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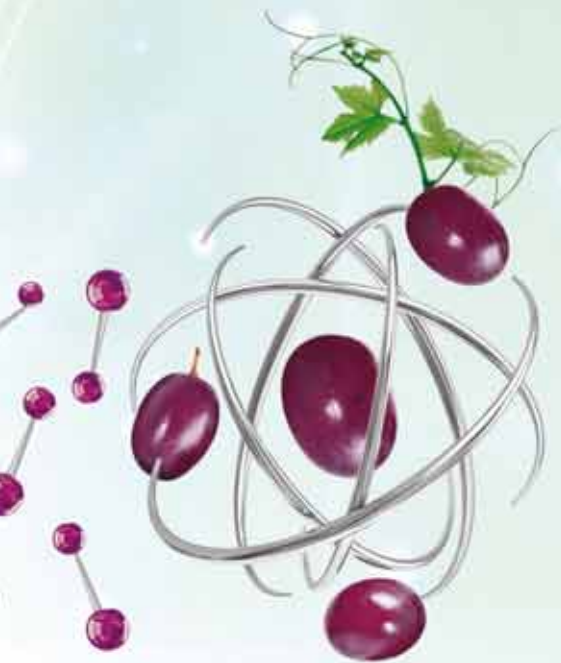
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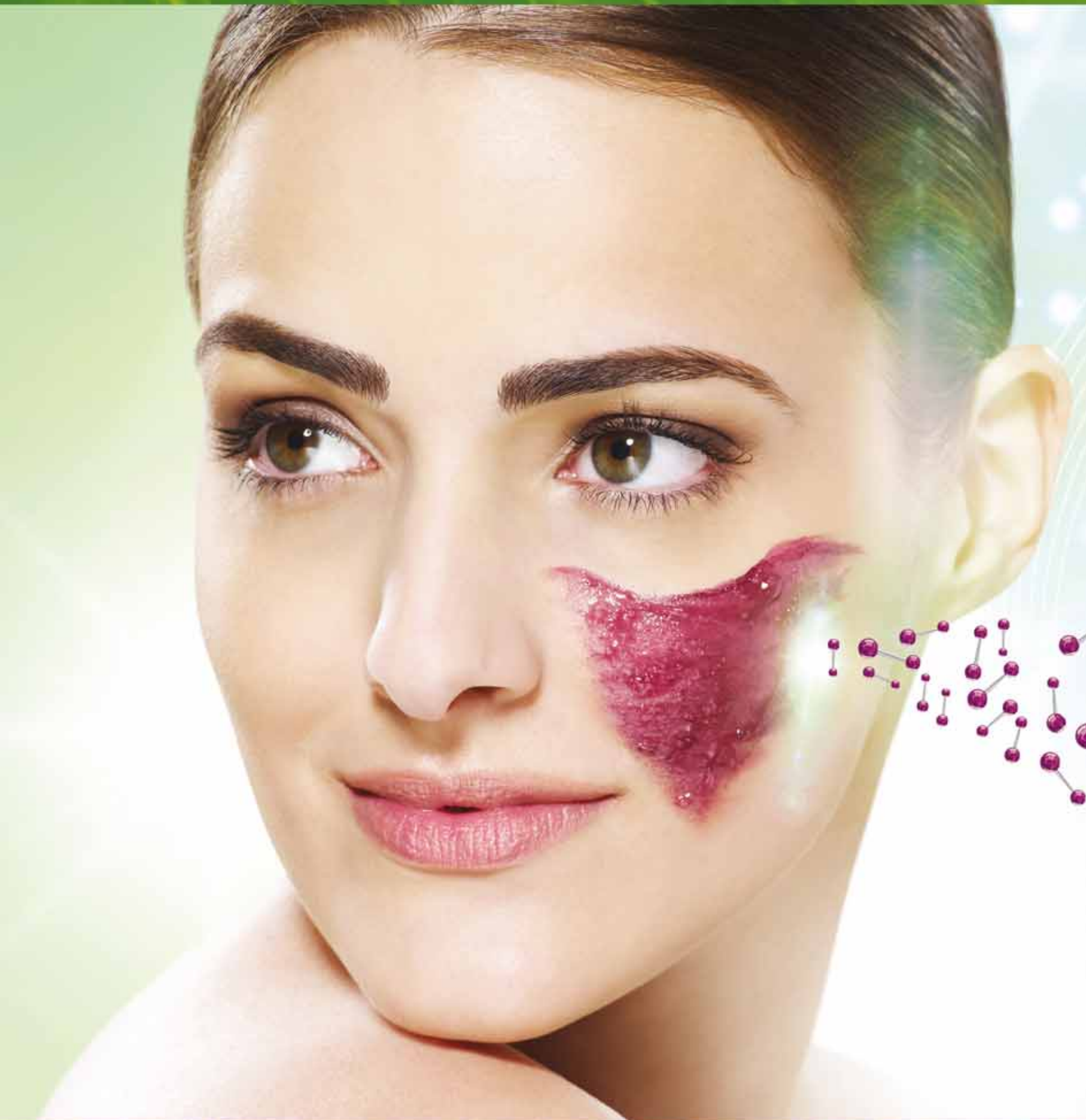


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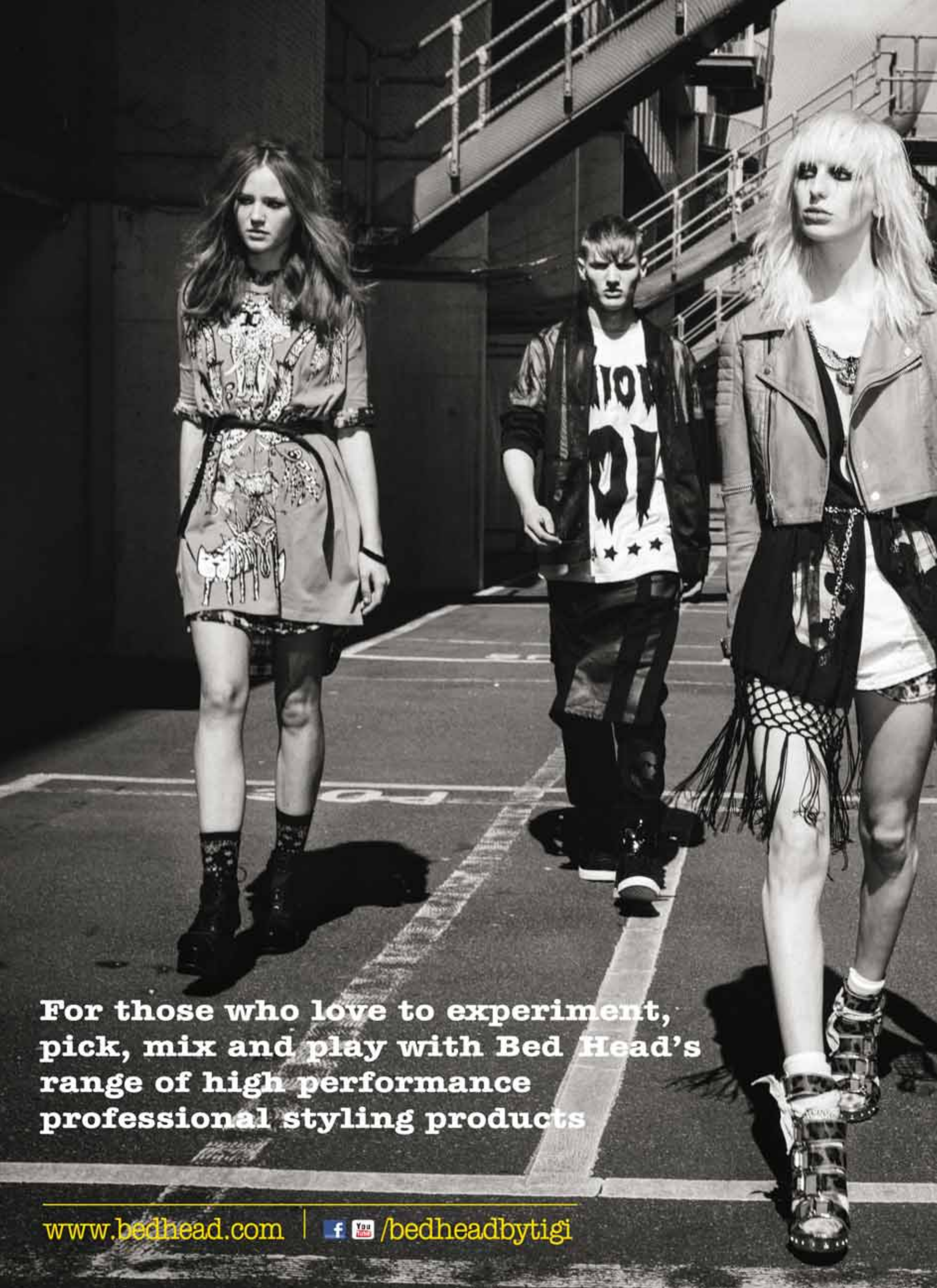
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ADVERTISING

BUSINESS HEAD: DELHI

Rajeev Chopra, Vice President
rajeevchopra@imagesgroup.in
Mob: +91 9811098430

MUMBAI

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FOR ADVERTISING QUERIES, PLEASE WRITE TO salesbeauty@imagesgroup.in

CONSUMER CONNECT

Anil Nagar, Vice President
anilnagar@imagesgroup.in
Mob.: +91 9811333099

Membership Team: Priti Kapil Sarika Gautam
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Registered Office: S-21, Okhla Industrial Area Phase II, New Delhi 110020

Ph: +91 11 40525000, Fax: +91 11 40525001

Email: info@imagesgroup.in, Website: www.imagesgroup.in

Mumbai: 1st Floor, Panchal Iron Works, Plot No.: 11/1/3 Marol Co op Industrial Estate, Marol,

Andheri (East), Mumbai 400 059, Ph: +91 22 28508070/71, Fax: +91 22 28508072

Bengaluru: 523, 7th Cross, 10th Main, (Jeevanbhima Nagar Main Road), HAL 3rd Stage,

Bengaluru 560 075, Ph: +91 80 41255172/41750595/96, Fax: +91 80 41255182

Kolkata: 30-B, Anil Roy Road, Ground Floor, Kolkata 700 029

Ph: +91 33 40080480, Fax: +91 33 40080440

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For subscriptions: subscription@imagesgroup.in

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The hair tools market in India is largely unorganised. However, it is slowly showing signs of life with local players getting active and working towards streamlining their processes. Several international brands are showing a warm interest in the hair care industry, while a few have already established a veritable presence. Even our homegrown players are realising the potential of hair tools like brushes, combs and scissors and are enthusiastically adding them to their product portfolios.

On this premise, our article on the trade dynamics of hair brushes has been framed. We spoke to leading brands and distributors in the business, who have shared their challenges and opportunities available with our readers. Brands like Wahl India, Ikonik and distributors, such as PID Imports, who introduced the UK-based Tangle Teezer to India, have given reasons to rejoice to our set of salon owners and stylists.

Since we are on the threshold of spring, an article on the opportunities presented to salon and spa owners and brands is imperative. From revisiting their menus to introducing treatments and products, this season looks to be a promising one with tangible business possibilities.

In the interview section, we meet Heather Nelson, stylist and owner of Nelson Hairdressing in UK. Through sheer grit and passion for her craft, this enterprising lady has studied and trained in hairdressing and progressed with help from her mentors. Allen Ruiz, a well-known name at Aveda, has created history with the Vinyl Collection. We present the mesmerising photo essay for our readers. On the home front, we have Saleem Gulzar, who learnt the ropes from his father and has carved a name for himself. With an enviable list of clients who visit his Waves Salon, Gulzar attributes his success to his father and mentors who he met, namely Najeeb Ur Rehman, the name that needs no introduction, from Schwarzkopf Professional.

In make-up and beauty, we have Bianca Louzado, an independent celebrity make-up artist, who has persevered to reach where she is after overcoming several challenges. Her victorious journey will undoubtedly, work as motivation for aspirants looking at joining the line of bridal make-up artists. We also offer an insight into the famous technique of cut and crease eye make-up! With origins in erstwhile Arabia, the influence and its fusion meets present-day trends, heralding it as an absolute hit. Renowned make-up artists Aashmeen Munjaal, Gauri Kapur and Abhilasha Singh share tips and techniques on getting it right.

In trends, we have L'Oréal Professionnel, yet again, proving its leadership. With the launch of four new shades of Mocha in hair colour, being at the forefront of fashion and style is guaranteed. TIGI has presented five new hairstyles to celebrate Valentine's Day. Go for them and watch love spin a warm cocoon around you!

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

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Hair: Sam Rizzo
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 Make-up: Gemma Elaine
 Stylist: Sarah Birchley

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NATIONAL

LTA School of Beauty celebrates 70 years of CIDESCO



LTA School Of Beauty, India's largest CIDESCO School, celebrated 70 years of CIDESCO with much fanfare. Highlighting the major impact CIDESCO has made the world over in beauty qualification, Vaishali K Shah, Director, LTA School Of Beauty, said, "For over seven decades, CIDESCO has played a major role in elevating the profile of beauty therapists across the world. Today CIDESCO graduates are proud to call themselves Cosmetologists. They consider themselves one among equals compared to any other professional qualification. Employers are more than willing to pay a premium to hire CIDESCO graduates as they recognise the value they bring to their organisation and their clients. No wonder the CIDESCO qualification is considered to be 'the' most prestigious qualification, which every beauty professional worldwide aspires for. This speaks volumes for the high standards of assessment and curriculum maintained by CIDESCO over the years. LTA is proud to be associated with CIDESCO and is playing its role in making India the CIDESCO capital of the world."

Beauty and wellness startup Zapluk gets funding

Hyderabad-based beauty and wellness app, Zapluk, has raised an angel funding from a group of angel investors. The financial details of the deal have not been yet revealed. Zapluk was co-founded by Manan Maheshwari, Mahesh Teja Gogineni and Chakradhar Dandu. It is an on-demand beauty, wellness and fitness app that helps customers book their appointments for home at their preferred time. The startup offers services like grooming and spa at home. As claimed by the company, it processes an average order size of ₹1,500 a day.



Spa by JW Marriott Mumbai awarded 'Wellness Service Brand of the year' pan India

Spa by JW at JW Marriott Mumbai Sahar was recognised with 'Wellness Service Brand of the year' at India Health and Wellness Awards 2015.

Saeid Heidari, General Manager, JW Marriott, Mumbai, said, "It is great that in such a short span of time, the team is able to achieve greater results by winning these prestigious awards spelling out how promising the property is. I am happy that we have been able to live up to our brand promise of providing flawless and authentic hospitality services. JW Marriott Mumbai Sahar has reached yet another milestone in its nascent stage of operation."



Elements range from Wella is inspired by nature

Nimrat Kaur, actress and now Brand Ambassador of the Elements range unveiled the new range. To provide the luxurious experience, Wella has especially created a new fragrance inspired by the green woods of the Amazon forest. Free of sulfates, parabens and artificial colorants, the range provides up to 10 times more strength against breakage due to combing, shampoo, conditioner or shampoo and mask vs non-conditioning and shampoo. For renewed hair vitality, the Elements range protects the integral keratin structure, keeping the hair looking shiny and healthy, but without chemicals usually associated with hair care products. Said Dr Kerstin Meyer Lipp, Wella Innovation Expert at Wella, "Natural products are back in fashion. As part of a healthy lifestyle, people are now looking for natural alternatives with fewer chemicals, but those that don't compromise on performance."





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Dabur forays into baby care segment

Dabur India Ltd has forayed into the premium baby care market with the launch of 'Dabur Baby', a new brand which will have a range of baby care products prepared using natural oils, essential for safe and tender care of the youngest member of the family. The first product to be launched under the Dabur Baby umbrella brand is the Dabur Baby Massage Oil with olives and almonds, which is completely free of paraffin and paraben making it a completely safe product.

Ramarao Dhamija, Category Head, Mother & Child Care, DIL, said, "For generations, Dabur has been the trusted name when it came to taking care of the baby's health with a range of Ayurvedic formulations, like Dabur Lal Tail, Dabur Janam Ghunti and Dabur Gripe water. At Dabur, we are committed to provide the safest, most effective products for you and your bundle of joy. We are now taking forward this commitment to offer safe, pure and natural products with the launch of our new brand Dabur Baby, which will feature products that do not have any harmful chemicals and also are free from paraffin, paraben and artificial colours."

INTERNATIONAL



AptarGroup to acquire Mega Airless

AptarGroup, Inc. has signed an agreement to acquire Mega Airless, a leading provider of innovative airless dispensing systems for the beauty, personal care and pharmaceutical markets. This strategic acquisition adds complementary products and market coverage to AptarGroup's existing diversified portfolio of business. Under the terms of the agreement, AptarGroup will acquire Mega Airless for an enterprise value of approximately €200 million (\$218 million). The purchase will be funded with available cash on hand in Europe and an existing revolving credit facility.



H&M to launch Ecocert line

By this time next month, the fashion brand H&M will also start to stock the 'Conscious' product line at select locations. With an aim to meet consumer demand for portable products, unisex fragrances, certified natural beauty items, and more, the retailer is leveraging the natural trend to good effect, curating products in a way that puts consumers interested in safe, up-to-date beauty and personal care items at ease. Said Sara Wallander, Concept Designer at H&M Beauty, in a statement, "We already offer conscious choices with our fashion collections so it is natural for us to have the same offering with our beauty collection." The Conscious product line will include travel-size hand crèmes, as smart choice consumers are inclined to buy easy-to-carry beauty products.



Urban Decay brings bold colour to travel retail at the Copenhagen Airport

L'Oréal Luxe and Gebr. Heinemann are bringing the revolutionary make-up colours of Urban Decay to Scandinavian airports. At the grand opening of the tax-free Copenhagen Airport store, passengers were invited to enjoy Urban Decay free makeovers while discovering the famous Naked Palettes. The personalised Urban Decay sales floor is also stocked with a range of products that have proved to be a favourite along locals on the Scandinavian domestic market.



Chanel names Kristen Stewart its new face of make-up

Chanel has signed up Twilight star, Kristen Stewart, as the newest face of their beauty product line. She will front a new campaign called the 2016 Eyes Collection, shot by Mario Testino which will debut in March. Chanel is Stewart's red carpet uniform from make-up to gown, so the beauty campaign has been a long time coming. She is also a brand favourite and has been a muse to creative director Karl Lagerfeld for years. She appeared in the 2014 campaign for Chanel's Métiers d'Art Paris-Dallas collection, starred in the brand's short film Once and Forever for the Métiers d'Art fashion show in Rome last December, and even opened Chanel's haute couture catwalk last July alongside other actresses like Julianne Moore and Lily-Rose Depp.

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Launches

Architectural Concepts



Ahmedabad

Hema Watson Salons

Canada-based salon chain, Hema Watson in association with the celebrity hairstylist Vikas Marwah, has opened an outlet in Ahmedabad. As a part of this collaboration, Marwah is responsible to educate the staff on latest trends. Inspired by the vintage theme, the salon is done up in shades of emerald green and carmine red. It offers services in hair, skin, make-up and nails.

Hema Watson Salon also provides special consultation from Vidal Sassoon's Canada team to specific clients. The salon further aims to introduce international trends in smaller cities of India and abroad.

- Colour combination:** Emerald green and Carmine red
- Products used:** Kelvin Murphy, Moroccanoil, label.m, Schwarzkopf Professional for hair; Skyendor, Le Bonheur for skin; Make-Up Studio for make-up and LYN for nails
- Lighting:** LED lights
- Architect:** Vinay, Proprietor of Engineering Project Consultants

-
- Location:**
Hema Watson Salon, 1, Payal Park Society, Opp. TDW cafe, Satellite Road, Ahmedabad- 380015
 - Email:**
info@hemawatsonsalons.com
 - Website:**
www.hemawatsonsalons.com
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Gurgaon

Mi! The Salon

Spread over 560 sqft, Mi! The Salon is a unisex salon equipped with five hair stations, three facial rooms, two bridal make-up stations and three nail stations. Mi! The Salon, a part of Enem Enterprise has been created by Nilisha Mehta and Mallika Nagpal, two dynamic professionals with varied experience in the service industry.

Said Mehta, "Stress is laid on consultation by skin and hair experts prior to recommending treatments. The salon has a team of well-trained and friendly staff who ensure that the clients get customised services which are absolute value for money."

Further adding to the USP of the salon, Nagpal added, "Unique interiors, hygiene, expert consultation and professional range of products as well as client-friendly staff are some of the important factors behind our salon's repute."

- Colour combination:** White and teal
- Products used:** Schwarzkopf Professional, Wella Professional, Global Keratin for hair; Aroma Magic, Cheryl's, Casmara, Repêchage for skin; Aroma Magic creams and oils, Avani Dead Sea spa services
- Lighting:** Soft day light along with LEDs at work stations
- Flooring:** Designed white ceramic tiles
- Architect:** Niyati Jagirdar of Abhikrama Design, Mumbai



- Contact Person:**
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Heather Nelson

Fiery Passion for Styling

Owner and stylist at Nelson Hairdressing in UK, Heather Nelson shares her foray into the hairdressing industry and the challenges she overcame with grit and love

by **Aradhana V Bhatnagar**



How did you get interested in hairdressing?

As a young girl, I always knew I wanted to be a hairdresser. My grandpa was an old school barber and I used to get fascinated watching him work the scissor over a comb. I've never viewed hairdressing as a career or a job, but as a way of life, my hobby. I guess it's in my blood. My first visit to Salon International in London, when I was an assistant, I was in absolute wonder at the talent taking in all the shows. The cuts and colours and styling were incredible and it really opened my eyes to see how vast and exciting the world of hairdressing is. Since then I've pursued every opportunity to learn and improve and try to be as good as the best hairstylists in the world. Forever pushing my boundaries to grow! As soon as I was old enough to work, I walked into the best salon, which was Mosko salon and asked for a job. Here I did my initial training before being retrained at Livingstons, where they really nurtured my talent for colour and became their colour technician for over six years.

Please tell us about your professional education and training that you have acquired.

I've had the opportunity to teach for different product companies, such as MATRIX, Scruples and Sexy Hair, which lent me a chance to be trained extensively on colour in London, Minneapolis and Santa Monica, LA. Even today, I regularly attend courses to constantly push my skills further at Hob Academy and Sassoon Academy in London.

Who have been your mentors?

Through the years I've networked extensively, knowing the importance of surrounding yourself with the greatest stylists, such as Mia Liguori McHugh, Amie Breckenridge Goltz from Scruples, Rafe Hardy, Skot Michael Foss from Sexy Hair, Terrence Renk from ProRituals, Sean Dawson from EDEN, Stan Newton from Hob, Colette Skelton from Sassoon, Robert Masciave and Steven Smart. Everyone I've worked with or trained with has become my mentor in some way.

What are the challenges that you faced?

My biggest challenge was moving across the country and setting up a brand new salon in the middle of a recession with very little funds. Sheer willpower, an absolute love for my craft and lots of patience has now given me a very successful salon which I'm extremely proud of. One of the amazing things about the hairdressing industry is the support and help I have had from all the talented hairstylists and people I have met over the years of networking. I really couldn't have done it without them. They all help to keep the passion to continue burning.

What is your forte as a renowned hairstylist?

In my salon, I'm renowned for my colour work. Being a colour technician for many years has given me the expertise to create the colours for my clients, whether they are beautiful natural tones or high fashion colours. My work has been featured in Coloursoft Magazine video and published internationally. I've created the colour on models for hair shows in London and around the UK - one of which was photographed and used in the advertising campaign for Salon International, London.



What is your current role and responsibilities?

I'm currently a salon owner and stylist for Nelson Hairdressing, where I also head up our Creative Team working on photoshoots for the salon. I am also Brand Ambassador for EGO Professional Styling Tools, where I am given the opportunity to do stage work, photoshoots and provide video tutorials for the Tools, which are viewed on QVC and YouTube.

What inspires you to create your hair looks?

When it comes to my Collections, I find inspiration everywhere, but I'm drawn to the colours in nature and creatures. My latest Colour Collection, Harlequin, was inspired by the Harlequin Bug, the jewel tones of petrol green, blue, violet and magenta all blending into one another like petroleum and the round shape of the shell gave me the inspiration for the cuts. Currently, trees and woodland areas mesmerise me. If you look closely, you will see the earthy tones of warm browns, greens, greys and silvers are complemented by dark blues, oranges and pinks. Anything that I find beautiful or evokes a strong feeling, I note it down and use it in my collections or in the salon as colour blend ideas for my clients.

How do you prepare yourself?

There is a lot involved in creating a collection. Every day, I work on the latest project by breaking it down into sizeable pieces, keeping the process quite organic. Creating a collection is all about the journey and more importantly, as one of my good friends has advised me – 'whatever you do, make sure you have fun and enjoy it!' 📌

Hair: Heather Nelson, Nelson Hairdressing
Photography: Gabriela Siveira
Make-up: Jak Morgan /Camille Astrid
Styling: Olivia Wade



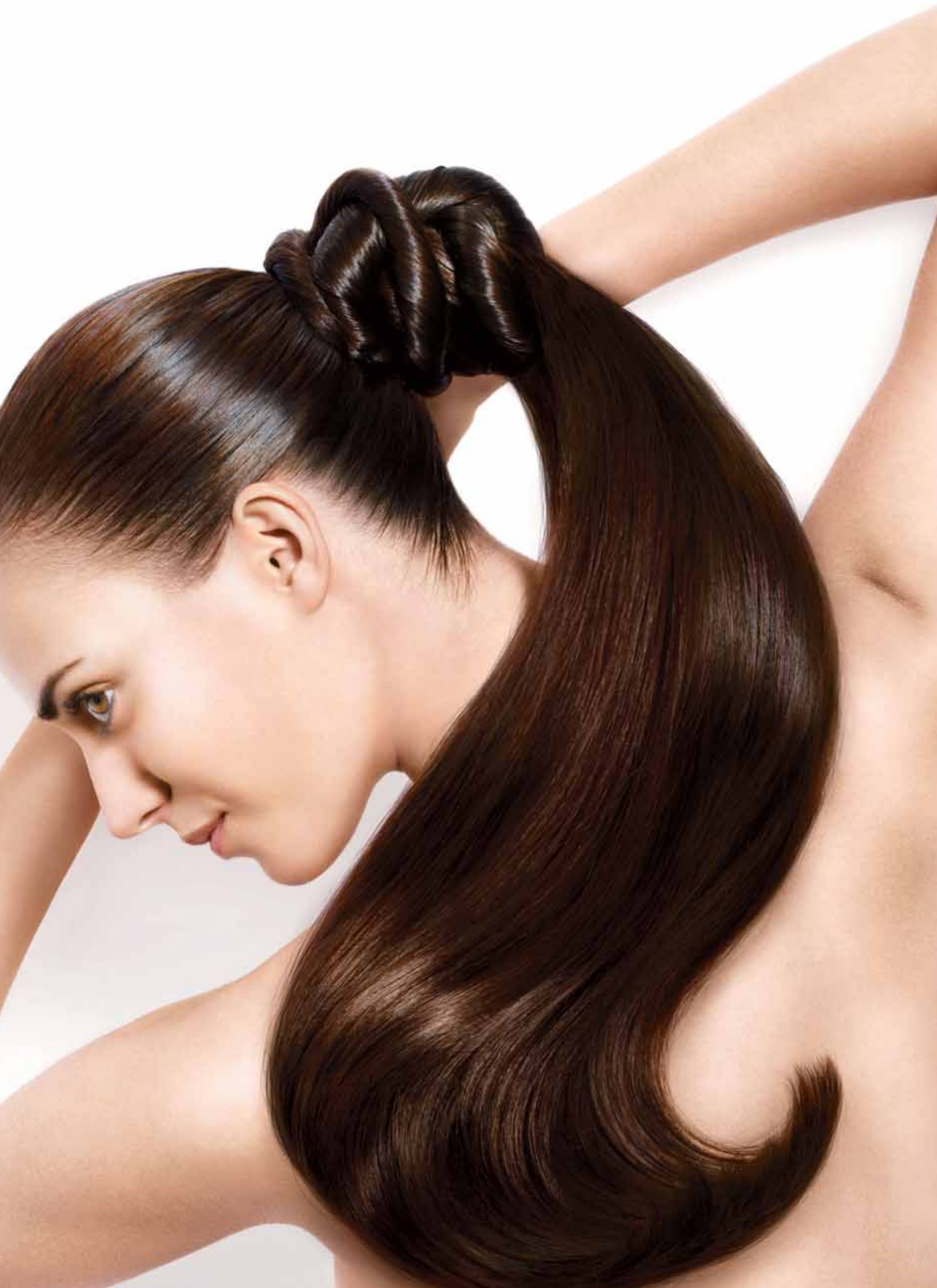
BIOLAGE Haircare Experts at **MATRIX** Offer **Professional Solutions** for **Weak Hair**

Now give your hair a fresh lease of life! **BIOLAGE** hair care experts at **MATRIX** offer professional tips to strengthen weak hair and combat hair fall concerns due to breakage

Strong, healthy and lustrous hair is everyone's dream. However, if good care is not taken, hair concerns, such as hair fall and breakage may lead to anxiety.

Causes and symptoms of breakage

Hair fall is usually experienced during the change in seasons; may be genetic or brought on by hormonal factors, illness, poor diet and stress, environmental factors, like impact from sun exposure, pollution and other mechanical abrasions. Surprisingly, most of us are not aware that hair lost from breakage is not the same as seasonal loss that includes excessive combing and use of heat-inducing appliances. Hair that falls out naturally comes from the scalp, whereas breakage is due to weakness of the hair shaft. Weak hair loses its elasticity and subsequently becomes brittle and breaks off.



Lifestyle tips to strengthen weak hair

In order to combat hair fall due to breakage, experts from BIOLAGE at MATRIX share professional tips to help you strengthen your weak hair.

- ▶ **Use the right products:** Using effective products for weak hair is essential to restoring troubled tresses. Don't use a shampoo that will dry out hair and when using a reinforcing conditioner, start at the roots and work it through to the ends. Avoid excessive shampooing, if your scalp doesn't produce too much oil.
- ▶ **Avoid excessive heat:** Excessive heat from blow-dryers, curling irons and flat irons can cause breakage. Using a too hot blow-dryer on wet hair heats the water remaining under the hair's cuticle and causes it to expand inside the hair, leaving spaces, which weakens the hair. Set styling tools on low temperatures and apply heat protection products beforehand.
- ▶ **Switch your style:** Switch styles every day to avoid strain on weak hair and give yourself a refreshed look. Wearing it down daily can result in tangles and split ends, but ponytails, tight braids and dreadlocks can also stress the hair and lead to weakening.
- ▶ **Care for your scalp:** If your scalp is healthy, your hair will follow suit. Scalps that are flaky or oily can benefit from products designed to work on them. For dry scalps, a moisturising oil can be massaged into the scalp for five minutes before showering. A hair mask or deep conditioning treatment will help, too.

Styling tips

If you are facing trouble finding a hairstyle that looks good and gives the appearance of thicker, stronger hair, follow the quick fixes by MATRIX to resolve weak hair woes.

- ▶ Be consistent with haircuts.
- ▶ When styling at home, switch the side of the hair every week.
- ▶ Dry your hair while flipped upside down to add instant texture.
- ▶ **Short hairstyles:** Cutting the hair short and keeping the ends blunt can help give an appearance of hair actually being thick. It would be a good idea to keep layering to a minimum, while adding longer side bangs to add shape and style. A short look like this is easiest with naturally straight hair.
- ▶ **Medium length hairstyles:** For hair that hits just above the shoulders, a no-layered blunt cut lends a fuller appearance. The addition of side bangs adds a little spunk. For a variation on the bob and for slightly longer hair, focus on a style with a deep side part. With weak and thin hair, keeping a cut full with no layering is another strategy to give the appearance of thickness.
- ▶ **Long hairstyles:** A sweeping side part and softly layered ends create drama in longer hairstyles that enhance weak hair. The secret is to add layering around the face only, leaving the rest of the hair even. This gives the illusion of fuller, thicker hair and works on all face shapes.



“Hair fall due to breakage is a common concern across all age groups. We, at MATRIX, always aim to offer professional and targeted solutions that combat specific concerns. BIOLAGE Advanced Fibrestrong is a revolutionary hair care range with advanced formulas, especially designed for weak and fragile hair. Formulated with the power of bamboo and backed by molecular science, this breakthrough range stays true to its promise of delivering 12 times stronger hair.”

- Melroy Dickson,
General Manager - Education, MATRIX India

BIOLAGE Advanced Fiberstrong

A range that reduces hair breakage to 95 per cent and makes weak and brittle hair 12 times stronger with just one treatment, Biolage Advanced Fiberstrong combines the goodness of bamboo that strengthens hair adding more resilience and Intra-cylane that helps fill in the gaps and seals cuticles to reduce breakage.

Treatments Recommended

IN-SALON TREATMENTS

Advanced BIOSPA treatments are prescribed by professionals for specific levels of hair weakness.

Advanced strengthening treatment:

This professional treatment moisturises the scalp to impart exceptional conditioning, resilience and shine to the hair. Duration is 30 minutes.

Advanced anti-breakage

treatment: This exclusive

anti-breakage advanced

BIOSPA service reinforces hair with the Fiberstrong

Intra-cylane concentrate to reduce breakage by upto 95 per cent and makes hair upto 12 times stronger. Duration is 60 minutes.

Advanced 360° anti-hairfall treatment:

This ultimate solution is a 360° professional treatment to prevent hair fall from root to tip. It is developed to deliver 95 per cent less hair breakage from the shaft and up to 5 per cent lesser hair loss from the roots.

Duration is 60 minutes.



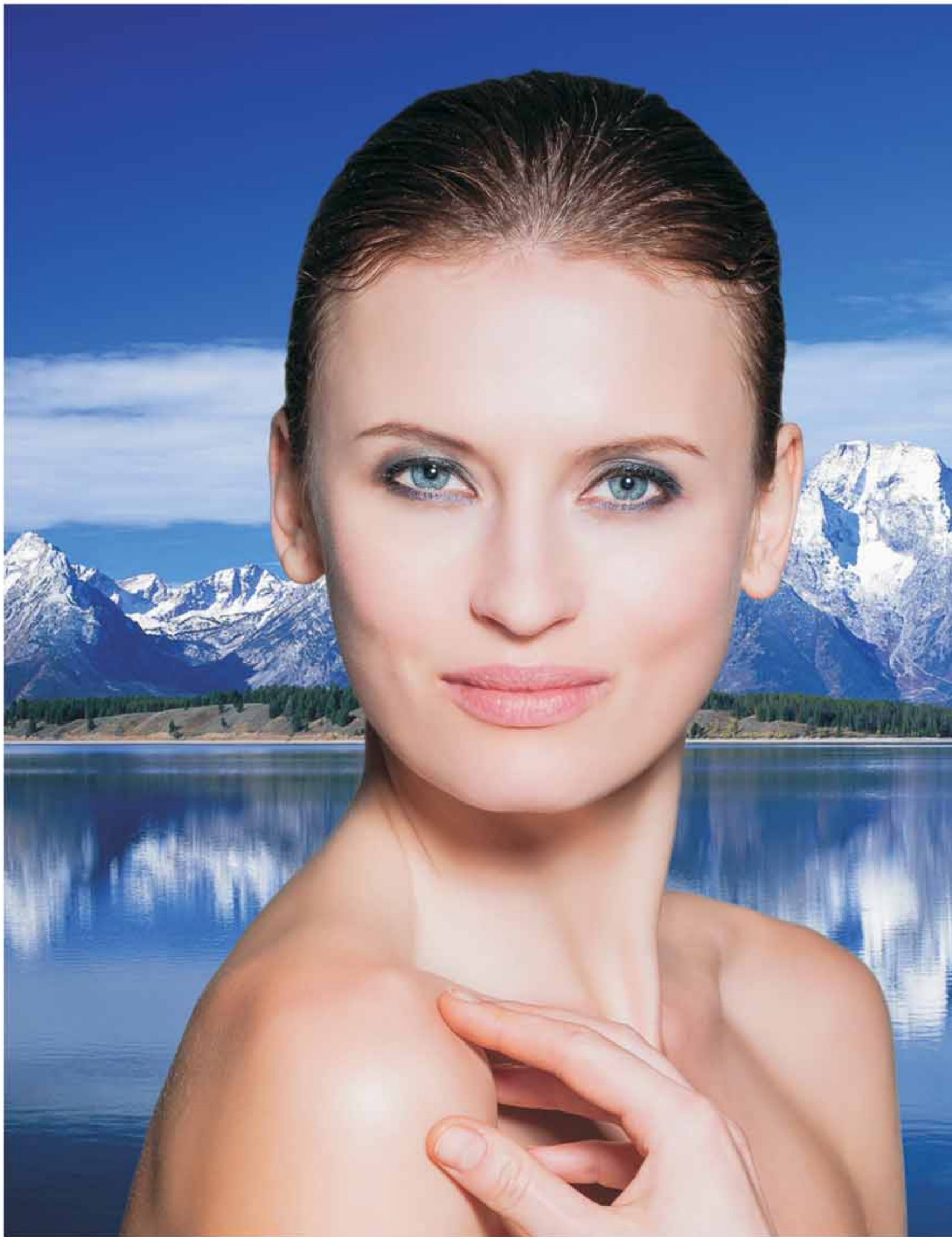
HOME CARE RANGE

The home care range includes a strengthening shampoo, conditioner and an Intra-cylane Strengthening Leave-in Cream. Perfectly suited to hair that needs an extra boost of resilience, the shampoo gently cleanses and helps to reinforce strength, while the conditioner adds moisture and elasticity and the leave-in cream wraps hair in an anti-breakage shield, as it conditions the cuticle.

The shampoo is priced at ₹625 (400ml) and ₹345 (200ml), the conditioner is for ₹495 (196gms) and ₹280 (98gms) and the Intra-cylane Strengthening Leave-In Cream is for ₹410 (100ml).







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Mocha Balayage

L'Oréal Professionnel's Brand Ambassador and Hollywood star, Eva Green, wears L'Oréal Professionnel's INOA 5.18 and 8.8

Mocha Mania

Trendiest Hue of 2016

Rich, blended shades of Mocha in cool undertones are in vogue for 2016. At the forefront is L'Oréal Professionnel, the world leader in professional hair colour. The brand introduces four new shades of mocha under its no-ammonia portfolio – INOA!

From ruling the ramp across fashion capitals, Hollywood diva's red carpet looks, as well as running successfully in commercials of the fashion-forward brands, mocha is undeniably the go-to colour for hair right now.

Mocha makes heads turn

Just as mocha is a perfect blend of chocolate and coffee, shades of mocha in hair colour are a perfect blend of tones to create a delicious brown with cool undertones. These cool brown shades not only suit Indian skin tones, but also enhance one's facial features and highlight a haircut, depending on the colour technique used. L'Oréal Professionnel brings you a complete portfolio of Mocha shades with INOA (4.8, 5.18, 7.18 and 8.8) and Majirel Cool Cover (4.8, 5.8, 6.8, 7.8, 8.8).



Mocha Ombré

International model, Isabella, wears L'Oréal Professionnel's Majirel Cool Cover 6.8 and 8.8

On-trend looks: Mocha Balayage and Mocha Ombré

L'Oréal Professionnel's Mocha Balayage and Mocha Ombré are fast becoming a rage. These are the hottest looks trending right now and it is possible for you to get your favourite Mocha look only at a L'Oréal Professionnel salon near you.

Bond Girl, Eva Green wears the on-trend Mocha Balayage with L'Oréal Professionnel's INOA 5.18 and 8.8. With the USP of Oil Delivery System, ODS2, INOA has revolutionised the hair colour market. The innovative formula, ODS2 harnesses the power of oil to treat hair during the process of colouration and provides six weeks of intense hydration and nutrition. It leaves hair softer and shinier by up to 50 per cent. Ammonia-free and odourless INOA allows you to experiment while respecting the scalp and the hair fibre. INOA is available at a price of ₹410 for 60gms, exclusively for in-salon use at L'Oréal Professionnel salons.


Also seen sporting the 'IT' shade is international model, Isabella, who swears by the modern Mocha Ombré with L'Oréal Professionnel's Majirel Cool Cover 6.8 and 8.8. What's more – L'Oréal Professionnel's Majirel Cool Cover palette has 17 exciting shades in hair colour with cooler reflects, deeper tones and ultra neutralising abilities. Ranging from ashes to double ashes and metallic ashes, you now have a choice of wearing your hair in today's most on-trend cool hue! Majirel Cool Cover is available at a price of ₹310 for 50 ml, exclusively for in-salon use at L'Oréal Professionnel salons.

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. Ask your client about their fashion choices, the colours they normally choose for their outfits, the jewellery they sport and of course, their lifestyle. They will lead to clues about the colours that will compliment them.

Post-colour care

Colour treated hair demands specialist care. L'Oréal Professionnel's luxurious INOA Colour Care is a unique combination of argan oil, known to replenish the natural lipids of the hair fibre and green tea extracts, famous for its 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 mask work beautifully together for intense nutrition coupled with rich colour protection. Your colour treated hair truly radiates with a healthy shine.

INOA Colour Care Shampoo costs ₹1,000 (200ml) and Masque for ₹1,200 (196gms), exclusively at L'Oréal Professionnel salons. 

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

^ Without sulfate surfactants for the shampoo only.



TIGI Chic V-Day Hairstyles

It's that time of the year again, when the lassies would like their crowning glory to look at its best. TIGI helps you make your hair look its best on this special day

Miss Not-So-Perfect

- ▶ Use the TIGI Bed Head Elasticate Shampoo and Conditioner to prepare the hair and make it stronger and ready for wear and tear.
- ▶ On towel dried hair use a cocktail of TIGI Bed Head Dumb Blonde Smoothing Stuff and TIGI Bed Head Control Freak Serum for heat protection and shine.
- ▶ Power dry the hair. Then, iron the hair, section by section at a temperature that is between 180 to 230°.
- ▶ Finish off with TIGI Bed Head After Party to enhance smoothness and shine.
- ▶ Spray TIGI Bed Head Masterpiece Hairspray all over for shine and beautiful fragrance.



The Risk-Taker

- ▶ Use TIGI Bed Head Urban Antidotes Resurrection Shampoo and Conditioner.
- ▶ Apply a quarter-size amount of TIGI Bed Head Control Freak Serum to damp towel-dried hair to keep the strands smooth.
- ▶ Section the bottom portion of the hair from ear to ear, clip the remaining hair out of the way. Then, divide the hair further depending on how much curl is required. Place this segment of hair into tongs and pull to the end of the hair, reasonably slowly. Once you reach the bottom, roll them up to the top of the strand.
- ▶ Use TIGI Bed Head Masterpiece as the base product and then TIGI Bed Head Hard Head Hairspray to finish the look. Take smaller sections for more curls and vice-versa.
- ▶ Once you have the hair rolled around the tongs at the top, hold them there for between about 10 seconds. Then let go and repeat until you get all the curls required. Repeat if required.
- ▶ Work back horizontally from the crown taking approximately 1" sections.
- ▶ Determine where the part line will be. If the curls are to be off the face, direct the curling tong backwards. If the curls are to be on the face, direct the curling tongs forwards.



The low-yet-foxy-profile

- ▶ Use TIGI Bed Head Urban Antidotes Level 2 Recovery Shampoo and Conditioner.
- ▶ Towel dry and add TIGI Bed Head After Party Smoothing Cream to detangle and smoothen the hair.
- ▶ Apply a coin-size amount of TIGI Bed Head Superstar Blow-dry Lotion from root to tip and power dry.
- ▶ Tong the hair in sections to create texture.
- ▶ Brush out the curls gently using a bore bristles brush to slightly smoothen out the curls.
- ▶ Use TIGI Bed Head Hard Head Hairspray to finish off the overall look.
- ▶ A hair accessory can be added to enhance the look.



Miss 'I-don't give a damn'

- ▶ Use TIGI Bed Head Urban Antidotes Re-Energize Shampoo and Conditioner.
- ▶ Apply a quarter-size amount of TIGI Bed Head Totally Baked Hair Meringue to damp towel-dried hair from roots to the tip to add texture and volume.
- ▶ Place this segment of hair into tongs or iron curler and pull it to the end of the hair slowly. Keep it messy and not long to avoid fixed curl.
- ▶ Use TIGI Bed Head Masterpiece Spray as the base product. Hold the hair high or low as required and fix it in the elastic band, tight or loose as required. Back comb and spray TIGI Bed Head Hard Head Hairspray at the end to finish the look.



Photos: Shutterstock.com

Miss 'Born-to-Dominate'

- ▶ Prepare the hair with TIGI Bed Head Color Goddess Shampoo and Conditioner for extra boost of shine and colour vibrancy.
- ▶ Power dry the hair and apply TIGI Bed Head Manipulator as a base product for texture and hold.
- ▶ Brush the hair. Use your fingers to create shape and desired texture.
- ▶ Finish with TIGI Bed Head Masterpiece Hair Spray.





Kehkashan Merchant Vagh Paving a Path for the Future

Having recently launched her new salon in Bangalore, Director of Flaunt Salon & Spa, Kehkashan Merchant Vagh, talks about her childhood passion and what it takes to be a prominent player in the industry

by **Roshna Chandran**

Running in the family

My mother, Lulua Merchant, owned a salon where I practically grew up. Before I did my homework, I braided or curled my hair. I owe my passion for hair to my mother, who convinced me that the term 'hajam' (barber) was an outdated one and it was now time for young, enthusiastic and educated individuals, to change the face of the hairstyling industry.

Academics and training

Academically, I hold a degree from Emerson College, Boston in Marketing and Strategy. In hairstyling, I trained extensively at the L'Oreal Academy in Mumbai. However, I needed more technical know-how so I, then, trained at Toni&Guy in Australia and followed it up by a rigorous few months at Vidal Sassoon, London. I didn't look back after this. I'm

privileged to be a part of the prestigious Intercoiffure Mondial and for work-related events, I have travelled to Australia, London, New York, Paris and Hong Kong, to name a few to help broaden my horizon.

Challenges

There is a fine balance between giving a client what they want and what they need. When one is an independent stylist, it is hard to gain the client's confidence. It is about doing your best and convincing them that transforming them into the best version of themselves, is your ultimate goal. Being consistent and finding that balance and rapport earns you the stripes.

Desirable traits

I think being genuine is underrated. Clients know when you genuinely care and when you are hard selling. I think my honesty is what keeps them coming back each time. They trust me to make the best decisions and choices for them. Of course, a pleasant personality and friendly demeanour go a long way. Most of my clients are close friends now!

Success mantra

Success is being content. When people get greedy and dilute their time and energy, work and play, both, suffer. Take on what you can handle and give it your all. Doing a few things perfectly is more satisfying than doing several mediocre things.



Salon: Flaunt Salon & Spa
Address: 743/11, 1st Floor
18th Main, 37F Cross, 4T Block,
Jayanagar, Bangalore 560041
Tel.: 80 4174 4625 / 4164 4625
Last appointment: 7.30 pm



Celebrity hairstylist vs general hairstylist

Who defines a celebrity hairstylist? That's just a hairstylist who styles celebrities! When they are not working on celebrities, they are working on regular people. I think we all do the same work. Our job is to make every client feel like a celebrity. It doesn't matter if their end destination is a red carpet or a family gathering.

Role model

Undoubtedly my mother, Lulua Merchant. Her effortless glamour motivates me every day. She was a pioneer in skin and hair 30 years ago! She taught me the importance of my work because it can change the way a woman feels about herself. And most importantly, that I could do anything I put my mind to.

Favourite tool

My scissor!

Trends this season

Bobs have made a comeback – with every variant, from short chic ones to lobs and in every texture. In hairstyles the bun is great. Messy, neat, dramatic! In colour, the icy platinum, caramels and strawberry blondes are making quite a statement!

Views on the industry

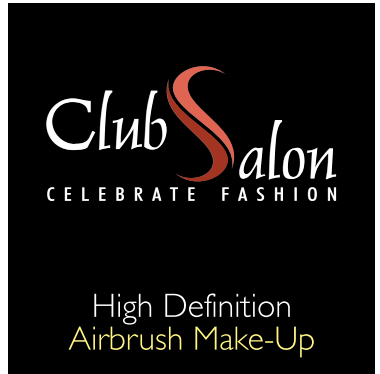
Global exposure shows you what the rest of the world is up to and to be honest, they are pretty high up! India is fairly nascent in beauty and especially in hair, but it is such a vast and promising market that it is only a matter of time before we surpass the rest of the world. Industry leaders just have to ensure quality and training to make us a force to be reckoned with globally.

Advice for newcomers

I know YouTube offers a world of information, but nothing can replace sound technical know-how. Train yourself with the best resources you have to equip yourself with knowledge to be creative beyond your imagination. Read and keep up-to-date with trends as it will spark your creativity. Most importantly, never stop experimenting and learning.

Future plans

I am content and focused on Flaunt Bangalore and Mysore, but who knows what tomorrow might bring. 📍



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Saleem Gulzar Taking the Legacy Forward

In the salon business for more than two decades now, Saleem Gulzar is one of the veterans in the industry. Saleem was inspired by his father, late Gulzar and decided to be a part of this business. Taking his father's vision ahead, he is a proud owner and creative head of Waves Salon in Delhi-NCR



Professionnel and Schwarzkopf Professional entered India. The kind of training they gave to us is unbelievable and that's the reason we are today, technically sound. And not just this, change is also taking place in terms of trade magazines, products, trends and client knowledge. There is a wind of change in the domestic market. Earlier, when we used to talk about experts, there was Jawed Habib for hair and Shahnaz Husain for beauty, but today there are many professionals who have entered this space. It's much more organised now.

Research and homework

We have access to the internet these days. So I do a lot of research as far as tutorial videos and images are concerned. I also believe that there is no age for learning, so I keep studying advance courses on a regular basis. I also take cues from look books and collections of hair brands and then tone them down as per the requirement of the client.

Hair education in India

If I have to rate the Indian hair industry, when it comes to education, I would give five points out of 10. There are many people, who have the resources to take up expensive courses, while there are others who cannot afford the high fees and so do not get a strong foundation by way of education. I think till the time education doesn't reach the grassroots, it's not worth it to someone who really wants to be a hairdresser but unable to pursue his passion due to paucity of funds. We need affordable training academies, as well. In fact, I would like to have a section or may be an NGO, where I can educate underprivileged kids or the differently abled.

In an exclusive interview with Salon India, Saleem Gulzar narrates his professional experiences and expansion plans.

Early voyage

Hairdressing is my family business. I was inspired by my father, late Gulzar, who was also a part of this profession. I joined his salon as a hairdresser in 1988 and learnt all the basic techniques from him. After four or five years of practice, I realised that a career in hairdressing is all I wanted. Hence, I thought of upgrading my skills and enrolled myself at Pivot Point in Delhi. Thereafter, I completed multiple courses from international academies like Toni&Guy and Vidal Sassoon. And that's how my journey began! I owe my success to my father.

My inspiration

People who have supported me, especially my seniors, are my inspiration like Guy Kremer, I am really inspired by his techniques and in India, it is Najeeb Ur Rehman.

Challenges then and now

When I started, it was not considered to be a challenging creative job, in fact, it was more of a barber job. Also, there was no scope in terms of creativity as we did basic cuts only. The chemical treatments had yet not ventured into the Indian market. Moving on to the products – we had to buy them from international markets and were not exposed to many products, except Godrej, which had dyes and not colours. However, the revolution came in when multinational brands, like L'Oréal



USP

I do everything be it cut, colour, styling or make-up, but I'm passionate about haircuts.

Trends that will rule 2016

For both the genders, disconnection is popular depending on hair length and facial features. Again variation depends on client to client. Earlier clients were hesitant, but now they welcome new looks and products. However, as a professional, it's our duty to educate a client about the maintenance of style, products to be used and at home styling.

Advice to the gen-next

Don't run after money. If you are serious about this career, then only think of coming into this industry, otherwise, it's of no use!

Expansion plans ahead

As of now, I have three salons in Delhi-NCR – in Sector 18 Noida, Lakshmi Nagar in Delhi and Pari Chowk in Greater Noida. We



will soon be coming up with an academy at the Noida branch, and another salon in Mayur Vihar. 📍





Cysteine Complex Only Formaldehyde-free Keratin Treatment

The Cysteine Complex Treatment, made from the finest botanical extracts with zero chemicals, claims to be the only safe option to straighten frizzy and unmanageable hair. *Salon India* meets Ayaz Kabani, CEO, Beauty Essentials Pvt Ltd to learn more

About the company

Founded in India in 2006 by the Kabani Family, Beauty Essentials Marketing Pvt Ltd trades in premium hair care salon products and tools, importing high-end hair care products from renowned hair care companies worldwide.

The product - Cysteine Complex

Cysteine is a compound already found in hair and it makes about 40 per cent of the hair's natural protein composition. From the Amazon Series, Cysteine Complex works to restore the proteins in the hair that have been lost over time.

Key ingredients

Hydrolised Wheat Protein strengthens the hair cuticle by replenishing lost proteins; Cocoa Seed Butter, an anti-oxidant, protects and deeply moisturises; Dendrobium Orchid absorbs and eradicates free radicals and Shea Butter, locks in moisture to give smooth and soft hair.

USP

Cysteine Complex restores and transforms chemically-treated hair to look manageable and luxurious. It works excellently on damage caused by chemical treatments, hot styling tools and over-exposure to the sun and lends a brilliant shine and softness to the hair. When bonded onto the hair shaft, it promotes increased stability and strength. It does not have chemicals, like formaldehyde, instead has the finest botanical ingredients and pure proteins making it safe for the client and the hairdresser; can be used on children above 12 years of age!

Price and availability

Cysteine Complex Curl Softening Treatment ₹11,000 (473ml); Cysteine Complex Curl Softening Treatment ₹19,000 (960ml). Available through Beauty Essentials Marketing Pvt Ltd.



“The Cysteine Curl Softening Treatment works well on Indian hair texture. The major benefit is that it's free of formaldehyde, hence the adaptability by both the stylist and client has been wonderful. After the treatment, the hair looks visibly more shiny and smooth and there is no sign of frizz! I'm very happy with the results and our clients also love it.”

– Samir Lakhani,
Director,
Juice Salon, Juhu, Mumbai



“Since our incorporation in 2006, we have strived to bring satisfaction to the consumer's beauty routine by producing and selling hair care products for salons under the corporate principle of 'healthier and manageable hair'. It is in this spirit that we have introduced the Cysteine Complex Treatment, which contains only the finest botanical ingredients and pure proteins and has zero formaldehyde. We also recommend using any of the De Fabulous sulfate-free shampoos as sulfates can strip away the treatment. We aim to broaden our horizons from hair care to other products and bring a pleasant experience to even more people.”

– Ayaz Kabani,
CEO, Beauty Essentials Pvt Ltd

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Market Watch

Hair Care



Creams for straightened hair by Berina

To be in sync with the trend of straightened hair, Berina has launched the Berina Pro Straight for rebonding and Berina Relock Neutralising Cream. These two products are meant to straighten extremely curly hair so that they become easy to manage and remain tangle-free. High on performance and long-lasting in nature, it is the best hair treatment for curly hair. It can be used on tinted naturally curly hair and helps relax curls for a smooth, frizz-free look.

Price: ₹1,025 (300gm) for Berina Pro Straight; ₹2,800 (1000gm) for Berina Relock Neutralising Cream



Hair mask by Dreamron

The latest launch by Dreamron is the Bio Keratin Hair Mask. It has a protein rich keratin base and is further enriched with an organic ingredient, such as Moroccan argan oil. The mask transforms weak, brittle or extra dry hair into stronger, more resilient hair and makes them soft, silky and shiny.

Price: ₹1,650



Shampoo and conditioner by Alfaparf

Alfaparf has introduced the LisseDesign Keratin Therapy Maintenance Shampoo and LisseDesign Keratin Therapy Conditioner in order to give your hair a healthy dose. The shampoo gently cleanses and helps maintain and prolongs the cosmetic effects obtained by in-salon treatments. The formula, enriched with keratin and babassu oil, leave the hair soft, tangle-free and glossy. The conditioner is known to nourish and moisturise the hair and leave it looking healthy and soft.

Price: ₹800

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Trade Dynamics

Hair Tools

Manufacturers and distributors of hair brushes and related tools face several challenges while launching products or strategising their growth. *Salon India* meets up with the major players to know how they address the concerns

by **Zainab S Kazi**

Samir Lakhani, franchise owner of Juice Salon in Mumbai shares, “Scissors and combs are usually a part of the personal kit that a stylist has with him; brushes and other hair related equipment is provided to them by the salon.” This aptly sets the context for the story to follow. The very fact that the hair expert has his own choice when it comes to the tools he uses, says a lot about the market potential for hair brushes and hair equipment.

To shed some light on the availability of high end professional styling tools in India, a couple of distributors have taken on the mantle to launch quality styling tools in the country. The leading ones are Headstart International, PID Imports India, Ikonc, Beauty Essentials Marketing Pvt Ltd and WAHL India.

Current dynamics

Highlighting the attributes of professional styling brushes and tools for hair and the current dynamics as seen in the Indian market, Allen John from BeautyNewsIndia.com reveals, “Professional hair brushes need to be lightweight with heat resistant static bristles. Electronic gadgets play an important role in hair styling, treatments and services and one has witnessed an increase in the same. Currently, there is a demand for ceramic,

LEADING PLAYERS

Company	Brands (hair brushes and equipments)
Headstart International	BaByliss Pro, Acca Kappa, Jaguar
PID Imports India Pvt Ltd	Kent brushes, Corioliss, Andis, Kiepe, Eti, DivaPro and Tangle Teezer
WAHL India	WAHL grooming products
Beauty Essentials Marketing Pvt Ltd	Bio Ionic
Roots Hair and Beauty Pvt Ltd	Roots
SSIZ International	Ikonc range of professional products

titanium and tourmaline-based hair irons, though there are diamond and gold finish ones, too along with curling rods and combo irons. Trimmers or clippers are now becoming popular with the boom in men’s grooming.”

Brand speak

Elaborating on the changing dynamics, Rohit Sood, Managing Director, Wahl India Grooming Products Pvt Ltd says, “The market for tools has matured over the years and is a positive sign for manufacturers and suppliers, like us. For the last four years, salons haven’t invested in quality tools as Chinese ones with almost similar features and

at a lesser price, have been available. This phenomenon continued till almost the end of Q1 2015. The realisation dawned when the salons found the Chinese options to be below





L to R: Michel Baltazar, Samir Lakhani, Tasneem Kothari, Rohan Kasar, Vidushi Agarwal, Rohit Sood

average as they had to keep replacing them every three to six months. Also there was no warranty. This was the turning point when salons decided to invest in quality branded tools and today salons are buying quality tools and paying extra for them.”

Wahl offers a range of hair clippers, trimmers, hair dryers, curling tongs, straightening irons and hair brushes. The clippers and trimmers are manufactured in-house at the Wahl factory by a Wahl engineer under a completely vertically integrated manufacturing process. The brand has a pan India presence through its network of sales personnel and distributors.

PID India has been behind the launch of some of the world’s most reputed hair brushes and equipment brands in India. Rohan Kasar, Head of Business Operations at PID Imports India, shares, “When we began our journey half a decade ago, we were clear about launching only high end tools. Today, we are proud to say that the clarity and hard work has paid off. Kent brushes, made from pure nylon bristles and real boar bristles, too, are a hit with the stylists across the country. Corioliss is making waves in the market with innovations like Argan Oil infused straighteners, like K2 and K3, and other tools that come with titanium plates. C1

has been the evergreen SKU from Corioliss. They have introduced a cordless hair iron, which is a small, but powerful tool that frees the stylist from cords and power fluctuations. Eti offers a range of hair dryers that are preferred by salons. For clippers, Andis is an almost a century-old player and when they launched in India, stylists were only too happy to welcome it.” The company has also launched UK’s most coveted hair detangling brush brand, Tangle Teezer. The tiny brush is fast catching up the fancy of stylists as well as consumers, alike. Kasar adds, “The blow-drying brush from Tangle Teezer is an innovation no stylist should miss. In fact, the brush has reduced the blow-drying time by almost half!”

Vidushi Agarwal, Brand Head, Headstart International shares, “Salons and stylists are opting for brushes made of natural bristles or ceramic and tourmaline coated blow-drying brushes to prevent damaging the hair. However, even though they are aware of new technology and products, they still prefer economical options from China, which aren’t even value for money. Lack of training and education is responsible for this unawareness and we find that mostly stylist-owned salons invest in quality tools and equipment. The end-consumer visiting a salon is only concerned

with the result and not the brush that is being used. Therefore, the key to evolution lies solely in education and training on using the right product for different types of hair.”

The brands with Headstart include Acca Kappa, an Italian hair brush brand and it has a variety. From handmade wooden brushes, gold and silver plated brushes, to those designed especially for hair with extensions and scalp massage brushes, it’s all there.

Roots Professional is also making inroads across the country. Shazad Qadir, CEO, Roots Professional shares, “Today styling in India is catching up with the international market. Naturally, Indian salons and stylists are demanding quality brushes and hair tools. Based on our international experiences and our relationships with over hundred thousand salons in India, we are constantly strengthening our portfolio. At Roots, the key lies in detailing. For example, our PSB range of professional barrel brushes come with a silicon strip attached that helps seal the cuticles which lead to longer-lasting styles. They also have ceramic barrels for even heating that gives a lasting style with superior finish. We also have tourmaline and nano-silver nylon bristles that revive the hair and enhance shine.”

Qadir elaborates on the importance of keeping himself abreast with the changing market demand. He shares, “Our Glamlock technology in combs has found immediate acceptance. Besides, we also are the exclusive marketers of Tondeo scissors made in Solinger Germany and Elchim hair dryers from Italy. We have also recently launched an innovative product Curlpro501. It’s a five-in-one multi-tong curler, that addresses the most common concern of space. It comes with just one machine base and has five different attachments that vary in size to give you five different glamorous curls. It is a boon for professionals on the go since they don’t have to carry every machine individually.”



The dynamics of this industry is paving the way for entrepreneurs and corporates to either launch a salon chain or partner with existing ones to streamline their processes and systems. Evavo Wellness is taking charge of standardising spa operations for a lot many spas across the country. eCommerce player – Purpille.com, too, has joined the bandwagon by launching Purpille Salon that is creating a network of Premium Economy Salons by choosing the right partner salons and standardising them with technology, marketing and processes. Rahul Dash, COO and Co-founder of Purpille.co, shares, “We have around 50 salons in the current network of Purpille Salons.” Based on the experience since the launch, Dash shares, “B2B hair equipments right now is availability and reach driven, hence, it is fragmented. You have the older brands like BaByliss and Andis, who have managed to create a niche in the market.” Dash adds, “In the last few years we have seen the depth of the market increase with people using specific brushes for specific applications. In addition, we have seen standard features being amalgamated with solution requirements even in hair equipment to come up with specific products like a keratin based straightener and more. The adoption of the newer variant is still fairly low in the market.”

Highlighting the trend witnessed for brushes in the B2C segment, Dash reveals, “People are looking for quality. We have seen consumers move to high grade products, like wood and bamboo brushes. You can also find specific application brushes from brands such as, Tangle Teezer being bought. the Indian audience is warming up to international grooming standards.”

Preference of stylists

Tasneem Kothari from Raih Salon at Walkeshwar in Mumbai has been a part of the beauty and hair industry for almost a decade now. She shares, “Today big brands like

STYLISTS SELECT

Stylist	Favourite Brands
Samir Lakhani, Juice Salon	Kiepe, Corioliss, Jowell, Kent brushes
Tasneem Kothari, Raih Salon	Denman, Corioliss, Kent brushes, GHD, Ikonic
Michel Baltazar, Jean Claude Biguine Salon & Spa	Corioliss, GHD, Kasho, Matsuzaki, Parlux

Denman, Corioliss and Kent are available in India with a wide array of hair styling equipment. These brands offer a mix of quality and advanced technology transforming the styling industry as a whole.” Her pick for brushes includes the KS series from Kent brushes as she shares, “The nylon bristles of the Kent KS series hair brush are apt for professional use and the are heat resistant with anti-static properties. It’s a must-have for any stylist.”

In his eight-year journey as hair dresser, Lakhani has seen the market of hair brushes and tools evolve from the time when international brands were not available in the country and hair dressers would either pick up their favourite brand when on a trip abroad or ask peers from the industry to buy it for them. Michel Baltazar, Creative Technical Director, Jean Claude Biguine shares, “Earlier we had to either pick up tools from abroad or whatever was available in the local market, but now international brands are here in India and it is easier to pick thanks to the wide variety.” Baltazar shares his preference, without taking any names. He says, “I would not like to name any specific brand, but all brands have their strengths and we choose the tools from different brands based on what suits our requirement. The best are hair brushes from France, irons from England, dryers from Italy and scissors from Japan and Germany.”

Buying pattern

Majority of the salons give their stylists the liberty to have a say in the selection of brushes

and equipment. There are some salons and salon chains that take this decision at the management level, but stylists are usually kept in confidence. At Raih, according to Kothari, “Apart from brushes and dryers, all the stylists have their own customised kits. When we are narrowing down on the brands, quality, features and competitive pricing is kept in mind.” Baltazar shares the trend at JCB, “All new hairstylists have a kit, which have three types of scissors, a dryer, combs and clips.”

Standardisation challenges

Shares Agarwal, “Today stylists want to spend on quality equipment, however, the salons tend to economise and end up buying from the wholesale beauty stores or the Chinese ones.” Making a relevant point, she further adds, “However, salon chains should keep in mind that all the branches need to have the same quality tools. Hence, to strike a balance, a salon chain can limit the number of brands a senior stylist or a junior stylist may use personally. As an incentive, they may annually gift their stylists a certain set of products to encourage them to use better quality tools and equipment.”

Elaborating on the preference and buying patterns of stylists and salons, Qadir shares, “It is more of a personal choice. There are professionals who believe in quality and are willing to spend, while beginners aren’t brand conscious and prefer a good bargain over a premium brand. Eventually they, too, make the switch after getting a hands-on experience and product delivery vis-a-vis result.” Qadir shares





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that international chains have a well planned procurement norm with the team and decision makers being aligned with the philosophy of the brand and its vision. He adds, "Normally these discussions are held directly with the top management with presentations and data. But even here, in our country, in most of the salons, the comfort of the stylist, the practicality of the hair tool, the price points and the variety of options play critical roles. About making it a norm to use a particular brand, it would be wise to take the recommendation and concerns of the top stylists under consideration since they will be using it."

Sood strongly believes that standardisation is the right approach as the salon chains should decide and enforce the same on their stylist. He shares, "In this manner, they are assured that the entire chain is using quality tools which will in effect give better end-results to their clients."

Regional preferences

John shares that while there are no regional preferences, a healthier demand is witnessed in metros. Says he, "While there is no regional variation or preference, metros have always been growing with new salon openings and services being offered. The price factor is important, but quality and warranty/guarantee with post-sales service is another essential requirement." John reiterates that post-sales service, immediate replacement or complete repair solutions provided by any brand or company, is always the first preference for salons and stylists.

On the regional differences, Sood reveals, "Regional preferences do exist for electrical tools, but not for brushes. For instance, in



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Chennai, the hairdressers prefer corded clippers, whereas in Punjab or Kolkata, they prefer cordless ones. In Delhi, while salons want hair dryers of 2500 watts, in Hyderabad, they are happy with 2000 watts. I would say individual style scores above price when it comes to preference of a tool."

Agarwal highlights, "Price sensitive markets such as the South and East prefer our low end ranges, whereas evolved markets, such as North and West, are open to trying new and innovative products with tourmaline or ceramic, whereas traditional markets prefer our older models, such as hot roller sets, hairstylers and others."

Reaching out

Lakhani feels that distributors need to be more aggressive with their marketing. He shares, "I would be more than happy to have distributors send their representatives keeping us abreast on the launches and innovations by the brands they have under their portfolio." The mediums before any brand, distributor or importer would be of advertising using traditional media, being active on social media and the time and tested method of door-to-door visits to salons. Sood shares the modus operandi at Wahl, "We have a direct salon network team as well as distributors. When we have a product launch, we send out mailers to more than 12,000 salons across India. This is followed up with visits from our salon team and immediate placements take place on the wholesalers' shelves. Thus, we

capture our TA's attention on new products through all the channels."

Sood adds, "We have dedicated salon workshops for a group not exceeding 15 people, where we provide intensive training on the use of clippers, trimmers and styling tools. We urge the salon to buy the tool first and only then conduct these dedicated workshops for their team of hairdressers. Towards the end of the workshop, we have a session wherein the stylists use the tool on their own model under the supervision of our trainer."

Kasar has his sales team visiting salons to introduce the launches and dedicated distributors make it a point to let salons know about them. Talking about the system in place at Roots, Qadir reveals, "We have a well-trained direct salon networking team with professional Roots Technicians and a group of strong sales professionals. After every product launch, our trainers undergo a thorough training session followed by practice sessions to sharpen their skills."

Road ahead

While importers and distributors have done well in introducing a bouquet of high end international brands, keeping in mind the width and length of the nation, it is still a long journey ahead before all the salons are tapped. The catch also lies in educating the salon owners on the innovative products launched by premium brands, so that they may willingly replace cheap Chinese goods with a short lifespan and zilch value for money. 📌





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Shahnaz Husain

Spirited Global Promoter of Ayurveda

For the last 46 years, Shahnaz Husain has been successfully propagating Ayurveda. She has not only realised her dream of putting Ayurveda on the world map, she is now even taking it to space with help from NASA

You have pioneered the concept of Ayurvedic beauty care and succeeded in making it global. How did you promote Ayurveda?

In order to promote brand India and Ayurveda, I held press conferences around the world and spoke from various international rostrums, including leading universities and even the House of Lords and House of Commons in the British Parliament. My franchise system also helped me, as I extended my salons throughout India and in other countries through my franchise system. It helped me to promote my Ayurvedic treatments and products all over the world.

Apart from your franchise system, you coined unique business strategies. What were they? What was the response?

In taking Ayurveda across the globe, I became known for my unique business and marketing strategies, especially my franchise system and the fact that I did not rely on commercial advertising. Actually, it was all part of my concept of customised beauty care. Dr L R Hayes, from Harvard University, was visiting Delhi and wanted to understand our marketing techniques. According to him, business schools teach that publicity and advertising are the only ways to build brand identity and ensure success. But I didn't believe in that and he was most surprised when I informed him that I had started in 1970 as a lone player in a completely unknown field and established brand identity, without any publicity. He felt I had violated every norm taught in a B-school! I was also invited to speak at Harvard Business School.

Tell us about your lecture at Harvard Business School.

I was asked to speak on how I established an international brand without commercial advertising. I told them that 'word of mouth' worked for me and a satisfied client was the best advertisement. I spoke about how my products actually grew out of clinical treatments and massive client feedback.

I believe you also lectured at Oxford University and in the same year, you spoke at the London School of Economics.

I was invited by Oxford University to speak to students on 'Women Entrepreneurs - Challenges and Opportunities'. I spoke on women entrepreneurship in my country, discussing the challenges and opportunities that lay ahead. I emphasized the importance of education and a professional qualification and traced my journey from one herbal salon to a global chain of ventures.

The same year, I also spoke at the London School of Economics on the Indian herbal heritage and India's rising global influence. I highlighted the economic potential of Ayurveda. I pointed out that such



industries play an important role in economic growth, social stability, generating employment, creating wealth and also preserving culture.

How was your experience at MIT? Tell us about it.

I was invited to speak at Massachusetts Institute of Technology (MIT) on women empowerment and innovative entrepreneurship. The lecture was held at the Sloan School of Management. I spoke on how important it is to empower women with education and professional training, in order to make them financially independent and self-reliant. I mentioned this particularly in the Indian context, which evoked much interest among the audience.

How have these promotional lectures helped?

Through my lectures, I popularise our ancient herbal heritage and feel it can be adapted by any culture and at any time in history. My mission has also been to create an international market for Ayurvedic products, proving that Ayurveda is the answer to the demands of modern beauty and health care.

You have achieved so much international acclaim. What next?

I have never rested on my laurels. I always think of the next frontier to cross and the next mountain to climb. Perhaps, I will take Ayurveda to the Moon or Mars! Actually, that is not such a far-fetched dream as we have formulated an Ayurvedic cream called 'Shaspace' for space travel and given it to NASA for trials. 🌌



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Business Potential Salons and Spas Capitalise on the Season

New services, new menus, new brands and even new interiors! A busy time for those in the beauty and hair industry, *Salon India* gives you glimpse of the fresh services being added in salons and spas

by **Zainab S Kazi**

As the seasons change, so do the offerings of brands, salon and spas. The menus are revamped with new services being added that are more in tune with the demand of the weather, new products are launched and there is a sense of freshness! What's more – spring-summer also heralds the wedding season, which definitely means more new make-up and hair trends and skin-related therapies.

Highlighting the product preferences seen with the change in season, Rahul Dash, Chief Operating Officer and Co-founder, Purpille.com shares, "You would see segmented solution- based products doing well in the coming season. Most brands are coming up with product lines which are targeted towards a niche age group, concern or lifestyle. Commercially Ayurvedic and natural products will do extremely well. Summers typically pique the interest in tan removal and face cleansing. You would see consumers experimenting with soothing facial services. Haircuts will go shorter and hence, we expect the frequency of salon visits increase."

Hair and make-up

Going bold goes well with Spring Summer. It is the time to flaunt the skin with cropped dresses and shorts. The hairdo and make-up usually also needs to stand out. Tasneem Kothari, Senior Hairstylist at Raih Salon shares, "We have added new cuts and styles keeping in mind the season. The trends for Spring Summer 2016 are all about natural and almost 'messy hair', the look is neater, yet spontaneous and easy to carry. To achieve this look the 'Beach Wave' from L'Oréal works best. It can be sprayed on the hair right after shampoo and conditioning and hair is then scrunched using a defuser."

Hair colour for this season again needs to be sporty and no wonder hairstylists / dressers vouch by the recent rage by Balayage. Shares Kothari, "The 'Balayage' is a trending and is a smart way to hide greys or sport a sun-kissed natural looking look. It is one of the most popular treatments at 'Raih' along with Power-Dose, Hair-Spa, Mythic Oil treatments and others." The trending of Balayage is reiterated by Samir Lakhani from Juice, as well.



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Sharing details on the cuts which Savio John Pereira is looking forward to are short haircuts like bobs, pixie and the layered bob with bangs. Says he, "Bob hairstyles are extremely versatile and one can get really creative with them. Fringes are a big hit and will continue to be popular. In terms of colour, bright colours are in. The funky colours that will make a melange au trio are purple, blue and pink. I also expect people asking for colour flashes of beige, blonds, auburns and platinum."



L to R: Michel Baltazar,
Samir Lakhani,
Tasneem Kothari,
Savio John Pereira

Talking about the make-up trends to watch out for, Pereira feels that the no make-up subtle look is over. He reveals, "Trends for spring 2016 is dewy skin, graphic eyes, winged eye liners, fake lashes, statement lips, glitter and more. For eyes one can go for soft metallic hues of gold, blues and a grey palette. For cheeks, one can wear corals or dewy pinks and for the lips, classic reds and matte wines are going to be in vogue."

On the products that a salon should use during spring summer, Pereira shares, "Without doubt it would be the frizz-free shampoos and conditioners, leave in products that come in a spray or serum. Heavy conditioners and masks are not recommended as the hair will get greasier in the hot weather. So there will be more of cleansing shampoos and light conditioners. As for the skin, at our salon we use Dermalogica skin products and the Skin Perfect Primer SPF 30 sun block that gives a matt finish and an anti moist moisturiser for home care is recommended. At the salon, different treatments like Power Brightening Treatment, Ultra Calming Treatment and the Age Smart Treatment are advised."

International salon chain, Jean Claude Biguine (JCB) has been expanding its footprint in the country. With loads of international experience, the chain is well acquainted with trends that suit each season. Michel Baltazar, Creative Technical Director, Jean Claude Biguine shares, "This season is based on slightly shorter cuts, innovative highlighting techniques and cuts to free movement." It is a time when people experiment with their cuts and colours and Baltazar highlights that respecting hair remains a priority for them.

According to Lakhani, facials treatments which add moisture to the skin are advised to the clients in this season though he makes it a point to say that clients walking in usually know what they are looking for. However, it is always a good idea for the therapist or artist to suggest facial treatments based on the client's skin type.

Spa-licious spring

Accentuating the beauty that is brought in by Spring, Zehra Merchant, co-founder, Bambooo Tree All Day Spaa shall be making an important value addition in her ambiance. She shares, "Yes we are coming up with a brand new open air lounge. Here couples will be asked to relax for a few minutes after their massage with a cup of green tea. The lounge will include comfortable lounge chairs, an amazing view and of course, fresh air. During this season, Merchant shares that the bubblegum pedicure and de-tanning or whitening facial will do well at her spa. The Bamboo Massage has many patrons and elaborating



on it, Merchant shares, "This a 2000 year-old treatment practiced in Egypt. Though it lost its familiarity, a few decades ago a woman from the USA reintroduced this technique. It is an innovative style of massage therapy and bodywork that works on the five elements of the body i.e. fire, earth, wood, water and metal. The unique properties of bamboo are passed to the body to create healing, restoration and balance. It enhances blood circulation and aids in deep tissue healing, spasms, trigger points as well as the elimination of toxins. The Bamboo massage is an intense pressure massage, hence preferred by the female clients. The other signature treatment that receives a good demand is Doctor Fish Therapy. Bambooo Tree All Day Spaa was the first in India to introduce the celebrated Doctor Fish therapy in 2009.

Where the onset of the new season need not necessarily mean a change in ambiance, it is interesting to note that many spas, especially those in exotic locations, have extend their treatments to be performed outdoors, thus, ensuring natural light and fresh air to add to the rejuvenation. In terms of treatments, summer is the time when they are more focused towards removing toxins from the skin and body.

Thai massages have caught a fancy for people across the globe and India is no exception. Talking about the treatments that do well during the Spring Summer, Shital Nahar, Director and Spa Expert, Thai Privilege Spa by Inch by Inch Body Temple shares, "As per our menu, there are quite a few luxury treatments for this season. The hero amongst them would be the Siam Heritage and Scent of Siam. These remain our evergreen treatments." Elaborating on the treatments, she reveals, "In Siam Heritage, herbs are first used to steam and remove surface toxins from the body. The natural exfoliating treatment with a choice of Thai herbal scrub treatment with Siam aroma massage enables an improved energy flow." Nahar has introduced special products to welcome the season. She shares, "We have introduced Sarhain. The brand offers a wide range of skin care and aroma therapy products. There are prepared by harmonising natural extracts with indigenous herbs." 🌿



Lateral Option At Home Salon and Spa Services

e-Commerce in India was born out of the challenges faced by brick and mortar retail in India, namely traffic woes and high real estate cost, which restricts developers and brands to build more shops and malls at a frequency that they would want to. In the beauty industry too, we are witnessing a trend that draws its inspiration from a 'need'. For this reason, at home beauty services in India is attracting eyeballs

by **Zainab S Kazi**

To aptly set the context for the story, we take an incident from the diary of Garima Jain, Co-founder for Belita Retail Pvt Ltd, which led to her and her husband to launch India's first professional at home beauty services. Jain reminisces, "One day during a late evening, when we had ordered a Domino's pizza, I answered the doorbell and thought aloud, "Is there no Domino's for salon services?" My husband replied, "I don't think there is, but why don't we start one?" That was the starting point of our venture. We started researchin on the health and wellness industry in India then and it was clear that this industry in India was completely unorganised and there was no single company that offered doorstep salon and spa services."

For Renu Bisht and Pragya Upadhyaya, Founders of VanityCube, the lack of time to visit salons or spas led them to launch the concept in Delhi NCR and now they have expanded their services to Mumbai, as well. Bisht reveals, "VanityCube was founded in August 2014. It basically started when we both discovered a personal need of not being able to make it to the salon due to our hectic corporate schedules. Weekends were generally utilised for grocery shopping

and socialising and when you eventually did reach a salon, it was time for them to close down. Amidst all this chaos, we realised the need gap for a professional and structured home salon. On further research, we found that there was no one formal setup that provided these professional services. There were local salons whose quality with dubious quality standards. That's when the thought of VanityCube came to our mind and we decided that we wanted to bring a revolutionary change in the on-demand beauty and wellness space."

Where Jain and Bisht gave shape to their company based on personal need, for MyGlamm, the inception had its roots in incidents drawn from professional experience of running a salon and spa. Sanghvi Brands, behind the launch of MyGlamm, drew inspiration for the launch of their at home services from feedback they received while running their salon chain. Shares Darpan Sanghi, Founder and Chief Executive Officer, MyGlamm, "While running Warren Tricomi Salons and L'Occitane Spas, we noticed consumers asking our

stylists to come home. We also noticed consumers complaining that they never managed last minute appointments. Thus, we saw a clear need in the market for quality on-demand hair and beauty services, delivered at a consumer's doorstep. This is how MyGlamm was born."

Overcoming the challenges

To replicate a salon-like experience at home has its share of challenges and they are mighty strong ones. From ensuring all the senses are taken care of to ruling away chances of discomfort that a client may experience due to lack of a professional salon chair and a big mirror, the players in the category of at home beauty services have made a great beginning. However, before we talk of the infrastructure and logistic challenges, the most evident challenge was to build a team. Shares Bisht, "One of the challenges was to get our first employee on-board and convincing her on our business model. Convincing salon professionals to take up freelancing assignments was also a tough task initially. Also, certain



“We started when the home services were not a norm. Home beauty care meant freelance beauticians. The regular freelancer beautician had several challenges in terms of hygiene, quality and professionalism. It was a challenge to convey to customers that the Beauty care at home can be professional and hygienic.”

– Darpan Sanghvi,
Founder & CEO, MyGlamm

dealt with in a much better way. Sanghvi elaborates, "From day one we focused on building a team of professionals with the right mix from the industry, functional and technical experience. Our understanding and relationships within the industry allowed us to attract the best talent and forge the right partnerships. Our experience in B2C marketing helped create a buzz around the MyGlamm brand quickly and with the right service delivery, we have been able to create a market leadership position in less than three months of launch."

Jain, who is a pioneer in the category of offering a professional at home beauty service, had before her a mammoth task of beginning from scratch without having anyone to follow. She shares, "We launched officially in 2012 with a small team of therapists and a trainer. The journey has been a roller coaster ride with challenges in operations, HR and quality control. We started when the home services were not a norm and it meant freelance beauticians. The regular freelancer beautician had several challenges in terms of hygiene, quality and professionalism.

It was a challenge to convey to customers that beauty care at home can be professional and hygienic. The other major challenge was to standardise the services and control quality of services being delivered in complete isolation."

people were apprehensive about the concept of home services for a simple reason that they were not sure about the quality of services and security."

Adds Sanghvi on behalf of MyGlamm, "We took an ambitious goal of designing, building and launching the business in three months. Key areas of challenges were building best in class tech and operations teams, on-boarding the initial set of freelancers, building a brand and getting consumers to adopt MyGlamm."

Considering their strong salon experience, the nuances were

Team building

Making sure that there is complete control on the performance of their team, the service providers have put systems in place to bring on-board a team of professionals. Khaitan shares, "The best way to validate a service is to try it first-hand. So before we onboard



any beauty professional on our platform, they are tried out by our lady employees first. Only after they are way above the standards, do get them to join us.” Bisht adds, “We follow a rigorous selection process, wherein we interview all the beauticians and make-up artists personally and then take their trials. We ensure that they have a minimum of four years of experience and are verified by the police.”

At MyGlamm, Sanghvi has created MyGlamm Artist Incubators in Mumbai and Pune where they have industry experts and the best in-class trainers provide training to the artists. He elaborates, “Our team of experts and international trainers have created detailed SOPs and service standardisation that ensures that customers receive salon-like or even better service at home.”

Beauty professionals associated with the platforms are given the liberty to take in individual assignments during the time they are not engaged. But there are systems in place which ensure that no practitioner misuses the platform. Sanghvi shares, “We have puts checks and balances in places that discourage artists and consumers to connect directly. For the artist, these include training, on-going skill development, exposure to best practices, access to customers, branding which allows them to ask for a better price, rewards for every appointment, mentoring and a community of likeminded artists. The artists will be losing all these benefits if they choose to start on their own.” Adding further, he says, “We cross-check the final bill amount with the customer and artist for each appointment. In addition, both the customer and artist receive rewards based on the final



“ We realised the need gap for a professional and structured home salon. On further research, we found that there was no one formal setup that provided these professional services. There were local salons whose quality with dubious quality standards. ”

– Renu Bisht,
Co-founder, VanityCube

bill amount. We have a dedicated artist management process, which checks for anomalies and takes corrective action.”

Teaming up with technology

Team MyGlamm is an eclectic mix of operations + technology | education + domain expertise | youth + experience. Comprising IITians, MBAs from Kellogg, ESADE and industry experience with Lakme, Quikr, BBLUNT, Rediff, Jean Claude Biguine, CapGemini and a lot more. The team’s focus also rests with leveraging the latest in technology on the mobile and web to enable consumers to order beauty home services conveniently and efficiently. In fact, technology has been the key in the growth and spread of at home beauty



services for each player within this category. Not only is technology being used to have a strong online presence for booking of appointments and targeting new customers, but it is also being deployed effectively to track the movements of the team to ensure their safety and the time they would spend for a particular assignment.

Jain accentuates the role of technology in helping her with Belita. She reveals, “In our new model, technology is playing major role in efficiency enhancement. While, we started with a traditional offline player, we have recently veered to an Online model with a tech supported and controlled marketplace that enables a large pool of beauticians to deliver

great experience to customers. Today, we are humbled to have served over one lakh plus services, 550+ brides, 1,100 weddings in Mumbai and Pune and we are expanding to other cities, as well.”

MyGlamm has an interesting App, which has been put to place for induction of new team members. Sanghvi elaborates, “Every MyGlamm Artist who joins our App, goes through our MyGlamm Artist Incubators where they are verified, skill tested, evaluated, trained and incubated to deliver the best quality home services. These incubators turn stylists and beauticians into independent entrepreneurs. All our artists are well trained not only in their technical skills, but also in soft skills.”



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“ We use technology extensively at every level – customer interaction, operations, beautician management, and more. We have strong feedback mechanism independent of neauticians by which we are able to track any pilferages. ”

– Garima Jain,
Co-founder,
Belita Retail Pvt Ltd



Revealing more on the App and how it is used to ensure safety of their women employees, Sanghvi shares, “All artists go through a complete evaluation and background check beforehand. Thus, consumers can be assured that the artist coming to their home has been verified. Since artist safety is also important to us, so no cross-gender spa treatments are allowed. Artists are also tracked on GPS and they need to check-in and check-out. There is a process whereby if they are taking longer than expected for a service, an alert is raised to the corporate team who then checks on the artist’s whereabouts. There is also a provision for an SOS button on the App that the artist can press anytime he / she feels threatened.”

Jain elaborates, “We use technology extensively in every level – customer interaction,

operations, beautician management, and more. We have strong feedback mechanism independent of beauticians by which we are able to track any pilferages. We have seen a few cases and it is because of the value addition we provide to beauticians that they do not want to bypass. We allow all modes of payments, such as cash, card, wallet, and also the Belita wallet. With a robust ERP in place we are able to track all payments on the go. We have customers who prefer to use a card or pay online.”

At VanityCube, the team verify the customer before confirming a booking and for it, they use different tools. Bisht adds, “All our employees have registered with Mobile Applications which enable them to send SOS in case of an emergency to a VanityCube

representative, their family member and the local police, but touch wood, till date we have never faced any security issue with our beauticians!”

Journey covered

Bisht encapsulates the journey covered by VanityCube so far by saying, “It has been a roller coaster ride. We started with a team of four and today we have a team size of almost 100 people! We not only have happy home clients, but we provide regular services in office premises, hotels and wedding venues. We have currently come up with a salon inside the Snapdeal office in Gurgaon as part of our B2B venture and have tied up with budget hotels like OYO rooms. We do regular express services in the form of pamper sessions in the corporate premises of Jabong, Knowlarity, Sprinkl, Hike, to name a few. Currently, we provide women in Delhi NCR and Mumbai services like make-up, facial, waxing, manicure, pedicure, hairstyling, and more. The most popular of them being make-up, facial, waxing and pedicure.”

Talking about MyGlamm, Sanghvi shares, “The response has been fantastic! We have noticed that over 50 per cent of our business is either repeat or through referrals. Customers are loving the concept of getting high quality hair and

beauty services, when they want it and where they want it. In our first month, we did 450 services, while in the second month, we did 1,290 services, in our third month, it was 3,250+ services and in the fourth month, we are set to cross 6,000! In three months, we have grown 1500 per cent!”


All the service providers have grown comfortably well to expand to other cities. Where Belita is growing further from Mumbai and entering other cities in Maharashtra, UrbanClap and MyGlamm are adding other metro cities to their map. A good use of traditional and social media is being used extensively for the spread of the services. 📍

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Allen Ruiz

Vinyl Collection

What is the collection all about?

It was about creating cutting edge styles that would make a stunning collection but could still be translated to the salon floor.

What was the inspiration behind creating it?

I was inspired by 80s punk rock with some androgyny and goth mixed in. Like vinyl, the hair and make-up finish are high shine. The cuts, especially the fringes are dramatic and edgy.

What all products were used? (pls name the products and the purpose they were used for instance, X product to tame frizz)

For the straight styles I used the Aveda Smooth Infusion range which softens and smooths the hair, making it easier to achieve sleek styles. The shampoo can be used daily as it contains babassu which softens and moisturizes the hair. The daily conditioner creates an ideal foundation and helps protect against damage from heat styling. The star product in this line is the Smooth Infusion Style-prep smoother which is a leave-in treatment that preps hair for styling to give long-lasting smooth results, protection from heat styling and defends against humidity for up to 12 hours. I finished with Brilliant Emollient spray-on shine which gives a sheer mist of pure shine and helps eliminate flyaways. For the curly style I used products from the Aveda Be Curly range. The Style Prep adds moisture and curl definition as it seals the cuticle and tames frizz whilst the Be Curly Curl Enhancing Lotion intensifies curls, fights frizz and boosts shine.

What is Allen coming up with next?

"Next on the horizon: Behind The Chair's "Cut, Color & Style" show in New Orleans. In October I'll be heading out to Minneapolis to do Aveda Congress. I'll be shooting my next NAHA Collection in December. And did I mention I'll be doing all of this while opening up my second Ruiz Salon in Austin, Texas? Definitely got some busy months ahead, but thankfully I love what I do." 📍

Credits:

Hair: Allen Ruiz
Hair Colour: Luis Gonzalez using Aveda
Photography: Yulia Gorbachenko
Make-up: Anastasia Durasova
Wardrobe stylist: Beagy Zielinski



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Beauty

Bianca Louzado On the Wings of Success

Bianca Louzado is a well-known name in the wedding make-up artist arena. As a professional hair and make-up expert, she has created awe-inspiring looks for many Indian brides



Bianca Louzado has worked on celebrities, such as, Priyanka Chopra, Sania Mirza and Mini Mathur, amongst others. Here's what she has to say on overcoming the initial challenges she was against in her career and fearlessly crafting a way for herself in this male-centric industry.

The early voyage

At the crossroads in my career, when I questioned myself, whether I should continue in the service industry or move to another profession, I realised my love for all things 'make-up'. Hence, I decided to take the plunge. The journey has been surreal and enjoyable!

Paving a new path

It was my late father who pointed out my ethereal love for make-up and gave me the first nudge and pushed me into acquiring a professional qualification. To start with, I pursued training in Mumbai, followed by some extensive work-cum-training in Canada and most recently an advanced course in London.

Professional qualifications

I studied in various institutes both abroad and in India where I learnt the best of both the worlds, from mastering the art of a natural look to advanced airbrushing. This allowed me to display my prowess in all forms of make-up and hair design.

Views on the hair and beauty industry

When it comes to innovation in the beauty industry, make-up seems to be the area that most people think has the least room to grow. In truth, make-up is constantly evolving. New formulations and applicators are rolling down the pipeline all the time. I have been reading that researchers continue to make advancements in base make-up through further insight into skin types and tones.



Growth of make-up and hair as categories

Custom blended foundations on the spot would be an amazing way forward for the variety of complexions we play with. In the world of hairstyling, heat tools, such as blow dryers, curling irons, flat irons and others, have come a long way. There are blow dryers boasting of the same motors used in your garden and cars, curling irons, wave-makers and flat irons that can turn even the frizziest, unruly hair into spun silk, no matter which hair care and styling product has been used.

Overcoming the challenges

Challenges in any industry are manifold when you are a newcomer, and most importantly, an outsider. I had no 'Godfather' as such, but I persevered with hard work and dedication, travelling for months in public transport and working from dawn to dusk. Even doing unpaid jobs! A challenge to succeed and make a name for myself kept me motivated during my toughest times.

Planning the look

I have used a wide array of forums over the years and extensively conducted research and gathered a lot of experiences. I have treasure troves of information that I use when designing the perfect look. I take into consideration the trending looks both nationally and internationally when putting together the 'perfect' look keeping in mind the season and time of day. Experience has only made me better and I try to learn something new every day. Be it reading about a new product or technique or learning one of life's many lessons, from the wide plethora of people I work with.

Trend forecast

In terms of being up-to-date with the latest trends, Indian brides are at par, if not ahead of brides all over the world. The Indian bridal industry

is pegged at billions of dollars and is growing rapidly with each year. One of the prettiest and most accessible make-up trends for 2015 is a well-contoured face alongside 'strobing' pairing it with either a smoky eye or winged eyeliner over a matte gold eyeshadow.

Trend to be avoided

The overly-defined 'Instagram brows', a term coined by make-up artist, Wayne Goss. These brows don't suit all types of faces, while they may suit angular, chiseled features, they definitely don't suit soft features as they tend to look unnatural on a lot of women and men. The overly-arched and sharp brows make the person look perpetually surprised.

Would love to style

I would like to work with Deepika Padukone, as I love her skin tone and I'm sure I can work magic on her gorgeous face. Celebrities are all fabulous and fun to work with. Two of my favourites have been Sania Mirza and Priyanka Chopra.

Down the line

The opportunities and ideas in the salon space are endless. The company is already expanding with the regular addition of assistant artists and hairstylists, especially during the bridal season. Long-term planning is slowly taking shape and an announcement is on the near horizon.

'Me' time

I am a mother of an 8-year-old boy so with the amount of time I spend away from the home, we like to holiday and spend family time together. When I'm not working, it's nice to relax and indulge in something that de-stresses me, like cooking. ☺



Cut and Crease Eye Tips and Techniques

The make-up artist fraternity is going out of its way to create beautiful cut and crease eye make-up which define and elongate the shape of the eye. The trend is back from the 60s and looks quite promising

[Gauri Kapur, Bangalore] Make-up Artist



Origin of cut and crease eye make-up

The influence behind this advance technique is from Arabia, as they are very bold. Cut and crease eyes make-up is balanced out to work for Indian women. It has been in the limelight for the past two to three years, but is now gaining popularity.

Complementary lip colours and blush

A nude shade and medium bright shades both work well.

Occasions to sport

First of all, this eye make-up can be worn by those who love make-up. If we go as per occasion it is best suited for Bridal and night events. But again precision is the key. If you are looking for bigger eyes and stand out looks, it is a good option.

Best suited eye shape

As it defines the shape of the eye shape, it is suited to all eye shapes. However, if you are working on very small or oriental eyes, the make-up artist needs to know the exact space to draw a crease line, otherwise if you draw a dark crease over original crease line, it would be a blunder.

Preferred outfit

It is a strong make-up look, it goes well with ethnic wear or any strong outfit. But majorly, one needs to have a strong attitude to carry this look. One can also pair a simple dress if they want to lay all focus on eyes.

Your favourite colour combinations

My favourites are black and brown shades for crease line and soft off white for lid area. I like to pick contrasting colours. I prefer using MAC Carbon, MAC Embark and MAC Swiss Chocolate.

[Abhilasha Singh, Mumbai] Creative Head, Make-up India, Jean Claude Beguine Salon & Spa



Origin of cut and crease eye make-up

It came into vogue in the mid 2000s and was introduced at the various fashion weeks across the world. Eventually, it became generic and today is being used in various forms and trends.

Complementary lip colours and blush

As this kind of eye make-up adds a lot of drama, the cheeks and blush have to be neutral. A loud colour can be used depending upon the occasion.

Occasions to sport

With cut and crease form of eye make-up, the eyes look very prominent. During a wedding or festival,

this eye make-up can be done with the depth of crease colour varying from light to dark.

Best suited eye shape

Cut and crease eye make-up suits any eye shape.

Preferred outfit

This eye make-up can compliment any kind of outfit. It depends on how dramatic you want your eyes to be.

Your favourite colour combinations

I personally love working with gold and silver eye lids and brown or black crease line. I personally prefer Sheseido cream eyeshadows.

[Aashmeen Munjaal, Delhi] Makeover Expert & Director, Star Salon and Academy



Origin of cut and crease eye make-up

The main purpose of cut and crease eye make-up is to give eyes a defined shape. In Hindi, we generally refer to Mrignaini eyes, the most beautiful ones, hence the purpose is to achieve the same with this advance technique of make-up. Now the nude make-up is out of the trend and bold colours are making its way on runways. The cut and crease eye make-up has made a strong entry in fashion world in past four years. The trend has come from Arabic and Turkish make-up artists.

Complementary lip colours and blush

One should keep the lips neutral and highlight the cheeks with natural pink tones.

Occasions to sport

One should avoid wearing this make-up for daylight occasions and should wear it mostly in the evening.

occasions. If one is comfortable carrying bold eyes, one can pick up colours like aqua blue, emerald green and black, otherwise, one should choose tones of pink and peach.

Best suited eye shape

It suits to all the eye shapes as the purpose is to accentuate and enhance one's beauty by sculpting the eyes in a better way.

Preferred outfit

As it is bold and experimental make-up, one should avoid wearing it with suits and sarees. It goes best with fusion and experimental dresses.

Your favourite colour combinations

My favourite colours are earthy browns and wine colours. The brands I vouch for are MAC, Inglot, Faces and Makeup Studio.

GET THE LOOK

- ▶ For doing cut and crease eye make-up, first prime your eyes with a good eye primer from lashline to brow. Next, use an angled eyeshadow brush to line your crease using any colour suitable to your complexion.
- ▶ Next, with a fluffy dome brush, blend out that line by using the colour.
- ▶ With a flat, stiff brush which is used to pack on colour, apply colour to the inner corner of the eye sweeping the shade in about 1/3 of the way.
- ▶ Wipe off that same brush well and place the colour on the rest of the lower lid area.
- ▶ Again, wipe off that same brush and use to the outer 1/3 of the lower eyelid making sure to keep the colour under the crease.
- ▶ With the same brush, or a small, fluffy dome brush, use the colour to highlight under your brow bone.
- ▶ Now, using a gel eyeliner line your eyes on the top of your eyes and extend that line to create an effect. Then blend the colour on your lower lash line.
- ▶ Curl your lashes and apply a couple of coats of your favourite mascara.
- ▶ Use a bronzer to define your cheekbones and add a good highlighter on the top of your cheeks. Add a matte lipstick to finish the look.
- ▶ And there it is, extraordinary stunning eye using all neutral shades that will compliment any eye colour and skin tone. This eye make-up is perfect for a dramatic daytime look or enjoyable night outs.

Tamarind Triumphs

Salon India recedes the Indian beauty market and divulges the goodness of tamarind for skin. Beauty experts, skin care brands share their views on tamarind as a key to radiant skin

by **Aarti Kapur Singh**



There are a couple of everyday kitchen ingredients that can take your looks from drab to stunningly fab in minutes! Tamarind, the tangy exotic fruit, is one of them. A leguminous tree belonging to the Fabaceae family and indigenous to tropical Africa, the tamarind tree produces edible, pod-like fruits, which are used extensively in cuisines around the world.

More than a culinary ingredient

Tamarind contains HCA – hydroxy citric acid which slows down the production of fat. It is similar to citric acid and is present in many other plants too, but it is most prominently found in tamarind. HCA inhibits the enzyme in the body that promotes fat storage.

Preeti Seth, Nutritionist and Cosmetologist, Pachouli Spa & Wellness Centre says, “Tamarind has various acids, antioxidants, fibre and vitamins that combat free radicals which cause premature ageing.” Tamarind is also a mild laxative, cures sore throats, cleanses the digestive system and research has proven it helps combat cancer too, when ingested.

Benefits inside out

When applied on the skin, tamarind has healing properties. The sweet and tangyimli fruit contains vitamin C, carotene, vitamin B,

potassium and magnesium and other skin-friendly nutrients to make your skin beautiful and radiant. Applying tamarind juice is really beneficial in removing facial blemishes. Aesthetician, Cosmetologist and Founder-Director of Alps Beauty Clinics, Bharti Taneja says, “Tamarind not only tingles our taste buds, but it is a power-packed fruit filled with vitamin A, C, antioxidants, minerals, fibres, alpha hydroxyl acids that have several benefits for skin and hair. It has skin lightening properties that help cure darkened skin areas. Fortified with vitamin C and A, it helps in boosting the glow of skin and keep ageing at bay.”

In the same vein, Suvridha Nanodkar, Spa Manager, Zaara Spa at Resort Rio, Goa, says, “Tamarind is a power house of antioxidants, vitamin C and Vitamin A. When applied on the skin, it soothes irritation and inflammation and reduces dark spots and pigmentation. It is the best natural bleaching agent and is an ideal alternative to the ready-made bleaches you get in the market.” In order to use it as a natural bleaching agent, make a skin bleaching face mask with one spoon of tamarind pulp, one spoon of lemon juice and one spoon of honey. Spread this mix evenly on your face and 15 to 20 minutes later, wash off with cold water.

Not only tamarind pulp, even tamarind seeds have a positive effect on the overall

health of your skin. They contain hyaluronic acid that replenishes moisture in the skin, thereby, resulting in reduction of fine lines and wrinkles. Being able to dissolve in water, tamarind seeds are used in making face masks, gels and face scrubs and moisturisers.

Finding its way into beauty products

Ayurvedic texts prescribe Elakizhi (bolus bag massage) with tamarind leaves for cellulite removal as well as improving the skin tone and texture. Actor Shilpa Shetty Kundra is a fan of

Seven Benefits of Tamarind

With its sticky-syrupy pulp and time tested use in healing a variety of ailments, it's no wonder that Tamarind is great for your skin! Take a look at this impressive list of benefits:

1. Reduces inflammation and irritation
2. Helps heal stomach ailments by cleaning out the colon
3. A natural source of limonene and tartaric acid (major free radical eliminators!)
4. Antibacterial properties
5. Natural skin brightener
6. Packed with Vitamin C & Vitamin B
7. Helps the skin retain moisture

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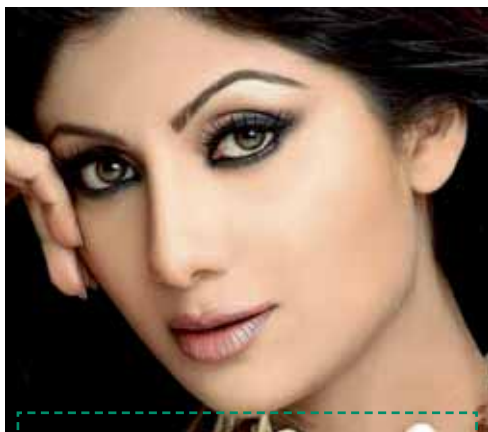
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“ You can make a body scrub with two spoons of tamarind pulp, one spoon of lemon juice, half a spoon of baking soda and a spoon of sugar. Combine all ingredients and rub this mixture on your whole body till sugar dissolves completely. This recipe is best for acne-prone skin and oily skin. Remember not to use this body scrub post waxing or shaving as it can irritate your skin. ”

– Shilpa Shetty Kundra



“ Add one spoon of tamarind pulp to one spoon of sea salt. Next, add either curd or milk cream to this mixture. Go for curd if you have oily skin and milk cream is the best option for dry skin. Scrub this mix gently in a circular motion for few minutes to remove dead skin layer. Tamarind is packed with vitamin C, enzyme, vitamin B to remove dead skin layers effectively and bring out the fresh skin on the outer surface of skin. ”

– Suvidha Nanodkar



“ One can use a pack made with gram flour, tamarind extract, semolina, and honey, on a regular basis, to prevent these damages and give your skin that radiant and youthful look. It is also known to act as a natural remedy for pigmentation. One can apply freshly prepared tamarind juice on the face to ease the blemishes and pigmentation and reveal a clear skin. ”

– Preeti Seth

tamarind therapy and says, “When we were little, whenever my granny would put tamarind pulp in the sambars or chutneys, she would smear some on our faces, too! I think it is only because of those rituals that my mom, sister and I, have such clear skin.”

Even now Kundra opts for a tamarind facial at home by adding two spoons of gram flour in one spoon of tamarind pulp and mixing it with some honey. She lets this mask sit for about half an hour and washes off with tepid water. “Even my cook swears by this little beauty nuskha,” laughs she.

What is the big deal about tamarind that makes it polish skin in the same way it gives a sheen to brass and copper? Taneja says, “The acid present in it makes tamarind a great skin exfoliating agent that helps in shedding the dead skin away. Thus, it is an important ingredient in beauty products.”

Seth adds to this by saying, “Tamarind is a rich source of AHA (alpha hydroxyl acids). It helps to eliminate the dirt and impurities that lie deep inside the skin and leave it rejuvenated.”

Nanodkar agrees with Taneja and says, “Tamarind helps in removing the skin’s impurities and deep-seated dirt. Hence, it is a good idea to make exfoliating face and body

scrubs with it. The scrubs are ideal for oily and acne prone skin due to the antimicrobial properties of tamarind. One should however, avoid applying these after shaving or waxing as it may irritate your skin.”

Perhaps it is for this reason that leading brands are tapping into the goodness of tamarind. International beauty brand Clarins has a foaming cleanser for those who



have normal skin prone to irritation. Kama Ayurveda’s Sugar & Tamarind soap is a deep cleansing soap with the essence of tamarind and cane sugar which polish and cleanse the pores and heal inflammation. Tamarind pulp adds a therapeutic dimension to a stimulating body polish also containing cane sugar by Forest Essentials. Tamarind gently removes dead cells as it penetrates the skin, detoxifies and re-energises it to impart a youthful and fresh look. Auravedic has also bottled the squeaky-cleansing goodness of tamarind into a very popular skin polish.

Tamarind face packs and treatment rituals also find their way into several spas. The Ritz Carlton in Kuala Lumpur uses fresh tamarind pulp in most of its facials as a pack.

Not just cleansing, but due to the brightening quality of tamarind, most concentrated in its seeds, Organic Harvest Moisturising Lotion contains extracts from tamarind seeds as an active ingredient. Tamarind seed extract is enriched with Xyloglycans widely used in a number of cosmetics and pharmaceutical products topically used for treating minor skin rashes.

So do your skin a favour and bring some tamarind from your kitchen shelves onto your dressing counter. 🍷

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Upward Curve

SUGAR Cosmetics

Exclusively imported and marketed in India by Vellvette Lifestyle Pvt Ltd, Vineeta Singh, CEO, SUGAR Cosmetics shares the growth trajectory of the brand

Created from years of research on make-up preferences of women across the world, SUGAR Cosmetics was officially launched earlier in 2015 with its bestselling Eye Make-up range. Born out of a passion for creating make-up that lasts longer, provides superior colour payoff and is extremely easy to use, SUGAR Cosmetics has set a new bar for quality eye and lip products. Made in Germany, the first launch in India was with the 'Eye Told You So!', a waterproof eyeliner, followed by the 'Twist and Shout Fadeproof Kajal'.

USP of the brand

Our product quality is far superior. The colour payoff is high and it has long staying power. The extreme ease of use is an advantage. The product packaging is done just right. We use signature low-poly mosaic illustration with distinctive premium packaging across product range and lastly, our expert team has a rich understanding of the Indian consumer and her preferences.

Product innovation

The colour palette for our products has been specifically chosen for the Indian audience in collaboration with a lot of beauty bloggers, experts and opinion shapers. Our products are free from parabens, formaldehyde, mineral oil, preservatives and paraffin. The 100 per cent Vegan SUGAR's India range was created from scratch to match the Indian client's skin tones, colour preferences and climatic conditions.

Product range and price

We have eyeliners, kohl, lipsticks and they are priced between ₹399 and ₹799.

Distributor in India

SUGAR Cosmetics is exclusively imported and marketed in India by Vellvette Lifestyle Pvt Ltd that runs India's largest beauty subscription service under the FAB

BAG brand. The company works with more than 150 brands across the world to bring them to the homes of thousands of women across India.

The team behind SUGAR Cosmetics sees India as one of the fastest-growing colour cosmetics markets in the world with a target audience that appreciates quality and value. The young demographic comprising of digital natives, socially-active influencers with increasing disposable incomes and high aspirations, fit in squarely with the image of our target audience.

After an initial pilot with two SKUs where we received phenomenal response from our audience, we have proceeded to launch five more SKUs that have also been received well. Over the next year, we have lined up 12 other SKUs to add to SUGAR's exciting range. Finally, the discerning Indian consumer has access to make-up that not only makes you look good, but feels amazing.

Marketing strategy

Till date, SUGAR Cosmetics has met great success is growing the brand through online beauty influencers, strong word of mouth and referrals. Going forward, the brand is expected to double-down on its BTL marketing efforts to build a strong, loyal fan base before ramping up its ATL campaigns. Primary sales channel is online with the products being available on the brand website, www.sugarcosmetics.com and through other popular eCommerce sites, such as Amazon, Fab Bag, Nykaa, and others.

Challenges faced

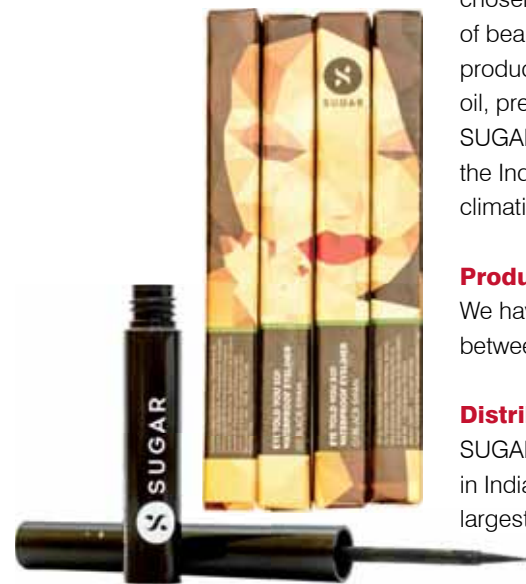
The standard challenges that any new entrant would face in a previously unexplored market.

Future plan

The overall investment amount by the brand is confidential, however, the brand aims to significantly invest in expanding its product line to 25 SKUs and building sales channels across online and offline stores in the top 15 cities in India. 📍



Vineeta Singh, CEO, SUGAR Cosmetics



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Himalayan Deodar Face Cleanser for Men is a perfect hydrating face wash with cedar wood, which is known for its calming and purifying qualities. Enriched with pure natural ingredients, such as, aloe vera leaf juice, vetiver root, black cumin seeds, lavender and patchouli oils, it minimises fine lines and smoothens the overall skin texture. It can be used as a shaving gel, as well. Available at Kama Ayurveda stores; online kamaayurveda.com.

Price: ₹275 for 50ml



IRAYA

Algae Serum Body Lotion is an infusion of spirulina, green algae and aloe vera. It is suitable for all skin types and restores and replenishes micronutrients and moisture into the skin. Available at DLF Promenade in Delhi; online at iraya.in.

Price: ₹495



L'OCCITANE EN PROVENCE

The Shea Delightful Hand Cream Trio kit comprises of Shea Rose Hand Cream, Shea Lime Hand Cream and Shea Vanilla Hand Cream. Fragranced and infused with essential oils, these hand creams are easy to carry and a must-have in your handbag. Available at L'Occitane stores and online at loccitane.com.

Price: ₹2,070 for 30ml tubes



FOREST ESSENTIALS

Stress Relief leaves you feeling fresh and tranquil. Steam distilled essential oils of lavender flowers soothe your senses as they are used to stimulate your body's ability to release stress. Lavender is renowned for its ability to de-stress, lime, lemon and peppermint oils, bring clarity and focused concentration. The stimulating fragrance of peppermint improves mental relaxation and calmness. Available at Forest Essential stores; online at forestessentialsindia.com.

Price: ₹695 for 10ml



VEDIC ESSENTIALS

The miniature kit includes Aloe Vera Protein Shampoo, Aloe Vera Conditioner, Shower Gel Green Tea & Lotus, Body Milk Green Tea & Lotus and Aloe Vera Face Wash. Available at leading cosmetic stores.

Price: Individual prices applicable



JUST HERBS

The Miniature Kit, for normal to dry skin, includes six products, namely, the Silksplash Neem Orange Rehydrant face wash, Apricot Sparkle Invigorating Skin Radiance Scrub, Herbal Nourishing Massage Cream, Fairever Protein Fairness Pack, Sun' Nil Jojoba Grape seed Sun Protection Lotion and Af'fair Fumitory-Liquorice Skin Lightening Night Cream. The products are free of parabens, sulphates and mineral oil. Available online at justherbs.in and snapdeal.com.

Price: ₹695



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Market Watch

Make-up



FOUNDATION BY FACES

FACES Cosmetics has introduced the Glam on Prime Perfect Foundation. With an incredibly luxurious texture, the foundation becomes your second skin with its ultra-bendable quality. Not only that, Glam On Prime Perfect foundation with its superior formulation brings to you shades that suit your skin tone, giving you a smooth flawless complexion. Enriched with Hyaluronic Acid that delivers deep hydration, it has a fusion of spherical powders that help the foundation glide over your skin, while the controlled creamy formula results in exceptional smoothing and shine control finish. Specifically developed for Indian skin tone, it comes in five shades giving you a buildable medium to high coverage. The foundation contains Vitamin E and UVA/ UVB filters alongwith anti-ageing action, is paraben free and gentle on your skin. Available in five shades of Ivory, Natural, Beige, Sand and Tan, the product can be found in exclusive stores in Delhi and Mumbai.

Price: ₹699

COLORBAR'S NEW NAIL LACQUER

ColorBar launches a luxurious range of gold with a dual chrome effect that envelopes your nails in 24 carat liquid gold finish instantly. The 24 Carat Nail Lacquer range dries fast, leaving behind a pearly look in just one stroke. Replete with intense dual-shine golden pigments, this range allows you to experience two complementary colour reflections in one go. The range also focuses on nail care as well – it boosts of a three-free formula that is non-yellowing and chip-resistant. There are six bejeweled gold shades of Liquid Gold, Coppertone Gold, Antique Gold, Pinken Gold, Olive Gold and Rose Gold. Available online and in stores in Ahmedabad, Bangalore, Delhi, Hyderabad, Jalandhar, Mumbai, Noida and Pune.

Price: ₹300 (9ml)



MATTE LIPSTICK BY TEEN-TEEN COSMETICS

Teen-Teen has introduced a new range from shine to matte in radiant shades that are non-sticky and offer a brilliant matte look. High-precision, it defines matte, intensely saturated and moisturised lips. Enriched with natural ingredients, this luxurious lipstick keeps lips soft and moist the natural way. This premium lipstick is 100 per cent vegetarian, free of animal products and is absolutely safe and is suitable for all skin tones. The velvety, light, mousse-like textures make it last for several hours. The range comes in 25 new exciting shades. Available online at www.teenteencosmetics.com.

Price: ₹250

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Market Watch Skin Care



FACIAL KIT BY SPECIFIX

Specifix, a premium range of professional skin care solutions developed by the Singapore-based Global Vantage Innovative Group (Gvig), has launched the new Butter Moist Facial Kit, exclusively for salons. The kit contains Butter Moist Scrub, Butter Moist Whip, Butter Moist Wrap and the Butter Moist Lotion. Specifix products are 100 per cent vegetarian and is suitable for all skin types. This facial smoothens, firms, rejuvenates and tightens the skin apart from providing long-lasting hydration. With ingredients such as shea, cocoa and mango butters and herbal extracts, it is especially formulated for dry and flaky skin, which are known to improve elasticity and boost natural skin regeneration.

Price: On request

HAND SERUM BY MAGARET DABBS

Formulated for its anti-ageing benefits and an active ingredient that protects the skin against oxidative stress with added sun protection, the Intensive Anti-ageing Hand Serum claims to reduce the visible signs of ageing of the



hands, improving the appearance and quality of the skin. It contains vitamins A and E and is gently scented with geranium and mandarin.

Price: On request

BRIDAL FACIAL PRODUCTS BY O3+

For this bridal season, O3+ Professional has added two new products - the 24K Gold Essence Serum corrects the concerns of anti-ageing and brightening of the skin tone. It is enriched with essential oils and Optic Caviar to give ultimate shine, while providing hydrating and brightening the complexion. The 24K Gold Tonic addresses the issues of anti-ageing and unifying the skin tone. Enriched with essential oils to give shine and unifying the skin tone, it hydrates, too. Both the products are meant for all skin types except those with acne.

Price: ₹2,800 for 24K Gold Essence Serum; ₹3,500 for 24K Gold Tonic



HAND AND BODY MOISTURISER BY CHRISTINE VALMY

Nourish your skin with Christine Valmy's Peachy Skin, a peach fragranced moisturiser, which heals the dryness as it restores the hydro-lipid shield. It provides effective relief against redness and irritation caused in dry skin. Enriched with peach kernel, oats and honey extracts to soften the skin, while aloe vera, calendula and allantoin, leave the skin super soft with a soothing and hydrating effect.

Price: On request

COCOA BUTTER FACE WASH BY ASTABERRY

The new Astaberry Cocoa Butter Face Wash Crème with the unique blend of real cocoa butter and nourishing oils, combines the deep cleansing properties of a face wash and moisturising properties of cocoa butter crème for a glowing complexion. Enriched with the properties of cocoa butter, licorice and bearberry extracts, it helps improve the skin's elasticity and hydration, corrects the skin tone and reduces hyper pigmentation. It has no side effect and is completely safe for all types of skin.

Price: ₹120 (100ml)



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Aromatherapy and its Rich Rewards

by **Nirmal Minawala**

Aromatherapy is an alluring journey into an ancient healing art literally meaning 'a therapy using aromas'. Thousands of years ago, sages discovered the medicinal properties of plants that were then used to cure many physical and mental ailments. The aroma oils extracted are so potent and concentrated that to get a drop of oil you may be required to distill 100 gms of plants!

Essential oils enter through the blood stream and are carried to every cell in the body, where they are most effective in promoting cellular health, balance and regeneration. They are volatile, natural substances and contain antiseptic, antibiotic, antiviral, anti-inflammatory, re-hydrating and restorative in nature. Those essential oils that are drawn into the body by sense of smell are believed to offer psychological and physical benefits. Not only does the aroma of a true plant stimulate the brain to trigger a positive effect, the natural components of the essential oil when drawn into the lungs, is known to benefit physically, too.

Spas use massage oils which are a blend of pure essential oils and pure vegetable oils for basic and exotic treatments. The most common massage oils are for de-stressing, pain relieving (muscle relaxing), calming, relieving fatigue (energising), detoxifying, foot reflexology, fat reduction, jet lag, exotic ones for bridal and honeymoon couples.

Spas normally function in two ways - the spa manager or a trained aroma therapist will keep a stock of pure essential oils and vegetable oils and blend different massage oils as per their treatment menu or theme. Here the advantage is that the spa has its own formulas which are unique and different from the regular products available in the market. In the second type, a spa buys readymade massage oils from a reputed manufacturer or they order for

special oils to be blended by the manufacturer as per their treatments or theme.

Here the advantage is that the spa will always get a standardised product with consistent supply. The main concern with aromatherapy oils is that there are many synthetic essential oils available, which are cheaper and there are not many trained therapists who can identify the difference between pure oils and cheap synthetics. Quality analysis of essential oils requires thorough knowledge of its chemistry and practical hands-on work with oils.

Life, nowadays, is hectic and demanding, which leads to restlessness, anxiety, stress, insomnia and other related ailments. If the right combination of pure oils and proper technique is used, only by way of massage can be a remarkable change in a person.

A good masseur that uses a blend with pure essential oils can calm and rejuvenate a person. Many a times, spas allow clients to have a small power nap after massage, which is equivalent to a deep night's sleep. If a pain relieving oil is used correctly, it becomes beneficial for sports persons and those who work out in gyms.

When detox oil with lymphatic drainage technique is used, person can see an instant glow on the skin and feel light and refreshed.

The wellness industry is a boon. Spas are demanding quality therapeutic products to rejuvenate and uplift treatments. Manufacturers with strong R&D, in-depth knowledge of natural ingredients are able to increase their sales which in turn, are a big boost. As import of finished goods is expensive and inconsistent, the advantage and benefit lies with the Indian companies. Resultantly, they should now gear up in areas, such as quality assurance, production capacity and service to cater to the new demands. 📌



Nirmal Minawala is the Owner of Aroma Treasures. Views expressed are one's own.

SPA FOCUS





The Pink Room Spa, Goa Unabashed Allure

Located in Planet Hollywood, The Pink Room Salon & Spa, is supremely extravagant in design. Glitzy like a film set, there is a sharp sense of aesthetics at work with mindful placement of artefacts and colours used

by **Aarti Kapur Singh**



Size of the Spa (in sq feet or sq meters): 290 sq. meters

Time taken to complete construction: 9 months

About the salon and spa: A blingy pink exterior hides a sophisticated and luxurious interior where you can leave the hustle and bustle of an average Goa beach far away. The Pink Room is ideal for those who want to soak in the indulgent feel of being in the limelight for that is how you will feel as the therapists fuss over you and pander to your smallest whim. The salon is designed in shades of white with world class amenities to give it the ultra-modern look. The interiors of the spa exhibit luxury and comfort, just as the rest of the hotel interiors. There is a lot of attention given to the lighting, which is contemporary yet, elegant and compliments the dark shades of wallpaper used to lend a holistic and soothing feel to the spa.

About the treatment rooms: There are five treatment rooms, out of which one is a couple massage room and one is specially designed for Ayurveda therapies. The rooms are spacious with an inbuilt steam room and shower area. The consultation area has an old-world look with bronze touches on the walls as well as a few curios. The colours used in the treatment rooms are rich gold with royal colours such as green, peachy-pink and a matte purple. Each massage room has its own wet area – complete with a steam and shower cubicle.

About the services: The Pink Room Salon & Spa offers an extensive choice of body and beauty treatments, which integrate the traditional Indian systems with the more contemporary western spa approach.

The Pink Room Spa therapies of wellness offer comprehensive spa programmes that are customised to an individual's needs, thus offering a range of rejuvenating therapies and beauty treatments which restore the vitality and natural harmony of the body, mind and spirit. They have a range of body treatments like Aromatherapy, Balinese massage, Deep tissue massage, Hot Stone therapy along with Ayurvedic therapies, a wide range of body polishes and body wraps, Signature Spa rituals and body scrubs.

Besides this, they have a fully equipped salon offering a wide range of hair and skin treatments, a fitness centre with personalised fitness and yoga sessions. The Pink Room Spa & Salon offers its patrons traditional royal treatments, Ayurveda massages and exotic therapies. All the ingredients are natural products which are sourced exclusively from Indian herbs, salt and pure essential oils to renew the senses and relax the mind. The trained therapists provide guests with a range of treatments to choose from including massages, scrubs, wraps and facials. Though, their USP services are certainly the massages, specialised treatments like the Green Tea and Honey Masque, Ubtan and Clay Wraps are also the highlights.

Architect and interiors designers: Origin, Goa

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Website: www.planethollywoodgoa.com 🌐



“ We constantly strive to give our patrons unique therapies at an affordable price but five-star service. We want our guests to feel like a celebrity and our strength is that we focus on giving personalised attention to our guests. ”

– Dr Shalini D'Costa,
Spa Manager, The Pink Room Spa,
Planet Hollywood, Goa



Jasmine Maan Wellness is a Commitment

Salon India meets Jasmine Maan, Spa Head at the Shanaya Spa located in the premises of the Kempinski Hotel in Delhi to know about wellness and the shift in the mindsets of consumers

by **Aarti Kapur Singh**

Please tell us about your professional background.

I have been working with Shanaya Spa since its inception in 2013 and have been managing the day-to-day operations of the spa, salon and health club, ensuring its profitability and quality of service delivery to members and guests. Prior to this I have worked with the Modi Revlon Group and Visage Beauty and Healthcare.

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

Around the world, there is growing interest in changing the way we take care of ourselves – not just our bodies, but also our minds, spirit, society and our planet. These days wellness is no longer a luxury, rather it's a need of the hour. In addition to the growing environmental concerns, today's consumers are also suffering from the mounting pressures of modern society - increasingly hectic work schedules, paucity of true leisure time, dealing with social pressures and more. In response, consumers are starting to take a step back to reassess how they live their lives and are seeking inner fulfilment and deeper meaning in their lives and so getting more concerned about wellness.

What kind of therapies do you offer?

At Shanaya Spa we offer Ayurvedic treatments as well as a wide range of Asian and European therapies that include relaxing body massages, wraps and scrubs, facials along with the Shanaya Signature Rituals that soothe you to the core. With five beautifully designed therapy rooms including a couple suite, our highly trained masseurs will provide the therapy best suited to your requirement. At Shanaya Spa, apart from Ayurvedic oils, we also use Pevonia skin care products for the body and face treatments.

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

Most of our clients are open to experimenting and trying out newer and unique therapies like the Turkish Hammam and the Ice Fountain experience. We also get a lot of foreign travellers who love to try out Indian treatments.

What are is the spa planning for the future?

In the future we are incorporating new trends of therapies and latest treatments which are in fashion and creating awareness among guests about the importance of wellness. 🌿



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Photo: Shutterstock

Aromatic Healing Hot Stone Therapy, Thai Sabai Spa, Bangalore

A Swedish based massage using water heated stones on the pressure points to bring together body and spirit with the added effects of heat enhancing the relaxation response of muscles. It melts away tension, eases muscle stiffness and increases circulation and metabolism. The hot stones have a sedative effect that can relieve chronic pain, reduce stress and promote deep relaxation.

Duration: 90 minutes
Price: ₹2,800 + taxes

Aromatic Healing Hot Stone Therapy, Thai Sabai Spa, Bangalore

A Swedish based massage using water heated stones on the pressure points to bring together body and spirit with the added effects of heat enhancing the relaxation response of muscles. It melts away tension, eases muscle stiffness and increases circulation and metabolism. The hot stones have a sedative effect that can relieve chronic pain, reduce stress and promote deep relaxation.

Duration: 90 minutes
Price: ₹2,800 + taxes

Raspberry Wrap, River Day Spa, Chennai

This slimming therapy and detoxification process starts with the application of a combination of oils and raspberry extracts. It helps in removing toxins from the body through metabolic acceleration. The heat induced with the application of the wrap, helps in the absorption of all the minerals into the body. Along with the application of the wrap, massage is also incorporated to relax the sore muscles and help you feel rejuvenated.

Duration: 60 minutes
Price: ₹2,500 + taxes

Pain Relieving Scrubassage, Four Fountains De-stress Spa, Gurgaon

A combination of scrub and massage, it's performed using a special blend of clove and green tea leaves infused in a cream base. Clove is known for its pain relieving properties and reduces muscle soreness; green tea helps in exfoliation of dead skin cells while increasing blood circulation. Also, green tea being rich in anti-oxidants, prevents potential damage from free radicals, thereby, promoting longevity.

Duration: 60 minutes
Price: Usual price is ₹2,499 + taxes, weekday discounted price is ₹2,299 + taxes

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AM: PM Ankur and Priyanka Modi Eloquent Designers

The designer duo's designs cater to a contemporary woman who is a blend of traditional and contemporary values. The designs by creative duo accentuates the femininity of a contemporary woman marrying classic details with contemporary aesthetics. The duo speaks exclusively with *Salon India* about their pret label, designs and more

Ankur and Priyanka Modi have propelled their label, AM: PM into a serious fashion force. Their label focuses on wearability, comfort and style. Along with pure and women materials, they also use handicraft, yet make their garments extremely contemporary. The brand is worn by divas, such as, Madhuri Dixit, Kajol, Kareena Kapoor, Sonam Kapoor, Dia Mirza, Shilpa Shetty, Sridevi, Hema Malini and Karisma Kapoor.

How has the journey been so far?

We started AM:PM 12 years ago, as a luxury prêt label and we have consciously retained that in our DNA. At the time, fashion on the runway and in real time, was a stark dichotomy of traditional Indian or Western wear. We realised that there was a demand for clothes that were not limited to either or. Designing collections to marry classic details with contemporary aesthetics that celebrate femininity, has been the cornerstone of our work.

How has the fashion industry evolved in India, since the time you started?

Until some years ago, Indian women were dictated by an implicit convention. They were dressing according to society's expectation of them. Women, today, are out there working, travelling and consuming the newest trends off international runways on their phones. Thanks to the world become flatter, fashion is now so much more democratic; it is sought, bought and worn more to express oneself. The biggest change is the mind-shift. The modern Indian woman is dressing her personality. As designers we're expected

to create the 'future forward' and with that premise, we're also constantly evolving to meet our customer's preferences.

What all goes into your research?

We are consistently inspired by architecture and craft. 'Siyah' our Fall/Winter 2015 collection for example, is deeply influenced by Islamic craft and architecture. We've blended a lot of artwork taken from this beautiful inlay work, which is done on *sheesham* in the remote Hoshiarpur of Punjab, and used it along with intricate *jaali* patterns from the Mughal palaces.

Ramp versus Bollywood styling - How it's different from each other. Where is there more scope for experiment?

The fashion industry of India has seen a boom and gained popularity in the world as a fashion centric nation. The diverse dressing style has given Indian fashion designers ample scope of creativity. While a fashion show is the best way to showcase your creativity with the fashion enthusiasts, with Bollywood styling you get to extend your creativity and envision a look for a character. No doubt, Bollywood holds the real influence when it comes to fashion because consumers these days relate best to the characters in a film; clothes on models walking down the ramp seem unwearable and impractical. However, wearability has always been of paramount importance to us, which is why our core aesthetic at AM:PM has always been to pair tradition and modernity with classic and fluid silhouettes. We ensure that our runway pieces are translated into wearable outfits





for our consumers who besides style, are also looking for comfort and versatility in their everyday wardrobe.

How important is hair and make-up in the overall look in runway shows?

Hair and make-up is just as important. It's almost like the whole look is a design, the wardrobe, hair and make-up together and it is the hair and make-up artists who show off the designer's work as its best.

What all are the major beauty trends that you have witnessed during the past few years?

Minimalistic make-up with bold and dramatic eyes.

How do you plan the beauty look of your shows? Who's your favourite hair and make-up artist?

We are all aware that the transformative power of hair and make-up is undeniable and we give equal importance to that. We usually prefer a clean look and tucked away hair with a statement accessory to complete the look. We gave a contemporary upgrade to the maang tikka at our A/W '15 collection

showcase. Instead of crafting it in gold and making the maang tikka look traditional, we made it in silver to make it look more like a statement piece.

Do you ever plan to be involved in the cosmetic and hair industry of India?

It is important to believe in what you set out to do and keep a dogged focus on that. It has also led us to realising the expandability quotient of the brand that it can venture into so many more verticals of fashion and lifestyle. Going forward it would probably be the most crucial asset we possess.

We've also constantly toed the line between creativity and commerce. Even though designing will always be our passion, growing the label simultaneously, is a responsibility we take very seriously. We feel that attitude has kept us in good stead and the label has seen a steady stream of growth over the years without compromising on any of its brand promises. 📍

Anushka Sharma

High On Energy



Her on-screen energy and million dollar smile can perk you up in a flash. Anushka Sharma has given ample proof of her megawatt energy in *Band Baaja Baarat*, *Jab Tak Hai Jaan* and various television interviews. While life has gotten busier for this model-turned-actress-turned-producer, she believes in abiding by a few rules to keep herself looking like a million bucks, for which discipline is key

by **Aarti Kapur Singh**

“My skin has to be squeaky clean”

Since my skin is always exposed to a lot of make-up, cleansing and scrubbing forms an integral part of my beauty ritual. I always make sure I remove it with a creamy cleanser, wash my face well and moisturise it with a cocoa butter lotion. It's very important for me to literally scrub my skin and wash my hair off the products that are used during shoots.

“My pampering session”

This is all thanks to my mom's belief in keeping the skin healthy, with the help of natural ingredients. She is very particular about cleansing and using packs made of ingredients like milk, honey, papaya and banana to get that long-lasting glow. This has really helped me in maintaining my skin amidst the product overdose we actors are subjected to.

“I dread hair fall and poor hair”

I am a cleanliness freak and like my skin, I like my hair to be in a very good condition. I oil my hair with coconut oil and keep it for at least



an hour before shampoo. Nothing works better than a good champi to keep the scalp and hair strong and healthy. My shampoos and conditioners keep changing, but my oil doesn't. I believe that only healthy hair will remain beautiful over time and products like Parachute Advanced Coconut Oil provide the necessary nourishment to keep it healthy and shiny.

“Less make-up is best”

It's not the amount of make-up, but the application trick that is of utmost importance. I like foundations in light shades that complement my skin tone. A hint of eyeshadow, a brown or black pencil and a dash of mascara for my eyes and a good highlighting powder do it for me. I like glosses as they add a shine while keeping lips moisturised. My daily make-up look involves a light application of tinted moisturisers. I usually avoid foundations. For an event, I will put a wash of peach eyeshadow, brown eye pencil on the lower lash with a touch of mascara. A peachy pink blush and a light lipstick or lipgloss is all I want. These days I am gravitating towards summery coral lips. Usually I always end up using MAC's eyeshadow in Bamboo with an illuminator under the arch and almost always use only dark brown or grey eye pencil. A black kohl happens only when I wear saris.

“Healthy lifestyle translates into good looks”

My mother blessed me with her great skin and hair. It is my responsibility to take care of it and I feel apart from make-up and products, exercising well, choosing foods carefully (few carbs, more proteins and lots of water) and meditating twice a day has saved my skin and hair. I make sure I have a fruit or two every day for my share of anti-oxidants. The key is to maintain a healthy balance between eating well and exercising right, be it to keep your weight in check or get that glow on your skin.”

Delhi Pearl Academy



Contact Person:
Nandita Abraham,
EVP, Pearl Academy

Phone Number:
011 – 49807100 / 101,
0120 – 4904000

Address: Delhi NCR (West):
A-21/13, Naraina Industrial Area,
Phase II, Near Shadipur Metro
Station, New Delhi – 110028.

Address Delhi NCR (East):
B-25, Sector – 59,
Near Noida City Center
Metro Station, Noida – 201301.

Website:
pearlacademy.com

Email:
counsellor@pearlacademy.com

Pearl Academy was incepted under the Creative Arts Education Society in 1993. Since the beginning two decades ago, the academy has evolved into a globally renowned institution of higher learning with a focus on internationalism; entrepreneurship and employability; catering to the needs of the design, fashion, business and retail industry. It started as a single campus in West Delhi and is today, the largest private education player in the creative domains of Fashion, Design and Business. It has four campuses in Delhi NCR (West and East campus), Jaipur and Mumbai.

Nandita Abraham, EVP, Pearl Academy says, “Our curriculum is reviewed every three years to ensure it is the latest and relevant for the students. The learning environment is ‘hands-on’ as we feel, it not only teaches them the ground realities, but stays with them as a lifelong learning. Design thinking approach is instilled in the Pearl graduates from day one which equips them to think of innovative ideas. Technologically advanced classrooms and labs, eventually prepare them to be a force to reckon with.” The undergraduate and Masters programmes are validated by the Nottingham Trent University (UK) and supervised by Quality Assurance Agency (QAA) of UK; post-graduate programmes are validated by Domus Academy (Italy).

► Courses offered

The academy offers more than 30 uniquely designed courses at under-graduate, post-graduate and professional levels. There are under-graduate and post-graduate programmes in Fashion Styling and Image Design and Diploma course in Fashion Media Make-up and Personal Styling and Grooming. The Fashion Styling and Image Design course focuses on the analysis of image and the development of style to train make-up artists, fashion stylists and image designers; Diploma in Fashion Media Make-up is a one-year comprehensive course was conceived with technical assistance from the London College of Fashion, UK. The programme is offered in three terms of 13 weeks each, covering a range of skills in make-up, hair styling, hair design and special effects make-up, besides visual studies and IT and Personal Styling and Grooming is also for one year and aims at imparting holistic value addition to personal enhancement by vastly improving non-verbal communication by using various tools such as personal styling, appearance management, social etiquette and more.

► Eligibility criterion

Bachelors in Fashion Styling & Image Design course requires students to have cleared 10+2 with minimum 50 per cent marks; Masters in the same course requires students to at least be a graduate; the Diploma courses in Fashion Media Make-up and Personal Styling and Grooming need students to have cleared 10+2 exams. There is also an interview with a panel of faculty to ascertain the student’s ability and commitment towards the desired career path.

► Fee

On request.

Send in your responses to:

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QUIZ TIME:

Enter the matching letter

1 ___ 2 ___ 3 ___ 4 ___ 5 ___

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

Send in your answers NOW!!!

Quiz Time

Score on Wellness

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

1) is the VP/Executive Director of Spa Operations, Banyan Tree Spa and Gallery Worldwide

- a) Kanruethai Roongruang
- b) Suvidha S Nanodkar
- c) Vandana Luthra
- d) Samantha Kochhar



2) This Japanese massage technique, involves massages with fingers, thumbs and palms.

- a) Lomi Lomi Massage
- b) Shiatsu
- c) Hot stone therapy
- d) Watsu



3) Manish Jaswal, Spa Director of, believes that their brand is the city's health and wellness destination, featuring a relaxing environment for discerning guests.

- a) Dusit Devarana Spa
- b) Niraamaya Retreats
- c) Chuan Spa
- d) Spa by JW



4) is a full-body, deep-tissue, holistic treatment involving a combination of acupressure, reflexology and aromatherapy to stimulate the flow of blood and oxygen.

- a) Shirodhara
- b) Thai massage
- c) Balinese massage
- d) Abhyanga



5) is a traditional ayurvedic massage therapy which is a combination of oil and heat therapy.

- a) Pizhichil
- b) Elakijhi
- c) Garshana
- d) Udvartana



Brillare Science celebrates sixth anniversary

Brillare Science celebrated Vegan Beauty Day on their sixth anniversary with veterans from the beauty industry. The event showcased the launch of their new product ranges developed and backed with the cutting edge technologies, such as like Nature Score, Mixology and Vegan culture. On the occasion, Jigar Patel, Founder & CEO, Brillare Science said that Brillare Science therapies are practiced and recommended by the professionals, who understand the need of their customer and have a desire to perform nature quantified, efficacious cosmetic therapies.

The veterans present at the event were Lata Mohan from Spalon Pvt Ltd, Chennai, Ritu Deswal from Style'n'Scissors, Jaipur, Unnati Singh from Mansi Beauty Academy & Salon, Indore, Dipti Vakharia from Priya Beauty Hair Bridal, Ahmedabad, amongst many others. 📍



Clockwise: Anil Sachdeva with Brillare team and guests; Jigar Patel with Lata Mohan, Unnati Singh

WHAT: Vegan Beauty Day **WHEN:** 20 December, 2015 **WHERE:** Brillare Science Research Centre, Ahmedabad

Flick Salon launched for toddlers and tweens

Flick kids salon opened its doors to become the only grooming destination catering exclusively to children aged between 0-12 years. Flick aims at catering exclusively to children for a range of services, right from special first haircut ceremonies, to hair grooming and cutting as well as spa services to pamper little hands and feet. The most important aspect is the standard of quality and hygiene as well as a well-trained staff equipped to work with children.

Commenting on the salon, Deepika Khaitan, Co-founder, said, "A regular salon is not built to be a kid-friendly environment. We want Flick

to transform the chore of going for a haircut or treatment into a 'treat' for kids and parents alike. We have custom fitted everything at Flick right from the low comfortable seating to the interactive play area as well as a dessert counter! Flick is equipped to entertain while we groom and pamper our young customers."

Sanjana Nath, also the Co-founder said, "We have also launched our own product range called 'Naturally for Kids' and it will be available for sale, too." Flick intends to expand shortly into other locations as well as explore other cities via a franchisee model.



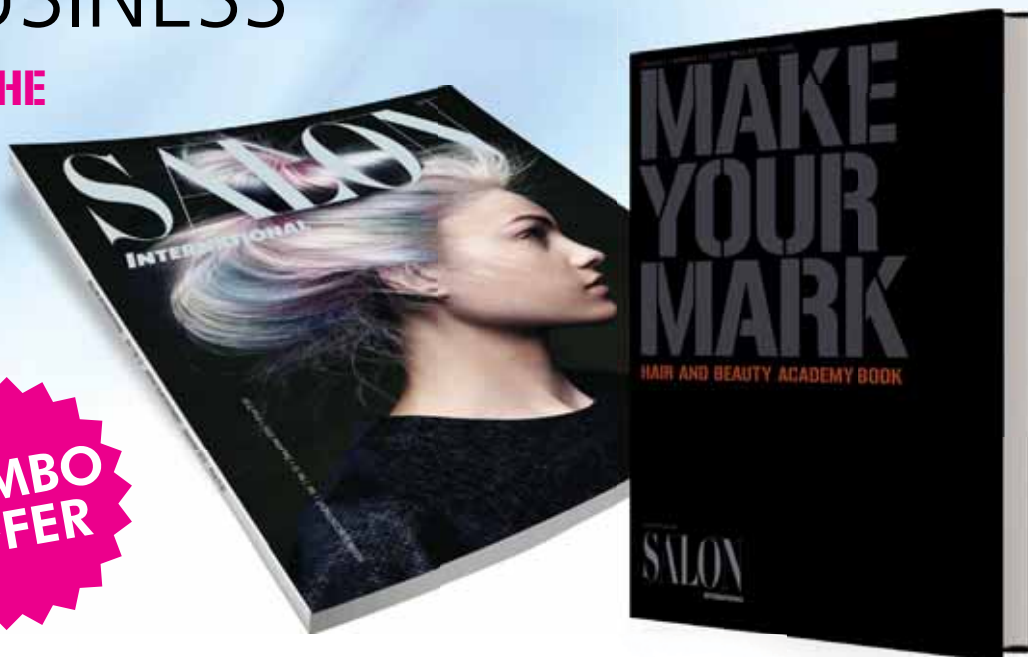
WHAT: Launch of kids salon **WHEN:** 3 February **WHERE:** M Block Market, Greater Kailash-II, Delhi

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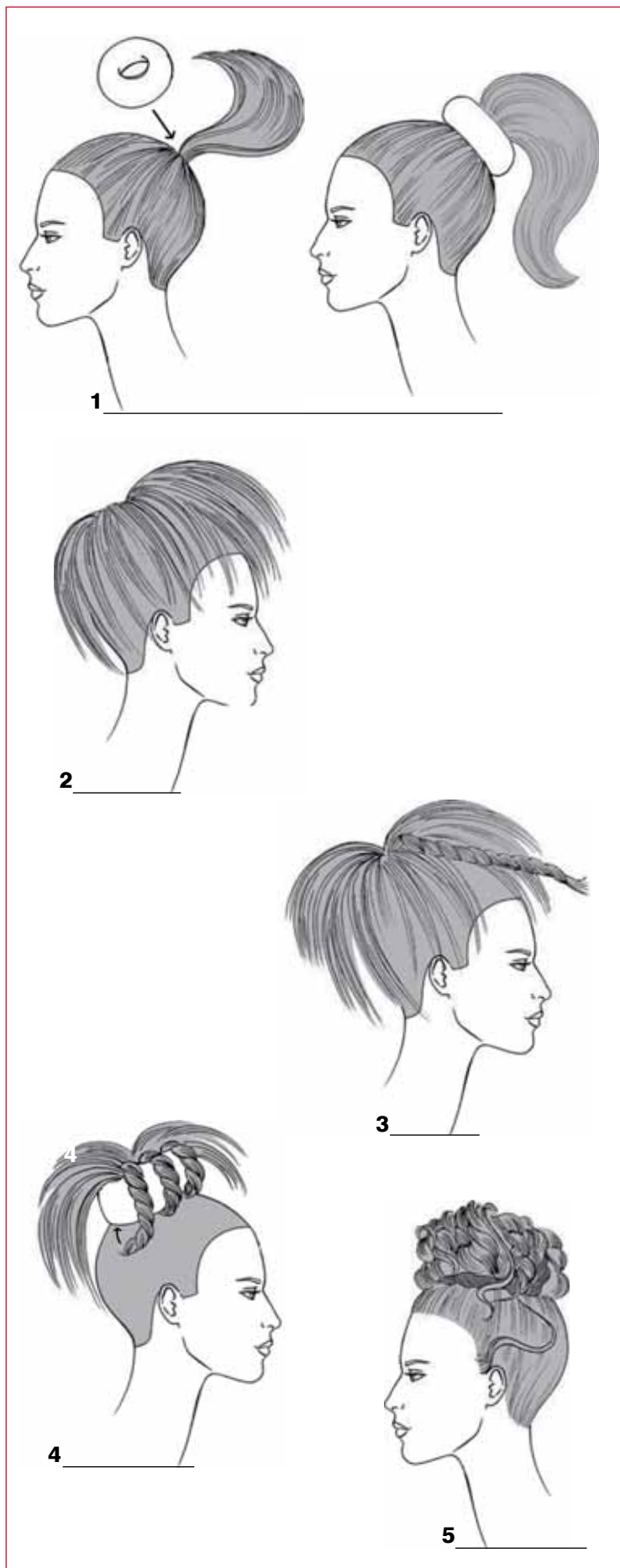
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Energy Gathered



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Step 2: Create a ponytail at the top and insert a curved hairpiece opening the hair like a fan.

Step 3: Take a small lock and create a rope with your finger tips.

Step 4: Let the rope pass around the hairpiece and link it to another, open the eyes of the rope and pass around. Continue in such a way until you fill the hairpiece.

Step 5: Release the isolated locks and model them on the face with waved shape.

a cura di Patrizia Tavasani

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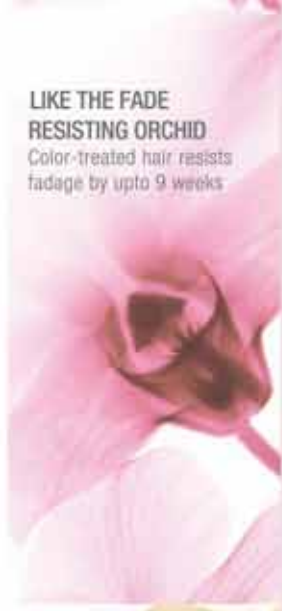
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