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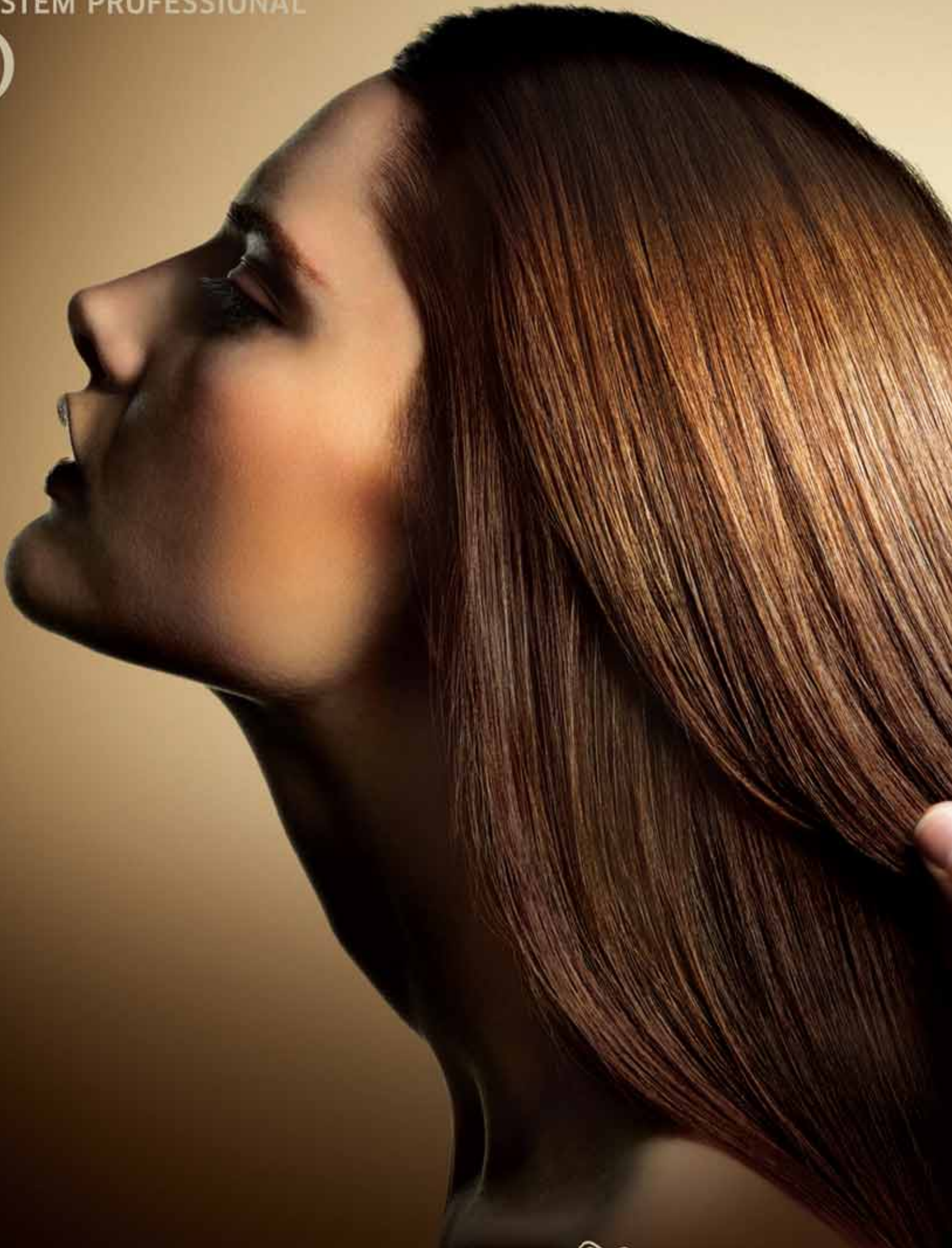
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Says Henry Ford, an American industrialist, "A business absolutely devoted to service will have only one worry about profits. They will be embarrassingly large." I think succinctly, he has defined the beauty and wellness industry of India!

In the first quarter of the new financial year, taking inspiration from the great personalities around us, we have penned the cover story. It will give you an insight into the fresh and novel ideas of how the business is being done. We have come a long way from being an unorganised sector, to one that is fast moving and changing the landscape dynamically. There is more focus and more effort that our players are making to reach heights in their space and in turn, instilling the smart and aware customer, with more confidence with global trends and offerings. There is prompt service and tailor-made treatments with innovative brands taking the lead. Technologically too, we are moving ahead with Apps being in vogue! Read all about the new initiatives being taken here!

In the interview section, we meet Marlo Steenman, winner of NAHA'15 in the Hair Colour Category, who harmoniously blends style, passion and creativity. Steenman believes in constant learning and taking inspiration from fellow artists to perfect her craft. She shares her NAHA journey, future plans and more with us. Reto Camichael, the Sebastian Design Artist of global fame, shares his perspective on life and rewards of being an intrinsic part of the hair dressing industry. In a glorious photo essay, Nicola Smyth, who set foot in the hair dressing industry at 14 and was a pro at 25, shares her enigmatic collection Rebellion Culture. Kanruethai Roongruang, Vice President/Executive Director-Spa Operations, Banyan Tree Spa and Gallery, shares the essence of Banyan Tree Spa chains, future plans and more. On the home front, we showcase the skills and dedication of Roger Peter Ross, Area Trainer - Karnataka for Green Trends Unisex Hair and Style Salon. In make-up and beauty, we have Sohni Juneja, independent make-up artist, who has persevered to reach where she has after overcoming several challenges. She shares her victorious journey with us, which will undoubtedly, be a motivation for aspirants to enter the field of bridal make-up.

In trends, we have MATRIX, America's number one professional hair colour brand, who have now introduced the Hair Strobing technique and encourages clients to walk in, try it and walk out looking like new with such a beautiful hair colour. TIGI presents four new hairstyles to celebrate spring summer 2016. Go for them and watch heads turn!

We showcase Sohum Spa & Wellness Sanctuary in Kochi, the spa has design elements from south India that justify the Ayurvedic therapies offered. All this and lots more in this issue. Do keep writing in and hey, looking up our FB and Twitter pages!

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Hair: Marlo Steenman
 Photographer: Jake Thompson
 Make-up artist: Ashly McKessock

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/// NATIONAL ///



Kiehl's and Neha Dhupia to partner with Teach For India

To commemorate its fifth anniversary in India, Kiehl's has partnered with actress Neha Dhupia and Teach For India to establish 'Kiehl's Gives', an ongoing global initiative to promote philanthropy. For the first time in India, the brand will retail a special edition of their Ultra Facial Cream, the world's favourite moisturiser, 100 per cent net proceeds from which (up to ₹7,00,000), will go straight to Teach For India to educate underprivileged children in the country. The special edition bottle echoes with Neha Dhupia's sentiment to 'give where you live' to eliminate educational inequality in India. Purchasing 10 jars of Kiehl's Ultra Facial Cream will help bring excellent education to one child in a Teach For India classroom for one year. Smira Bakshi, General Manager, Kiehl's India, said, "The brand has a long standing heritage of working to further the cause of children. This association with Neha Dhupia will help Kiehl's to continue this important philanthropic work with Teach for India."



Kaya Limited raises stake in Iris Medical

Marico Group's company, Kaya Limited along with a local partner, increased stake to 85 per cent in Abu Dhabi-based Iris Medical Centre LLC, by acquiring 10 per cent additional stake. Kaya Limited forayed in the Middle East in 2004 with its first clinic in Dubai. It is now operating over 21 skin clinics across UAE, Saudi Arabia, Kuwait and Oman. It operates more than 100 skin clinics and over 100 skin bars across 27 cities in India. This raise in stake by Kaya Middle East DMCC, a foreign subsidiary of Kaya Limited was through MoA and Assignment of shares of Iris.



Shraddha Kapoor, the new brand ambassador of Veet

The depilatory brand, Veet, has recently appointed Bollywood actress, Shraddha Kapoor, as their new brand ambassador to launch the new and improved hair removing cream, Veet Silk & Fresh. MahaChangez, Brand Manager, Veet, reportedly said, that the brand is excited with this association with Shraddha Kapoor to launch the new Veet. She further added that the new silk and fresh technology will give salon-like smoothness in five minutes. It will be available in three sizes, 25gms, 50gms and 100gms, for normal, dry and sensitive skin.

Nykaa.com to raise ₹100 cr funds to expand reach

FSN e-Commerce Ventures lead Nykaa.com is seeking funds to expand business. Nykaa is expected to launch its signature kohl, lipsticks, perfumes and other cosmetics range soon. As per Falguni Nayar, Founder, Nykaa, the firm will end this year with sales of ₹80 to ₹100 cr and is likely to report revenue of ₹240 to ₹300 cr by March 2017. The brand's first offline store is at the Delhi airport and will launch three more stores in Mumbai, Bangalore and Delhi in the next quarter.



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Beauty India show in Mumbai

Global beauty and cosmetics' brands will sparkle at the first Beauty India exhibition to be held in Mumbai from 24 to 26 October at the Bombay Exhibition Centre. Organised by Sumansa Exhibitions, says Himanshu Gupta, General Manager – Sales and Marketing B2B Events, Sumansa Exhibitions, "The beauty and wellness industry is booming across the world and there is much anticipation and excitement about the industry in India, which is among the top five countries for beauty and wellness markets in the world. At Beauty India, exhibitors will get the opportunity to foray into this market of opportunity." Kajal Anand, President All India Cosmetic Manufacturers Association and advisor at Beauty India shares, "Beauty India, with the international experience of the organisers, shall help exhibitors expand their access to knowledge, their sourcing base, revenue opportunities and market share. Providing business partners with a comprehensive package of services to reach their individual goals is what the organiser's feel is market expansion services – an integrated professional approach, effectively picking up the irreversible trend of globalisation, attracting sector of the global outsourcing industry with promising substantial growth."

/// INTERNATIONAL ///



Alexander McQueen to launch fragrance

Fashion house, Alexander McQueen has signed a deal with Procter & Gamble to launch its fragrance. 'Kingdom' and 'My McQueen' were the two fragrances launched by the fashion house in 2003 and 2008, respectively, but both were discontinued thereafter. Sarah Burton, Creative Director, Alexander McQueen, reportedly said that creating a fragrance will be a natural progression and the collaboration with Procter & Gamble would give an opportunity to create a scent that captures the unique sensibility of the house. Further adding to this, Joanne Crewes, President of Procter & Gamble said that the contrasting elements of McQueen's design approach, such as, fragility and strength, tradition and modernity, fluidity and severity, is an incredibly rich territory for fragrance development. The creative approach of the fashion house in tow with Procter & Gamble's expertise in fragrance and brand building will further pave the way toward global growth and expansion.



Celebrity stylist, Jen Atkin to launch new hair extension line

Celebrity hairstylist, Jen Atkin, is expanding her hair products with the launch of a new range of hair extensions in collaboration with Beauty Works Online. Atkin has been in the industry for more than a decade now with a celebrity client list of Kardashians, Sofia Vergara, Jennifer Lopez, to name a few. Atkin made the announcement on Instagram by posting a video. The range consists of 20 types of hair extensions in colours ranging from darkest to the lightest shades and are priced between \$200 and \$400. Atkin further announced that she's working towards a professional range of hair extensions for salons and stylists, too.



Caitlyn Jenner, the official face of MAC Cosmetics

Former Olympian and transgender activist, 66-year old Caitlyn Jenner became the official face of MAC Cosmetics. Jenner will be launching the brand's new range of lipstick called 'Finally Free'. According to MAC, Jenner will represent courage, fearlessness, honesty and compassion, which are long-prized characteristics celebrated by the brand. 'Finally Free', as the name suggests, draws reference from Jenner's own struggle to come out of the closet and embrace her gender identity. The new range of lipsticks will be available in stores on April 7 and all the proceeds will support the programmes for transgender communities. It will also benefit the MAC AIDS Fund Transgender Initiative. Commenting on the occasion, Jenner said that her impression towards the brand has evolved, earlier it was all about how good the products were, but MAC is willingly utilising its corporate reach to make a difference in the society.



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Launches Architectural Concepts

Magnifique Salon | Delhi



Spread across two floors, in an area of 3,800 sqft, Magnifique is an avant-garde couture salon, located in the heart of Delhi. A one-stop luxury shop for hair, beauty and grooming, the salon is well equipped with 17 work stations, three cabana-styled pedicure stations, one VIP spa room and two spa rooms. The USP of the salon is its exclusive partnership with reputed brands in the city, which further enables to build an efficient team and provide quality services to the clients.

Commenting on the occasion, Milan Sharma, Managing Partner, Magnifique, said, "India is one of the most sought-after destinations today for a new salon launch with the economy growing at 7.5 per cent. We want to raise the bar for hygienic salon services with our expertise and offer innovations. We are a place where trends of the season emanate from and our style partners, Jojo and Yatan have curated and released the Magnifique looks for summer 2016, which blend the fine art of luxe grooming and contemporary fashion. We believe, being well-groomed is a way of life today and we provide customised grooming services on the basis of one's lifestyle and profession."

Colour combination: Cream, gold and mustard

Products used: Kérastase for hair care; Thalgo, Clarins, La Prairie for skin care and spa services; Chanel, Lancome, MAC for make-up

Lights: White and warm

Flooring: Cream tiles and wood

Architect: Aditya Bhandari and Mayank Manchanda, Centrioid, Gurgaon



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Style n Scissors Salon | Jaipur



Spread over 6300 sq ft, Style n Scissors is a fusion of art deco details with traditional influences and infuses the vibrancy of Rajasthan in a modern setting. The salon has three floors and in total there are 30 stations – 11 for hair; three for shampoo; four bridal; two spa suites; three private rooms; four manicure-pedicure and three meditation rooms. The furniture and colour of the walls change between neutral and pop accents.

It is bifurcated and designed over three floors with designated services on each floor. The ground floor has a reception and a waiting area that caters to the regular walk-ins for hair treatments and styling. There are three shampoo stations with plenty of storage space. The first floor includes bridal stations, spa suites and waxing rooms with contemporary and rustic finishes. The second floor has pedicure-manicure rooms, a private mini salon and a meditation room.

Colour combination: Pop colour palette and neutrals

Products used: Sebastian, Nioxin, SP, Schwarzkopf Professional for hair; Dermalogica, Bio Sol for skin; Make Up For Ever, Bobbi Brown, MAC for make-up

Lights: Ambient and spot lights

Flooring: Beige coloured vitrified tiles; tiles with Moroccan motifs

Architect and interior designer: Shantanu Garg



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Marlo Steenman Myriad Hues

Marlo Steenman, winner of NAHA'15 in the Hair Colour Category, is a perfect mélange of style, passion and creativity. Steenman believes in constant learning and taking inspiration from fellow artists to perfect her craft. *Salon India* speaks with Steenman to learn about her NAHA journey, future plans and more



How did you get interested in hair dressing?

My dad is a hairdresser. I remember as a little girl while all my friends had Barbie dolls, I used to play with mannequin heads and do my little sister's hair! When my dad opened his own salon, I would be there doing whatever I could. I knew by the age of eight that I was going to be a stylist!

What all courses have you done and where was your first job?

I went to Marvel College in 1988 and took up a full year programme. As soon as I graduated I signed up for more classes to fine tune my craft. I still learn, I feel we are all students for life! I worked and apprenticed under my dad and his team of stylists. It's true that when you work in a family business, the expectation and demand is high, but I'm very grateful for my training, as it has paid off!

Who all have mentored you?

In the beginning of my career I worked with many different stylists, but didn't find a mentor who would help me. Five years ago, I met Phillip Capobanco and Jake Thompson, who pushed me to go beyond my comfort zone to start shooting and compete. Unfortunately Phillip passed away three years ago and Jake and I started working closely and Ben Gaurin. In the last few years I've just enjoyed the industry – hair dressers are a great group!

How is a normal day in the life of Marlo Steenman?

I have many different days when I'm not picking up toys and cooking dinner or helping my two children with homework as I'll be planning my next shoot. There are days where I'm in



front of a computer all day preparing for my next class. I also work in a salon and travel a lot with Revlon Professional as a guest artist. I also branded myself MarloHair and conduct classes on photoshoots and hairstyles, like 'Curls Gone Wild', and much more. I'm busy and I love it!

What is your forté as a renowned hair colourist?

I would say when I do a shoot and I see my work, I'm definitely an Avant Garde Colourist. In the salon, I like to do beautiful colour that is wearable. If I have to be really honest, I've always loved strong solid colour. It makes me melt!

What was your inspiration behind creating hair looks for NAHA'2015?

The inspiration for the Eclipse collection didn't come right away. It was eight months of hard work on mannequins at home and the salon started to look like a mad colourist's studio. There was a lot of commitment and consulting

with fellow stylists. I always look at what's going on in fashion and clothing, while attending a shoot from a well-known artist and loved the way the hair looked and flowed. I took inspiration from it and started to slowly get the collection and colour combination. I loved how one colour ended and the other, started.

How many people were there in your team for NAHA'2015? How did you prepare yourself and your team?

I was lucky to have an amazing team. My photographer Jake Thompson is an amazing stylist, a two time NAHA winner and my friend and artist Ben Gaurin. As time went on I think we had a team of six people. I shot my NAHA shoot at two locations, half we did in Denver, Colorado, USA and the second half in Edmonton, Alberta, Canada.

How has the hair industry evolved internationally?

What I love about the international scene of

hair dressing is that we now have access to see other stylist's work anytime. Thanks to social media and internet, we as a community have more access to each other around the world. We are able to expand our talent and learn from each other!

What are your future plans?

I would continue to grow myself and my brand. I have started to plan for my next shoot, of course I would love to win another NAHA. I feel the future is already planned, I'm just going to do what I do, everything else will follow suit.

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

My advice would be, dress the part, as you must always look like a hair dresser; be the first to put your hand up to volunteer; find a mentor and listen, learn and work hard; say yes even if you are not sure how to do it, you will get it right in due course of time and finally, never stop learning. You are a student for life! 📖



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

- Eva Green
Hollywood star and Brand Ambassador of L'Oréal Professionnel

Profiber by L'Oréal Professionnel Hair Care Innovation of the Year

Introducing the latest discovery from L'Oréal Advanced labs in hair damage science!



Your beautiful tresses are exposed to multiple tortures throughout the day across months, from brushing to exposure to polluted hair to hastened care. L'Oréal Professionnel brings to you a solution for damaged hair and the perfect answer to tortured hair woes – Profiber! This professional range finds its origins in hair damage science. At the core is APTYL100, a technology which is reactivated every time you shampoo, treating your hair each time. The APTYL100 is infused into your hair during the in-salon Profiber treatment; the Aminosilane in this double molecule repairs the hair from inside and the Cationic Polymers present in it work on the surface, leaving the hair repaired from inside out. The dual action is activated every time you shampoo, repairing the hair for up to two weeks*.

Eva Green on Profiber

The Hollywood star and Brand Ambassador of L'Oréal Professionnel, Eva Green diligently uses Profiber as her hair is subjected to extensive treatments, styling and brushing throughout the day. Profiber has helped save Green's hair from all that it goes through.

In-salon range


The Profiber long-lasting hair care programme starts in-salon with an exclusive one-on-one consultation with expert hairdressers. They will analyse the level of damage to your hair. Your hairdresser's diagnosis will be personalised to let you know which of the Profiber hair care treatments is perfect for you between Reconstruct, Restore and Rectify.

Damaged hair requires a specialist's care and Profiber has a three level solution for hair subjected to different levels of torture. From preliminary damage to extreme damage, discover the ultimate solution for damaged hair, exclusively available at the nearest L'Oréal Professionnel salon. Each of the three ranges are designed to treat a specific level of hair damage.

Rectify: Stage 1 hair damage

Restore: Stage 2 hair damage

Reconstruct: Stage 3 hair damage

The Profiber Shampoo is available for `1,200 and the Masque for `1,400 for each range at select L'Oréal Professionnel salons. 

*Instrumental tests after the salon routine, up to two weeks (four Profiber shampoos) (Rectify, Restore, Reconstruct)

Fusio-Dose by Kérastase Luxe and Instant Conditioning Hair Ritual

Transform your hair with Fusio-Dose, the only in-salon Ritual that simultaneously caters to your primary and secondary hair concerns simultaneously to transform your hair in just 15 min.

Transform limp, dry or over-worked hair to healthy glamorous locks within minutes with the new Fusio-Dose from Kérastase! A clever bespoke cocktail for your hair, Fusio-Dose instantly rejuvenates hair like no other in-salon service.

A revolutionary customised instant conditioning treatment designed to nourish, repair and restore your hair. Working its magic by fusing together highly concentrated doses of active ingredients meticulously selected for their fast action on the fibre, it provides deeply penetrating replenishment, nutrition and protection. Fusio-Dose is the only made-to-measure conditioning Ritual, based on a range of combinations as per your individual hair requirements that are 'prescribed' by your hair stylist during your consultation. Visit a Kérastase salon and ask your Ambassador for a hair and scalp consultation with the Kérastase camera. This diagnostic camera zooms into scalp and the hair up to 600 times. Based on the diagnosis, your Ambassador will create an ultra-precise hair and scalp profile to identify your primary and secondary needs.

The primary need reflects the current condition of the hair based on the diagnosis and determines the choice of concentrate. The secondary need is related to more personal expectations from your hair, enabling selection of the booster. These two hair needs give rise to a unique combination that appears on the camera's screen allowing you to target multiple concerns at the same time. Four concentrated care formulas are fused with five powerful boosters' ingredients offering 20 possible combinations for a highly customised treatment to instantly and lastingly transform the hair.





The Fusio-Dose in-salon Ritual

After a shampoo application, Fusio-Dose is sprayed into the hair section by section and then rinsed, styled to perfection to reveal healthy conditioned hair.

The Fusio-Dose treatment is a perfect accompaniment to a hair cut, a shine booster post a hair colour, or as an additional pampering treatment along with your regular services, giving your hair an instant luxe transformation.

The Concentrates for primary concerns

Concentré Oléo-Fusion: Hair is intensely nourished without heavy feeling.

Concentré Pixelist: It has luminescent active ingredients that bring radiance, smoothness and shine to coloured hair.

Concentré Vita-Ciment: In-depth Reconstruction designed to repair and protect the hair fibre. It reconstitutes the fibre from within, protects and smoothes the surface of hair to bring uniformity and a natural touch.

Concentré Densifique: It offers immediate densification and instantly makes the hair stronger and more supple.

Boosters for secondary concerns

Booster Nutrition: With nutrient complex combined with Royal Iris, it provides provides anti-oxidant properties and three times more nutrition to the fibre, leaving hair nourished without weighing it down. Hair is dazzling, soft and supple.

Booster Discipline: Ensures 72-hour anti-frizz, anti-humidity action.

Morpho-Kératine facilitates detangling and manageability for perfect smoothing from roots to ends.

Booster Reconstruction: It promises 50 per cent less breakage during brushing. The Resurrection Sap and the anti-damage complex come together with the ceramide to plump and strengthen the fibre for optimum repair.

Booster Radiance: It anchors itself to the over-processed areas of the hair and acts as an anti-oxidant which forms a protective envelop for coloured hair. Evenly smoothed, the hair reflects light perfectly for gorgeous radiance.

Booster Densité: The fibre is intensely texturised. It works on the thinnest areas of the hair to give body to the hair.

With 20 such customised combinations of Concentrate and Booster possible, Fusio-Dose ensures that both your primary and secondary hair concerns are both catered to simultaneously.

Visit a Kérastase salon near you and ask the Kérastase Ambassador for a Fusio-Dose Instant Conditioning Ritual.



Priced at ` 1,200 the Fusio-Dose Ritual is the perfect accompaniment to every salon hair service. 📞



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Reto Camichael Going Beyond Perceptions

by Aradhana V Bhatnagar



“I want to unlock the deep creativity that resides in each person and bring it out to the best of my abilities. I want to create a space where people can engage with their own creativity and go beyond their perceptions of what is possible.”

How did you get into the hairstyling industry?

This profession chose me! I grew up in Switzerland where my mother used to cut the hair of all the people in the neighbourhood and would often find people in my kitchen waiting for a haircut. When the time came to pick a profession, I chose to try out working in a salon. So there was no epiphany or this was something I dreamt of. However, once I landed in the salon and I was like WOW this is something I would want to do. It was a coincidental calling!

Please tell us about your professional background.

When I was 20 I decided to leave Europe and learn English. Through friends I learnt about this person in Cape Town who hired young stylists from Switzerland to come and work for him for two years and learn new languages. For this reason I migrated to South Africa and after two years, at age 22, I opened my own salon. Since then, I have opened six salons and today I'm on the team of Sebastian International Artists.

What were the challenges you had to face and how did you overcome them?

I was very young and at that time to employ people for my salon was, indeed, challenging because at that age you don't understand that people are not giving the best and you need to be affirmative and discipline them in order to get good results.

What is your success mantra?

We pride ourselves on having excellent connections with all our clients and that makes us successful. My team and I work hard on maintaining a strong connection with them as that's what it's all about.

Who is your role model and why?

I think when I represent Sebastian, my inspiration comes from the Sebastian Professional Creative Directors Michael Polsinelli and Shay Dempsey. It's never cut copy paste but the creativity and learning that comes from them.

What are the current trends in haircut and colour?

The collar boned textured long bob is in vogue – a bob is classic, but the accent keeps changing. Now it is textured you can play with it and that's what the girl or woman of today wants. The collar boned length can be so sexy and trendy, as it's not short nor long and it's not heavy in terms of colour or texture.

What are your views on the salon and beauty industry?

We as stylists are all the same all over the world. It's the same same but different concept!

What is your advice for the newcomers?

I would emphasise on the need for good education. The thirst for knowledge with a hunger for something new creatively and visually is what keeps one switched on. You are your own brand and you should be well informed about what's new and what's being created.

What are your future plans?

Open more salons, travel more and create more and learn more. Sometimes it does get over whelming, but wherever I go, I try and learn as much as I can. 📍

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Perfect Grey Coverage
With Almond Oil

“A Cut Above”



AMMONIA
FREE



**NATURAL LOOK
BEAUTIFUL HAIR**



Photos: Shutterstock.com

RUSK presents the **Elimin8 Color Stain Remover**

A magical product for all hair artists to remove even the toughest color stains within seconds without harmful side effects

Hair artists and hair color professionals take a lot of care to ensure that color pigments do not touch their clients faces. This can often be a time consuming process and the removal of any such stains can cause itchiness, redness and discomfort for the client.

What is it?

A post color care product, the color stain remover lotion gently cleans excess dye left on skin, scalp as well as accessories.

Who is it for?

For all types of skin, it is especially formulated to dissolve and eliminate color marks from permanent and semi permanent dyes.

What does it do?

With a cosmetic formula (sulfate free, paraben free, dye free) this easy to apply lotion helps remove and eliminate color marks from dyes. Skin tolerance is dermatologically tested.

How do you use it?

Using cotton balls, apply the lotion directly to the color marks on the desired areas around the scalp line and on the hands. For best results, we recommend applying it to the areas concerned as soon as the color marks appear. Gently rub then rinse with water. Also rinse your hands after use. This lotion with alkaline pH will give a perfect finish to all coloration and coloring shampoo. It will eliminate all stains on skin, scalp and hands as well as accessories.

Available through the regular distribution channel or through Headstart International at info@headstartinternational.in.

Price: ` 1,475 (250ml) 📍





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MATRIX Presents Rock 'n' Strobe Strobing for Hair

This Spring Summer, Rock 'N' Strobe features Hair Strobing, a highlighting technique used to play up your favourite facial features using MATRIX SOCOLOR. Pick from the five trending techniques to highlight your hair and be the talk of the town

Rock 'N' Strobe features Strobing, the latest highlighting technique created to put the spotlight on your favourite facial feature. Strobing originated in make-up as the placement of highlights on key areas of the face to enhance your best feature! This trending technique is the inspiration behind MATRIX's Spring-Summer 2016 Color Collection called Rock 'N' Strobe. Inspired by iconic American Rock n' Roll, it is all set to bring out the rebel in you with the trendiest and most fashionable hair looks this season.

About hair strobing

Hair strobing is the latest highlighting technique everyone is talking about. Trending internationally, MATRIX is the first professional brand to own strobing. The look is accomplished by applying wider strips of colour for dimension and contrast. Unlike dyeing your hair an all-over solid colour, or placing highlights and lowlights at random, strobing caters to your face shape and natural hair formation. So if you want your hair to complement your face or desire that extra 'pop' in your hair colour, ask your stylist to customise your look to suit your natural hair colour and skin tone to bring out the best in you!

Five strobing techniques using Matrix SOCOLOR

MATRIX introduces five strobing techniques using the Color with Confidence brand, SOCOLOR, which include, Cheek Strobe, Eye Strobe, Jaw Strobe, Full Strobe and Profile Strobe.

Before



CHEEK STROBE ▲

Put the spotlight on your cheek bones! The cheek strobe elevates the rock star in you by putting highlights around the centre of your face. Created using SOCOLOR 6.62 and SOCOLOR Highlight 12.



EYE STROBE ▲

Make your eyes pop as it frames the eyes with pops of rebellious colour. This technique highlights your naturally beautiful eyes and enhances them like never before. Created using SOCOLOR 5.3, 6.28 and SOCOLOR Highlight 12.1.

Before



Before



PROFILE STROBE ►

With this type of strobing, you are going straight to the top of the charts. The Profile Strobe gives the illusion of length by drawing the eye upward, while creating balance on your face.



◀ **JAW STROBE**
Gives you the rock star, chiseled jawline and your face a contoured look with a waterfall of tones. Created using SOCOLOR 6.5 and SOCOLOR Highlight 12.5.

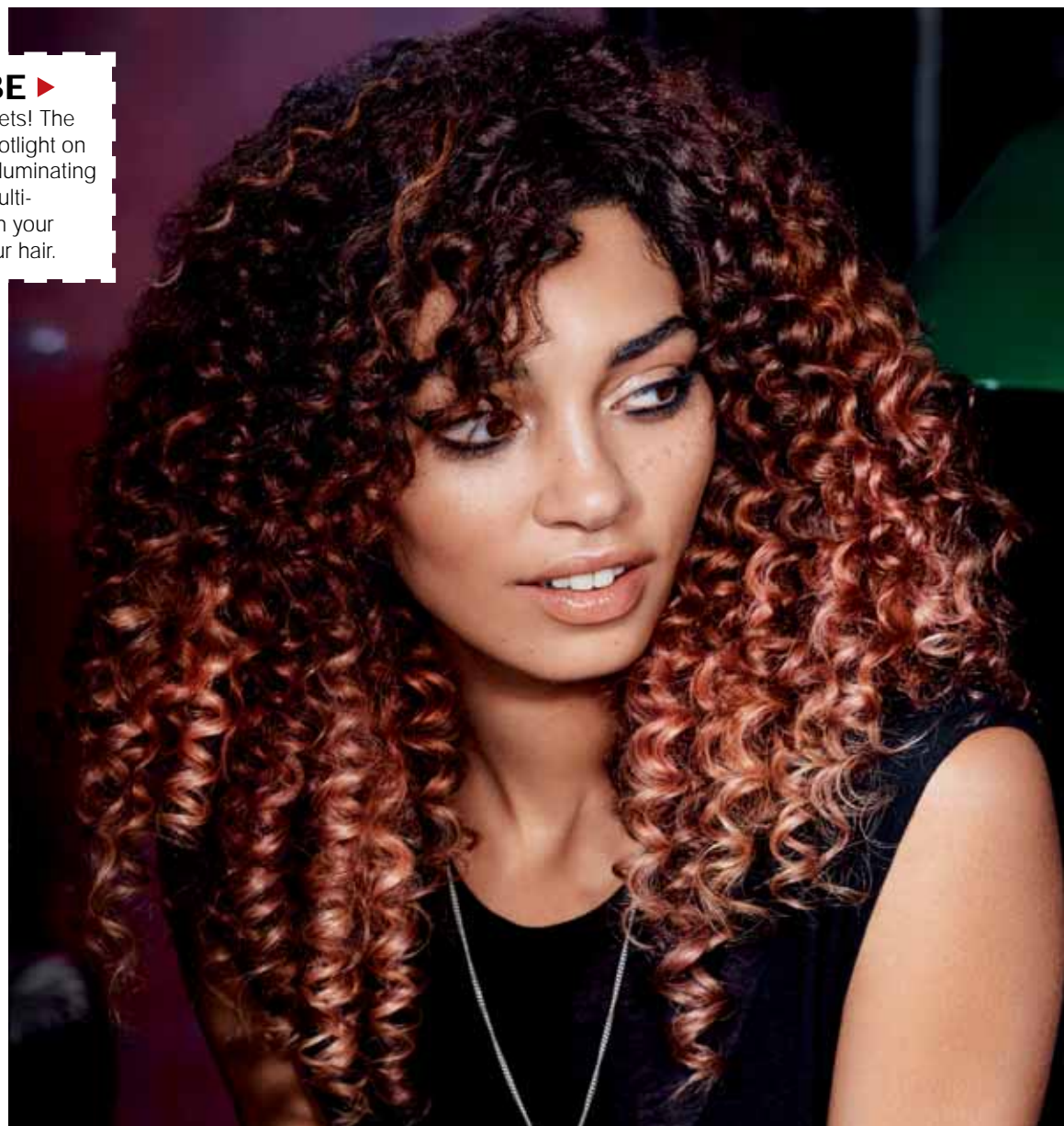
Before



FULL STROBE ▶

Light up all of your assets! The Full Strobe puts the spotlight on your best features by illuminating your entire face with multi-dimensional tones from your eyes to the ends of your hair.

Before



Expert Take on Hair Strobing



“ Hair strobing is the make-up inspired technique you need to try! Instead of highlighting areas of your face, strobing features clever placement of highlights on your hair to draw attention to your favourite facial feature. It can be used to enhance your jaw line, to highlight your cheek bones, eyes or even your profile. Hair strobing isn't 'one size fits all', but is unique to you. ”

- Melroy Dickson,
General Manager -
Education, MATRIX India



“ Strobing brings light and reflection and illuminance to areas in the hair you want to accent, reflecting on the face and features. ”

- Mila Belova,
International
Artistic Director - MATRIX



“ If I were to describe strobing to someone who has no idea about it, I would describe it as flashes of light that enhance features on a client - from eyes to a beautiful skin. ”

- Stevie English,
International
Artistic Director - MATRIX

Optimised for Indian hair, SOCOLOR formulas are pre-adjusted to neutralise warm undertones providing a vibrant colour impact, even on darker hair. The path-breaking Kera-Protect technology in the product has been specifically developed to protect hair's keratin 360° during the colouring process and creates the perfect foundation to enhance the vibrancy of the colour and make it long lasting. Strobing can be availed exclusively at MATRIX salons across the country.

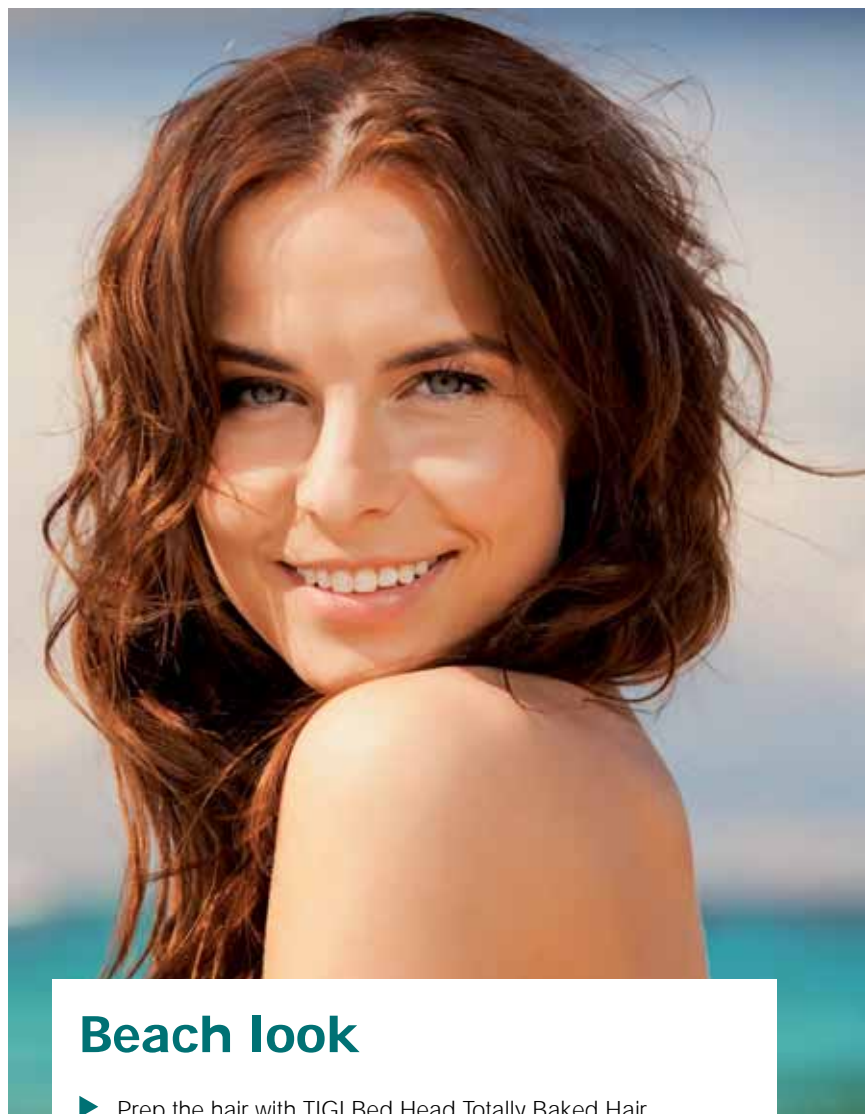
TIGI Forecast Stylish Hairstyles for S/S 2016

This season, reinvent your style by prepping your hair to make it synchronous with your mood. TIGI's four snazzy looks are just what you need to beat the mundane and step out in style. As summer is all about fun, frolic adventure and exotic holidays, TIGI brings to you the Summer Mood Board that helps you break the wheel of monotony and try on some quirky looks. Rock the season with TIGI's whacky, yet seamless, hairdos



Adventure look

- ▶ Shampoo and condition your hair with TIGI Bed Head Urban Antidotes Re-energise Level 1 Shampoo and Conditioner.
- ▶ Blast dry your hair and work some TIGI Bed Head Dumb Blond Smoothing Stuff into your hair for softness, shine and UV protection.
- ▶ Once your hair is dry, smoothen it out with the help of a paddle brush and dryer and tie a loose braid by bringing all your hair to one side.
- ▶ Leave some loose strands for an easy going adventure look.
- ▶ Finish this with some TIGI Bed Head Headrush Shine Hair Spray for added shine.



Beach look

- ▶ Prep the hair with TIGI Bed Head Totally Baked Hair Meringue to add texture.
- ▶ Take vertical sections of the hair and twist each section.
- ▶ Spray TIGI Bed Head Sugar Shock Bodifying Spray on each of these sections to add volume and give heat by creating pockets in each of these sections to create your desired beachy look.
- ▶ Enhance these looks by using TIGI Bed Head Control Freak Serum, to add the extra shine and for protecting your hair from the blazing sun rays.





Natural look

- ▶ Shampoo and condition your hair with TIGI Bed Head Urban Antidotes Recovery Level 2 Shampoo and Conditioner.
- ▶ Blast dry your hair and allow it to take its natural movement and flow.
- ▶ Use a tong to create loose waves by taking large sections and only curl the ends.
- ▶ Finish the look with some TIGI Bed Head Masterpiece Hairspray to add shine and hold.



Party look

- ▶ Use TIGI Bed Head Recharge Shampoo and Conditioner to cleanse your tresses.
- ▶ Towel dry your hair and apply TIGI Bed Head Foxy Curls Extreme Curl Mousse to the lengths and ends of your hair to keep your curls in shape all day and apply TIGI Bed Head Superstar Queen for a Day Thickening Spray to the roots for volume.
- ▶ Work the product into the hair with the help of a brush.
- ▶ Once you're done with that, with the help of a tong take sections of the hair and curl them.
- ▶ Loosen up the hair and let it fall naturally.



Photos: Shutterstock.com

Sports Fever Indian Cricketer's Hair Game Decoded

Schwarzkopf Professional decodes hairstyles of Indian cricketing stalwarts. Time to flaunt your favourite player's hairdo to showcase your passion for ICC Twenty20 World Cup'16

ICC Twenty20 World Cup'16 has kick-started and cricket fanatics will leave no stone unturned to show their support. Starting from flaunting the team jersey to getting their face painted, it's going to be sheer madness all around. So this sports season, Schwarzkopf Professional will make sure you flaunt your favourite cricketer's

hairstyle and stand out amongst the crowd. Najeeb Ur Rehman, Head Professional Partnership Services and Senior Stylist, Schwarzkopf Professional, Henkel Beauty Care, India decodes Team India's hairstyles.



Virat Kohli

Virat Kohli is known for his penchant for style and fashion. His looks have been followed by every enthusiast in the country. The most popular global trend is what makes Kohli stand out from the rest.

DECODE

- ▶ Kohli flaunts the undercut that has all the length and volume on the top of the head while the back and sides are kept short.
- ▶ A strong undercut with extremely short sides to a gradual medium length hair towards the top and well-groomed beard gives a masculine and a well-defined look.
- ▶ The line dividing the back/sides and top is not smooth, thus the contrast between these upper/lower areas of the scalp (top vs. back/sides) is drastic (i.e. sharp edges).
- ▶ OSIS+ Flex wax is recommended for this look.



Rohit Sharma

Rohit Sharma showcases the shabby haircut – brisk, textured messy hair with uneven cuts depicting one of the common medium hairstyles for men.

DECODE

- ▶ Graduated layers with a side sweep, which gradually increase as we cut from the nape to the crown, blended from all the sides.
- ▶ OSIS+ Session Flexible Hair Spray is ideal for volume with movement.





Ravindra Jadeja

Classic barbering combined with a cropped top and use of texturising scissors gives Jadeja the killer looks. A cool hair cut can change the way you look in seconds.

DECODE

- ▶ Use OSiS+ Mess Up for styling
- ▶ Follow it up with OSiS+ Session Strong Hold Hair Spray



MS Dhoni

MS Dhoni has always been an ambassador for hair fashion. He has always been experimenting with his hair since the start of his career. Flaunting the mohawk to going bald, Dhoni has done it all. This time he seems to have taken a softer route with a neat, clean cut, which make it possible to mould it for different occasions.

DECODE

- ▶ Technically this cut is called 'uniform with crew', which is a short version of the regular haircut. It has hair on the top that is cut relatively short, graduated in length from the longest hair at the front hairline to the shortest at the back of the crown.
- ▶ Start with a wide horseshoe section on the crown and cut it in uniform layers.
- ▶ Use the scissor over comb technique on back and sides.
- ▶ Texture and blend both lengths roughly.
- ▶ Apply OSiS+ G-Force Hair Styling Gel for styling.



Suresh Raina

raina likes to sport an edgy look. A short hairstyle that lends elegance combined with a soft beard, it's an easy way to look stylish without the need to shave every day.

DECODE

- ▶ Isolate section from the top crown.
- ▶ Use hair clipper to cut from sides and back, about half an inch.
- ▶ Leave the top section long, just texture.
- ▶ Apply OSiS+ Thrill and Session Strong Hold.



Rusk Delivers Style your Bangs

Style your Bangs with these easy to follow steps! Here are two fabulous products to keep your fringes in place

March 2016, New Delhi: Bangs are one of those things that keep coming and going every season! It is ironic however that this hairstyle although it looks super easy, is far from easy going and quick maintenance. There will be days when fringes can get greasy, frizzy or simply annoying because it will refuse to stay in place! Follow these quick and easy steps to ensure you step out with a bang (literally!) every day.



RUSK WIRED

RUSK wired® is a flexible styling crème that provides both flexible body and support. On the days when your bangs just won't behave themselves, apply a tiny amount of this product through the bangs to texturize, add separation and shine and to eliminate frizz. You can run a round brush underneath the bangs and add a bit of heat to set the bangs in place.

Price: ₹ 975 for 150ml



RUSK BEING UNDRESSED

RUSK Being undressed™ gloss is another fabulous product to keep your bangs looking in top shape! It is the ultimate cross dresser and functions as a pomade, wax and treatment all in one. It texturizes bangs like a dream and does not freeze it in place, so your hair will look natural without looking too undone. Apply a pea size amount to separate strands of your fringes and bangs and scrunch through to add a bit of texture and volume.

Price: ₹ 975 for 51gm

If you are not a fan of product, stick to blending your bangs with your hairstyle or create a centre parting and twist the fringes up to pin them on either side of the head. One can even take a side fringe and create a French twist and pin it up on the side of the hair as well!

RUSK is available in India through the regular distribution channel or Headstart International at info@headstartinternational.in

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Roger Peter Ross

Racing Towards Success

Roger Peter Ross, Area Trainer Karnataka, Green Trends Unisex Hair and Style Salon, is a strong headed, yet grounded individual, who believes in hard-work and discipline. Ross is solely responsible for training all the stylists of Green Trends salon chain. *Salon India* speaks exclusively with Ross to get an insight into his craft, journey and more

by Shivpriya Bajpai



getting started

Styling was a part of me and I was a avid spectator spending time at my sister-in-law's beauty salon. I grew up watching the stylists working wonders on clients. My sister-in-law who is an experienced hair and make-up artist inspired me to take up this profession and instilled belief and confidence in me that I would make a name for myself as a hair expert.

professional background

I joined Pivot Point International in Delhi to certify myself as Hair Stylist managed by the renowned Dr Blossom Kocchar. I hold degrees in Scientific Approach to Basic Hair, Advance Hair, Long Hair Design, MAC Make-up course by Marvie Ann Beck, Cut and Colour by Darren Fowler.

first break

Just after my Basic Hair Course training from Delhi, I was appointed as a Hair Trainer in Chennai. Having seen my interest level and

my enthusiasm to learn things, I was offered the position. I gather knowledge daily, it's an on-going process.

challenges

I had no practical experience which was a major challenge. Adding on this, language was a huge barrier, as I was born and brought up in North India. I overcame these difficulties slowly by teaching the hair styling techniques in a simple manner to make hair dressing easy for most of the students, who were almost uneducated and needed simple ways to learn.

professional experience

I have been associated with Green Trends Salon for about seven years now. I had worked as a Freelancer earlier and trained all the well-known salons in Chennai. For an interim period, I had worked with Sun TV, a Tamil channel that featured Bridal Hair makeovers. I have also worked at Miss and Mrs Chennai Fashion Show and other shows held in several colleges.

current profile

My current role is with Green Trends Salon, a beauty salon chain of CavinKare Group, is that of Area Trainer. I train all the stylists of Green Trends Salon across India on the latest trends in cut, colour and style.

celebrity hairstylist vs. general stylist

I don't think there is any difference. A hairstylist is a person who can completely transform your looks by just playing with your hair. India has a lot of talented hairstylists, who have made their mark and gained fame internationally, as well. Celebrity hairstylist or a general hairstylist, the key is to be passionate about your work.

importance of success

Let me put it another way, the feeling of standing on stage and triumphantly receiving an award will not last forever. It is only five per cent of our happiness. Success must be found each day, in the small accomplishments. We must find success in keeping our word and developing positive habits, of getting past our own self-imposed limitations and milestones.



FAVOURITE TOOLS

- ▶ **Cricket silk comb:** This is the comb I use in my hair tutorials.
- ▶ **Denman brush:** A vented brush, like this one is also great for blow drying hair.
- ▶ **BaByliss curling iron (in any size):** Heats up quickly and curls well.
- ▶ **Cricket wide tooth comb:** Perfect for combing out wet locks as well as distributing conditioner to your ends while washing your hair.
- ▶ **Olivia Garden round brush (any size):** I use these at the salon and really love the bend they put in the hair. The ceramic middle holds enough heat to dry the hair quickly without burning it.
- ▶ **Polyband clear elastics:** Anytime I'm pulling hair up, I use them.
- ▶ **Hot curling iron (in any size):** A classic favourite. Still own the ones I got at my beauty school.

CURRENT TRENDS

Hair colour

- ▶ **Red hair:** Red hair is big this year, but the colours that you'll see range from amazing rose golds to deep reds. The good news is almost everyone can be a redhead, you just have to find the right shade.
- ▶ **Balayage:** It works on all hair colours, but is especially great on blondes with a beautiful base. I recommend trying a mix of highlights and lowlights. It's the process used in many of the hair trends, such as babylights and the French brown.
- ▶ **Brunette hair with a twist:** Brunette hair may seem boring, but it's always hotter. More women are embracing their natural hair colour and popping it up a notch by going for rich chestnut shades and caramel colours.

Hair cut

- ▶ **Outward curls:** This hairstyle is for those who have long hair. You can curl your hair in an external direction and leave them to get a twisted hairstyle. You can also fetch your curly hair on your left or right side with half of them on your back. This hairstyle is elegant and attractive.

success mantra

I swear by three mantras – decide to succeed as success comes to those who dare to dream and work towards it; be bold as success does not come easy and you need to be bold enough to fight all odds; and finally work hard and have fun, as the saying goes 'work hard and party harder'.

views on the salon and beauty industry

Fast growing and prolific, the beauty and salon industry is focusing on developing talent to grow a loyal customer base willing to spend on expanded products and services. The industry wasn't hit by the economic downturn, but remained one of the strongest performing within personal care. The industry is now one of the fastest growing industries all over the world. The main draw for salons is the stylists they employ.

advice for the newcomers

Showcase your talent, invite your clients to take part in your success. Create a culture you belong to and stand for. Create a successful future for your salon and organise yourself.

future plans

I would love to open an academy for hair and beauty in India, to impart my learning and knowledge to everyone. Hire the best instructors to pass on the same knowledge as I do, having all the requirements under one roof, so that no candidate can walk out of my academy as an incomplete hair dresser. I would also like to have a separate setup to educate the underprivileged so that they, too, can make bright future for themselves and lastly, to have chains of salons and training academies all over India. 📍

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Rachna Lakhani For the Love of Hair Dressing

Been an active part of the hair and beauty industry for 15 years, Rachna Lakhani, the Educational Director with the Indian School of Hairdressing in Mumbai, gave up a high profile job and took a leap of faith in hairdressing. She shares her major milestones with *Salon India*

by Zainab S Kazi

Says Rachna Lakhani, Educational Director, Indian School of Hairdressing in Mumbai, "People are now realising that it is not their clothes, shoes or jewellery that describes them, it is their hair. This is the reason they are getting more experimental and are open to change. Hair styling is an art, and we hairstylist's are artists!"

Encapsulating her journey, she shares, "I quit my management job in 2001 and enrolled for a kick-start course with Juice. I then began working with them as a wardrwr, moved my way up to being a stylist, senior stylist and then eventually, a trainer. In 2008, I was headhunted by the Future Group, who were looking for a Technical Head for Star & Sitara, their chain of salons." Lakhani has

trained under stalwarts such as, Adhuna Bhabani, Avan Contractor, Kingsley, Benaifer and a couple of international trainers from Vidal Sassoon and Toni&Guy. She says, "I love teaching and learning besides imparting quality education." So far, Lakhani has trained over 250 hairstylists.

Milestones

So far, there have been two major milestones, in Lakhani's life. Shares she, "The first was when I quit my management job to pursue my passion for hair; the second was when I became an educator and discovered my hidden potential and love for teaching."

Association with ISH

Elaborates Lakhani, "I have known Ayaz Kabani, owner of ISH and Beauty Essentials Marketing, for the past nine years. After launching products like the Hair Retexturizing System, PowerTools and Cysteine Complex, in 2015, he decided to give wings to his dream of having a dedicated hair dressing educational institute. During a casual conversation, I decided to be a part of ISH, as we both happened to share a similar vision."

Lakhani's multi-dimensional experience has not only sharpened her creative excellence, but also given her an opportunity to execute management and life skills to work effectively

in all the given environments. "These life experiences have formed the core module of teaching at ISH," shares she.

Challenges faced by academies

"A major challenge is that of not having good educators and students, who are passionate about the field! Since the industry has been on an upswing, every student, who wishes to do a vocational course has been opting for hair and beauty courses only because of peer pressure or attraction, but they are not really keen to pursue it as a career," stresses Lakhani.

Views on the hair industry

Commenting on the industry, Lakhani says, "The industry is experiencing huge growth all over the world. As with clothes, hairstyles, too, change with fashion and with more people taking an interest in the way they look, this industry will stay popular for a long time to come." Expressing her views on the challenges that the industry is plagued with, Lakhani feels that the high rate of attrition among the salon professionals, lack of trained and skilled staff, lack of loyalty and dearth of quality education institutes are obstacles, which the industry has to overcome. 📌



Do's and Don'ts for Institutes

Do's

- ▶ Have an up-to-date training method that focuses on the core curriculum.
- ▶ Practice to attain perfection.
- ▶ Exposure and understanding of soft and life skills by way of role-plays, experiments, visits and more.

Don'ts

- ▶ Work on only fuelling your own growth, instead, focus on creating good artists.

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Market Watch Equipments

Thermic brush by **Acca Kappa**



The no-damage Thermal Brush allows quick drying without dehydrating. A common occurrence, due to environmental factors and chemical treatments dryness affects all hair types. The 100 per cent natural bristles of the brush have a similar molecular composition as hair, and so, do not alter the delicate hydro lipid balance of its structure. The special ceramic and tourmaline coating of the barrel eliminates thermal shock due to excessive temperatures and naturally releases negative ions that neutralise the electrostatic charge to make hair glossy and silky. Tourmaline is also a source of infrared rays that penetrate into the hair drying it quickly. The antibacterial protection is ensured by the presence of 'silver ions' on the handle and the barrel, which penetrate into the cell membrane of the bacteria, preventing their proliferation. Available in five sizes 27mm, 41mm, 49mm, 56mm and 64mm, the brushes are available through the regular distribution channel or through Headstart International at info@headstartinternational.in.

Price: ₹ 1,275 onwards

Titanium Magic Mirror



There are reasons for what glitters! Titanium Magic Mirror, a new flat iron and styler by Create, is based on Korean technology designed to facilitate precise styling after testing and evaluation by specialists in the industry. The titanium plates provide unparalleled heat transfer to style even the thickest and curliest hair in a single pass. It's ideal for locking in keratin treatments, and means faster straightening and quickly sealed hair shafts for locked-in natural moisture. It not only gives the perfect hair style, but is comfortable for stylists to use. The upper and bottom cases are bilaterally twin-designed, which allows convenient use in any position. In addition, the temperature controller is ergonomically located with easy access to fingers that can continue styling without letup. It adopts the sophisticated structure that prevents hair from getting stuck or snagged in use. The Titanium Magic Mirror is now available at Beauty World in Delhi and Beauty Planet in Mumbai in Wide (L41), Medium (M24) and Styler (WS21) sizes.

Price: On request

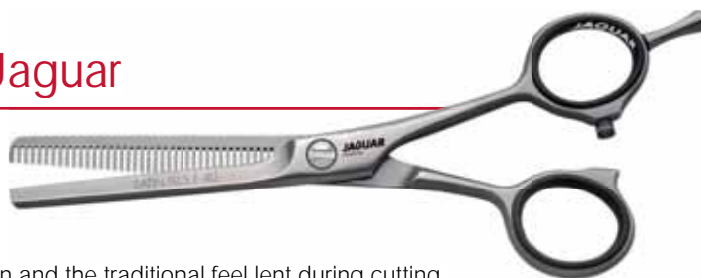


Brushes by **Hector**

Hector hot curls brush with ceramic coated vented barrels offer longer-lasting results. Flexible nylon bristles gently penetrate the hair, providing optimum grip and control for adding condition and shine during blow-drying. Excellent for use on thick long hair, ideal for styling medium length hair, perfect for short to mid-length hair and short, cropped hair. Available in large, medium, small and extra small sizes.

Price: ₹ 850; ₹ 800; ₹ 750; ₹ 720

Scissors by **Jaguar**



The Satin Plus range of scissors, part of the White Line Collection, are unique because of its classic design and the traditional feel lent during cutting.

They come in a wide range of functional scissors, such as the Satin Plus E series meant for hair thinning. It has 40 thinning teeth with fine V-teeth serration for a pleasantly smooth feel and a precise cut. It offers an ergonomic handle position and relaxed working. The long-lasting sharpness due to the use of forged high quality steel and the ice tempering process at 80 °C for solid hardness. Precision blade form thanks to bending process and VARIO screw for easy, excellent cutting action. All you need to adjust the VARIO screw is a coin. Classic blades with a flat cutting edge angle for very good sharpness and simplify slice cutting due to the hollow grinding and honing. Available through the regular distribution channel or Headstart International at info@headstartinternational.in.

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Key Focus for FY2016-17 Innovation and Education

The beauty and wellness industry has decided to take the lead as far as getting noticed is concerned. Whether it is by launching academies, having convenient 'apps' or providing online assistance and introducing out-of-the box offers, 2016 shall see more players from across the world jump onto the bandwagon and forge their way to success

by **Zainab S Kazi**



L to R: R Gopalakrishnan, Pushkaraj Shenai, Shipra Sharma, Dr Soma Sarkar, Bikram Sapra

The year 2015 remained abuzz with expansion of existing salon chains and entrepreneurs entering the beauty space either by launching their salons or setting up beauty and wellness portals. While brands were trying to establish themselves in the market, there was a revolution in the 'at home' beauty space. Considering that the business of beauty is attracting entrepreneurs and investors, alike, we also witnessed a spurt in consultancy services. All in all, 2015 was a steady year for the beauty and wellness industry in India.

Innovations lead the way in 2016 and we mean across the board – from treatments and services being offered to a change in the ambience of the salon or spa to even a visible difference in customer service. Leading the way, we have established chains like Lakmé Salon, Enrich Salon & Academy, Trends in Vogue, Jean Claude-Biguine, Shahnaz Husain, Affinity Salons and Gitanjali Salons. Salons like them have gone a long way in setting trends, rather than merely extending services on demand, commonly associated with salons.

Lakmé Salon has created a niche for itself with its association with the Fashion Week. Ensuring that glamour is not restricted to the runway alone, the chain has painstakingly brought runway trends to its patrons through its salons. Pushkaraj Shenai, Chief Executive Officer, Lakmé Lever Pvt Ltd shares, "Lakmé Salon is committed to take its promise of 'Runway Excellence Everyday' to a large number of consumers, by growing the salon

network to 270 in 70 cities, which is an average of two new salon openings every week in metros, Tier II and Tier III regions." Magnifying the brand promise are clutter-breaking innovative services, such as Lakmé Ramp Ready Rituals, Moroccan Gold Ritual, NutriStraight Hair Therapy and its trend-setting Show-Stopping Collections launched at LFW. With the Show Stopping Illuminate Collection Summer Resort 2016, Lakmé Salon adds another feather to its cap. Shenai adds, "Lakmé Salon democratizes professional styling expertise. We bring the trendiest looks, rituals and products from the backstage of LFW to style consumers for their show stopping moments."

Shenai talks about using the franchise route. Elaborating on this, he shares, "Beauty services are an attractive and growing industry and expansion through the franchisee network is one of the key focus areas for the company (20 per cent of the network is company owned and operated, while 80 per cent is franchisee owned and operated). Our Lakmé Entre-PRO-neur programme has helped over 130 franchisee business partners build a successful business.

●●● OUR LAKMÉ ENTRE-PRO-NEUR PROGRAMME HAS HELPED OVER 130 FRANCHISEE BUSINESS PARTNERS BUILD A SUCCESSFUL BUSINESS. THROUGH OUR COMPREHENSIVE 6P SUPPORT MODEL FOR FRANCHISEES, WE HANDHOLD ACROSS THE 6PS – PLACE, PEOPLE, PORTFOLIO, PROCESS, PROMOTION AND PERSONALITY.

– Puskaraj Shenai

Through our comprehensive 6P support model for franchisees, we handhold across the 6Ps – Place, People, Portfolio, Process, Promotion and Personality at every step and help them become successful entre-PRO-neurs, ensuring early success in a competitive market." Besides this, Lakmé Salon is poised to grow its diffusion business model, Lakmé Fast N Fab, in the top three metros will work with progressive franchisee business partners, such as CAs, IT, Banking and other corporate professionals and entrepreneurs, who are proud to join the beauty industry. This implies the opportunity the brand gives

Top 3 Focus Areas for Shahnaz Husain Group

EXPORTS

The company has setup targets to increase the export base at least five times the current number. Currently, the Shahnaz Husain Group is exporting to countries like UK, USA, Canada, Australia, New Zealand, Russia, Peru, Middle East, Malaysia, Singapore, EU countries like Austria, Netherlands, Switzerland, Italy, France, as well as countries in the Asian and African sub continents.

FRANCHISING

The company plans to continue to extend its franchise business, in India and abroad, setting up salons, spas, beauty training academies and retail outlets based on its franchise system.

PRODUCT INNOVATION

There will be a strong focus on R&D and product innovation. With the worldwide interest in holistic healing and beauty care, Husain believes that Ayurvedic Beauty Care can lead the international market.





L to R: Kapil K. Jaiswal, Kartik Kaushik, Nitin Magar, Shahnaz Husain

to entrepreneurs who are not from the world of beauty or trained in the same, is an innovative idea, indeed.

The aura around 'Made in India' or rather 'from India' has always attracted eyeballs, especially if it is to do with Ayurveda. Shahnaz Husain, the undisputed queen of herbal beauty products, will be seen spreading her brand name across geographies in 2016. She reveals, "We will be taking Ayurveda and Brand India to more countries and plan to expand our presence across the globe in 2016. Our future plans include concentrated international branding and appointing distributors in unrepresented new markets." Another niche focus area is about joining hands with hospitals. Surprised? She explains, "We also plan to open treatment and de-stress centres along with spas in hospitals. We will supply the Chemoline products that help to alleviate the side-effects of chemotherapy, free of cost to more hospitals worldwide."

Encashing on the opportunities that can be tapped by joining hands with a right franchisee partner, Husain, too, plans to take that route for expansion. She says, "We plan to extend our salons and training academies in India and abroad on our franchise system." Shahnaz Herbal has setup a Liaison Office in London, to also oversee the business in Europe and extend franchise salons, schools and retail outlets.

South India's major chain of salons from the CavinKare group, Trends in Vogue, is on an expansion spree. According to R

Gopalakrishnan, Business Head, Trends in Vogue, "For the FY2016-17, we plan to add 2 lakh square feet of space approximately across India. Our New Salon Operation (NSO) Team is a strategic initiative that will setup new salons and drive business for the initial six months. The NSO team will be placed in Karnataka, Andhra Pradesh and Telangana where expansion is the focus. Experienced managers with exposure to salon startups and business development have been recruited in the team."

●●● WE ARE LOOKING AT MAKING OUR POSITION STRONGER IN INDIA AND PLAN TO DOUBLE THE NUMBER OF SALONS OVER THE NEXT FEW YEARS. IN 2016, WE WILL BE FOCUSING MORE ON THE CONSUMER CONNECT.

– Kartik Kaushik

In the cosmetology space, Dr Soma Sarkar, Dermatologist, About Face, shares, "This year, the focus is about looking good but the minimalistic way, as clients want to look younger and fresher. So we have customised the treatments accordingly and include infusion therapies where we use concoctions of vitamins to give the skin a radiant and fresh look. There have been tweaks in chemical exfoliation treatments like the sequential peel, sandwich peel where a combination of two or more peels are done. The DNA facial is also becoming popular where we use the skin's own cells to promote rejuvenation. The non-surgical

skin lifting treatments with the help of COG THREADS and ULTHERA is also in demand."

Brands and their plans

Aptly accentuating the need for product innovation, Kartik Kaushik, Country Head, Henkel Beauty Care India, shares, "Beauty is an industry where you cannot help, but innovate. Schwarzkopf Professional has many innovations and quite a few product launches in the pipeline for 2016, which will be announced during the course of the year." As much as we would have liked to know about the launches, from Kahushik's next quote, we can be certain that these would be specifically designed keeping the Indian patrons in mind. He shares, "Schwarzkopf Professional is positioned as a premium luxury brand in India. As our products are certified by the European standards and are imported from Germany, our focus in India is to introduce products that suit the domestic customers and customise our professional hair care services to suit their needs and sensibilities. Over the years, our understanding of the Indian market has gone a few notches higher and therefore, we are customising our product bouquet to meet this market's specific needs. We are happy to see that the consumers are also adapting to the new products that we have offered. The Indian beauty industry is witnessing a churn right now with some new brands coming in and some old ones exiting. That is a common trend of a growing market. Five to six years down the line, we will see a consolidation phase."

On their association with salons, Kaushik reveals the brand's plan of action for 2016, "We are looking at making our position stronger in India and plan to double the number of salons over the next few years.

This year, we will be focusing more on the consumer connect. For us, the hero will always be the hair dresser. We would like to see our hairstylists and their salons come to the forefront by using our products. Product

Key Focus for Henkel

- ◆ Expansion of the Professional Hair dressing Club – an exclusive club for our salon partners.
- ◆ Light house account acquisitions and partnerships (Light house means marquee salons).
- ◆ Increasing distribution, depth and in-salon visibility in key markets/ geographies.
- ◆ Opening more Schwarzkopf ASK academies for training and developing talent.






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innovation, introduction of new products from our international stable and customisation of our services will be our focus during 2016."

He adds, "True to our philosophy of 'Professional Partners - Together. A passion for hair', Schwarzkopf Professional believes in true partnerships with hair dressers, who like us, share a passion for hair. Our hair dressers are at the heart of everything we do. We have built our dynamic business model around them. Innovative products, responsive support, expert education, accessible inspiration, genuine celebration – we offer all this and more. We measure our success by the success of our hair dressers. In the professional hair care business like ours, product delivery is paramount, and that's where we score immensely over competition."

Currently, in India, there are no plans in terms of any top management appointment/ experts being introduced on board. However, on the global front, the erstwhile head of Henkel's Beauty Care business will be taking over as the CEO of Henkel Group from May 1, 2016, and Pascal Houdayer will succeed Hans as Executive Vice President of Henkel Beauty Care business.

On expanding the product portfolio, Husain shares, "We plan to launch the Shahnaz Organic Luxury Range." She recently launched the Shahnaz Signature Perfume, created by Galimard, the world renowned house of perfume in Grasse, France. Chemoline saw a launch in London recently as well. She adds, "Known for product innovation, we will continue to launch new products. We have recently introduced a repertoire of spa treatments, using traditional and exotic ingredients."

J B Skincare which has a strong presence in some of the most well reputed salon and salon chains in the country has a series of launches lined up for 2016. Shares Bikram Sapra, Managing Director, J B Skincare Pvt Ltd, "We have very exciting plans to launch new products and brands in 2016! Repechage has recently introduced its premium Hydra-4 Red-Out pro Facial kit for hyper-sensitive skin and to help calm conditions such as Rosacea, which are dermatologist tested). We have recently signed up with VOESH of New York for their unique mani-pedi kits, called PEDI-IN-A-BOX. VOESH uses natural botanical and fruit extracts in uni-dose packaging. It offers a superior customer experience, with amazing

●●● REPECHAGE HAS RECENTLY INTRODUCED ITS PREMIUM HYDRA-4 RED-OUT PRO FACIAL KIT FOR HYPER-SENSITIVE SKIN AND TO HELP CALM CONDITIONS SUCH AS ROSACEA. WE HAVE RECENTLY SIGNED UP WITH VOESH OF NEW YORK FOR THEIR UNIQUE MANI-PEDI KITS, CALLED PEDI-IN-A-BOX.

– Bikram Sapra

results! We will be launching the entire collection of mani- pedi this year, starting with VOESH's 6-in-1 Pedicure set (includes callus remover), and 4-in-1 Pedicure with Sea Salt Soak, Moisture Scrub, Mud Masque, and Massage Lotion."

among others, the plan this year is to focus on new products from these brands. Under label.m, Ashok Chauhan from Inocorp Marketing shares, "The focus will be on the Diamond Dust and Blonde services." While the major focus at Inocopr is Hair, but with



According to Sumit Arora, Director, Tekno Derm MediEquip, wellness treatments have a large area of vacuum and potential, which should be targeted in a effective way. He says, "Keeping this in mind, the company has launched Cocoon IR wellness Pro which Promotes Automatic Weight Loss and Relaxation by consuming 300 calories in one session of 30 minutes. On the plan of action decided, Arora shares, "Premium salons and spas, who can plan to offer something new, exclusive and effective treatment technologies, will be our focus. Our main area of specialisation is on training on the proper use of advanced technologies to generate more revenue and upgrade practice to benefit the salon and spa clients. We recently organised an International Training Program for our users and our staff to deliver perfect results with the proper use of technology."



Inocorp, a leader in distributing renowned international brands in hair, nails and salon tools. While they market brands such as Alfaparf Milano, label.m and O!Zone and Kraft Accessories,

the industry evolving rapidly, they are looking at strengthening their footprints across the country. "We initially started from Bangalore, Mumbai and Delhi, but now we want to have a national presence across metros and tier II and III regions," reveals Vivek Jain, Director Sales & Marketing, Inocorp Marketing. Elaborating further, he says, "For 2016, we will be associating ourselves with leading academies, chains of salons and beauty stores and offer them innovative and technologically advanced products."

Berina Cosmetics, a key player in the hair category also has major plans. Ajay Jalan, Managing Director, Berina Cosmetics, shares, "This year, we are concentrating on our Hair Colour, Hair Coat, S Solution, Heat Protector and Hair Treatment Cream categories. We always launch innovative products and this year we will launch Ammonia Free hair colours, gadgets and more hair products."

Education

Henkel has its plans firmly set on strengthening their association with the professionals through product education. Kaushik rightly points out the need for having a strong academy for this purpose. He shares, "The academies are our key platforms to offer practical education



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– Kapil K Jaiswal

to our salon partners. We plans to add skin care brands to its existing product portfolio. have Schwarzkopf academies in Chennai, Bangalore, Kolkata and Delhi. By April end, we will be coming up with our biggest and state-of-the-art academy in Mumbai.” He further talks about two marquee activities to engage with their salon partners which include Professional Hair Dressers Club, an exclusive club for Schwarzkopf Professional salon partners, which focuses on growing the business through business building activities, such as training and marketing and ‘Essential Looks’ Trends Collection, which showcases the hairstyles and colouring techniques inspired by the fashion capitals of the world. The objective is to reach as many salons as possible.”

When it comes to education, Shenai shares, “We have formalised a strategic alliance with Aptech – a global leader in vocational training to set up 80 Lakmé academies to train 50,000 stylists across India over the next five years. Lakmé Academy powered by Aptech, offers both foundation and advanced level training in skin, hair and make-up. The alliance leverages the strengths of Lakmé and Aptech and creates a compelling win-win proposition for Lakmé Salons, Aptech, the students and finally our consumers, who will get high quality experience and expertise at Lakmé Salons.”

Revealing plans on the academy front, Gopalakrishnan shares, “This year we plan to focus on Trends Academy to source and develop more freshers. We are also working closely with colleges to enhance the quality of beauty education. In association with various academies, government bodies and NGOs, we are extending the Skin and Hair Certification Courses to Salon Service Providers. We would also be introducing ‘Trends Academy of Retail Management’ – through TARM where existing salon managers will be trained on Salon Management skills for efficient operations.”



Husain reveals her plans saying, “We plan to set up beauty schools globally to impart training on skin and hair problems with the powerful magic of herbs and plant power.”

Inocorp is poised to bring education to the forefront by planning to make their range of brands available to passionate hair and make-up artists nationally. They recently organised a four-day training programme which was conducted by the Artistic Director of label.m in Bangalore and a Look and Learn workshop in Baroda.

Jalan from Berina Cosmetics, says, “Education is critical to success and we take it seriously. This year, we are organising seminars and workshops, especially in Tier II, III regions, apart from metros, too. For us, expansion is only possible through education as in India, people are still wary of trying out new products. By education them on these lines, our plan to expand takes care of itself.”

From the world of spas

With spa culture on the rise, majority of the spas have lined up a strong footprint expansion across the country. Shipra Sharma, Co-founder Tattva and TooYoo reveals that this year, Tattva Spa will be adding 20 more spas across India of which six would be the exclusive Unora and Vilasa brands and the rest will be all Tattva, the flagship brand, She adds, “In terms of geography, we are looking to expand further in west market. Mumbai is a key business development focus. As a brand we do not focus on the square feet expansion of the spa facilities, but monetisation per square feet. We work closely with our hospitality partners to develop feasibility studies and marketing plans for their upcoming wellness facilities. In this year, Tattva is working towards increasing the profitability of the wellness facilities by 10 per cent more than that in 2015.”

ORA Regenesis Spa plans to have 25 outlets by the end of 2016 including their outlets coming up in Dubai and Cape Town, South Africa. Kapil K. Jaiswal shares, “We are already popular for having a monopoly in some exclusive services like Rope Massage and chocolate therapies. We now have plans to introduce some more unique and exclusive treatments and products in India, as well.”

Farooq Merchant’s Bamboo Tree All Day Spa which introduced the concept of bamboo massage, is planning to oncrease

it’s footprints within Mumbai. On the treatment front, he shares, “We recently introduced the PMS (Pre-Menstrual Syndrome) Massage which garnered a good response. By the end of the year, we are introducing the Vajacial. This year, there will be stress on strong marketing and promotion of our signature Bamboo Massage, PMS Massage and Marine based facials.”



Happy App’ing

Where at home beauty salon providers have launched their Apps, salon chains are a step ahead. It’s no longer about booking appointments, but about knowing the looks and trends. Shenai shares, “In sync with the millennial consumer, the Lakmé Salon Runway Secrets App, which is an in-salon App, provides a digital emersion platform for consumers to experience the brand, it’s services portfolio and expertise. The bespoke consultation feature in is a unique offering with hair and make-up looks, bridal looks, hair and skin care tips for each specific type and condition.”

To conclude

Be it salons, academies, spas or brands, the year shall see each one of them firming up with their expansion, based on the uniqueness of their brand. It is going to be all about connecting with the patrons and not only about offering them vanilla services. 📍

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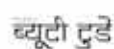
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Boom in Business Salons and Store Openings on the Rise

Q1-2016 has seen frenetic pace of work. There are new salons and spas, as well as new beauty stores that are dotting the landscape of the industry. *Salon India* spoke to new owners to understand their strategies and plans for the brands

by Aradhana V Bhatnagar

► WARREN TRICOMI SALON & SPA GURGAON

Helmed by celebrity legendary hair stylists Edward Tricomi and Joel Warren, Warren Tricomi Salons entered India in 2012. Since then it has built its presence selectively in exclusive locations like The Leela Hotels across India and the JW Marriott Hotels across Bangalore and Mussoorie, among others. With the latest in Gurgaon, the salon chain definitely has expansion on its mind. Spread over 2500 sq ft, the outlet has six hair stations, three mani-pedi stations, a Colorbar framework, a nail bar and a dedicated Kérastase room. On the location, says Darpan Sanghvi, Managing Director, Sanghvi Brands, "Warren Tricomi, as a brand, represents luxury and style inspired by the trends in New York. We couldn't have found a better fit than Ireo Grand Arch to launch our first salon and spa in Gurgaon, as it represents world-class lifestyle and wellness experiences. Our stylists are here to give you the ultimate New York styling and grooming experience."

Sanghvi Brands has created one of South Asia's largest portfolios of international lifestyle wellness brands. They have the Master Franchise for brands, such as Spa L'Occitane, Warren Tricomi Salons, ELLE Spa & Salons, Holyfield Gyms and Hollywood trainer, Ramona Braganza. It recently has launched MyGlamm that specialises in delivering on-demand hair and beauty services to a consumer's doorstep. On the future, says Sanghvi, "Warren Tricomi Salon aims to offer the



latest in international trends and grooming along with a luxurious and pampering experience to the guests. We operate Warren Tricomi salons at different locations in India and are in the process of launching Warren Tricomi in Bahrain. Our expansion will be across luxury hotels, luxury residential townships and high streets, as well."

► FLICK SALON DELHI

Flick, the kid's salon was launched in M-Block, Greater Kailash-II, with a new perspective - to give kids between 0 to 12 years, an option of having their own salon, not their mothers or fathers. It offers a range of services, right from special first haircut ceremonies to hair grooming and cutting as well as spa services. The co-founders, Deepika Khaitan and Sanjana Puri, collectively share, "A good location does matter and it becomes even more mandatory as we are a kid's salon. Issues of parking, ease of access, clean up-market area that parents can visit, are some of the points customers look at. Of course, the services and their execution do give a boost in retaining a customer, but there are many people who visit a salon for an experience and here location plays an important role." In the future, Flick intends to expand into other locations as well as explore other cities via a franchisee model."



► F SALON DELHI

The FTV Group, the world's largest media and lifestyle conglomerate with interests in broadcast, hospitality, residences, education, have now forayed into the beauty and salon industry, to setup F Salons in Rajouri Garden and Greater Kailash-II in Delhi. The idea is to showcase the latest in hair and skin concepts and styling taking inspiration from the global runways and trends. Spread over 3000 sq ft, the 14-seater salon has 10 haircut stations, six VIP rooms, four facial rooms, two body massage rooms and five exclusive bridal rooms. About 18 qualified and certified professionals with knowledge of high end beauty services are engaged to provide top of the line experiences. Trained by some of the best international experts in each service category of hair, make-up and grooming, the salon offers a wide range of services.

Commenting on the inspiration that led FTV to launch a salon, Rajan Madhu, Director, FTV India says, "As we have already established ourselves in media and the hospitality business, the beauty and wellness industry appeared to be a natural corollary. With access to the latest in hair and beauty trends, we are in a position to understand the dynamics of this business and hence, offer an unrivalled luxury experience to our clients. With the help of our professionally trained and handpicked staff, affordable pricing and great locations, we are certain we will be a force to reckon with even in this industry." They will be working with brands like L'Oréal Professionnel, Kérastase in hair colour and care; Dermalogica for skin and xxx nails.

On the challenges, F Salon faced while setting up themselves, Madhu shares, "It was the usual issues of procuring licenses that always takes very long; identifying the location and then narrowing



it down on the space available and then, handpicking our staff. This industry lacks skilled professionals and hiring hairstylists and make-up artists at par with international standards, was tough. We have Tamanna Singh and her husband Col Gautam Singh, who have the Master Franchise of F Salon, North India, and also the owners of F Salon Rajouri Garden. The collective experience of over 20 years is enriching and great for the brand. Also L'Oréal Professionnel has been very supportive and held our hand every step of the way."

Commenting on the future plans for expansion, Madhu is quite clear that F Salon will be touching at least 50 salons by 2020 pan India and feels time will tell if the next location will be in a mall or yet another high street.

ELLE SPA & SALON DELHI

Elle Salon is a joint venture with Sanghvi Brands and Elle magazine. Commenting on the location as Elle is ensconced at the Crowne Plaza, Darpan Sanghvi, Managing Director, Sanghvi Brands, says, "The Crowne Plaza is located at a short distance of 20 minutes from the commercial hub of Noida and Delhi. An easily accessible location from DND Flyway, NOIDA Expressway, Sector 62, Filmcity, Central Delhi, Pragati Maidan and the India Expo Centre, it is an excellent destination for guests travelling in the hub. We will soon be debuting at the TVH Quadrant in Chennai."

► MAGNIFIQUE SALON DELHI

Magnifique Salon was recently launched in Delhi's upmarket Defence Colony. It covers an area of 3800 sq ft, the salon offers services in hair, make-up and bridals. Milan Sharma, Managing Partner, Sharma shares, "This is a profitable time to be in this industry and we have launched our salon with an aim to offer luxurious products and services with the help our partners, celebrity hairstylists and renowned names, Yatan and Jojo of the Y&E fame. Since we are located on a high street and understand the issues of parking, we also have a valet service to even take that headache away and lead our clients to a calming experience."

On the location of the salon, Sharma shares that even though there was a choice of being at Emporio Mall, yet he decided to be on a high street, as the Defence Colony area offers him proximity to renowned fashion designers. He wants to cater to that HNI who visits the designer and then convert her/ him into a regular patron of Magnifique. His focus, as of now, is on the salon and is not thinking of expanding his footprints.



► HEMA WATSON SALON AHMEDABAD

In Ahmedabad, the Canadian chain Hema Watson Salon has come up in association with celebrity hairstylist, Vikas Marwah. Apart from providing services in hair and beauty, the salon goes a step forward and offers consultation with the doyen of the hair industry, Vidal Sassoon's Canada team for special clients. The salon uses products from Kelvin Murphy, Moroccanoil, label.m, Schwarzkopf Professional for hair; Skeyndor, Le Bonheur for skin; Make-Up Studio for make-up and LYN for nails. The salon has plans to expand to more cities in India and abroad.



► COLORS SALON KOLKATA

The beauty and wellness industry is changing in eastern India as well. Spread across 1,400 sq ft, Colors Hair, Beauty and Spa Salon has recently opened its 10th salon in the Howrah area of the city. The newly opened branch is equipped with three facial stations, two stations each for spa and pedicure and one multi-purpose room. The brand has been associated with L'Oréal Professionnel and caters to clients of all ages. Says Sujit Bhagat, Owner, Colors Salon, "While our specialty is offering cures for baldness, we have hair, beauty and grooming services, too. The staff is well trained and is regularly updated on the latest trends. The emphasis is to provide good service at affordable prices. We maintain cleanliness and use disposable materials wherever necessary. We work with L'Oréal Professionnel for hair; Janssen Cosmetics, Aroma Magic, O3+ and Vedic Line for skin."



► SEPHORA MUMBAI

Talking about high end stores foraying into the country in this quarter, the much-awaited Sephora unveiled its first swanky outlet in Palladium Mall in Mumbai and its fifth in India. Spread across 2800 sq ft, it houses the iconic retailer's curated and exclusive brands across make-up, skin care, fragrances, bath, hair care, accessories categories, men's grooming and gift factory, apart from its own range. Says Vivek Bali, Business Director, Sephora India, "We are very excited to open our first store at one of the best shopping destinations in Mumbai and are hoping that our most loved beauty enthusiasts and connoisseurs will welcome us with open arms. With our vibrant store and diverse product range, we hope to provide a wonderful shopping experience and meet the needs of all our consumers."



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Nicola Smyth presents Rebellion Culture

About the artist

Nicola Smyth had her first brush with hairdressing when she joined her aunt's salon at age 14. She grew and progressed quickly in the salon and was winning awards at 17 and named the most profitable stylist year on year and in the industry winning the Goldwell Color Zoom at 24)– i had surpassed hairdressers twice my age and experience. By the time I was 25, I'd been at my Auntie's salon for over 10 years and wanted to spread my wings and be my own boss. I'd saved up a deposit for a house, but was determined to create my own destiny so spent it all on buying hair colour and products and rented space in a salon instead! When I outgrew that in 12 months, I moved to a larger space, but quickly outgrew that one too, so had to find a bigger challenge. Encouraged by my clients, one night I came home to my partner Dan and said I was ready to open my own salon. I didn't let the fact that I had no formal business experience stand in my way. With Dan's support, and a lot of internet research, I put together a 36- page business plan and that along with my ambition, convinced the bank to give me a loan. After searching night and day for a location, I found an old tile shop in the centre of Leamington Spa, got the keys in April and opened six weeks later in June 2012.

The collection

The Rebellion Culture collection was about uncovering unity and strife with an unpredicted style clash of sophisticated elegance, contrasting colours and extraordinary shapes that reveal a rebellion culture. Looking at cultures and fashion heritage, I wanted to create contradicting style clashes and shapes by mixing up rebelling colours and reinventing them with a modern twist of sophisticated elegance.

The inspiration

The inspiration came from cultures and fashion heritage, looking at ways we could keep our looks sophisticated, but mix this with different cultures and clashes and bring the collection to life with colour and shapes.

Techniques and products used to create the looks

We worked with back to back directional slicing in diamond shapes concentrating on key areas for the looks. The focus was on global colouring and toning. We used Goldwell Color, Goldwell Elumen, Topchic and Colorance and Goldwell styling products.

Next plan

We have big plans for the future, looking to do more international work and also enter our first British Hairdressing Awards, investing in our young talent with education and creating opportunities for them, growing our brand, academy and salons. 📍



Hair: Nicola Smyth Artistic Team 2015
MUA: Naomi Mckeever
Styling: Bernard Connolly
Photography: Dave Perry





Hair: Nicola Smyth Artistic Team 2015
MUA: Naomi Mckeever
Styling: Bernard Connolly
Photography: Dave Perry

Corioliss K2 Game Changer in Hair Straightening, Styling

Distributed by PID India, the Corioliss K2 is not another faddish straightener. It claims to nourish your hair with the goodness of Argan Oil without leaving your hair sticky or oily



About the company

PID India is a boutique sourcing and distribution company and along with their exclusive business partners usher in the best quality professional brands from around the world. They deal in professional tools, accessories and implements and cater to national salon chains, stand-alone salons, freelance stylists and aestheticians and beauticians. One of their brands, Corioliss, the leading professional-styling tools provider, has been serving its patrons with hair styling tools that are unmatched when it comes to quality and innovation. Be it their hair straighteners, curlers, dryers or their revolutionary colour changing brushes – the exhaustive range is appreciated by professional stylists across the globe.

About the product

Corioliss K2 Advanced Vapor Infusion Straightener is a revolutionary Argan Shine treatment that suits thick Indian hair, which has its own peculiar texture, as well. With the innovative Argan Shine infusion technology, hair is treated and nourished with Moroccan Argan Shine oil, which is also used to straighten the hair. It nourishes and treats dry, dull, damaged hair and doesn't add artificial gloss to make hair look shiny, like the steam infusion straighteners available in the market. The Argan Shine treatment is controlled by a patented variable steam technology.

Each Argan shine bottle lasts for about 40 to 45 treatments, depending upon the usage pattern. As hair gets used to the straightener, one can maximise the number of treatments per bottle. Salons can charge a premium of ` 500 to ` 750 for an Argan Shine straightening session.

Key features

The Argan Shine Oil uses the Vapor Infusion technology that makes hair straight-in-a-stroke and no training is required to carry out the same. The straightener has an ideal plate width for Indian hair with super-durable black-diamond plates that do not pull hair. The ceramic heating element can heat up to 230°C, which is great for keratin treatments. The Corioliss K2 can be used with or without Argan Oil like a normal straightener.

Price and availability

Cost per refill ` 1,650 for 250ml. Available at New Beauty Centre and The Beauty Shop in Mumbai and other leading beauty stores across India. 📍

“The K2 is a professional hair straightener and hence, can be used with or without the Argan Shine Oil. The revolutionary black diamond plates impart shine and gloss to the hair. Due to the diamond-like super-hard properties the plates are extremely durable, sturdy and long-life. The plates are mounted on a floating mechanism thus taking into care the gap in between the plates. The extra-width and the extra-length of the plates are most suited to Indian hair.”

– Prashanth Kumar,
Director NPD & Alliances,
PID India



“Corioliss K2 is the best argan vapour infusion treatment iron. Hair turns softer and shinier with every pass. It's a must have tool for every stylist!”

– Ambrin Feroz,
Technical Director,
Juice Salons



Beauty



Sohni Juneja Stellar Sells

Delhi-based make-up artist, Sohni Juneja specialises in bridal, cocktail, fashion and HD make-up and juggles brand campaigns, fashion shows, celebrities and has a whopping 7,00,000 following on a social networking site. Juneja shares her journey and more

by Shivpriya Bajpai

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

I have been in love with make-up ever since I was a child. The journey started with gaining education from NIFT in Delhi where I became proficient in fashion and also discovered my flair for styling and make-up. This made me study make-up further and with months and years of practice I feel rewarded to be amongst the top 10 make-up artists of Delhi. What could be better than having your passion as your profession!

What are the courses you have taken up?

After NIFT, I studied make-up at P.A.F. which is affiliated to the London College of Fashion. I topped my batch and have participated in various make-up workshops facilitated by renowned international make-up artists in Dubai, Singapore and London.

What was your first big break?

While I was still studying Fashion Media Make-up, I got an opportunity to work for a campaign shoot for General Motors where a colleague and I did 72 makeovers in three days. It was an experience from which I learnt a lot! Other than that, working at various fashion weeks for famous brand campaigns, designers and celebrities have been big breaks on their own, with each one being a special experience leading to over 7,00,000 followers on social media.

What is your current role and responsibility?

As a make-up artist, I ensure that the clients I am dealing with are content with their ideas of appearance they have in mind. Specialising in Bridal, Cocktail, Fashion & HD make-up, I



understand what works on models for runways and it must be translated differently for brides and portray a beautiful combination of customising make-up techniques and delivering a unique style for every individual bride.

What are the current trends in make-up?

It depends on the occasion, but generally nobody likes to be too made up and prefer a natural-fresh look, especially the brides, who also like smoky eyes. Highlighting and contouring has taken girls by storm. When it comes to lipsticks it's a lot about ombrés. The latest techniques in make-up like baking, clowning, pouty lips have been favourites this season.

What are the products you swear by?

I personally feel beauty lies within a person itself. To enhance my clients inner beauty, I use high end international make-up brands, like, Estée Lauder, Bobbi Brown, Christian Dior, Stila, Nars, Urban Decay and others.

What were the challenges faced?

When I started, there were few hairstylists and make-up artists, so it wasn't really difficult to create or manage niche clientele. Those days, going to a beauty salon was not as frequent as it is now, but today, it is more of a lifestyle need. My experience always helped me face any kind of challenge in life.



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

First and foremost, I ensure that my clients are comfortable whilst dealing with me and trust me in giving them the best possible look. This involves sharing ideas tailored for a given client, whilst keeping in mind what they want. I understand that one look doesn't fit all and share my thoughts and ideas freely with the client.

Tell us about your celebrity client list.

Having joined the prestigious label of designer Raghavendra Rathore as a stylist has really helped me create a niche in my field. I've worked on a lot of films and television celebrities, but my favourite is Zeenat Amaan. She's so positive and full of life! Her love and interest in make-up made it an enjoyable experience for me.

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

I feel positivity is one key to establish and instill professionalism. After meeting the client, I tend to characterise their frame so as to apply make-up which would suit them well and go with their personalities.

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

Keeping the client's requirement in mind is very crucial to their contentment. Of course their view point is well heard and implemented, but at the same time it's my job to inform them what would look best on them and also apply innovative techniques to ensure that bride looks her best on the most special occasion of her life.

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

Make-up industry is growing at a very fast pace. The environment varies from indoor dressing rooms to hot studios to freezing cold outdoor locations. The work is physically demanding and requires great concentration. As a make-up artist, I have to ensure that appropriate equipment is around, always. These days, a majority of make-up artists work on a freelance basis and since the market is huge, it's working well for anyone who is genuinely good.

What are your future plans?

We are already well established in Delhi and Dehradun and will be spreading our wings throughout the country and fill it up with more beauty, more smiles and more magic! 🌟

Estrella Professional Distinctive Bouquet of Products



Raja Varatharaju, CEO and Managing Director, Syona Cosmetics, shares his plans for the brand

Please tell us about yourself.

I am a business strategist turned entrepreneur with 15+ years of experience in Sales, Marketing, Advertising and Consulting in MNC's and Indian companies. Due to my global exposure, I have successfully launched and managed large brands, given new directions for existing brands. I have developed and implemented business strategies for startups, turnaround and scale up and have led large teams and knowledge groups to deliver business excellence.

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

As a strategic marketing professional, I have always had a keen eye on emerging categories and I found an interesting opportunity that could be explored in the professional skin care segment. With a rich experience in FMCG marketing, we took the plunge into professional skin care and are today present across more than 1000 salons under the brand name Estrella Professional.

What is the USP of the brand?

Estrella Professional offers products developed with global quality ingredients sourced from Europe and uses advanced technologies and innovations. The product range, packaging, usage methodology are clearly in line with the Indian customer needs and are a runaway success among aestheticians and salon owners.

What are the marketing strategies adopted by the brand?

We believe in creating a lasting value for the community of salon owners, aestheticians and customers seeking beauty services. Our strategies be it offering single use kits, differentiated products with specific benefits, exclusive men's products, a range of corresponding home care products, hands on training support to enhance product usage – are all are woven around the core belief of creating value for the community we serve.

How many SKUs do you have?

We have over 25 SKUs in the Salon Care segment, which include single use, eco-packs and bulk use packs. In addition, we have 12 SKUs in the home care segment.

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

Estrella products are sold under three brands – Intenso, the flagship premium brand, Lumiance, for the popular range, also used for body services and X – Pro C, the basic, entry level range and are available across leading salons in South India.

What are your views on the beauty industry of India?

The beauty industry is at an interesting juncture where a lot of consolidation and corporatisation is making it an organised sector. Today customers are more educated, aware, exposed to modern techniques and therefore more demanding. We also see a potentially large number of customers across economic classes choosing higher value services, as a part of rising aspirations. This trend will also see an increase in the purchase and use of salon-recommended home care products that are specific to customer needs and treatments.

What are your plans for the brand?

Estrella Professional will extend further into uncharted categories and geographies. In due course, we will be one of the dominant players with an umbrella of irresistible offerings for the salons. We also plan to offer extensive training modules for aspiring candidates and existing aestheticians to make them relevant, hands-on professionals from Day 1. 📌

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Top 5 Bodyography Products in Every Make-up Artist's Kit

Lori Leib, Creative Director, Bodyography, talks about the must-have products in a make-up artist's kit that can create a number of multi-dimensional and unique looks



Bodyography Expressions Essential Brow-Trio

"This is my number one product because it not only has the perfect three colours for any type of brow, but it can also be used as a highlighter, on the crease and on the lid to create a quick smokey eye. I also love using the darkest two shades as contour powder because of its cool undertones!"

Bodyography Espresso Noir Duo Gel Liner

"The two gel liners in a split pan makes it super easy to work with both colours. I love using the gel liner, as a dark base under smokey eyes by blending it out on the lid. It can be used as a setting brow pomade to fill in sparse brow hair and, of course, as a traditional gel liner for both upper and lower lash lines."



Bodyography Crème Blush in La Rose

"I particularly love this dusky rose colour because it looks great on all skin tones. I love using this as a stain on the cheeks as well as the lips to give a natural look. It can be used on the eyes as well as a rosy out-of-bed look as well."



Bodyography Expressions Pure Pigments

"These pure and richly pigmented bold colours can be used wet or dry, as a shadow and liner. They can be mixed with Vaseline or other mixing mediums to create bold runway and editorial looks and also used dry on the hair, as hair chalk."



Bodyography Electric Lipslides

"What an absolutely fabulous hybrid of cream, gloss and stain! I love, love these 10 different shades to mix and match and create my own 'my lips but better' shades as well as using it as a stain for the cheeks!"

Bodyography Professional Cosmetics is available through the regular distribution channels or Headstart International at info@headstartinternational.in.






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Price: ₹ 345 for 50gm; ₹ 445 for 100gm



COFFEE SLIMMING GEL BY APS COSMET FOOD

Give your skin tight, smooth and soft feel instantaneously with this wonderful coffee formula Slimming Gel. Banish unsightly cellulite and dimples from thighs, abdomen, arms, hips and other affected areas to reveal a younger, supple skin. The combination of quinoa seed extracts and slimming proline biovector act as slimming, preventive and curative agents, and natural spinose gum and powder polymer maintain the viscosity and ensure a smooth texture.

Price: On request

SUN DEFENSE RANGE BY VLCC

VLCC's new Sun Defense range has 11 products that comprise of sunscreens, face wash and face pack that offer nourishment, hydration, a matte look, anti-tan and tinted foundation-like coverage, while also providing comprehensive sun protection solutions, before and after sun exposure. As it's paraben-free, it is even more skin-friendly. Infused with the goodness of nature, containing extracts of aloe vera, lemons, olive oil, mango butter, cucumber and rosemary, to name a few, providing added skin care benefits along with their protective formula, the range has been developed keeping the Indian weather conditions in mind.

Price: ₹ 125 to ₹ 500



SUNBLOCK BY ASTABERRY BIOSCIENCES

Astaberry Biosciences has introduced the Sun Block Crème with SPF 15 which shields your skin from harmful UVA and UVB rays of the sun while enhancing the complexion. Infused with a blend of orange peel, a source of vitamin C and papaya, a source of vitamin A, it helps improve the skin texture and colour while moisturising the skin. Its new light formula encourages quick absorption and non-greasy water proof formula ensures a glowing skin.

Price: ₹ 60 for 60ml

AGE REVERSING CREAM BY OSHEA HERBALS

Oshea Herbals has launched has the new PhytoAGE Age Reversal Crème, which reduces age spots and pigmentation while improving the skin tone. Formulated with Phytocelltech Technology Mibelle Biochemistry, Switzerland, it encourages the skin renewal process and reduces fine lines and wrinkles. Infused with active ingredients such as paeonia suffruticosa, ribes nigrum and salidago, it also adds line plumping moisture to replenish and rejuvenate the skin.

Price: ₹ 3795 for 50gm



Hershes..... The Hair Creations Salon....



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Priyanka Parekh

Quintessential Weaves

Meet the young and vibrant fashion designer from Kolkata, Priyanka Parekh, who does not shy away from innovations! Her western and indo-western collections are not only aesthetically brilliant, but also score high on the wearable quotient

by Shivpriya Bajpai

How did you get started in the fashion business?

My tryst with fashion started when I enrolled into NIFT Kolkata. After the course, I took professional training before starting my eponymous label. I started working as an assistant designer with fashion designer duo, Swapan and Seema. However, I knew that I didn't want to work for someone else forever, as that meant working on and realising their dream. I wanted to work on my own dream! Gradually I prepared myself to launch my own a label. That's how that ball got rolling!! started with a small studio and eventually became confident after receiving positive feedback from my set of clients. Then, I planned to launch my store.

How important are hair and make-up in fashion?

Hair, nails and make-up are the three strong pillars of fashion. To complete a look, they act as a climax, which quite often holds much more importance than the entire story

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

The fashion industry is growing at a rapid pace with international developments, such as the India fashion weeks are gaining popularity and annual shows by fashion designers being held in major cities. The awareness is growing, which in turn, is influencing the common people, who are comfortable with the on-going fashion scene. Similarly, the beauty industry is on a roll, too, with national and international brands taking the plunge. Beauty and fashion go hand-in-hand and are inseparable.

Who are the make-up artists and hair stylists you usually work with?

For my photoshoots, I have so far worked with Sandhya Shekar from Mumbai and Amanendra Sidhu from Delhi.

Who is the one new model who interests you and why?

Nargis Fakhri for her effortlessly bold and edgy style.

So far, which is the most outrageous look you've created?

Nothing outrageous as such! My collection is always backed by in-sync hair and make-up.

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

I always have a clear vision of my ensembles in terms of hair and make-up. So, during my shoots, I discuss the look with the hair and make-up artist to understand the current trend and how to play it around my collection.

What are your future plans?

I just wish to gracefully establish myself as a prominent designer for which I am working on getting into more stores in India and abroad and launching online sales within India soon. 📍





*Spa
Focus*

Sohum Spa & Wellness Sanctuary Kerala Southern Accent on Design



The interiors of a spa set the mood for the treatment to follow and have a lot to contribute to the overall spa experience. Sohum Spa & Wellness Sanctuary is the perfect example

by **Aarti Kapur Singh**



Size of the spa: 5164 sq ft and an open terrace garden of 8500 sqft for yoga and meditation

Time taken to complete construction: 1 year

About the spa: Located at the Crowne Plaza in Kochi, Sohum Spa & Wellness Sanctuary contemporises ancient south Indian architecture. It is one of the largest hotel spas in Kerala with 25,000 sq ft of dedicated area. The textures of old stone, old timbre, beaten copper and painted surfaces come together to caress the senses. Local design is seamlessly blended with modern convenience to create a truly unique ambience. The facilities include seven treatment rooms for Ayurveda, Western and Oriental therapies and each room has a foot ritual chair, authentically made wooden massage tables, dedicated work area and attached shower and steam facilities. There is one couple suite with private jacuzzi, steam room and relaxation area. Five out of the seven treatment rooms have the open shower facility.



A separate consultation room for lifestyle, nutrition, Ayurveda counseling and a separate relaxation lounge for reflexology partition the expansive space and create a 'spa-within-spa' illusion that makes the space feel even bigger. An open air relaxation lounge and garden area to soak under the open sky that gives a beautiful panoramic backwater view.

About the services: The spa menu has been developed keeping in mind the needs, tastes and preferences of the target audience. In addition the local tradition and culture that influence the spa menu are bound to appeal to the local as well as international traveller. The wellness therapies include body works, body polishes, body envelopments, facials and Oriental hand and foot reflexologies.

There is an integration of healing and wellness modalities from various streams of healing with relaxing and pampering experiences. The prime focus is of course Ayurveda – the Indian traditional treatment system that evolved among sages of ancient India over 5000 years ago. Udwarthanam and Shirodhara are the most popular treatments. Sohum Spa also has Western treatments like Thai, Balinese, Swedish, Aroma Therapy Massages, scrubs and masks. The spa also offers customised yoga therapies for enhancing wellness as well as maintaining the results for a longer time.

Each treatment begins with an offering of a cool, caffeine-free beverage which is followed by a relaxing foot wash ritual to symbolically cleanse stress away.

Architect: Edifice Architectural Consultant Pvt Ltd

Interior Designer: P49 Design, Thailand

Address: Sohum Spa & Wellness Sanctuary, Hotel Crowne Plaza, Kochi, Kerala

Contact details: 0484 286 5200

E-mail: crownplaza.kochi@gmail.com

“ Sohum Spa Brand signifies the achievement of the balance in body, mind and soul. Sohum Spas are luxury wellness spas that have been created from the passion to make available scientifically validated wellness therapies in a completely relaxing aesthetic environment. The triad of the mind-body-soul are the inspiration behind all our activities, as is the staff training, guest service, interaction with our stakeholders or social responsibility. We believe that wellness is truly the balance of these components that reflects as lingering beauty from within. The result is a beautiful body in a spiritually aware mind. We expect to see continued growth in treatments and services that are personalised where we can customise your own scents and oils depending on the individual requirement. There is a demand to diversify the offerings and expanding the wellness service menu. We have started offering to wellness seekers, some long stay bespoke Lifestyle Spa packages where results and relaxation merge. ”

– Dr Aneesh M,
Spa Manager, Sohum Spa & Wellness Sanctuary



Kanruethai Roongruang Staying True to the Asian Art of Touch

Kanruethai Roongruang, Vice President/ Executive Director-Spa Operations, Banyan Tree Spa and Gallery, shares the essence of Banyan Tree Spa chains with *Salon India*

Please tell us about your professional background.

My association with Banyan Tree Spa started in 2000, when I joined as the organisation as a Spa Manager in Bangkok. Later, I handled the exciting project of setting up Oberoi Spa by Banyan Tree outlets in India. Upon returning to Thailand in 2002, I was given the charge of the operations of Angsana Spas at Allamanda and Sheraton Grande. Eventually, I was promoted as the Senior Spa Manager in 2004 and Angsana Spas at Dusit Thani and Laguna Beach Resort. Juggling the roles of Area Manager, Assistant Vice President, and more, I was further promoted in January 2015 and presently oversee the operations of all Banyan Tree Spa and Gallery outlets as the Vice President/ Executive Director-Spa Operations, Banyan Tree Spa and Gallery.

What are your views on the growing wellness industry globally?

In the past, spas were commonly an extended facility of hotels and the clientele was mainly in-house guests. Current travel trends reveal a convergence of health, travel and hospitality. The spa industry is emerging to fulfill these needs by embracing wellness and focusing on experiences. Visiting spas has become a popular activity for many in their quest for a healthy and balanced lifestyle. Consistent international high standards of spa treatments and services of professional well-trained staff are the expectation of modern spa-goers and these demands point towards the importance of having a premium spa facility, especially for high end luxurious properties and developments.



What are the USPs of the Banyan Tree Spa chain?

Banyan Tree Spa pioneered the tropical garden spa concept with Eastern therapies and holistic focus on spiritual, mental and physical harmony. As the first luxury spa in Asia, Banyan Tree Spa prides itself in re-introducing an exotic blend of time-honoured health and beauty practices. We have a strong emphasis on the human touch and use of natural ingredients. All our therapists are formally trained at the Banyan Tree Spa Academy, and besides training and development of spa therapists, the Academy is tasked with research and development to introduce innovative spa experiences. When creating the menu for each of our spas, a strong emphasis is placed on the use of indigenous products and ingredients of that country to impart a local flavour.



What are the therapies offered?

Focusing on a non-clinical and holistic 'high-touch, low-touch' approach, Banyan Tree Spa emphasises on the traditions of Asian-inspired healing therapies that celebrate the human touch and the use of natural ingredients, such as herbs, spices, flowers and fruits. Our signature and all-time favourite treatments include the Royal Banyan, Harmony Banyan and Rainmist Experience, each complemented with Banyan Tree Spa's unique massages. The highlight of Royal Banyan treatment is the Royal Banyan Herbal Pouch Massage, using East-meets-West massage techniques and a herbal pouch dipped in warm sesame oil to soothe muscular tension and improve blood circulation. In case of Harmony Banyan, an indulgent massage performed by two therapists who synchronise in physique and movements to bring about a harmonious sense of well-being. Rainmist Experience, a signature Banyan Tree Spa innovation, is a rejuvenating combination of Rainmist Steam Bath and Rain Shower to uplift your senses as a prelude to the luxurious body treatment that follows.

Do you have a system in place which educates clients about how to use spa therapies for wellness?

Our extensive spa menu lists the treatments offered at each spa outlet, and it is available both on the spa websites and at the spa reception. The therapists are trained to share more on the various treatments, ingredients and benefits, to address each guest's bodily needs. Signages and posters are also put up within our The Rainforest and Hot Spring facilities to guide our guests on their journey to rejuvenation.

What are the main challenges faced?

Spa enthusiasts are ensured of a high level of service standard as our therapists are formally trained with the art of touch based on the stringent curriculum of the accredited Banyan Tree Spa Academies. One of the challenges we face is recruiting the right candidate to work with us. All our therapists undergo four levels of competency, Beginner, Intermediate, Advanced to Specialisation levels, therapists are rigorously trained and duly assessed and graded before they can move on to the next level. In addition, while we continue to embrace training and developing local talents, the next challenge is maintaining the quality of service worldwide, by incorporating regular training and refresher courses to ensure consistency of service.

What are the spa's plans for the future?

As on February 2016, we own and manage a total of 67 spas in 27 countries, of which there are 27 Banyan Tree Spas, 34 Angsana Spas, three Elements Spa By Banyan Tree and three Chill Chill, and we operate total 80 retail galleries in 27 countries, of which there are 35 Banyan Tree Galleries/ Spa Essentials, 37 Angsana Galleries/Spa Essentials, three Elements Jewelry By Banyan Tree, three Elements Spa Essentials By Banyan Tree and two Laguna Retail. We are set to open another seven spas within the next two years, under the Banyan Tree Spa and Angsana Spa brands. Continual expansion will be set on the global stage with our foray into the China market with its fast-tracked growth.

What are your views on spa and wellness industry in India?

In the thriving and competitive market in India, we believe that high end luxury spas will remain strong in growth.

Any aspect of Banyan Tree Spa that you would like to improve upon?

We strive in offering the best experience, through our therapists, products, treatments and ambience by providing a relaxing and indulgent ambience that embraces the five senses and staying true to our Asian roots. Focusing on the use of natural ingredients and the therapeutic sense of touch, our strong branding and spa expertise differentiates us from our competitors. As Asia's leading spa operator, Banyan Tree and Angsana Spas are known for their high standards of service within the spa industry. We will continue our investment in training and development of our therapists and place heavy emphasis on the consistency and quality of services provided to maintain our competitive edge. 📍

(SB)

A top-up masque that multiplies the results of facials.

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The Origin

Facial masques have a beautiful and long history. China, Japan and Egypt are renowned for their rich concoction of fresh herbs, fruits and flower extracts that make for effective facial masques. In Europe too, precious stones and gems, like Gold and Tourmaline, are known to be used in masque form by royalties to enhance their skin.

However, the famous personalities who introduced facial masques to the world are Cleopatra and Yang Gui Fei, also known as Lady Yang of The Tang Dynasty.

The Science

The principal function of a masque is to separate air and pollution from the skin temporarily. This helps in enhancing the temperature of skin, opening the skin's pores, increasing the skin cells' metabolic rate and promoting the sweat gland secretion in order to increase the oxygen content in the skin.

Additionally, it facilitates the excretion of dead epidermal cells, accumulated metabolic wastes and oily substances from the skin that clog the pores, cause the skin to dry and become a habitat for bad bacteria, eventually causing early skin ageing.

Why PLUSultra Gel Masque?

A good masque can work wonders for the skin. Imagine what an exceptional one can do. Which is why, we have come up with the most revolutionary range of Gel Masques till date. These masques act as the perfect supplement to facials, giving a visibly more radiant skin. Each of the four variants comes with an effective formula that caters to different needs. Be it Firming, Clarifying, Brightening or Whitening. These masques can also be used as part of treatment facials and are undoubtedly the perfect finishing touch to any facial. PLUSultra is not just a masque. It's a beauty advantage.

PLUSultra Gel Masque Variants

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Cranberry: Packed with the goodness of cranberry, this whitening and lightening masque helps regulate skin discoloration, leaving you with a lighter and brighter complexion.



Basil Leaves: The age-old belief in basil as a powerful cleansing agent becomes stronger with this clarifying masque, which also acts as an antiseptic and a natural astringent.



Papaya: This glowing and brightening masque helps clear stagnant melanin and balance moisture level in order to give you an instant radiant glow.



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Photo: Shutterstock

Wine Facial, Spa Influence, Chennai

Organic wine is used in this age defying facial. The anti-oxidants found in organic wine prevents the adverse effects of free radicals, which are the main cause of wrinkles and age spots. Also, wine mixed with organic products is the powerhouse of Vitamin C, which is again must for a healthy and glowing skin. Massaging techniques of the experts along with the goodness of wine, leaves your skin supple and rejuvenated.

Duration: 75 minutes

Price: ` 3,500 + taxes

Angsana Facial, Angsana-Oasis Spa & Resort, Bangalore

The signature facial comprises of oatmeal and almond mask and other natural ingredients are used to cleanse, refresh and moisture the skin and leave it soft and dewy. The therapists offer a soothing foot wipe, herbal drink and a few minutes to escape from mundane thoughts. The treatment helps to calm your mind while giving you a chance to indulge in the serene surroundings.

Duration: 90 minutes

Price: ` 2,750 + taxes

Royal Kaya Kalp Massage, Kaya Kalp Spa, ITC Sonar Bangla, Kolkata

A full body massage combined with a mini facial lulls you in a state of blissful relaxation. Relax and enjoy the signature massage with essential oils with a facial exfoliation followed with a soothing gentle face massage. This is a total head to toe rejuvenation and it leaves your mind and body rejuvenated and stress-free.

Duration: 90 minutes

Price: ` 5,500 + taxes

Oxygeneo Treatment, Mantra Vedic Spa Salon, Delhi

This is a new rejuvenating facial aiming at exfoliation, skin rejuvenation and oxygenation. Exfoliating scrub is used to remove dead skin cells for a smoothing effect. Later, massage is done with a special cream with active ingredients like, hyalurinic acid and antioxidants, to revive your facial skin. Finally, oxygenation is achieved by producing oxygen bubbles that gently burst on skin surface and stimulates oxygen rich blood flow within the skin.

Duration: 60 minutes

Price: ` 2,500 + taxes

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Hema Malini

Classic Beauty

Her looks have inspired the dreams of many people around the world. Men have called her their 'dream girl' and women have constantly dreamt of looking a bit like her. Even post 60, this heart stealer from yesteryears is grace personified. Her fleeting and languid dance moves, lovely smile that reaches her doe-eyes can give many of the current crop of leading ladies a fast run for their money

by Aarti Kapur Singh

So what is it that keeps Hema Malini look so radiant even after 60? The answers are as simple as they seem unbelievable.

"If I am not fit, I won't look good"

"I am a hundred percent sure that if I did not have a rigorous, regular and disciplined physical routine, I would also be flabby and shapeless.

I cycle in my house for 10 to 15 minutes a day, do pranayam every morning for 45 minutes and yoga every alternate day. I love dancing and perform twice or thrice in a month for which there are rigorous rehearsals. So that's how I remain fit."

"I watch my diet"

I drink a lot of water or juices when I'm travelling, as it helps flush out excess toxins

from the system and it also helps make your skin glow. Coconut water or homemade iced tea is great, too. Two cups of green tea is an essential part of my daily routine. I've stopped aerated drinks completely. I'm a pure vegetarian and curd is an important part of my diet. I fast twice a week and only eat fresh fruits, dry fruits and paneer. I like ghee in my food, but don't have it every day."

"I like my look to be simple"

"I try to wear as less make-up as possible even for my films and shows. on a daily basis. I'm fond of bright and muted colours, but prefer to look graceful. Kajal for the eyes and a light-shaded lipstick is what I like when doing my own makeup. My skin is good because I keep it clean and free of make-up as much as possible.

"Can't-do-without products"

I'm very stringent with my skin cleansing routine. I find Clarins cleansing milk does a good job. It makes my skin feel fresh and moisturised, so it appears smooth. Then my Aveda night cream is the one ritual I never ever miss. I have one pack in my bathroom, on my bedside, in my handbag and in my travelling bag too! These are the only two beauty products I feel I cannot do without."

"From my kitchen"

"Whether it is grated cucumber to tone and hydrate my skin in summer or a mixture of turmeric, sandalwood and milk to cleanse and exfoliate, I always rely on the gifts of nature to look beautiful. I also use aroma oils to make sure my skin is healthy and glowing. For my twice a week, hair massage, I use a mixture of coconut oil, amla, tulsi and neem. Just all this and I'm good to go!"

QUIZ TIME

SCORE ON HAIR

Get hair facts right.

Answer these questions correctly and get three issues of *Salon India* absolutely free

1) Hair stylists across the globe vouch for hair extensions by

-
- a) Balmain
 - b) L'Oréal Professionnel
 - c) Schwarzkopf Professional
 - d) MATRIX



2) This haircut, has taken the men's hairstyle by storm, globally.

- a) Crew cut
- b) Slicked back hair
- c) Undercut
- d) Caesar cut



3) Essentials Hairdressing, India, is a diffusion brand of

-
- a) Naturals Salons
 - b) Jawed Habib Salon
 - c) Green Trends Salon
 - d) Toni&Guy



4) is the celebrity hairstylist and Brand Ambassador of Olaplex in India.

- a) Jammy Fernando
- b) Savio John Pereira
- c) Jawed Habib
- d) Aalim Hakim



5) is the raging hair colouring technique which involves hair contouring to go with

- a) Babylights
- b) Hair strobing
- c) Balayage
- d) Ombré



COFFEE BREAK

Send in your responses to:

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QUIZ TIME:

Enter the matching letter

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

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WIN! WIN!



HURRY!

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

Send in your answers

NOW!!!

Delhi Makeup Mafia Academy



Contact Person:
Saloni Arora,
Owner, Makeup Mafia

Phone Number:
+91 9711110062/
9711115751/9654255133

Address:
C-1, DDA Market
Vasant Kunj, Delhi-110070

Website:
www.makeupmafia.in

Email:
makeupmafia@outlook.com

Makeup Mafia Academy, spread across 1,350 sq ft, was founded by Saloni Arora in 2010 with the idea of setting up a hub for artists and students, alike, to learn, understand and explore the art of hair and make-up which is at par with global standards.

The Academy has the capacity to train a batch of 20 to 30 students at a time and is well-equipped with stations, hi-tech equipment for hands-on practice and floor trainings and hair and make-up lab for one-on-one intensive training. Commenting on the inspiration behind the academy, Arora says, "Growing up with an inclination towards art and craft, landing up at NIFT to study Fashion Design and an interest in body painting, led me to into the hair and make-up industry. In 2008, I realised that our industry is fragmented in hair and make-up education, and decided to start an academy." With two branches, one in Delhi and the other in Gurgaon, Arora believes that in the future, the Makeup Mafia Academy will be a platform of repute for students to hone their skills and carve a niche in the hair and beauty industry.

► Courses

Commenting on the courses, Arora says, "We have intensive course materials for make-up, hair, nail and body painting. We have elaborated content on colour theory and gradience to daylight and night colour balances for make-up classes. Regular hair and make-up workshops are held for hands-on practice. Creating face charts before the practical and mood boards prior to photoshoots are a part of our comprehensive module. Apart from this, we have basic and professional styling classes for hair with internships for fashion shoots, advertisements campaigns and green room services." Mafia artists have showcased their artistry approach and ethics for over 40 brand photoshoots which sets MM apart. The categories of courses offered are Basic and Professional Hair Artistry, Basic and Professional Make-up Artistry, Art of Nail Design and Extensions, Professional Grooming and Soft-skill training and Art and Marketing.

► Eligibility criteria

The eligibility criteria are different for basic and professional courses. Minimum age for enrolment is 16 years. These courses are open to individuals looking forward to start the career in beauty and fashion industry.

► Fee

Course fee varies from ` 15,000 to ` 35,000

Christine Valmy

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Fashion TV launches F Salon in India

FTV, the global leader in fashion, multimedia and lifestyle content has made a foray into the beauty and wellness segment with the launch of its first salon in India. On the occasion, Rajan Vohra, Director, FTV India and SAARC said, "We are proud to announce the first ever F Salon by Fashion TV in India. We view ourselves not just as a salon, but an experiential brand. The idea is to provide high quality beauty and wellness services to our customers."

Tamanna Singh and Col Gautam Singh, Master Franchise of F Salon, North India and owner of F Salon in Rajouri Garden, with their team bring over 20 years of collective experience to the table. According to her, "F Salon's potpourri of beauty and salon services are at par with international standards and will take beauty and makeover trends up by several notches. For today's men and women, who are looking for best in quality, trends, products and value for money, F Salon is a one stop destination. We define ourselves as affordable luxury and want one and all to come and experience it."

Col Gautam spoke about the phase-wise expansion plans of the brand in north India. He said, "We are looking for likeminded people, who have zeal and the passion for the brand. Complete support and hand-holding of franchisees is assured to ensure the highest standards of quality of service to clients as per brand standards are delivered."

Stunning models from FTV showcased the trends in makeovers and hair couture designed and conceptualised by F Salon. The guest list included Ala Madhu, Farheen Prabhakar, fashion designers Ravinder and Tejinder Singh, Parul Mahajan, Rosy Aluwalia, Ajay from Buzay, Rajni Subba, Amit Talwar, Ruby Yadav, jewellery designers Aakash Aggarwal, Pankaj Verma, Reenu and Pooja Chabra, interior designer Deepa Devrajan and Dr Varun Katyal.



WHAT: Launch of new salon **WHEN:** 27 February **WHERE:** Rajouri Garden, Delhi

CavinKare Ability Awards the Unsung Heroes

Leading FMCG corporate, CavinKare Private Limited, in association with Ability Foundations, an NGO for the empowerment of people with disabilities, hosted the 14th edition of CavinKare Ability Awards to encourage and recognise individuals, who have defied all odds to pursue their aspirations. From an extensive range of countrywide achievers with disabilities, five lucky ones were felicitated at the occasion. The recipients were picked by the discerning jury members comprising Arun Jain, Chairman & MD, Intellectual Design Arena Ltd; Mani Ratnam, Film Maker; Mariazeena Johnson, Director, Sathyabama University; Rajiv Lochan, MD & CEO, Kasturi & Sons, The Hindu Group; Santosh Radhakrishnan, Head, Corporate Business, Tamil Nadu and Kerala, Dainik Bhaskar Group and G Venkat Ram, fashion photographer. Renowned Tollywood actor, Vikram graced the occasion as the guest of honour. The event witnessed a musical extravaganza



by numerous celebrity artists starting from celebrity rapper, poet, singer and lyricist, Blaaze; internationally acclaimed DJ Kave; A R Rahman's Sunshine Orchestra, conducted by Srinivasa Murthy, mesmerised the audience with their presentation, while Irwin Victoria, who made to the top 10 in Vijay TV's Super Singer competition, captured everyone's hearts with his singing.

Speaking on the occasion C K Ranganathan, Chairman & Managing Director, CavinKare Private Limited, said, "The physically challenged have always inspired me



with their talents and zeal, which helped me to explore a new perspective of life. CavinKare Ability Awards is a felicitation of those who never stopped to achieve brilliance despite their physical limitation. Each year, we embark to cast the net wider and drive this inspiration with the support of our media partners. This 14th Edition of the CavinKare Ability Awards has truly been an eye-opener that motivates me to embark on a new journey in life."

What: 14th CavinKare Ability Awards **When:** 12 March **Where:** Sir MuthaVenkatasubba Rao Concert Hall, Chennai

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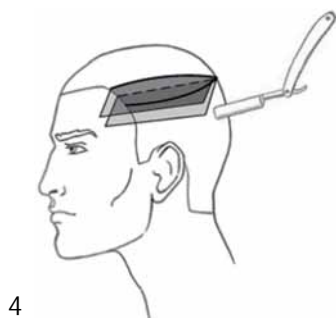
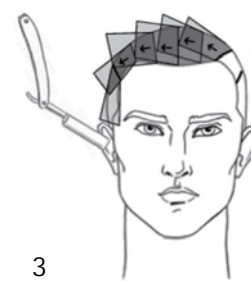
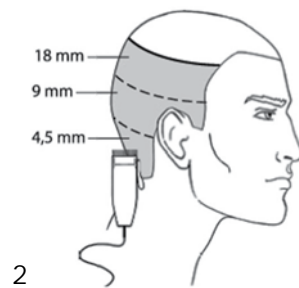
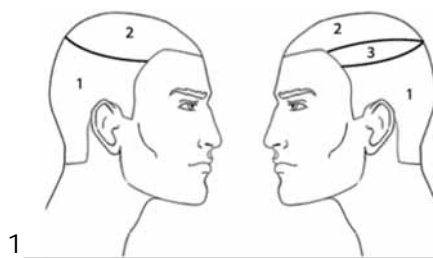
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Lukas



Step 1: Sector 1: isolate crown area keeping 1 cm lower on the left. Sectors 2 and 3: on left side take a line from mid eyebrow joining back crown line.

Step 2: Tone down sector 1 with 3D cut technique from 18 to 4.5 mm. Use trimmer to cut hair in three different lengths, starting from the longer one, toning down middle lengths.

Step 3: With vertical partings on sector 2, create a perimeter with a razor from the ear tip to the corner of the eye, then cut the whole sector in guide for displacement.

Step 4: Use the same technique to cut sector 3 creating two partings.

Step 5: Lighten the top with toothed scissors repeating the same steps. Give the finishing touch on back part excess.

Hair: Italian Style Energy
Make-up: Silvia Dall'Orto

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