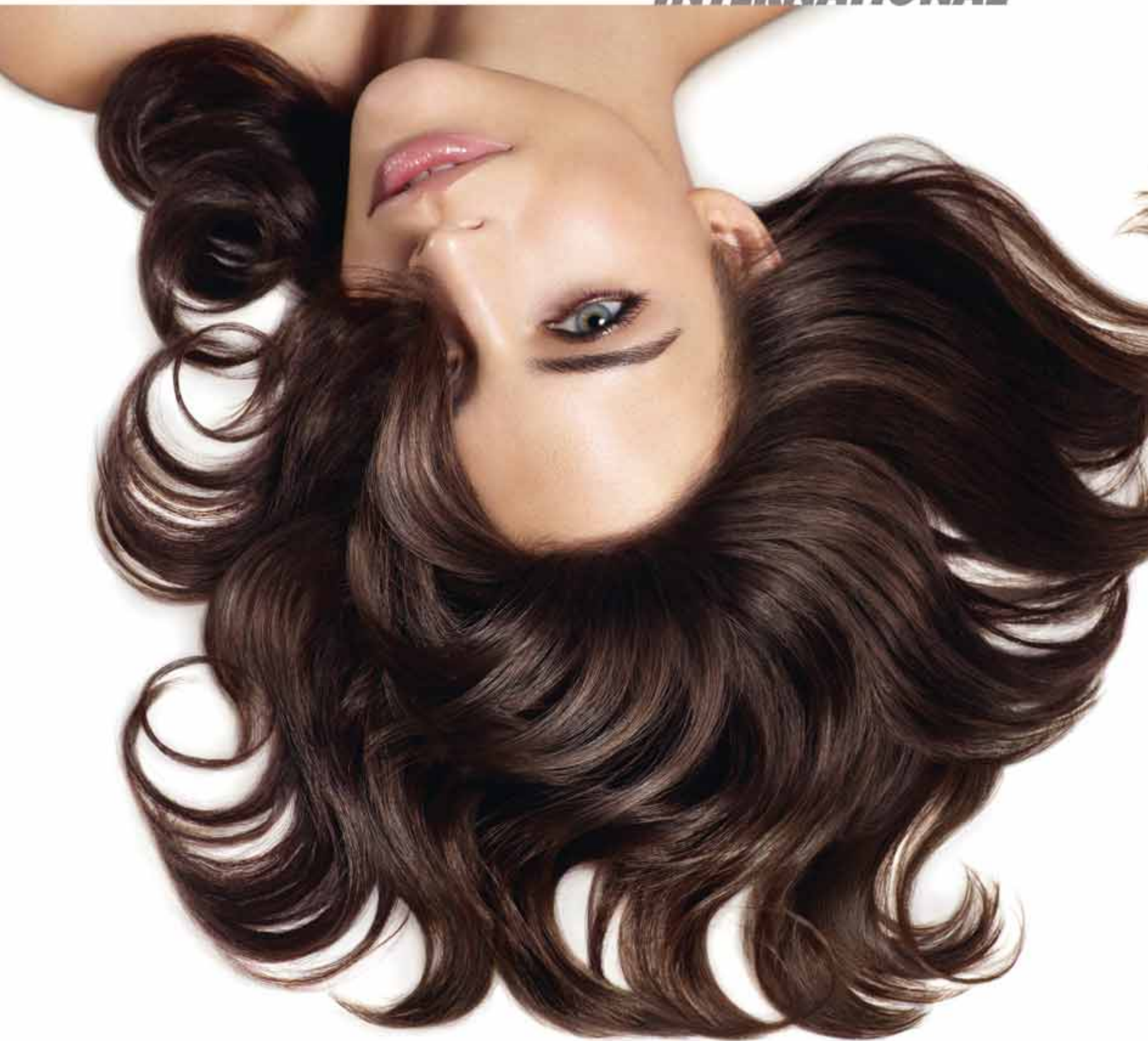


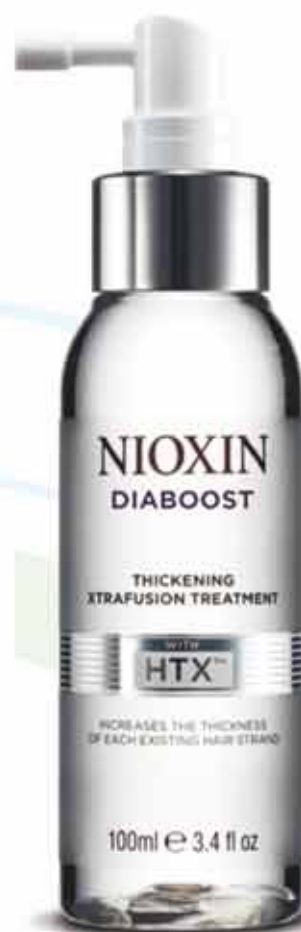
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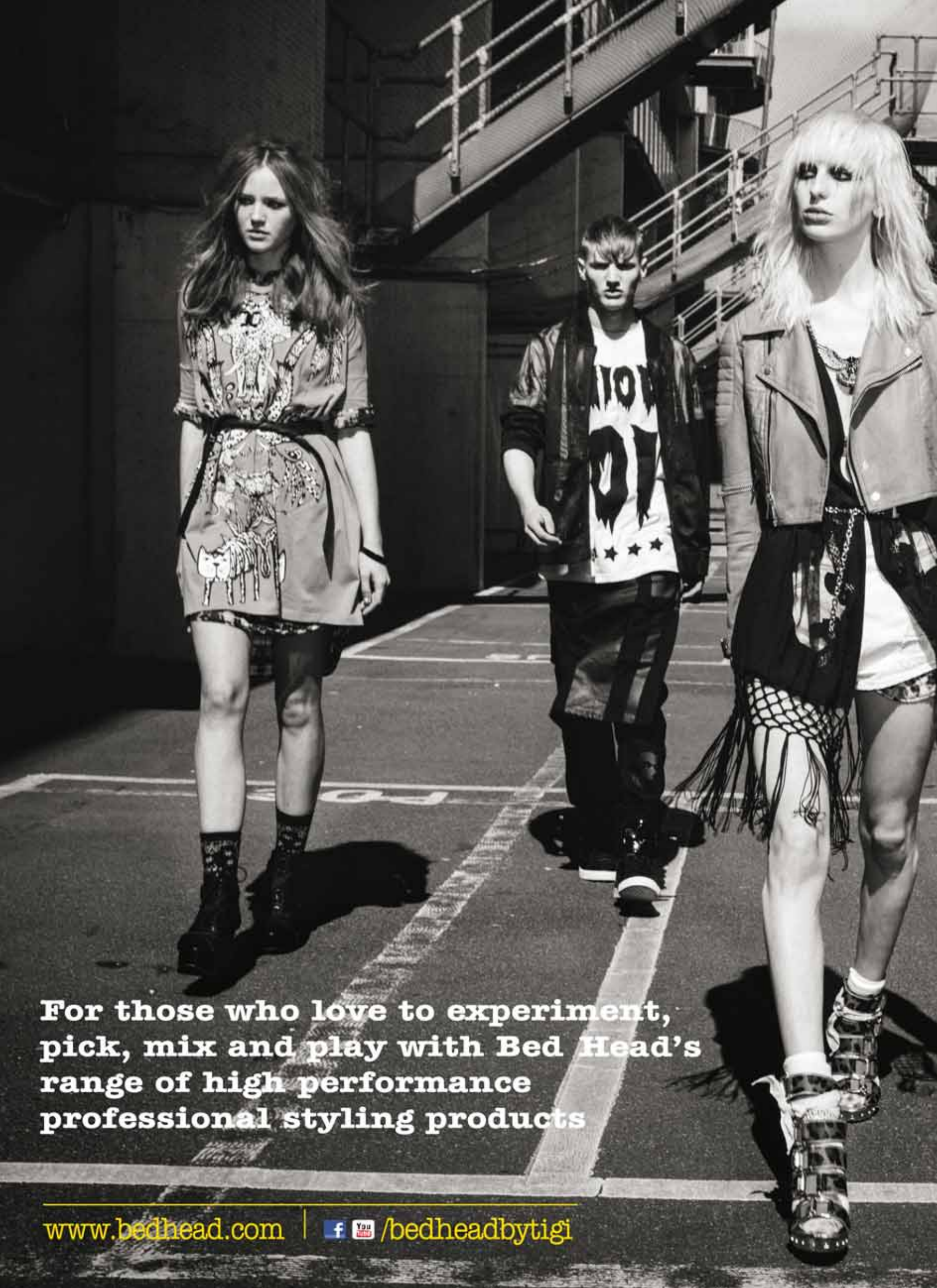
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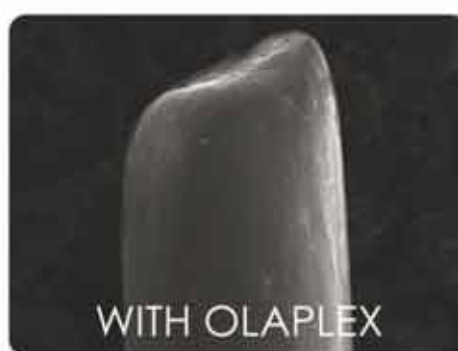
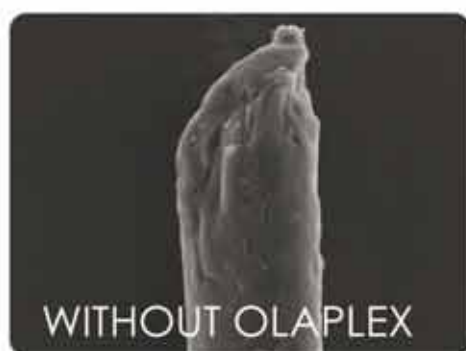
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2016. Salon International-India has turned seven! I would like to convey my appreciation to the beauty and wellness industry and our readers who have whole heartedly supported us and without whom, we would not have managed to come this far. As we glide into the first month of the year, let me take this opportunity to wish our stakeholders and readers, a very happy and prosperous New Year. For our beauty and wellness industry, may the growth trajectory be enviable, complete with innovative product and tool launches, an empowered and skilled workforce and most importantly, to zip ahead, despite challenges, with an enhanced sense of self having learnt from our setbacks. And much like the catapult, be propelled energetically with redefined plans, but with dreams still quite intact.

On cue, our cover story this month talks about the status of the beauty and wellness industry in 2015 and after having discussed in detail with key components, such as, salon and spa owners, brands, academies, dermatologists and more, we present to you the road map for FY2016-17.

There are guest author articles by eminent personalities, such as Subham Virmani, Sudhir Koneru, Rakshay Dhariwal, Lata Khanchandani, Shahnaz Husain, Lydia Sarfati, Avni Amlani, Priti Mehta who share words of wisdom and their perspectives on the industry.

We have interviews of global celebrity artists in hair and make-up such as, Tracey Devine Smith, Angelo Vallillo and Roseanna Velin, who share their trials, tribulations, passion for their crafts and how it's been so worth their while to be in the industry and wouldn't have it any other way! Sushma Khan shares parts of her professional journey as does Sachin Kadam, the young owner of Sachin's Head Office in Mumbai.

In the Spa Focus section, we feature the Devarana Spa, nestled inside Dusit Devarana Resort & Spa in Delhi and the Banyan Tree Spa in Hong Kong. Both the spas propound oriental therapy and techniques and are so beautifully designed that by merely being on the premises, one is left rejuvenated.

There are several surprises, too, so without further ado, quickly start flipping through the pages!

Wishing you a fantastic 2016 again!



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Hair by Tracey Devine Smith for Affinage AW 2015

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- 72-81 **In Focus** The year 2015, goes down the annals, as a steady year for business development and one that has set the pace for energised expansion for all those involved in beauty and wellness. Let's take an update of the year gone by and learn what's in store for 2016
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Top Happenings of 2015

Salon India is seven years old! A time for celebrations and also a time to look back in retrospect. In the anniversary issue, we select the big and best spa and salon launches, events, happenings and top brand entries in the hair and beauty industry in 2015

TOP STORE LAUNCHES



Beauty Source

To give you the confidence of healthy skin and general well being, Beauty Source, a one-of-a-kind venture, offer a carefully curated collection of skin care, make-up, hair care and body care products, which are free of parabens and harmful chemicals. Beauty Source has launched three brands-Brickell, Sigma Beauty and Hedonista. While, Brickell offers high-performing natural skin care and grooming products for men, Sigma Beauty provides beauty enthusiasts with all the right strokes through their popular and innovative make-up brushes, and brush care accessories. On the other hand, Hedonista offers a complete range of natural skin care and hair care products.



Bobbi Brown opens door in Mumbai

Estée Lauder brand Bobbi Brown set up its first store in Palladium Mall – its fourth in India. Pioneers of natural make-up with a flawless foundations and nude finish, the brand opened its doors at the Palladium Mall, the country's top shopping destination for luxury high street brands. "Bobbi took inspiration from her kitchen," Eliano Bou Assi, Regional Director of Artistry & Education, Bobbi Brown Cosmetics, explained of the low-slung lamps and metal chairs at the store. Reflecting the brand's clean and modern aesthetic are industrial steel cabinetry and Carrara marble, with a communal artistry table at the heart of the store.



Delhi-based VanityCube for beauty services at your doorstep

With the popularity and success of Uber across the globe, the mobile on-demand industry — Uber for X is a gold rush, especially in India over the past one year. On the lines of Uber for X, Delhi-based VanityCube delivers on demand professional and affordable beauty services at your door-step as early as in 90 minutes. Just like Uber makes everyone feel like they have a private driver, VanityCube wants women to use it regularly as their private stylist, without having to spend a fortune. Currently operational in Gurgaon and South Delhi, VanityCube will soon cover the entire NCR.



Kama Ayurveda's first store in Mumbai

Featuring the Indian traditional practice of Ayurveda, organic and natural products, Kama Ayurveda opened its first store in Mumbai. Designed in collaboration with Rajat Sodhi of Orproject, the store is exclusively embellished with unique décor of Jalousie shutters, chequer board marble flooring, teak and rattan cabinetry along with finial topped brass shelving. The brand is planning to open four more stores to establish a niche for itself in the potent Mumbai market.

AWARDS AND FELICITATIONS



Silverine Spa and Salon in Jaipur

After their first launch in 2003 as the first day spa, Cleopatra Spa and Salon launched its sister spa concern Silverine Spa and Salon in Jaipur in order to explore new territories. Miss India International 2014, Jhatalika Malhotra, inaugurated the spa.



JW Marriott's Walnut Grove Resort and Spa in Mussoorie

JW Marriott has recently launched its first resort, Walnut Grove Resort and Spa at Mussoorie. The resort comprises 115 guest rooms and suites and Cedar Spa by L'Occitane. The spa has five treatment rooms and offers guests cedar-inspired treatments and therapies. The signature Cedarwod Body Massage is one such massage.



Ananda in the Himalayas bags award

Ananda in the Himalayas was accredited with the 'Spafinder Wellness 365 Best for Mind & Spirit, Best for Yoga and Best for Healthy Cuisine'. This title was awarded by a panel of 33 wellness travel editors and experts, who nominated 504 properties for consideration before narrowing the field to finalists in 53 countries. Over 10,000 consumers and travel agents voted for their favourite locations across 20 categories and selected Ananda in the Himalayas. "We are honoured to be recognised as the best in wellness travel from all corners of the globe," said Mia Kyricos, chief brand officer of Spafinder Wellness Inc. "Our objective is to help travellers identify options for their ideal wellness vacations, while also recognising the excellence and innovation that exists in this rapidly growing sector of the travel industry."



Kairali wins award

Kairali - The Ayurvedic Healing Village, a part of the Kairali Ayurvedic Group is a leading name in Ayurveda. It was awarded the 'India's Leading Spa Resort' at the 22nd Annual World Travel Awards 2015 held in Hong Kong recently. Abhilash K Ramesh, Executive Director, Kairali Ayurvedic Group said, "We are proud to receive this most prestigious award in the Travel industry. This is great encouragement for our team and this is because of their hard work and coordination that we are recognised around the globe as the essence of true Ayurveda. We would like to celebrate this occasion by offering an exclusive offer of 15 per cent discount on all bookings made between November 2015 and March 2016 and 25 per cent off on all bookings made between April 2016 and September 2016. This offer is valid till 31st Jan 2016."



Galderma receives two prestigious awards

Galderma India's advanced depigmenting and skin lightening cream BI-LUMA won the prestigious Dr H R Nanji Memorial OPPI Marketing Excellence Award for the Best 'New Pharmaceutical Introduction'. This award is in recognition towards Galderma's relentless commitment towards Dermatology, which has benefiting many patients across the country. The award was conferred to Galderma by Dr V K Subburaj, Secretary, Department of Pharmaceuticals during OPPI's 49th Annual General Meeting and Golden Jubilee celebration held in Mumbai. Other dignitaries at the event included Hon'ble Governor of Maharashtra C V Rao who was the Chief Guest and Dr Jagdish Prasad, Directorate General of Health Services (DGHS) who was the Guest of Honour at the event.

Luxury ESPA Spa wins award

At the Condé Nast Traveller India Readers' Travel Awards 2014, ESPA Spa at The Leela Palace Udaipur bagged an award for being the 'Favourite Hotel Spa in India'. The brand had also bagged 'Runner-up - Favourite Leisure Hotel in India' award for The Leela Goa, the beachside luxury resort spread across 75 acres of green sanctuary and fresh water lagoons.



Dabur awarded Good Corporate Citizen 2015 award by PHDCCI

India's leading natural health and personal care company, Dabur India Ltd was awarded the Good Corporate Citizen of the Year 2015 award by leading industry association PHDCCI for its outstanding contribution to social development and community services, environmental impacts and economics. Union Minister of Home Affairs, Rajnath Singh presented the award to DIL Chairman of CSR Board Committee, Dr Ajay Dua and DIL Head CSR, A Sudhakar.



Khyber Himalayan Resort & Spa Awarded

Khyber Himalayan Resort and Spa in Gulmarg, was awarded the prestigious World Luxury Hotel Award for best Luxury Ski Resort in Asia in the eighth edition of the prestigious awards at Cape Town, South Africa. The property boasts of breathtaking views of the snow-capped Affarwat peaks. Guests can also enjoy a plethora of luxurious and holistic treatments at The Khyber Spa by L'Occitane.



Shahnaz Husain nominated Seychelles Cultural Ambassador

Shahnaz Husain, nominated Cultural Ambassador for Seychelles, was invited to attend the business session with His Excellency James A Michel, Hon'ble President of the Republic of Seychelles and his business delegation. The business session was organised by CII, FICCI and ASSOCHAM at Kamal Mahal, Hotel ITC Maurya, New Delhi on 26 August, 2015. It was attended by leading business leaders and members of the Indian Chambers of Commerce. Shahnaz Husain discussed with the President, ways to set up an Ayurvedic spa chain in his country.



Niraamaya Retreats Surya Samudra Spa bags 'India's Best Wellness Spa' award

The Niraamaya Spa at Niraamaya Retreats Surya Samudra won the most sought after award 'India's Best Wellness Spa' at the World Spa Awards held at the Inter Continental Danang Sun Peninsula Resort, in Vietnam. The award presented by The World Spa Awards recognises the unique and innovative efforts of Niraamaya Retreats which benefits their customers and makes a difference in their industry as one of the leading luxury spas. The World Spa Awards serves to celebrate and reward spa industry excellence through its annual awards programme.

TOP APPOINTMENTS



Dr Rashmi Ambastha is now the Director of Quan Spa

Dr Rashmi Ambastha is the Director of Quan Spa. Her key areas of expertise include pre-opening and set up management, spa team training, marketing promotions and people management which make her a great team mentor. She holds a Bachelor's Degree in Naturopathy and Yogic Science and diplomas in beauty therapy and facial treatments, along with certificate courses in Reiki and mental health development.



Henkel India Appoints Kartik Kaushik to Head Beauty Care Business

Henkel Adhesive Technologies, a German subsidiary firm of Henkel AG & CoKGaA appointed Kartik Kaushik, as General Manager of beauty care business in India. Kartik Kaushik has been associated with FMCG sector for over 18 years and has played a vital role in sales and marketing at leading companies such as Gillette, Dabur and Disney. President of Henkel India, Jeremy Hunter, reportedly said that Kartik's experience will boost their beauty care business and wished him success in his new role.

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BEAUTY GOES TECH



Yuvraj Singh invests in Vyomo

Yuvraj Singh's Startup Fund Youwecan Ventures invested an undisclosed amount in Mobile Beauty and Wellness Platform Vyomo (vyomo.com) in its seed funding. Vyomo is the first investment of the Youwecan ventures. The App for Salons will provide professionals from the Beauty industry an end-to-end salon management software that grows and simplifies their business by providing increased traffic, CRM, ERP, EPOS, Performance Management, Booking Management and Online Presence backed by state of art Data Analytics & Artificial Intelligence.



Prithish Tech launched Bookthesalon.com

Bookthesalon.com offers various search criteria's for ease and convenience of booking including the name of the salon, location and service to find exactly what the individual wants from the bookthesalon.com teams handpicked selection of salons, nail bars and make-up artists. One can check it out from the comfort of their own house.



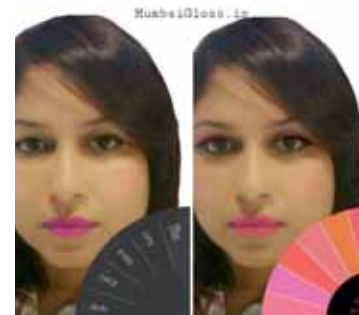
Beauty and wellness booking app by Ziffi

The first digital ad film for Ziffi by Naidu & Panjabi, a boutique creative agency, has actor and director Kunaal Roy Kapoor starring in it. A straight up film that explains how the beauty and wellness app can improve life, it was created with the brief to help establish Ziffi as the smartest way to book personal care appointments and portrays how using Ziffi is fast, convenient and absolutely private. Director Kunaal Roy Kapoor couldn't have asked for a better commercial to work with. He said, "I have been really fortunate to work on this script. With Keshav and Kahini, the endeavour was always to make something funny that people will enjoy watching and want to share. It takes a really bold client to be fine with this content, and Ziffi has been really supportive and eager to experiment."



Himalaya Drug Company goes online

The Bangalore-based herbal health care products manufacturing firm, The Himalaya drug Company launched an omni-channel strategy to map the eCommerce portals. The company plans to launch mobile application as part of the strategy, wherein consumers will be able to browse and order products via installed tablets at Himalaya stores. Commenting on the plans of expansion, Philippe Haydon, CEO at Himalaya said that the company is presently expanding at an average rate of two stores per month and further aims at ₹1,800 crore revenues this fiscal from ₹1,500 cr last year.



Pix courtesy Mumbai Gloss.in

Lakmé's make-up app

India's most celebrated and iconic beauty brand, Lakmé, is leading the way in revolutionising your make-up experience with the launch of its real-time virtual makeover app - the Lakmé Makeup Pro. With Lakme Makeup Pro, you can virtually try out your favourite looks in real time and let the app becomes your everyday make-up stylist.



MobieFit app by Gul Panag

Renowned Bollywood actress, AAP activist and fitness advocate Gul Panag partnered with start-up incubator Prototyze to launch a health and fitness centered mobile app start-up MobieFit Technologies Pvt Ltd. Listing a number of features like walking plus running programme, voice-guided running, GPS integration to track running distance in real time and a personal workout diary with stats and graphs to track the running progress, the app has long-distance running programmes and options to map runs and an integrated music player.

Stylofie gets \$250K in seed funding



Gurgaon-based beauty and wellness startup Stylofie.com, operated by Soulmo Solutions Pvt Ltd, has raised \$250,000, about ₹1.65 crore, in seed

funding from Hong Kong-based Swastika Company Ltd. Stylofie will use the funds to strengthen its technology infrastructure and expand its services to Delhi. With its website and mobile app, Stylofie provides a platform to consumers to discover and compare salons and spas, check reviews and make bookings and payments. The company was founded by Prateek Agarwal and Saurav Dey. The startup claims to have about 100 premium salon and spa outlets listed on its platform.

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Contact : 9910483986, 9891999072, 9910652653, 9999902102, 9717952854

E-mail : info.hectorprofessional@gmail.com Website : www.hectorprofessional.com



MSM Box acquires seed funding from Angel

MSM Box, a Delhi-based startup unit of World One Retail Private Limited offering online beauty, wellness and lifestyle products on subscription model, raised an undisclosed amount of funding from Angel investor, Rohit Goel. The funds will be used for technology development, marketing and product expansion. Aided with the fund, MSM Box further plans to launch its iOS and Android app soon. Bindu Sharma, Co-founder and Managing Director of MSM Box reportedly said that the company’s plan is to focus on expanding customer base and to scale up the operations. Started in October 2014 with present registered user-base of more than 100,000 subscribers, the startup aims at 200,000 subscribers by the end of 2015.

INITIATIVES BY THE GOVERNMENT



India bans testing on animals

The Bureau of Indian Standards recently approved the removal of any mention of animal tests from the country’s cosmetics standard. India is therefore the first South Asian country to join the 28 member states of the European Union and Israel among the countries that have already banned performing tests on animals to check the safety of cosmetic products or their ingredients. India’s decision followed intense public campaigning and legislative advocacy by the Humane Society International (HSI), People for the Ethical Treatment of Animals (PETA), Cruelty Free International and multinational retailers such as Lush and The Body Shop.



Beauty, wellness sector to be largest employer by 2022

As the nation acquires more skilled workers to realise its ‘Make in India’ dream, the largest employing sector of agriculture is expected to lose about 2.5 crore skilled farmers by 2022, while beauty and wellness sector is expected to witness the maximum growth in the next seven years, in terms of skilled workforce. Overall, India Inc will need nearly 12 crore skilled workforce across 24 sectors and another 46 crore people will need up-skilling or re-skilling, according to a recent survey conducted by the National Skill Development Corporation (NSDC).



Indian Government to set up insititute for medicinal plants

The government of India has planned to set up a national institute on medicinal plants and is in the process of identifying suitable land for it. An allocation of ₹100 crore has been made during the 12th five year plan for the National Institute of Medicinal Plants (NIMP) out of which ₹50 lakh have been earmarked for it during the current financial year. “In this connection, the government is in the process of identifying suitable land in the country,” Minister of State for Ayush Shripad Yesso Naik said in a written reply.

FORAYS AND ACQUISITIONS



Premji Invest buys ₹216 cr stake in Hygienic Research Institute

Premji Invest, the private equity arm of Wipro Group chairman Azim Premji, picked up a minority stake in Hygienic Research Institute (HRI), the country’s third-largest hair colour maker known for Vasmol and Streak products. Premji Invest will put in ₹216 crore (about \$35 million). People familiar with the transaction said Premji is acquiring a 20 per cent stake, valuing HRI at over ₹1,000 crore, which is equivalent to a third of India’s hair colour market. The acquisition would be among the largest private equity deals in the consumer products segment in the past few years.



Nykaa registers tremendous growth

Indian beauty eCommerce website nykaa.com has put in a strong performance over the last nine months, having registered 323 per cent growth as well as strong sales. The company has also recently been recognised for its innovative take on eCommerce, scooping the prize for The Most Innovative eCommerce company at India's The eTales Awards 2015. In 2014, the company opened its first travel retail store at Domestic Departures in Terminal 3 at IGI Airport in Delhi. More stores are slated to open in the future, as the company expands its bricks-and-mortar offering.



Centum Learning forays into beauty and wellness sector

After venturing into several industry verticals, skilling firm Centum Learning announced its entry into the beauty and wellness sector. Centum Learning, in collaboration with Ministry of Skill Development and Entrepreneurship (MSDE), aims to establish 100 beauty and wellness skilling centres, which would undertake skilling programmes for 3,000 individuals under the Pradhan Mantri Kaushal Vikas Yojana (PMKVY) scheme. Additionally, Centum Learning in association Bihar Maha Dalit Vikas Mission (BMVM) will be training 1840 candidates in the beauty and wellness sector.



India's first halal brand Iba Halal Care on an expansion trail

Launched about a year ago, India's first Halal-certified cosmetics brand, Iba Halal Care, with skin and hair care products has appealed to people from the Jain community and those who opt for a vegan way of life. Priced between `40 and `250, they have the same look and feel like any other modern cosmetic product, but with no side effects. From lipsticks, face sprays and face creams to shampoos, conditioners and perfumes, it's a wide range. With two stand alone stores in Gujarat, they are now opening outlets in Aurangabad in Maharashtra, before venturing into Mumbai, Bangalore, Hyderabad, Baroda and Surat. The products are available on shopping portals like Amazon and Flipkart.



Samskrt Natural Wellbeing launched

Former Head of Performance Materials Division at Merck India, Siddhartha Sengupta launched an Ayurvedic wellness products brand by September 2015. Sengupta, who quit Merck India in 2014 after a five-year stint, has set up his own venture -- Samskrt Natural Wellbeing Co Pvt Ltd in an 'innovative' format for the beauty and wellness sector.



Godrej Consumer Products to acquire Cosmetica Nacional with 40 per cent remaining stake

Home grown FMCG firm ,Godrej Consumer Products Limited (GCPL), is on the verge of acquiring the remaining 40 per cent stake in Chile's hair colour and cosmetic company Cosmetica Nacional. GCPL initially acquired 60 per cent of the company's stakes in January 2012 and want to further increase its ownership to 100 per cent for an undisclosed amount.

Speculation arises over Sephora India management takeover

Sephora is reportedly finalising details with Indian textile manufacturer Arvind Group regarding a management takeover of its Indian operations. Sephora first entered India in 2012 when LVMH – Sephora's parent company – negotiated a major retail deal with Genesis Luxury Fashion, based in Delhi, which allowed the cosmetics company to operate under licence. Now Sephora is said to be considering handing the reins to Arvind Brands & Retail, a subsidiary of Arvind. If the deal goes ahead, Sephora is expected to sever ties with real estate company DLF, which currently manages Sephora India. The deal would see Arvind take over management for the four Sephora stores that already operate in the National Capital Region and in Pune. Arvind Group is headed up by Chairman and Managing Director Sanjay Lalbhai.





Coty Inc to be number one beauty company post deal with P&G

Coty, Inc, the US maker of Calvin Klein and Chloe perfume, is expected to slot itself as the number one following a buyout of Procter & Gamble's perfume, hair care and make-up businesses, which includes brands such as Clairol and Wella for \$12.5 billion. The brand currently holds the number three position in the make-up provider category, following it's French rival, Estée Lauder.

Based on Coty's current stock price and outstanding shares and equity grants, the total value of the transaction is about \$15 billion as per P&G sources. Led by Coty CEO, Bart Becht, JAB Cosmetics B.V., which owns 97 per cent of Coty's Class B shares, approves of the deal. The combined company is expected to have annual revenue of more than \$10 billion.



Arvind Ltd to run the beauty chain Sephora

Arvind Limited, led by textile tycoon Sanjay Lalbhai, tied up with the French cosmetics and beauty retailer, Sephora, owned by Moët Hennessy Louis Vuitton (LVMH), to run it's Indian operations, bagging both the store and eCommerce rights. Sephora's three stores in Delhi and one in Pune will be managed by Arvind Lifestyle Brands and further plans to expand 40 stores in the next five years. Sephora's Global COO, Olivier Schaeffer reportedly said, "With around 200 stores in China, Sephora foresees similar market presence in India. The partnership with Arvind Ltd is to accelerate expansion plans in India." Sephora offers a wide range of products spread across multiple categories, such as, cosmetic, skin care, fragrance, bath and body, and hair care.



Dermozone to enter the Indian market

Indonesia-based herbal skin care products manufacturing company, Dermozone announced its entry into the Indian market by setting up an office in Bangalore in the name of Indo-Dermozone Herbal Private Limited. The company has appointed Manjunatha K G as the Chief Operation Officer of Indo-Dermozone Herbal and will be leading the Indian operations. Reportedly, the company is eyeing at a revenue target of \$42 million over the next three years. Dermozone is globally recognised for its wide array of herbal skin care products, with special mention to MedCare Ozonated olive oil, primarily used to treat fungal infections, acne and dry skin related issues.



Mibelle to foray in Indian cosmetics market

Indian retail group Future Group, led by Kishore Biyani partnered with Switzerland-based Mibelle AG, to launch personal care products in early 2016. Mibelle AG is a customer brand manufacturer catering the personal care, home care and nutrition markets, and will be entering Indian personal care market for the first time. Dr Luigi Pedrocchi, CEO of Mibelle AG, reported that this partnership is one more step in setting up Mibelle Group as an international operator.

TOP CELEBRITY ENDORSEMENTS



Actress Athiya Shetty, the new face of Maybelline New York, India

Maybelline New York, India signed on bollywood actress Athiya Shetty as the new brand ambassador. Shetty will showcase Maybelline's young energy, edge, style and the latest trends on the New York fashion circuit. Commenting on her debut endorsement, Shetty said, "I am proud to say that I am a Maybelline girl and I am honoured as I take on my very first endorsement with this iconic brand. It's an incredible feeling!"



Lisa Haydon turns brand ambassador for Bausch & Lomb coloured cosmetic lenses

Leading global health and Wellness Company, Bausch & Lomb roped in style diva Lisa Haydon, as the brand ambassador for its Lacelle coloured contact lenses. The company had introduced the product range a year back, after the successful introduction of Lacelle Colour in brown, grey, blue and violet. Available in 36 exclusive shades and patterns under the sub-brands Lacelle Premium, Lacelle Classic, Lacelle Circle, Lacelle Classic Grande, Lacelle Star and Lacelle Jewel, the product would be available across 10,000 retail outlets.



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Four Layer Facial For Beautiful Skin



Laminaria Digitata



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Rosa Canina



Steffi Graf to promote Kerala Ayurveda globally

Kerala Ayurveda is an ancient system of healthcare which is famous for its holistic effect on human body and mind. The state attracts large number of tourists from Indian and abroad year-on-year. Ace German tennis player Steffi Graf, who reigned the field of sports for almost two decades, is all set to boost Kerala's famed Ayurveda practice across the globe. Reportedly, the decision to bring Graf on-board was taken during a recent cabinet meeting, where State Minister Oommen Chandy has given nod to the proposal. The Cabinet has given its go-ahead to the State's Tourism Department to sign a formal agreement with Graf.



FACES Cosmetics launches beauty 'It Kit' with Bipasha Basu

Bollywood diva and Creative Director of The Trunk Label, Bipasha Basu, launched an exclusive beauty makeover 'It Kit' in association with FACES Cosmetics. The signature kits personally curated by the diva herself, consists of handpicked beauty products from FACES Cosmetics and a piece of accessory depending on each look from The Trunk Label. It gives a complete style makeover in just 60 seconds. This 'It Kit' collection range is available in five latest beauty trends of the season, 'Floral Darling It Kit', 'Scarlet Siren It Kit', 'Azure Mermaid It Kit', 'Pop Princess It Kit', and 'Glam Goddess It Kit'. This collection is available in cosmetics retail stores, eCommerce portals and Shopper's Stop, Pantaloons and New U.

TOP COLLABORATIONS



Ponds Age Miracle Collaborates with Dr Rashmi Shetty

Ponds Age Miracle range along with expert Dr Rashmi Shetty and celebrated Chef Ranveer Brar shared a portable anti-ageing diet that you can follow anywhere. They say turmeric milk a day keeps the dullness away as turmeric is a popular healer for dry and damaged skin. Chef Ranveer Brar suggests, "It maintains the skin's elasticity and slows down the ageing process. If you're still not convinced, do note that it also keeps dullness away!"



MAC Cosmetics partners with Mariah Carey

Beauty brand MAC teamed up with singer Mariah Carey to launch holiday lipstick collection inspired by the 90s. The team is all set to bring back the metallic lip trend of the 90s by creating a champagne shimmer lipstick. The shade is aptly named as 'All I want' after Carey's hit Christmas track. The entire Beauty Icon Collection hits stores in 2016. Commenting on the collaboration, Carey said, "It's a major lip moment." She further added that the frosted champagne shade was created so that it would flatter all the skin tones.

Kolkata-based Solace Spa ropes in French cosmetics brand Thalgo

Kolkata witnessed the launch of French cosmetic and wellness brand, Thalgo, at Solace Day Spa & Wellness Centre, by Tollywood actor and style-icon, Parambrata Chatterjee in the presence of Yashodhara Khaitan, Director at Solace. Backed by 50 years of skin care experience, Thalgo, the undisputed expert in marine cosmetology explore the oceans to churn out a line of skin care products, which will regenerate, moisturise, stimulate and nourish and capable of measuring the ideal beauty index of all skin types. The products and services will be exclusively available at Solace. The spa will be introducing four exclusive Thalgo treatment protocols that will rejuvenate the skin, such as, 3 Algae Marine Treatment priced at ₹2,200, Source Marine Treatment priced at ₹3,500, Cocooning Marine Treatment priced at ₹3,500 and Pure Freshness Treatment priced at ₹3,700.



Khaitan reportedly said, "Solace has always been in the forefront in providing effective holistic wellness solutions to the people of Kolkata. Offering Thalgo treatments in Solace is another step in this direction."

SCINtilla INTRODUCES PROFESSIONAL CARE CRAFTED FOR INDIAN SKIN

There are a lot of challenges that Indian skin has to face such as extreme climatic conditions, the harsh tropical sun, pollution and tanning. Skincare products from SCINtilla have been crafted keeping these challenges in mind. They nourish as well as offer protection from all the threats that Indian skin faces.

FORTIFIED WITH THE GOODNESS OF SILK PROTEIN AND BETA CAROTENOIDS



SILK PROTEIN FACIAL MASK

Silk protein moisturizes the skin intensely and brings back the radiance.

CAROWHITE FACIAL KIT

Carrot extracts and whitening actives brighten the skin.

AGESHIELD FACIAL KIT

Pomegranate oil & anti-oxidants help fortify the skin and fight ageing.

APRIGOLD FACIAL KIT

Apricot extract stimulates the growth of new skin cells and makes the skin glow.

Launches

Architectural Concepts



Delhi

Hair Mukul Unisex Salon

Spread in an area of 1,500 sq ft, Hair Mukul Unisex Salon opened its doors four months ago. It has well planned interiors with eight hair stations, two for shampoo, three pedicure stations and two facial rooms. The salon offers a wide range of grooming services, which includes, hair, beauty, luxury manicure and pedicure, bridal and party make-up. The colour coordinated décor of the salon adds to its grandeur. The salon was started by Mukul Dhillon, who has been in this industry for two decades. Dhillon graduated from Toni&Guy in Singapore before embarking in this industry.

Commenting on the occasion, Dhillon said, "The staff is well-trained to understand the client's needs and provide customised services. Beauty and hair consultations are carried out before advising a client." Further adding to the future plans, Dhillon says, "We are looking forward to opening more branches in Delhi and carve a niche of our own."

Colour combination: Combination of yellow and white

Products used: L'Oréal Professionnel and MATRIX for hair, O3+, Casmara and Lotus Professional for skin

Flooring: White marble

Lighting: White and yellow LED

Architect: Not disclosed



Owner:
Mukul Dhillon

Location:
L-5, C R Park, Delhi - 110048

Phone:
+91 011-41077799, +91 9810289754

Email:
hairmukul@gmail.com

Delhi

Omorfia Lounge

The recently opened premium Omorfia Lounge is the flagship property of Omorfia Beauty Products Pvt Ltd. Located at the Club Road in Punjabi Bagh, the luxury nail spa is spread across 400 sq ft area.

Omorfia Lounge provides a host of nail services and art including bridal and gel nails, pedicure, manicure as well as the trendy styles inspired from the international markets.

The spa interior is designed for the functional flow of customers for nail-based treatments, while offering a calming, charming yet causal atmosphere to rest and relax within. Done up in shades of brown and grey, the spa has all-white walls along with the elements of checked pattern and natural wood.

The nail spa also plans to open branches in Mumbai, Goa and Bangalore.

Colour combination: Brown and grey

Products used: Bio Sculpture

Lighting: Natural, low-voltage halogen and LED

Architect: Omorfia Design Works



Owner of Salon:
Omorfia Beauty Products Pvt Ltd

Address:
Shop No. 7, First Floor, Club Road,
Punjabi Bagh West, New Delhi, India

Phone:
+91 11 4702 8648

Email:
Namaste@omorfialounge.com

Website:
www.omorfialounge.com



Gurgaon

Warren Tricomi Salon & Spa

Spread across 2200 sq ft each Warren Tricomi Salon & Spa is incredibly unique, with different décor to reflect the location, personality and essence of the city or neighbourhood within which it resides. It is designed in a very clean and contemporary way, keeping practicality, richness, texture and luxury, yet intimate, feel in mind.

They have six hair stations, three exclusive mani-pedi stations and a dedicated Kérastase room for hair spa rituals. Their assortment of services include scrubs and wraps, hair treatments, facials, manicure and pedicure, body massages, haircuts and styling and more. All the therapists are trained professionals and undertake a 60-day exclusive training programme at Warren Tricomi before joining the salon.

Darpan Sanghvi, Managing Director, Sanghvi Brands, says, "Warren Tricomi as a brand represents luxury and style inspired by trends in New York. We couldn't have found a better fit than Ireo Grand Arch to launch our first salon and spa in Gurgaon as it represents world-class lifestyle and wellness experiences. Our stylists are here to give you the ultimate New York styling and grooming experience."

Colour Combination of the Salon: Neutral with rustic finish

Products used: L'Oréal's INOA for hair colour; Kérastase for hair care; Forest Essentials for skin; Color Bar for make-up

Lighting: Retro decorative light fixtures

Flooring: Granite in different finishes and textures, burnt timber as the main element of the space

Architect: Not disclosed

Contact Person:

Alpesh Sharma (Manager- Warren Tricomi Salon and Spa)

Location:

Gurgaon

Address:

Warren Tricomi Salon & Spa, Le Club, First Floor, The Grand Arch Housing Complex, Sector 58, Near Behrampur, Gurgaon- 122 101

Email:

wt.ireo@warrentricomi.in

Website:

www.warrentricomi.in

Phone:

0124 4975 943

Kolkata

Colors Salon

Spread across 1,400 sq ft, Colors Hair, Beauty and Spa Salon is a unisex salon which commenced its journey in 2002. Since then, 10 more branches have been added, spread all over Kolkata. The brand has been associated with L'oréal Professionnel and caters to the clients of all age groups. The newly-opened branch is equipped with three facial stations, two stations each for spa and pedicure, bridal make-up room, one multi-purpose room and a hair treatment zone.

Commenting on the salon's USP, Sujit Bhagat, Owner, Colors Salon, shares, "Our specialty is curing baldness. The staff is well trained and are updated on a regular basis to keep themselves abreast with the latest trends. The emphasis is to provide good service at affordable prices. We maintain cleanliness and use disposable materials wherever necessary."

Colour combination: Salt and pepper

Products used: L'Oréal Professionnel for hair; Janssen Cosmetics, Aroma Magic, O3+ and Vedic Line for skin

Flooring: White glossy vitrified tiles

Lighting: Off-white warm lights

Architect: Not disclosed



Owner:

Sujit Bhagat

Location:

Avani Mall (Basement), 32, Jagat Ghat Banerjee Road, Howrah-711102

Phone:

+91- 98302 03421

Website:

colorsloréalssalon.com

Email:

sujit_bhagat@yahoo.com



Tracey Devine Smith

Let your Mind Stay Fierce



Recognised as a woman of substance across UK, five time winner of the enviable British Hairdressing Awards, Tracey Devine Smith is a rare combination of guts and glory. Having started out at age 15, Smith, a self-taught hairstylist, is now the International Global Ambassador at Affinage. She has garnered a wealth of experience in hairdressing and is now ready to be bestowed with several more prestigious awards



How did you get interested in hair dressing?

I was born to do hair! From my earliest memory I wanted to be a stylist sitting on my mother's shoulders brushing her hair. My first job was at Clancys at age 15 in Elgin, Scotland. I was lucky to gain an apprenticeship there and at that time they were really at the top of their game. I did work in a chemist before that at age 13, but Clancys was my first hair job.

Who all have mentored you?

One of my biggest mentors is a session stylist named Cim Mahoney. He made me realise my potential and showed me how exciting session hair was! He instilled in me the passion and belief to follow my dreams of session hair. I also love the ethos of Errol Douglas. He is a real people's champion and never gives up. Jamie Stevens is a huge inspiration in the way he has changed the perception of hairdressing in UK and I applaud him for what he has achieved at such a young age.

What all courses have you done and from where?

I am mainly self-taught. After college, I did go on to do an HND in hair and attended Sassoon's and HOB, but I am an online junkie. I think,

online you can learn at your own pace and the proof is in the practice and experience. We are never too old to learn!

What were the challenges that you faced?

Challenges come with success and I still face them regularly, but I believe, they make you strong and teach you dignity. My main challenge is to ensure women in our industry are recognised for their skills. I champion this cause every day.

What is your forte as a renowned hairstylist?

Photographic work is my USP. I am mostly at home working on hair behind the camera and it never bores me. I am an all rounder so nothing scares me. I also love colour and feel very strong in this area.

What is your current role and responsibility at Affinage?

My main role at present is the International Global Ambassador and I am in charge of their creative direction and help the brand grow in a positive modern direction, spread education and generally help in developing the brand. I also am a regular at fashion weeks, creating shoots on a monthly basis for top titles or high street brands.



Please tell us something about your association with the British Hairdressing Awards.

The British Hairdressing Awards are very close to my heart. Having won five titles, I feel very honoured to now be in the hall of fame and be part of the esteemed judging panel. It's the highlight of my year!

What are the awards you have won so far?

The list is too long, but I've bagged the Scottish Hairdresser of the Year 2006, 7, 8 and 9; British Men's Hairdresser of the Year 2012, 13; British fellowship hairdresser of the year 2013, 14 and Woman of the Year 2011.

What inspires you to create your hair looks in the Editorial category?

I am inspired by life. It's all around us, particularly nature and its colours. People I talk to, the Internet and fashion, in general.

How do you prepare yourself and the team for the creation of the hair looks?

It's a very long process getting ready for a shoot. I can take up to six months for a very big creative project. That said I can also turn it around quickly when the need arises. It's all about good preparation and hard work, staying healthy and fit, too.

Please tell us something about your favourite hair look.

Practice makes perfect! So always prepare the looks ahead of the day. Leave nothing to chance. There are so many great hair looks over the year and my favourites change yearly. This year, I love the hair up image in our latest winter collection for Affinage.

What are your favourite tools and products?

Affinage is my brand and I love their products. It's always in my kits bag, particularly Kitoko oil and the dry shampoo. I use my GHD tongs and heated rollers, as I'm old school!

What is a normal day in the life of Tracey Devine Smith?

A day in my life can be one extreme to the other! A work day consists of writing many emails, a lot of online research and prep and making mood boards and planning. A non-work day brings me back to my other job which I also love ... being a mum and a wife. I love my family very much and try to manage my time so they have a good portion of me, too. I still love to do the school run, when I can, and cook.

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

It's been the most amazing industry to be part of and I would say to anyone starting out ...follow your dreams, be fierce and know what can be achieved both with hard work and dedication. If you give yourself fully to this job it is extremely rewarding.

What are your plans for the future?

My plans are to continue building my personal brand and work hard to achieve my ultimate goal of British Hairdresser of the Year award! I want a woman back up there, but I also want to develop more as an artist and visit more countries to be inspired by stylists all across the world.

What are your views on the hair dressing industry of India?

I think it's great to see the hairdressing industry in India grow so strong over the last few years. Some stars are truly emerging. I would love to work there one day and bring all my creativity to the country. This is definitely on my bucket list! 🇮🇳

Mocha Mania

The Most Fashionable Hair Colour Trend of 2016

Shades of brown in cool undertones will be the trend-setting hair colour for 2016. L'Oréal Professionnel's ammonia-free hair colour range, INOA, presents four new shades of Mocha which perfectly blend with the Indian skin tone

L'Oréal Professionnel is excited to share the biggest trend in hair colour for 2016, Mocha. From ruling the ramp across fashion capitals, Hollywood diva's red carpet lookbook, as well as in commercials of the fashion-forward brands, Mocha is undeniably the go-to colour for hair right now.

Mocha shades

At the forefront of setting the trend of Mocha, is world leader in professional hair colour, L'Oréal Professionnel. The brand has introduced four new shades of Mocha under its no-ammonia portfolio, INOA. The new shades are 4,8; 5,18; 7,18; 8,8. As mocha is a perfect blend of chocolate and coffee, similarly shades of Mocha in hair colour are a perfect blend of tones to create a delicious brown with cool undertones. These cool brown shades suit Indian skin tones perfectly to bring out one's facial features and highlight a haircut, depending on the colour technique used. These are subtle, yet trendy.

Eva Green wears a Mocha Balayage

Bond Girl, Eva Green, wears L'Oréal Professionnel's INOA Mocha in a mysterious understated look tailor-made to fit her persona. In the latest campaign for the brand, she wears a Balayage with INOA 5,18 and 8,8

Professional consultation

Not everyone who colours their hair is aware of how to choose a shade that suits them and that's where the expertise of a trained colourist comes in. With every service offered to a client, for hair colour too, the consultation process is key in deciding what shade and style to suit them. Ask your client about their fashion choices, the colours they normally choose for outfits, about the jewellery they prefer to wear and of course, their lifestyle. These will lead to clues about the colours that will compliment them.



INOA edge

INOA has revamped the hair colour scene of today. Its USP is the Oil Delivery System, ODS2, which is a revolutionary formula that harnesses the power of oil to treat hair during the process of colouration. It provides six weeks of intense hydration and nutrition leaving hair softer and shinier by upto 50 per cent. Ammonia-free and odourless, INOA allows you to lighten hair up to three levels, change your hair colour and cover grey hair, while respecting the scalp and the hair fibre. The colour options are limitless with 60 shades. With the expertise of a L'Oréal Professionnel hairdresser and an in-depth colour consultation, one can easily achieve the perfect shade.



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Post-colour care

Colour treated hair demands specialist care. L'Oréal Professionnel's luxurious INOA Colour Care is a unique combination of ingredients for the best colour protection with a fabulously sensorial experience. Enriched with argan oil, known to replenish the natural lipids of the hair fibres and green tea extracts, famous for their anti-oxidant properties, INOA Colour Care offers five times more nutrition* to prolong the shine of your INOA colour treated hair. The INOA Colour Care shampoo (with ^ no sulfates) and the mask work beautifully together for intense nutrition coupled with rich

colour protection. The creamy texture creates a splendid experience with fantastic softness, fibre to fibre. Your colour treated hair truly radiates with a healthy shine.

Price and availability

The new INOA Mocha is available at a price of ₹410 for 60gm tube, exclusively for in-salon use at L'Oréal Professionnel salons.

INOA Colour Care Shampoo is available at a price of MRP: ₹1,000 for 200 ml and Masque at MRP: ₹1,200 for 196 gm, exclusively at L'Oréal Professionnel salons. ⓘ

**Nutrition: Instrumental test, lipid supply, INOA colour care duos conventional shampoo.*

^ Without sulfate surfactants for the shampoo only.

Tangle Teezer Sweeps the Brush Market



Since Tangle Teezer has been in India for a year now, how has the response been to the brand?

It's been absolutely amazing and has exceeded our expectations. A lot of our loyal customers were happy to see their favourite brand on the shelves in their own country. Consumers who didn't know about the brand are loving the experience of trying Tangle Teezer hair brushes for the first time.

What are some of the challenges you have faced in marketing and distribution?

Tangle Teezer is a premium beauty brand retailed within the likes of Harrods in the UK, Sephora worldwide and premium hair salons around the globe and that premium, professional positioning is very important to our consumers. However in India, that presented a challenge for us, principally in trying to build nationwide distribution within premium retail stores or professional hair salons.

Our retail pricing levels are close to parity with other global markets. Tangle Teezer hairbrushes are bought because of the value they derive, not because of a low price point and that influences where we would wish to see Tangle Teezer hairbrushes distributed. As a result, we are extremely selective about the distributors and distribution channels we use. We trust our partners PID Imports India Pvt Ltd to appoint and assign the best distributors for the Indian market keeping in mind our selective distribution strategy.

We place a lot of emphasis on innovation and do not wish to simply launch a product because we can sell it. We launch a product because we believe it will enhance people's lives. A good hair day – where your hair is just right – can make the whole difference to your confidence, your response to friends and partners, and even your performance at work! That is why education about our innovations and understanding our company values is crucial to us and that means we need distributors who understand the importance of that.

What are the improvements you have made to the product, if any?

We have globally patented products and do not change designs anywhere in the world. Our old and new consumers know us for the performance of the products and they work equally well for all kind of hair. We are introducing some more innovations that are going to be game changers.

How has the response been to the recent introduction, the Blow- Styling tool?

The response has been great. People are waking up to a brand new concept in blow styling and

the best part is it works on any and every kind of hair around the world. We are happy to know that stylists find it easy to use, delivers beautiful results and a great revenue generator since they can turn around clients very fast. For their clients, for the first time they can simply and quickly recreate that beautiful salon finish at home because the technology is built into the brush. It is a true innovation!

Which all salons is the product available at?

We are present with some of the prestigious chains like Juice Salons, Toni & Guy, Headmasters Surat, Page 3 Salons, at stand alone salons as well, and lifestyle stores like Shoppers Stop.

What are you planning for 2016-17?

Globally our brand new positioning will be rolled out in 2016. We are looking toward innovations in the products space. These will be available in India simultaneously as any part of the world. Brand new limited editions will be available as a part of the new launches for the year.

So far, what has been your understanding of the hair dressing industry of India?

I have been really impressed by the way in which the hair dressing industry in India is so attuned to the trends from so many parts of the world. We are also adopting many hair trends from India in our London salons, especially the surge in hair oil treatments the past two years. There seems to be harmony in hair trends and hair treatments globally and that is certainly helped our launch into the India market.

With the continued growth in the premium beauty and professional salon retail channels and the increasing profile and training of Indian hairdressers, we can only see a bright future for the whole industry and it is great to feel a part of that movement.

The industry will undergo a sea change over the next few years and that is going to happen at a very very fast pace because technology and access to information is going to act as the catalyst that was maybe missing from the last few years. 📍



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**A K Wali,
Marketing
Head at Cosmo
Herbals Private
Limited, speaks
exclusively with
Salon India
about their
brand, Olina,
marketing
strategy, USP
of the products,
and more**

What is your professional background?

I hold an MBA degree with around 40 years of experience in FMCG and durable consumer industry with international exposure in marketing and sales.

What is your current role and responsibilities?

To widen the availability of Cosmo and Olina brand's cosmetics and hair care product range across the country and make a mark in exports, too.

What inspired you to get involved in the business?

I got an opportunity to join J.L.Morison, then being one of the top-notch professional marketing and sales company dealing with international brands like Nivea, Brylcreem, Eno, among others. I was inspired at this point to explore and experience the depths of the FMCG trade in India and opportunities of growth in the cosmetics industry of India.

What is the USP of your company?

The quality of products which is at par with international brands available in the market.

What are the marketing strategies adopted by the brand?

We need to widen the distribution and sales through a chain of small, medium and major distributors and to cater to chain of retailers, chemists, beauty parlours and salons and wholesalers with the support of promotional activities and advertisements, and to create mass consumer awareness and demand.

How many SKUs do you have?

Around 60 SKU's, as of now.

How are your products priced and where all are they available?

All our range of products are priced moderately and are available pan India. They are patronised by most of the users and beauty parlours and serviced by sales and marketing teams.

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

The Beauty and Hair industry is booming across the world, more so in India and other developing nations and is growing at a rate of 17 to 20 per cent per annum. Under the changing socio-economic environment and the fascination for good looks, health and personal grooming among all age groups of women and men, has raised the bar and need for true qualitative skin and hair care products across the globe. The forecast for hair and beauty industry holds promising growth prospects for both existing and new players. Our cosmetics sector has, in fact, emerged as one of the markets that holds immense potential. With rising purchasing and spending power in large sections of women and men and growing fashion consciousness, the industry is estimated to grow around 17 per cent. It is estimated that working women spend 35 per cent or more of their income on themselves, constant and major portion contributes to cosmetics usage. The business of beauty products in India is estimated to touch ₹80,370 cr by 2107.

What are the future plans for your company?

Indian consumers and their growing purchasing power and qualitative living styles, which we call growing clout of Indian consumer, has raised the hope for quality and moderately priced products. We, at Cosmo, contemplate the persistent demand for our best quality range of products. Constant events and promotional activities in its multiple forms are the best way to address the target audience. 📌



Olaplex Techniques and Trends Revealed

Ankit Arora, CEO, Streamline Services, hosted the Olaplex Road Show, an interactive session led by eminent personalities from Olaplex, namely, Jordan Alexander Global Vice President, Education at Olaplex, Rebecca Taylor, Senior Director of International Education for Olaplex, Edward and Denise, Global International Sales Heads at Olaplex. The owners of reputed salons and hairstylists across Delhi were also present at the event. Olaplex, one of the leading brands in hair treatments is rapidly gaining popularity. The Road Show was an interactive format of proper briefing session on the latest colour trends, usage of Olaplex and also the latest hairstyle trends by Jordan and Rebecca were demonstrated. Jordan briefed about the benefits of Olaplex before and after colouring sessions or thermal services like rebonding, straightening or perming. Rebecca demonstrated the balayage hair colouring technique using Olaplex on one of the models and answered the questions put across by the audience and guests.

Adding to the chemical aspects of Olaplex, Jordan said, "Olaplex is a turbo-charged conditioning treatment that repairs disulphate sulfur bonds within the hair structure, which can be broken down by heat, colouring or other chemical treatments. With Olaplex, the treatment is added into the bleach mix itself, so that while your strands are getting damaged, they are also being repaired, simultaneously. As a result, the number of bleach processes required to go from raven to flaxen, is vastly reduced to only one or two sessions, as the hair is able to withstand the ravages of chemical lightening." Present at the event was, Celebrity Hairstylist and Brand Ambassador of Olaplex, India, Savio John Pereira, who shared how Olaplex is soon catching on with his clients. Commenting on the event, Arora says, "It is amazing to see how Indian hair dressers have recognised the power of Olaplex and have understood the science behind the ingredient. It is not a 'me too' product and is unique and different. The hair dresser is excited to use this revolutionary product to actually repair hair from the inside." 📌



Clockwise: Ankit Arora with Rebecca Taylor; model at the event; guest present at the show; Sanna Khan addressing the audience; Denise with Savio John Pereira; Jordan Alexander

WHAT: The Olaplex Road Show **WHEN:** 11 December **WHERE:** The Royal Plaza Hotel, Delhi

PERFECT

STY
LE

Perfect hair style comes with the perfect hair tools. The Berina presents high quality ceramic coating tools for smooth shiny and silky results with new hair style daily.



TIGI Presents

5 Top Hairstyles for 2016

To set the trend for the new year, TIGI presents the Hair Trend Report for 2016. Comprising of five haute hair looks, the year ahead looks glamorous



▼ Big bangs all around

We like bangs. No, let us rephrase that, we positively adore bangs. And, what better way to stand out from the group than by sporting your own personalised set of bangs? One can either wear it downright straight or opt for a wavy set that blends into the rest of the hair seamlessly. One can also experiment with internationally acclaimed bangs that can be cut along the curve of the brows. In case you don't want to chop your hair, you can embrace the faux bangs look with panache. TIGI recommends the TIGI Bed Head After Party Cream to smoothen the fringe and lend shine.



▲ Bohemian waves

Hairstylists understood the popularity and appeal of the boho waves and have decided to not change a single thing about it. Long hair that appears to be naturally air-dried will be worn effortlessly. Thick texture and kinky movements would be seen here, as if the hair had been braided while damp and left to dry under the sun beating overhead. TIGI recommends going for softer boho waves by using TIGI Bed Head texturising products, such as, TIGI Bed Head Foxy Curls Contour Cream for Curly hair and TIGI Bed Head Foxy Curls Mousse for straight hair.



Photos: Shutterstock.com



◀ Sexy ponytails

The ponytail appears at the nape and on the side, up high or down around the middle. From waist-grazing asymmetrical ones to the gravity-defying side swept version, we know that the everyday ponytail would be amped up to the tee. One can also tie it up with one's own hair, which gives immense texture and a higher volume at the back. Volume to the crown can be added with low ponytails, the part worn low to the side and a sweeping fringe held in place with a contrasting coloured bobby pin in the hair. TIGI recommends the TIGI Bed Head Totally Baked Hair Meringue to add texture.



▼ Lots of twists



From the French twist to the knots, the possibilities are endless. Twists made on long hair look amazing and right out of The 100 or Hunger Games! These twists can be turned into rolled up-dos which lend a soft look to your face. Whatever be the twist you choose, finish your style with the TIGI Bed Head Masterpiece Spray to finish the look.

◀ Deep side partings

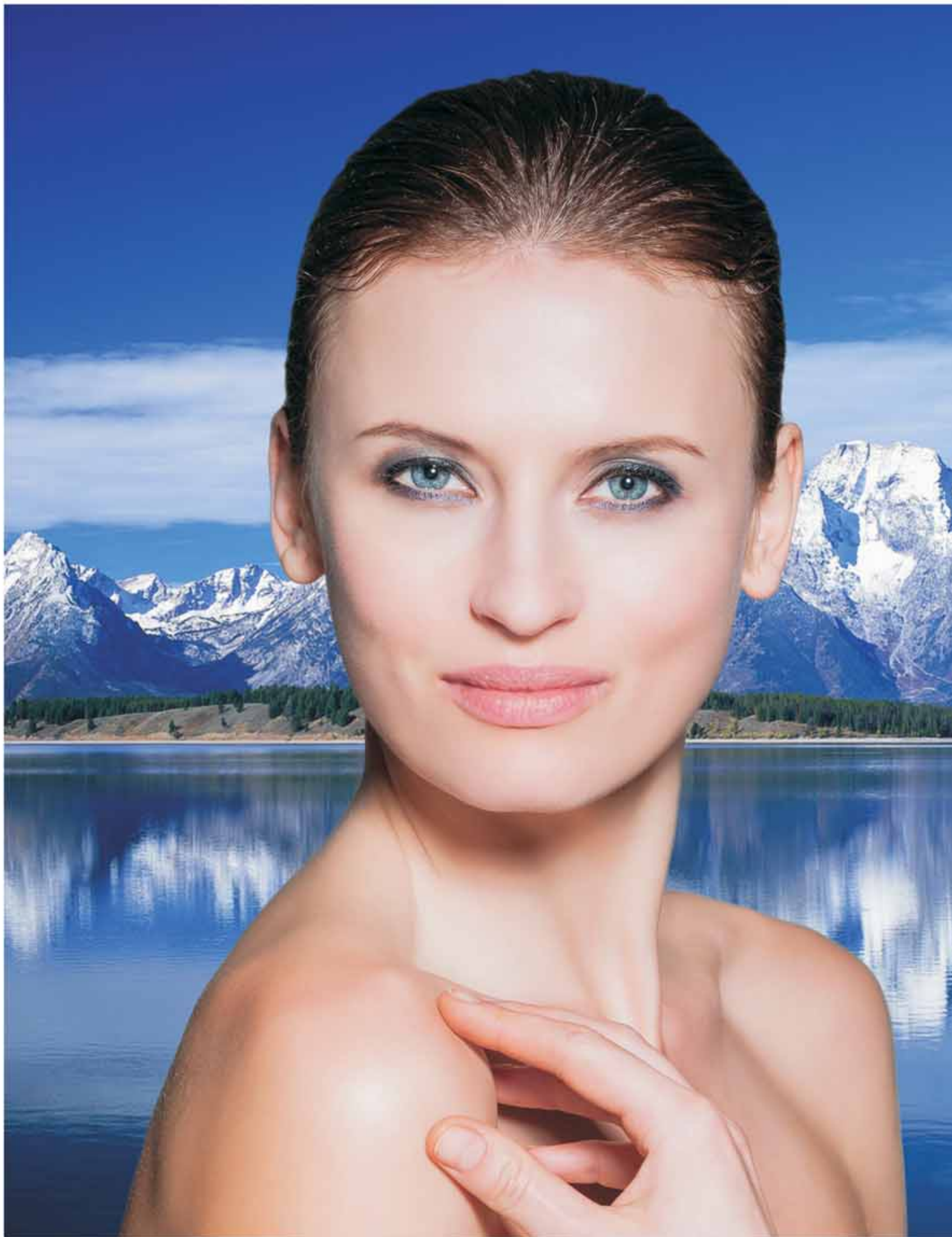
Side part or a centre part, both were seen in 2015. However, this year, we see the deep side part, which looks really great with the thick brows. To keep the deep side partings intact, TIGI recommends the TIGI Bed Head Manipulator Paste.



Word of advice ▶

Be it boho waves or any natural hairstyle, it is all about individuality and singular beauty statements. Experiment by adding crimson to your curls, streak your waves pink or even opting for the Afro look. Going natural means a whole lot of bouncy curls to bring in some fun. To prep your hair, TIGI recommends the TIGI Bed Head Rockaholic Dirty Secret Dry Shampoo for added bounce and volume and the TIGI Bed Head Superstar Queen for a Day Thickening Spray.





Remy Laure, France is presented in India by: JCKRC Spa Destination Pvt. Ltd., Natraj CHS Ltd., Plot No. 15, Sec 4, Sanpada (E), Navi Mumbai - 400705.
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Resistance Thérapiste by Kérastase Give your Hair a Second Life

The Résistance Thérapiste range from Kérastase is the first renewal care for highly damaged and over-processed hair. Thérapiste improves hair resistance by 125 per cent and reduces split ends by 76 per cent

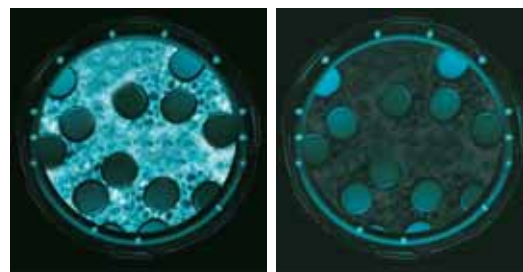
Kérastase ambassadors around the world have acted as the confidants of women who admit their hair care over indulgences. Today there is a wide gamut of services available to make hair look glamorous, but in the long run, excessive experimentation without proper care leads to damage. If hair feels limp, the colour appears faded or if hair looks and feels dead, Kérastase has the solution for you. To combat these worries, Kérastase has introduced the ultimate solution for damaged, over processed hair, with Resistance Thérapiste. With Thérapiste, give your hair a second life to recreate the quality of the hair fibre from within, allowing you to indulge and experiment with your hair without feeling guilty.

Damaged hair defined

The primary hair concern across the world today, is that of damage, which is associated with breakage, split ends, difficulty in untangling and dullness. In case of damaged hair, the texture is dry to touch and the thickness of each strand is uneven; hair lacks shine, split ends are prominent and hair colour fades quickly. This is where the latest launch by Kérastase, Resistance Thérapiste steps in.

The science

Hair fibre is made up of Ceramides, the inter-cellular cement, which is the external layer of the fibre and Keratin, which is the main element of the hair structure. As per the latest research conducted at the L'Oréal Advanced research, Keratin Associated Proteins or KAPs are the tiny proteins that link and bond keratin together. About 50 per cent of our hair is made of KAPs. When our hair is 'damaged', the KAPs have essentially eroded, leading to the collapse of our hair structure.



L to R: Normal hair and damaged hair

Revolutionary breakthrough

Nature has a lot to offer us and when it is coupled with science, even new hair fibre can be recreated. One such miracle cure is Myrothamnus Flabellifolia, the Resurrection Plant. During the most severe droughts, this unique plant loses its green colour and up to 97 per cent of its mass, retracting its stems, in order to concentrate precious vital elements at its core. When once again in contact with water, the resurrection plant regains its original casing and a new cycle of life, begins. Resurrection sap, extracted from this plant and mixed with tamarind gum, is the key ingredient of Resistance Thérapiste Range.



Resurrection Plant



In-salon experience

Kératherapy (75 minutes)

An ideal Ritual for damaged, over-processed hair, to give your hair a second life. An exclusive Ritual designed to compensate for the loss of keratin and reconstruct damaged hair fibre. It helps in reactivating radiance and makes hair silky.

Split End Sealing Ritual (20 minutes)

The first split end sealing Ritual by Kérastase. A quick 20 minutes service that instantly repairs the hair fibre; heals and seals damaged ends. Split ends reduces by 76 per cent.



Second life for hair: Résistance Thérapiste

The Résistance Thérapiste range improves hair resistance by 125 per cent, reduces split ends by 76 per cent; reconstructs hair; heals ends; reactivates radiance and makes the hair silky to the touch. It is suited for all hair types and comprises of Bain Thérapiste shampoo, Masque Thérapiste and Serum Thérapiste. The Bain Thérapiste shampoo benefits from a new technology and is highly charged with cationics to boost repair power. The polymers specifically developed for a jellified, almost solid texture, envelope the strands during a wash and reduce friction between them. The Masque Thérapiste has a rich, velvety texture that fuses onto the hair to fill it with reparative complexes that restore the fibre, acting like a bandage and has a strong repairing action. The Serum Thérapiste, suitable for both fine and thick hair, is doubly effective as it has an oily and creamy texture. It instantly heals split ends and also offers protection from heat up to 230°.

Crash tests in place

Instrumental tests show that the resistance of over-processed hair treated with Résistance Thérapiste is more than the strength of normal hair. After 10 applications of the routine, there is an improvement by 125 per cent in the overall resistance of hair. The Thérapiste range also reduces the number of split ends by 76 per cent.

Price and availability: The shampoo, Bain Thérapiste is priced at ₹2,200 for 250 ml; the mask, Masque Thérapiste is for ₹3,000 for 200 ml and Serum Thérapiste is for ₹2,000 for 30 ml. Available at Kérastase salons. 📍

“Kérastase Thérapiste is a fibre quality renewal system which works like magic on damaged hair. Those who have been hard on their hair and need to bring it back to life, Thérapiste is the range for them. With the Thérapiste in-salon Rituals, Kérastase allows you to continue to experiment with your hair without worrying about damage.”



– Renu Kant,
Director,
Envi Salons

BaBylissPRO Diffusers Ultimate Hair Stylers

Diffusers are a rarity when it comes to styling. Not much attention is given to this super useful tool though it can actually give you curvy waves and defined curls while drying your hair. Women who have dry, frizzy hair benefit the most as several hairstyles can be achieved with this versatile tool that gets attached to your hairdryer!

Vidushi Agarwal, Head – Brands at Headstart International shares her reasons for using the BaBylissPro Diffuser for defined and frizz-free curls. She says, “Though using a diffuser may be slightly more time consuming, it will no doubt help achieve defined, beautiful and relaxed curls that are completely frizz-free. It keeps heat damage to a minimum, while protecting the integrity of the hair.”



BaBylissPRO diffuser attaches to the end of any BaBylissPRO hairdryer and helps protect the hair from direct heat, allowing one to achieve many different styles while drying the hair and without causing damage to it. Here's how it works.

Step 1: Gently towel dry freshly washed hair. Squeeze out excess water and apply an anti-frizz serum from root to tip. This will enhance the diffuser's end result on the hairstyle.

Step 2: Attach the diffuser to the end of the dryer and put it on medium or low heat. Place the diffuser on your hair near the roots and move it in a circular motion. Do not use high heat as this will contradict the purpose of using a diffuser.

Step 3: Using the teeth or prongs of the diffuser, gently lift the inside of your hair and the tips to diffuse dry. Continue massaging your hair with the diffuser down to the tips until your hair is dry.

Step 4: Use the diffuser to gently push up on your curls as you dry your way down to help retain the shape and give your hair bounce and volume.



Use a diffuser for curly hair to give separation, bounce and beautiful curls without the frizz.

Step 1:

Use a curl activating spray or mousse in damp hair before styling.

Step 2:

Begin by pointing the diffuser up, against gravity at the tips of your hair.

Step 3:

Using the prongs, lift the tips upwards while drying. Lightly use it upwards and move it around and also massage the roots in a circular motion.

Step 4:

Don't concentrate on one area for too long and keep moving the diffuser. Distribute the heat evenly throughout the hair.

Priced at ₹775, these are available in India through the regular distribution channel of Headstart International @ info@headstartinternational.in

Now a Hair Detox from RUSK

Extensive hair styling, colouring and treatments finally come to a halt!
Choose a natural hair detox for healthier and cleaner hair

With the season of parties and weddings continuing, hair is exposed to immense trauma with constant styling, heat, product build-up and much more. This, in the long run, causes your mane to become dull, dry, lifeless and lackluster. The only way to reverse these adverse effects is with a simple in-salon or at home detox process. Following this treatment once a month can ensure that your hair stays it's healthy best.



Step1:

Begin your treatment with a deep cleansing shampoo like RUSK Clarify, which has rosemary and quillaja bark extracts that helps eliminate any stubborn cosmetic build-up or residue to restore natural shine, health and vitality. It acts like a shock therapy for stressed hair. Wet your hair completely and massage in thoroughly for a minute. Rinse immediately. The quillaja bark acts as a natural surfactant and the rosemary is a natural anti oxidant that helps offer a natural, yet sensorial experience.

Step2:

Go for a second wash with a rich creamy and moisturising shampoo like RUSK Deepshine Color Repair. It is a gentle cleanser, free of colour stripping sulphates, which provides vital nourishing to help strengthen and restore damaged, weak hair. Cleansing for a second time will remove any remnants of the clarifying shampoo and will also add moisture that may have been removed in the course of action.

Step3:

Deep condition with a protein based masque or conditioner so that a balance of moisture and nutrients can be maintained. RUSK Keratin Care Deep-Penetrating Treatment is a sodium chloride free, colour safe, deep penetrating restructuring treatment. With smoothing and conditioning properties that works, both on the surface and deep within the hair, it helps replenish moisture levels and instantly nourishes dull, weak hair. Apply to clean and wet hair and massage in thoroughly. Leave on for three to five minutes and rinse thoroughly.

Step4:

This is an optional step, but will help add shine and softness to finished hair after styling. On damp, towel-tried hair, apply a pea sized amount of RUSK Deepshine Protective Oil Treatment with pure argan oil to the entire length of the hair, especially on the ends. This lightweight, alcohol free formula imparts brilliant shine and advanced marine therapy infuses the hair with superior conditioning. It helps to also renew the natural integrity of the hair. Deepshine oil will also smooth the cuticle and eliminate frizz and . The oil can also be used on styled hair as a finishing product to add natural shine and remove flyaway as well as frizz.

The RUSK Detox Treatment can be mixed and matched with a lot of different options based on your hair type and needs. Following this treatment twice a month for two months and then once a month following that will regain the lost vitality, health and shine to prepare your hair for further styling without causing any damage.



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permanent
Hair Color Cream

Ammonia Free



Professional Color

CREME DEVELOPER

with
goodness of
Almond Oil
&
Vitamin-C

NATURAL LOOK BEAUTIFUL HAIR

Available Hair Colors:

• Natural Black • Brown Black • Dark Brown • Natural Brown • Burgundy • Copper Red • Garnet Red • Golden Blonde

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Ajay Jalan, Managing Director, Berina Cosmetic Private Limited, gives an overview of the brand and future of the hair and beauty industry in India

Berina Cosmetics

Carving it's Own Niche

Give us a brief background of Berina.

Berina was launched in 1955 as a family business in Bangkok, Thailand. The high quality of our products has helped the company emerge as a top brand in Thailand, and today, we are among the topmost brands in the world. We entered the Indian market in 2005 and are available in salons all over the country.

What is the focus of the brand?

We educate people and let them know about the requirements in today's era. Our focus is to enhance the productivity and accessibility of our products in the market. Our first priority is to provide better products and services for hair to our customers.

What inspired you to get involved in the business of hair and skin care?

Ever since the college days, I have been interested in beauty, hair care and grooming. I observed that in India, people are quite passionate about their beauty and hair. I thought of doing something in this line and so launched Berina in India.

Which are the star products?

The hair colour and hair straightening cream from Berina are the hot sellers. Berina offers the best hair straightener cream and a wide array of colour creams.

What are the marketing strategies?

As we believe in long-term relationships with customers, we provide them with premium quality products at reasonable prices.

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

India's hair and beauty industry is growing day-by-day. Indian consumers are moving away from the merely functional products to more advanced and specialised cosmetic items. Brands have taken note of this change and are developing new marketing strategies to offer the best to the aware Indian consumer.

What are the reasons for the spurt in the industry?

Economic and demographic trends continue to be a major influence for sale of cosmetics and toiletries in India, which has grown by 5 per cent. A cumulative positive impact has been rendered by the upbeat pace of the Indian economy, post liberalisation, which is enhanced by the disposable income levels and high aspiration amongst the consumers. Changing lifestyles in the booming middle class as well as a growing base of youth with a high inclination to self-indulge, pervasive media and rising westernisation have awakened the consciousness of the Indian consumer to proactively seek health and beauty offerings to look and feel good.

What is the future of our hair and beauty industry?

It is growing rapidly in India. The Indian Hair Care Market is expected to show a growth of 30 to 35 per cent in the last few years. The fastest growing sector in hair beauty industry is hair colour, straightener cream, shampoo, conditioner, gel and hair spray.

What are your plans for the brand?

We are planning to launch some more professional products soon and our training seminar is a regular activity. 📍



Tekno Derm MediEquip Popular Treatments and Products



**Sumit Arora,
Director, Tekno Derm
MediEquip, shares the
five popular treatments
and products to watch
in 2016, exclusively
with *Salon India***

Tekno Derm MediEquip Private Limited give an insight into their sought after range of treatments and products for skin care and aesthetics. The top five treatments and products include some new innovation by the brand, while others are the ones you may be aware of, but are here to stay.

Microneedling or Collagen Induction Therapy (CIT)

The holes or micro-wounds caused by microneedling triggers the body to fill in these holes by producing new collagen and elastin in the dermis along with new capillaries. The new blood flow and collagen production results in improvement of scars and rejuvenation of the skin. The texture, firmness and hydration of the skin are improved. Microneedling is also referred to as Collagen Induction Therapy (CIT) which defines the procedure. The depth of the needle penetration dictates the level of injury to the skin and the potential results to be achieved.

IPL SHR

It is an ultimate solution for treating multiple indications effectively, such as hair removal, acne, photo facial and pigmentation. The device can accelerate permanent hair reduction with Advanced TEC Cooling Technology for painless treatment of large areas in SHR mode in less time.


Non-surgical Face Lifting

Next generation of high performance Non-surgical Face Lifting will give great results with no downtime. It offers deep penetration up to SMAS Layer safely and is easy to use. Its main inclusions are skin tightening, anti wrinkle, reduction of double chin, improvement of skin tone and rejuvenation and an increase in skin's elasticity.

Meso Magic Cool

It's an exciting technology with Advanced Trans Dermal Delivery which helps to open the pores and trigger penetration and absorption rate of the skin. It involves structural distortion and transition of the bi-layer lipid membrane without damaging the function of biological cells due to the impact of short voltage pulses on cells and tissues for skin rehydration, collagen boost, anti wrinkle treatment, brightening, and more.

Wet MD+ Oxy Jet

This aids in amazing facial rejuvenation. It provides amazing results by Advanced Vacuum and High Pressure Technology. It is the most gentle way of skin resurfacing with active molecules and ensures no lasers, acids or pain. 

Ammonia-free Colour By MATRIX Time to Go Black

Discover the professional wonders of ammonia-free colour! Turn heads with shiny and lustrous tresses as MATRIX launches Wonder.Black Ammonia Free hair colour



It goes without saying that hair colour adds flair to one's personality, however, it is equally important to take care of your locks while you opt for a colouration service. Consumers are ready to experiment with hair colours to any extent, however, they are increasingly becoming discerning in their choice of hair colour. Amidst this trend, there is a growing demand for Ammonia Free colouration. This has led brands to increase their product portfolio and add ammonia-free hair colours as an option.

Keeping in mind this budding demand, MATRIX has launched Wonder.Black Ammonia-Free, its first no ammonia hair colour. It ensures 100 per cent grey coverage, while ensuring optimum hair respect.

Wonder.Black Ammonia-Free by MATRIX

Conceptualised and created exclusively for the Indian market, Wonder.Black Ammonia-Free guarantees 100 per cent grey coverage with its no Ammonia formula.

Powered with an innovative oil-like patented thick gel, Wonder.Black Ammonia-Free hair colour delivers five times shinier hair while assuring healthy tresses.

Wonder.Black Ammonia-Free features four shades that are the essentials for base and fashion coverage, namely, Black, Dark Brown, Medium Brown and Violet Red Dark Brown.

“ We, at MATRIX India, are excited to present our very first ammonia-free hair colour with Wonder.Black Ammonia Free. The product has been developed with a unique golden gel texture which delivers five times shine post colouration. The ammonia-free formula has a fresh fragrance and promises 100 per cent grey coverage with natural colour results. ”



- Melroy Dickson,
General Manager -
Education, MATRIX India



In-salon service

Go one step beyond traditional grey coverage with the in-salon exclusive Black Diamond Service. Indulge in this colour and care service that incorporates the Opti.black hair care range to give your tresses a dazzling shine. The service includes the Opti.black Shampoo, Conditioner and Shine Enhance Booster Dose to help lock the colour and add more shine.



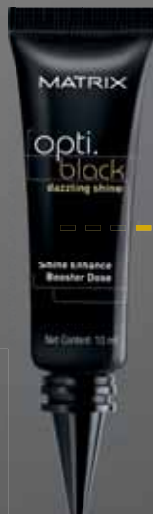
Opti.black Shampoo

It maintains the dazzling shine of your hair and helps prolong the longevity of your dark hair colour post a colouration service.



Opti.black Conditioner

Specially formulated black conditioner that adds smoothness and silkiness. It is rich in antioxidant Vitamin E that lends mirror finish throughout the lengths of the hair.



Opti.black Shine Enhance Booster Dose

Enriched with antioxidant Vitamin E, it adds lustre to your hair.

Benefits of Wonder.Black Ammonia Free Hair Colour

Discover the five professional benefits of Wonder.Black Ammonia Free colour by MATRIX and experience the difference.

- ▶ **100 per cent grey coverage:** Your stylist can cover greys flawlessly, while leaving your hair smooth and shiny.
- ▶ **Long lasting colour:** Hair is infused with long-lasting colour that stays true for as long as six weeks.
- ▶ **Natural colour results:** Wonder.Black Ammonia-free delivers a natural colour that makes your grey coverage undetectable.
- ▶ **Five times the shine, post-colour:** Ammonia-free formulas built with an innovative texture delivers five times shine post-colouration.
- ▶ **Zero odour and scalp comfort:** A sensorial hair colour experience with a fresh, pleasant fragrance with no concerns of an itchy scalp.

Matrix Wonder.Black Ammonia Free is an exclusive in-salon range available across India.



Frizz-free Hair with Supersilk At-home Care




Prashanth Kumar H., Senior Educator for Supersilk in India says an equally important step, Supersilk After Care Regime

If you ever wondered why your smoothing service doesn't last as long as it should, it is due to lack of after care at home. Supersilk, the only natural, safe and healthy smoothing service in India, which is the formaldehyde-free answer to yesterday's keratin treatments, is one such treatment where an after care is as important and essential as the treatment itself. Supersilk after care will help to maintain the smoothness that the treatment delivers and keep it healthy, shiny and frizz-free.

Supersilk smoothing service offers deep conditioning that infuses the hair with Nano Silk Complex particles and Sericin protein, which is derived from the cocoons of silk worms. It leaves the hair soft and smooth. It is also well suited for all hair types. This treatment comes with an after care regime. Supersilk Pure Indulgence Shampoo and Supersilk Pure Indulgence Rinse Out Conditioner forms the basis of this essential process.

Offering Supersilk treatment across the country, Prashanth Kumar H., Senior Educator for Supersilk says, "After care products i.e. the Supersilk Pure Indulgence Shampoo and Supersilk Pure Indulgence Rinse Out Conditioner extend the result of the professional treatment experienced by your hair. These are formulated with a blend of silk amino acids and shine-enhancing oils".

Supersilk Pure Indulgence Shampoo is an extremely concentrated formula for a quick complete rinse. With enhanced detangling properties, it leaves the hair with a wonderful exotic citrus fragrance. Also, Supersilk Pure Indulgence Rinse Out Conditioner is a smooth luxurious cream. Lightweight, it is a rich formula with enhanced shine that repairs and rebuilds severely damaged hair.

Infused with Nano Silk Complex with advanced colour protection for treated hair, Supersilk Pure Indulgence Shampoo and Supersilk Pure Indulgence Rinse Out Conditioner are priced at ₹1,275 individually. 





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KEVIN.MURPHY

MAXI.WASH

MAXI.WASH is a detox shampoo for all hair types. It has ingredients made from papaya, grapefruit and other citrus fruits and removes unwanted product and mineral build-up on the scalp. While it detoxifies a sluggish or flaky scalp, it also prepares hair to absorb nutrients, soothes irritated scalps, brightens grey, limp or dull hair and balances sebum production

→ What is it?

KEVIN.MURPHY MAXI.WASH contains Melaleuca Quinquenervia (Niaouli) Oil that acts as a hair softener and relieves skin conditions by speeding up the healing process, Chamomilla Recutita (Matricaria) flower extract that reduces scalp inflammation to promote healthy hair growth, Thymus Vulgaris (Thyme) extract acts as an antioxidant that improves colour retention, Hamamelis Virginiana (Witch Hazel) a distillate acts as a natural antiseptic to detoxify the hair and scalp. It is formulated with Aloe Barbadosensis Leaf Juice that moisturises and heals the scalp, Melaleuca Alternifolia (Tea Tree) Oil that penetrates into the scalp and relieves dry, flaky skin and promotes long, healthy and shiny hair. The Rosmarinus Officinalis (Rosemary) Leaf extract improves blood circulation to promote a healthy scalp and the antioxidants protect the hair and preserve colour. Citrus Grandis (Grapefruit) extract helps promote hair growth and is a cellular regenerative.

→ Inspiration

Based on the philosophy of skin care for the hair, Kevin Murphy developed an exfoliator that works the same way as facial exfoliators that remove dead and old skin to reveal brighter, fresher and more youthful looking skin which is ready to absorb the goodness of serums, creams or oils.

→ USP of the product

A sulphate and paraben free treatment that contains Carica Papaya (Papaya) Fruit Extract AHA's which exfoliates the scalp by dissolving dead skin and leaving it cleaner and healthier.

→ What does it do?

MAXI.WASH is a detoxifying cleanser that exfoliates the scalp while cleansing in order to prepare the scalp to absorb rich nutrients from the next shampoo. It, therefore, acts in the same way as a chemical peel or mask for the face and is skin care for the hair. The active ingredients and AHAs work to remove build up, grime, grease and flakes. A second shampoo must be done after the MAXI.WASH to remove any residual AHAs. While providing beneficial treatment for oily skin and hair, Salvia Officinalis (Sage) Oil detoxifies and deeply cleanses, soothes cuticle, hair and scalp for added radiance, balance and softness.

→ How does it work?

It is a detoxifying shampoo that contains AHA's (fruit acids) that breaks down fatty acids for a clean and clear scalp. The balancing essential oils penetrate the scalp to brighten hair and purify an oily or flaky scalp. It contains anti pollutant ingredients that remove build-up of unwanted products and chemicals. Contains natural antiseptics to detoxify the hair and scalp. Relieves skin conditions and speeds up healing.

→ Who is it for?

It is for anyone that uses a lot of product on a daily basis, has a flaky, itchy, or oily scalp or has dull hair. It even helps to brighten and reveal fresher-looking hair colour.

→ Rating

Client Feedback ***** Stylists/Experts Feedback***** Recommendation*****

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Email : info@sleekwax.com Web : www.sleekwax.com

Hair Remover : Chocolate Wax (800 g, 250 g)

Sachin Kadam Heads and Shoulders Above the Rest

The young owner of Sachin's Head Office Salon in Bandra West, Sachin Kadam has persevered hard to be where he is today. He learnt how to work the scissor from his grandfather and further honed his skills under the tutelage of maestros, such as, Hakim Aalim and Lakmé Lever. As a magician wields the wand, Kadam does the scissor and with great passion! He shares key insights and his journey with *Salon India*



The beginning

I was born into a family of hairdressers and hence, the passion for hair is in my DNA. When I was in high school, I had decided that a regular nine to five job would not be my cup of tea. I enjoy transforming the way people look and interacting with them gave me a major high. My great grandfather, Deva Seth Jadhav, was my first teacher who taught me the way to hold a scissor and he was the driving force behind my becoming a hairdresser. The other mentor in my life is my father.

Professional education

After practicing the basics for two years, I joined Hakim Aalim's salon in Bandra as an assistant. It took another five and a half years to reach the top stylist designation in the same salon. My second guru is Aalim Sir, who taught me that the word 'impossible' did not exist. Working with him gave me an opportunity to style celebrities, such as, Suniel Shetty, Anil Kapoor, Sanjay Dutt, Manish Malhotra, A R Rehman, Sonu Nigam, Vinod Khanna, Dharmendra and many more. I then went on to join Mirrors Salon in Hyderabad, where I



was the Creative Style Director for two years. I received extensive training from Wella and L'Oréal. For a short period of one year, I was the stylist for Sachin Joshi, who is an actor and businessman. I have also worked with Lakmé Lever as the Hair Educator for six of Lakmé salons in Mumbai, Ahmedabad and Pune and I was in-charge of salon audits, basic and advance techniques of training. I was also the Stylist for Lakmé Fashion Weeks for two years where I was trained on TIGI basics, advance cuts and colour and also completed training from Schwarzkopf.

Salon: Sachin's Head Office
Area covered: 650 sq ft
Address: Shop No. 6-7, Rays House, Bandra West, Mumbai - 400050
Tel.: 22-38539662
Last appointment: 8pm



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Challenges faced

The initial issues were that of finding the haircuts in vogue and ways to keep myself informed. I overcame them by being passionate about my work and practicing regularly, as both are equally important. One has to make a lot of effort to upgrade oneself on the fashion trends. By constantly being on a learning mode and testing my creativity to try different hairstyles was a challenge. However, I didn't give up and treated failure as a stepping stone. I have learnt on the job and travelled the world to learn new things and use them to my advantage.

Connecting with clients

I personally connect with my clients who visit my salon. I listen to the client and value their opinion, check their hair history, face shape and put my inputs and create the look for them.

Role models

My hero is my first guru, my father and Aalim Sir, who really taught me so much about the hairdressing industry. My third guru was Lakmé as it built my foundation.

Defining success

Success comes with passion and practice. I am still a beginner. My success mantra is to have an aim in life and give it such a top priority that you do not see anything else, not even yourself.

Favourite tool

The scissor!

Trending right now

Classic cuts, waves like that of Marylyn Monroe for women and a quiff such as that worn by Elvis, for men, is in vogue these days. Colours of the seasons are warm tones like copper and auburn.

Views on the hair and beauty industry

The hair and beauty industry is booming. There are so many innovations taking place, be it in a product or service operating procedures. So many people are joining this industry, which in itself, is such a good feeling. I am proud of our industry and the gap between us and that of the industry overseas, is gradually lessening.

Advice for the newcomers

Newcomers are the future considering the scenario of the industry today. Choose what you love to do and practice your craft passionately, till you reach your goal. Whether you are a hairstylist for celebrities or not, your intense love for your skill will make you stand out in the crowd.

Achievement

I won the Trainer's Level for cut and colour and won the title of Master Stylist. Lakmé Fashion Week was a great experience. I got an opportunity to work with renowned designers, such as Masaba, Nupur Kanoi, Sanjay Hingu and many more. 📍

(AVB)

Angelo Vallillo

Staunch Craftsman

BHA 2015, Eastern finalist, Angelo Vallillo, juggles multiple roles, from being the Co-owner of Zullo & Holland Salon, running the Angelo Vallillo Hair Academy to proving his mettle as a Sebastian International Artist and a Session Stylist. Vallillo shares his journey, trends for 2016 and more exclusively with *Salon India*

by Shivpriya Bajpai



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

I started out in hairdressing when I was 20 years old after a bad injury ended my burgeoning career as a professional footballer. I had no idea what I wanted to do after I stopped playing football, but my uncle, Romano Zullo, had a hair salon and he asked me if I'd like to be part of his team. I wasn't that keen, to be honest, so he took me down to the Salon International show in London. It worked; I was hooked from the start. Seeing great stylists doing their stuff in front of hundreds of people was an eye-opener for me. I wanted to get up there on stage, too, do collections and be the best. And now I'm doing it.

Please tell us about your professional background. What are the certificates and degrees you have earned?

I have an National Vocational Qualification - Level 2. Most of my education has come from hard work, dedication and self-belief. I've always tried to surround myself with the best and learn from them, but I also look to use every experience as a learning opportunity. You cannot stand still in this profession. You are either learning and looking for a fresh take on everything you see or do, or you stagnate.

What were the challenges you have faced back then? How did you overcome them?

My biggest challenge when I started out was adapting to life on a trainee hairdresser's pay. Working hard and dedicating my time to the craft I loved was easy. I think coming from football, I had the drive I needed to overcome most challenges.

Tell us about your current role and responsibilities. How do you balance work and personal life?

As well as being joint owner of Zullo & Holland, I own and run the Angelo Vallillo Hair Academy, I'm a Sebastian International Artist and a Session Stylist. I'm not sure how I balance everything; I just make it happen. It's when you think about it too much that problems happen.

Who is your role model and why?

I don't really have one single role model. I look to people who have reached and are reaching their true potential. I have friends across many fields who inspire me, whether that's in hair, fashion, music or acting. It's all part of the mix.

What are your favourite tools and techniques?

Sebastian products are a must. I love my whole kit bag, which has just about everything in it. I love doing new techniques and coming



to understand them. Then you can create your own.

What are the trends in hairstyles and colours to look out for in 2016?

I think short hair is coming back, with people becoming a lot more confident. There's a great move towards self-expression, which is great, with colour the brighter the better.

What is your success mantra?

I think it comes down to self-belief, having the mindset that you can achieve whatever you want in this world, hard work and dedication to your craft.



Hair: **Angelo Vallillo** | Photography: **Richard Miles** | Make-up: **Rosanna Velin**

What are your views on the salon and beauty industry?

We have a massive impact on people's lives, and I don't think we get the credit we deserve. But there's a responsibility that comes with that, to be the best we can. I believe hairdressers should be registered and their skills tested. I know people who haven't been on a course for 20 years. People who work in hairdressing need to start understanding the value of their industry. Some think just because they have an NVQ they can cut and colour hair. They can't.

What is your advice for the newcomers entering this field?

Have a goal before you start, work out what it takes to get there and then dedicate your time to achieving it. If you do that, then set yourself another goal. Never sit still.

Tell us about your celebrity client list.

I have done a good few celebrities in my time, most recently model, David Gandy, television presenter, Caroline Flack and the DJ wAFF. There are others I would prefer not to name.

What is your take on the Indian hair industry?

It's incredible how much it's grown over the years. I was amazed by what was going on at Salon International and I'm excited to see what happens in the future. I would love to do a show over there for you guys.

What are your future plans?

To keep on learning. The beauty of this industry is that there is always something new to learn. Eventually I plan to open a few more salons. And be happy. 📍

Root Deep Absolute Advance III

by **Neetu Sharma**



Root Deep Absolute Advance III, the thoroughly researched natural cosmetic science to fight hair fall, hair thinning and decreased hair density, is a blend of deep nourishing oils, phytonutrient extracts, vitamins, minerals and plant peptides that ensure energised and strengthened hair roots, healthy scalp and a strong and lively hair fibre.

With the power of 31 natural actives getting penetrated to the roots, Root Deep Absolute Advance III is the most comprehensive hair therapy to fight hair fall and get fuller hair and a denser scalp.

Since I was suffering from acute dandruff-driven scalp issues and hair fall, I just had to review this new service.

Consultation

Gaurav Rawat, Hairstylist at the Aayana Clinic, carefully examined my scalp and roots. He then quizzed me whether I have ever coloured my hair and the regime of hair wash, type of shampoo and frequency of oiling.

Diagnosis

Due to the presence of dandruff, I was experiencing serious hair fall. There was lack of moisture and my scalp wasn't healthy, which was the reason for my hair fall and decreased hair density.

Recommendation

I was suggested the Root Deep Absolute Advance III therapy to fight hair fall, hair thinning and decreased hair density.

Process:

Step 1: Hair was divided into sections and Root Deep-Hydrooil was applied on the roots for root energising, cleaning away grime which leads to blockage and hair fall reduction.

Step 2: Head was massaged with gentle pressure for four to five minutes.

Step 3: Hair was then washed. Usually two shampoo rinses are required, so he used Root Deep-Shampoo. In the second wash, he kept the same shampoo on my hair for two minutes.

Step 4: A generous dose of Root Deep-Intenso Fluid Mask was applied from the root to the shaft and left on for three to five minutes for shaft strengthening, volumising and smoothing.

Step 5: Hair was rinsed with plain water.

Step 6: Hair was then towel dried.

Step 7: Hair was divided into sections before combing. Root Deep-Anti Frizz Oil was applied for instant detangling and smoothing.

Step 8: Again hair was divided into sections and the Root Deep-Recharge Synergy was applied.

Step 9: Finished off with a blow-dry that left my hair feeling and looking like silk.

Step 10: Home care was recommended.

Spa: Aayana Clinic
Location: Delhi
Duration: 45 to 50 minutes
Cost of the therapy: ₹3,600



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Market Watch

Hair Care

New Moroccanoil Smooth Collection

Moroccanoil, the global leader and pioneer in professional oil-infused beauty products, has introduced a revolution in smoothing designed for all hair types, the New Moroccanoil Smooth Collection. Especially created to provide instant smoothness and manageability, the complete smoothing regimen allows even the most unmanageable hair to obtain shiny and smooth perfection. The range comprises of the Moroccanoil Smoothing Shampoo and Moroccanoil Smoothing Conditioner, which is a cleansing and conditioning duo that sets the stage for smooth styling; the Moroccanoil Smoothing Lotion, which is a lightweight styling product and blow-out essential that provides instant control and long-lasting smoothness, shine and frizz-free definition; the Moroccanoil Smoothing Mask, which is a deeply nourishing and conditioning weekly treatment that provides long-lasting improvement in the hair's texture, shine and styling manageability. All the formulations are enriched with proprietary Moroccanoil argan oil-infused blend, potent and ultra-nourishing argan butter, as well as coconut derived fatty acids, which leaves hair soft, shiny and instantly more manageable. The products are free of sulfates, phosphates, parabens and are completely colour-safe.

Price: On request



provides long-lasting improvement in the hair's texture, shine and styling manageability. All the formulations are enriched with proprietary Moroccanoil argan oil-infused blend, potent and ultra-nourishing argan butter, as well as coconut derived fatty acids, which leaves hair soft, shiny and instantly more manageable. The products are free of sulfates, phosphates, parabens and are completely colour-safe.



Elements range from Wella Professionals

The new range of Elements includes the Elements Shampoo, which is a sulfate-free shampoo that renews the moisture of the hair, preserving and nourishing it from root to tip; the Elements Conditioner, a lightweight

paraben-free conditioner that strengthens each hair fibre from within, helping repair and preserve hair's natural vitality, and the Elements Mask, which is a lightweight, paraben-free repairing mask that intensively restores and preserves the natural inner structure and strength of the hair.

Price: ₹975 for shampoo, ₹975 for conditioner, ₹1,075 for mask



Wine shampoo by Astaberry Biosciences

The Wine Shampoo by Astaberry, made from richness of real grape seed oil, helps to fight dandruff problems and allow you to flaunt your lustrous locks. It has an excellent conditioning property to give your hair a bouncy look with the effects of real grapes present in the wine. Grape is an excellent source of antioxidants that increases blood circulation in the scalp, thus, promoting hair growth. Moreover, grapes have an abundance of vitamin E and linoleic acid that treats hair loss, split ends, brittleness and hair fall caused by rough handling of hair.

Price: ₹150 for 200ml

Hair curler by Vega

Get free-flowing, curly hair in just minutes with the Vega Smooth Curl, the hair curler. Easy and hassle-free to use, it comes with a clamp design that creates beautiful curls. This curling iron will help you to create instant, healthy and glamorous curls in no time. Wrap your hair around the barrel, use the clamp to hold your hair and create natural curls without kinks. Vega Smooth Curl employs ceramic coating technology that creates smooth curls and has an adjustable electronic temperature from 120° C to 200° C. Use smaller portions of hair for tight curls and larger portions for an overall wavy style. The swivel cord makes it even easier for you to get the perfection.

Price: ₹1,499



3 in 1 curler by Beauty 'n' Beyond

The magical 3 in 1 curler gives a variety of curl options with one single unit. It is one of the most successful curling tongs till now in the beauty industry and it has been priced well. One can create all sorts of hair looks whether it is tight curls or big flirty ones with this curling tong. All the products from Beauty 'n' Beyond guarantee the best in quality.

Price: ₹3,200 (MRP ₹4,500)



Shampoo by Dreamron

Enriched with Moroccan argan oil, Bio Keratin ensures your hair retains its natural colour and stays silky, soft and manageable. The Bio Keratin shampoo improves the hair texture by removing the static elasticity in the hair caused by hard shampoos. It moisturises the hair and provides a protein supplement needed for the hair.

Price: ₹550 for 300ml



OKARA from Rene Furterer

The new hair care range from Okara consists of a shampoo, conditioner and leave-in spray. The Okara Colour Protect Radiance Enhancing Shampoo preserves the intensity of coloured hair with a sulfate-free acidic pH cleansing base. Hair is tangle-free, softer and radiant for longer without stripping the hair of its enhanced colour. The Okara Colour Protect Radiance Enhancing Conditioner is a deeply nourishing for damaged colour-treated hair. It claims to leave the hair silky and detangled. Protect your hair on daily basis with Okara Radiance Enhancing Spray Leave-in which has a double UV screen with Vitamin E that helps fight free radicals that get hair colour to fade.

Price: ₹1,320 (200ml) for shampoo, ₹1,980 (200ml) for conditioner, ₹1,540 for spray



Hair colour cream from Berina

The Color Cream by Berina is a one-stop hair colour-care solution, as it nourishes the hair besides giving it a long-lasting colour. It contains an innovative component, which protects the hair by providing sufficient nutrients and provides glamorous colour to hair. For global use, one can pick the A1 and A2 as they are Black and Dark Brown and cover 100 per cent grey; A3 to A15 are Red Brown, Violet, Golden Brown, Burgundy, Garnet Red, Mahogany, Copper Blonde, Red Violet Blonde, Copper Brown, Red Blonde are the fashion colour shades; A16 to A24 are lighter and the shades are Blonde, Golden Blonde, Golden Orange, Ruby Red, Grey, Bright Red, Magenta for highlights; A25 to A30 are Dark Coffee Brown, Natural Brown, Chocolate range for natural dark fashion colours for global use and A31 to A40 are Blonde shades for fashion and highlights.

Price: ₹190





Photos: Shutterstock.com

Beauty and Wellness Industry Make Way for 2016

Not only have salons increased their footprints, the business of beauty is witnessing a revolution like no other. From brands, such as Lakmé launching a make-up app, exclusive skin care brands opening stores on high streets and malls to at-home beauty services catching the attention of investors and corporates and the mushrooming of academies is proof enough to accentuate the giant strides being taken by this industry. The underlying fact is that the growth potential warrants merit, as not only international names are now in the country, the community of investors has also grown and they are whole-heartedly supporting start-ups in categories, such as at-home beauty services and dedicated eCommerce sites. The year 2015, goes down the annals, as a steady year for business development and one that has set the pace for energised expansion for all those involved in beauty and wellness

by **Zainab S Kazi**

A decade ago the preconceived notion was that people are not conscious about quality, durability and reliability when buying styling tools, equipment and brushes. They were content with cheap Chinese products for their requirements. Today, we are happy to state that this is and was only a notion, not a reality. A quality seeking customer exists in any and every part of the world and India is no different,” shares Rohan Kasar, Head of Business Operations at PID India, a professional salon product’s distribution house with its headquarters in Mumbai.

The above was to set the context for the story to follow. The beauty industry in India is changing. Salons are being frequented more these days by those who need to indulge in the beauty and hair services, but also by those who have made hair care, skin care, make-up and nails art, as a major part of their lives. This is also where brands come in. Salons are being targeted by business houses in a serious way. Apart from ensuring that the demand for salon supplies is consistent, brands are also looking at salons to be an important retail medium. More and more brands are making in-roads into salons not only for salon supplies, but also for retail expansion by having retail counters for customers to directly pick up the products. The credit here goes to L’Oréal for setting standards for hair and beauty brands to follow. The French company captured and length and breadth of salons in India with its products and branding. The trend continues and is gaining momentum with each passing year. 2015 saw the launch of many in-salon products and new concepts. BBLUNT, which had created a niche for itself in the salon industry by styling Bollywood actors, has now entered the product category and they are seen making active in-roads in salons with their dedicated stands. Likewise, Raaga Professionals has managed to capture the market share with its professional line of products.

Allen John, the Chief Executive Officer for beautynewsindia.com shares, “2015 has seen an excellent growth in terms of new products and brands entering the professional beauty industry. Salons have started introducing new services and treatments for their clientele with the focal point being that of ‘meeting the dynamics of customer expectations’. The launch of new salon chains and the increase in salon go’ers has been the main development this year.” John is right



in pointing out that the industry is booming with there being cut-throat competition. In this scenario, the brands and service providers need to bring in ‘innovative services’ in terms of salons and customer service, education and support in terms of brands.

Technopak estimates that the market beauty and wellness industry in India currently stands ₹61534 crores with CAGR of 14 per cent. According to Pakhie Saxena, Associate Vice President-Retail at Technopak, “There exist a significant number of home-grown beauty and salon chains that have established presence and gained preference in the Indian market over the recent years. Few of these are LOOKS Salon, Geetanjali Salon, Affinity Salon and Lakmé Salon. These Indian brands have higher or similar retail presence compared to popular international chains, such as Toni&Guy and are able to offer same standard of services. Also, in this industry geographical proximity and location plays a crucial role in the success of any brand.” Where we have seen international chains like JCB, Truefitt & Hill, Warren Tricomi and others, entering the country, according to Saxena, it is early days yet and it will take time for these salons to become a preferred choice for people in India. The reason could be the price points or the aura they have of being ‘international’ and therefore, expensive. She elaborates, “In the beauty and wellness industry, the awareness of international salon chains is not as high as international apparel brands hence, home-grown brands have an equal or greater chance to tap the market and increase their consumer base.”

According to John, in terms of products, “For hair care, Keratin products in hair and Dead Sea minerals and rejuvenating facials have done well this year.”

Round-up 2015

For majority of the brands, 2015 was a year of growth and expansion. The year saw launches going full throttle. Brands in cosmetic, skin care, hair colour, hair care and salon tools were seen sprucing up their salon network and at the same time reaching out to people directly via





eCommerce operations. Korean skin care brands were seen making in-roads in India. Innisfree is one such brand, which in a short span of about two years, unveiled three stores in Delhi NCR.

Home-grown brands, such as Nature's Essence, Astaberry, Raaga Professional, amongst others have successfully acquired a presence in several salons across the country. Achal Arya, Director, Astaberry Biosciences shares, "The year 2015 saw tremendous growth and expansion in both domestic as well as overseas markets. In the domestic market, Astaberry penetrated into many smaller towns and cities, such as those in Kerala and West Bengal. We introduced our products in many new parlours and salons. Internationally, we participated in BeautyWorld Middle East and strengthened our operations in the region."

Arya's quote brings to mind the evolution and spread of professional beauty exhibitions in India. Keeping pace with the burgeoning number of salons, spas and academies, many new players have entered the category of participating professional beauty shows in India. One such brand that has spread across shores, thanks to its active participation in such shows is Ikonik. Launched by the young and dynamic Rayed Merchant of Mumbai's Beauty Palace fame, the brand has made envious in-roads into salons across the country. For Merchant 2015 has been an 'Ikonik' one, so to speak. He explains, "We have expanded our horizons in the Middle East in May 2015 by setting up our corporate office and launching the brand in Dubai at the BeautyWorld show. The office in Dubai takes care of our global distribution and hence it is our global logistics headquarter. We have also started our operations through our channel partners in Saudi Arabia, Nepal, Egypt and soon Ikonik will be available in Egypt and Sri Lanka."

Focal Points 2015

- ◆ Expansion of salon chains
- ◆ Expansion and launch of new academies
- ◆ Product / technical training gaining momentum
- ◆ Active participation by brands in beauty shows / exhibitions
- ◆ Focus on people management
- ◆ Consultancy services gaining momentum (e.g. Evavo, Sassy Studios etc.)
- ◆ At home beauty services growing in demand and seeing more and more players entering the field (please refer to our article on At home beauty services in this issue)

At Wahl, the brand has witnessed a growth of 46 per cent in 2015. The brand forayed into smaller cities and towns only to realise the huge potential that these places had to offer. Sood shares, "In fact 2015 was a good year for us as we expanded our business and did numerous marketing activities for the brand. We are now in Tier II and III cities and while we had our share of challenges in practically all the palcesof them, however post ironing those out, the growth that these cities are giving us is, indeed, an eye-opener on the potential that exists. Ee spread our business to Moga, Bhatinda, Patiala and more, instead of remaining focused on Ludhiana or Chandigarh. While distribution and finding good distributors was the biggest challenge, once those were addressed, we have been witnessing very good repetitive business coming to us from these cities."

At PID India which represents quality tools for professional use like Kent brushes (UK), Corioliss (UK), Andis (US), Kiepe (Italy) and Eti (Italy) consolidation of distribution network remained the focal point in 2015.

The journey of Oriflame in India has been a remarkable journey; moreso as the brand directly sells to its patrons without any retail medium in between. Sharing the dynamics of the cosmetic industry in India, Prachi Mohapatra, Senior Manager Brand and Communications, South Asia, Oriflame India shares, "The rising beauty awareness is propelling the Indian cosmetics industry, which has witnessed a strong growth in the last few years. The country's cosmetic sector has, in fact, emerged as one that holds immense growth potential. New product launches catering to the growing requirements will fuel growth in the industry, for which the future appears exceptionally bright. The market size of the cosmetic industry in India was around ₹58 billion in 2013 and is expected to grow between 15 to 20 per cent over 2013-15.

The growth rate for colour cosmetics in India is also expected to increase rapidly making it the fastest growing segment within the personal care market."



Mushrooming of spas
Where beauty salons and academies have grown exponentially in India, the mushrooming of spas cannot be ignored. In fact, the wellness industry is a

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L to R: Dr. Apratim Goel,
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Tracey Poole, Achal Arya



major contributor for driving tourists to India. Recognising the potential of the spa industry, Khushboo Jain, a young entrepreneur, launched India's first dedicated and holistic portal for spas and wellness centres called – www.madaboutwellness.com. Jain, Co-founder of the concept, talks about the inception, "While working on my first book on the spas of India that won a National Award by the Ministry of Tourism, I started visiting wellness centres. The potential of healing and pampering, at that time, was not known to 99 per cent people in the country! Adding to it, the wellness industry is scattered and does not have a single platform that up-scales the industry and brings all service providers on one single platform for the reach of common man, that is the masses. I was mesmerised by Ayurvedic therapies that are provided by the Indian spas and wellness centres. To bridge the gap between the service providers and users, Anubhav Goyal and I launched this concept together."

Citing the dynamics as witnessed in 2015, Jain elaborates, "The entire wellness landscape has changed. Overall, there were more foreign or NRIs bookings in major wellness centres and we have further added more wellness service providers. The market share of each player has increased. The airport spas meant for travellers are doing brisk business. More and more super-foods and edible products are being added in products used for therapies and treatments besides the ever-evolving beauty products, herbs and oils used in the therapies."

Elaborating on the evolution of spas in India and trends being observed, Tracey Poole, Spa Director, Six Senses Spa, Jaypee Greens Golf and Spa Resort shares, "In India there is a growing awareness and increase in the demand for spas providing lifestyle memberships with benefits that offer fully integrated wellness facilities. We have seen a growing interest in them from our male clientele." According to

Poole, social spa-ing is a growing trend, as Indians generally love to spend time with family and friends and now that is possible and they can even concentrate and improve their health and wellbeing within the relaxing and rejuvenating Spa environments.

Poole elaborates, "Ayurveda in India is popular and we are finding that our international guests have a great appeal and desire to experience them. Indian guests often like to experience international treatments, such as Swedish Cupping and various Thai Therapies."

Six Senses is a well-established international brand with over 30 spas and 14 resorts in 19 countries and in 2015, they launched six new projects globally. The Six Senses Spa at Jaypee Greens Golf and Spa Resort is an enviable introduction to the brand in India with upcoming spas already in the development phase in Pune and Mumbai and more are on the anvil within the country and Bhutan.

Cosmetology and cosmetic dentistry

Looking good 365 days means having treatments that are lifelong and with social media becoming one of the most important part of our lives, looking good has, indeed, become a prerequisite. This has given rise to the acceptance of cosmetology in India. With the growth of beauty and hair industry, the cosmetology industry has also witnessed an all round growth in 2015. Permanent make-up has found new takers and so have the other treatments like laser hair removal, botox, face lifting and more.

Dr Apartim Goel, Dermatologist and Laser Surgeon shares, "2015 has seen tremendous growth in terms of new launches, new technologies, mergers and acquisitions of health care giants as well as numerous eCommerce website being launched. I think, this can be termed as the golden period of the cosmetic industry." Sharing key moments from her personal journey covered in the year, Goel shares, "At Cutis, we were the first clinic in India to launch the HIFU (Ultraformer) in India. Following that we have been on the run. So many new peels, skin care products, hair treatments, newer techniques for fillers and botox, skin tightening lasers, as well as acne resurfacing. This year, I was elected as the Vice President of AFAASI (Association of Facial and Aesthetic Surgeons of India). Being the scientific secretary, we conducted a national conference called Facethetics 2015 in July 2015, which was a roaring success. Additionally, I have presented more than 20 lectures at various national and international conferences on dermatology and aesthetics in 2015. Cutis Skin Studio once again got awarded as the 'Best Skin and Hair Clinic in Mumbai in 2015'."

Adding further on strides seen in the cosmetology industry, Dr. Mohan Thomas, Senior Cosmetic Surgeon, Cosmetic Surgery Institute reveals, "2015 has been a remarkable year on several counts. The year has been marked by a healthy spend on cosmetic procedures by the emerging middle class, even in the face of an economic downturn! We





L to R: Rayed Merchant, Rohit Sood, Rumpa Wig, Rohan Kasar

believe that we will look back at 2015 as a springboard for our planned expansion. At CSI, we have consolidated our market presence and brand imaging in 2015 through a judicious spend on advertising and also expanding our services by providing on-site surgical procedures in Tier II locations, where the facilities are pre-certified. 2015 marks our first full year steady state operations at our new facility in Mumbai, which includes a fully equipped Operation Room and several consultation and recovery rooms. We have also expanded our suite of services within the non-surgical procedure offerings.”

Thomas’s comment on advertising spend is worth taking note of. Salon International being the mouthpiece of the industry since its evolutionary phase, which was roughly around a decade or so, itself has witnessed a sea change in the approach the industry has towards media. Brands are seen active in collaborating with the media in innovative ways rather than just placing advertisements. Media planning by majority of the brands involved a lot many personal meetings with the core teams of the organization with focal point being that off ‘education’. 2015 has been a milestone year for the industry when it comes to training and education.

Dr Thomas elaborates, “The most notable phenomenon is the demand for non-surgical procedures, which now constitutes over 37 per cent of our total services. Some of this can be attributable to a need for instant gratification and is fuelled by a changing lifestyle, prodded by a higher disposable income within the upwardly mobile sub 30 demographic. The other feature that is becoming increasingly evident is the awareness and need for grooming, across genders and class. On the supply side, there have been several new entrants in the market, while some of them have been able to establish sustained growth, others are struggling with brand identity dilemmas.”

Complimenting the strides made by cosmetology in India, cosmetic dentistry saw many reasons to cheer as well. Dr. Rumpa Wig, Vice-President, Indian Academy of Aesthetic and Cosmetic Dentistry (IAACD) reveals, “2015 was superb for Aesthetic Dentistry. The interiors of India, which includes the B and C cities, witnessed a big splash in this dynamic field. In the genre of Restorative

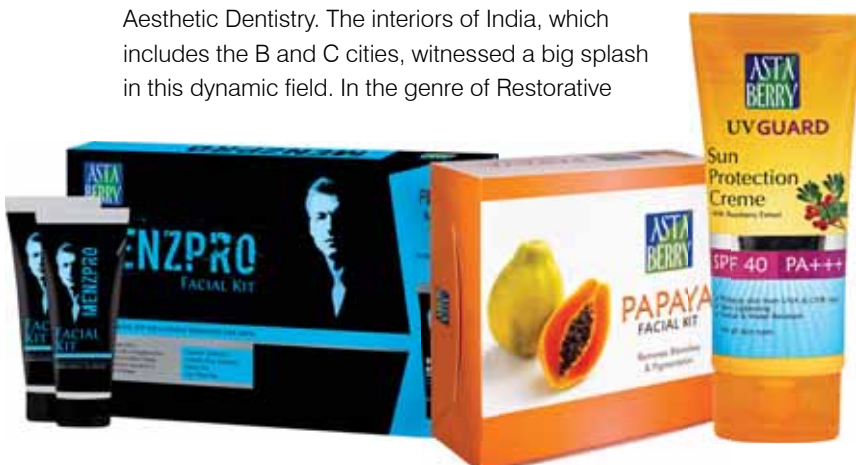
Dentistry, Bioactive materials have generated a huge interest due to the ease of use and the treatment having a chair side time of not more than seven minutes. Also, in the field of teeth whitening, a wonderful resin-based whitening varnish was launched in 2015. Time taken to do the procedure with this, is nothing more than five to eight minutes!” According to Dr Wig, smile makeovers with effortless treatment protocols and teeth whitening were the most sought after treatments in 2015.

Education and training

Accentuating the need for education and the focus it is receiving since the last year, Isshaa Mahmood, Proprietor, Azalea Marketing Solutions, India shares, “I have always emphasized on education being the key to success in the wellness industry, both from the investor and service provider points of view. This year, we launched our office and academy



where we have started training candidates before recruiting them. There is lack of skilled staff and a huge gap between demand and supply. We realised that even franchise companies were not able to meet up with their staff requirements and the franchisee owner would usually turn to us for staffing. This is disheartening for the franchisee owner as without trained staff, his investment falls flat.” Where Mahmood has launched her academy based on the feedback she received from her clients, Ayaz Kabani, a Canadian of Indian origin who has to his credit the launch of some exclusive skin care and hair styling tool brands in the country, shall be launching his academy for hair in early 2016 by the name – Indian School of Hairdressing.



Brand story

Ikonik, since its inception in 2009, is a team of over 100 members, which includes Trainers, Managers, Sales Executives and a backend team. Merchant elaborates, “We are based in Mumbai and operate through regional channel partners, which are about 70 in number.” Sharing details on the promising markets, Merchant shares, “The most growing market this year has been Madhya Pradesh, Gauhati and other regions of the east. However, our biggest business generators are Delhi, Karnataka and Gujarat. In 2015, we introduced a range of clippers and trimmers called Maestro, Edge And Pro-Cut and also launched a hair straightener with camber plates called iSense, which is known for its smooth flow and chemical friendly usage.”

As for the journey encapsulated by Oriflame in 2015, Mohapatra shares, “In February 2015, Oriflame announced its entry into the wellness segment. We also added to our product portfolio where our key focus was products from the skin care and colour cosmetic ranges, apart from launching the True Perfection Range. We expanded our presence in the North Eastern region of Siliguri by opening Oriflame’s 21st office.”

At Roots Professional, Shahzad Qadri introduced an electric foot filer which has seen a good response from the market. Talking about the same, Qadri elaborates, “Our hero product of the year 2015 has to be Roots Peditrix – the most loved and sought after electric foot filer,

as it fills in all the gaps in the manual foot filing methods and enhances the overall result and experience. It has disposable filing pads that makes it hygienic. Easy to operate, it is tickle-free and gentle on the heels, but tough on deep cracks and corns. With Peditrix, a salon takes its pedicures up a notch or maybe even two.”

At Wahl, the launches for 2015 included a new trimmer called Barber Trim and Professional Thermal Hot Round Hair Brushes and Paddle Brushes. Says Sood, “Our hero product is surely the Super Taper, which is a corded hair clipper manufactured in the US and has our patented Vibrator Motor Technology. We also found sweet success in our 2000 Watts Hair Dryer Super Dry, which has been very well accepted in the market.”



People management

For any business to prosper, the contribution of the people for the ultimate success cannot and should not be ignored. Enrich has a concept of Planet Enrich that has a series of initiatives to take care of their employees. Similarly, other organisations have been seen fine-tuning their HR policies keeping in mind the ‘team spirit’. Sood talks about Wahl, “At Wahl we believe our true strength lies in our people and we keep investing in them. Be it as special incentives or company-paid family holidays or extending loans to team members to fulfill their short-term financial needs, we do it all. We are a team of 44 people in India besides another 25 on third party payroll and have our HO in Mumbai with our Legal and IP Cell based out of Noida.” To ensure that the sales team at Wahl is tuned to the set targets, Sood has invested in technology. He shares, “We have invested in technology and developed an App that captures all the details of our sales team on a daily basis. This helps us get a better perspective of what’s selling where and how much at the tap of a button on the phone.”



Highlights in Cosmetology

- ◆ The term ‘Skin Whitening’ has been understood by consumers as well as providers as unreasonable, unsafe, unrealistic and difficult to chase. Hence a reasonable ‘skin brightening or an ‘even skin tone’ is desired.
- ◆ Fairness creams endorsed blindly by celebrities till now have been targetted by the various State government and drug authorities as they contain either steroids or harmful chemicals.
- ◆ In India we are seeing a tremendous influx of technologies from all over the world. However in the skin and hair care sector, majority

of the introductions in India have been from Korea. There are many skin care products, mesotherapy products, laser as well as light-based technologies that have hit the Indian cosmetic market. However, there are also some other promising non-surgical technologies from the US.

- ◆ 2015 has also seen a lot of demand for treatments for body contouring and tightening. Till some time back, we used to see a demand for treatments above the neck. But that is not the case now. Full body lasers, peels as well as other treatments are on rise.

By Dr Apartim Goel



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Accentuating the contribution of a robust HR system once it is in place, Qadri shares, "Our head office is located in Mumbai and our sales team is scattered across the length and breadth of our country. The Human Resource solutions have helped break down the border barrier and tied all our employees to a single thread like one big family. And that's how we at Roots choose to function."

Dr Thomas shares, "Recruitment which is usually carried out in an ORG pattern has been replaced in our case by need-based hiring which has included aestheticians, marketing and service advisors and accounting staff totaling to 10 per cent benchmarked to 2014. The concept of channel partners has been adopted for all of our needs for specialised tools, machines and products. While we might introduce our own line of products, it is not on the cards in the near future."

Hard hitting gaps

Where the growth of the beauty and wellness industry cannot be denied, there are a few grey areas that need to be addressed. Without mincing words and revealing the dynamics, possible gaps and potential of the industry, Rohit Sood, Managing Director, Wahl India Grooming Products Pvt. Ltd reveals, "The industry is growing at 24 per cent CAGR basis, which indeed is a huge growth in any industry. I see this trend to continue into 2016 as well. While we see more organised businesses in salons, it is only 30 per cent of the overall industry size. Hence the potential still rests with the rest of the 70 per cent unorganised businesses. Getting this segment sorted remains the biggest challenge! Besides we need more education, which essentially



means we need to see the likes of Toni&Guy, Vidal Sassoon Education Centers in India and also have the government regulate the industry by laying down some standards like we have in the UK and USA. Also the industry needs to understand that hair stylists, beauticians, manicurists-pedicurists and nail technicians are all qualified and only then they become 'employable'."

Sood goes on to share some advice to importers of international brands saying that launching brands is not enough, but having deep pockets to sustain them is the key to success. To hear it in his words, "2015 has also seen a large influx of international brands in the country, some who will survive and some will surely perish. We need these importers to understand that by just securing marketing rights of a brand for India is not sufficient, they need to build and sustain the brand and all this needs a lot of money. Also marketing and advertising

does not help, as Indian salons need knowledge and education to ensure that the products from these new brands can be used in the right manner. I see quite a bit of this course correction taking place in 2016 when maybe after having spent huge amounts on advertising and promotions, these brands will realise that they are either not fit for the Indian consumer or are unable to deliver the 'promised' result. I see 2016 as a year when we will see renewed focus on education and knowledge gaining and sharing."

The business of beauty has its ugly side as well. The key here would be finding right partners to support the business operations. Sood elaborates, "Having the right distributor who does ethical business is, by far, the key challenge in India. Also having a distributor commit dedicated resources for a business is also one of the additional challenges faced by all. A distributor's willingness to invest in the growth and invest in internal systems to build a strong process based infrastructure is also lacking."

But than bigger than the distributor challenge is the challenge of quality training. Elaborating on this, Sood shares, "By far education system and standards for the industry is the biggest challenge I can identify that remains to haunt us all. We need serious attention on this. Also we need largely the salons to understand that it is very important for the system to function well only when all wheels are oiled. Salon charge consumers for a hair-cut / beauty service which is provided

Pressing Challenges

Price challenge is the biggest one. Since Chinese made machines are available at 1/10th the price, some laser centres provide cheaper treatments and spoil the aesthetic market. However, they are not only less effective, but also are harmful to the patient. We get so many burn cases from cosmetic centres in our practice. Patients are not even aware what laser was used on them.

Quality challenge: This is what commonly happens with the franchisees and that is the biggest fear that I have in mind when I consider this option for expansion. Dilution of the quality of services is a big challenge in service industry.

Staff attrition: In this competitive business, it is difficult to retain your trained and competent staff. The moment your staff is trained, some other unqualified laser centre will offer them better salary.

Marketing: With so many centres coming up, it is impossible to reach the clients and public does not know whom should they trust. Marketing is obviously an expensive tool and does not guarantee the authenticity. Anyone can claim anything in the advertisements.

Operational challenge: Space is sufficient, but more is always welcome. Equipments are expensive, import taxes and duties are high, insurance charges are high and dealing with insurance companies is a challenge. Finances are high due to expensive machines and maintenance cost cannot be ruled out. Since we do not compromise in the quality of our services, we find it challenging to maintain our quality of services.

By Dr Apratim Goel



immediately in cash / through card. Which means they are sitting in cash. But when it comes to paying the suppliers, they keep evading payments for a good 60- 90 days. This attitude needs to change to have a distribution channel that is very robust and willing to invest in the business. Overall situation for the industry will change only then.” Based on the experience of having an all India expansion with Ikonik, for Merchant the biggest challenge rests with dealing with the different tax structures.

Media management

Brands, salons and service providers are actively partnering with various media to reach their target audience. Facebook and Instagram are being used to not only talk about the products and launches, but also have an active engagement with the target audience. Reiterating the importance of social media, as an important component when it comes to media management, Poole shares on behalf of Six Senses, “Social media and PR have been strengthened in the organisation to be in sync with the market development of these platforms, which are now an integral part of business and the wider world.”

Merchant shares the media strategy in place for Ikonik, “We have been most active this year on social media and been working on our email campaigns when it comes to speaking about our launches and news about the brand. Print media is always been a part of our marketing campaign and we have been performing backstage for the India Beach Fashion Week.”

Enrich Salons is one of the few salon chains in India that has a strong media presence. The credit for this goes to their dynamic director Vikram Bhatt who goes out of his way to speak at length about the industry and his salon and academy. The participation from the company in various corporate events is also commendable. They have an active social media presence, as well. From partnering with NGOs for various fund raising shows to having events in five-star hotels and of course their in-house annual day events, Enrich Salon has carved a niche for itself in the industry.

At Wahl, the biggest marketing initiative undertaken by the company in 2015 when it signed an agreement with Professional Beauty Exhibition to be the Title Sponsor. This agreement has been inked for three years and until 2017, the exhibition is now rebranded as Wahl presents Professional Beauty. Sood shares, “Besides having a booth at the four exhibitions that happen across the country, we also presented two collections, Spring Summer and Autumn Winter, at this platform which was conceptualised and presented by our European Artistic Director and principal Global Educator, Simon Shaw in conjunction with our India Artistic Director, Ity Agarwal. Besides we have also partnered with Times of India to co-sponsor the Mr India Competition and have inked

an agreement with them for the next three years.” The brand spends an impressive 10 per cent of its budget on ATL and BTL activities.

Road ahead

If the current set of challenges and especially that of education are well tackled, the journey for beauty and wellness in India is trading an envious path.

According to Dr Thomas, “It is generally accepted that the industry size is about ₹600 billion, with products representing about 55 per cent of the market size. The CAGR for the beauty and wellness industry in India, historically, has been in the range of 18 to 20 per cent, however, in the next three years, it is expected to be around 18.3 per cent. These numbers should be taken with some skepticism since the market is largely unorganised and there are low entry barriers. There is also a challenge with categorising these various non-homogenous services into broad groups. Nevertheless, the general estimates point to a potential, which is not in dispute.”

Talking specifically for the road ahead when it comes to spas, Poole shares, “Although India has been initially slow in the uptake of integrating health, healing and wellness into their lifestyles, the trend will continue to grow in 2016.” Poole sees a growing opportunity for wellness tourism in India. She adds, “Globally Ayurveda is gaining momentum. As the spa and wellness industry grows, so will the quality of the Ayurveda practices within the hospitals and the spa environment throughout India.” Arya shares projections based from the experience the brand has had from the product side, “People are getting more aware of hygiene and beauty even in smaller towns. Also they want to explore new products. Many new salons and spas are opening up. Even the economy as a whole is coming back on track. So I am very optimistic that 2016 will be a great year for the industry and Astaberry. We are targeting growth of around 40 per cent in 2016.”

Moving over to projections in the field of cosmetology and cosmetic dentistry, the road ahead for 2016 seems promising, as well. Dr Wig shares, “I am already in the process of sharing some aesthetic procedures with the undergraduates and fresh graduates, making the science and clinical steps lucid for them, which enables them to kickstart aesthetic dentistry easily in their work areas. We have study clubs and groups regarding various protocols that encompass Aesthetic Dentistry as a whole. We share our cases, tips and methods and much more. Work becomes more enjoyable and fun!”

On a concluding note, Saxena shares, “The market of beauty and wellness is expected to reach ₹70324 cr by 2016. This is owing to the launch of many new domestic salon and wellness chains, as well as, opening up of international beauty salons in the Indian market. This market is highly competitive.”



New Age Bride Wedding Worthy Do's

Salon India presents to you a pro guide from the industry starlets to sort out your wedding hair dilemma

There is so much to look forward on the big day, especially when it comes to the right hair and beauty look. It's a crucial part of the overall look. We have put together an exclusive hair board featuring the most valuable piece of advice from the salon gurus so hurry and make some notes!

ROHAN JAGTAP, BBLUNT, MUMBAI



- ▶ **BRIDAL BOOK:** As time has evolved, classic shapes make its mark again with modern twist to it. Classic Chignon or French Banane with dynamic touch are trending this season. Smooth sleek finish or soft beautiful textured shapes make it modern and elegant.
- ▶ **BRIDAL ADD-ONS:** I believe 'less is more'. So lesser the accessories, the more beautiful the hair will look. Hairstyles with a suitable flower or a minimal, yet, elegant piece of accessory is perfect.
- ▶ **EXPERT SPEAK:** With a suitable cut and colour to enhance hair movement and brighten up the complexion, it is important for the hairdresser to work on the bride for months in advance. Along with timely conditioning or nourishing treatments, care for the scalp, too, is a must. Provided a bride uses recommended home care products, hair will feel and look healthy.
- ▶ **AN ABSOLUTE NO-NO:** It is more important to know what not do. So big heavy hair-up styles, with a head full accessories, screaming loud make-up is not at all happening.



Courtesy: Amazon India Fashion Week 2015; India Runway Week 2015; India Bridal Fashion Week 2015; Lakmé Fashion Week

ISHOKA HAIR & BEAUTY, ABERDEEN, SCOTLAND

- ▶ **BRIDAL BOOK:** We are seeing a lot of simple waves and classic chignons within the wedding season. Simple, chic waves are sophisticated and can be easily maintained throughout the day, using great finishing products. The chignon is another classic and is seen at many weddings. It again requires minimum maintenance throughout the day or night and is a favourite amongst the brides.
- ▶ **AN ABSOLUTE NO-NO:** When it comes to wedding hair, we always consult with the bride, as to what is their dress and accessories. Everything should flow and not be too over the top. Each bride has their own personal style and it is essential that we keep within these boundaries. Always invite your hairdresser! That way you can ensure your hair is kept in tip top condition throughout the day!

NICOLE SERPES, NALINI OF NALINI & YASMIN SALON, MUMBAI



- ▶ **BRIDAL BOOK:** This year, the wedding hair and make-up trends are different from the past, but also inspired from the past. It's simplicity perfected. From braided hairdos to tie-up curls, hair-dos this wedding season is a mix of simplicity, charm and elegance. While when it comes to make-up, the smoky eyes are still a favourite, but now with a touch of playful colour."
- ▶ **EXPERT SPEAK:** If skin and hair needs to be improved and treated, start at least a month in advance. The salon aesthetician and hair spa person will guide you after a consultation and recommend the required treatments in the salon and a follow up for home care regime, too.

VIDYA TIKARI, PROPRIETOR, THE VIDYA TIKARI STUDIO, NEW DELHI



- ▶ **BRIDAL BOOK:** What I see this wedding season is zero glitter, so if you want a bit of shine, apply a bit of shimmer at the inner corners of the eyes only and the rest of the eyes can be made smoky. However, brides can add a hint gold on the lids, which look glamorous and elegant. We don't have to put anything wet on the eyes; stick to a deep red mouth and nails. Eyebrows have to be well-structured and lashes play a big part in all the make-up, whether it's a natural lash or full on thick one. Contouring and highlighting is not necessary, you can put any colour on the cheek, depending on your outfit. When it comes to wedding hair, it again depends from bride to bride – there are women who love braids, whilst there are some, who like clean, high and tight hair updos. The one which is contemporary and chic is the pulled back tight hair look. Also, messy hair, like different kinds of braids combined into a bun, look very interesting.

Sun Cosmeceutical For a Radiant Complexion

Sun Cosmeceutical is all set to redefine beauty and skin care with the Thaliwhite Skin Tone Correcting Serum by Thalion, Créaturé de Cosmétique Marine, which resorts to marine expertise to lend a luminous and spotless complexion

About the Product

This high performance serum prevents and corrects an uneven complexion that lacks transparency. It's innovative brightening system boosts the action of attenuate pigmentation marks and brighten the skin tone.

The highly concentrated Serum conveys state-of-the-art marine active ingredients to the depths of the skin, for a targeted action on dark spots. Thanks to the patented active ingredient Pylawhite combined with Vitamin C that prevents the formation of new dark spots and targets the existing ones. The anti-aging booster unveils your skin's radiance for an even and transparent complexion.

USP

Thaliwhite Skin Tone Correcting Serum combines marine expertise with patented active ingredient, Pylawhite and high stability Vitamin C, to offer optimum results.

Pylawhite brown macro algae is the result of five years of research from the Thalion Laboratories. It helps Tyrosinase enzyme in its inhibiting action, which reduce Melanogenesis by 25 per cent.

Highly stable Vitamin C is a rare combination that works in skin brightening. It reduces the target spots on the skin, prevents new spot formation and also helps in anti-aging action.

It may be used in both in-salon as well as at home. For professional treatments, it can be used as serum penetration and can also be infused with equipment for enhanced results. For home care, it's advisable to apply on perfectly cleansed skin followed by Thaliwhite Skin Tone Brightening Cream for optimal action.

Price and availability:

The Thaliwhite Skin Tone Correcting Serum is available for ₹4,410 and along with Complete Thaliwhite Range and other Thalion Marine Expertise Solutions for anti-aging, sensitivity, oxygenation and hydration. It is available across India through Sun Cosmeceutical Private Limited.



“Thaliwhite Skin Tone Correcting Serum helps in improving the texture of the skin while imparting a glow and shine to the skin.”

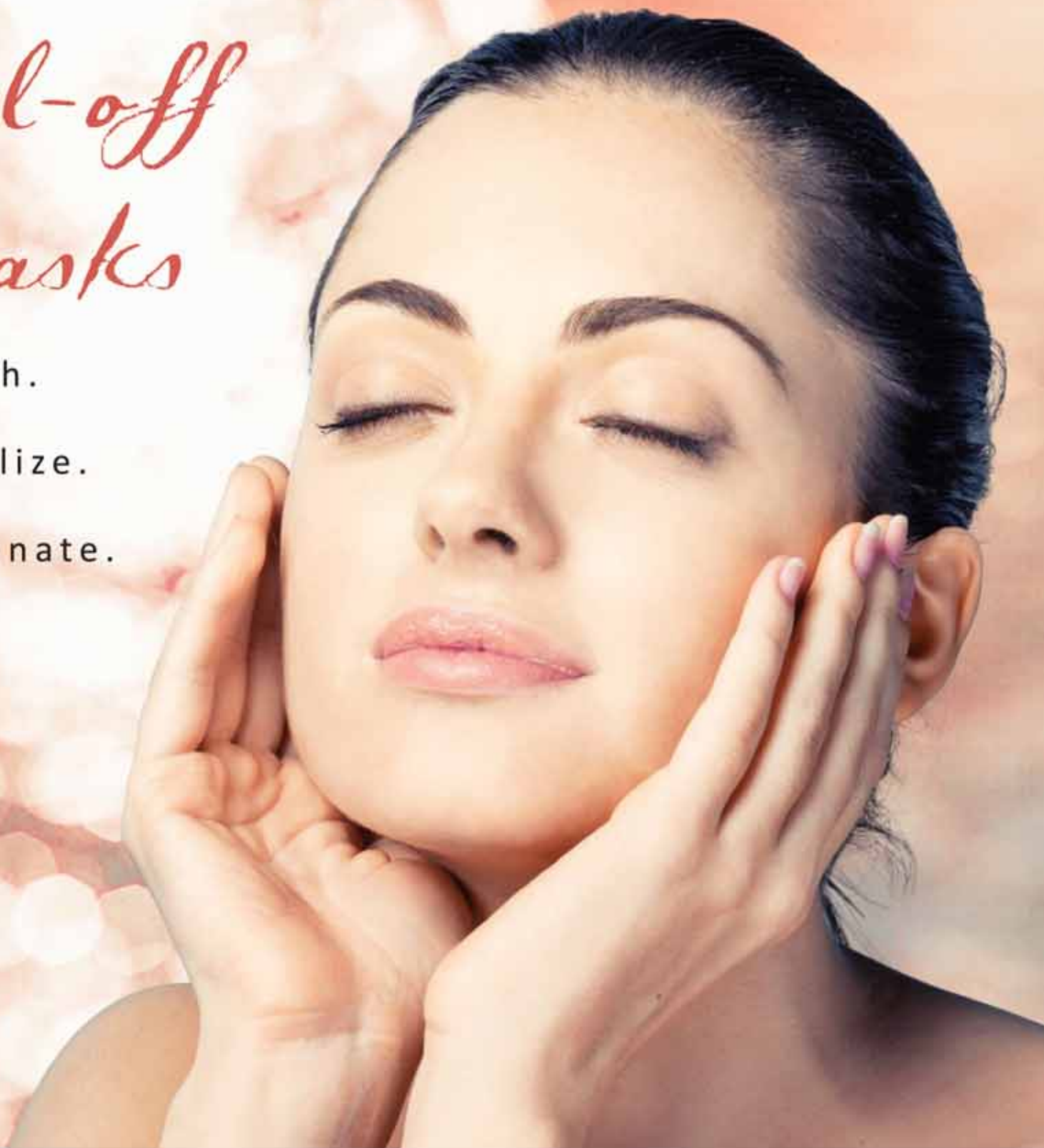
– Vanita Lalwani,
Business Head,
Pink Room Salon & Spa

Peel-off Masks

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Facials for Men Coming Out of the Closet



Photos: Shutterstock.com

Grooming has come a long way and is no longer the domain of women. Men are becoming equally aware of the benefits of facials and other skin care products. With numerous brands and salons in the market and exclusive men's skin care range, *Salon India* gets a perspective from brands and salons on the trends and treatments offered

Today's men are becoming more and more aware of the latest grooming trends. Booking a salon appointment is no longer restricted to the metro-sexual man. With brands and salons raising awareness and flooding the market with products and treatments exclusively for men, they have options galore to choose from. Various lifestyle issues, pollution and stress are all adding up to one's skin woes. Aestheticians are recommending facials and other skin treatments to tackle skin-related issues.

Men are also taking cue from celebrities, who are leaving no stone unturned to look good and flaunt healthy skin. Brands are joining hands with male celebrities to promote their men's skin care range. Salons are offering men's facial treatments on the basis of their skin concerns. *Salon India* speaks to brands, such as Astaberry Biosciences, O3+Professional, Janssen Cosmetics and VLCC to understand the men's skin care market, products, treatments available and more.

Common skin concerns

Post-shave irritation: Continuous use of a razor while shaving causes irritation and redness of the skin. Soap and water is not a solution for it. Razor burn, inflammation and irritation are some of the common issues of shaving, and all these results to coarse facial skin.

Acne: Factors like humidity, stress, heavy sweating or unhealthy lifestyle leads to acne issues.

Excessive oil secretion: Men have higher testosterone levels than woman, which explains the higher level of oil secretion in men. Oil on the facial skin, if not cleaned properly, clogs the pores which leads to blackheads and pimples.

Sunburn: Excessive exposure to sunlight leads to pigmentation and skin darkening. Men tend to ignore the facial skin issues caused by the UV rays of the sun, which may lead to rashes, pigmentation and a coarse texture, too.

TYPES OF FACIALS OFFERED

ASTABERRY BIOSCIENCES

We have recently launched our first men's only product called Menzpro Facial Kit.



USP

Male skin problems are different mainly due to regular shaving, greater time spent outdoor, more contact with pollution and harsh environment and sweating. Men's skin becomes thicker and rough and ages in a different manner. There is also more tanning. Menzpro facials are specifically designed to deal with men's skin. It contains greater quantity of actives that can penetrate the thicker male epidermis and give desired results. With extracts of Carrot and Lemon Peel and infused with Tea Tree oil and Mint oil, the skin is able to look rejuvenated.

Marketing strategy

We are targetting men's salons and barber shops for the placement of this product. To start with, we have created a small pack size so that the salons can try the quality of the product. One facial kit is priced at ₹200 and two facials can be done with it. Also we are offering a free Shaving Gel as a launch offer to the salons.

Challenges faced

Astaberry has always been seen as a skin care company for women. This is more so because we did not have any specialised products for men in the first nine years of operations. So from a branding point of view, getting an acceptance for the men's product under the Astaberry brand was a little difficult.

Presence

In the first two months of the launch, more than 1,500 men's parlours have purchased the product across India and Nepal.

Future plan

We are planning to launch a full range of men's products comprising of face washes, shaving gels, scrubs and masks especially designed for mens. We are also planning to launch the facial kit in bigger pack size, which is more economical for the salons.

Size of men's grooming market

The men's personal care market is huge in India and growing by the day. Reports say it is around ₹5000 crores.



Achal Arya,
Director,
Astaberry Biosciences

JANSSEN COSMETICS



Products offered

Janssen has introduced an exclusive men's range, which consists of Energizing Hydro-Gel, Dead Sea Black Mud and Face & Eye Vitalizer.

USP

All products of Janssen Cosmetics are skin-friendly. Even the men's series from Janssen Cosmetics is light on the skin and the products are oriented towards hydrating, soothing, refreshing and reviving the skin.

Marketing strategy

We use a number of marketing tools available such as advertisements, regular updates on social media and other media, such as gift hampers for Father's Day, birthdays, and more.

Challenges faced

A myth which is still widespread is that the male skin needs only cold water, a little soap and a pungent after shave. In fact, male skin is thicker, has larger pores and produces more sebum as compared to the female skin. Thus, the challenge has been in changing the mindset of men to adopt a skin care ritual, which is important for them.

Presence

Most of the salons that stock our retail products carry the Man series, too.

Future plan

Slowly, men are beginning to take care of their skin and are exploring the options in facials available to them. Thus, we are planning to offer the Man series, as a home care system so that they can regularly maintain their skin.

Size of men's grooming market

The men's grooming market is slowly increasing in size and we hope and believe, we will see a marked change in the coming year.

Shweta Parekh,
Director, Infinite Enterprises Pvt Ltd

TYPES OF FACIALS OFFERED

VLCC

Men today are increasingly conscious of not only their looks, but overall grooming as well. At VLCC, we offer a host of facial and skin care treatments for them, depending on their requirement. Some popular facial treatments are from the BelleWave Switzerland range and comprise of:

Outbreak Extinguisher

The solution to oily and acne-prone skin, the Outbreak Extinguisher treatment purifies and provides relief to aggravated skin. Gentle, yet efficacious, it has Lactic and Mandelic Acid that remove dead skin cell build-up, unclog pores and stimulate skin renewal. Bamboo Charcoal helps prevent acne outbreaks by regulating sebum secretion, helping to keep skin matt, smooth and shine-free. The four step treatment purifies skin thoroughly to reveal a fresher, clearer and smoother appearance. Among other actives, it also contains Montmorillonite – a Volcanic-origin clay rich in active ionic trace minerals which has absorption abilities for oil and sweat secreted by the skin.

Oxygenique Therapy

The solution for tired and lackluster skin, Oxygenique Therapy delivers a concentrated boost of energy to revive functions for healthy skin vitality. The four-step intensive programme is powered by pure encapsulated oxygen molecules that recharge skin metabolism and revitalise skin straight from the core. Oxygenique has the Vitaly Tea Mask and Honey Peel, which makes it an excellent treatment to combat effects of environmental pollution seen on the skin.

Visionenergy

An intensely concentrated treatment, Visionenergy is engineered to tackle problems commonly faced in the eye contour area. Powered by a blend of potent actives, three combinative actions work holistically and penetrate deep into the skin to promote regeneration for an astounding skin transformation. Amongst other ingredients, Visionenergy has PhytoStem Cell – bio-technically derived from the stem cells of a rare apple species, this active helps to boost the production of skin cells, protect against oxidative stress and aids to reduce visible signs of skin aging. It also has EyeLastin, which helps prevent the visible signs of ageing by minimising liquid retention that causes eye bags. It additionally enhances skin elasticity and smoothness.



Vandana Luthra,
Founder,
VLCC

O3+ PROFESSIONAL

O3+ has two types of facials for men – Sea Powerful Ocean for skin whitening, pigmentation control and normal to dry skin, and Ice Cool Tea Tree for acne and blemish control for normal to oily skin.



USP

The USP is the ultimate results that are tailor-made to suit the comparatively stronger skin for men. These results are far more visible, as they take stronger ingredients uniquely formulated keeping in mind that men skin is exposed to more environmental exposure along with razor bumps and cuts due to frequent shaving.

Marketing strategy

Marketing strategy is the same as with the other ranges. However, the target customer has been niche, as the acceptance in that segment, is higher.

Challenges faced

There are many challenges as there is a slight reluctance in the acceptability as the salon tends to buy one kit suitable for both men and women. Moreover, salons use the classic products, so a lot of training is needed.

Presence

We are increasing its presence in the salons by creating the awareness for the need of specific product ranges for men. We are emphasising on 'why' different products are required for men.

Size of men's grooming market

The size is huge and there is also a huge amount of demand in professional home care for men, as well. We have taken about eight years to launch this range, as we have gained experience and expertise to distribute and increase the demand of the product. Of course, social media plays a big role here.



Vineet Kapur,
Managing Director,
Visage Beauty & Health



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*New York
Seduction*



Major movement, full-bodied locks that increases in volume as it is moved to the back. Created ably by the Gandini Team, the focus of this stylistic Autumn Winter Collection '15-16 is the workmanship of undisputed Italian leadership.

The techniques

The creations have used two new techniques: the 'Eight Rubber' and 'Rubber Jewel' that requires the hair to be intricately adorned with gorgeous precious accessories. The elaborate hairstyles are heavier at the base and are gradually scaled up to give subtle definition. The fringe is the central focus. A medium length of hair is left long and is seen climbing from the top on shorter cuts. But it is in the choice of colour that lie the cornerstones of this inspirational collection, which takes its name from New York, the city which has captured the hearts of millions and encapsulates Grafismi steel, elements of amaranth and glows, skyscrapers, steel and glass as effectively as the layout of Central Park. The nuances are created in a clever texture of multicolours from Color Mode Professional and Vitality. The technique of through-panel is another feather in the cap!

Credits:
 Hair: Gandini Team by Vitality's
 Photo: Paulo Renfle
 Make-up: Alemka Krupic
 Styling: Giuseppe Dicecca





Credits:
Hair: Gandini Team by Vitality's
Photo: Paulo Renfite
Make-up: Alemka Krupic
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Photo: Paulo Renfle
Make-up: Alemka Krupic
Styling: Giuseppe Dicecca



JANSSEN COSMETICS

we beautify the world

JANSSEN COSMETICS has won the Prix H. Pierantoni de L'Innovation 2015, a prestigious innovation award, for the fifth time in a row.

The award winning Vitaforce C Cream is excellent at treating dryness wrinkles and fine skin lines



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Trend Alert

Beard Styles Unveiled

Facial hair has become a fad with myriad styling trends and grooming products being available. With more and more men ditching the razor, *Salon India* speaks exclusively with Asgar Saboo, Celebrity Hairstylist, and men's grooming brands, such as Trufitt & Hill, Beardo, Ustraa and Kiehl's India, to learn about the on-going trends in beard, grooming, maintenance and more

by **Shivpriya Bajpai**



s_bukley / Shutterstock.com

Gone are the days when beards and moustaches were only an old man's accessory. Men are now breaking the stereotyped clean-shaven look and flaunting their machismo with beards and moustaches of different shapes and sizes. The beard trend is here to stay and getting better with time. The prostate cancer awareness is ruling the roost, with the 'No Shave November' concept in its support, we see more and more men opting for bearded looks and ready to experiment. Hairstylists are coming up with different beard styles and hairstyles to compliment the overall look, while men's grooming brands, such as, beard oils, waxes and conditioners are flooding the market. To keep up with the trending beard styles, Celebrity Hairstylist, Asgar Saboo shares tips and trends for beards, styling, maintenance, and more. Men's grooming brands like, Trufitt and Hill, Beardo, Ustraa and Kiehl's share their brand strategies, products to offer, trends and more.

Timing is key

At a time when your facial hair growth is uneven, Saboo recommends the best option to use is the electric shaver. With it, you can trim the longer patches of the beard so that it leaves an even length across the face. This will improve the overall appearance in the first few weeks.

Styles

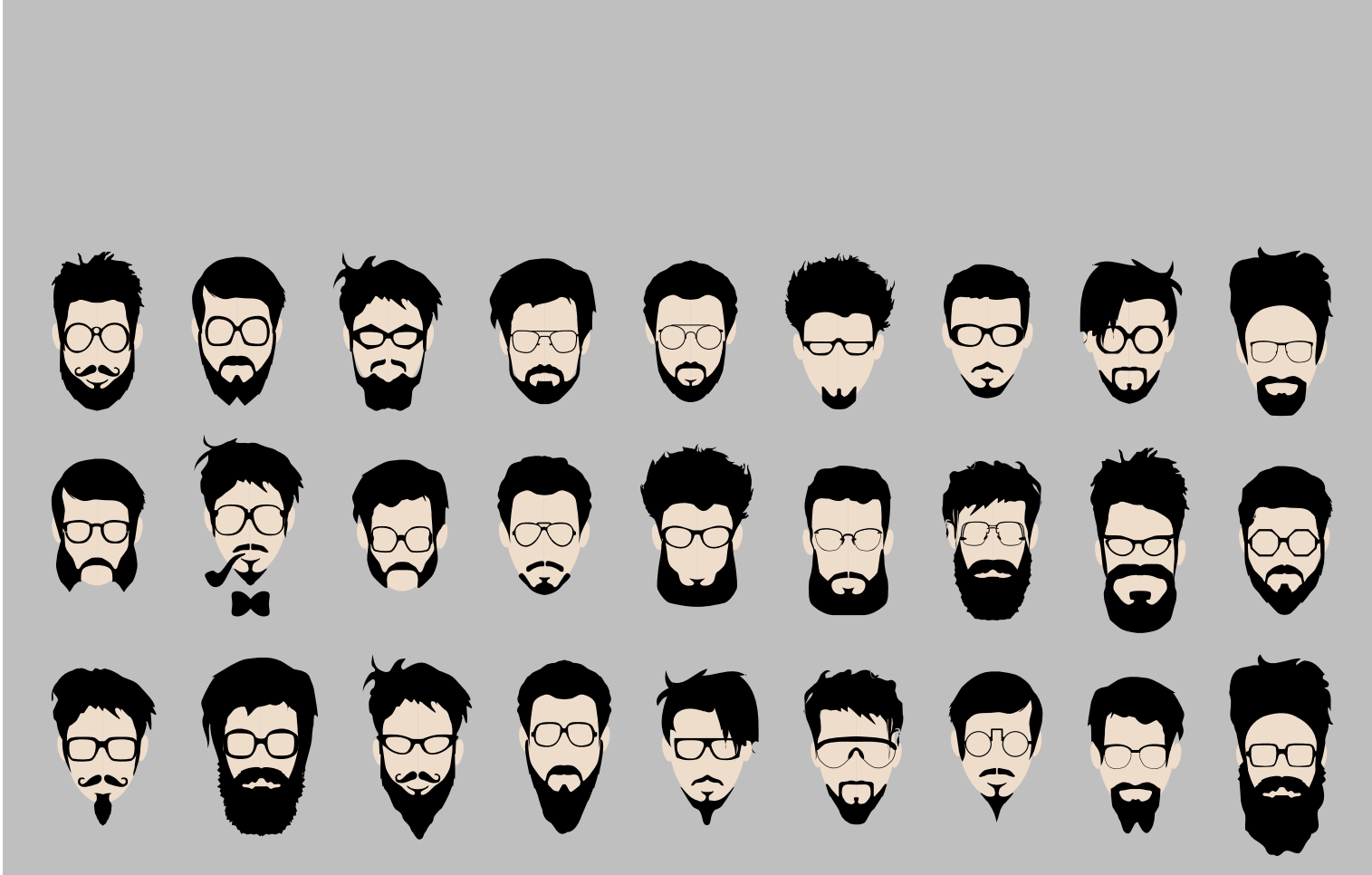
The year 2015 saw an increasing interest in beards. With a moustache or without, stubble, goatee, flowing, French beard and more, it's indeed, been popular. Celebrities from Bollywood, such as Ranveer Singh, has taken it a notch further. Hollywood stars including Ryan Gosling, Simon Cowell, Chris Pine and George Clooney are continuing with the trend. In order to compliment your personality, Saboo suggests that you consider the shape of your face first and consult your stylist before styling it as not everyone can pull off the rugged 'Tom Hardy' look. The best beards take patience, preparation and care, so why not follow this simple guide by Saboo to help you get the perfect beard.

Beard and moustache combination

Full beard: A fully grown beard and moustache, trimmed to desired length is a full beard style.

Goatee: It refers to the beard style grown on the chin similar to that of a goat. It is not connected to the moustache.

Balbo: This style can be broken into three steps, first, one needs to grow a moustache; second, hair is grown on the chin which narrows down and moves upward to connect below the chin; third, the hair on the chin is grown sideways moving midway following the jaw line.



Chin strip: It refers to growing a beard in a vertical strip fashion starting below the lips up to the chin.

Soul patch: Facial hair grown in a small patch right below the lips.

Mutton chops: When the sideburns are long, almost halfway through the chin.

Friendly mutton chops: This is a combination of mutton-chops and moustache.

Maintenance

For those of you who have never grown a beard, it is vital to remember to keep it clean. Saboo recommends using a fine-toothed comb to keep your beard smooth and free from tangles. Don't forget to use a shampoo and conditioner on your beard. One of the most beneficial products that you should invest in is a clear shaving oil, as it will allow you to see what you are shaving and will ensure clean lines around your beard. This will also soothe your skin in the early stages of growth, which Saboo advises will help eliminate the itchiness.

Trimming

To neaten your look further, it is important to trim your neckline, upper cheeks and moustache lip. Men usually trim their beard too much, which leads to mistakes being made and then shaving the whole beard off. Wait at least a month before you begin trimming, as you are simply trying to shape the beard, not remove it.

Beards for different face shapes

Square: Men with square faces should opt for styles that make their faces appear less box-like and slender. The best style is a light, but full beard.

Round: In order to add shape to the face, it is important to ensure the length of the hair on your chin is longer than the sides. Try to avoid bushy sideburns and keep the sides of the beard short.

Triangular: Men with triangular-shaped faces tend to have pointed chins. Having a longer, fuller beard will make the face appear more masculine by adding weight along the jaw line and chin.



Brands in the Business

TRUEFITT & HILL

- ▶ **Product offered:** Pre-shave oil.
- ▶ **USP:** Pre-shave oil contains 10 essential oils for glide, moisturising, healing and conditioning.
- ▶ **Trend:** Beard grooming has never been so easy. There was a time when growing a proper beard required only one thing – not shaving. With time, men have started taking beard maintenance seriously and make an effort to look well-groomed.
- ▶ **Marketing strategy:** Our products speak for themselves and the clients get a hands-on experience of the products while they experience our services. Additionally we provide information on our products via PR and social media.



- ▶ **Challenges:** The biggest challenge ahead of us is to build a team that will execute and implement our expansion plan. In our business a passionate, trained and self-driven team is key to the growth and success of the company.
- ▶ **Educating the consumer:** Our barbers are well trained and educate the clients on how they can maintain a well-groomed look. They offer detailed information about the beard grooming and also educate them on the respective products we offer to maintain the same.
- ▶ **Market presence:** Our products are exclusively available at only Truefitt & Hill outlets.
- ▶ **Future plan:** The brand will have more than 12 open operating stores across five cities by March 2016. We plan to set up more than 15 new corporate stores across 10 new cities pan India in FY2016-17. Our aim is to be personally present at every touch point for our clients.
- ▶ **Grooming market in India:** Indian men's grooming market will grow at a CAGR of 22 per cent by 2020. This growth is mainly due to the rising need to look well-groomed, increasing per capita income and rapid urbanisation.



Krishna Gupta,
Managing Director,
Lloyds Luxuries Limited



USTRAA

- ▶ **Products offered:** Mooch and Beard tonic, a Beard Wash and Mooch Wax.
- ▶ **USP:** These products have been formulated especially for Indian conditions and are free of harmful chemicals like sulfates or Parabens. The ingredients are top-notch and have been formulated by experts. We are benchmarking against the best in the world.
- ▶ **Trend:** India has always been a beard and mooch loving nation. We have the highest per capita of men with moustaches in the world. To add, globally well-known stars and sports men are sporting a beard or a stubble. Among the younger men in big cities, the hipster look is in vogue and adding to the number of bearded men.
- ▶ **Marketing strategy:** Apart from the usual advertising on social media. we are depending on our superior product quality to do the talking. A lot of our repeats are coming from existing customers and their friends.

- ▶ **Challenges:** The challenging bit was to reach as many people as possible. Media is expensive.
- ▶ **Educating the consumer:** We are working with grooming experts to help our customers. Apart from that we have plans to hold sessions and conduct workshops. We have videos explaining the use and benefits of products on our website and social media.
- ▶ **Market presence:** They are available online on our website www.happilyunmarried.com and at all Happily Unmarried outlets.
- ▶ **Future plan:** We plan to extend the distribution network, but as of now it is only available online and in our own stores.
- ▶ **Grooming market in India:** Since no formal study has been done to ascertain the market size the numbers, it will be mere speculation on our part. However, our feeling is that this market is far bigger than the market estimates.



Rajat Tuli,
Co-founder, Ustara



KIEHL'S

- ▶ **Products offered:** Kiehl's Midnight Recovery Concentrate and Kiehl's Facial Fuel.
- ▶ **USP:** Kiehl's Midnight Recovery Concentrate softens the beard daily, so that it doesn't prick. A few drops in the morning daily is enough to coat the beard. Combing the oil into the beard is also effective. When the beard is long, the facial skin tends to be dry, hence using the Kiehl's Facial Fuel keeps the skin underneath healthy.
- ▶ **Trend:** A good beard is a great way to style your vibe. Want to be considered casual and easy-going? Grow a bushy beard. Want the world to know you're on trend? Try a stubble that has been shaved into shape. Stuck in the 90s? Goatee. The possibilities are endless.
- ▶ **Educating the consumer:** Since the 1960's, our founding family member, Aaron Morse, has been inviting male patrons to try out Kiehl's products from our flagship store in New York. One of our formulas, the Blue Herbal Astringent Lotion gained notoriety as an after-shave and has been rumoured to have been a skin care-favourite with Andy Warhol. Today, we

have a lot of men walking into our stores asking for skin care solutions and beard grooming solutions. We give each of our male patrons a complimentary skin care consultation so that we can check the health of their skin. We then recommend the Kiehl's formulas that are most appropriate for their skin. Our Kiehl's Customer Representatives demonstrate the product on the customer's hand and if the customer would like, then on their face. This helps the customer see for themselves how the formulas layer on their skin and their beards. We also educate the customer on application techniques and usage guidelines.

- ▶ **Market presence:** In India, Kiehl's has eight free-standing boutiques in Mumbai, Delhi, Calcutta, Bangalore, Pune and Chandigarh. Our products are also available online on Nykaa.com/Kiehls.



Sowmya Nagarajan,
Marketing Manager,
Kiehl's India

BEARDO

- ▶ **Products offered:** Beard Oil and Beard Wash, available in five blends of The Black Velvete, The Classic, The Old Fashioned, The Blood and Sand and The Irish Royale; The Dark Shadow.
- ▶ **USP:** Beardo was the result of a need to introduce products that are especially meant for the beard. It's not advisable to use regular products for beard hair. Our main USP is the mix of blends and the purity of the oil and other formulations we use for all our oils and washes. Other concern people often have is that beard gives off a bad odour, Beardo helps in that respect through the options of various fragrance oils and washes.
- ▶ **Trend:** Keeping a beard is not just a trend, but a tradition. In most parts of the world you will see communities with different beard styles, such as, biker groups tend to keep a more dense beard. The beard has always been in fashion, it was just that the realisation came in a little later.
- ▶ **Marketing strategy:** We have gone with basic and guerilla ways of marketing our products. Our focus is on placement and exposure. We run a lot of contests on our social media page that helps us garner attention. We are also using various media vehicles to review and introduce them to give everyone a better

idea of our product line. We are also in process of making video tutorials on grooming and maintenance of beards and what kind of products to use along with some information of our products and how Beardo will be helpful in the process.

- ▶ **Challenges:** To create an actual product, which really makes a difference and more importantly, the ones that people like and accept.
- ▶ **Educating the consumer:** Most of the men who sport a beard know about beard grooming, it's just that they are unaware of the availability of the grooming products and how to maintain the style for a longer period. We are working on this through social media and blogs.
- ▶ **Market presence:** We are available online at Flipkart, Amazon, Snapdeal and other major platforms.
- ▶ **Future plan:** Our aim is to be available across all major salon chains pan India. Our distributors and agencies are working on making the products available on as many shelves as possible.
- ▶ **Grooming market in India:** As per our research, there is a huge potential. Though this industry targets over 25 millions users and is worth over ₹2,000 cr, it is continuing to increase.



Ashutosh Valani,
Founder, Beardo



Trending **Styles**

**THICK MOUSTACHE
THICK BEARD**

Silvery chin hair suit a face with a narrow forehead and broad jawline (pear-shaped), with coarse hair, similar to that of George Clooney and Simon Cowell. Time and patience is needed, as well as using a trimmer with adjustable settings every other day.



s_bukley / Shutterstock.com

**THICK MOUSTACHE
THIN BEARD**

This works for men with straight, fine hair, on an oblong-shaped or rectangular face like Ryan Gosling. A rounded chin is even better. To achieve this just let it grow, but purchase a pair of moustache scissors to keep the strays from getting too wild.



Helga Esteb / Shutterstock.com

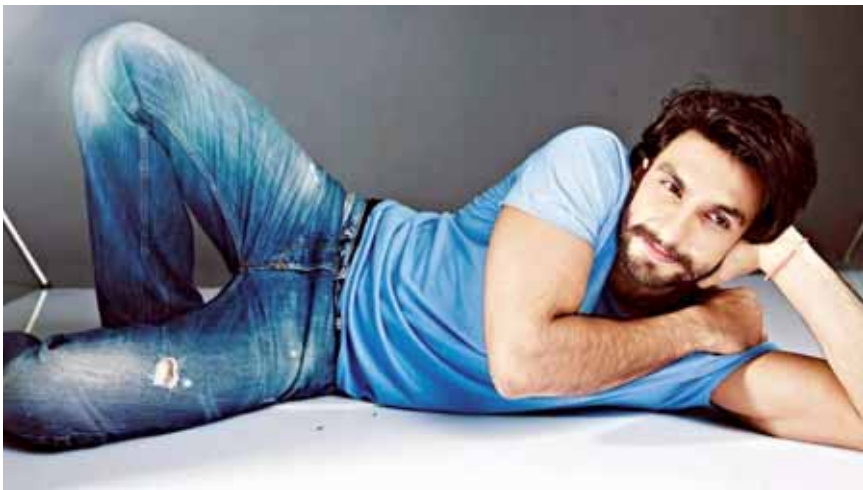
TOUCH OF SCRUFF

This looks like it doesn't take too much effort, but, indeed it does. It works on oval, symmetrical faces with coarse, straight hair, similar to that of Chris Pine. Absolutely necessary is to go over your beard with a trimmer every day to keep it looking fresh.



Jaguar PS / Shutterstock.com

Ranveer Singh Raises the Bar



Courtesy: Big Entertainment Awards; Rohit Gandhi+Rahul Khanna

Ranveer Singh is not afraid to experiment, especially when it comes to his character or its style. The man surely knows how to nail a WOW moment with his unbeatable swag! Post *Ram-Leela*, he has again set a new standard style, by sporting the rugged moustache and beard for the film *Bajirao Mastani*.

Reminding us of Captain Hook from the story *Peter Pan*, his curled up 'mooch' look totally reflected his fear-free attitude towards styling. Najeeb UR Rehman, PPS Director India at Schwarzkopf Professional says, "To me, it's an extension of the trend called 'Handlebar', which has a longer length from the edge of moustache, so it's even longer when it's turned up at the ends. It demands a strong gel to maintain it, for example, OSiS Gelastic that becomes stiff after drying."



Vikas Marwah,
Owner,
Vikas Marwah
Styling Studio,
Mumbai

THE HANDLEBAR MOUSTACHE AND HOW TO GET THE LOOK

Ranveer Singh's handlebar moustache can work very well for men in their early 30s. Here's a step-by-step:

Don't trim your moustache. You'll need at least six weeks growth at the bare minimum before your 'stache will be long enough to be styled into the proper handlebar shape.

Bringing in the right shape begins with brushing your mooch during the initial stages of hair growth. Get a quality brush and start giving it the style. Comb it once a day and create a part by combing the hair out from under the nose to the left and to the right respectively.

Starting in the middle of your lip, with your fingertip, apply a small dab of moustache wax to the upper edge and use a comb to spread it down through the hair.

Depending on the length of your beard, the rate of growth and style, you can tweak the amount to suit.

To add that distinctive handlebar curl, apply wax to the ends and twist the hair together with your fingers. It also helps in moisturising and helps your beard look fresh.



Pro tip: A good quality beard oil will condition your beard. It can be applied daily or weekly as needed to maintain a thick, shiny beard. As the Handlebar Moustache is long and thick, it can dry out quickly and cause uneven growth.

Distribution Opportunities Promised for 2016-17

by **Subham Virmani**

After the success of business in 2015, the New Year seems to bring great opportunities for distributors. Here are some of the opportunities that can be looked upon by importers, manufacturers and traders for wellness products.

Demand for premium products

Purchasing power of end consumer is increasing, which in turn increases the demand for premium products. This is the reason many international brands are launching the premium sophisticated lines in various fields of hair, skin and nails. The premium chains are looking for exclusive line of products, which are not commonly available.

Demand for high quality products

The awareness level of international brands is increasing. Consumers today are tech savvy and are well-versed with various online reviews of products, brands and it's feedback globally. For instance organic products is the upcoming trend. People are willing to pay extra money if they know that the product is made out of natural ingredients. Also in hair care clients are preferring colour safe, sulphate/paraben, and formaldehyde free product lines. Therefore, distributors need to carefully choose the product to expand and if they are confident on the quality of the product, then there is no limit in the volumes that can be achieved.

Innovative products

Innovative services gives an extra mileage to the salon owners differentiating themselves from other conventional salons. New trends showcase protein treatments for hair, Brazilian wax as a service, organic hair spas, Goji Facials and more etc. For instance, eyelash extensions is a niche service and is picking up as a service. The volumes may depend on the product quality and network strength of the distributor, but due to less competitive environment, it would give the opportunity to earn extra margin in new products.

Nails business

The nails business is growing at a rapid rate. Nail polish application remains a regular service in salons whereas Gel Polish Application seems to be a growing trend. People are learning new techniques for nail extensions. Education plays a major role in this segment. Good quality & variety in nail products backed by education is the need of the hour.

Multi-branded salons

Multi-branded salon seems to be future. Give what the customer asks for. This would give the freedom of choice for the owners to choose the best quality

product without the compulsion to buy only one brand they are in a contract with. Therefore, there are now opportunities for distributors and importers to introduce or market brands in all the verticals.

In salon retailing products

Consumer trends are showcasing a growing trend of buying professional products. Salons are taking various initiatives to push retail products majorly in hair care and skin care categories after the professional service. Various Professional brands are focusing in terms of attractive displays and consumer communication within the salons to target the right audience.

One stop shop for salons & spas

The number of salons and wellness centres are increasing. Many international brands are entering Indian market. It is very difficult for each brand to penetrate effectively in all the salons. Therefore, many salons are preferring to buy the various international brands under one roof. Therefore distributors with a wider portfolio would have a wider reach in the market. Opportunity for the distributors would be that they will not have to depend on only a few brands for revenue.

Increase in Demand in Tier II, III

Metro cities definitely provide great business to various product companies. However, due to the increase in various trade shows all over India, professional magazines and press events the awareness level is not restricted to only the metros. Tier 2 & Tier 3 cities are becoming a great launchpad for brands to launch the portfolio with respect to less competitive environment, the people are willing to adapt new trends.

Regional trade shows

India is a vast country. As discussed earlier, even smaller cities have great potential for brands. There are many companies which are launching regional shows. It is an opportunity for distributors to reach out various clients in these cities for effective penetration of the brands. Also it gives the opportunity for the distributors to test the new products and take an effective feedback on the same.

Online shopping

E-commerce industry is growing in the urban cities and huge of the traffic comes from the tier II and tier III cities. Given an option of Cash on Delivery, the effectiveness is even more in this channel. Even existing big online companies are venturing into professional beauty products category allowing the brand to communicate with the larger audience. However, the marketing costs, conversion costs & logistics costs affect the margins of the distributors in this channel. 📍



Subham Virmani is Director at Esskay Beauty Resources. Views expressed are personal.



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Cloud-based Apps Take the Wellness Industry to New Heights

by **Sudhir Koneru**

Rewind to the year 2000. Nobody booked appointments with their local barber, they simply walked in for a cut. The remedy to acne marks was either Vicco Turmeric or Fair & Lovely. For hair conditioner, nobody looked beyond coconut oil. Women and men have come a long way from those times; preferences have changed along with the willingness to spend on beauty and wellness.

Enrich Salons, a Mumbai based chain, have grown rapidly in the last five years from 10 to 56 outlets. The Management has shared their plan to open 25 more salons in the coming months. O2 spas have a similar growth trajectory, having expanded to 40 locations in just a few years. The degree at which these salon enterprises are growing after moving to a cloud-based platform validates the contribution of technology to the growth of the industry.

It's all about technology

Technology plays a critical role in salons being able to keep their schedules full, increase customer loyalty, increase visit frequency, manage the staff, streamline operations and increase the revenue. The shift from desktop software to the cloud has enabled major shifts in what a salon can do, especially in the areas of operating multi-location chains and offering online and mobile capabilities as well as more effective marketing strategies. Cloud solutions also enable many administrative tasks to be automated - freeing up managers to focus more on customer interactions and strategic initiatives to grow the business.

The mobile consumer

Cloud software makes customer self-booking a natural extension of the salon's operational software. It's easy for a salon or spa to offer online booking on their website and their own mobile app that simplifies the whole booking process. Consumer booking apps like Take5 takes booking to the next level, and allows customers to discover salons and spas in their area, compare price points and even find immediate availability for any service. The whole process takes only a few minutes. This is the level of ease and accessibility that today's consumers expect in every aspect of their lifestyle - including beauty and wellness services.

Easy to run multi-locations

An entrepreneur doesn't want to restrict their salon or spa presence to a single location and cloud based software has made it possible to more easily expand the business. With a cloud-based solution, every centre's data is accessible through the internet. This empowers owners and managers to stay on top of each centre's operations and performance without having to physically

be present at the centre. They have real-time access to all the information they need, including employee performance, the appointment book, financial reports, customer feedback, and more. And, managers can make changes to the software in one place that impacts the entire network of centers.

A business is able to easily manage more creative offers as well. For example, you might award any customer 10 per cent off and increase the discount to 20 per cent for members - thereby promoting your membership programme. Cloud software easily manages this complexity, even if a customer were to buy a membership at one location and visit another location the following week for their service. The system knows to apply the member discount for this customer regardless of which center they visit.

Cashing in on revenue opportunities

The ability to have the right products in stock, at the right levels, can seem overwhelming without the right technology support. Cloud software makes it easier to manage inventory levels with mobile solutions to run product audits and even automate many aspects of the purchase order process. For chains, cloud software provides central office with access to real-time data on movement of inventory across the network thereby improving transparency. In case the manager wants to ensure faster movement of perishable inventory with shorter lifespans, the system enables them to run last minute promotions to ensure off-peak sales. For example, when the customer opts for a service, the retail product can be purchased at a discounted price.

Simplifying employee management

The benefit of having a cloud-based system, in context of employees, is that it allows them to be constantly in touch with the business. Mobile solutions integrated with the enterprise management platform allow employees to keep track of commissions, appointments and performance levels through an app. It also allows them to sign in and sign out of work. Cloud solutions improve the transparency across the network and it provides real-time revenue generation data to the managers and owners to ensure that there is no misappropriation.

The holy grail of customer experience

With every industry aggressively working towards improving customer experience, moving to the cloud has made every aspect of wellness services industry more conducive to providing services with consistently improving quality. For example, cloud-based software provides businesses with a point-of-sale system that is integrated with the customer profile, their visit history, and even propensity to purchase other services and retail. 📌



Sudhir Koneru is the Founder & CEO of Zenoti (formerly ManageMySpa). The views expressed are her own.



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Beautypolis Making News

An initiative of Ashish Rego and Allen John, Beautypolis aims to bring together on one common platform the major stakeholders in the beauty and wellness industry of India



L to R: Ashish Rego and Allen John

What was the inspiration behind creating Beautypolis?

In the time spent by us working closely with various stakeholders in the beauty industry, we have come to realise the importance of an organised functioning in an industry that is currently facing major challenges in coordinating efforts and services. There was a definite necessity for a unifying entity that brought together all major stakeholders on one platform. Allen, with his wealth of experience in the beauty industry, and I, with my tremendous experience of the media and business industry, decided to join forces to take on this challenge.

How are you promoting Beautypolis?

Beautypolis is being promoted on various platforms, be it print, audio visuals on internet, co-branding activities and videos, e-mailers, advertisements, sponsorships, ground promotions, social media marketing and partnering as a Digital Partner with major international beauty trade shows that are held in India and abroad.

How many 'hits' have you managed since inception? How many members?

It is currently too early to begin speaking about hits, traffic and members. Let us say that we are currently focused on building value for our subscribers, partners and associates and concentrating on first achieving the high standards that we have set for ourselves. Our focus is only on inventing and reinventing ourselves to perfect our pioneering effort of being a platform that facilitates ease of doing business.

What were the challenges you had to face?

The primary challenge was the site design and structure. As it is a pioneering effort, things are always complicated and work and re-work is constant. The gamut of the site is huge and no one has attempted something of this size before. The site covers trade shows, beauty expos, jobs, products, services, education, franchising, wholesale and retail deals, e-stores, blogs, networking and much more. The next challenge is to expand the activity and engagement on the site itself by educating people about the opportunities available on the site. Building traffic and constant updated content is our current challenge.

What are the opportunities that have emerged from it?

We have instituted a property known as The Beautypolis Awards to celebrate excellence in the beauty industry. We have also instituted a web series titled Journey to the Top that traces the path of various achievers in the beauty industry and is aimed at inspiring talent that is looking at making a career in the beauty industry. We are also closely working at developing affiliated associations both online and offline.

How many brands or products do you have on it?

We currently have around 15 international brands that will be shortly commencing business through our portal and we are growing day by day. Our focus is primarily only on premium quality brands and not regular mass based products that are easily available at throw away prices.

What are the plans for the future?

Our aim is to build on this platform and then expand globally to make the entire world a Beautypolis, a global city where looking and being beautiful is only a fingertip away. 🌐

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Sassy Studios Neighbourhood Salons Get a **Makeover**

A novel concept, Sassy Studios co-brand with existing neighbourhood salons and standardise them in terms of service, pricing, equipments, hygiene, staff training and product usage

by **Zainab S Kazi**

From neighborhood salons to salons being launched by corporate houses to a rise in at-home beauty services and then a spurt in international salon chains opening in India, needless to say, it points out to the tremendous growth of the salon industry in India. With such giant steps, does it mean that neighbourhood salons are on the brink of extinction in the face of fierce competition from big names who ride high on customer service. Tapping an opportunity here, a team of young, like-minded individuals have created Sassy Studios – a concept that is bringing a complete image makeover to the neighbourhood salons.

A visit to a beauty salon is more of a lifestyle choice today. Growing self-consciousness, thanks to the selfie culture is making customers visit salons more often than before. But then the rider is that only those salons that are at par with the customer's lifestyle, manage a thumbs up. This has eventually led to a rise in a chic salon culture that not only offers a plethora of beauty services, but can also boast of excellent customer service and a pleasing ambience. Small neighbourhood salons, which are normally run by individuals without any corporate or international backing face a challenge here. The inception of Sassy Salons has its roots entrenched to this fact.

Elaborating on what led to the launch of the concept, Leena Patil, Co-Founder Sassy Studios, shares, "The salon industry in India is highly unorganised and there are extremities in terms of their services, products used and more. While we first began with aggregating salons and stylists, we realised that there was no way to ensure customer delight. At this point, the concept of Sassy Studios was born. Our USP lies in the standards we conform to and the efforts we put into every change process. To explain simply, Sassy Studios are basically existing neighbourhood salons that have been upgraded to uphold higher standards in terms of quality, price transparency, genuine products and an awareness of hygiene." The concept launched by Sassy Studios is not just about co-branding with the existing neighbourhood salon, but making them uniform as per the standards laid down by the company in terms of service, pricing, equipments, hygiene, staff training and product usage."

Joining hands

Elaborating on the criterion put in place to select potential partners, Patil explains, "We have divided the geography into areas and demographics and then we shortlist some salons based on customer ratings, quality and location. Post that we conduct an aesthetic and infrastructure audit and make changes accordingly in liaison with the owners or stakeholders of the salon." Apart from generating benefits of marketing initiatives undertaken by Sassy Studios, the salons also get a chance to interact with industry colleagues at a regular basis. "The other incentive includes maintenance of infrastructure, hygiene, recruitment help and technology



support," elaborates Patil. In Mumbai, there are about 15 salons that have been realigned with more in the pipeline.

Challenges

One of the major challenges faced by the team is that of convincing existing salons to be open for a change. Adding further, Patil, says, "Since we do not work on a franchise model, it is difficult for us to convert salons to change their style of working to ensure professionalism and introduce technology and processes. We are still in the process of overcoming them by making it clear to our partner salons and potential partners on how the industry needs to keep pace with technology and at-home service startups and how technology, digital marketing are ramping up of their studio, without changing their own brand identity, in order to help them generate more revenue and popularity among consumers."

The logistics

Since the concept is not based on a franchise model, there is no fee charged for cobranding the salon but post joining hands there is a commission charged which is taken care of by a centralized billing system. Patil elaborates, "We work on commission model with partner salons. We have a centralized billing, order management (and soon product and inventory management) cloud systems in place."

To maintain standardisation across all of partnering Sassy Studios, there is a training partner on board that conducts a one-time aggressive training for soft skills and a monthly refresher session as well. Elaborating further she shares, "We do not have a uniform, but as a part of our quality audit, we do give out Sassy branded aprons, capes and towels and have a dress code (not a branded uniform)." Talking about investments, Patil says, "Currently we are bootstrapped. We have started looking out for investments since we have strict norms and mandates to ensure brand value and we will need investment to make it function."

At present, the company is spreading its wings in Mumbai and by early 2016, they will be in Delhi, Bangalore, Pune and Chennai. 📍

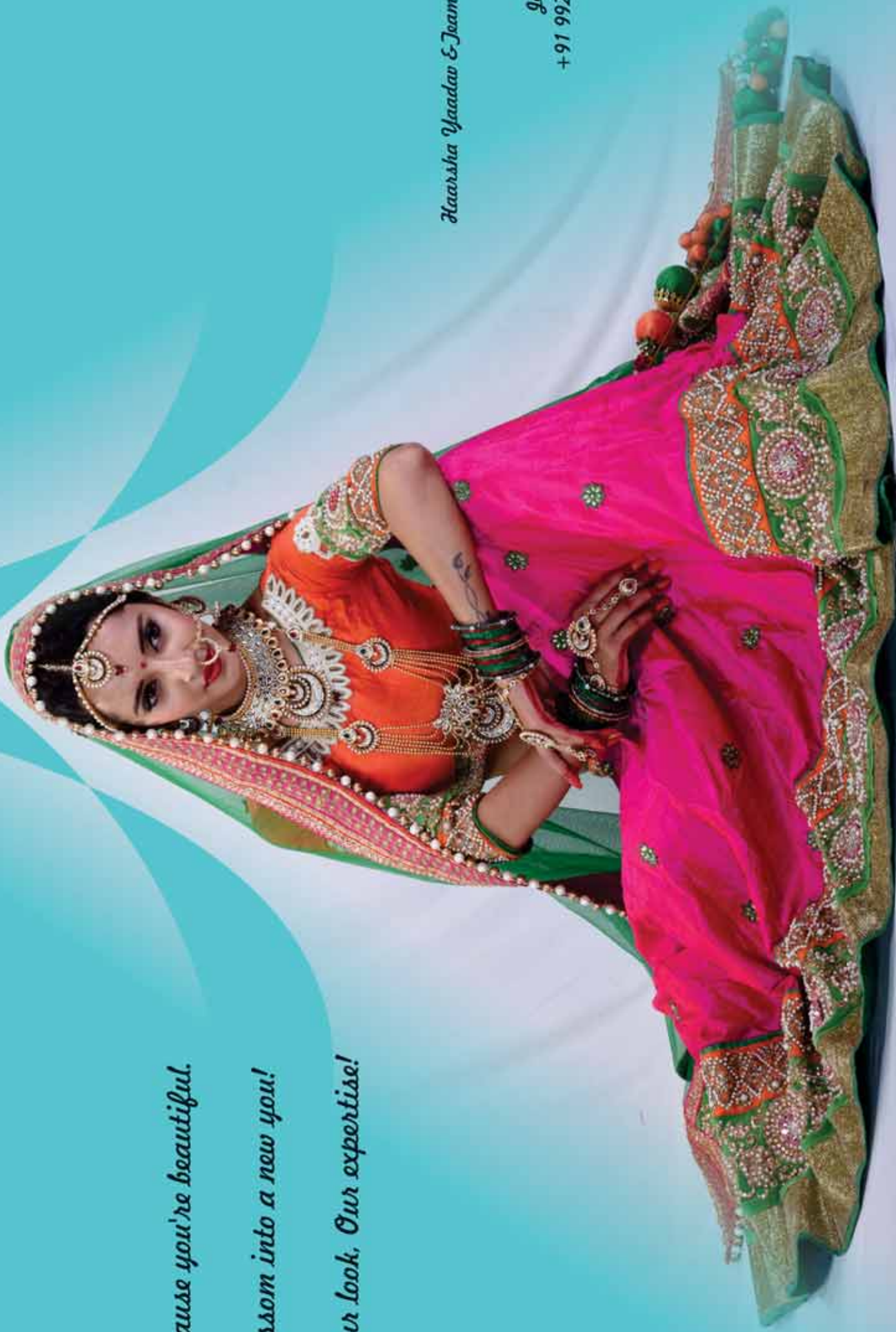


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New Trend in Salon Management

by **Rakshay Dhariwal**

A wise man once said change is the only constant, and this holds true especially for the salon industry in India. Stemming from a sector within services, that has been traditional in its approach, and localised in its reach. The recent past has seen drastic changes that challenge this notion. With the exposure and trends coming from the West, it is important for salons to evolve and cater to the needs of their clients, in order to sustain the cut-throat competition in the beauty industry.

Exposure to international trends, the influence of social media and the rise of the discerning client is what has caused a marked shift in the way in which the salon industry is evolving in India. Grooming is no longer considered under the luxury light and men and women alike are willing to step out of their comfort zones and experience grooming within professional parameters. In addition, grooming is slowly making its way into a lifestyle choice, as salons today focus on products, technical ability and expertise over plain administration of services.

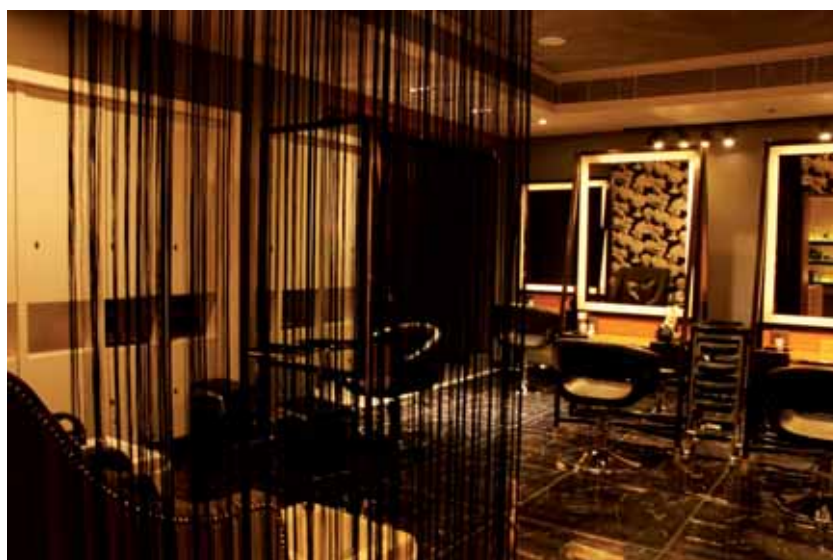
The contemporary consumer is digitally engaged, which has seen an increasing need for salons to be able to interact and communicate with their customers across various platforms.

In terms of services, the changing trends point towards experimentation for men and women alike. Women are getting bolder with their colour choices, be it nails or hair. Male grooming has come much further, with the contemporary man actually investing in his appearance. Manicures, pedicures, beard shaves and design are extremely common as the myth of a salon being a woman's space is slowly fading.

Technical ability and expertise has also gained ground within this sphere, as the consumer now understands beauty services as a skill set. This change has potentially come about with the exposure to global practices within the beauty industry.

With an overall shift in focus, new age salons are now moving beyond just hair and make-up as their USP and moving into a space wherein the experiential is prioritised. The approach to beauty is more holistic, and rooted within wellness rather than cosmetic alternatives.

Specialising in services that reach beyond the hair category, and an overall focus on health and wellness, new age salons are drastically changing the trend in the business. 📍



Rakshay Dhariwal, Managing Director, Worship Salon & Gentlemen's Tonic-India. The views expressed are her own.

Vaibhav Stores One Stop Shop



Chirag Shah, Executive Director, Vaibhav Stores and Vaibhav Academy shares the brand's marketing strategy, USP and more exclusively with *Salon India*

What is your professional background?

I have been working in the beauty and fashion industry since 1998. Basically, started my working career here as a sales executive then and since then, it has been a fruitful, learning and a humble journey.

What are your current roles and responsibilities?

As the Executive Director at Vaibhav Stores, I am assigned to take care of the marketing and sales, besides steering the Vaibhav Academy, and also overlooking the consumables and showroom division of Vaibhav.

What inspired you to get into this business?

To be frank, the journey started more to meet the needs of my family. At that time, I wasn't really looking at a particular industry, however, it is during this period of struggle and growth, that I found my deep love for the industry. Personally, the fact that I am working with Vaibhav and taking up newer and bigger challenges is my hidden inspiration that I draw from Vaibhav, every single day.

What is the USP of Vaibhav Stores?

I wouldn't say that at Vaibhav we have a single USP. I'd believe the company is a USP in itself. From the widest range of products to the best served clients, it is a concept in itself. We believe in pioneering innovation to ensure we give the best of products and services to all our clients, at all times. Upgrading is the essence of Vaibhav, as it is the only thing that promises a sustainable growth to all stakeholders. From corporates to newly opened single-seat salons, we put in serious effort to reach out to all with the same level of enthusiasm and energy. We believe in growing together with its associates and clients. We have also learned that awareness, education and availability of industry solutions were lacking. This was our major challenge. For the last 10 years, we have been constantly bridging this gap through the store and the academy.

What are the marketing strategies adopted by the brand?

We have a dynamic approach when it comes to the marketing. While there is no one formula to really market oneself, we have been constantly upgrading our ways to connect with our stakeholders. Our marketing strength is our service that is backed by genuine and competitively priced products, which ensures word-of-mouth references. Besides, we have been communicating through mailers, publishing advertisements in beauty and fashion magazines, connecting on social media platforms and also conduct major discount festivals allowing everyone to take home something more!

How many SKUs do you have?

We have more than 10,000 SKUs and are constantly increasing with the latest products and developments in the market.

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

The ever-evolving beauty and fashion industry is experiencing one of the most enterprising times it has ever witnessed. With innovation at its zenith, the type and range of products, from consumables to equipment and furniture and the ever-changing trends, we are on the top of our game. Today, the beauty industry is an open market where there is space for growth and opportunity for all.

What are your future plans for your company?

In the coming years ahead, we look forward to keeping pace with the innovations in products and service around the world and ensure our clients get to experience them all. Our vision is to be the most trusted name for quality beauty and fashion products and training services in the country. 📍





Photo: Shutterstock.com

Setting up a First-class Salon

by **Lata Khanchandani**

The beauty industry faces tremendous competition due to which clients are offered a lot of lucrative offers. Besides knowledge, experience and training, there are various factors that need to be taken into consideration when one is planning to set up a first-class salon. To establish it, the main aim of the owner should be to give complete satisfaction to the client. The first step is to have a strong financial background, the next is to carefully select the location of the salon where good clientele can be ensured. The design and ambience of the salon must be adapted to the styles and expectations of the target audience. The salon should have a systematic computerised billing and appointment system along with a biometric machine for the staff to ensure regular work schedules. The payments should be in sync with the latest technologies like debit cards and credit cards.



Lata Khanchandani, Owner, Lata's Salon. The views expressed are her own.


When it comes to building a relationship with a client, be careful. Greet a customer as you have only five seconds to make a good impression. Therefore, the way you approach them will have a lasting impact. Always confirm the appointments; have a small interaction with them to understand their needs; identify customer complaints and listen to valuable information they offer and ensure that client servicing is prompt and friendly.

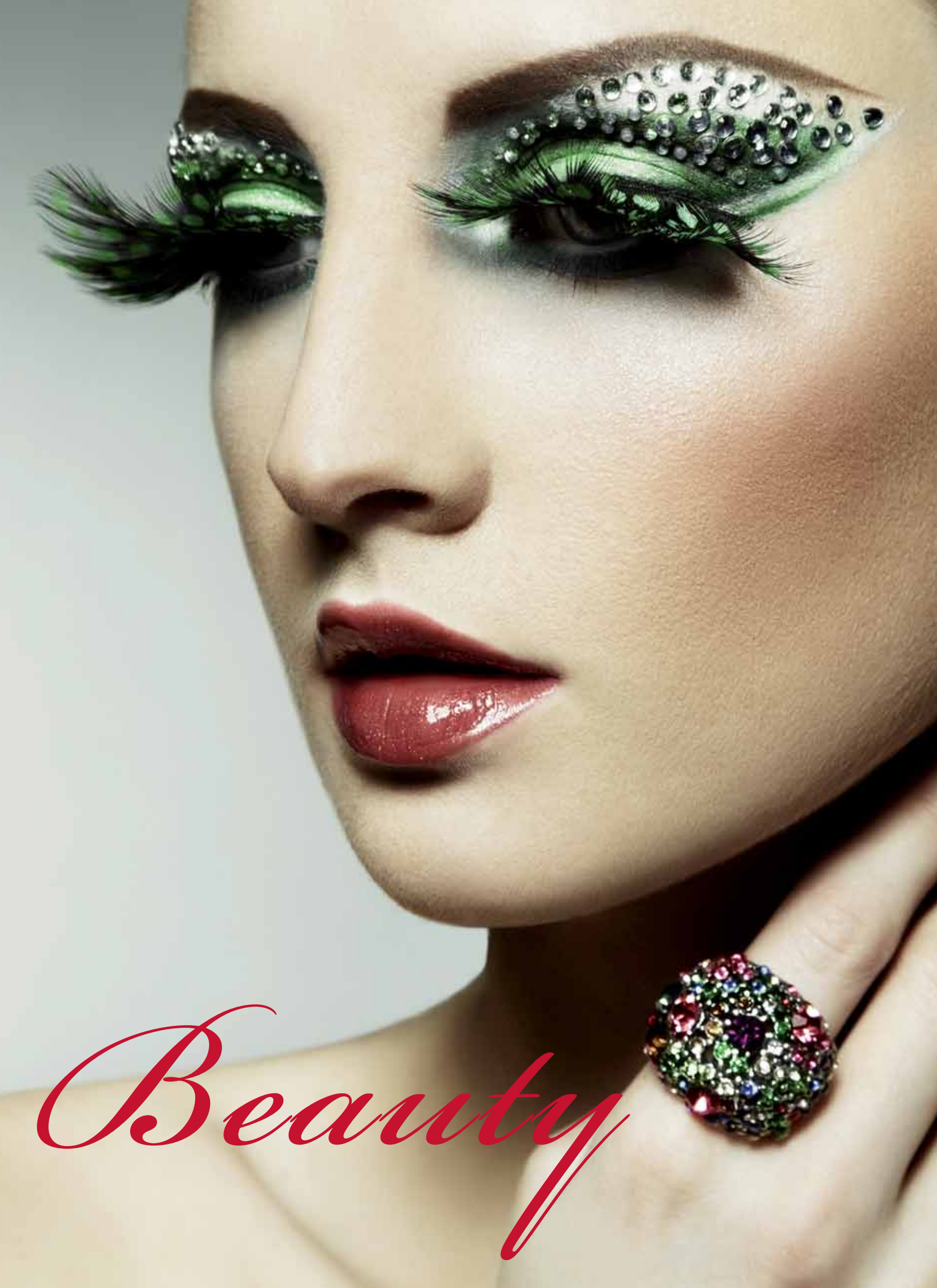
One of the top reasons client stop visiting a salon is due to the lack of professionalism on the part of

the salon employees. Maintaining a comfortable and professional salon atmosphere is an easy and low cost way to help attract and maintain your clientele. Staff should be trained and keep up to date with the latest trends and training should be ongoing. Regular meetings and discussions with staff should be held regarding their performance and client grievances. The staff must have a uniform and everyone must wear it daily. Keep the floors clean and return the products to their proper spots after they have been used. A clean work space will offer your client a relaxed and serene salon experience. Staff must not be permitted to use their phones while on the job. The client is always priority. Making the client wait is a strict no-no, as it is disrespectful and sign of sheer unprofessionalism.

These are the essential to making sure clients return to your salon.

In order to keep all of your staff on the same page, it's a great idea to include proper salon etiquette in your employee handbook. Client feedback is a must as there is always a room for improvement.

Despite the decor, the location, equipments used, the image of a salon and more, depends on the interaction with the clients. The client must always feel like the services provided are value for money when they leave the salon. Every little thing needs to be well taken care of to create a comfortable and relaxed atmosphere. 



Beauty



Groom Make-up Handle with Care

In an era when make-up artists are showing off their diligence to make the D-day of a bridal client perfect, the focus is now shifting to grooms. Make-up artists across India are making sure they don't get left behind. Here the best make-up artists share their techniques with *Salon India*

MATT LOOK FOR GROOMS



Laxmi Dewakar
Owner of Mrignayani
Make-up Studio and
Beauty Clinic, Delhi

- ▶ **Make-up techniques used:** Groom make-up is different. Grooms prefer a tanned look and the jaw is kept as sharp and square. A matte blusher and brown bronzer is used. Foundation should also be matte. Shiny products should be avoided.
- ▶ **Type of beauty products used for groom make-up:** We use moisturisers, primer, concealer, if required, foundation, blusher, lip balm and light brow definer.
- ▶ **Challenges of groom make-up in comparison with bridal make-up:** For brides, the complexion can be kept up three tones fairer, but for grooms it has to be kept tanned. The make-up should be kept as matte as possible and a lip balm is applied, if the lips are dry. Groom's face should be contoured in such a way to show the face as broad and square. Liquid foundation should be avoided.
- ▶ **Specific face areas where make-up is required the most:** We need to give shape to forehead, jaw and nose area. We correct eyebrows and beards to give it a perfect shape.
- ▶ **Brands recommended:** MAC, Bobbi Brown and Kryolan.

SKIN CARE AND WORK OUT



Abhijeet Chanda
Celebrity Make-up Artist,
Kolkata

- ▶ **Groom makeup:** When it comes to men, it is corrective make-up. It is more about hiding flaws like deep dark circles, acne, pigmentation, but keeping in mind that the colour has to match with the skin tone in a way that it does not look like make-up.
- ▶ **Make-up techniques used:** When we are concealing undereye, it is a very tricky job. So I recommend that do it only if you are very good at it. Since foundation applied on under-eye area makes the eye look relatively small, make-up artist needs to be very careful that colour corrector does not touch the lashline. Secondly, the colour should match exactly with the skin tone and should be blended properly.
- ▶ **Type of beauty products used for groom make-up:** Grooms should start getting used to make-up prior to their wedding day. The products that they should start using would be colour corrector, compact, lip balm, moisturiser, hydrating lotion and lip conditioner or balm so they do not look different all of a sudden on wedding day. For men, a healthy lifestyle and skin care is more important than make-up. They should visit a dermatologist for skin treatments for pigmentation and tanned skin. One should use after shave cream. Men who smoke should take care of their teeth in particular. Also a regular workout is recommended as a fitter body is always appreciated more than skin colour. Getting bushy eyebrow trimmed is suggested, but it does not mean getting it shaped.
- ▶ **Challenges of groom make-up in comparison with bridal make-up:** Challenge is that it is no show make-up in comparison with bridal make-up. If we are using colour corrector or foundation, it should not show or look fairer on the skin.
- ▶ **Specific face areas where make-up is required the most:** We need to hide the under-eye dark circles, pigmented area and acne spots.
- ▶ **Brands recommended:** I personally prefer Kiehl's, The Body shop and Clarins for skin care and MAC and Bobbi Brown for their range of skin correctors and foundations.

EYEBROW AND MOUSTACHE CORRECTION



Noor Mohammed
Make-up Artist, Chennai

- ▶ **Make-up techniques used:** It is a must that make-up artists recommend grooms to get facials, grooming of beard and moustache before they come for their make-up. On the day of make-up, the major focus is to give a clear and even skin tone. We need to use concealers in a way that it gives an even skin tone to men which is their natural skin tone. The skin should look bright, but no groom would like to look fair. A man's skin needs to have a matt look and should not look shiny. Also, we use lip balms which keep lips nourished and give natural colours to lips. Men need eyebrow and moustache correction, but it does not mean we give them a definite shape. If men have less hair, we fill in the blank space and in case of bushy eyebrow, just pluck few hair going out of shape.
- ▶ **Type of beauty products used for groom make-up:** Avoid primer and moisturiser as men have oily skin. One should apply base directly to the face so it stays for long. One should have lip balm, colour corrector, concealer and dark eyeshadows black and brown to correct eyebrows and beard. One can use kohl, but not make it visible.
- ▶ **Challenges of groom make-up in comparison with bridal make-up:** Groom make-up only requires base and little bit of other correction. A groom's make-up is about making a natural even skin tone matching up with the original skin tone.
- ▶ **Specific face areas where make-up is required the most:** Under-eye, pigmented area, acne spots, eyebrows and beard.
- ▶ **Brands recommended:** As men need only base for make-up, I suggest Krylon Derma, which is best suitable for Indian weather.



Sushma Khan Style Prodigy

Sushma Khan, National Creative Director, Make-up at Lakmé Salon, has her hands full with educating beauty professionals and collaborating with designers for the Lakmé Fashion Week. *Salon India* speaks exclusively with Khan to get an insight into her life, thus far

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

Make-up to me is simply an extension of the personality and it never gets mundane or predictable. Being a make-up artist at Lakmé Salon was more than a career choice, it is a passion and an outlet to showcase my creativity. I was mentored by Dominc Cruz and trained under the crème-de-la-crème of international make-up artists namely, Mirelle Bertrand, Wendy Ann Rosen and Nelly Recchia. It's the training and insight provided by these maestros that helped groom me into the artist I am today.



What are the courses you have taken up?

In the year, 2011, I graduated from Cinema Make-up School, Los Angeles, California, with a diploma in High Fashion Photographic Make-up. Prior to that, I completed my post-graduation in skin and make-up from Emerald International Institute of Hair and Beauty, Mumbai in 2002. I additionally hold a college diploma in Fashion Designing from the International Institute of Fashion Technology in Delhi.

What was your first big break?

Before becoming the National Creative Director at Lakmé Salon, I worked as a freelancer and assisted on various portfolio shoots, ramp



shows and television programmes. I also worked on bridal shoots for Bridal Asia and regularly contributed to leading publications in the country. It was in the year 2006 that I got the opportunity to be a part of the Lakmé Salon family as a skin and make-up consultant and I have not looked back since. Being a part of the Lakmé Salon family has been truly insightful, collaborating with various designers as a part of Lakmé Salon and working on various shows during Lakmé Fashion Week has been a tremendous learning experience.

What are your current roles and responsibilities?

My current role as the National Creative Director for Make-up requires me to work towards raising the profile of beauty professionals by educating and coaching them. I undertake specialised courses which focus on building technical knowledge in the field of cosmetology.

What are the current trends in make-up?

Sculpting and contouring techniques continue to be a huge trend world over. It is a great way to highlight and accentuate the features that you want to play up.

What are the products you swear by?

The Lakmé Absolute Kohl Ultimate Kajal and the new range of Lakmé Absolute Lip Pout colours which work beautifully on Indian skin.



What are the challenges of this profession?

Every profession comes with its own set of challenges, but I believe that there is no problem that cannot be solved. Every challenge for me has been a learning opportunity

How do you connect with your clients and how do you make them comfortable in the process of giving them a makeover?

It's extremely critical to understand what a client is looking for and give them sound counsel. In cases where a client is unsure of what suits them, it becomes important to strike a connection with them, after all, they are relying entirely on your expertise to help them look their best. It all comes down to helping your client feel good and confident.

Tell us about the celebrity client list.

I have had the opportunity to work with some of the finest stars of our industry, including Bollywood's young star brigade. I have worked with Sonakshi Sinha, Lisa Haydon, Gauhar Khan and Mandira Bedi, amongst other leading models and fashion designers.

How important is the opinion of a client while doing her make-up?

Extremely important! Every customer feedback helps us grow as a professional, as it allows us to understand what our clients want. From their opinions and interests we learn about the different requirements

of our customers and we are enabled to provide them with a better service. Moreover, it helps us grasp the current trends that consumers are going for and craft our services accordingly.

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

Global make-up trends are being accepted by Indian audiences which gives us a wider scope to operate in. The country is witnessing launches by cosmetic giants which are specifically targeting the domestic market. The Indian consumer has also evolved over the years and wants to now experiment with their make-up and looks more than ever before, breaking away from the erstwhile traditional make-up looks that focused on the natural beauty of the Indian woman.

What are your future plans?

I am dedicated to educating the next generation of make-up artists and the upcoming Lakmé Academy powered by Aptech enables me to do the same. These beauty training academies across India will be offering both foundation and advanced level training in skin, hair and make-up where we at Lakmé Salon will be designing content and course modules, training the trainers and certifying the students. 📌



Roseanna Velin

Eye for Detail

Celebrity make-up artist, Roseanna Velin, has her hands full as she juggles the British Hair Dressing Awards Collections, fashion campaigns and films. Velin speaks exclusively with *Salon India* about her journey, craft and more

by Shivpriya Bajpai

What inspired you to become a make-up artist and what are the courses you have taken up?

I have always been a very creative person with an interest for visual arts. I was inspired by music videos and movie characters as a child and saw that make-up can be a great form of self-expression. I did part of a BTEC Make-up course when I was 17, but dropped out part way because the course wasn't as in depth or creative as I had imagined. I am mainly self taught.

What are the projects undertaken so far?

I have worked on hundreds of projects! From British Hairdressing Awards collections to fashion campaigns and short films, my work is varied and that's what I love.

Which is your favourite make-up look and what are the brands you swear by?

I don't have a favourite make-up look as such. Brands, again I don't have one favourite brand. The products in my kit are carefully selected for the most long-lasting professional finish and include brands like, Illamasqua and Sugarpill & Tartan Minerals, which is a new brand specialising in vegan make-up.

What are the challenges this profession entails?

The industry is very competitive. There are a lot of other make-up artists who want what you've got and will do anything to get it.

How do you connect with your clients and how do you make them comfortable in the process of giving them a makeover?

Being a make-up artist, you need to work closely with models, actors or brides. It is a very personal experience for both. So having good people skills are needed to be able to create a relaxing atmosphere and level of trust with the other person. Being understanding, patient and kind is also important.





How did you set yourself apart to establish your professional background?

I just be myself. There's nothing I do especially.

How important the opinion and interest are of a client while doing their make-up?

It is very important to consider the opinion and interest of the client, but it is also important for the client to trust you as the artist. Communication is the key.

What are your strengths?

I can work quickly and efficiently. I have the confidence to create any look and always have plenty of ideas. When working creatively, I have no limitations and am not afraid to push boundaries.

What are your views on the Indian beauty industry?

I work with a lot of Indian brides and I love the Indian bridal make-up looks. My favourite look for a bride is always classic and timeless, but with a very fresh, clean finish.

What are your future plans?

That's a secret! 🔒





Lori Leib, Creative Director at Bodyography says switching over to these few simple tips will make make-up removal a cakewalk and will give you clean, clear and refreshed skin that looks healthy and feels great, too

Step 1:

Put your hair into a ponytail or use a headband. This may sound like a no-brainer but it is important as it helps to expose the entire face and hairline and will allow you to remove make-up from each and every part of your face.

Step 2:

Give your make-up remover a rest and switch over to micellar water or a cleansing oil to break down even the toughest make-up. The hydrating power of oil will leave your skin soft and supple and double cleansing with micellar water or oil will definitely take off all the make-up including waterproof mascara.

Step 3:

Do not scrub. It can be very tempting to scrub your eyelids and lashes when you are trying to get rid of the last bits of liner and mascara, but resist the urge! Rather than rubbing, douse a cotton pad with micellar water or cleansing oil and hold it firmly in place for a few seconds. After a few seconds gently move the pad around in circular motions and wipe the eyelids and lashes. This breaks up the make-up gently and removes all of it in one swipe.

Step 4:

Skip the toner. If your skin is feeling dry or parched, avoid this step to prevent over-drying and irritation. Most cleansing oils today do not leave any residue behind and even have an astringent property in it, so there may be no need to use a toner.

Bodyography Professional Approach to Removing Make-up

If you want the skin you have always been dreaming of, then there are simply these three things to keep in mind and i.e. your daily intake that will show up on the skin, products that you apply onto your skin and the process by which you take it off.

Sometimes one is totally exhausted and avoids removing their make-up before hitting the bed, which is undoubtedly the single most important contributor to skin problems. Therefore taking off your make-up the right way is an important step to include in your daily skin care routine!

Whether you are over-drying your skin or struggling to take off the last bits of mascara, Lori Leib, Creative Director, Bodyography shares tips on how to remove make-up in a way you probably never thought before! "It is equally important to be aware of what goes on the skin. A vegan, gluten-free and paraben-free brand like Bodyography has elements of skin care such as vitamins, Aloe Vera, Grapeseed Oil and more, in the make-up that treats, protects and heals your skin while it is on! This make-up is also easy to remove because of its natural ingredients and the non-comodogenic properties don't allow the product to settle in fine lines or wrinkles and clog your pores." 📌



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Made from
PURE HERBAL
Extracts

Market Watch

Make-up



MAKE-UP REMOVER FROM LOTUS MAKE-UP

India's leading natural care brand, Lotus Make-Up has introduced a preservative-free make-up remover for your eyes, lips and face. It is a gentle, creamy cleanser which glides over the skin smoothly and removes all signs of make-up, impurities and even waterproof make-up without leaving any oil residue behind. Lotus Make-Up Remover is enriched with Comfrey and Cucumber extracts and is free from soap, colorants and alcohol.

Price: ₹375



LIP COLOUR BY BOBBI BROWN

Luxe Lip Color has a comfortable, ultra-luxurious feel, as it glides effortlessly, delivering bold, maximum coverage colour in just one swipe. The soft, nourishing shine adds a brilliant dimension to the lips and instantly enhances the complexion. This formula delivers sumptuous treatment benefits. Luxe Lips helps visibly reduce the appearance of fine lip lines and relieve flaking while a blend of moisture-boosting ingredients work to help keep lips soft and conditioned. With a chic crest-embossed gold tube, it's the ultimate feeling of pure luxury and the perfect dose of glamour. Offered in 30 shades—from subtle pinks to bright oranges to deep reds—this is Bobbi's largest shade range offered at launch

Price: ₹2,950



EYE LINER FROM FACES COSMETICS

The Ultime Pro Eystyle Liner is the blackest black, silky finish pen-style liner that enables you to have those stunning eyes with zero mess. With its flexi tip that ensures a controlled application, FACES Ultime Pro Eystyle liner draws ultra-fine and precise lines with ease. Its special thin shape makes application directly on lash line possible. The quick dry, 12 hour long stay formula of this eyeliner, with smudge and fade proof qualities makes it a must-have make-up accessory for your eyes.

Price: ₹549



LIP GLOSS FROM TEEN- TEEN COSMETICS

Teen- Teen a decade old cosmetic company unveils 20 new exciting shades of Lip Gloss. This lustrous lip gloss has a unique high gloss and non sticky formula that gives your lips a wonderful glimmer throughout the day. Enriched with natural ingredients, this innovative lip gloss keeps lips soft and moist the natural way. This lip gloss is 100 per cent vegetarian, free of animal products and is absolutely safe.

Price: ₹199

SeaSoul Cosmeceuticals Reaping the Benefits of the Dead Sea

by **Aradhana V Bhatnagar**

What is your professional background?

I'm Engineer by education and a creative person at heart. I have studied make-up artistry in Australia and skin care, too. I've been in the make-up business in India and Australia for the last decade.

What was the inspiration behind launching SeaSoul Cosmeceuticals?

My mother has been in the beauty business for the last three decades and that is how I have it in my DNA. I've been the Miss Delhi Runner Up 2001 and a national award winner in Henna application. In fact while doing the wedding henna for a Malaysian friend in Sydney, my friend found out that her own makeup artist had met with an accident and she asked me to dress her up for her Hindu wedding. I did her bridal make-up and it went viral! Soon I was booked for the next six months with bridal appointments. That is when I realised that I love doing make-up. While doing consultations on skin care, my biggest challenge was to advise the right products to my clients for various issues, especially those of Indian origin. As my first child had a dry skin condition called Eczema, I did a lot of research and now have a skin care line free from all sorts of harmful chemicals that is infused with the goodness of the Dead Sea, Moroccan Argan Oil, American Goji Berries and Stem Cells. This is how SeaSoul was born.

SeaSoul Cosmeceuticals has now been in India for about two years, so how has the response been to the brand?

The response has been overwhelming considering that the brand is still an infant. We launched the operations in India in 2013. Our core belief has been wellness and bringing the best of the nature at most affordable prices. Thus rather than talking about turnover, we measure our progress in terms of client satisfaction and that has been extremely motivating.

What is the USP of the brand?

SeaSoul is a unique range of skin care products, a certified Dead Sea minerals based in combination with Argan Oil (also called liquid gold.) and plant extracts. Each of the ingredient is handpicked like stem cells, goji berries and Moroccan Argan oil that goes into making a skin-friendly product. The brand is free from all sorts of harmful chemicals, parabens, sulphates, phosphates, formaldehydes, petrochemicals and more.



Manisha Chopra, Founder of SeaSoul Cosmeceuticals, shares with *Salon India* her vision for the brand, growth strategies and more

What are the marketing strategies you have employed for the brand?

Our incremental growth in the Indian market has been purely based on word of mouth. We have and continue to focus on building a high quality product at best price points and that is our marketing strategy because a high quality product which talks by itself.

What all categories have you added to the product range?

SeaSoul has four major lines segregated as Candle Body Spa Range, Hand-Foot Candle Spa, Professional facial range and a home care range.

What is the current SKU?

The current SKU is 100+ products where around 50 per cent of the products are for the face and rest are for the body.

Which is your star product?

It's hard to define a star product at SeaSoul. Few of our most popular products include, the Dead Sea Facial Mud Mask, CC Cream with SPF 20, Moroccan Hair Treatment Serum and the 3-in-1 Facial Polish.

How many stores are the products available in India?

SeaSoul is available at more than 150 outlets Pan India. Pacific Mall in Delhi has our flagship store. We also have an online presence at several portals apart from www.seasoulspa.com.

What about the Beauty Advisors at the stores – how do you train them on the products?

The Beauty Advisors at the store go through extensive training on the know-how of the products, their uses, the benefits, which skin type to recommend what. There are proper certification courses held for them by SeaSoul to go through before they start selling the SeaSoul to consumers.

What are the plans for the future?

Moving forward, I personally believe we will see and hear more of SeaSoul across the Indian Subcontinent as we become more aggressive and tap market potential in the professional and consumer skin care segment. The Indian cosmetics market is growing at 15 per cent to 20 per cent annually, which is twice as fast the European and the US markets. The market size of the cosmetics industry is currently pegged at ₹10,000 crores and is expected to double and we expect that we should be able to tap sufficient share of the pie by the first quarter of 2016. 📈

Blending **Ayurveda** in Cosmetology

by **Shahnaz Husain**

India is a country where traditions have existed with modern technological advances. In fact, the character of modern India is firmly rooted in a rich cultural past. This feature is evident in our ancient herbal healing system of Ayurveda, which continues to flourish. Today, Ayurveda has found a prominent place, not only as alternative medicine, but also in beauty care. During ancient times, women borrowed from nature and followed Ayurvedic recommendations to enhance the beauty of their skin and hair. Today, these ancient treatments have been viewed in the light of modern scientific research.

Ayurveda literally means the science of life. Established 5000 years ago, by the sages of India, it is the oldest and most developed system of herbal healing in the world. We have applied Ayurveda in beauty treatments and found that it has the ideal answers to the demands of modern cosmetic care. It is not only ideal for general beauty care, but also helps in treating skin and hair problems. Being a holistic system, it takes diet, exercise, stress control and lifestyle into consideration.

Our long experience has shown the advantages of Ayurvedic care. The human body responds extremely well to natural ingredients, but it has an in-built resistance to chemical and synthetic ones. Apart from its long history of practical usage, there is the element of safety, which cannot be ignored. Herbs and natural substances have a gentle effect and specific healing properties. They are particularly suited to beauty care as the ingredients that are selected have no toxicity. The natural fragrances of many plant products actually have a calming effect on the mind and help in inducing relaxation and reducing stress. In fact, I would say that nature is an expert chemist and cosmetologist. Natural ingredients can be categorized under familiar cosmetological terms cleansers, toners, nourishers, rehydrants, fresheners, astringents. An entire range of cosmetics exists in Nature, which has been harnessed by the system of Ayurveda.

For instance, Neem is one of the most versatile plant products. Since the ancient times, Neem leaf infusions have been used to cure skin diseases and are still used to relieve itching, soothe rashes, create a germicidal environment and clear inflammatory conditions. Neem contains organic sulphur compounds, which have a powerful and versatile healing action. Herbs like Shikakai and Arishtak have been traditionally used for washing the hair, due to their powerful, yet gentle, cleansing action. Amla is another popular ingredient. It is said that the Vitamin C content of Amla is so stable that it is resistant to heat. Trifala, a combination of three herbs, has varied uses, from improving blood circulation to the skin and scalp, nourishing and toning the skin, to removing dandruff and promoting hair growth.

Sandalwood is perhaps one of the most common Ayurvedic ingredients that has been used in beauty care. It is an ancient Indian cosmetic ingredient, with powerful germicidal and antiseptic properties, while the exotic perfume is prized worldwide. Tulsi (Holy Basil) has so many medicinal uses that it has been traditionally venerated and worshipped in India. Rose has also been a common cosmetic ingredient. Oil of rose is said to have originated in India. It is used in stress-related skin and hair conditions, along with sandalwood, jasmine, orange flower and brahmi. Ingredients like sandalwood, basil (tulsi), mint (pudina), neem, turmeric, clove, eucalyptus, ashwagandha (winter cherry), manjishtha (Indian madder), khus (Vetiver), carrot seed, anantmul (Indian sarsaparilla) and many, many others have been used in our formulations.

Such ingredients have powerful healing properties and many benefits for skin and hair care. They also contain vitamins, minerals, enzymes and other valuable substances, which are imperative for the health of the skin and hair. They help to delay the visible signs of ageing and also rejuvenate the skin. Many other natural ingredients have been used in Ayurvedic beauty care, like honey and yogurt and even minerals and gems.

As leaders in product innovation, we have evolved nearly 375 formulations, based on Care and Cure. I have always believed that India has so much to offer the rest of the world by way of herbal healing. For me, it is a dream come true to see the worldwide recognition of Ayurveda. I strongly believe that Ayurvedic beauty care can lead the international cosmetic industry within the next decade. It has been tested by the most exacting test of all....the Test of Time! 🕒



Shahnaz Husain is the Chairperson & Managing Director of The Shahnaz Husain Group of Companies. The views expressed are her own.



Sleek Wax Route to Success



**Rahul Sharma,
Director, Sleek Wax
shares with Salon
India, his extensive
expansion plans for
the brand**

What is your professional background?

I was an entrepreneur at age 20. At that time, I was studying and simultaneously learning the ropes of the new business, which I inherited from my father, R C Sharma. He was my mentor and inspiration. He had experience in sales and marketing and all his formulated policies have helped our products to be accepted and recognised in the cosmetic industry.

What is your current roles and responsibilities?

As we have grown multifold in terms of sales, my role and responsibility has increased. Our core focus is to come out with innovative products that are at par with international brands in the hair removing segment. As a Director, I will continue to focus in the same direction along with my administration, sales and marketing teams.

What inspired you to get involved in the business of skin care?

Since the pre-historic time till date, skin care has always been the prime concern of women. Right from haldi-chandan to gold diamond facials and more, we came up with wax, which is now the most integral part of every salon. This drove me to be a part of the booming skin care industry.

What is the USP of the brand?

Sleek Wax is 100 per cent natural and is made from the best quality refined sugar available in the country with no side-effects. It is 100 per cent water soluble when compared to other waxes that are being imported from other countries and are 100 per cent chemical-based waxes.

What are the marketing strategies adopted by the brand?

We have a very strong marketing and distribution network of over 650 distributors in

India and 27 states have our super stockists. At the management level 1, we have six top level managers and 70 sales people comprising of national, zonal and area level sales representatives.

How many SKUs do you have?

As sleek is being recognised as the only waxing product in the country, we have a limited SKU base. Our age old product Sleek Hot Wax, Sleek Cold Wax are two popular variants and we have added two flavour variants of Chocolate and Aloe Vera. The most popular one is Sleek Wax Pack used to remove facial hair.

How are the products priced and where all are they available?

Sleek Wax has always a hit with the middle class and upper middle classes, which is the reason it is competitively priced. It is available Pan India.

What are your views on the beauty industry of India?

There is drastic upliftment of the beauty and salon industry in India. By way of new products, by way of new learnings and by way of new salon chains entering into the market, I see complete revolution for all the people who are emphasising on hygienic and innovative products. It is going to be a booming industry. The staff is more educated and overall, the approach is more professional.

What are your plans for brand?

We will continue the focus on the hair removing segment, offering many more innovative and advanced products to our consumers. To give an example, soon, we are planning on introducing quick and easy to use hair removing strips. In the next two years, we will consolidate our position as a top most hair removing brand in India and across the world. 🌐

Skin Care Forecast 2016: Fads, Trends and What REALLY Works

by Lydia Sarfati

Despite rapid changes in global markets, skin care still remains one of the most profitable categories in business with continual growth. There are many trends in skin care now, some that have the potential to endure, while others may be passing fads. Here, you will find a review of the many trends facing the market, the most important ones to watch as well as insight into the most important money-making factor to consider for the future: great service.

Trend or Fad?

DNA-based skin care

A new study by personal genetics company 23andMe found DNA may dictate how your skin will age. In this study of 350 women of four different ethnicities, it was found that some have a unique genetic fingerprint that keeps them looking young. These have been classified as 'exceptional skin agers'. This study has garnered great interest as a potential marketing tool for the future. **Bottom line:** With only four possible formulas thus far, the research and development of this type of technology is still in its infancy, and requires a great deal more high level and costly research.

Gluten-free skin care

According to the Journal of the Academy of Nutrition and Dietetics, gluten cannot be absorbed through the skin, therefore individuals with celiac disease should not be concerned about products applied to the hair or skin. The only indication of adverse reaction would be if gluten was allowed to be absorbed through open skin lesions.

Bottom line: Topical application is not an issue, so this marketing approach is a fad, not a true trend.

Vampire facials

With this procedure, platelets are extracted from the client's own blood to obtain platelet-rich plasma to be re-injected back into the client's face. Once the red blotches fade, the result is a short period of sculptured puffiness, held to be a mark of glowing good health. While the technique has been used for sport injuries, the evidence of its effectiveness as a beauty product has no major scientific evidence to prove its positive effect or long-term effects. While the American Academy of Dermatology considers the Vampire 'Face Lift' to be a safe procedure, it can lead to facial swelling and bruising with the potential for contamination, infection and skin breakdown.

Bottom line: Effective results can be had through proper skin care and aesthetic techniques. This is a fad.



Stem cell skin care

With this technology, it is believed that stem cells will stimulate fibroblast, firm wrinkles and slow the development of new lines. Sources of human stem cells include unfertilised eggs or circumcised infant skin, leading to the development of plant stem cell skin care technology. The reality is that human stem cells cannot survive in a jar and that the results in plant stem cell products are the result of other active skin care ingredients in the formulation.

Bottom line: There is no known documentation of the result from topical application of stem cells. This is another passing fad.

Gold facials

With this, thin sheets of 24 Karat gold leaf are placed over the face for some time and removed to make the skin luminous, plump and smooth. While reports on this facial go back to the time of Cleopatra, the reality is that gold is unreactive and unable to penetrate the skin. It can be contact reactive, however. In 2001, gold was named the contact allergen of the year by the American Contact Dermatitis Society.

Bottom line: With no evidence of improved skin, expensive gold is being used a marketing ploy aimed at creating a 'luxurious facial'. The true benefits lie in the ingredients being mixed in with these facial.

Botox and fillers

Botox and fillers are the mainstay of the medi-aesthetic business and the important thing to keep in mind is that the treatment is performed by a reputable plastic surgeon. Dentists and OB-Gyn doctors have been climbing on the band wagon of late, a completely inappropriate practice that can lead to



Lydia Sarfati,
CEO and Founder,
Repêchage. The
views expressed
are her own.

disastrous results. There are also Botox and filler ‘parties’, where a practitioner comes and injects party-goers on the spot. This, too, must be performed in a hygienic medical office prepared for surgical procedures. In addition, the physician must make the clients aware of contra-indications as well as potential side-effects before performing the treatments. For Botox, these include pain and bruising, headache, eye swelling, local muscle weakness and lethargy. Filler side-effects include redness, swelling or edema, nodules, abscesses, infection, hyperpigmentation and the unsightly and improper shift of material within the skin.

Bottom line: This will be a continuing trend, so it is important to address complimentary facial services to grow your business.

Micro needling

With this procedure, multiple needles glide along the skin, penetrating the upper layers of the skin to a depth of up to 2mm to create tiny wounds. Each puncture creates a channel that triggers the body to produce new collagen and elastin. Current devices range from pens to rollers with varying lengths of needles. According to the FDA, the safe ranges of needle lengths, penetration depths and speeds of the device are unknown, therefore, the FDA has safety concerns regarding the potential for the needles to damage vessels and nerves. In addition, poor needles can lead to breakage of in the skin. Side-effects can include possible irritation, scarring and damage to skin. Some cases have found allergic reactions with using skin care not specifically tested for use with the device.

Bottom line: While micro needling appears to be an ongoing trend, as with any procedure that injures the skin, extreme caution is advised.

Flotation tanks

With flotation tanks, a pool or cabin is filled with 25cm of a super-saturated solution of magnesium salts (Epsom salts), to create conditions similar to the Dead Sea. This allows the body to float effortlessly on the surface of the water – creating the feeling of floating in the air. The theory is that by floating in this type of space, the mind is free from all external distractions in order to reach deep levels of relaxation and meditation. These have been used to great benefit for athletes, workers and students to accelerate wound healing, improve performance, reduce physical and mental stress, improve mental clarity, energy levels and creativity.

Bottom line: Although still theoretical, this procedure has the potential to be a truly beneficial application to further the spa business.

Real Trends

Facials

Facials remain one of the most lucrative practices at the salon and spa, especially with the advent of the Facial Bar concept, which has express facial treatments employing the most advanced skin care ingredients customised for the individual client’s skin type and schedule. These facials providing intensive results far better than an at-home regimen.

Multi layering

The efficacy of skin care ingredients increases incrementally when used in an entire skin care regimen. The essentials include eye make remover, cleanser, exfoliator, toner, serum, mask, eye cream, moisture and night cream and need to be presented to the client after completion of their professional treatment, yet they do not have to be purchased all at once. Present the full line, then select the three essential products needed for the client. This relieves them of the burden of a full programme purchase, yet virtually insures they will buy retail products for at-home use until their next treatment. The rule of thumb for retailing in this manner is 50-50 – with 50 per cent of the amount tendered rendered from the professional treatment and 50 per cent from additional retail.

Pore cleansing

Pore cleansing is NYC’s latest lunch break treatment for clear skin, says Harper’s Bazaar. Proper deep cleansing and detoxification of the skin is now considered paramount to not only providing the optimal environment for skin treatment ingredients, but for promoting the health of the skin overall.

Medical alliance

Medical spas, one of the biggest trends, are able to provide many of the same services as day spas in conjunction with more advanced treatments under the supervision of a trained medical staff. These can include Botox and filler injections, chemical peels and laser therapies. The key here is to implement complimentary services to medical procedures, such as offering soothing and calming face masks following procedures or applying relaxing eye treatments prior to numbing agents used for injections.

Custom body treatments

Body care is not one size fits all. For example, cellulite is only exhibited on the buttocks, stomach and inner part of the thigh near the knees, whereas other parts of the body may be dry, dehydrated or in need of deep exfoliation. The trend in using multiple body treatments at once will continue to grow in the salon business. Clients can have targeted treatments in one area while receiving anti-ageing treatments, hydrating masks or deep cleansing scrubs on other areas such as the legs, back, hands and neck.

Specialty products

Just as younger people are becoming more and more aware of the benefits of healthy eating and proper exercise at an earlier age, the desire for healthy ageing is skewing younger generation, as well. Learning good skin care habits at an early age creates healthier skin for life. To this end, specialty products that not only promote good skin health, but also enhance the quality of life provide an excellent area of growth both in the retail and salon environment. 📌

Stempeutics Research Mapping the Cosmetic Industry

Stempeutics Research is all set to foray into the cosmetic industry with their stem cell-based product, Cutisera, which targets all predominant problems of ageing skin. Raviraja N Seetharam, Deputy Director, Business Development at Stempeutics Research Private Limited shares with us the future of stemcell, USP of Cutisera and more



What inspired Stempeutics Research to foray into the cosmetic industry?

There are several cosmetic companies around the globe marketing a wide range of cosmetic products, which are either made up of chemicals or small molecules. Continuous usage of such products is a safety hazard and the efficacy is unreliable. In addition, many people would like to stay away from cosmetic procedures that involve laser treatment, Botox, derma rollers and others, if a topical product is safe and can give multiple benefits. With Cutisera, we have a novel topical product that is safe with multiple benefits, which is what consumers want.

What is your professional background and what are your current roles and responsibilities?

I am a research scientist having more than 20 years of experience in the diverse areas of biology namely, microbiology, nano-biotechnology, cancer biology and stem cells. After acquiring several medical degrees and being a faculty at prestigious international hospitals, I joined Stempeutics in March 2010. Initially, I was heading the stem cell production for clinical trials and later, I was heading Cutisera product development. Currently, I take care of business development for Stempeutics.

How far can stem-cells be used in the cosmetic industry?

Stem cells as such are not used in the cosmetic industries, however, this conditioned medium is being used internationally in cosmetic product development as an active ingredient, as it is naturally produced by human cells and has the ability to rejuvenate ageing skin.

What is the USP of Cutisera?

Cutisera is the unique, patent-pending technology in which we produce conditioned medium of high quality. It will then undergo a step of well-defined concentration process before it is blended with a mix of safe excipients to produce Cutisera.

What are the general skin problems targeted by Cutisera?

Cutisera targets all predominant problems of ageing skin and offers the benefits of reducing fine lines and wrinkles, lending an even skin tone and enhancing luminosity, lightening the dark spots, improving the firmness of the skin and improving skin hydration.

What are the marketing strategies that have been adopted to promote Cutisera?

The current marketing channel to take Cutisera to the consumers is through dermatologists, which our joint venture partner, Cipla, has already started work on. We would like to expand to FMCG and e-commerce in the near future and are also working on international expansion. If a product is completely safe and highly efficacious, it is not difficult to win the competition. The consumers of premium products are educated and smart and can immediately differentiate between available products in terms of benefits.

What are the products in the Cutisera range?

Currently, we are in the advanced level of developing the under-eye lotion and hair growth products.

How are the products priced and where all are they available?

The products will be priced at ₹2,995 for 30 ml in India and be available at leading dermatologists in major cities of India.

What are your views on the beauty industry of India?

Due to the increasing standard of living, the Indian population considers beauty and wellness to be a necessity. The market for personal care, beauty and cosmetic is growing rapidly. The increasing beauty concerns among both men and women are motivating the Indian cosmetic industries. Due to the increasing number of women entering the corporate workforce, the disposable income of families has increased substantially and thus affordability of personal care products is more than ever.

What are the future plans of Stempeutics Research?

We would like to gradually penetrate deeper into the beauty and wellness segment by developing unique products based on consumer requirements. Also, we would like to bring out more products for skin and hair care.

What is the future of bio-cosmetic products in India?

In India and globally, consumers are gradually moving towards natural ingredients or products as they are increasingly becoming conscious about the chemicals used in cosmetics and their long-term side effects. Based on this, we can definitely say that the future of bio-cosmetic products is very bright in India. ☺



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way of Bleaching.
"Bleach Booster with
Swarna Bhasma"



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Importance of Education in Skin Care

by Avni Amlani

Today's consumer is more discriminating and better informed than ever before with the abundance of information available at hand. They want facts, not fiction, real benefits, not vague promises. It is the job of a therapist to inform and educate the client about skin care, treatments and products, which will virtually harness trust and confidence. To inform others, the therapist must first be knowledgeable. Education is an essential ingredient for skin care professionals or for that matter any profession.

It is very important to receive accredited training from a reputable organisation or skin care company, to build a firm foundation in developing a career within skin care. Avoid temptations of attending a crash or abridged versions to attain certificates quicker. Though, the temptation looks favourable, as one can commence work in a shorter period and start earning sooner, but in the long run, you are actually disadvantaged because those who have spent the stipulated time in training will overtake you in their career development.

Training and education provides a basic platform to advance your knowledge and skills in skin care, which rewards you with respect and trust from the clients in your ability to care for their skin care needs. Happy clients will refer friends and family to trained and qualified therapists who are knowledgeable in skin care, rather than a therapist who simply follows instructions without a thorough understanding of the actual benefits and more importantly, as to why they are performing a specific treatment.

Before you invest time and money in selecting a training programme to attend, make an informed decision. Have a thorough understanding of your scope of practice as a skin care therapist, make sure it is something you will be able to utilise. Learn as much as you can about the individual or institution offering the education, about their background and credentials. Are they accredited or recognised in some manner to offer the course? Due diligence will go a long way here to help you filter through the reputable from the not-so-reputable offerings. Irrespective of training received, do not go beyond the bounds of your limit or ability professionally.

Skin care courses will equip the therapist to understand the anatomy and physiology of skin, the importance of hygiene and introduction of electrical equipment within the treatment. Hands-on training is integral along with the science behind the treatments, such as skin peels or exfoliation, how to treat sun damage or acne, and more. It is inevitable to incorporate the use of advanced electrical devices, such as ultrasound, micro-current, laser within the treatment to enhance the results. Training in the use of

technology is important to understand the benefits and contra-indications posed for the clients. For example, a consumer with heart condition should not receive any electrical treatment unless a formal letter is received from their cardiologist or GP.

If one intends on working in a medical setting, like medi-spas or with a dermatologist, take specialised skin care courses available in order to understand the needs of a patient whose skin has been affected by trauma or surgical procedure. More importantly, this will assist in deciding when to refer a client to a doctor because treating clients with certain skin concerns, like skin cancer, is beyond your professional boundary and capability.

Education helps to build professional etiquette and boundaries of a skin care therapist. One should always communicate and maintain a relationship within a professional boundary. Getting too personal with customers will lead to compromising one's professionalism and your reputation, as well as, that of the establishment. Wearing a uniform plays a major part in the perceived professional image, which encourages trust and confidence.

Retail training is vital for any successful skin care therapist because there are limitations on the management and maintenance of results achieved from a specific or course of treatments, if clients either don't follow or use a self-prescribed home care regimen. By recommending a customised healthy skin care regimen, post a thorough consultation skin analysis, clients will see the results, thereby increasing their trust and loyalty in you. It is important to understand the formulations of any products whilst appreciating the true benefits of the specific ingredients. This knowledge will help with the selection of good products to not-so-great products, which can be used in business and on clients.

Many distributors and manufacturers of skin care equipment brands have created additional courses to keep the therapist abreast of new science, technology, ingredients, techniques, and more, as the skin care industry is in a constant state of change.

Continuing education certification and accreditations whilst developing existing skills, are extremely important in advancing the knowledge and building confidence. One cannot afford to become complacent in this ever-evolving skin care industry! Keeping updated with the most recent treatments and advances in skin care, will not only expand the earning capabilities, but open up opportunities to grow professionally.

To educate ourselves, we fulfil our professional obligation to our clients, which is to provide them with the best possible skin care options! 📌



Avni Amlani, Education Director and International Skin care Expert to Dermalogica India. The views expressed are her own.

Winter Care by Cheryl's Cosmeceuticals

Your secret to winter skin care is here! Now moisturise your skin from within like never before with the HydraMoist Facial and Moisturiser

During winter, cold air, wind and dryness make the skin dull and dry. The right amount of moisture is extremely important to maintain healthy skin. Cheryl's Cosmeceuticals, India's first professional skin care brand, addresses targeted skin concerns that are prevalent during this season, with breakthrough products that have special ingredients to effectively tackle the main concern of dryness. Each of the professional services by Cheryl's is augmented with a robust home care range to sustain premium results achieved in a salon.

Concerns of dry skin

Not many know that our skin is naturally enabled to produce the necessary oils that act as a natural conditioner for the skin. These oils moisturise the skin from within and create a protective layer. However, in certain circumstances, the skin's ability to produce these essential oils is hampered, which further results in dry skin. Dry skin lacks radiance and glow and tends to feel tight throughout the day. The two main concerns of dry skin are, inability to produce sufficient sebum to lubricate the skin and an inability to retain moisture, leading to trans-epidermal moisture loss.

Cheryl's HydraMoist Facial



Cheryl's introduces the HydraMoist Facial, a potent facial for dry skin. This moisturising treatment hydrates the skin and enhances its sebum levels through its Thermal Hydrate Technology. It also boosts the skin's capacity to produce and secrete higher levels of sebum, simultaneously improving the skin's ability to hold and retain moisture. The HydraMoist Facial's specific ingredients combat definite skin issues to give you flawless skin even in the driest of conditions.

Key ingredients and benefits

- ★ **Olive leaf extract, jojoba and avocado oil:** These ingredients dispel dullness by mimicking sebum and lubricate the skin, giving it instant brightness and shine.
- ★ **Laminara digitata extract and brown algae:** These moisturising ingredients repair the skin and improve its ability and capacity to retain moisture, which in turn reduces trans-epidermal moisture loss.

Cheryl's HydraMoist Moisturiser

Cheryl's HydraMoist Moisturiser is a powerful, quick absorbing, lipid balancing moisturiser that protects the skin's natural oil-moisture balance to promote healthy and radiant skin. It softens the skin's surface, while retaining the same level of moisture intensity for the entire day. Its active ingredients such as Hyaluronic Acid, Hydrolysed Wheat and Trehalose are intense moisture magnets, while ceramides in the product repair the skin.



Key benefits

- ★ Forms an invisible film on the upper layer of the skin and stimulates the skin cells to absorb and retain moisture.
- ★ Improves blood circulation and boosts collagen levels, leaving the skin free from wrinkles and fine lines.
- ★ The active ingredients absorb and retain up to 10 times their weight in moisture and this improves the elasticity of the skin leading to a younger and more youthful appearance.
- ★ Works as an effective primer before applying heavy make-up and assists the skin to repair itself, which is essential for healthy, glowing skin. 📌

Market Watch

Skin Care



WINE FACE WASH BY ASTABERRY BIOSCIENCES

The Astaberry Wine Face Wash is enriched with the properties of real wine. It improves skin moisturisation, firmness and elasticity. Red grape extracts in the wine help reduce fine surface lines and replenish depleted moisture. It has age defying properties which sustains the signs of aging while removing wrinkles from the skin. The Astaberry Wine Facial Kit which includes the Astaberry Wine Cleanser, Scrub, Crème and Pack, is made from richness of real grape extracts which helps to reduce several signs of ageing and promotes new tissue growth for younger looking skin. The PH in wine is acidic which helps in eradicating dead skin cells and improves blood circulation with the effects of real grapes present in the wine.

Price: ₹85 for 100ml face wash; ₹200 for facial kit

MOISTURISING BODY LOTION BY OSHEA HERBALS

Oshea Herbals has introduced two new variants of Sheasoft moisturising body lotion with 24 hours+ dampening formula. The Sheasoft Honey & Saffron moisturising body lotion has been specially devised for nourishing and hydrating dry and dull skin. Advanced with the extracts of honey and saffron, it enhances skin suppleness while providing deep-penetration to your skin.

Price: ₹325 for 400ml



EYE CREAM BY EPIQUE

Epique introduces Intensive Revitalising Eye Formula that is ideal for mature skin. Perfect for women above the age of 30, this deep conditioning restorative eye cream is made of a Phyto-Concentrate formula that comes with an advanced automatic massage applicator. This hydrating eye formula visibly diminishes dark circles, puffiness, fine lines and wrinkles around the delicate under-eye area. It also improves under-eye blood circulation and relieves any form of strain.

Price: ₹3,200



3-IN-1 RENEWAL FACIAL POLISH FROM SEASOUL COSMECEUTICALS



While your make-up kits may be your go-to solution, there is little that even the best foundation and concealer can do if the skin lacks natural lustre and glow. That's why you need to try out the 3-in-1 Renewal Facial Polish from SeaSoul Cosmeceuticals. The Jojoba based micro-emulsified and non-greasy formulation is an excellent way to lighten the pigmentation and give your face a fresh vigour. The key ingredients are Cucumber, Dead Sea Minerals, Plant Stem Cells, Noni Fruit, Moroccan Argan and Goji Berry. It is further enriched with UV Pearls that offer enhanced protection from the sun's harmful UV rays that are amongst the prime factors causing dark circles and puffiness.

Price: ₹4475 for 200ml

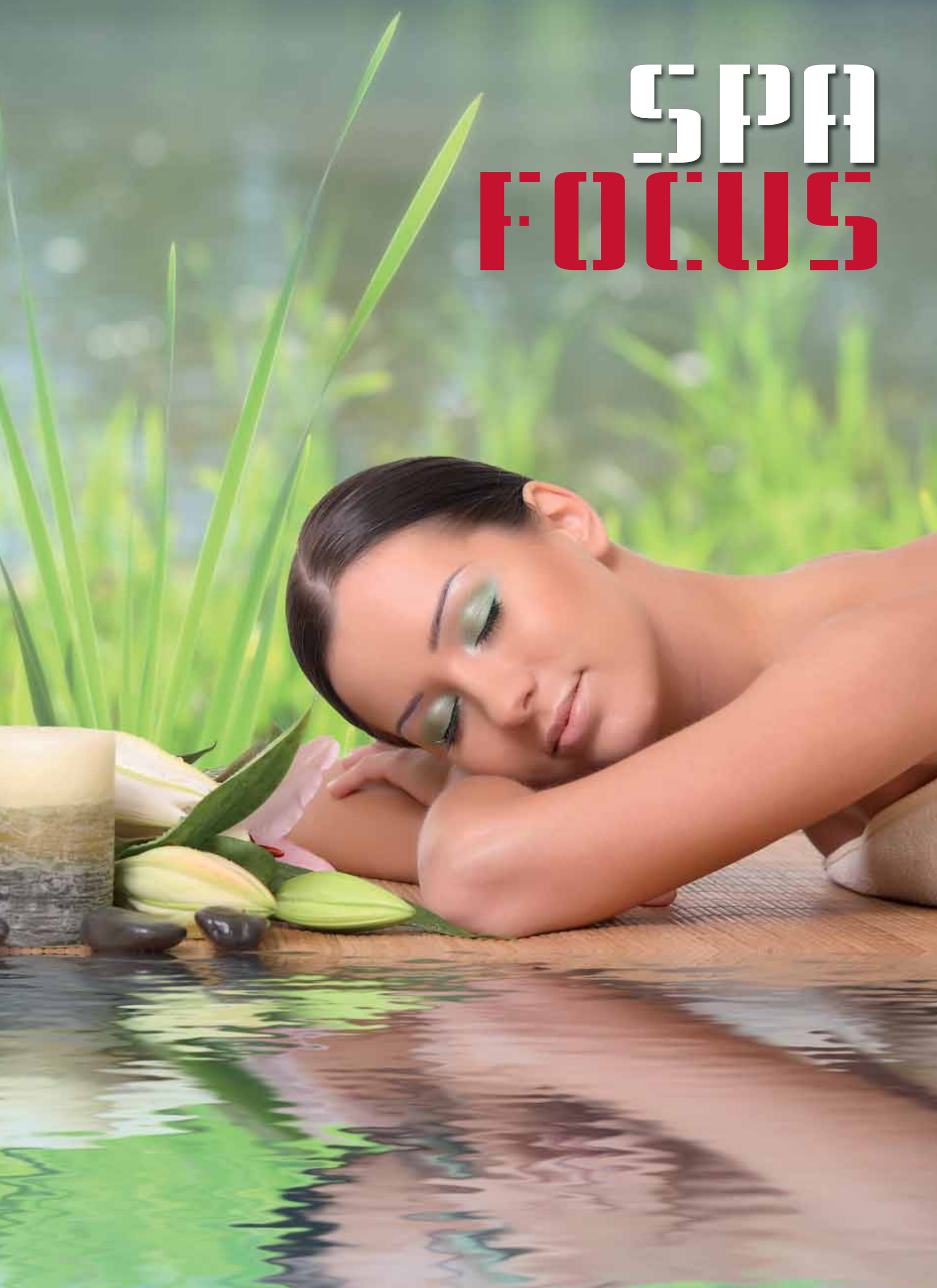
GOLD FACIAL BY TBC PROFESSIONAL

The TBC Professional has recently come up with its Alpha H Liquid Collagen 24ct Gold facial therapy. This therapy restores your skin's youthful appearance with the Alpha H Liquid Collagen Gold Kit, which combines the smoothing properties of collagen with a nourishing vitamin C complex. It helps reduce the appearance of fine lines and wrinkles by promoting the production of collagen to boost elasticity. The presence of active ingredients in it hydrates and infuses the skin with nutrients, bolstering epidermal health to help maintain the complexion's new, fresher look.

Price: ₹2,150



SPA FOCUS





Devarana Spa Doorway to Dreams

Ensnconced in an oasis, the Dusit Devarana Resort & Spa spells luxury from the word go. The lush greenery and water bodies that surround the Devarana Spa have been created to lend privacy and tranquility

About the spa: 'Devarana', pronounced te-wa-run, has its origins in Thai-Sanskrit which means the 'garden in heaven'. It dates back to ancient Thai literature, called Tribhumphruang, also known as Traibhumikatha, written by Phraya Lithai. In this literary work, the writer described this particular garden as situated at the gate of heaven, surrounded by gardens and ponds, with a heavenly scent and a nurturing environment. In the garden, people can hear soft music played by the harp, flute and other traditional musical instruments. In addition, the décor of the garden glimmers with silver and gold and is filled with natural stones and gems.

The Devarana Spa offers an atmosphere of ultimate relaxation in its very own healing garden. With an emphasis on Eastern pampering, the Thai health and beauty practices have been sourced from age-old therapies and updated with modern knowledge to revitalise guests.

Design elements: Inspired by the concept of the garden in heaven, Devarana Spa, is designed by Ploy Chariyaves, who is a renowned writer from Thailand. The visual elements excite the senses and makes guests feel truly special. Luxurious pampering and healing treatments are offered in a soothing, stress-relieving environment. The contemporary Thai design and décor invites guests to transcend the everyday world and provides a relaxing and welcoming atmosphere in which

to enjoy premium spa treatments with traditional Thai service and hospitality.

Therapy rooms: The Devarana Spa is nestled amongst the quietude of lush gardens and water bodies. The space comprises of extensive outdoor treatment areas, such as, the Yoga Pavilion, a glass box fitness centre, a Turkish Hammam, the Thai Pavilion and sand beds. There are four indoor treatment suites, two double and two single, with private verandahs that house the signature treatments. Also available are jacuzzi, sauna and steam facilities and an outdoor Thai massage bed. The flooring is in Greek white Thassos marble.

Product used: There are different set of aromatic oils used under the signature Devarana product line.

Architects: KhunLekBunnang from Thailand

Spokesperson quote: The Devarana Spa is the soul of this beautiful resort. It is where we redefine the lifestyle of our guests by restoring the lost pockets of energy and inner strength, through our package of six senses with each treatment undertaken.

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Banyan Tree Spa, Bali

Rooted in Tradition

Located amidst lush tropics and vast ocean space, the Banyan Tree Spa in Bali, Indonesia, is a tranquil escape from the mundane. The Balinese-inspired interiors and tropical garden spa concept further add to the grandeur

Size of the spa: 2,875 sq ft

About the spa: Banyan Tree Spa, like the tropical and sacred tree that inspired its name, is an intimate retreat that blends romance and serenity with exotic sensuality, providing a sanctuary for the senses. A pioneer of the tropical garden spa concept, it is a haven for physical and spiritual renewal. The spa features opulent treatment pavilions, adorned by distinct Balinese interior design, set amidst the lush tropics and vast ocean scape. Using a high-touch and low-tech approach that celebrates human touch coupled with the use of natural herbs, spices and aromatic oils, the treatments are inspired by Asian traditions that have been passed through the hands of many generations.



About the treatment rooms: The spa features nine luxurious treatment rooms each with built-in shower, bathroom and relaxation area. It comprises one regular Royal Pavilion, one Royal Pavilion with Rainmist room, two Royal Pavilions with Thai massage areas, one Royal Suite with a Rainmist room and an outdoor relaxation lounge, and four Deluxe Pavilions. Set in lush greenery, the Royal Pavilions also include showers and relaxation areas outdoors.

About the services: The professional spa therapists of Banyan Tree Spa Ungasan are trained at the exclusive Banyan Tree Spa Academy which was first set up in Phuket in 2001 and is accredited by Thailand's Ministries of Education and Public Health. Banyan Tree Spa Academy was also established in Bintan, Indonesia in December 2003. First-time visitors to Banyan Tree Spa are encouraged to experience the signature Royal Banyan featuring the exclusive Banyan Herbal Pouch Massage, which combines the best of East and West massage techniques and uses a harmony of intricate and rhythmic strokes to ease away tension and work its magic on the senses. To showcase the local culture and indigenous ingredients, a category of the spa menu is dedicated to traditional therapies reflecting the uniqueness of the spa destination. At Banyan Tree Spa Ungasan, the Indonesian Traditions category lends local flavours to the treatment packages, which include the famous Javanese Lulur, inspired by the imperial treatment practiced in Central Java since the 17th century, which is traditionally used by Javanese brides as a purifying ritual before marriage and Balinese Boreh, a unique men's package that combines healing Indonesian treatments to soothe aching muscles and restore the skin's natural balance. The duration of the packages is 150 minutes of treatments and 30 minutes of refreshments and relaxation.

Architect: Architrave Design & Planning Co Ltd

Address: Banyan Tree Spa Ungasan, Jalan Melasti, Banjar Kelod, Ungasan, Bali 80364 Indonesia

Contact details: Tel: +62 361 300 7000, Fax: +62 361 705 037

Website: www.banyantreespa.com

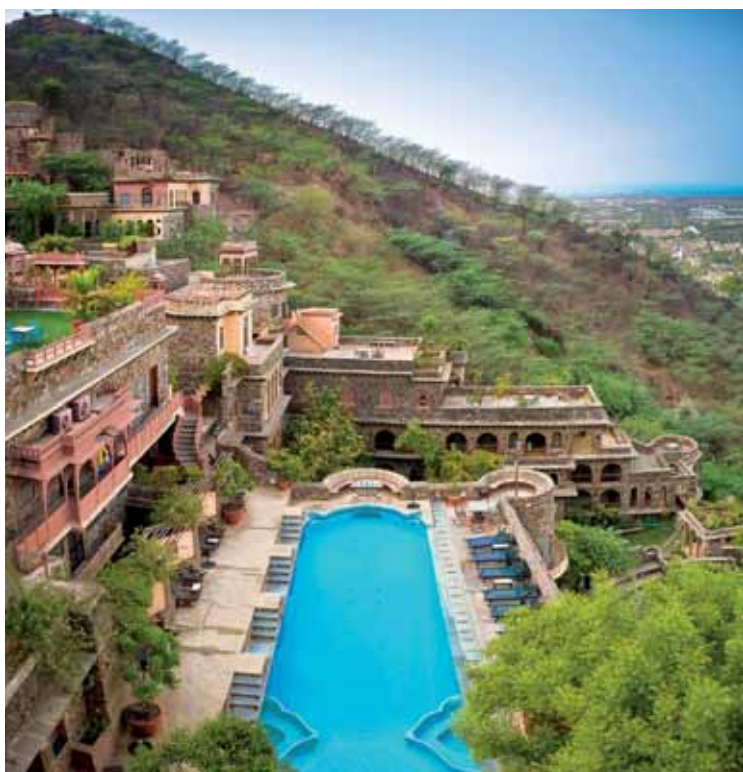


“We believe that some of the top criteria that make a great spa are a relaxing and indulgent ambience that embraces the five senses; unique destination for a memorable sense of place and most importantly, consistent international high standards of spa therapists and services, which is fundamental and paramount to the delivering of the Banyan Tree Spa experience. Step into the award-winning Banyan Tree Spa Ungasan and let your soul know utter peace with the spa's signature range of Asian therapies. Enter the restful sanctuary of our spa pavilions charmingly and distinctively touched by Balinese architecture and achieve wellness through time-honoured Indonesian remedies, beauty practices and spa rituals.”

– Kanruethai Roongruang,
VP/Executive Director of Spa Operations, Banyan Tree Spa and Gallery Worldwide

Neemrana Spa Fabled Grandeur Comes Alive

Ahoi Haolai Sitlhou, Founder of Oriental Senses shares the basis of The Spa at Neemrana Resort



Do tell us about Neemrana Spa.

Neemrana Fort-Palace is a 15th century property, one of India's oldest heritage spa resorts, near Delhi. Operated by Oriental Senses, the spa is spread over 4000 sq ft and comprises of a contemporary gymnasium, outdoor sunlight-spectrum yoga and meditation areas and offers an array of Ayurvedic and international therapies.

What is it USP?

We are a 'Spa with a Cause', to be precise, a social cause. Most of our therapists come from the strife-torn north-east region of India where job opportunities are almost non-existent and the unemployment rate is one of the highest in the country. We provide free training for candidates from this region and absorb them in our company.





How differently has the spa been positioned as compared to other spas in luxury properties in India?

We like to be called ourselves, a heritage spa with a modern touch, as our guests get a taste of the lifestyle of Indian royalty, but with the modern-day comforts. Also, our focus is on training and to provide a world-class spa experience without burning a hole in your wallet.

What are the therapies offered?

We offer both international and Ayurvedic therapies like the traditional Indian Abhyanga, Balinese, Lomi Lomi, Western and signature Neemrana therapies, besides a host of other services like facials, body scrubs and more. There are complimentary yoga sessions for the guests.

What are the brands and products that are used?

At Neemrana Spa, we use our own blend of oils and handcrafted body scrubs, since we strongly believe in keeping it as close to nature as possible.

How are therapists hired?

We follow a very stringent hiring process, which also includes a practical screening test where the technical skills of the therapists is thoroughly scrutinised personally by our founder, Ahoi Haolai Sitlhou,

who is herself a diploma holder in various spa therapies from Thailand and Indonesia.

What is the on-the-job training that they receive?

Besides the technical skills training, our main focus is on the Standard Operating Procedures and we ensure that all our therapists follow it.

What is the marketing strategy employed to make the spa a success?

We strongly believe that the best marketing strategy is by word of mouth. So, we want to focus on giving our guests the best and unique experience and the rest will be taken care of by itself.

How do you plan to invite clients and retain them?

We do offer a lot of attractive spa packages for groups, couples, special occasions and more, and we also plan to come up with a membership plan soon.

What is the advice you would give to an aspirant who wishes to pursue a career in the spa and wellness industry ?

The spa and wellness industry in India is growing really fast and one can make a great career in it. You just have to be flexible, willing to learn new things and above be strong in ethics and you are set to touch the sky! 🌟

Natural Trends in the Retail Space

by Priti Mehta



Key findings of a new study (Global Cosmetics Market) by Allied Market Research reveal that the global cosmetics market is expected to reach \$390.07 billion by 2020. Further stating that the growing demand for natural ingredients in cosmetic products is one of the major factors contributing to this growth.

It is not surprising then that a multitude of mainstream personal care companies and retailers have already jumped on to the bandwagon! Case in point; new product launches and acquisitions – eg purchase of Aveda by Estee Lauder and their own brand launch, Origins.

The key drivers for the demand for 'natural' products can be summed up to in Consumers - the Indian beauty services and spa sector is witnessing a better-informed, more well-travelled and information hungry customer; Safety and health - People today are more aware of what they apply on their skin and the products they use. Scares of potentially carcinogenic ingredients and pore-clogging ingredients make for more health-conscious consumers; Green Issues - Environment sustainability and lessening personal carbon footprints are becoming more important to people's value systems (thus the demand for minimal and eco packaging as well; Human rights concerns- demand for fair-trade products; Appreciation of ancient sciences and their natural approach via preventative measures rather than quick-fixes.

Although the use of "natural" personal care dates back centuries, even millennia, a new context seems to be emerging in the beauty and personal care industry; a gradual shift from chemical cosmetics options to natural/herbal personal care alternatives. There is thus a need for retailers to change strategies to tap into this increasing consumer preference. A few ways to translate this into your brand would be via your retail environment, brand communication, innovation in product development and through your packaging.

So what does 'natural' mean? Neither are there any laws defining the word nor any industry guidelines as to the processes of 'natural' cosmetic production. The common understanding though is that the majority (90-95%) of a health or beauty product's content (excluding water) must be organic (plant, mineral) sources.

In the want of a standard, certification or central authority and in the wake of rising 'green washing' (mis-representation of natural) consumers remain confused and distrustful. Thus an important path to build strong brand connect is to bring more clarity; by helping consumers make informed choices; eg, printing complete ingredient list on labels and not just actives and even by educating sales people.

It is the right time for the retail space to tap into this aspirational and holistic, 'natural movement' in the market and pay close attention to what the customers are looking for. After all the 'pure natural living' is here to stay! 🌿



Priti Mehta, Founder, Omved Lifestyle Pvt Ltd. The views expressed are her own.

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Spa-cially Local Therapies

Such is the growing popularity of spa retreats that it is just not about relaxing any more. It is more than that. There is an array of indulgences that take the shape of spa menus. A good spa session is totally other-worldly, transporting you to heaven, while still keeping you rooted in what surrounds you

by **Aarti Kapur Singh**

Spas are increasingly beginning to get a sense of place - of being rooted themselves in locally available know-how, ingredients and philosophy. Whether it is coffee from the plantations that surround it or the coconut oil abundantly available, destination-specific experiences add the charm of 'sight-experiencing' to a wellness getaway. Why just ingredients, some spas even tweak their services to add a flavour of local adventure to the therapies. So check-in and bliss-out.

Relax like a Monk

Tibetan Ku Nye Massage, a highly popular treatment at the Ananda Spa in the Himalayas is deeply rooted in the medicinal philosophies of the Buddhist monks and focuses on lymphatic drainage, acupressure



that targets the meridians with warmed up Himalayan salt poultices that melt away stress. Infused with cardamom, lavender and jatamansi (spikenard) and topped up with a wonderful head massage, the aim of this treatment is to restore the nervous system and stimulate a free flow of energy within the body.

Wild mudbath

In India, mud therapy as elaborated by Ayurveda, is based on the principal of two elements, prithvi (earth) and vayu (air). Mud from various places has different medical properties. Soil of the northern hills is good for arthritis, spondylitis, sciatica and paralysis; mud of the desert is good for viral infection, whereas mud from the Deccan plateau has mineral-rich content. Aarogayam Spa at Aahana Resort, near Jim Corbett National Park, takes pride in elaborating their signature mud therapy programmes, the main ingredient for which is mud excavated from the forest. They dig at least 10-feet ditches deep in the forest to excavate the mineral-rich mud. It is then sieved thoroughly and the fine residue is soaked overnight or at least eight to nine hours. The mud is then dried in the sun for two days and mixed with several herbs and natural ingredients. The combination of clay, aroma oils and natural herbs relaxes muscles and joints, detoxifies and leaves the skin soft and renewed. One can opt for an Aromatic Herbal Mud Wrap or a Hot Mud Poultice. They also have a Sand Bath Indulgence programme. The properties of a sand bath mainly lies in the comprehensive therapeutic effects of magnetic therapy (the sand contains brown shell, white coral, limestone and magnetic substances) as well as physical therapy (dryness, high temperature and infrared radiation). The Sand bath can remove obstruction of meridians, relax muscles, tendons and bones, eliminate intractable diseases, promote blood circulation and enhance metabolism. Whilst baking in the sand bath, the team of therapists apply a face pack and administer this trance-inducing head massage!

Wrestling therapy

The immensely popular Pehelwan Maalish at the Jiva Spa at the Taj in Udaipur is anything but sweaty and grimy beefcakes breaking your bones! For centuries, Indian wrestlers have taken powerful massages to be fit and nimble. Unlike the therapeutic Swedish massage that



mollycoddles your muscles, the pehlwan maalish is deep tissue. Expect momentary discomfort before the soothing sting of a passive workout. It's a feeling similar to the sweet pain on the first day of a workout. Similar to the Thai massage that combines stretching and yoga poses with gentle prodding, the pehlwan maalish works on the principle of slow, deliberate strokes that focus pressure on layers of muscles, tendons deep under your skin. While plain old mustard oil is ideal, spas are also using concoctions of tulsi, lemon and ashwagandha – all known to boost the immune system and increase white blood cell production.

Mughal meanderings

Anything mughlai is grand - from their food to their romance! And now, their spa therapies, too. Supposedly Asia's largest spa, at over 99,000 sq ft, the Kaya Kalp, at the Hotel Mughal in Agra has a signature treatment, which is an ode to the most iconic figure of love - Anarkali, named after the blossoms of the tree that was introduced to India by Babur, the first Mughal. The rich red fruit is the theme of the spa and its décor - inlaid into the marble, etched into the tall glass, woven into the tapestry and present on the wall of each of the treatment rooms. Small wonder that the 'anar' is the basis of an elaborate Exotic Pomegranate Spa Journey. The exotic fruit is not the only ingredient for treatments that seem they have transcended time and come to you straight from the boudoir of a Mughal empress. What with a Royal Hammam or a Gemstone Massage or a Pearl-Infused Facial - everything about the treatments is regal.

Rolling in peace

Located on a peaceful island, the Jiva Spa at the Taj Coromandel looks over a shimmering swimming pool that appears to merge into the ocean. But that is not the only unique aspect of this getaway. Roll the stress knots open using the humble rolling pin or belan, vellana in the local lingo. The massage therapist will manoeuvre a rolling pin along the body to pamper and penetrate tense muscles to make you feel like cookie dough.

The vellana massage promotes blood circulation, improves sensory nerve perception and does lymphatic drainage. This therapy improves

blood circulation, flushes out toxins and lactic acid build-up, leading to improved cellular function. Guests can also choose from in-depth Ayurveda programmes, traditional Indian massages, body scrubs, Ashtanga yoga and meditation.

Coffee cocoon

You may drink coffee for the kick that it gives you, but it is more than just a comfort drink. Beauty experts the world over are waking up and smelling the coffee. If they are to be believed, coffee just doesn't wake you up, it also does the same to your skin and hair. 'Coffee therapy' involves using brewed coffee and grounds creatively to enhance the texture, health and appearance of skin and hair. Coffee exfoliates and tightens pores, making the skin looking younger. It also has anti-wrinkle properties. Nestled in the picturesque environs of Chikmagalur, the coffee country of India, is The Serai's Oma Spa that derives most of its therapies from the one ingredient that surrounds them - coffee - in all forms and avatars - whether green pulp, roasted grounds or the pulpy ripe red beans. Their signature therapies are based on freshly ground coffee from their own estates, utilising the vasoconstrictor, antioxidant and diuretic properties to tighten the skin, improving elasticity and busting cellulite, while purging the body of toxins. Average duration of the treatments is two hours when you literally soak in the goodness of coffee and wake up to nirvana.

Watery wonderings

Partly-shaded by a wooden ceiling swimming pool, solar-heated and chlorine-free water, this is heaven on earth at the Dune Eco Resort near Pondicherry. They call it the Magic Water Treatment and you will vouch for it after you have tried it. The therapist with curl, whirl, stretch and sooth you in the water while you just let yourself be! Inspired by Zen Shiatsu treatments, this is India's first Watsu treatment centre. The Watsu treatment is done in warm water and rebalances all our energies and is based on techniques and theories of Eastern philosophy for the recovery and maintenance of psychophysical wellbeing. Aqua yoga with reflexology and chroma water treatments make up the three-day Magic Water Courses, even though a single session of Watsu will make you feel like you have been born again! 🌀

Coup de Maître Spa Therapies for Men

Vanity, thy name is not just woman! Men are as fond of spa treatments. Here are a few from India's leading spas

by **Aarti Kapur Singh**



Drawing inspiration from their ancestors, men are notching things up in the self-care and wellness department. More men are going in for lunch hour therapies, checking into weekend spas and asking for exotic treatments. And it is not just the 'metrosexual man'. A well-turned out and groomed man is both attractive and appealing to women. That's where spa treatments come into the picture. So, monthly visits to spas and salons for specific sessions targeted at beauty and skin care coupled with steam and sauna are more a norm than an exception for most men. Keeping that in mind, here's our pick of the spas across India and their tailor-made offerings for men.

1 All-in-one relaxation

At Rewa Escape Spa in Mumbai, our pick is Vir Mardana Indian Deep Tissue therapy. Experience enhanced mobility of joints and let a deep sense of relief engulf you after the treatment. To begin with, a customised technique of muscle massage performed by especially trained hands works on your deep-seated stress and a warm water compress is applied to the back and legs. The plus point is that the treatment has been tailor-made to alleviate pressure in the joints and is targeted at replenishing energy in the tissues, which makes it a favourite among men.

Duration: 75-105 minutes **Price:** ₹2,800 to ₹3,800

2 Spirit of Ayurveda

Inspired by the Ayurvedic principles of health and wellbeing, the Spirit of Ayurveda session at Zaara Spa in Goa combines a series of traditional Indian treatments starting with a stimulating Ayurvedic

massage that helps to invigorate and energise the nervous system. This is followed by Navara Kizhi, an essence of rice treatment in which rice and warm medicated milk is used to exfoliate the skin before refining the skin with rice and herbal mixture. An Indian head massage inducing deeper relaxation followed by a calming bath completes the session, a signature therapy at Zaara.

Duration: 180 minutes **Price:** ₹12,000+taxes

3 Skin SOS soak

A healing hydrobath soak with the goodness of Ficus, Neem and Turmeric at Niraamaya Spa relieves skin sensitivity, control itching, heal sun damaged skin, cleanse and deodorise the body. This therapy, called the Nalapamarasana, consists of a bath preceded by a relaxing head and feet massage to prepare you to have an indulgent bath along with a steam bath. Nalapamaram is an Ayurvedic medicine prepared by mixing the bark of four trees of ficus genus. Especially recommended for sensitive skin, this therapy alleviates itching and provides relief from dermal issues.

Duration: 60 minutes **Price:** On request.

4 Soothe those muscles

At The Pink Room Spa at Planet Hollywood in Goa, the Muscle Relief Therapy is blissful for those stretched and strained muscles. In this therapy, a special aroma blend of ginger, lavender, aniseed, basil and clary sage is used. Deep tissue massage technique is used to apply the oils and herbs to release chronic muscle tension through slower strokes and more direct pressure or friction. This massage therapy refreshes and relaxes the body muscles, increasing the blood flow and



therefore the oxygen flow in the body. This also gets rid of toxins in very sore and strained muscles, thus helping them to strengthen and heal.

Duration: 60 to 90 minutes **Price:** ₹3,500 to ₹4,500+taxes

5 Hot stone therapies

Sanjana Bhandari, Manager, Vyoma Spa at Radisson Blu says, "A Hot Stone Therapy is one of the best therapies for men. This therapy involves a unique Hot Stone massage with micronised mineral oils of malachite and zincite. It delivers an unsurpassed mineral therapy while the heat from the stones radiate through one's aching muscles and joints. Ergonomically designed warm stones help push relaxation deeper down into the muscles. It's usually a 90 minute session that begins with a foot ritual. This is then followed by a deep massage with stones, which are especially helpful in breaking down the adhesions and knots to relieve pains and restore normal movement. It's done simultaneously by two therapists."

Duration: 60 minutes **Price:** ₹4,500.

6 Trail of turmeric

The Yoghurt and Turmeric Skin Smoother at NeoVeda Spa, The Metropolitan Hotel in Delhi is a treat for all your tactile senses. An exfoliating scrub of Rice Powder, Yoghurt, Turmeric, Sandalwood, Aromatherapy Oil mixed together and applied to the whole body. Slow long strokes used to apply the mixture sloughs off dead skin and smoothes the skin. This specialised treatment is used to reach a state of cleanliness and purity through the use of various herbs and oils and is completed with a warm shower.

Duration: 30 minutes **Price:** ₹2000+taxes

7 Best face forward

If a man must have a facial, it has to be the Man Facial at Alila Diwa in Goa. This multi-faceted therapy is designed to restore skin's natural pH balance, leaving you with a softer, smoother and radiantly healthy

appearance. Treatment includes exfoliation with local rice bran and sandalwood, a detoxifying mask of volcanic clay and lemon then finished with an ultra moisturising blend of aloe vera juice, wildflower honey and wheat amino acids.

Duration: 75 minutes **Price:** On request

8 Toxin flush out

The Ayurvedic process of treating the genital – urinary disorder of male through enema of specific medicated ghritha (or ghee) is called as Uttara Basti. Prior to this treatment, a body massage with Mahamashadi Thailam, followed by a steam bath is done. An enema later, special medicated ghritha is inculcated in the bladder. Not only does it treat hormonal imbalances in men, but Uttara Basti is also beneficial for erectile dysfunction and infections in urinary bladder. Uttara Basti is one of the important Panchakarma therapies and it should be always given under the supervision of Ayurvedic doctors who are very well-versed with the therapy.

Duration: 75 minutes **Price:** On request

9 For that warm and fuzzy feeling

The Body Massage Candle Treatment at the Shamana Spa at Grand Hyatt in Goa is the best option if you are looking to hydrate and nourish the skin, remove tan, promote skin elasticity and boost immunity. The 'spa body candles' set the mood while candle light lulls your senses and its aromas awakens the spirit. As the candle burns, it liquefies to form a pool of luscious massage oil. This oil, which is close to the body temperature works as a daily moisturiser, a massage potion or pure aroma. The body massage candle is enriched with 100 pure and certified dead sea minerals, pure jojoba, sweet almond oil and other essentials; a good therapy for dry skin during the winter season. Its sweet aromatic tone uplifts the mood and relaxes the body while Moroccan Argan and Evening Primrose Oil hydrate the skin giving it a softer, smoother and well-nourished feel.

Duration: 60 minutes **Price:** ₹5,000+taxes

Spa Solace Lucrative Offers

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



Photo: Shutterstock

Honey Body Polish, Alaya Spa, Delhi

Pure honey, fresh almonds and oatmeal are combined to create the rejuvenating body polish that leaves the skin radiant and supple. Honey keeps the skin hydrated and prevent wrinkles. Almonds add youthful glow to the skin while oatmeal helps in exfoliation of the dead skin.

Duration: 60 minutes
Price: ₹2,300 + taxes

Javana Facial, Relax Body Spa, Gurgaon

It is an amalgamation of face pack honey and volcanic clay and this treatment is ideal for all skin types. It is an ideal way to pamper, freshen up and restore the skin, naturally. Facial massage is incorporated to enhance blood and lymphatic circulation. Then body glow is used for moisturising the skin rendering it soft and shiny.

Duration: 45 minutes
Price: ₹1,100 + taxes

Charcoal and Lemon Facial, Space The Spa, Bangalore

This is a rejuvenating facial wherein charcoal removes all the dirt from the skin while lemon helps in removing blemishes and lightening the dark patches on the face. It leaves the skin supple and radiant.

Duration: 60 minutes
Price: ₹2,000 + taxes

Lavender Soothing Foot Massage, Yung Spa, Pune

This is a lavender-mint aromatherapy massage which starts with a mineral foot soak in Dead Sea salts, lavender essential oils and peppermint essential oils. It is followed by a rejuvenating massage with focus on the pressure points. Lavender oil helps in relieving muscle pain and rejuvenates the body.

Duration: 60 minutes and 90 minutes
Price: ₹995 and ₹1,495 respectively + taxes

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Photo: Shutterstock

**Sampoorna Abhishek Bespoke,
Rewa Escape Spa,
Mumbai**

Inspired from the royal bathing rituals, this full body therapy starts with a royal foot soak and one can choose from any of their naturally nourishing body scrubs for a radiant glow. Next, a deeply nourishing wrap of black soil and rose water leaves the skin supple and firm. It is concluded with a relaxing massage focused on the pressure points to ease muscle soreness and imparts a sense of rejuvenation in its true essence.

Duration: 120 minutes

Price: ₹5,000 + taxes

**Willows Signature Massage,
Willows Spa,
Chennai**

This is a personalised massage that targets the problem areas. Aromatherapy oils of your choice is used and a combination of deep and light pressures in the form of relaxing strokes are given which imparts a renewed sense of well-being. This signature massage helps in curing joint pain and relaxes the muscle soreness.

Duration: 60 minutes, 75 minutes and 90 minutes

Price: ₹2,500; ₹3,000; ₹3,500 (respectively) + taxes

**The Royal Couple,
Blue Terra Spa,
Delhi**

This is a sheer indulgence for couples while invigorating one's senses. The couple can choose from a wide array of relaxing body massages and nourishing body scrubs. This is followed by a body pack and the session is concluded with a rejuvenating skin glow face therapy.

Duration: 165 minutes

Price: ₹13,000 + taxes

**Uplift Your Mood,
Zehen Spa,
Delhi**

This treatment begins with a gentle olive grain exfoliation for legs and feet, followed by an application of vitamin rich wheatgerm oil to cuticles and dry skin. A pressure point massage with uplifting oils of geranium, frankincense and rose encourage feelings of inner harmony, whilst a warm freshwater mud mask to the face works on your outer radiance. Combined with a relaxing scalp massage using a rich, conditioning hair oil infused with pure essential oils, body and soul are simultaneously nourished and uplifted.

Duration: 120 minutes

Price: ₹7,500 + taxes

For more such lucrative offers and schemes, log on to

Quiz Time Score on Hair

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

1) is the hair colouring technique which involves painting the colour in such a way that it gives a natural graduating look.

- a) Streaks
- b) Balayage
- c) Global
- d) Low lights



2) Olaplex, known to be the insurance for your client's hair, can be used

- a) With colouring service and any thermal treatment
- b) Before thermal treatments
- c) Post colouring service
- d) Only at home



3) The NAHA 2015 winner in the Contemporary Classic Stylist of the Year is

- a) Savio John Pereira
- b) Robert Grimes
- c) Dallan Flint
- d) Chrystofer Benson



4) takes longer time to absorb hair colour.

- a) Permed hair
- b) Re-bonded hair
- c) Thin hair
- d) Coarse hair



5) is the most sought after celebrity hairstylist in Hollywood and the Owner of MécHE Salon in Los Angeles

- a) Erika Fung
- b) Tracey Cunningham
- c) Lisa Yamasaki
- d) Marlo Steenman



Send in your responses to:

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QUIZ TIME:

Enter the matching letter

1 ___ 2 ___ 3 ___ 4 ___ 5 ___

Name.....

Profession.....

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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!!!

Debashri Samanta

Eclectic Interpretations

Meet the dynamic style prodigy from Kolkata, Debashri Samanta, who has given Bengal's traditional weaves, a quirky twist. Samanta speaks exclusively with *Salon India* about her collection, tryst with LFW 2015, future plans and more



How was the beginning of your journey?

I come from a family of doctors and engineers who would listen to Tagore's songs only on get-togethers! I am the odd one, who wanted to make a career out of art and designing, especially on the lines of craft revival and experimenting with handlooms. So after school, NIFT was an obvious choice for me. I graduated from NIFT, Mumbai in 2007 after being awarded the Most Commercial Designer by Pantaloon Retail India Ltd. After graduation, I worked with designers like Anamika Khanna and Ekru, both in Kolkata. My eponymous label was launched after getting through the Gen Next SR13 category for Lakmé Fashion week. Since then I have been showcasing in Lakmé Fashion Week and recently at Who's Next, Paris in January 2015.

What are the challenges that you have faced?

Fashion is constantly changing and that is the real challenge. What worked a year before, doesn't work a year later. One has to constantly keep oneself updated. Also everyday there are more and more designers who get into the business. So in order to survive, one has to be creative, understand the business and be an innovator!

Who is your inspiration?

I love brands like Issey Miyake, Kenzo, Balenciaga. I love their innovative take on fabrics and patterns. I also like Jil Sander for the simple, yet edgy look.



Who is your muse?

I like how Kangana Ranaut carries herself. I like her attitude and really like how she experiments with different silhouettes and looks.

Tell us about your label.

Debashri Samanta is all about sustainability and timeless trends where tradition meets innovation and urban beat meets the rural soul! We are an all-handwoven brand working with our team of studio handloom weavers with an aim to revive and re-create the lovely traditional Jaamdani weave by giving it our own urban twist and definition. In this age of easy digitalisation, we believe time is luxury. Our clothes embody this luxury of slow fashion in our everyday, trans-seasonal or trans-age wear. Our garments are not only handwoven on simple handlooms, which take hours of painstaking effort, but are also hand finished.

What is the importance of hair and make-up in fashion?

Hair and make-up complete a look, especially at ramp shows. They must complement what one is wearing and one's personality. Fashion and beauty isn't about clothes and cosmetics anymore. It is a lifestyle.

Which was your most outrageous creation?

We did dramatic hair and make-up on model, Candice at LFW for our 'Hooked' collection. It was inspired from the hard-working, poverty-stricken fisherwomen of Vietnam and was all about unsophisticated beauty. Perfecting the hair and make-up took up a long time.

You prefer creating for the runway or real women?

For me, I make clothes for real women. My muse is always someone real, rather than any celebrity. My inspiration always comes from my

surroundings. That's why for me, it is never difficult to make a well balanced collection. All our garments have an edgy, yet laid-back feel that is comfortable, yet makes a statement!

How do you incorporate beauty in fashion?

We work with natural textiles which are all handwoven. So we always go for a subtle natural look in terms of make-up and hair. I believe hair and make-up shouldn't overpower the clothes and must complement the woman's personality.

What is your advice to the emerging designers?

I would advice young designers to take criticism as a stepping stone and move on to find new inspiration and make way for the new collection. Be original and stick to your sensibility, don't get swayed by the limelight of fashion weeks, find your centre and believe in it.

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

Fashion and beauty is an ever-changing industry. One always needs to keep up with the latest trends.

What are your future plans?

I want to scale up my weaving unit even more so that I can have more time and space to experiment with newer materials. I would love to encourage my weavers to train the younger generation of weavers to keep the tradition and technique alive. For that I need to have a training school in place. It may not happen very soon, but I definitely have it in mind. 📌

Mumbai

JCKRC Spa And Wellness Education



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Rekha Chaudhari, MD of JCKRC Spa Destination Pvt Ltd, a Global Wellness Ambassador, a pioneer in the Indian spa industry and J C Kapur, Spa, Wellness and Yoga guru, have always believed in imparting education. Chaudhari believes education has played a major role in her success. As skilled manpower is the biggest challenge in the growth of Indian industry, she has reiterated its importance and has taken the initiative to promote the wellness sector. JCKRC launched JCKRC Spa And Wellness Education (JSWE) in the year 2013 and imparts training on famous brands like Remy Laure, Phytomer and Oligodermie. The academy aims to impart education and provide employment opportunities to the youth and women in the rural sector.

► Inspiration

Chaudhari herself hails from rural Maharashtra and being a skill expert, she is aware of the huge gap in demand and supply for skilled manpower, which is effecting the growth of the industry. For long, the rural Indian youth has been waiting for opportunities, a new reason to believe and a chance to make the difference. Cities in India face the issue of lack of skilled manpower, whereas the population in the rural sector is often time, talented and skilled enough to bridge the gap. This prompted her to take up a genuine and daunting task of empowering the youth in rural areas and fortifying the industry. Presently, JCKRC is known for strong technical education provider in the Indian wellness industry.


► Size and locations

JSWE has four branches in Amalner, Nandurabar, Navi Mumbai and Mumbai. It has further plans to expand its academies across various India states.

► Courses offered

On offer are courses, such as that of an Assistant Beautician, who assists in salon maintenance and sells retail products in the salon, after obtaining knowledge on them; Assistant Hair stylist, and Pedicurist and Manicurist. Any candidate within the age group of 18 years to 30 years can attend the courses.

► Certification and affiliations

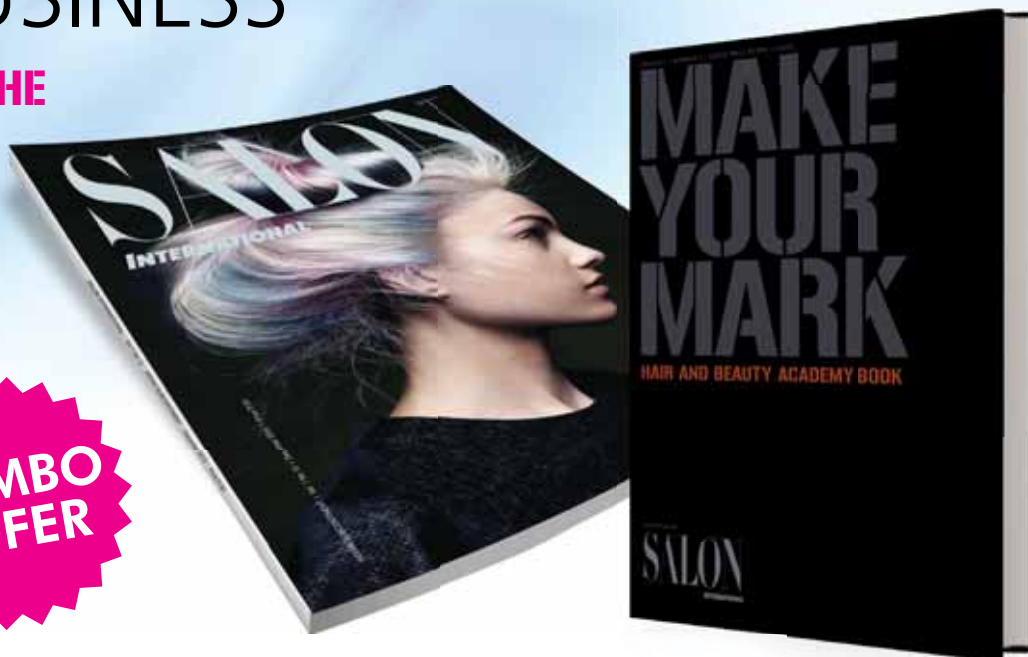
JSWE is at par with international academies and trains student in a similar way. It enhances an individual's employability and the ability to adapt to changing technologies with an aims to provide a livelihood. It had conducted several unique counselling programs for students, grandparents and parents separately in many villages, as parents often dictate the choice of profession for rural. JSWE is being affiliated and certified by Beauty and Wellness Sector Skill Council (B&WSSC). 

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Aishwarya Rai Bachchan Amp Up the Beauty Within

by **Aarti Kapur Singh**

She of the most famous eyes in the world; she who may have launched a thousand products. She, who rules the world of beauty and glamour, but refuses to succumb to its trappings. That is the secret of Aishwarya Rai Bachchan's stunning beauty. With a perfect skin tone and eyes the colour of magic, she looks, talks and moves elegantly. It is this control that reflects her persona and makes her even more attractive. Yes, the secret to looking good could be as simple as that...read on to believe in the power of au naturel beauty.



“What you put in shows on the outside”

I stay away from fried food, junk food, packaged food, alcohol and take a healthy dose of fruits and vegetables (for vitamins, antioxidants, and minerals), prefer home-cooked meals and drink plenty of water to keep my body and skin hydrated. My diet consists of boiled vegetables, brown rice and I start my morning with hot water mixed with honey and lemon. Use freshly squeezed lemon, and, for extra health benefits, try active raw Manuka honey. I drink up to ten glasses of water. Through the day, I eat several small meals and never skip breakfast. I make a mixture of walnuts, almonds, dried gooseberry, flaxseeds and sunflower seeds and eat a handful every day as it's a must for naturally lustrous hair.

“Beauty is in my kitchen”

I hope I won't get pulled up by all the brands that feel I am good enough to endorse their products, but I honestly feel that all that you need to look beautiful is on your kitchen self. I always rely on gram flour, milk, cucumber, honey and turmeric to exfoliate my skin. Nothing moisturises my skin the way a pack of fresh yogurt does. Grated cucumber mixed with a little honey is great to literally take a layer of dullness off. So my skin care routine mostly consists of natural home-made remedies.

“I swear by aromatherapy”

I take care of my hair with almond or coconut oil massages, egg and olive oil hair packs, milk and honey hydrating masks, mayo and avocado moisturising packs, and of course, L'Oréal serums, and Kérastase spa treatments. Otherwise spa treatments with aromatic oils, such as, sandalwood, are great to soothe your skin; chamomile or lavender is great to relive stress, anxiety, and insomnia; eucalyptus or lemon grass keep infections at bay and rosemary endows one with calm and lends clarity.

“My skin care is the same as my daughter's”

I usually use the same soap that Aaradhya. It's a baby soap and I must apply a moisturiser every night before sleeping. This is not just on my face, but all over my body. Once in a week, I get a gentle body massage with a mixture of almond, olive and coconut oils.

“Mickey Contractor is my make-up guru.”

Yes I am fond of make-up and it was Mickey who taught me how to do it well. My every day make-up looks is natural. There are three basic rules to follow when applying make-up - keep your lips natural, open up your eyes well, but keep the eye make-up soft and lastly, highlight only one feature. My favourite cosmetic brands include L'Oréal, MAC and Maybelline, though I was fond of Revlon and Lakmé earlier. A peach, pink, or tan eye shadow, black eyeliner and mascara are my favourites. Thanks to Mickey, I am diligent about wearing foundation and concealer, so the skin always looks fresh and dewy. I apply a warm pink or peach blush on the apples of my cheeks and match it with a neutral shade of pinky-brown or peachy-brown lipstick. I prefer eyeshadows to be blended. Mickey likes to define my eyes with a pop of colour.

I never feel fully ready to take on the world without either Happy by Clinique or Eternity by Calvin Klein - my favourite fragrances. 📍



“My Mom is to be thanked for how I look”

I think my mother has the best skin in the world and I am so grateful I inherited those genes. Her skin glows. I had once asked her as a kid that how is her skin always so 'clean' to which she replied, “I live clean”. That one single statement became my mantra.

Hong Kong Chuan Spa Academy



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The Chuan Spa Academy is a new beginning in the development of spa professionals. Launched in 2013, the academy is the only hotel spa training academy in the region offering continuous training and internationally recognised qualifications for spa and beauty professionals. Chuan Academy not only focuses on teaching the students massage techniques, but also emphasises on a well-rounded curriculum including business strategies, daily spa operations, costing and relationship management. Instead of a traditional classroom setting, students are given practical lessons, where treatments are demonstrated so they are able to understudy and interact at an operating luxury spa. Commenting on the objective of the academy, Barry White, Director, Chuan Spa Academy, says, "We believe in nurturing and training students to become the industry's spa and beauty experts. The classes are kept small to enable one-on-one guidance and coaching. The Chuan Academy's objective is to provide a centre of excellence to enable current and potential spa professionals to undertake qualified training and strengthen their skills. We are extremely proud of the results and delighted to be able to groom these qualified spa therapists to internationally recognised standards."

► Courses offered

ITEC Level 3 Diploma in Anatomy and Physiology

It is the foundation course for complementary therapy and provide students with a thorough understanding of the comprehensive knowledge of diseases and disorders of the human body so that they are aware of when and when not to treat the body. Duration: 50 hours.

ITEC Level 2 Certificate Facial Skincare

This course enable learners to gain the necessary practical and theoretical skills in order to provide facial skincare treatments. Duration: 98 Hours.

In addition to the above ITEC-accredited courses, ideal for those looking to progress their spa and beauty career, Chuan Academy has also designed shorter term courses including an introduction to traditional Chinese medicine therapies (1 day workshop) and The Chuan Academy Massage, Facial, Manicure, Pedicure and the Bodytalk Mindscaping Workshop. All courses will be conducted at the award-winning Chuan Spa, Hong Kong at five-star hotel, Cordis, Hong Kong, which has been accredited as an ITEC Training Centre since 2013.

► Certification

The International Therapy Examination Council (ITEC).

► Fee

HK\$ 14,000

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Farmavita associated with Bangalore's top model hunt

Farmavita, an Italian hair care and colour brand with a solid presence in India, recently associated with La Mode 2015, Bangalore's top model hunt. As a part of the partnership, K N Dindima, Business Development Officer, Farmavita, Bangalore, along with Bhavani Rajesh, Techno Sales Officer, Farmavita, Bangalore, briefed the contestants on the HD Product Styling Range by Farmavita. The contestants were judged on seven parameters, namely, bodyline, ramp walk, movement, individual style, presentation, hair style and confidence. The guest list at the event included, fashion industry experts, sponsors and students of reputed colleges.

The gift hampers were given out to the winners by Farmavita, which comprised of various products from their Argan Sublime Range, such as, Argan Sublime Elixir, Argan Sublime Absolute, Argan Sublime Mask and Argan Sublime Shampoo. Huzaifa Mandsaurwalla, Business Director, Farmavita India, graced the event and felicitated

the winners. Commenting on Farmavita's association with La Mode, Mandsaurwalla said, "As the brand image is picking up in south India and people are appreciating the products, our Business Head for south India, Vasan, who is a renowned advertising photographer, was contacted and we took the proposal ahead." Further adding to future alliance, Mandsaurwalla said, "Future association on a yearly basis would depend on their event planning and time."



T to B: Contestants walking the ramp; guests with Huzaifa Mandsaurwalla; judges at the event; winners being felicitated by Mandsaurwalla; Spurio Luca, Business Director, Farmavita Italy with Mandsaurwalla

WHAT: La Mode-Farmavita 2015 **WHEN:** 31 October **WHERE:** Royal Orchid Hotel, Bangalore

Hair Studio launched by Jawed Habib

Celebrity hairstylist, Jawed Habib, launched his new brand Hair Studio that exclusively caters to hair styling services in New Delhi. After bringing branded salon service in the reach of the masses with brands like Jawed Habib Hair & Beauty, JH Hair Espresso, JH hair Academy, The Jawed Habib Salon, JH Hair Yoga, the hair maestro now intends to add another feather to the cap of JH Group.

Commenting on the launch, Jawed said, "We are extremely pleased to launch this iconic brand and can't wait to share my knowledge and beauty branding expertise with the crowd and budding entrepreneurs." He further adds, "Focusing on the aim to provide new growth opportunities for small scale entrepreneurs who are looking to be associated with a brand, but because of high franchisee fee and ROI, can't afford to be a partner. Our approach is to those entrepreneurs to take up this customized model specially designed for them."

Meanwhile Preeti Bhaskar, Master Franchise of Jawed Habib Hair & Beauty, shared, "We always aim to bring out something new for our franchise partner and Hair Studio is a perfect model to venture out as the franchise fee is not so high as compared to other. The franchising and licensing process is already in place. All it requires is to meet the lines and give a meaning to the scattered assembly. We are sure that this is going to be a win-win situation for all the business stakeholders".

Like other brands of JH, the business model for Hair Studio will be a franchise route. Franchise offer: The capital expenditure to start a Hair Studio salon ranges from ₹15 lakh to ₹20 lakh, space requirement between 300-500 carpet sq ft at a prime location with a monthly rental of not more than ₹30,000 a month.



From Left Master Franchisee of Hair Studio, Preeti Bhaskar, Chairman Cum Managing Director (CMD) Jawed Habib, Executive Director- Parag Doshi, Chief Financial Officer- Venkata Rvi

WHAT: Launch of new brand by Jawed Habib Group: Hair Studio **WHEN:** 21 December **WHERE:** Delhi

Solace Spa organised Metamorphosis



Metamorphosis, a party make-up workshop by Samantha Kochhar, Managing Director, Blossom Kochhar Group of Companies, was organised by Solace Spa. Whether it's a evening-do or a family function, Kochhar just had the perfect make-up tricks up her sleeve ranging from subtle to glamorous look for the eyes and lips. Daily make-up woes were solved by Kochhar as she floored her audience on how to shape up their faces without professional assistance. She also showcased the use of effective colour palettes for various skin tones and the art of hairstyling. Speaking at the occasion, Kochhar said, "Discover your power feature. It is the tool of confidence. Don't use make-up as a mask. Enjoy it, give it a chance. Rejoice the fact that you are a woman. Beauty begins the moment you decide to be yourself." Yashodhara Khaitan, Director, Solace Spa further added, "Solace has always been in the forefront in providing effective holistic wellness solutions to the people of Kolkata. Since make-up woes top the priority list of women, we went a step further to help them hone their make-up skills, keeping in mind the party season."

WHAT: Make-up workshop **WHEN:** 10 December **WHERE:** Solace Spa

Samuel

Out-of-Bed Look

Step 1. Before.

Step 2. Divide the top by creating a rectangular $\frac{3}{4}$ eyebrow at the top.

Step 3. Make a partition from ear to ear, using the comb over scissor, cut tapering towards the top, leaving the maximum length at the pivot.

Step 4. Cut on the intersection line and extend towards the top.

Step 5. Cut laterally while tapering to cut short.

Step 6. Cut the top, scissor tip and carry all the hair on the last lock on the top.

Step 7. Carry the top on the intersection line and cut diagonally in the front.

Step 8. Define the fringe.



Hair: Diadema
Photo: Stefano Bidini
Make-up: Cristina Marzo per Diadema
Art Director: Fabio Messina
Stylist: Laura Salsi



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