

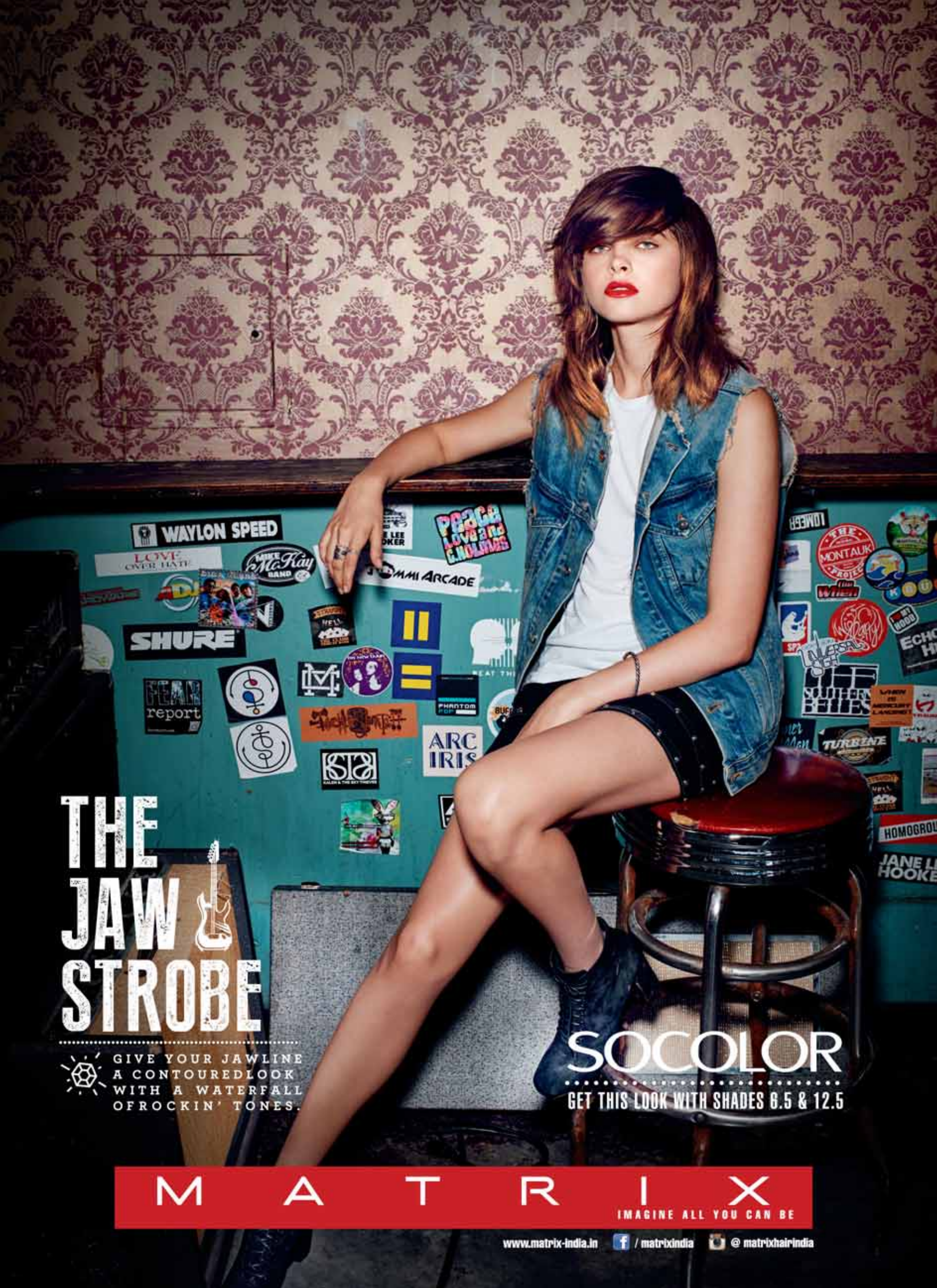
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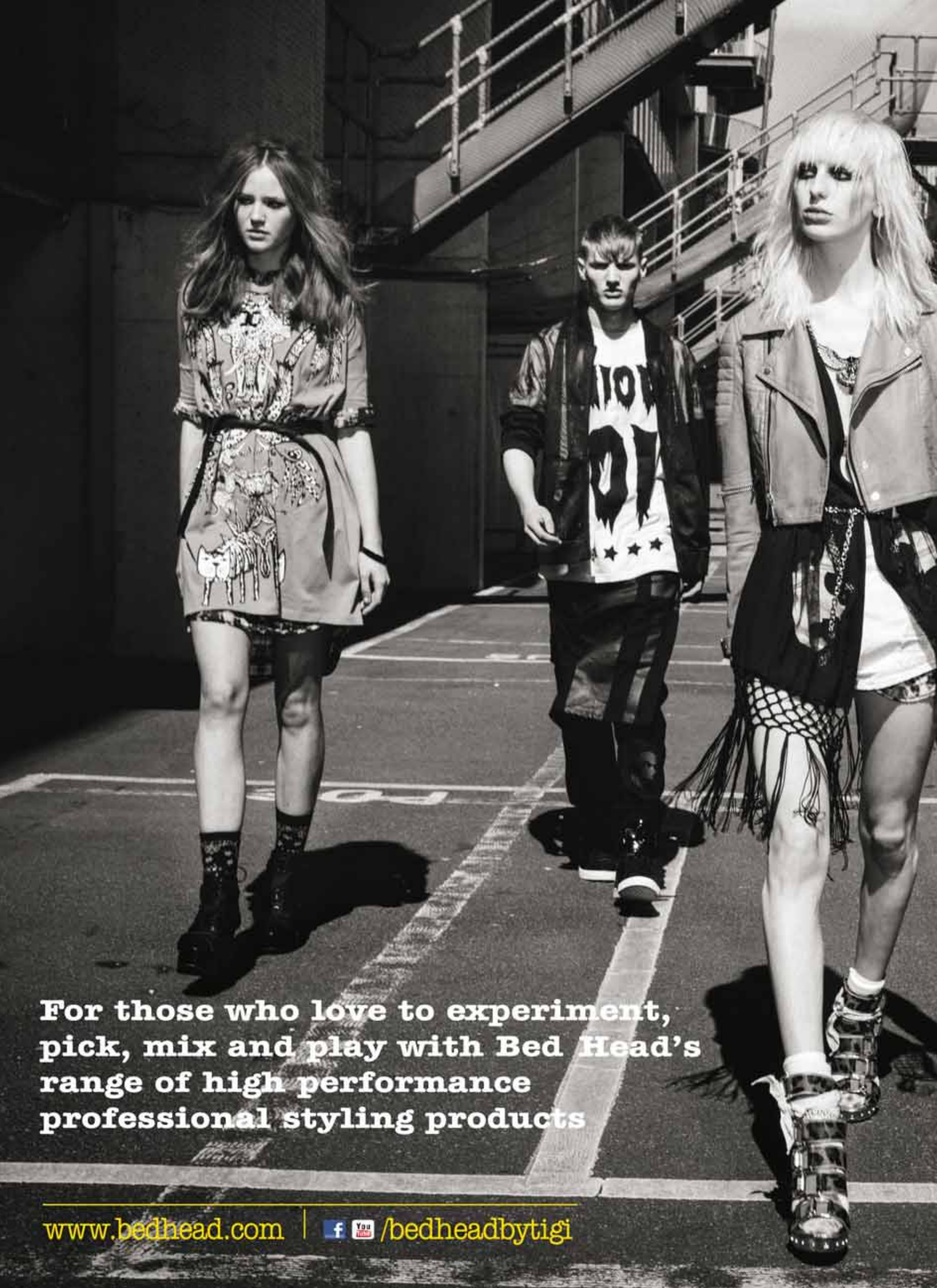
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Email: info@imagesgroup.in, Website: www.imagesgroup.in
Mumbai: 1st Floor, Panchal Iron Works, Plot No.: 111/3 Marol Co op Industrial Estate, Marol, Andheri (East), Mumbai 400 059, Ph: +91 22 28508070/71, Fax: +91 22 28508072

Bengaluru: 523, 7th Cross, 10th Main, (Jeevanbhima Nagar Main Road), HAL 3rd Stage, Bengaluru 560 075, Ph: +91 80 41255172/41750595/96, Fax: +91 80 41255182

Kolkata: 30-B, Anil Roy Road, Ground Floor, Kolkata 700 029
Ph: +91 33 40080480, Fax: +91 33 40080440

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Salon International, Italy: **Publisher:** Giuseppe Tirabasso, Editor-in-chief: Claudia Stagno
Redazione, Amministrazione, Pubblicità, M.T.E. Edizioni S.r.l.-Via Romolo Gessi, 28 - 20146 Milano, www.salon-international.net

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Summer is here in earnest and so is the frenzy associated with it. Soaring temperatures across the country, droughts, forest fires, power cuts and planets in retrograde, the mayhem has truly begun! However, hope floats and all is not lost. There are a few corporates and individuals, who have decided to make a difference and are reaching out to those in dire need, be it by supplying water to drought-hit regions of Maharashtra or carrying out rescue operations in the fire-ridden hills or making generous donations to save lives. Good Samaritans are quietly going about their business to make this world a better place and the scorching heat doesn't seem to be a deterrent at all!

The beauty and wellness industry, too, has geared up by banking on the opportunity presented by the season. To calm our minds and bodies, there are brand new products in skin care and hair care, new therapies on their service menus and host of tantalising new offerings. Salons and spas are putting their best foot forward, indeed. This being the basis of our main article titled 'In Focus', we bring you views of salon and spa owners and brands, who give us a peek into their summer-time reliefs.

To inspire our Indian audience, in our 'Interview' section, we feature the most-deserving hair and make-up artists from across the globe. Keiichiro Hirano from Japan stepped into hair dressing at a young age of 10 and since then has wielded the scissor like a magician wields a wand! Based in London, today, he occupies a place of prominence and prestige as a leading hair dresser. His journey is inspiring, to say the least. In a glorious photo essay, Laura Ciccone, Head Stylist with Kinky Curly Straight Salon in Adelaide, Australia and the MATRIX HOT Team Member, showcases her latest collection called Crude. On the home front, the well-known Avan Contractor, Co-founder and Creative Director at BBLUNT Salons, shares leaves out of her journey to inspire the aspirant, who wishes to be a part of this dynamic line. Shailesh Moolya and Sushma Khan, hair and make-up experts, respectively, at Lakmé, co-curated with Nikhil Thampi, fashion designer, to create stunning looks at the recently concluded Lakmé Fashion Week Summer/Resort 2016. They share a few tricks and techniques with us.

In the 'Spa Focus' section, we feature Quan Spa at the JW Marriott in Mumbai. Tranquil and flowing like water, the layout of the spa, coupled with its innovative therapies, will surely instill you with peace.

All this and lots more in this issue of *Salon International-India*. Keep reading and liking us on FB and Twitter!

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Hair Stylist: Gjoko Shkreli, Gjoko Shkreli Salon & Spa, New York
 Make-up: David Maderich
 Fashion Stylist: Montgomery Frazier
 Art Director: Vivienne Mackinder
 Production: Hair Designer TV
 Photographer: Roberto Ligresti

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Shahnaz Husain's dinner with Priyanka Chopra



Dr T. Subbarami Reddy, MP, Chairman, Committee on Subordinate Legislation, hosted a dinner for actor Priyanka Chopra to felicitate her for the Padma Shri Award. The dinner, held at Taj Mahal Hotel, Mansingh Road in Delhi, was attended by Shahnaz Husain, who has also been honoured with the prestigious award. There were several high profile people from diplomatic corps, industrialists and other eminent personalities.

Blush Clinic turns 22

Dr Jamuna Pai's Blush clinic celebrated its 22nd anniversary. Established in 1994, it offers state of the art facilities in skin care. Dr Pai in her debut book *No One Has To Know* has addressed some commonly faced beauty problems with simple solutions. On the occasion, Dr Pai's Skin Lab presented 22 exciting offers for its patrons through the anniversary month and different offers for clients. The clinic is offering Skin Analysis 22 per cent off on selected treatments.



SVJ Academy offers new courses in May

Seema V.Jerajani's academy is offering new programmes for those who wish to make their career in hair styling and make-up. The latest courses on offer from from 6 to 11 May are Hairstyling Level 1, which covers Fundamental and Bridal Styling and Hairstyle Level 2 which covers Fashion and Current Trends on offer from 13 to 18 May. SVJ Academy tries to enhance the confidence in their students. Classes are taken by Seema V.Jerajani, a visionary, who is being also an inspiration of the next generation. SVJ is one of the leading hair and make-up schools in the country that not only trains students with new trends and techniques, but also provides a friendly environment.

AIHBA at OMC Hairworld '16 held in Korea

Seoul, Korea, was the gracious host city for the World Hairdressing Championships: OMC Hairworld 2016. It greeted guests with glorious displays of their culture through booming drums, gold, silk and was a representation of oriental beauty. There were 1,600 attendees from over 50 nations and from India, AIHBA's team had Elisha Chauhan, Yogee Indulkar, Neha Kansara in the Ladies Technical category and performed two tests - Ladies Creative and Hair By Night; Ali Hassan Sherazi did the Ladies Progressive Trend - Cut and Style, Sukhvinder Kaur and Alpa Rajgor in Ladies Fashion and Bridal Make-up, respectively. The Indian delegation comprised of Aparnaben Dave, Zankhana Dave, Nidhi Gupta, Sunita Lamba, Safiya Matcheswala, Poonam Chugh, Maya Patel and President of AIBHA, Dr Sangeeta Chauhan. India was at the ninth position and it's an achievement and a proud moment for the entire hair and beauty industry.



Hindustan Unilever buys out Indulekha

Hindustan Unilever has acquired Indulekha, the FMCG brand, for ` 330 cr with a condition that Mosons Group can manufacture their hair oil for one year. The Mosons Group will receive 10 per cent of the revenue earned for five years even after the production is transferred to the new owner. Hindustan Unilever will now sell the hair oil, shampoo, skin care oil, face pack, cream, jasmin and sandal soap products under the brand Indulekha and Vayodha. First launched in 2009, as a premium Ayurvedic hair oil, over the years, Indulekha Bringha Oil has carved a niche for itself and is popular in Kerala, Tamil Nadu, Karnataka, Maharashtra in India and the Middle East. According to the agreement with Hinustan Unilever, Indulekha cannot manufacture any of the personal care products, except the coconut oil. Indulekha is planning to establish Indian Woman, a new brand made by women in small units, starting from dishwasher soap powder and toilet cleaner, among others.





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Aditi Rao Hydari, Avon's new brand ambassador



Now Aditi Rao Hydri will endorse Avon in India. "We are thrilled to appoint Aditi as the new face of Avon Color in India. She embodies everything that the brand stands for - beauty and empowerment," said Swati Pal, Marketing Head, Avon India. "She now plays a role model for Avon representatives across India. We are confident that she will greatly portray the make-up range that Avon is renowned for," Pal added. Aditi marked her happiness and said that Avon as a brand empowers women. She said, "I'm proud to be associated with it, for inspiring women to be independent and explore opportunities to earn for themselves."

Organossence' range of facials from Green Trends

In this hot summer, go with nature and science for best skin results. Green Trends has introduced the new natural facial range, which is a combination of oats, honey and sandalwood and professional skin care ingredients. Organossence facials are available in three variants - the Lightening Facial is for instant glow and removing sunburn and the De-pigmentation Facial is to even the skin tone and remove blemishes; the Moisture Lock Facial removes the dead skin and sun tan. This facial maintains the moisture and makes your skin supple and soft. The scrub and mask contain oats, lime, honey, sandalwood and rose water.



/// INTERNATIONAL ///

Beautyworld Middle East 2016 in May

UAE's hair care, skin care and cosmetic market is growing fast, so much so that Italy is planning to launch their beauty products in the upcoming trade show, Beautyworld Middle East 2016 to be held in Dubai from 26 to 28 May. A premier trade and networking event for beauty, hair, fragrance, machinery, packaging, raw materials, and wellbeing, it will showcase more than 1,500 exhibitors from 62 countries. The shows influence has spread not only across the Middle East, Africa, the Indian subcontinent, but has gone well beyond, offering thousands of influential trade buyers the latest beauty trends and exciting new opportunities for their businesses.

Italy will show its men's collections in hair dyes, organic skin creams, hair removal equipments and professional cosmetic lines. This year Italy's participation has increased by 13 per cent. A packed schedule of workshops, conferences, competitions and educational features means this is also the most valued-added edition of Beautyworld Middle East in its 21-year history.



Cosmopack New York also in May '16

Cosmopack, the exhibition dedicated to the supply chain in conjunction with Cosmoprof Worldwide Bologna presents the third edition of Cosmopack International Business Forum and Exhibition, from 11 to 12 May at the Spring Studios in Manhattan. The Italian Ministry for Economic Development and of ITA have played a vital role in the organisation of the exhibition. Cosmopack International Business Forum and Exhibition gives an platform to the Italian industry to show their excellence in the beauty sector. This exhibition provides a unique opportunity to meet American retailers and brands and to focus on new trends and technologies of the supply chain. The event is jointly collaboration with Cosmetica Italia - the personal care association, Polo Tecnologico della Cosmesi and with the partnership of ICMAD and CEW. Cosmopack Forum is dedicated to the latest trends of the beauty industry, will also hold two seminars that focus on trends, market analyses, regulations and new products with the contribution of prestigious experts, journalists, trade agencies, opinion leaders and brand managers.



Unilever's new manufacturing unit in Nairobi

Unilever has introduced its manufacturing facility in Nairobi, Kenya and has invested about \$1.08 million. The sole purpose of this investment is to increase the production of Vaseline Jelly. The new facility will serve the East African market and countries in the COMESA region, such as Zambia and Zimbabwe. "This is a milestone for Unilever as we expand the reach of all of our brands in Kenya and across East Africa," said Unilever CEO for East Africa, Marc Engel. "It shows how world-class manufacturing processes, assets and skills can be deployed in Kenya as part of a site that is already zero non-hazardous waste to landfill and within Unilever efforts to drive up industry benchmarks. Under the umbrella of Unilever there are brands like OMO, Sunlight, Blue Band, Royco, Geisha and Vaseline, as well as key brands like Knorr, Dove, Lux, Axe, among many others.





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Kamal's Salon



Spread in an area of 600 sqft, Kamal's Salon is a unisex salon for hair, skin care and bridal make-up. It's equipped with four hair stations, two shampoo stations, two stations for manicure and pedicure and two beauty rooms. Popularly known as Kamal's, it has to its credit five decades of excellent service in the field of beauty. Kamal's daughter-in-law, Monaz Cooper, who has trained and completed her course at L'Oréal Professionnel aims to take the salon to new heights with a trained team with exceptional expertise.

Says Cooper, "The salon offers an array of hair and skin services ranging from haircuts and styling to technical services. Skin services range from basic facials as well as anti-tan packs. Kamal's is among the few select salons to launch L'Oréal Professionnel's highest innovation and development in hair growth technology, Serioxyl." She further adds, "Our mission is to provide quality hair and beauty services for the complete family at affordable rates."

Colour combination: Black and white

Products used: L'Oréal Professionnel for hair; Cheryl's for skin; Kryolan, Bennye, MAC and Maybelline New York for make-up

Lights: Mix of white and yellow

Flooring: White tiles

Architect: Not disclosed



Contact Person:
Monaz Cooper

Address:
Shop No. 9 & 10, Shri Ganesh Aangan CHS. Ltd, Thakur Village Kandivali (East), Mumbai - 400 101

Website:
www.kamalssalon.in

Email Id:
monazcooper@gmail.com

Phone No:
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Nailspa Experience



Nailspa Experience, the nail care salon and spa, recently opened its fourth outlet at Colaba that offers a host of grooming services, including manicure, pedicure, nail care, eyelash enchantment and hair care treatments.

Spread over an area of 400 sqft, Nailspa Experience is dressed in cream wallpaper and white painted walls accessorised by mahogany flooring. The nail salon and spa aim to provide quality wellness and grooming services with an expansion plan of 10 more stores across the city by next year.

Speaking on the nail salon plans down the line, Aryn Manji, Director, Nailspa Experience says, "Our vision is to be the largest in India with the highest quality standard and services. We intend to have an academy and own range of products in the near future. We further plan to open around 10 salons by next year with a minimum investment of Rs30 to Rs35 lakhs per branch. Our aim is to educate and enhance the people of India on nails."

Colour combination: Brown, gold and red

Products used: Ename, OPI, China Glaze, Ezflow and Blue Sky

Lighting: Natural

Architect: Sabina Punjabi



Contact:
Aryn Manji

Address:
A-2 Meherzin Building, Woodhouse Road, Opp Bank of India, Colaba, Mumbai-400005

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Keiichiro Hirano

An Atypical Artist

Born and raised in Tokyo, Japan, it was Keiichiro's dream to be a hairstylist. To realise it, he began training full time when he was just 17. After learning and developing his craft in his home town, he moved to London to further his passion and career as a session stylist. He shares with *Salon India* the trials and joys of being an intrinsic part of hair dressing

by Aradhana V Bhatnagar



How did you get involved in hair dressing?

My family owned a salon in Toyko. From my mother, I learnt about the business and the craft when I was 10. When I was 17, I gained more experience by working in a salon in Tokyo. From then on, I didn't look back and in the years that passed, have mentored under Vidal Sasson and Aldo Coppola.

What is a normal day in the life of Keiichiro?

I am either working in my studio, K Hair Studio in East London or I'm working on various assignments as a Session Hair Stylist around the world. My editorial work has since appeared across the globe in Vogue, Harpers Bazaar, Tatler, Sunday Times, Tush and GQ. Previous ad campaigns include working with The Body Shop, Harrods, Boodle, GHD, Virgin, Sony, L' Oréal, Clairol, Vivienne Westwood, Fred Perry and Calvin Klein. I've also worked with some of the most respected photographers such as, Rankin, Norman Watson, Graeme Montgomery, Khristian Schuller, Luis Monteiro, Dan Smith and Tim Bret Day. I've showcased my skills at fashion shows for Romina Karemanea and Oswald Boateng.

What is your forté as a renowned hairstylist?

I work with texture and structure and like to focus on combining texture with an edgy elegance. I have a reputation in Europe for carrying out sculptural forms, bringing dynamic elements to the brief. I love working with people, drawing inspiration from the many new and interesting characters I come into contact with through work.

When you are creating a collection, what is your inspiration?

My biggest sources of inspiration are the streets and everyday life, art exhibitions and museums.

What are your favourite tools and products?

I never travel without my handmade scissors, Mason Pearson brushes, a fantastic organic line of Japanese products from the Adjuvant Hair Deco series. Another favourite is Bumble and bumble and R & Co hair products.

What are the top trends in hairstyles?

I never follow trends, it totally depends on the hair and the person.

What's the advice you would like to give to an aspirant who is about to enter this line?

Practice, practice, practice, cutting, blow dries, hair ups. Even hair washing is an art. The more experience you have, the better you will be.

What are your plans for the future?

I would like to produce my own products at K Hair Studio in London. At some point I would like it to become one of the top hair academies for training students from around the world. 🌐



Hair Strobing Go-to Trend of Celebrities

Time to get summer ready with the newest highlighting technique in town – Hair Strobing. So, rush to the nearest MATRIX salon and strobe on!

Strobing technique became a rage in the make-up industry, as it helped to accentuate facial features in a natural way. Today the technique can be done on hair and it has taken the international fashion circuit by storm.

Hollywood celebrities are swooning over it and are seen sporting this trend with élan. Hair strobing works in the same way as contouring the face, by highlighting parts of the hair where light would fall naturally. It allows the client to draw attention to her best assets while overlooking the flaws with alternate usage of two shades lighter and two shades darker than their natural hair colour.

Celeb spotting

Cheek strobing: Have high cheekbones or want to create the effect? Take a cue from celebrity Cameron Diaz as she is seen sporting the trend in-vogue with focus on the cheeks. Place highlights around the centre of the face to watch heads turn. MATRIX will help you recreate this look by using SOCOLOR 6.62 and SOCOLOR Highlift 12.

Eye strobing: Let your eyes do the talking as does Emma Stone. As you choose to shift the focus on your eyes, add the right amount of drama with this technique and enhance your eyes like never before. The Eye strobe can be customised for Indian skin tones by using MATRIX SOCOLOR 5.3, 6.28 and SOCOLOR Highlight 12.1.

Jaw strobing: Gift yourself a chiseled jawline a la Jennifer Lopez. The strobing technique will focus on the jawline to show off a perfectly contoured look. Time to unleash the rock star chic in you. MATRIX can customise the jaw strobe for Indian skin tones. It can be achieved by using MATRIX SOCOLOR 6.5 and SOCOLOR Highlift 12.5.

Rock 'N' Strobe

MATRIX is the 1st professional brand to own strobing in India and introduced Rock 'N' Strobe featuring Hair Strobing. It's time to go beyond highlights and lowlights, as strobing boasts of customised looks to enhance your best facial feature which is achieved with intentional placement of light and dark colours. It further imparts a radiant



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glistening effect that can be adapted to all hair colours to achieve a beautiful finish.

Recreate the looks

Whether it's cheeks, eyes or jaw that you need to highlight, ask your consultant for hair strobing with the SOCOLOR range by MATRIX. The range is optimised for Indian hair, while its formulas are pre-adjusted to neutralise warm undertones providing a vibrant colour impact even on darker hair. So, experiment with the current strobing trend while the path breaking Kera-Protect technology in SOCOLOR protects the keratin in your hair and creates the perfect foundation to enhance colour's long-lasting vibrancy and beauty. **S**



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Professional Tips for Damaged hair by **MATRIX Biolage Experts**



Summers are known to take a toll on the hair leaving it dull and damaged, but not anymore. Melroy Dickson, General Manager - Education, MATRIX India shares tips to reconstruct damaged tresses from inside and outside

Which is the most common hair concern in summer and what are its causes?

A common concern people face during summers is hair damage that's usually caused due to prolonged exposure to the sun and certain external aggressors. Unfortunately, hair can get damaged relatively quickly, but bringing it back to good health takes time. Hence, it's advisable to avoid elongated exposure to the sun and excessive heat styling without using proper hair protection.

Do you think a change in lifestyle can control the issue? If yes, what are the tips you would like to share?

It is extremely important to maintain a healthy regimen for damaged hair in order to avoid further damage. Here are a few easy-to-follow lifestyle tips:

Shampoo less frequently: Frequent shampooing can strip away natural oils and make damaged hair look even more dull. Try not to shampoo more than two to three times a week.

Cold rinse cure: Rinsing damaged hair in cold water at the end of your shower is a great way to deal with damaged hair and produce the healthiest, shiniest strands possible.

Handle wet hair with care: Freshly washed tresses are sensitive and need to be handled with care. After a shampoo, don't rub damaged hair vigorously with your towel. Gently apply a leave-in conditioner with your fingers and comb the damp hair with a wide-toothed comb while holding onto the roots.

Regular cuts and trims: If your damaged hair has a straw-like texture and good hair days are a thing of the past, the first thing you can do to make it look better is to get a trim or a cut.

Avoid hot styling tools: Whenever possible, air dry your hair and don't use irons on it. If you must, keep the settings at the lowest and make sure that the hair is completely dry.

Eat healthy food: Maintaining good overall health can help damaged hair get healthy. Make sure to drink lots of water, vitamins and essential nutrients. A diet rich in proteins, vegetables, fruits and low-fat dairy keeps hair happy.

What are the recommended MATRIX products for damaged hair?

Damaged hair is a serious concern that requires an advanced professional solution. I would recommend the Biolage Advanced Repairinside range from MATRIX. It not only helps restore damaged tresses, but is formulated with ingredients that prevent future damage.

What are the USPs of Biolage Advanced Repairinside by MATRIX?

Biolage Advanced Repairinside is a hair reconstructing solution that repairs damaged hair inside and outside and it's the 'first dual repair professional treatment'. Powered with formulas that have been designed and tested specifically for Indian hair, it brings together the goodness of nature with soya oil that helps arginine restore the cuticle shield of the hair from outside and the power of molecular science with arginine, which penetrates into the cortex to help reconstruct damaged proteins from the inside.

Which in-salon service would you advice for damaged hair?

I recommend the Biolage Advanced Repairinside 360° Reconstructive Treatment. This is an exclusive professional BIOSPA treatment especially designed for severely damaged hair. The treatment results into total reconstruction of damaged hair from inside and outside. One can experience this service at MATRIX salons across the country. 




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TIGI Hair Care Solutions for Summer



Photo: Shutterstock.com

Summer may be the perfect time to go all out and have fun outdoors, but when it comes to hair, the warm weather could leave your hair-do in not-so-great condition. This summer let your hair breathe, as TIGI provides the ultimate solutions to tackle hair woes

Women love to look fabulous all day long, however, the summer months bring with it major hair woes, such as frizz, excess oil and more. So, while you may revel in the glory of the sun, sand, beaches and pools, make a note to always look after your hair, too.

Frizzy hair

To fight the frizz, cocktail TIGI Bed Head Control Freak Serum with TIGI Bed Head After Party Smoothing Cream. This light, greaseless and humidity resistant formula delivers a straight-up glossy finish as it conditions the hair and seals the cuticles. It also moisturizes and works well to smoothen the hair and tame fly-aways.



Colour fade

Constant exposure to UV rays often leads to fading hair colour. The TIGI Bed Head Colour Goddess Shampoo and Conditioner helps keep the hair colour intact thus enhancing colour vibrancy. It also smoothen and adds shine.

Limp hair

TIGI Bed Head Epic Volume Shampoo and Conditioner, is an innovative sulphate free shampoo which boosts the volume and body of fine and limp hair. You could also use TIGI Bed Head Superstar Queen for a Day Thickening Hair Spray which will help lift the hair to new heights. It will also help strengthen, condition and moisturise the hair for a natural, non-sticky feel.



Dry hair

To deal with this brunt, shampoo and condition the hair with TIGI Bed Head Urban Antidotes Recovery Level 2 Shampoo and Conditioner which will help cleanse and deeply hydrate dried out tresses to make it cleaner and more lustrous.

Sun damage

Prolonged exposure to the sun, can damage the outside cover of the hair strand. To protect hair from sun damage TIGI Bed Head Dumb Blonde Smoothing Stuff works amazingly well and helps restore moisture hair and regulates frizz and fly-aways. It can also be used to add depth to the hair colour, thus protecting colour fadage





Mohd Ahkam has moved from strength to strength and is today one of the established artists in the salon business with A-listers, like Virat Kohli and Honey Singh as his clients. *Salon India* shares his professional journey

Mohd Ahkam Self Made Maestro

Delhi-based hairstylist Mohd Ahkam started his innings in 1998 with Appeals Salon in Delhi. Thereafter, he moved on to LOOKS, which is currently one of the most commercially successful salon chains across North India. Having worked there for over a decade, Ahkam evolved as an artist, as he was exposed to the best of brands and professional skills. In January 2015, he decided to set-up his own salon called Head Office Unisex Salon in Punjabi Bagh. Today, Ahkam is one of the established artists in the hair and salon business, having A-listers, like Virat Kohli and Honey Singh as his clients.

Getting started

I started my career in 1998, when I was 15 years-old with no clue of how things worked in the world. It was really tough to get into this profession, especially when the industry and the art of hairdressing was not known to many!

Journey so far

This industry has given me a platform to learn and understand professional grooming. I have experienced many ups and downs because 18 years back, it wasn't an easy job to develop my skills in front of my seniors and clients, when there were established hairdressers in the market. This industry is so dynamic, you just can't afford to sit back. One has to work upon oneself to improve. My dedication and hard work has finally yielded results and I am where I am. I have also won the 'L'Oréal Men's Image Award' consecutively from year 2011 to 2015.

Family support

I don't think I can ever thank my family enough for standing with me during the highs and lows of my career. Not even once did they ask me to drop the idea of following my passion even when I was not doing well. They have been my biggest support, even when I put all my savings were at stake.

Overcoming challenges

You face challenges in every stage of life, be it during childhood, for education or to find

a partner. Honestly, it's how you deal with them. I'm not from a wealthy family and had to struggle and learn everything twice as fast. I worked day and night, on birthdays and anniversaries, but never let my work down. It has all really paid off and as they say, rest is history!

Success mantra

'Be on the top with your feet still on the ground' is my mantra of success, as simplicity is the best and the most difficult asset to maintain. Despite the challenges I've faced, I try to keep calm and do not allow the situation to take control of me.

Progressing Indian hair industry

The hair industry has only grown in the recent past, as people have become stylish and more aware about their appearance. Hair styling is no more confined to the feminine gender, as men are now equally conscious of their looks. This industry has immense potential. I have experienced it, as I have grown up working here!

Advice for aspirants

This industry has become more commercialised, as it is one of the most revenue generating career options. The freshers or the learners should not think that the job profile is restrictive, as the field has many other things to offer. So just grab the opportunity and make the most out of it. I would suggest joining a good academy, where you can learn client handling and relationship building. You should have the passion to win, otherwise, it's a sheer waste of time!

Bollywood styling and more

Honey Singh and Virat Kohli are my two regular clients. The list also includes Prateik Babbar, Aakash Chopra and Alfaz. In the future, if I get an opportunity, I would like to work with Shah Rukh Khan!

Expansion plans

My salon aims to provide quality services and maximum client satisfaction. In addition to this, we are planning to expand to other regions of Delhi-NCR. 📍



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Trend Revelation Lakmé Fashion Week Summer/Resort '16

Hair and make-up trends, combined with exotic ensembles straight from LFWS/R'16 unveil exclusively for *Salon India*

by Shivpriya Bajpai

Lakmé Salon is on a roll and leaving no stone unturned in keeping their professionals updated with trends and enriching exposures. A dedicated programme by the brand, 'Backstage Heroes', has been developed to identify, train and deliver hair and make-up styling at the Lakmé Fashion Week, India's foremost fashion event for the last 15 years. With the intensive Learning Management System, Lakmé Salon ensures that their stylists and operators stay updated with the knowledge and learn the latest trends and techniques in the beauty industry. In 2015, the heroes had completed close to 2.5 lakh hours of training hours. Lakmé Fashion Week Summer/Resort 2016 witnessed similar association of the industry maestros.

Shailesh Moolya, National Creative Director, Hair, Lakmé Salon, Sushma Khan, National Creative Director, Make-up, Lakmé Salon and fashion designer, Nikhil Thampi, teamed up to work wonders on Thampi's eclectic collection called Illuminate. The trio spill out the trends, association and inspiration behind the curated looks.



Shailesh Moolya

on hair

What were the hair trends showcased at LFWSR '16?

The hair was sleek, gelled up with a couple of braided hairdos as well. It's all about the clean and sophisticated look.

How wearable will these styles be in day-to-day life?

Well these hair styles would be very wearable if you incorporate the main element of each theme. We also have the ready-to-wear version of the ramp looks available as Lakmé Salon's Show Stopping Illuminate Collection S/R'16, which are available across 270 Lakmé Salons in 70 cities in India. The most ideal situation is to sport the different elements from these looks:

Crystal: For weddings.

Hue: Perfect for day parties.

Shimmer: Something that would balance your evening dinners and dates.

What were the products used?

TIGI and Schwarzkopf Professional.

What are the techniques used to create these looks?

We have used a lot of innovative techniques, such as using 'U' pins to frizz the hair, silver foils to make different shapes in the hair and so on.

What are the trends in hair?

For the hair, the hair twist, with easy-to-replicate strand versions, polished ponytails, clean high ponytails, corn rows, multi-braided hairstyles, use of head accessories and the gamut of hair colours. From dynamic shades like fuschia, aubergine, red, deep-berry, crimson, rose blonde, serenity and bronde to hairstyles with loose curls, soft waves, textures and crystal embellishments – each look is a combination of poise and spunk.





Sushma Khan

on make-up

What were the looks created?

Fresh and glamorous, each look was a blend of lustrous skin, highlighted by shimmering eyes and lips. To complement Nikhil's garments we used bright shades of blues, purples and reds applying tints and tones techniques, strobing to highlight the best feature of the face, graphic glitter lines to accentuate the eyes and crystals to accentuate the lips and completing with a radiant skin.

What was the inspiration?

Inspired by the magnificent universe, 'The Show Stopping Illuminate Collection' draws its creative flair from the beauty of the skies above. Sparkly and elegant, the magnificence of space was made to reflect in our three themes; hue, shimmer and crystal. Iridescent and glamorous, the ethereal looks were a blend of lustrous skin complemented with bold sparkly eyes and lips.

What were the details you focused on for eyes, lips and face?

I focused on giving a perfect shape to the eyes. The use of liner was minimum, used more mascara, fake lashes and highlighters. The lips were pouty, with volume and careful outline, using the gradient technique, shimmer and crystal embellishments. Face was kept translucent with illuminating and minimal make-up.

What were the products used?

Illuminators, for the eyes and face. In summer, you have to be careful using emollients or oil-based products as they clog the pores. We opted for hydrating serums and water-based foundations and airbrush.

Any specific technique you introduced to create these looks?

For a sculpted look, we used the Strobing technique for a dewy, shimmery and youthful glow. Herein you enhance your natural facial features using only a highlighter in spots that catch light.

What was the colour palette you worked with?

High-intensity colours like red with crystals, gold shimmer on the eyes and lips and purple ombre lips were used to complement Nikhil's garments that were in earthy tones like white, beige, black and jewel shades of deep green, red, blue and tangerine. The idea was to accentuate one feature with a striking colour, using elements of hue, shimmer, crystals and completed with dewy, iridescent skin for the 'Illuminate' look.

What was the look you created for Nikhil Thampi's Illuminate Collection?

Fresh and glamorous, each look was a blend of lustrous skin, highlighted by shimmering eyes and lips. To complement Nikhil's garments, we used bright shades of blue, purple and red applying tints and tone techniques, strobing to highlight the best feature of the face, graphic glitter lines to accentuate the eyes and crystals to accentuate the lips and completing with a radiant and glowing skin for an 'Illuminate' look.

What are the trending make-up looks for this season?

The much coveted Strobing technique for an illuminated look and graphic shimmery eye make-up. Glitter liners and bright hued lips are to be looked out!



Nikhil Thampi

on the collection, Illuminate

What was inspiration behind the collection?

Illuminate was inspired by the space, galaxy and the sky and revolved around three themes – hue, shimmer and crystal. Lakmé experts, Shailesh Moolya and Sushma Khan, created distinct hair and make-up looks for each theme along with my collection that showcased sharp, clean silhouettes in monochrome. The predominant inspiration at all times is powerful women. Behind Quantum, the entire universe was my inspiration.

How did you balance the ensembles with hair and make-up?

With Moolya and Khan, the seemingly challenging process of putting our creative minds in synergy, was easy. There was a detailed exchange of vision and keeping each other's concerns in mind. I think, we were successful in putting all the three elements together.

What role did hair and make-up play in the collection?

Hair and make-up played a significant role! For my collection, shimmer, hues and crystals were illustrated in the most phenomenal style through the creative make-up and dramatic hairdos.

What are the current trends in attire?

Metallic garments are trending all over the globe. The perfect pair-up would be a metallic shirt with a cool pair of ripped denims or a stark pencil skirt can be easy on the eye and fashion forward. Cutouts are back and are here to stay. Cold shoulder cutouts are trending at the moment as it has the ability to elevate any basic shape. Moreover, this trend suits all body types and hence, can be paired with many silhouettes.

Avan Contractor Your Vibe Attracts Your Tribe

From styling the looks of some of the mega block-blusters of Bollywood, Avan Contractor, Co-founder and Creative Director of **BBLUNT**, has generously used her wealth of knowledge and experience at **BBLUNT** to ably manage the brand's salons and academies. *Salon India* speaks exclusively with her

by Shivpriya Bajpai



Professional background

The first course I ever did was a complete hair and beauty course that covered everything from cosmetology, hair and make-up to facials and waxing. There were a few hairdressers at the time, whose work I admired and aspired to work with, such as Anuradha Prakash Yusuf, one of the most sought after hair dressers of that time. It was under her that I re-trained and formed my foundation in hairdressing. Her training stemmed from the Sassoon foundation as she herself was Sassoon trained. Later I did a six-week course at Vidal Sassoon in London. Over the years I done a bunch of short courses at Vidal Sassoon, Toni&Guy as well as attended workshops with different educators who visited India.

Prior experience

I had a two year stint with Scissor Over Comb, after which I took a sabbatical and briefly assisted Jojo, the hair and make-up artist. I learnt a lot from him in fashion and advertising and even picked up tricks as there was limited access to products back then. My aim was to go to London and pursue my hairdressing dream! Before that could happen I ran into Adhuna a couple of times and chatted about the possibility of being part of her team and that's how the association started. It was under her tutelage that I took up a six months complete fast-track course and familiarised myself with Adhuna's modern techniques of cut and colour, as she is also highly influenced by Sassoon.





Inspiration to be in the hairstyling industry

My all-time inspiration is Vidal Sassoon. As a child, I used to enjoy my visits to the salon and was drawn to images of styles and trend forecast books. A lot of my inspiration stemmed from there. The concept of getting a change by just cutting one's hair used to fascinate me. I ended up spending a lot of time at a neighbour's salon and self-taught myself by watching those at work. Soon I found myself roller-setting the hair of relatives and having waxing sessions for my friends. I thoroughly enjoyed the whole vibe of a salon space.

Challenges faced and overcoming them

I think the lack of the right courses back then was the main challenge. I was always aware of my direction as a hairdresser, but not having the right education to back my passion was my biggest challenge. I remember being told at my very first interview that the techniques I used were quite dated and old school. This called for me to unlearn quite a bit before re-training from scratch with a specialisation in hair, as it was what I was most drawn towards.

Right here right now

Together with the other co-founders, I take care of the course structure and train at the academy. BBLUNT's partnership with Godrej enabled us to come up with products for Indian hair and it was a dream come true. I work closely with a dedicated R&D team at Godrej Consumer Products Ltd from inception to formulation, design development, packaging, testing, communication and each product launch. We paid close attention to consumer need-gaps within the category and

designed and developed products that were the need of the hour. I also ensure that I spend enough time at the salon to encourage, drive and motivate the team to keep the BBLUNT culture going and to spread BBLUNT's love amongst our clients and colleagues.

Celebrity hairstylist versus hairstylist

A celebrity hair stylist has to be on his toes 24/7. Also, with a celebrity, we have to take into account the various projects they are working on simultaneously, while designing the look for the particular character in that particular film. A balance has to be struck between their work image, our suggested style and what they want personally. With our clients, each person is different. Though the person's mood has a lot to say about what they would like to experiment with, at BBLUNT we customise the hair based on the face shape, hair texture, body structure, personality and lifestyle of the individual.

Success to me is...

Success is only as good as the last hair cut you've done. It's a subjective term and could be fame for some and monetary gain for others. For me, if I am able to consistently create a happy and satisfied customer, up my game and not get complacent with my achievements, it means I'm successful. In reality, you are your biggest competition and I truly believe it. So my competition should be with the stylist that I was yesterday.

View on the salon industry

I think the salon and beauty industry has grown leaps. A successful salon needs to be

a good marriage of business and creative minds. Today the new generation of stylists have it easier with access to a lot more options. A young stylist, fresh out of grad school has much better prospects than we did back in the day.

Advice for newcomers

Get into it for the right reasons. Hairstyling might look glamorous from the outside, but is extremely hard work. Come with an open mind and the flexibility to roll up your sleeves and get your hands dirty. Be dedicated, committed and driven, and above all, be passionate about what you do.

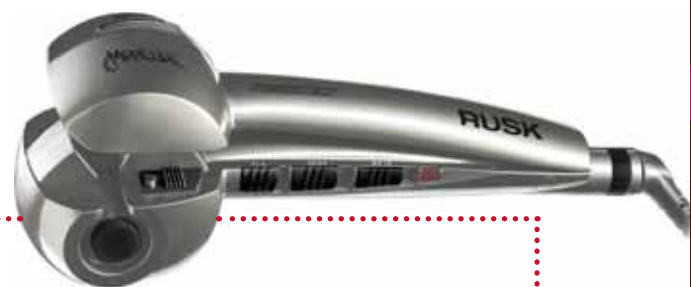
My client list

Anushka Sharma, Aamir Khan, Rani Mukherjee, to name a few. Each project brings me a new set of clients, so they change basis the projects I work on.

My future plans

Collectively the vision of all our directors at BBLUNT would be to grow the company to its maximum potential, which includes the growth of individual team members, individual franchises, individual salons, academies, exponentially without ever having to compromise on quality. We would like to see ourselves as a globally recognised brand at par with international standards and maybe even going that. Together with Godrej, as a team, we are extremely conscious of how our work impacts the environment. Our future plan incorporates a conscious effort towards reducing the carbon footprint. 🌱

Market Watch Tools



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Price: ₹ 19,975

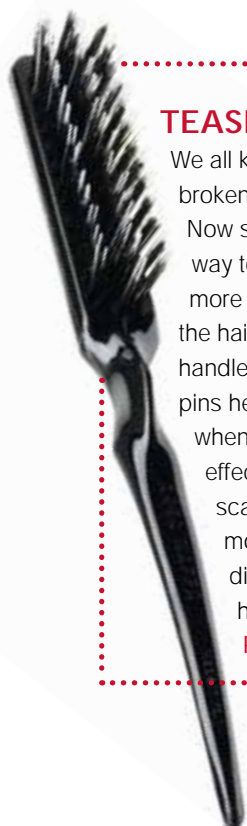


CERAMIC HEATER BY VOSS

Voss is a coined word for Boss and Victory, the Ceramic Heater has a ceramic coated heat plate that emits sufficient infrared rays and negative ions to protect the hair. It is powered by Korean high-tech PCB and is designed to facilitate faster and exceptional heat restoration for seamless styling with least damage to the hair. The ultra smooth ceramic plates generate a massive output of negative ions, combating frizz while imparting dazzling shine. The iron's unique protected edges allow for ultimate styling flexibility to create both curled and straight hairstyles with ultimate smooth glide application without letting the hair slip out.

Advanced heat recovery technology allows plates to maintain constant temperatures from root to ends, reducing damage and cutting styling time in half. It is available in yellow and white colours in wide (L41) and medium (M24) at Beauty World in Delhi and Beauty Planet in Mumbai.

Price: On request



TEASING BRUSH FROM ACCA KAPPA

We all know the feeling of trying to untangle knots in the hair and finding broken pieces of hair in our hands when we try to undo any backcombing. Now say goodbye to backcombing woes, as Acca Kappa brings an easy way to achieve the height and volume without damaging the hair. No more static and no more tangled knots! Especially designed to 'tease' the hair without damaging the structure, the Teasing Brush has a pointed handle to precisely separate the hair. The twin monofilament soft nylon pins help untangle the hair, preventing tears or breaks that are common when using fine-toothed combs. The pure natural bristles gently and effectively create volume. Brush along the entire length of the hair from scalp to ends. After repositioning the hair, use the tips of the twin monofilament pins to finish the styling. Available through the regular distribution channel or through Headstart International at info@headstartinternational.in.

Price: ₹ 575 onwards



STYLER FROM BRAUN

The Satin Hair 7 SensoCare Styler is complete with built-in sensors, which read the hair 20 times per second, detecting the moisture level of each strand and automatically adapting the temperature from root to tip to protect hair. It's personalised to every individual's needs. SensoCare's intelligent display allows the user to customise the styler to their specific hair type, but the display also provides feedback on your styling process to enhance the results. It also boasts of 100 per cent indestructible ceramic plates that will not scratch or deteriorate, ensuring the hair is not broken during use. Available at all modern retail shops and online.

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Market Watch Hair Care



Hair tonic from Dreamron

Dreamron MIYABI Treatment Tonic is made up of eight botanical extracts with vitamin E. This unparalleled combination of herbal extracts help to counter the problems of your scalp and hair, its fine fragrance energises your senses throughout the day. MIYABI improves your blood circulation, stimulates cell proliferation and cell renewal on the scalp whilst leaving it healthy. It is known to reduce scalp irritation and retain moisture, while adding extra shine and lustre. Its fast penetration stimulates your hair, strengthens them and reduces premature hair loss. It helps prevent premature greying and makes hair manageable. Its regular use ensures prevention of dryness and reappearance of dandruff. It contains soy protein, yucca, glauca extract, bilberry extract, sugar cane extract, sugar maple extract, orange, lemon extract, hydrolyzed keratin and Vitamin-E.

Price: ₹ 850 (120 ml)

Hair vitaliser from Oshea Herbals

Oshea Herbals PhytoGain Hair Vitalizer heals damaged roots and controls hair fall. A unique blend of Tulsi, Bhingraj, Manjistha, Amla, Harad, Nagkeasar, Ashwagandha, Bahera, Rosemary oil and rare and essential herbs in the formulation stimulate the anagenic phase of the hair growth cycle and also works to reverse the effects of harmful substances on hair growth. It induces quick multiplication of hair fibre cells, which results in faster development of the follicles. It improves tensile strength and increases the density. Available at major cosmetic outlets and online.

Price: ₹ 395 (120 ml)



Hair care from FarmaVita

The new revolution in the hair industry launch was done by FarmaVita Italy. Now transform stressed, dry, dull-looking hair into healthy damage-free hair in just three steps. The problem is the inevitable fibre damage due to chemical treatments, heated styling tools and hair ageing. To stop and reverse this deterioration, the Omniplex Professional restores the natural hair structure during chemical treatments. Omniplex is based on a new technology capable of providing long-lasting repair to the hair fibre for extraordinary and immediate results. It's free of sulphates, DEA, paraben and MI. Available at select FarmaVita professional salons.

Price: On demand



Anti-dandruff shampoo from Vichy Laboratories

Dandruff is one of the most common hair and scalp concerns faced by men and women these days. It's difficult to eliminate dandruff completely as it has a tendency to recur. L'Oréal Advanced Research has partnered with Institute Pasteur, Paris and concluded that when dandruff manifests, the entire microbiome is unbalanced and not just Malassezia. To combat this problem, Vichy Laboratories have developed a breakthrough innovation in Anti Dandruff segment with the Dercos Anti-dandruff Shampoo. It acts on persistent dandruff, reduces itching and ensures fungal and bacterial control with six weeks anti relapse efficacy. Dercos Anti dandruff shampoo makes your hair dandruff free, soft, manageable and shiny. Available at select pharmacies in all major cities and online.

Price: ₹ 1,600 (200 ml)





Dreamron

P R O F E S S I O N A L

Dreamron India Inc.,

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R.K's Aroma Gold Facial Kit

About the company

R.K's Aroma Shop, a house of rare Indian fragrances, backed by a team of herbalists and chemists, has closely considered the therapeutic values in the selection of natural aromatic oils and presents unique blends of biodegradable health and beauty care products. After years of hard work, study and perfumery experience Prakash Shivdasani started his own perfumery company on the name of R.K's Aromatics. However even after forming a company, his hunger for innovation and invention helped him start the manufacturing of Aroma cosmetics, which is a huge success in the global as well as the local market. Due to his unique ideas the company has over 3,000 successful products that are FDA approved and 100 per cent natural. Today, R.K's Aroma has established itself as a brand in the global market by training a large number of individuals and transforming them into professional beauticians also the company exports products worldwide and is one of the largest variety essential oil suppliers in the whole of Asia.

The product

R.K's Aroma 24K Gold kit is specially designed for revitalising and rejuvenating the skin. It contains pure 24K gold along with 100 per cent pure and natural essential oils, such as Mogra and Tuberose. Gold is an effective nervine tonic, which improves the complexion, delays ageing and works on enhancing the memory. It also has the capacity to heal, detoxify and restore equilibrium by creating harmony of mind, body and spirit. Based on the ancient Indian concept of Rasashastra (Alchemy), a specialised branch of Ayurveda, which deals with metals for therapeutical properties. This Facial kit contains Cleansing Lotion, 24K Gold Facial Cream, 24K Gold Facial Gel, Gold Facial Mask and Green Tea Moisturizer.

USP

Promotes radiance, enhances glow and reduces fine lines.

Key ingredients

Cleansing Lotion : Lavender Oil, Geranium Oil, Lemon Oil, Chamomile Oil, Carrot Oil and Wheat Germ oil enriched with vitamins as preservatives in lotion base; 24K Gold Gel :Mogra Oil, Tube Rose Oil and 24K Gold enriched with vitamins as preservatives in gel base; 24K Gold Cream: 24K Gold, Mogra oil and Tube Rose Oil enriched with vitamins as preservatives in cream base; Gold Mask :Mogra Oil, Tube Rose Oil and 24K Gold enriched with vitamins as preservatives in clay base; Green Tea Moisturizer : Green Tea Extract (matcha), Aloe Vera, Evening Primrose Oil, Lavender Oil and Geranium Oil enriched with vitamins as preservatives in lotion base.

Price

Gold Facial Kit is ` 1,450 (50 gms each) and the one-time use Facial Kit is for ` 110 (3 gms each). 📍



“ I was first introduced to R.K's Aroma products by a friend in 2002. This product gives great results, which not only enhances the complexion, but also works on the emotional level of a client due to its natural fragrance. I have been a fan of R.K's ever since and have achieved excellent results. ”

- Manju Saroopa,
Owner, Manju's Salon

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Workshop by Supersilk Look and Learn



Headstart International organised a training workshop with the Global Educator of Supersilk, Aurelio Ayala III, who has been instructing on colour techniques and styling since 1982. He is committed to sharing his knowledge with students and stylists in his salon and believes that teaching helps sharpen and focus his own work. Aurelio prides himself on his ability to find and bring forward the inner beauty of his clients.

In his workshop in Delhi with selected top 75 salon professionals and an internal team of 25 technical educators, Aurelio introduced Supersilk and conducted a 'Look and Learn Seminar'. In the course of three days, Supersilk treatment was done on 12 different kinds of hair - from coloured to henna treated hair, frizzy to curly, rebonded to chemically treated hair, heavy to dull and damaged gray hair, the treatment worked wonders on all hair types and left it as smooth as silk.

The results allow clients with curly, unruly and frizzy hair to decrease drying time, reduce styling time by 50 per cent or more and experience the ultimate luxury of smooth, sleek hair. It is 100 per cent formaldehyde free and the product line includes a synergistic blend of silk amino acids and shine-enhancing oils that have revolutionised the process of hair smoothening and texture management. Supersilk Smoothing System penetrates the hair shaft and nourishes strands from the inside out, making them sleek, strong and silky.

Salons got the solution to their client's keratin and straightening treatment woes and it will change their life for better! The whole treatment takes 30 minutes with a cut and colour to three hours for full treatment depending on the hair length and type, but the process is easy on the customers as the scalp does not burn, eyes do not water and there are no fumes. Then, the real test is if the result would last after a wash, the answer was a resounding yes!

The treatment lasts for eight to 12 weeks using the Supersilk after care range of Pure Indulgence Shampoo and Conditioner. This treatment is safe for all hair types, the stylist can actually cleanse, cut and colour a client's hair the very same day. The Supersilk service fights frizz, combats humidity and tames out-of-control curls to make hair feel smooth and sleek resulting in styling options from wavy, curly, naturally tousled to sophisticatedly sleek and smooth.

During the workshop, salon professionals at all levels, from owner to technical experts, were seen interacting with Aurelio. Supersilk is already being used by salon professionals and they were happy to get tips from Aurelio on how to achieve the best results with Supersilk.

He also made the stylists aware of the concept of smoothening, which has been confused with straightening and rebonding due to an absence of right education. Along with technical and practical knowledge transfer, Aurelio also demonstrated his skills in styling the mane into funky hairstyles.

Headstart being education oriented through its The Academy, takes on the responsibility of bringing world-class education and knowledge to the salon and beauty industry. Together the objective is to advance, train and promote the industry personnel in every possible way and to help them to be more effective and efficient in their business. "We at Headstart believe that it is a crucial aspect in the fast paced, fashion led industry, where trends and techniques are constantly evolving. This is why we frequently refresh the existing skill levels and develop new ones through these workshops," said Vidushi Agarwal, Head Brands at Headstart. 📍

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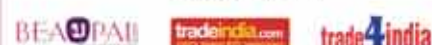
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Beauty Clients Handle With Care

by Shahnaz Husain

The beauty business is a people's business. The success of the business depends on client satisfaction. This not only depends on the actual solutions to beauty problems, but the extent to which you can develop an ideal relationship of confidence with the client. The relationship should be a blend of a professional attitude and genuine human interest in the client. Client handling involves several aspects, like client reception, attitude and behaviour towards the client, professional ethics and of course, hygiene and cleanliness.

The first impression that the client gets will be partly based on the visual appreciation of the clinic and partly the manner in which she is received. Calm efficiency and an organised method of reception should be apparent to the client. She should get the feeling that the beauty therapist, or receptionist, is interested in her presence and she should be given a knowledgeable response to her enquiry. If there are any leaflets or brochures about the treatments, offer them to the client. Offer tea or coffee, if available and make the client feel relaxed. If you can afford it, offer a free pedicure or manicure, during the wait. This goes a long way in building up your clientele.

The attitude and behaviour of the beauty therapist is important. After all, the client has come to the clinic with a problem, or expecting good service. Show genuine interest, understanding and a sympathetic attitude. At the same time, your attitude should be professional. Your behaviour should be such that the client acquires confidence about your abilities. Use gentle persuasion, rather than hard salesmanship. Each client should be treated with equal importance. One client's problems should not be discussed in the presence of another client. Work quietly during treatments. Exchanging news or chatter with your colleagues while carrying out treatments will hardly help the client to relax. Clients should be treated as individuals, with their own likes and dislikes. Never get into an argument with the client. Explain gently and politely.

Apart from personal behaviour, your own appearance is of great importance. Your appearance must be clean and tidy at all times. Your uniform or overall should be clean and neatly pressed. Mend tears and replace buttons in good time. Cut down on jewellery during work. Fancy bracelets, bangles, rings and chains will only interfere with your work and may even be the cause of discomfort to the client. The hair should be clean and neat and away from the face. Never touch your hair while you are attending to the client.

Hygiene is of extreme importance, both in the clinic and in your appearance. The hands and nails should be clean. Keep the nails trimmed short. Wear a mild deodorant if you wish, but no heavy, overpowering perfumes. Wash your hands before and after a treatment. Personal freshness is a matter of courtesy to your clients in a profession which brings you into such close proximity with them.

The beauty therapist needs to follow a code of ethics while dealing with colleagues, employer and clients. The word ethics means a code of professional behaviour, which involves proper conduct and business dealings. Whatever your personal feelings may be, you and your co-workers should present a united front. The client should not feel any tension and hostility among the therapists. Never discuss colleagues or employees with the client. Do not criticize or run down another clinic. These are a part of professional ethics.

If you work on an appointment basis, keep to it without making any exceptions. Do not make a client who has an appointment wait, in preference to another client who may be a personal friend.

It will be of great help in client handling if you can cultivate charm, pleasant manners and confidence. Courtesy pays. So, handle your clients with tact and develop an even temperament. Respect their privacy. Apart from your professional skill and dedication, your good conduct and a human outlook will help to build up client and brand loyalty. 📌



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

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Summer Special Opportunities Available

From sporting a funky short hair cut to bold hair colours to going in for niche de-tan facials; summer is probably one of the busiest times for salons and spas. We take a quick look at the main concerns and what salons and brands have to offer this summer

by Zainab S Kazi

The hot months of summer have an immense potential for business expansion. The season is such that salons and spas experience a great demand for hair colour, hair care and skin care products and treatments. At this time, consumers want to experiment with their hair colours and cuts and most feel the need to take hair spas and protein treatments. Similarly, they are open to trying out new skin-related therapies, especially that remove skin tanning.

Hair colour and care top the list

Najeeb Ur Rehman Head Professional Partnership Services, Schwarzkopf Professional, Henkel Beauty Care India, shares, "In this season, two services are always in high demand – hair colouring and hair spa treatments. It is, therefore, imperative



Photo: Shutterstock

SUMMER COLOURS AND CARE FOR HAIR

Summer hair colours are chosen by keeping two things in mind, it either has to be light or it should shine under the sun. While this is an on-going trend observed during summers professionals should be cautious of the fact that in this season, there is an extra need for hair wash. So as professionals, we need to keep in mind that when dealing with any service in salons, in terms of colouring, it should be intense.

In simple words professionals must choose half a shade darker colour when doing touch ups, be it a fashion colour or white hair coverage. While doing a fashion colour a very small amount, approximately 5 per cent of a corresponding shade should be ideally mixed with global fashion colours, as this will not only provide extra shine, retention of the colour would be better.

*NAJEEB UR REHMAN - HEAD PROFESSIONAL PARTNERSHIP SERVICES,
SCHWARZKOPF PROFESSIONAL, HENKEL BEAUTY CARE, INDIA*



for every salon professional to have a sufficient stock of intense hair colours, hair spa products and exfoliating or clarifying shampoos." He recommends the BonaCure Deep Cleansing Shampoo and the team is busy working on intensive repair treatments. On colours, Rehman shares that summer colours have to either be light or intense. He shares, "Shades of chocolate from our Igora and the Essenity portfolio are ever popular."

To ensure that partnering salons give the best experience to their customers using products from Schwarzkopf Professional, Rehman shares, "We have training planned for all our Schwarzkopf Professional salons at our ASK Academies spread across India."

Needless to say, salons need to be updated and educated on the use of the latest launches, as well as have a sufficient



L to R: Roger Peter Ross, Isshaa Mahmood, Shailesh Moolya

stock. Melroy Dickson, General Manager – Education, MATRIX India, shares, “Today, consumers are discerning in their choices. Hence, it is extremely important for salon professionals to stay up-to-date with the latest global trends and have an understanding of how these trends can be customised to suit the demands of Indian consumers. This will not only empower them to recommend the best solutions to the clients, but also help them become their preferred choice.” According to him, products and treatments that are formulated with natural ingredients, like camellia flower, are good to make your hair silky, smooth and manageable.

For its latest colour trend launch that features Hair Strobing, Dickson reveals, “This global trend is a new highlighting technique inspired from make-up, which puts the spotlight on your favourite facial features. It is inspired by the iconic American Rock n’ Roll.” MATRIX, has also initiated Rock ‘N’ Strobe roadshows across the country to guide salon professionals and induct them to re-create these trending techniques and services from start to finish, the MATRIX way. In order to empower salon professionals to scale heights, Matrix has introduced ‘ME’, a unique education methodology that provides salons with the fundamentals to build, enhance and

perfect their professional skill sets. The Biolage SmoothProof range from MATRIX is the latest innovation that combats frizz. The range is

powered by the benefits of camellia flower and is a long-lasting solution for coarse and frizzy hair. Dickson adds, “The range also includes the revolutionary 6-in-1 Biolage Deep Smoothing Serum that has natural elements like avocado, which is perfect go-to product for summers.”

Isshaa Mahmood, Proprietor, Azalea Marketing Solutions India shares the packages she designs for her clients for summer. She says, “As a consultant, I design summer packages and treatments for my clients, like a de-tan facial, aqua mineral facial or hydrating facial. For hair, it is all about anti-frizz hair spa treatments. I come across many brands that show good results on the skin. The trick lies in the way the product is used, which has to be backed by sound knowledge on how different skin types react to different products. Hence, if the aesthetician is qualified, she can work wonders with any product.”

According to Shailesh Moolya, Head Hair at Lakmé Salons, “Sombre and Bronde are some of the colour techniques that are

popular this summer. Hair is best kept short and trimmed in order to look trendy and also avoid split ends. Depending on the texture and hair type, hair can get dry, dull and frizzy during summer due to the heat that breaks the cuticle surface. The UV rays of the sun can affect the inner hair structure, resulting in brittleness, poor elasticity and even breakage! The excessive sweat and oil production on the scalp along with pollution around us affects the hair follicle, leading to hair fall. Hair also tends to get greasy and dirty, that makes it appear flat and sticky. For those who have

chemically treated hair, heat and the rays of the sun can demoiseurise the hair fibres. It can also lighten both natural and artificial colour pigment therefore leading to colour fadeage.”

Lakmé has launched bespoke treatments such as the ‘Enhance spa’, that works best on natural to dry hair. It is known to activate keratin production at the roots, restoring protein in the length of the hair. We also have the MoroccanOil Hydrating ritual that uses high-performance argan oil’s rich formula to deeply hydrate and improve the texture, elasticity and shine of the hair.”



MATRIX MUSTS FOR HAIR

Products for the summer season should contain natural ingredients like the Camellia Flower that resists excess humidity, which makes hair manageable, smooth and frizz-free for upto 72 hours. Hair colouring products should have the path-breaking Kera-Protect Technology that helps protect hair’s keratin during the colouring process. It also creates the perfect foundation to enhance a colour’s long-lasting vibrancy and beauty and prevent it from fading during summer. MATRIX recommends the latest hair strobing technique to highlight the facial features. Golds and chocolates, along with their respective highlights, work well during summer.



MELROY DICKSON, GENERAL MANAGER - EDUCATION, MATRIX INDIA



L to R: Sushma Khan,
Savio John Pereira,
Gunjan Gaur

Savio John Pereira, celebrity hairstylist and owner of Savio John Pereira Salon shares, "Women and men opt for short hair cuts during summer." These days short cuts are in vogue and are comparatively easier to maintain. Pereira talks about his choice of hair care products to beat the heat and states, "The Olaplex treatment is great for all hair types! It is recommended in this weather, as most women have coloured hair, straightened or rebonded hair or have some kind of chemical treatment. These treatments tend to dry the hair and Olaplex is a welcome relief! An intense nourishing hair spa can also be done twice a month." The brand has launched a range for home use and the same is being sold through salons. Pereira elaborates, "For home care, the Olaplex No 3 is available at our salon." Pereira's choice for brands this summer include, Schwarzkopf's after care and styling products, Unwash shampoo and conditioner, Moroccanoil deep moisturising or conditioning treatments. For skin care, he recommends Dermalogica's cleansing products and gel-based products for the skin.

Talking about products that do exceptionally well during summer, Ashima Kumar, Education Manager, Kérastase India feels that salons

need to stock up carefully during summer and opt for products that have UV filters, anti-oxidants and products that protect hair from the heat. Kérastase has products with UV filters such as, Kérastase Elixir Ultime Beautifying Oil Cream. It's a refined daycream for the hair, infused with oils for lightweight, hydration, UV protection and shine. A new concept and a unique texture format in oil hair care. Just like a day cream for the skin, this product is an extremely sophisticated and an easy-to-apply formulation. Kérastase Nutritive family has Iris Rhizome extracts that protects the hair from oxidation, prolonging the nutrition. Kérastase Thermique range has Xylose that protects the hair from heat. Kérastase spray Fluidissime creates a hydrophobic film over the hair that not only that acts as a barrier against external aggressors, but also tames the frizz and adds immense shine. Masque Sensidote increases skin resistance and its cooling effect soothes the scalp and helps fight heat aggression. Masque Density helps in retaining head skin moisture. Elixir Ultime Bi-phase Oil creates a physical barrier that protects the hair from harmful chemicals present in the swimming pool water.

Talking about brands available at their salons, Roger Peter Ross, Area Trainer for Karnataka – Green Trends Unisex Hair and Style Salon shares, "At Green Trends, we have a large number of quality brands that range from L'Oréal Professionnel, Wella, Schwarzkopf, Moroccanoil, Lotus, Cheryls, Pro Botanix and more. Post a detailed consultation, our style experts help the client chose the right post care product. Though summer sale is not specific to any brand, categories like sunblock and de-tan get maximum sale."

Says Gunjan Gaur, Permanent Make-up Expert and Executive Director, ALPS Cosmetic Clinic, "For hair, we have Keratin solution for smoothing the hair as well as hair growth capsules. The capsule helps in removing all the dead bacteria in the scalp which helps in better hair growth of a person."

Skin care is not far behind

Where hair does become the focal point during summer, skin care, too, is not lagging behind. Skin tends to get sensitive and irritated because of the heat and woes such as dryness and tanning are high on the list, hence, salons and spas take special care to launch specific facials to address these concerns. Pereira lists down the essentials for summer care, "Dermalogica treatments like Ultra Calming and Power Brightening soothe the skin and clears pigmentation completely after a few sessions."

Each salon has a signature treatment/s offered during summers. Shares Gaur, "To take care of 'tanning' that happens during summers, we have introduced the Snow White Facial. An anti-tan facial it is effective for all skin types and works well across all ages. It shows good results if a person is visiting the salon regularly in the gap of 20 to 25 days."

On the brands available at Alps and the ones that do well during summers, Gaur shares, "At our salon, we have our own brand name Vanya for both skin and hair. Sometimes, there are customers who also prefer other brands so we also use L'Oréal



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and Schwarzkopf in our salon and also have them for sale." Though Gaur makes it a point to share that the current dynamics are witnessing a tilt towards customers wanting to buy more of organic products.

One of the most prominent salon chains across India, Lakmé Salons has been at the forefront of revolutionising in-salon treatments. To hear it from an expert associated with the salon on the key concern areas, says Sushma Khan from Lakmé Salons, "The concern areas during the summer months are under eye, the nose and areas that have any discoloration on skin. The area around the eyes is very important as that is where the sweat glands are." Keeping this in mind she advocates matte finished and lightweight make-up for summers. She adds, "Anything glossy, shimmery or oil based will always make the make-up smudge quickly. Stick to matte finished and lightweight makeup that is not oil or emollient based. If you can, try to do without foundation during summer, and stick to only a concealer to conceal minor flaws. Instead of using moisturizer, opt for a serum as it has a lighter texture and does not have oil.

On the treatments and services available at Lakmé Salon this summer, Khan talks about the 'Lakmé Perfect Radiance Illuminate Facial' that uses Vitamin B3 to reduce sun tan and gives an instant glow to the skin, thereby enhancing the complexion. There is also the 'Good Bye Tan Facial' that uses natural cooling and detanning ingredients along with a Quick Glow Masque to reduce suntan instantly, adding a radiant glow to the skin. Additionally, Lakmé Salon offers 'Illuminate' make-up that uses high definition, lightweight

makeup such as hydrating serums, water based foundations and airbrush techniques that do not clog the pores. Illuminators for the eyes and the face are used that are oil and emollient free.

The idea in summer is to go natural with minimal and natural make-up products. For this season 'Illuminate' is a worldwide trend. Illuminated, healthy glowing skin is what every Indian client looks for. The scorching heat results in loss of moisture from the skin. The in colours are pastel and light rose quartz and serene blue. Make-up techniques such as 'strobing' are extremely popular. Also, winged liner is perfect for a day look with rose, peach or berry lips for the evening. Face and cheek tints are also in for summer."

For this season, Green Trends Unisex Hair & Style Salon have introduced 'Organossence' range of nature based facials. Ross elaborates, "These summer facials have been developed combining the best of natural ingredients like oats, honey, sandalwood and more and professional skin care products, thus giving the benefit of nature and science. The Organossence facial range consists of Moisture Lock Facial, Skin Lightening Facial and De-pigmentation facial. These three facials have been specially formulated to fight against tanning, thus ensuring a lighter skin tone. The natural products based scrub and mask combined with the best of advanced professional care will leave one's skin soft and supple. Besides this we have launched Moisture Lock Facial, which is developed to eliminate dead skin and remove suntan. Then we have the Skin Lightening Facial which is exclusively created to lighten the skin and

give an instant glow apart from removing sun tan. The scrub and mask are developed from natural ingredients such as oats, lime, Multani Mitti, Lavendar oil and rose water. The De-pigmentation Facial is our another summer launch which helps in improvising the skin clarity by reducing blemishes and ensuring an even skin tone and also removed sun tan."

Summer specials

Elaborating further on summer surprises offered at Lakmé Salons, Khan shares, "Summer is hot on our special Lakmé Salon Professional waxes that include chocolate, banana and cold waxes, fresh fruit facials, the famous buttyliscious butt facial, but we also have the Hot Stone Therapy, available at Lakmé Absolute Salons only, this de-stressing massage technique uses heated, smooth, flat stones which are placed on key points on the legs and hands, while the massage therapist uses them to massage the client's tired limbs. The rejuvenating therapy has been specially designed to help the client relax and unwind. The hot stones help relieve soreness and ease stiff muscles of the hands and feet as the heat penetrates deeply into the tissues, giving the client the much needed relaxation."

Khan further talks about Candy Crush Manicure and Pedicure Services, which are part of Lakmé Salon's premium pedicure range. The service provides relief from the stress while deeply nourishing and detoxifying skin. She adds, "Containing a combination of natural butters and pure essentials oils and detoxifying effervescent bath bombs that helps reduce dead skin build up, dryness and dehydration while soothing and deeply nourishing skin, leaving hands and feet soft, smooth and rejuvenated. Perfect for all skin types, this 90 minute pedicure service begins by using a Peditrex machine that aids in hygienically removes dead skin from the soles of the feet before soaking them in water. Feet are then pampered to a healing and relaxing therapy massage with lotion, leaving it renewed and pampered."

Wishlist

To conclude, Gaur shares her wishlist of products that she thinks are apt to beat the summer concerns for hair and skin, "I would like to see more of anti-tan, hair colour protects, silicon based products, non-greasy products and also the products which contain Vitamin E and vitamin A for healthy skin and hair."



Photo: Shutterstock



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Client retention during summer

Summers are here again, and with its scorching heat and tiresome lethargy – it compels us to not to budge an inch from our homes. People avoid their daytime chores to evenings, and evening turns to weekends. Similar remains the case with salon visits – which are often delayed by ladies to avoid the merciless sun. No wonder this makes a salon lose the footfall of clients while making the business drop, too. Bharti Taneja, veteran beauty expert, renowned aesthetician and cosmetologist and Founder-Director of ALPS, feels that with a proper strategy, it is possible to not only retain your clients, but to increase the number as well.

Introduce summer-cool services: Give your salon an edge by introducing services which are soothing and cooling. Include products which have a cooling-effect like cucumber, tea-tree, aloe-vera, watermelon and more. Like a watermelon facial that helps in soothing as well as brightening the skin, will surely tempt people to buy it. Similarly, for people with overworked and tanned set of feet, a tea-tree pedicure will attract. But for this, you will also have to make sure that all your services are being marketed well to catch the attention of our potential buyer. You may also give introductory discounts on these services to create more demand initially. Once this happens, clients will be bound to visit your salon despite the heat.

Rain offers and discounts: People swear by fashion in India and don't hesitate to splurge on it. For instance, these days hair colouring is in vogue, so offer the service at discounted prices or club it with some other offer. Same goes for men's services, as salon owners, who have unisex salon business can definitely

offer discounts on the latest haircuts and beard-styles to remain on the top of client-retaining game! Also, a little slash in pricing on your 'needed' services like de-tan facials and treatments, waxing and bleaches will slowly but steadily reap enormous returns.

Happy hours and packages: In case you feel the above mentioned discounts will not be a great option, offer summer special packages like head-to-toe package at a little less price to let your clients walk into the salon. Not only is it a superb remedy to retain existing client, it will also to pull new ones. Moreover, you can fix a Happy-Hour slot during the daytime when you feel the rush becomes less, perhaps between 1 pm and 4 pm or from 2 pm to 5 pm. You could also offer an one plus one service free, or some good percentage of discount to clients, who visit during this period.

Offer free doctor consultation: This one is for those beauty clinics that have doctors in their salon's premises to advice the clients. However, any salon can appoint a doctor to offer such consultation of day to day basis. This minimum investment for salons can help them earn maximum profits in a short span. These clinics may promote the free-consultation offer via all kinds of media to make sure people visit them to seek the doctors' advice. Wherein, your doctors as well as other expert professionals can advise them on how-to take care of their skin, hair, diet and overall general health during a free-session. No wonder if the counseling can result into more sales when the clients decide to take a particular service. This is a win-win situation!

Pamper your client: Last but not the least, pampering your clients during their appointment will surely going to leave a great impression. So, be sure to shower her with seasonal vegetables or fruit juices to cherish her stay on your salon. Offering them these juices instead of tea – will help the client get out of her comfort zone and visit your salon all the while that sunny atmosphere! 🍷



Bharti Taneja,
Founder-Director of ALPS, Cosmetic Clinics

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Crude by Laura Ciccone

About the hairstylist

Laura Ciccone is the Head Stylist with Kinky Curly Straight Salon in Adelaide, Australia and the MATRIX HOT Team Member. The winner of multiple awards, such as, 2016 Hair Expo New Creative Force Finalist and 2015 Stylist of the Year Kinky Curly Straight, among others, in the salon, she loves spending time with her clients. Ciccone loves to make sure she has enough time to consult with her clients to get them looking fabulous when they leave the salon. Ciccone's first contact with hairdressing was at the early age of five, when she decided to chop off her cousin's long hair into a pixie cut. Years later, she joined Hair Machine where she completed her apprenticeship and was quickly introduced to fashion and competition. When she made the move to Kinky Curly Straight as a newly qualified stylist she had already built a profile as a session stylist and creative hair artist.

Today Ciccone works at Kinky Curly Straight where she has grown from a stylist to head stylist in three years; proving to herself and the KCS team there are no limits to her passion and dedication to her craft. She is helping out with KCS in-salon education and has signed up to teach a guest artist classes in session styling and long hair design for Certificate 4 at SA TAFE in 2016.

The year 2016 will be a busy one for Ciccone, starting off with shooting her first collection for the Hair Expo New Creative Force category, progressing into the second year of the House of Talent programme, commencing the year as a Head Stylist in the salon and presenting her work with the KCS team at industry events like Hair Expo and try her styling skills at Sydney and Melbourne Fashion Weeks.

Inspiration behind Crude

Crude translates into a natural or raw state. Says Ciccone, "My inspiration was based on the Alexander McQueen and Maison Margiela SS16 Haute Couture. I combined hairstyle elements from the 70s with current hair trends to create an overall look that is unrefined and edgy in its finished state. The hairstyles are large and electrified with a mixture of natural hair and high shine materials. Makeup is understated and raw, with natural skin highlighted then paired with bold eyes and lips using earthy tones. The styling complemented the image using a simple black and white colour palette and adding dimension through textured fabrics." 📌



CREDITS

Hair and Colour: Laura Ciccone
Photographer: Karla Majnaric
Make-up Artist: Sam Vlassis
Stylist: Zena Najjar
Salon: Kinky Curly Straight



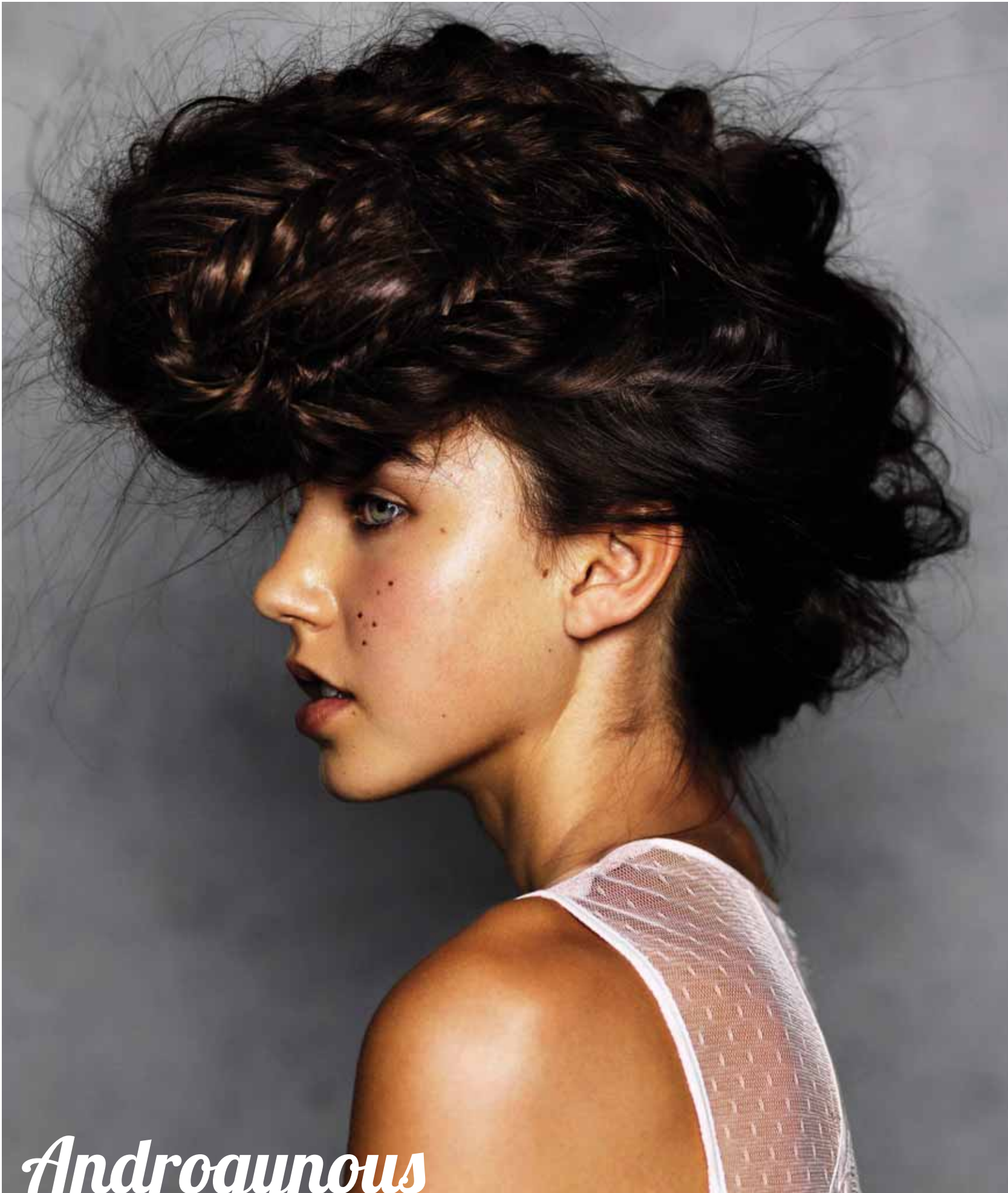
Infinity

Infinity, a never-ending loop, is inspired by Jake Unger's look for 2015 London Hairdresser of the Year. Laura Ciccone's interpretation is a modern take on the Afro using different textures and materials. She has taken 2cm sections and used 1m long hair to wrap a figure eight pattern around large steel, personally made U-pins.



Blade

Reflecting a flat, cutting edge of a sword and inspired by Maison Margiela SS16 collection, this look combines Japanese geisha styling with a hint of punk. The hair was first smoothed out. She then sectioned out 2 inches of the perimeter of the hair. Using the remainder of hair, a pony tail was created that was threaded through a foam wheel wrapped in the hair to give a hat-like appearance. Sectioned out hair was smoothed over the wheel and secured into the ponytail.



Androgynous

Typically exhibiting both male and female traits, this androgynous punk Mohawk-inspired look was initially created by the younger generation of the 70s. Multiple 3D fishtail braids intertwine over the head to create the Mohawk shape. Naturally occurring flyaways have been left out to create a spiky effect.

Hair Replacement India vis-à-vis Australia

by **Bill Young**

Hair is one of our most prized possessions. Taking good care of hair has always been a priority for all. Hectic lifestyles, consumption of junk food and erratic sleeping cycles have contributed many folds to the stress level. It won't be an exaggeration to say that more and more youngsters, even 20 year-olds are falling prey to hair fall. It is no surprise both men and women are looking for options to thicken their hair, improve the scalp condition as well as the texture.

so let's take a look at hair replacement and how it is worldwide, including India. However, in Australia, the industry has benefited from growth in the size of target market demographics, sound economic conditions, increased confidence in surgical procedures and greater image-consciousness throughout the population. The main target market are particularly middle aged males, as they are more susceptible to androgenic alopecia or male pattern baldness.

Hair in modern India is still a sensitive issue among both men and women. Rapidly receding hairlines and hair fall due to factors like pollution, stress, work pressure, improper eating habits, usage of shampoos with high chemical content, rising heredity and hormonal disorders leading to baldness, are growing today.

People in Australia are open-minded individuals, always willing to talk about their hair loss problem with friends and family much more than Indians in India. As soon as people anticipate the problem, they definitely look out for solutions. The challenge which remains, even in Australia, just like the rest of the world, is that they are not aware of what needs to be done and how, finding the right place and the right people to address it. Also, since hair loss doesn't cause physical pain, people tend to ignore the issue even in a country like Australia, till the time it is aggravated and has done some serious damage. So, even Australians, are waking up late to address the problem, but they are more open about it.

Advanced Hair Studio has solutions to all hair problems currently prevailing. The stigma of severe balding, particularly for clients in the advanced stages of hair loss can be completely eradicated with the non-surgical cosmetic treatments that AHS offers. When the scalp turns smooth and silky from particular areas, it is a clear sign that follicles beneath that particular area are dead resulting in the bald spots and patches. AHS through its surgical and non-surgical treatments will give anyone a head full of hair.

In Australia for more than 40 years with 70 per cent of the market share in hair loss industry 'A household



name here'. Around 60 television commercials are aired daily. We have spread a lot of awareness in the last 25 years, among Australians, to act quickly on realising hair loss. But, at times it is challenging for us to ask people in Australia, to do something in timely fashion and make them understand the difference between half head of hair and head full of hair.

More education and more awareness leads to people being more sensitive about getting what they are paying for. The individuals care more about the results. We at AHS explain to our clients what they are opting for and that these procedures can lead to positive results and then they are open to spending money. People often tend to lose their self-confidence when they start considering themselves as growing old because of hair loss. This is when we advise our clients to opt for procedures like Advanced Laser Therapy, Strand by Strand Ultimate, and Strand by Strand Cosmetic. We are able to perform combination of two procedures on one human scalp. We try to counsel our clients to go for something, which will transform their appearance and show positive results.

The hair replacement industry is being recognised by customers. Our idea and aim has been to open up more of quality studios with state of the art facilities, professional team and all procedures being performed under one roof. Our vision is to educate more people, make them aware of the importance of having full head of hair. We believe in research and innovation and so have two research and development departments in US and Europe and we are spending millions of dollars to develop new technology, methodology and products, which will give more effective and satisfactory results. So the vision we have is to make sure that we have at least 25 studios in all the metro and megacities of India and that we are helping each and every individual. We will always remain proactive in imparting education and right knowledge to its clients. 📍



Bill Young, Group Product & Development Manager (Technical Director), Advanced Hair Studio, Australia. Views expressed are personal.



Beauty



Gurpreet Kaur Setting Trends for Brides

Gurpreet Kaur is a senior make-up artist at LOOKS Salon in Khan Market, Delhi. She has been with the salon chain for seven years now and thoroughly enjoys the nature of her work. Here's what she has to share on the initial barriers, professional tips and more

How has your journey been, so far?

The beginning was tough, as my parents were not in favour of this profession due to lack of awareness amongst people; moreover, professional degrees like MBBS and MBA were considered to be the correct career to have. However, I stuck to this line and here I am! My journey has been exciting. It was a big challenge to learn the techniques, but if you have passion and dedication towards this profession, no challenge is hard enough.

What were your initial concerns? How did you overcome them?

I would say finding the right opportunity was and is a big concern. However, with time matters do get ironed out. I was determined to establish my name in this industry and I'm still pursuing it. My thumb rule is to 'never give up'. Yet another challenge is to match the expectations of the clients.

What are your key skill areas?

I specialise in bridal make-up and hairstyling.

What are the key trends for this season?

Honestly, I don't believe in trends, and only believe that a look has to suit your face, features and overall personality. It's recommended to have a detailed chat with your bride to know more about her requirements in terms of make-up and hair. Try to know more about her D-day outfit, accessories, jewellery and so on as it will help you to plan out her look better. Anything over the top can be a look killer. One has to be specific, when it comes to the bridal make-up, as one wrong product or even a shade can spoil the entire look.

How has the market evolved in terms of trends, technology and products?

The culture has evolved tremendously over the past five years. In fact, it is more professional now with the artists and clients being aware about the technology and products, thanks to the educational sources available at the Internet. I've also noticed a sea change in the mindset of the audience. More and more youngsters are now ready to step into this profession and are ready to explore this career. Also I see a plethora of international brands entering the India market, which in turn, is making our lives easier.

What are your plans down the line?

To keep up the good work and carve a niche for myself. I'm very proud to be part of LOOKS Salon and would like to continue my association with them in the coming years. 📌



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Aloe Veda Infused with Natural Goodness

Reginald Pathrose, Managing Director and Chief Operating Officer at Aloe Veda Personal Care, shares the brand's objective, USP and more

What is your professional background?

I've done B.Tech in Chemical Engineering and MBA in Marketing and Finance. I have worked in the Multinational Consumer Banking Industry such as, Citibank NA, Deutsche Bank AG for 15 years in Credit Cards and Retail Banking and developed a keen understanding of customer focused product development, customer behaviour analysis and customer satisfaction.

What are your current roles and responsibilities?

I am the Managing Director and Chief Operating Officer and manage the day-to-day operations, strategy and growth plans for the brand.

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

India has a rich heritage of Ayurveda and natural wellness in skin care. We noticed, however, that most Indian brands and products do not bring out the wholesome goodness of this heritage. Traditional Indian ingredients such as, Turmeric, Aloe Vera leaf extracts, Brahmi, Bhringraj, Neem Oil, Amla, Castor Oil, Coconut Oil, Tulsi, Multani Mitti, and more, are losing importance in the beauty portfolio due to badly formulated products that use mineral oils, paraben preservatives and petroleum bases greatly diminishing the utility and appeal of such products. At Aloe Veda, we are focused on the value-seeking customer, who is keen on getting back to the basics and looking for luxury products with an international look and feel and which are safe, healthy, environment friendly, animal friendly, cruelty-free and vegan.

What is the USP of the brand?

We believe that true beauty comes from confidence, vitality and inner wellbeing. We seek pure natural ingredients from all parts of the world, blend them in our products and bring you products infused with effectiveness to enhance your natural beauty.

What are the marketing strategies adopted by the brand?

We currently retail across multiple channels such as, retail stores, organic stores, modern trade and E-commerce market places. To connect better with our target consumer, Aloe Veda is also associated with the fbb Femina Miss India 2016 pageant, as the official skin care partner.

How many SKUs do you have?

Aloe Veda has a portfolio of 200 skin and environment friendly products and retails across 33 cities in India across the major categories such as, Bathing Bars, Bath and Body Essentials, Shampoos, Conditioners, Hair Oils, Hair Serum, Hair Cream, Face Wash, Face Toners, Moisturisers, Cleansing Milk, Facial Ubtans, Scrubs, Packs and Masques, Body Polishers, Essential Oils, Body Massage Oils, After Bath Oils, Hair Therapy Oils and more.

How are the products priced and where are they available?

Aloe Veda products retail between Rs75 for Transparent Soaps to Rs1,950 for Argan Oil. Aloe Veda and Distil products are available at Foodworld, Health & Glow, Heritage Fresh, Spar Hypermarkets, Nilgiris, Organic Stores, domestic and international airports. We also retail online at Flipkart, Amazon, Snapdeal, Big Basket, Myntra and more.

What are your views on the beauty industry of India?

India's beauty industry is highly fragmented with a mix of international brands, national mass brands, luxury brands and regional brands. Skin care and personal care market is at \$8 billion and growing at 10 to 15 per cent per year and bath and body, hair care and skin care constitute 93 per cent of this market. There is a growing demand for premium and natural luxury wellness products that truly care for the customer.

What are your plans for the brand?

We established Aloe Veda to create a cruelty-free, vegetarian skin care brand with zero parabens, mineral oils and petroleum. The idea is to grow our business sustainably by generating long-term shareholder and community value and make our profits only by selling products that carry great value for the customer.

What is the future of beauty industry in India?

The middle-class and affluent class customer in Indian cities and towns is expected to grow by 20 per cent of India's population by 2015 and 40 per cent by 2025. This and increasing per capita income along with rising purchasing power and disposable income is gradually seeing a customer shift towards the relatively more expensive 'natural' and 'herbal' cosmetic products as they are associated with bio-active ingredients and safe for human skin. 🌿





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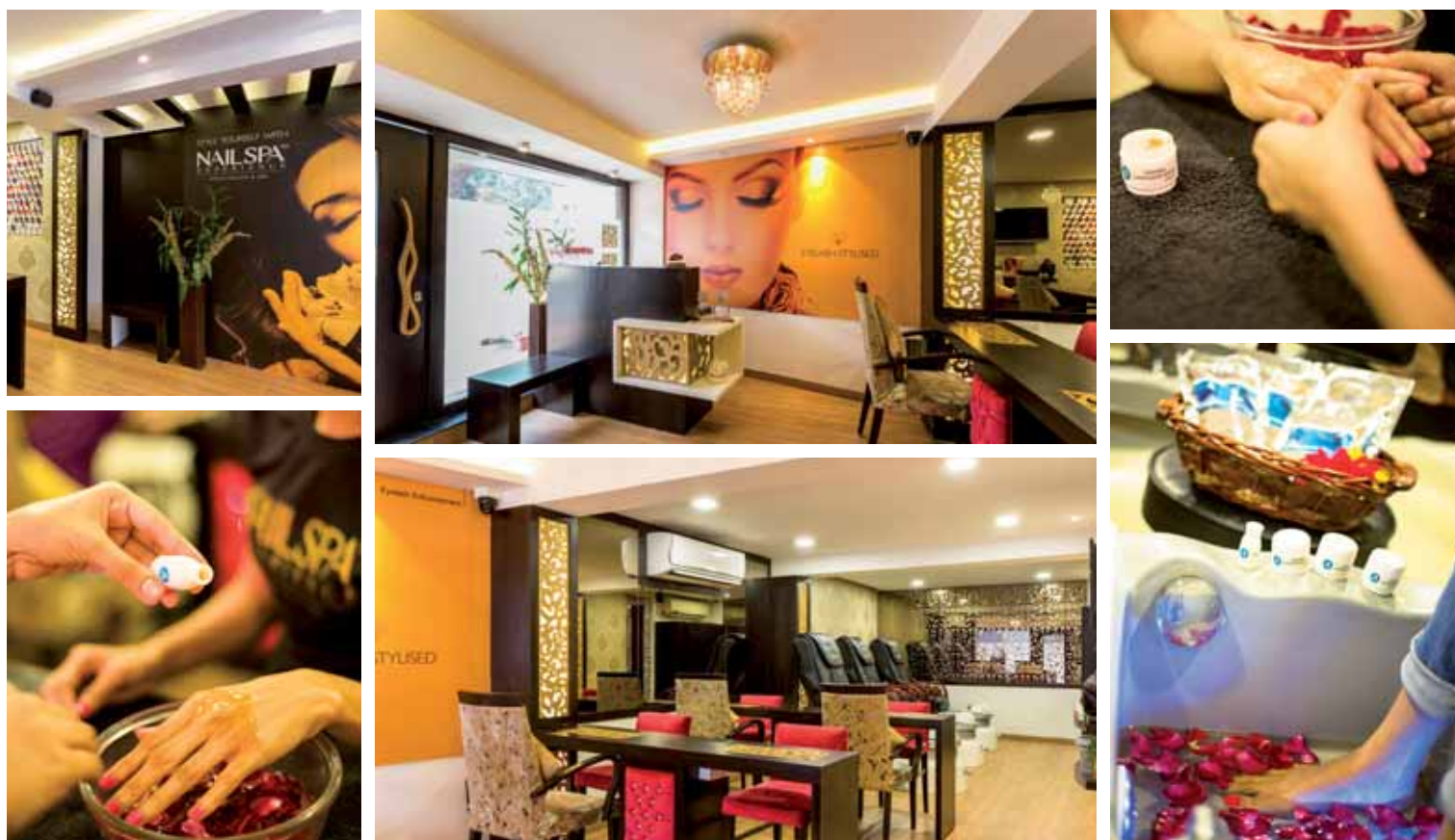
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Nailspa Experience Caramel Cane-sugar Therapies

by Vinita Masurkar



The Caramel Cane-sugar Range is ideal for a relaxing round of manicure and pedicure that guarantee effective results. Comprising of a Caramel Scrub that exfoliates and hydrates dry, rough skin with raw sugar, walnut husks and natural skin softening acids that are found in buttermilk. Raw sugar contains a natural exfoliant, glycolic acid, which softens and exfoliates the skin. Honey and milk powder supports the skin's own cell renewal process and assists in the formation of stronger collagen, the protein in skin responsible for its elasticity. In addition, honey contains natural antioxidants and humectants which protect against damaging free radicals and attract and hold in moisture.

Consultation

Ritikesh Sankat and Sarita Ghimre, the pedicurists, removed the old nail polish from my nails and feet. Ritikesh noticed the in-grown nails and he used toenail clippers to remove them gently, so as to not pain.

Process

The process started with the application of Cuticle Cream on filed nails and then soaking the hands and feet in warm water containing Anita's Caramel Cane-sugar Soak for about seven minutes. The feet were then scrubbed with a scraper. The cuticles were cleaned and pushed back for finer and finished look. It was followed by a relaxing massage in circular motions with Anita's Caramel Cane-sugar Scrub thereby allowing the sugar to melt and invigorate the senses. The product was then removed and the hands and feet were massaged with Anita's Caramel Cane-sugar Balm. The process was finished with the application of Anita's Caramel Cane-sugar Mask and removed after about five minutes. Two coats of nail polish was applied at the end.

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Nailed at Nailathon Trends Revealed

Salon India speaks exclusively with Nailathon'16 stalwarts Cornelia Wolfrum, a silver medalist in gel and bronze in acrylic in Nail Olympics 2002 and Leyla Vazirova, Head Educator at Lure Nails for insights into the market, trends and future of the nail industry

by Shivpriya Bajpai



From metals and silver sparkles to pastel prints and French manicures, this fresh takes on colours and nail art have shifted the focus away from nudes and reds. If 2015 was the year of bold nail trends, then 2016 trends are all about wearable styles, easily translatable from the catwalk to the salon. Runway nails are often filled with neutral

shades due to the mix of fashion, hair and make-up, so when given a shot of colour, it's instantly exciting. Paired alongside nail art and designs using negative space, these looks inject fun. Pair these looks with some trendy nail art with the right mix of subtle yet stylish nails. Between the red carpet and the runway, there's been a return to minimalist style and colour.

After completing two stellar editions, Nailathon, India's first professional nail championship held in January at the Nehru Centre in Mumbai, captivated the audiences and participants, alike, as nail technicians from across India got an opportunity to showcase their talent and skill.

Trends

Sharing the nail trends to watch out in 2016, Cornelia Wolfrum says, "I consider the One Stroke technique to be a big trend for the year ahead. There seem to be endless possibilities for pretty pictures on the nails and more and more customers appreciate that. Flowers and leaves are very popular, since they are an all-time classic in the One Stroke technique."

According to Leyla Vazirova, Head Educator, Lure Nails, "Between the red carpet and the runway, there's been a return to minimalist style and colour."

Evolution of nail extensions

Commenting on nail extensions, says Wolfrum, "Nail extensions have been age old, as even Cleopatra modeled her nails with porcelain powder! Nail modeling, as we know it today, began in the late 60s, came to USA in early 70s and did not come to Europe until the late 70s. The system of light-curing plastics technology was not developed until the early 80s. The world of nail design and manicure without nail extension would be unthinkable." Vazirova adds, "Women of tier 1, 2, 3 cities are realising its importance and are demanding it in their patronised salons. More and more nail brands are coming in and are looking forward to a great future. For instance, Cuccio has recently launched its two new lines of polishes and gel polishes

called Cuccio Royale and Cuccio Nudetrals. They are a perfect mix of nudes, metallic and bold colours. Team them with the latest and trendy Cinapro Creations' nail accessories and you are nail-ready for the red carpet!"

Future

Vazirova feels that India's retail beauty and cosmetics industry, currently estimated at \$950 million, is likely to almost treble to \$2.68 billion by 2020. She says, "The annual growth in the Indian beauty and cosmetics markets is estimated to remain in the range of 15 to 20 per cent in the coming years, twice as that of the US and European markets. Considering the above assessment by experts and watching the trends for the past eight years in the nail industry, I can comfortably say that finally the nail industry in India has arrived. More awareness, more brands more options and above all, beauty industry's recognition for nails, as a career option and a lucrative business, will change the dynamics of nail industry in India."

Nailathon in India

Nailathon is a platform that addresses aspiring technicians and salon owners. The introduction of such a show shows that the nail industry is ready to flourish. Wolfrum signs off by adding, "We have been off the Indian market for six years now, and I am curious to see how the Indian world of nail design has changed and improved. I'm always on the search for new trends to bring to Germany and Europe. But on the other hand, I want to show the Indian nail designers my work and the work of my distributors and partners all over Europe. I'm sure that both India and nail artists will benefit from each other. 📍

(SB)



- Cornelia Wolfrum, Silver and bronze medallist at Nail Olympics 2002

“The nail industry has definitely expanded over the last years. We have distributors for the Nail Artists products all over Europe, who are successfully selling and marketing our product range. Now we are excited to see how the Indian nail business has evolved, because we haven't been there for a few years, but always had an eye on it.”



- Leyla Vazirova, Head Educator, Lure Nails

“We are bringing the latest products and techniques through our talented Indian and international educators to help the salon owners to offer quality service and make more money by providing variety.”

Skintruth for Healthy Cuticles

The change in season not only wreaks havoc on the face and hair, but also on our cuticles. Dry, peeling cuticles are painful and can ruin a perfect manicure or even extensions. Here are steps to resolve this issue:

- ▶ Remove any existing nail polish on your fingernails. Apply Skintruth Cuticle Massage Cream and soak your fingertips in warm water to soften the cuticles. You can squeeze lime juice to exfoliate dead skin cells, if any.
- ▶ Dry the hands and apply Skintruth Creamy Cuticle Remover and push back the cuticles.
- ▶ Clean the nails with an acetone-free nail polish remover and moisturise your nails and hands with a hand cream to reveal beautiful and clean nails.

Price: ₹ 875 for both the products, 100ml and 200ml, respectively. Available through the regular distribution channel or through Headstart International at info@headstartinternational.in.

Market Watch Skin Care

ANTI-PHOTOAGEING CREAM FROM ARYANVEDA

Aryanveda has launched the anti-photoageing range. In variants of cream and gel, the Aryanveda Antiphotoaging Sun Protective SPF-40 Cream and Sun Protective Matte Gel SPF-50 are the most reliable solutions to fight photo ageing. Both carry the goodness of knotgrass extract (*Polygonum aviculare*) that claims to protect the skin from the harmful UVA and UVB rays and prevent photo ageing. Available at Beauty & Beyond in Delhi; Beauty Centre in Mumbai and online.

Price: ` 195 SPF-40 Cream;
` 225 SPF-50 Matte Gel



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Price: ` 660 (100 ml),
` 945 (250 ml)



HAIR REMOVING CREME FROM ASTABERRY

Astaberry Biosciences has launched the Gold Hair Remover Creme under GMP certification for normal skin types. It leaves a golden glow and lends softness to the skin while removing unwanted hair. Its natural ingredients gently remove hair from deep inside to leave your skin clean, soft and glowing. Available at all modern retail shops and online.

Price: ` 60 for 60 gms



LIGHTENING CREAM FROM CHRISTINE VALMY

The Lemon Extract Cream lightens dark spots and uneven pigmentation. It has an tyrosinase effect and also softens and hydrates the skin. Lemon and Elder extracts along with Vitamin C and lactic acid, illuminate the skin tone, while Morrus root inhibits the formation of melanin. Available at select salons and online.

Price: On request



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The Nail and Cuticle Serum is a unique blend of Emu and Tea Tree Oils that treat and keep nail infections away. It is also known to strengthen and hydrate the nails and cuticles. Packed in a handy handbag sized bottle, with an easy to use pump applicator, the results are visible in three days. Available at Spa by JW in Mumbai and aplava.com.

Price: ` 1,581



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Price: On request





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Client Retention Delightful Offers

Salon India updates you on the seasonal offers and deals to retain existing customers and attract new ones

Body & Beyond, Delhi

This salon is offering rebonding for any length hair with L'Oréal products. Thrown in is hair spa, protein therapy, haircut for ₹ 4,999. The actual price of these services are ₹ 8,000. Offer valid till 31 May, 2016.

Naturals Salon & Spa, Lucknow

Complete body polishing for women for ₹ 2,499. A client is getting approximately ₹ 1,500 off on the actual price.

Leyan Beauty Lounge, Delhi

In the modern era of artificial beauty Leyan offers the eye lash extension service for ₹ 3,499. Offer valid till 30 September, 2016.

Manvi Beauty Parlour, Delhi

On offer is the Vedic Line facial, O3+ face bleach, full waxing, manicure, pedicure and hair cut for ₹ 2,999. The actual price of these services is ₹ 5,000. Offer valid till 10 June, 2016.

Zen Red Salon and Spa, Kolkata

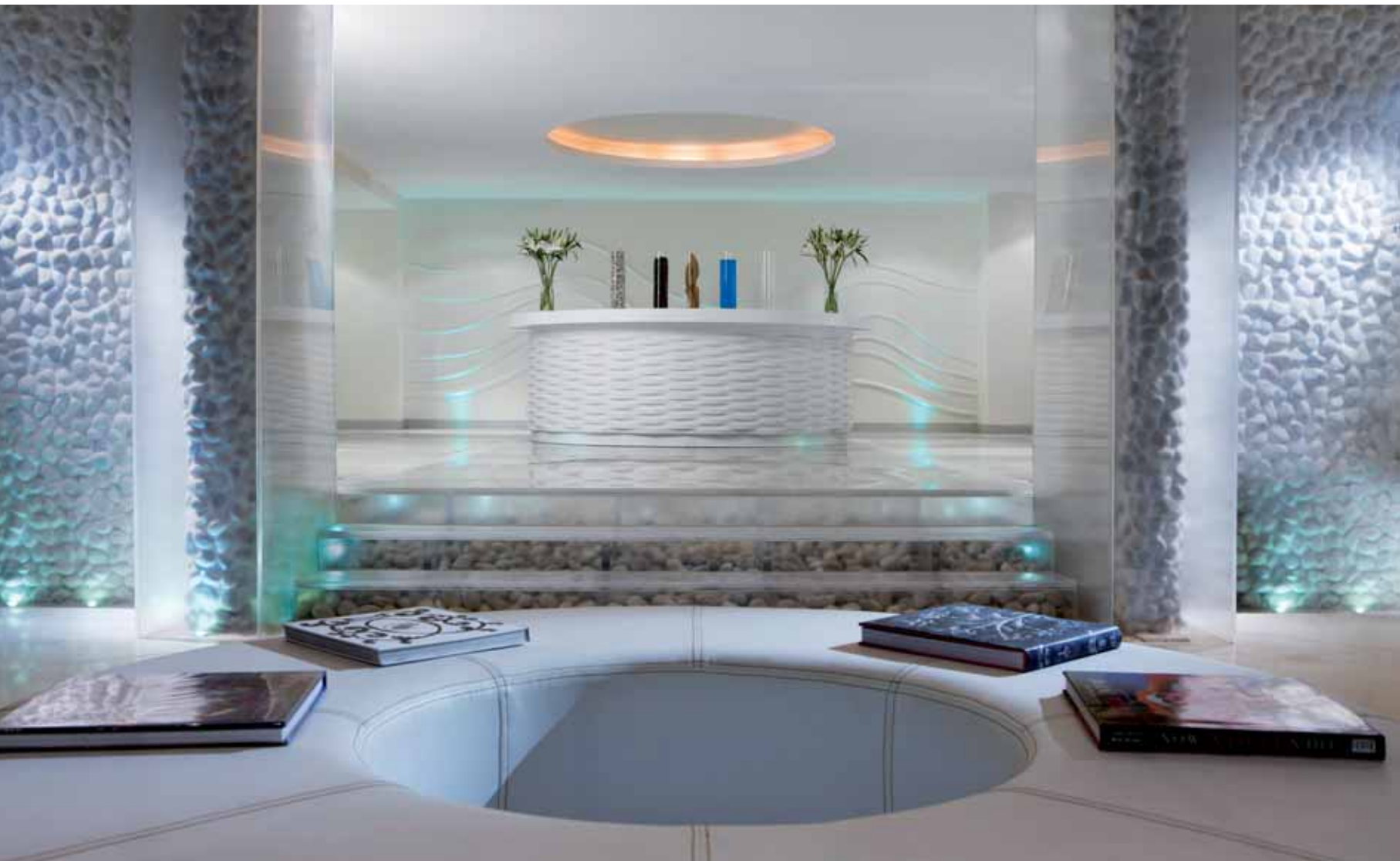
On offer is global hair colour using Streak, the hair colour and care brand, coupled with hair wash and blowdry services for only ₹ 1,399.

Shie Salon Skin Spa, Mysore

This spa is offering full body massage with head massage and body clean-up, which includes body wraps and body polishing accompanied by hair wash for ₹ 1,299.



*Spa
Focus*



Quan Spa, Mumbai

Be Like Water

Rightfully paying obeysance to water, the Quan Spa Spa in JW Marriott in Juhu has flowed its design layout and therapies around it. Fluid and therapeutic in essence, the layout of the spa, coupled with its signature therapies, will leave you feeling alive



About the spa: 'Quan' is a 'pure source of water' and Quan Spa uses water as its central design element and for the treatments offered. The philosophy and focus of Quan Spa is to provide a spa programme based on luxury relaxation and incorporates spa treatments to improve wellness, create an experience relevant to India and relate to the energy healing tradition of the chakras.

Drawing inspiration from the spa name: Quan, the water element in various forms is at the centre of the design process. The multifunctional spa reception gives a clean and urban feel, which is further accentuated with the presence of a sculpture that depicts a person immersing himself in the philosophy of the spa. It is symbolic of the cleansing process of a person, who on entering the tranquil zone, leaves behind his thoughts and worries. A dry river body is suggestive of the process that the person goes through having used the spa service. The warm orange colour of the corridor, treatment rooms with walls in shades of off-white, bamboo flooring, warm natural wood in the changing facilities and natural stone and pebbles in oversized showers are there to protect, soothe and embrace. The therapy rooms are individualised by use of accent colours borrowed from the system of chakras.

In the reception area, tall glass cylinders filled with natural ingredients represent the five universal elements of creation – water, filled with aqua colour water; air, filled with natural loofah; fire cylinder that's filled with red chillies; space cylinder which is an empty cylinder and the earth cylinder that has river stones in it, do suitable justice.

About the therapies: At the spa, the therapy range is based on ingredients from ocean water, which includes marine algae, sea salts, marine mud and spirulina. There are body massages, scrubs and wraps; Ayurvedic therapies; facials; eye treatments and spa treats. The 90-minute Quan Signature Therapy is especially designed keeping in mind the balance of five elements that work together to provide harmony to the body, mind and soul. This therapy starts with the rose petal foot ritual followed by the energy healing vibrations and the

“The immediate plan is to encompass the wellness elements in to the spa menu to create an elevated wellness experience. Also we aspire to create and provide a wider range of express spa experiences to take care of the needs of time disadvantaged guests.”

– Dr Rashmi Ambastha,
Director Spa, Quan Spa, JW Marriott

inhalation of essential oils. The flawless massage techniques clubbed with the placement of hot stones works on the major muscles of the body to provide deep relaxation. The 60-minute Aromatherapy Facial is designed to suit all skin types. The finest aromatherapy ingredients using a specialised signature massage on the face and décolleté hydrates and revives the skin that results in a soft and younger looking complexion. The USP is the lavish hydrotherapy facility including steam, sauna, whirlpool, a chilled pool and luxurious spa therapies that are customised as per the needs of a guest. The products used are from Thalgo, Forest Essentials and Breathe Aromatherapy.

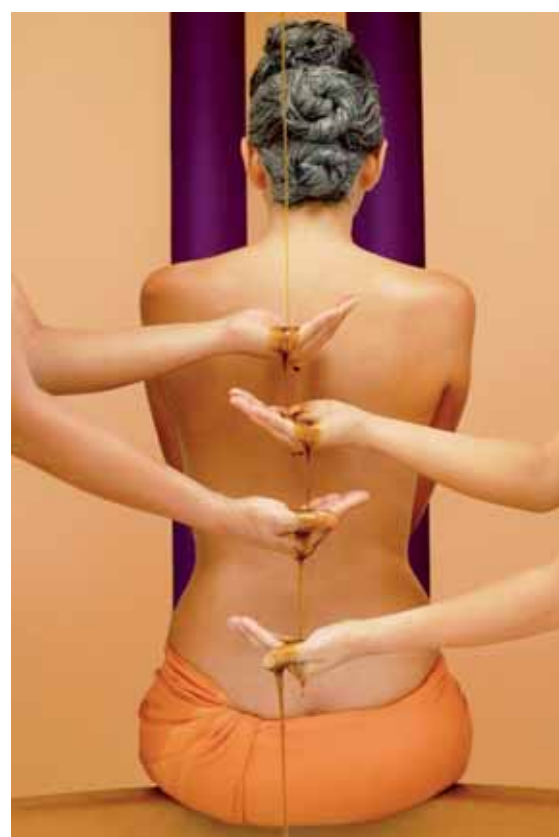
About the therapy rooms: There are 10 treatment rooms including an Ayurvedic therapy room and a couple therapy suite with a bathtub. Each treatment room is named after a chakra and has a different colour element as per the chakra.

Architect/ firm: Zoran Dzunic

Address: JW Marriott Hotel, Juhu Tara Road, Juhu, Mumbai, Maharashtra 400049

Phone: +91 22 66933000

Spa reservations: quanspamumbai@marriotthotels.com 📞





Divya Ohri Soham Wellness Clinic

Founder and Managing Director of Soham Wellness Clinic, Divya Ohri is a seasoned professional with over 20 years of rich experience in health, wellness, television and event management. The idea behind setting up the wellness clinic was 'to fill the gap between hospitals and cramped medical clinics' for discerning clients

What are your views on the rise of aesthetic treatments in India? How has the scenario evolved vis-a-vis new treatments and technology?

For many patients, time is of the essence and quick results are expected and aesthetic procedures fit the bill. Injectable facial rejuvenation treatments are easily administrated and have zero downtime. The significant rise in the demand for cosmetic procedures can be attributed to rise in the awareness levels of consumers about such procedures, popularity of video chat technology, the desire to experience a better way of living, little or zero downtime and minimal risk and discomfort in the treatments. Hence, dermal fillers, Botox, Juvederm and others are gaining popularity.

What was the inspiration behind launching SWC?

Soham was launched in April 2014 with an aim to nurture beauty as an art. We wanted to offer it to people through SWC and after much brainstorming and utilising our resources, we opened it to the public.

What are the USPs?

We aim to fill the gap between hospitals and cramped medical clinics for those discerning customers, who have experienced a better life. The functional and integrative wellness concepts followed address the health care needs of people in a holistic way. All our treatment methods are formulated to achieve maximum harmony, metabolic balance and complete wellness. The company has tied up with trusted sources for a line of US FDA approved machines. We also interact with people on social platforms for daily doses of wellness, nutrition, weight loss tips and lifestyle management.



What were the main challenges faced in setting up the clinic?

Building resources, the team, marketing the solutions, creating a brand are a few of them. Our journey with the customer begins through a series of analysis of their issues and coming up with the best solution by identifying the underlying problem areas. The concerns of the customers are versatile. Finding the root of the problem is always an exciting challenge. Environment, hygiene and dietary habits are directly proportional with health issues.

What about education and training modules for your staff, how often do you train them?

We are a versatile team of skin therapists, weight loss experts, medical and cosmetology experts, nutritionists, aestheticians and doctors. We have training programmes and monthly reviews for our staff. At Soham, we are keen on specialists and highly experienced individuals.

What are the treatments available and which is the most popular?

We have expertise in treatments like CoolSculpting, Bio-Identical Hormone Replacement Therapy, Exilis Elite, Botox, Juvederm, Ultra Plus XC, Voluma XC, HydraFacial MD and BTL-6000 Lymphastim. Fat reduction and skin tightening top the list. During festive times and weddings, weight loss treatments and HydraFacial MD are in demand.

What are the clinic's plans for the future?

It is now an exciting time for us. As of now, we are based in Gurgaon, however, we plan to expand our branches to other parts of the city as well and to establish ourselves as a reputed name in the wellness space, especially among the corporates and the youth. 📍



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Best Practices in Spas Best Foot Forward



Photo: Shutterstock.com

Practices and processes help in the effective functioning of a spa. With *Salon India*, spa professionals share their strategies that augment their sterling services and steer them ahead of the rest

by Aarti Kapur Singh

The spa industry continues to outdo itself and that speaks volumes on the dilemma of market positioning, facility growth and operational issues. Management and operational challenges should actually be considered capsules of opportunity that can become expansive areas of growth and take any spa to the next level. Any roadblock or problem in a spa is the moment to take hold of chaos and turn a tricky situation and possible loss of a client, into your next success story.

In order for spas to be profitable business ventures, they need to be planned and staffed, but equal importance should be given to the need for an exceptionally strong, creative, on-trend execution plan. Consumers need to know why they should go to your spa and more importantly, what makes it the best.



Saif Usmani,
Spa Manager, Shine Spa,
Sheraton Grand, Bangalore

“We Indians are generally a talkative lot and enjoy talking on the cellphone or even with therapists. While it could be considered out of the question to simply shut someone up, we subtly incorporate a ‘conditioning’ into the pre-treatment consultation. In addition, we also insist on pre-therapy hygiene for every treatment. This is why all treatment rooms at Shine Spa have a dedicated shower area for the convenience of the guest. Gentlemen must shave at least an hour prior to a facial service. Your healer might be forced to withhold a relaxing facial massage on an un-shaven face. If a male guest has not shaved, we are happy to give a complimentary shave.”



Jesper Hougaard,
Managing Director,
Serena Spa, Pondicherry

“When going in for a spa treatment, it is vital that one is able to disconnect from the outside world. So talking is not really a virtue in the spa. We encourage our guests to spend at least 10 minutes in the meditation session to get into the mood and be receptive to the therapies. Also, Serena Spa is located at The Promenade, one of Pondicherry’s most swish addresses. So we have



resident guests from the hotel as well as walk-ins who want to have a blissful getaway at the Balinese motif lounge pool and spa. So we encourage those who wish to visit the spa to prior book their treatments. Having said that, there are times when we have more guests than we can service. We politely request the long-staying in-house guests to come back a little later and ask some of our staff to stay back then.”



Tamara Ann Correia,
Spa Manager, Spa Sitara,
Acron Waterfront Resort,
Goa

“We have had awkward situations where guests have walked in asking ‘what extra services do you offer’, hinting at gratification of a different kind. These kind of situations need stern handling. I certainly would not want to brush it under the carpet as people need to be educated and tackled accordingly. Open communication is a must. Speak to your healer before the service begins. Explain to her about your specific need for firm or high pressure for your neck and shoulder, back or feet. Understand from her the steps she is going to follow as techniques might differ from spa to spa.



Spa Solace Lucrative Offers

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



Photo: Shutterstock

Relaxing Balinese massage from MYRYH-Royal Aura of Divine Wellness, Mumbai

Originating in the beautiful island of Bali in Indonesia, this massage uses gentle yet firm strokes with the tips of the fingers where the skin is gently picked and rolled between the fingers to loosen the toxins in the system, thus, stimulating energy flow by dispersing tension from your body.

Duration: 60 minutes

Price: `2,900 + taxes

Rose Princess, ESPA at The Leela Palace, Chennai

This is an ultimate luxurious indulgence which sets you free from the mundane. It includes a Rose Princess Facial coupled with a regenerating eye treatment. Next, a relaxing Balinese hot stone massage eases muscle soreness.

Duration: 180 minutes

Price: `9,500 + taxes

Deep Tissue Massage, Sabai Thai Spa, Jaipur

Deep tissue massage therapy is similar to Swedish massage, but it involves deeper pressure which in turn is beneficial in releasing chronic muscle tension. The primary goal for deep tissue massage is to restore a balanced upright posture, decrease symptoms of pain, break down scar tissue or muscle to improve movement. It is a massage technique that works on the deeper layers of muscle tissue.

Duration: 45 minutes

Price: `1,800 + taxes

Bamboo Fusion Massage, Bamboo Tree All Day Spa, Gurgaon

Bamboo massage, an old innovative technique, works on the five elements of the body, such as, fire, earth, wood, water and metal. The unique properties of bamboo are pressed to the body to create healing, restoration and balance. It enhances blood circulation and aids in deep tissue healing, spasms as well as the elimination of toxins. The Bamboo massage is an intense pressure massage.

Duration: 85 minutes

Price: `4,500 + taxes

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Lisa Lang

Fusion of Fashion and Technology

Lisa Lang, the eminent fashion designer, is known for her label ElektroCouture, the essence of which is high-tech fashion. Lang speaks exclusively with Salon India about her journey, craft, showcasing at Lakmé Fashion Week Summer/Resort 2016 and more

How did you get started in the fashion industry?

It started with my personal frustration. I've been working in the technology world for 10 years, which is a male-dominated environment. I never really had a problem with it, except that the tech-uniform was/is t-shirts and jeans. I never wear t-shirts and jeans, as I had always been fingernails, lipsticks, high heels and a technology nerd. When I started ElektroCouture, there was nothing in the market for women like me, high-tech, yet fashionable. I want to enable strong women to show their love for technology without looking like circus ponies. Women really respond to our designs because we are making emotional technology, beautifully designed and crafted with smart technology that doesn't turn you into a robot. With that we achieved to not only create a strong customer base, but we also have a lot of glowing fans!

What is your collection all about?

We specialise in wearable light. I'm a huge fan of the emotional power of light technologies. We wanted to show the beauty of light at LFW Summer/Resort 2016 and what you can do with fashion. Furthermore, we curated the show together with friends from the industry, such as international artists like Lina Wassong, Alienology, Moon Berlin, Melissa Coleman, Sensoree and 3LectroMode to turn this show into a celebration of fashion technology.

How important are hair and make-up in fashion?

As important as the clothes, the music and the light settings, it's a crucial part of the show. Our show at LFW Summer/Resort 2016 was a perfect blend of all these.

Who are the make-up artists and hairstylists you work with?

I have a great team in Berlin. At our last show, we worked with Aveda and it was a great experience!

Which designer is your inspiration and why?

My inspiration is currently coming from Coco Chanel and Vivien Westwood. They both started with nothing and were actually more

interested in designing for a movement. They wanted to design for a statement and empower women. I feel very close to them.

Who is your favourite muse?

My muses are changing all the time. I'm always trying to meet as many people from different industries as possible. During a normal day, I can have breakfast with a physicist, go to an industrial design exhibition during lunch as I'm a big fan of the bauhaus movement and in the evening, I can meet with artists, musicians and other positive and forward thinking friends.

Which is the most outrageous look in terms of make-up and hair adapted by you?

I think the looks we had at LFW Summer/Resort 2016 have been outrageously gorgeous. Long live neon!

How do you incorporate beauty and hairstyles in the collection and on the ramp?

It has to fit into the story. I work on the principle of reverse engineering. We start with whatever makes sense and then find a way how to visualise it.

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

India has strong roots in textile craftsmanship and technology that is a perfect setup for fashion technology. Now both just have to start to talk to each other. Of course it won't happen over night. I envision a great fusion of tradition and technology in both fashion and beauty, that's how it becomes really powerful.

What are your future plans?

Taking over the world! I want to inspire designers to embrace technology and see the opportunity and beauty in it. So many new stories can be told and the possibilities are endless. That's what I want to show and teach. 🌐



Nimrat Kaur **Something About Nimrat**

Despite juggling Indian and international cinematic projects, dealing with global time zones, Nimrat Kaur still manages to look fresh and ravishing! The brand ambassador for Wella Elements, she reveals her trade secrets with *Salon India*

by Aarti Kapur Singh

“You are as beautiful as you are happy”

“I have almost always felt beautiful when I've been a part of a joyful event. Also, if you are happy from within, your face exudes a natural radiance. The climate too has an effect on me ... if there's a little nip in the air or maybe some rain, I feel pretty.”

“I take my skin care seriously”

“I start and end my day with Dr Dinyar Boxwalla's products and facial treatments and my daily regime includes his cleanser, face wash and an almond cream mixed with a Vitamin E capsule. I have dry skin, so I massage my skin with fresh malai every once in a while. I like using essential oils, natural and organic products. I alternate between oil and moisturiser, I use a bit of both depending on the weather. If it is humid I don't use oils. I use the Forest Essentials oil. I sometime use cold press coconut or almond oil for my massages. It really works.”

“I am paranoid about hair health”

“I've always loved Dimple Kapadia's hair ever since I can remember and have no problem accepting that I copy her hairstyle, colour and even the way she parts her hair. Most of my beauty regime revolves around my hair. I use onion juice on my scalp, an age-old remedy that always works for healthy hair. Also, you can make a paste of fenugreek seeds and apply it on your scalp, and go for regular spa treatments to relax and strengthen your strands. I shampoo once in two or three days and brush my hair before I go to sleep at night.

I use this oil my mother makes, which has 16 natural ingredients, including fenugreek seeds and amla. At least twice a week, I use about two eggs yolks and leave it on for a while and then I shampoo it once it dries off. I use the Wella Professionals Elements range – the shampoo, conditioner and mask all work well for my scalp.

To make my hair look voluminous, I brush it out using a hair serum and a blow dry to tame it. Small clips rescue me on bad hair days. I've never used too many products on my hair, but as I'd coloured it for a film, I've been using the Kérastase Elixir K Ultime Oléo Complexe range of shampoo, conditioner and serum recommended by my hairstylist, Kanta Motwani. I also go for hair spas regularly.

“Make up is the skin's worst enemy”

“The heavy make-up film actors have to wear is bad and I never sleep with my make-up on. One must use a moisturiser before applying



make-up as it hydrates and protects the skin. I don't use make-up wipes. I apply an oil-based cleanser by Dr Dinyar and wipe it off with a wet cotton swab. I really love the MAC Dainty Blush, Clinique Mascara and Kiehl's Lip Balm.”

“I love glamorous looks”

“...And for me, mascara glams up any look! You could have the best make-up on, but if your lashes are not dramatic I feel your look just falls flat. I personally like the L'Oréal Paris Volume Million Lashes and use lip balm, a bit of blush and an eyebrow filler in the day time. For a night out and on the red carpet, I like my hair side-swept with some loose curls. I also love bold lips and dramatic lashes. I simply can't do without the Kiehl's Lip Balm #1, MAC Lady Danger, Ruby Woo and Amplified Vegas Volt in lip colours. For my face, I wear Chanel Perfection Lumière foundation and Lancôme Blush Subtil Palette.”

“Strict beauty rules”

“Drink lots of water to hydrate your skin. Try to stay stress-free. Great skin comes from happiness, good sleep and keeping worry away. Use as little make-up as you can and when you do, take it off as well as you can. Under eye make-up should be removed properly because that skin is sensitive and that is where fine lines appear first. It is important to stay committed to the products that suit you and pick the chemical-free ones. Keep your scalp clean but don't shampoo too often. Work with the texture of your hair. Don't tie your hair too tight and be gentle with it. Massage every now and then, go for hair spas as often as you can, and if you can't, apply the purest form of oils or essential oils at home. Take care of the roots and ends equally. Keep your diet strong and full of proteins and hydrating foods.”

QUIZ TIME

SCORE ON MAKE-UP

Get your make-up facts right

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

1) This brand has introduced a new range of lip colour, Lip Gradation.

- a) MAC
- b) Maybelline
- c) Lakmé
- d) Oriflame



2) is the Permanent Make-up and Executive Director of Alps Beauty Clinic.

- a) Gunjan Gaur
- b) Ishika Taneja
- c) Astha Khanna
- d) Sohni Juneja



3) is the International Make-up Artist and Global Creative Design Director of Procter & Gamble

- a) Bobbi Brown
- b) Laura Mercier
- c) Charlie Green
- d) Pat McGrath



4) are the skin jewels extensively used in eye make-up for shoots and fashion shows.

- a) Eye liner
- b) Swarovski crystals
- c) Eyelash extensions
- d) Eye shadow



5) is latest highlighting technique in which has taken the make-up industry by storm.

- a) Gradation
- b) Contouring
- c) Strobing
- d) Botox



COFFEE BREAK

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Enter the matching letter

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WIN! WIN!



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NOW!!!

Bangalore Zorain's Studio



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Zorain Khaleeli

Phone Number:
+91 900032855

Address:
Premier Rabbi, Ground Floor,
6th Cross Kormangala
Inner Ring Road,
Bangalore-560047

Email:
zohrainis@gmail.com

Started in 2015 by Zorain Khaleeli, Zorain's Studio is spread across 3,500 sq ft area. The academy offers students the best and most comprehensive hair and beauty courses in Bangalore. Following the principles of sharing knowledge and discovering talent, the state-of-the-art learning and training material imparts detailed study of the different aspects of hair and make-up. Every course module includes extensive practical sessions to ensure that student's knowledge is just not limited to theory.

Khaleeli is an internationally trained Senior Make-up Artist and Trainer with over 15 years of experience in the industry catering to celebrities, fashion, film and brides. She has been associated with MAC cosmetics for nearly a decade heading training in India and international markets. Commenting on the USP of the academy, Khaleeli says, "Our mission is to provide the best techniques to the next generation of aspiring hair and make-up artist using in depth experience and knowledge."

► Courses

The academy offers intensive course materials along with seminars and workshops to hone the acquired knowledge, too. The most popular courses are:

Professional Make-up Course, Foundation and Creative level: This course is designed for professionals, who have a flair for make-up artistry, and for those who wish to make this a career choice. The course material is a blend of international techniques adapted to cater to all markets including the local customer.

Professional Bridal Course: This six-days course covers theory on face shapes, highlight and contouring techniques, lash and liner, lips, eyes, brow structure along with hands-on practice and more.

Hair Design Course: This seven-day course covers the basics, blow drying techniques, iron, tongs, hot roller, back combing, extensions, stuffing, crown styling, braides, buns and up-do's.

Nail Art Course: This one-day course covers the basics of nail prepping, nail art and service. The course comes with or without kit facility. Two-day the Advanced Nail Art Course is also available and covers the advanced aspects of nail art and services and one can choose to go with or without the kit.

Gel Polish and Gel Extension Courses: It includes the various techniques of gel polish and is covered in two-day session. This comes with and without the kit. The two-day Gel Extension Course covers the extension types and application techniques, with or without a kit.

► Eligibility criteria

The courses are open to those who are passionate and want to make it big in the hair and make-up industry.

► Fee range

From ` 15,000 to ` 1,50,000.



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SeaSoul Cosmeceuticals unveils a fruit mask-making machine

SeaSoul Cosmeceuticals, the company specialising in manufacture and distribution of skin care products, inspired by the goodness of the Dead Sea, launched yet another revolutionary product for the Indian market – the fruit mask-making machine. Manisha Chopra, Founder of SeaSoul Cosmeceuticals said, "This machine helps salons and spas blend the best of professional and home-like experiences for customers in India. They can extract fresh fruit and vegetable pulp in front of clients which gives them the assurance of natural goodness. In addition, one can combine these organic ingredients with Dead Sea Minerals and collagen, which activate the inherent healing properties of the fruits and vegetables. The final amalgamation gives better and longer-lasting results to clients and leaves their skin feeling fresh and more lustrous." You can customise the recipe based on the problems that clients may be suffering from.



WHAT: Launch of fruit mask-making machine **WHEN:** 3 March **WHERE:** Metropolitan Hotel & Spa, Delhi

Inglot and Major Brands are Guinness World Records title holders



Women's Day in Mumbai was a memorable occasion as Inglot, the world's leading manufacturers in colour cosmetics and its exclusive Indian Franchise Partner Major Brands India Pvt Ltd, achieved a Guinness World Records Title for 'Most people painting their fingernails simultaneously'. Around 1,328 women, who participated in this event, were seen painting their nails with the range of revolutionary Inglot O2M breathable nail enamels. The brand broke the previous record of 1,156 people painting nails simultaneously, which was created by Taiwan Nail Association at Banqiao Stadium, New Taipei City, Taiwan in 2011. Jack Brockbank from Guinness World Records was present at the event to validate the record. Bollywood actress, Sonakshi Sinha, was part of this unique initiative.

Dr Zbigniew Inglot, the Chairman of the Supervisory Board of Inglot said, "It is wonderful to have achieved the Guinness World Records title in India for Inglot and Major Brands India. Engaging with thousands of women through this initiative has been exciting for the brand. We look forward to creating new milestones and building a stronger connect with our consumers in India."

Speaking about the event, Tushar Ved, President, Major Brands India, said, "We are overwhelmed by the Guinness World Records achievement. It has been great to witness thousands of women participating in this event. Inglot is one of the leading cosmetic brands in the world and we are proud to have them in our portfolio of brands."

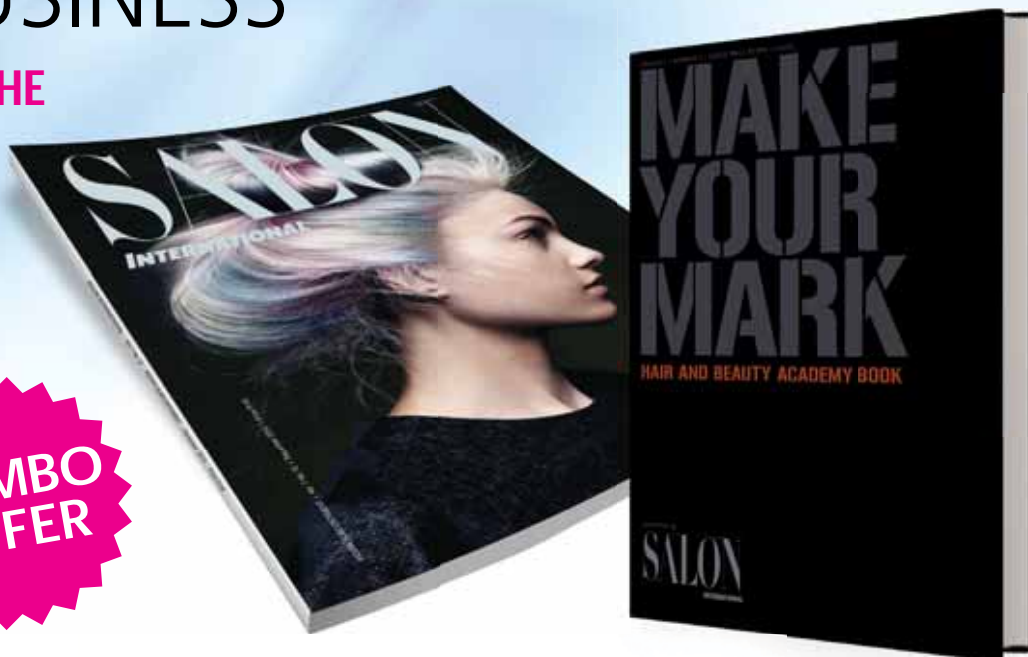
What: Inglot and Major Brands' event on Women's Day **When:** 8 March **Where:** Palladium Mall, Mumbai

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Twist and Shine

How to create a rosette



Photo: Shutterstock

Step 1: Section dry hair horizontally from temple to high-crown and again from ear to low-crown, securing each section with an elastic.

Step 2: Using a fishtail technique, braid each section and secure with an elastic.

Step 3: Apply a texturising cream to your fingertips and loosely pull the braid apart to expand its shape.

Step 4: To create the shape of a rose, coil the fishtail braids and secure with bobby pins.

Step 5: Set the look with a hairspray and gently tousle hair at the hairline for an undone feel.

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