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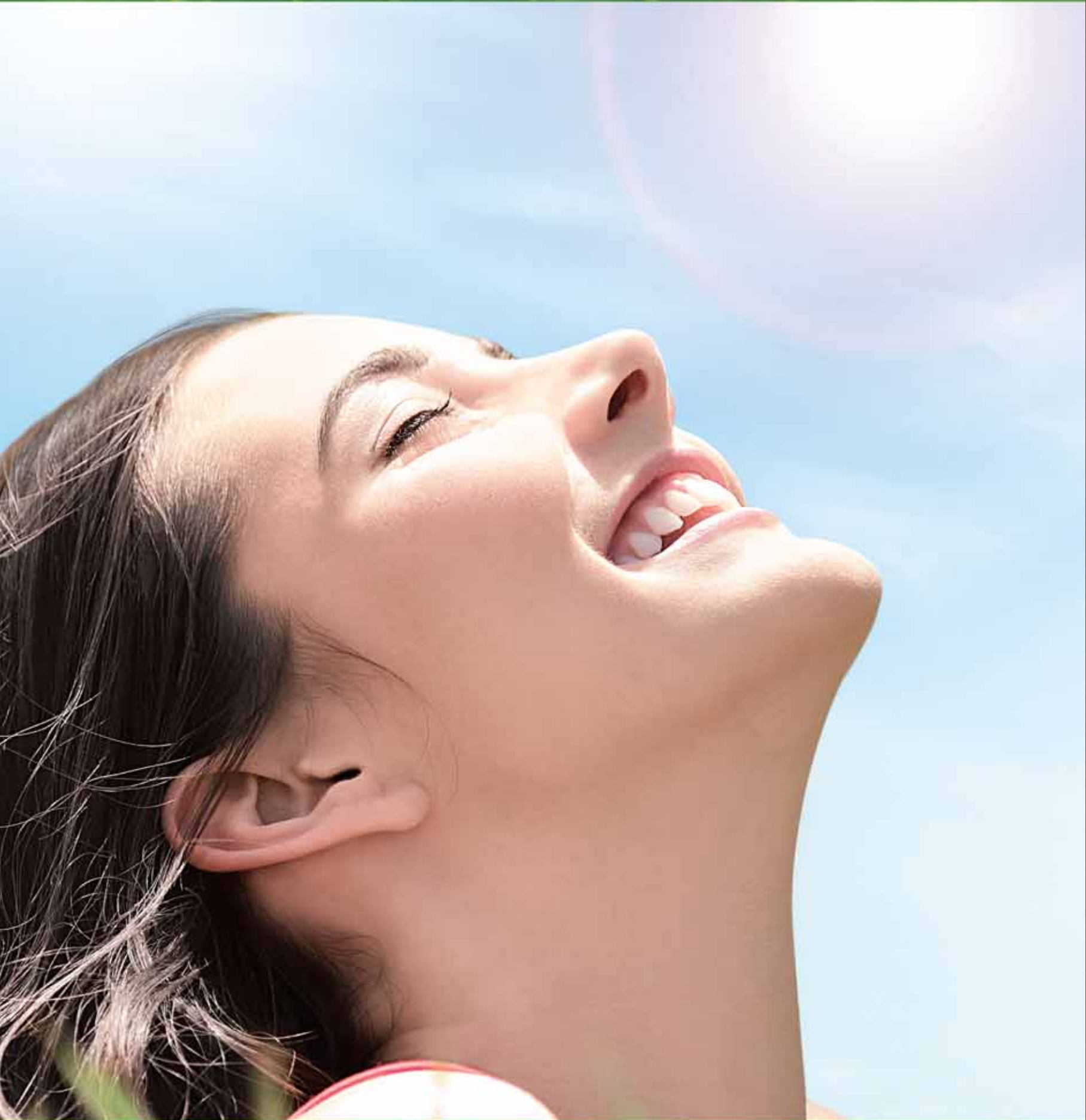
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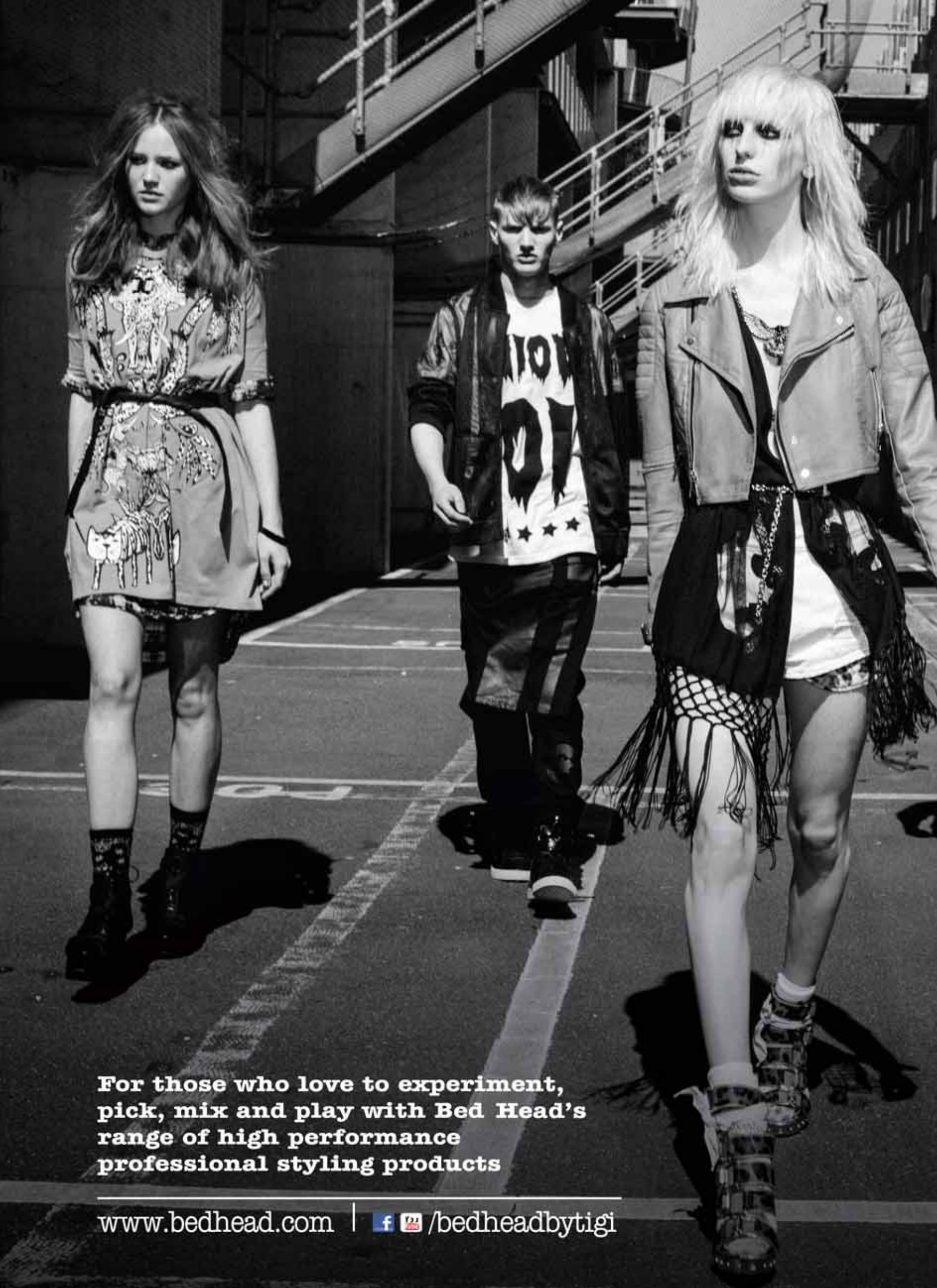
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How does one define a relative word like success? The popular definition of being successful is one, who has global fame and boundless fortune, rules his territory like an emperor, commands respect and with his immense power, has the capacity to lay down the law and change lives less fortunate.

In our cover story, we explore this angle with the members of our beauty and wellness industry. They have been in the business since decades and are ruling it like kings and queens. Not only have they managed to turn their fortunes around, but on the dint of their hard work and merit, have uplifted a section of society that would have otherwise perished. We salute their acute business sense and more than that, the compassion and kindness with which they have nurtured the industry to reach a level that is at par with international standards. Meet Nalini Naegamvala, Shahnaz Husain, Asha Hariharan, C K Kumarvel, Savio John Pereira, Kapil Sharma, Placid Braganza, Shailesh Moolya, Dr Deepali Bhardwaj and more, who are thespians of the industry and hardly need any introduction. In the ensuing pages, we encourage you to imbibe their success mantras that are sure to work like a talisman.

We meet Gjoko Shkreli, global celebrity hairstylist, who runs a super successful salon in New York City. Known for his eccentric vision and passion for hair, Shkreli has for over 30 years been an influential figure of talent and technique. He began his career by spreading his technique and fashion sense as a platform artist. As a member of Intercoiffure, the world's leading elite beauty organisation, he has done impressive work. The trait that adds to his personality is what he says - "My favourite role yet, is in the salon with my customers." He considers his everyday clients to be 'movie stars' and as important as any celebrity.

Luke Joyce, International Barber and Art Director at Truefitt & Hill, London, has kept the art of classic and traditional barbering alive. Joyce has his hands full with mentoring the stylists at Trufitt & Hill along with freelancing for brands like Dolce & Gabbana, Barbershop, Harrods, to name a few. He shares his journey with us.

Jack Howard, the renowned international hair colourist at Paul Edmonds in London, introduced balayage colouring technique to the UK. Howard caters to a long list of A-class clients and has launched the successful The Brunette Bar campaign in association with L'Oréal Professionnel.

On the home front, we showcase the skills and dedication of Anuj Singh, Spa Manager at ESPA, The Leela Palace, Chennai, who shares his views on the wellness industry, the brand and their future plans. In make-up and beauty, we have Shreya Chaddha, independent make-up artist, who has persevered to reach where she has after overcoming several challenges. She shares her victorious journey with us, which will undoubtedly, be a motivation for aspirants to enter the field of make-up.

All this and lots more in this issue. Do keep writing in and hey, liking our FB and Twitter pages!

A natural way to make unruly, curly, & frizzy hair SILKY & SMOOTH



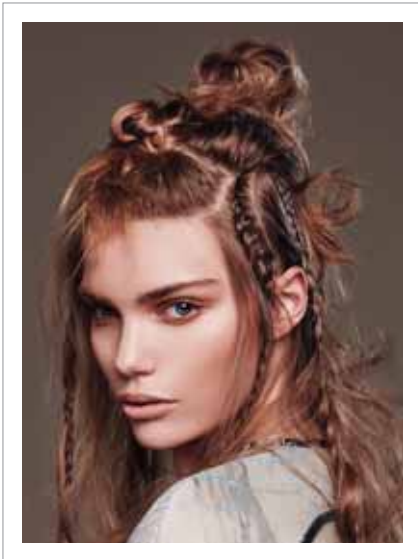
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/// NATIONAL ///

Kairali World of Ayurveda now in USA

The Kairali Ayurvedic Group has opened its first holistic wellness centre and spa, Kairali World of Ayurveda (KWOA) in Connecticut. The centre will offer relaxing massages, refreshing body works, reviving wellness techniques, rejuvenating body treatments, health and diet counselling, holistic healing services and a full range of authentic Ayurvedic therapies.

The centre, spread over 2000 sq ft, has two treatment rooms, a meditation nook, consultation room, counselling hall, yoga studio, steam cabinets, shirodhara system and steam and sauna. Kairali Ayurvedic Group also offers spa franchise opportunities, helping spa owners around the world develop Ayurvedic wellness centres, health retreats and spa hotels.



JB Skincare wins 'Best International Distributor' award

Bikram Sapra, Managing Director, JB Skincare Pvt Ltd bagged the 'Best International Distributor' by Lydia Sarafati, President and CEO, Répechage USA. Sapra received the award for being

the highest distributor of Répechage products in India. The fact that he has been in this business for only four years goes to his credit. The award ceremony was held in May at the International Conference in New York. Répechage was established in 1980 and is currently represented in over 45 countries worldwide.



Amazon.in beauty store

Amazon.in has more than 40 brands and a selection of over 2,500 products. For ease of shopping, it offers buyers 'Shop by Category' highlighting Skin Care, Hair Care, Bath and Body and Make-up and 'Shop by Concern' addressing issues related with hair fall, acne, dandruff and ageing.



Beauty India exhibition in Mumbai

Global beauty and cosmetics' brands will sparkle at the first Beauty India Exhibition to be held in Mumbai from 24 to 26 October at the Bombay Exhibition Centre. Organised by Sumansa Exhibitions, a reputed name in organising trade exhibitions across the globe, the B2B event will be a great opportunity

to showcase beauty-related products and find a foothold in the Indian market that has earned credibility for fertile growth. The show will also serve as the perfect platform to build long-term relationships between manufacturers, suppliers and customers.



Noteable workshop at Tihar

ALPS Cosmetic Clinic gave a makeover to Tihar jail inhabitants. Gunjan Gaur, Executive Director, ALPS Cosmetic Clinic had organised a workshop for the inmates, who live in isolation and face discrimination at all levels. Said Gaur, "I want to showcase a simple gesture to all of them through make-up so that it can help in building their self-confidence and motivate them, not only by doing make-up but also by making their soul happy." Gaur encouraged them to pursue their skills to make themselves independent to live a better life in the future.



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Lakme's Candy Crush services

This summer, Lakmé Salon has introduced Candy Crush manicure and pedicure to offer relief from stress, while deeply nourishing and detoxifying the skin. It contains a combination of natural butter and pure essential oils. The cupcakes are effervescent strawberry and blueberry bath bombs that promise to leave hands and feet soft, smooth and rejuvenated.



Eyelash extensions from Nailspa



Nailspa Experience has now on offer semi-permanent eyelash extensions! Available in two ranges, the Barbie eyelash extensions and single eyelash extensions, are semi-permanent and made of synthetic fibres. The extensions are single strands of synthetic eyelashes that are curved to replicate a natural eyelash. They provide length and thickness to your own lashes and are available in varying lengths and thickness. The result is thicker, longer, eye opening eyelashes that are safe in the shower, while swimming, sleeping and exercising. With regular touch-ups visits you can make them last a year.

/// INTERNATIONAL ///

Natio wins award



Australia's leading natural beauty care brand, Natio recently won Australia's prestigious Prix de Marie Claire award for the Cream to Powder Foundation in the Best Make-up product category for 2016. Offering high quality, plant based formulations, Natio delivers gentle and effective beauty care alongside colour cosmetics inspired by nature. Over the last 20 years the brand has evolved to become a leader in natural beauty care. Answering the demands of a modern lifestyle, Natio delivers efficient, made in Australia and cruelty-free products at prices for all to enjoy.

Sarah Rumsey's Aveda salon

Sarah Rumsey, the make-up artist, has opened an exclusive Aveda Salon and Spa, which offers bridal make-up, too, in Sevenoaks, Kent. The Peacock Rooms offers Aveda's hair and spa services, as well as the bespoke range of bridal treatments. The small team consists of Rumsey, who will take care of bridal department along with a beauty therapist and two master stylists. "I approached Aveda about opening an exclusive salon because of my love for their products and mission and they were keen because there was no Aveda salon in the Sevenoaks area."



NHF gets its first female president

Aganes Leonard, owner of Dundee Hair Salon Croppers Hair Studio, became the first woman president of National Hairdresser's Federation, a UK trade association for hair, beauty and barbering salons. Leonard has worked in the hair industry since from the age of 12 years and has replaced Paul Curry, Ian Egerton is now vice president of the organisation.

OPI in UK

OPI a renowned American nail polish brand opened its first and exclusive in-spa flagship at the Lifehouse Spa and Hotel in Essex. The new in-spa from OPI offers opulence manicure and pedicure treatments in soothing and relaxing environment with a glass of Prosecco from the in-built Prosecco fridge and has a dedicated retail area which shows off the brand's latest collections.



JAGUAR



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Launches Architectural Concepts

Mumbai

Vikas Marwah's Salon & Academy



The recently opened Vikas Marwah's Salon & Academy in Bandra offers beauty and grooming services, ranging from haircuts, styling, colouring, manicures, pedicures to bridal make-up and spa rituals. The Turkish-themed salon is aesthetically done up in hues of bright white and gold.

Created in 400 sq ft, the salon has a facial room, a pedicure station that offers massages and more. This is the third company-owned outlet of Vikas Marwah's Salon & Academy in Mumbai. Other branches are in Lokhandwala and Malad. The salon furniture and equipment stand out in earthy brown and black to compliment the other shades used in the salon. The trendy salon focuses on making every appointment an experience, along with offering quality services by their expert panel of stylists.

Speaking on the future plan, Vikas Marwah, Owner, Vikas Marwah's Salon & Academy says, "We aim to expand our base pan-India and intend to enter into a symbolic relationship with individuals, who can adopt our philosophy and replicate our business. Further to this, we want to introduce our own range of cosmetics and offer quality services at affordable prices."

Colour combination: White and gold

Products used: Wella Professionals, TIGI, MATRIX for hair; MAC, NARS, The Balm Cosmetics for make-up; O3+ and Cheryl's for skin

Lighting: Natural and Turkish LED Chandeliers

Architect: Ranjit Shinde



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Delhi

SENS Clinic



Spread across 8,000 sq ft, SENS is an anti-ageing wellness clinic, which focuses on biomedical rejuvenation strategies to reverse human ageing. It was founded by like-minded doctors and industry veterans, who recognised that the current health care model needs addressing. The wellness centre is equipped with 14 treatment rooms that have warm lighting and is done up in soothing colours. It offers BHRT full service for restoration of hormone balance through nature's identical hormones. The makeover section is aided with complete series portfolio of natural hair extensions and eyelash and eyebrow extensions.

Commenting on the occasion, Sanjay Sachdeva, Executive Director, SENS Anti-ageing Wellness Clinic, says, "SENS is a thought leader in it's field of extending lifespan and adding life to your years without medicine and hospitalisation. We heal the aging human cells through the mind, body and soul connection using scientifically proven, research-driven and medically adapted, natural forms of wellness treatments reflecting inner and outer glow, thereby improving the quality of our lives."

Colour combination: Black, white, gold, earthy tones

Products used: hair extension; other not mentioned

Lights: LED lights in warm tones

Flooring: Wooden

Architect: Not disclosed



Contact person:
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Executive Director, SENS Clinic

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Gjoko Shkreli Driven to Deliver

Gjoko Shkreli, Celebrity Hair Stylist and Owner of Gjoko Salon & Spa in New York, is a member of Inter Coiffure, as well as acknowledged for his success in the novel *Too Big to Fail*. Shkreli speaks exclusively with *Salon India* about his inspiration and journey

How did you get interested in hairdressing?

One of my friends owned a hair salon and kept telling me I should do it because I would be good at it. As I also enjoyed working with women, I gave it a shot! My first job was as an assistant at the New Rochelle Salon called Hair by Halid.

What courses have you done and from where?

I have been in the business for 35 years and every year I push myself to take courses around the world to deepen my knowledge and expertise.

Did you have a mentor?

My first mentor was Halid Pasalic who gave me a chance to work in his salon. Later, I trained with Jim Williams, who educated me on platform work.

What were the challenges that you faced?

Some of the challenges I faced were extremely long hours with very little pay.

What is your forté as a renowned hairstylist?

I like to envision the look that would best compliment someone by taking into account their face structure, shape, skin tone, eye colour, hair colour, facial features and personality. Once you take all these into account, you find the balance because you can enrich someone's beauty by creating this.

What are you currently responsible for?

I have a 7,000 sq ft salon named Gjoko Salon and Spa with 22 employees that I am responsible for. This is no easy task because as all salon and spa owners know, each day is a different challenge that must be addressed swiftly and efficiently, if you want to be successful.

Please tell us something about your salon.

Gjoko Salon is unique where we all work together to achieve success. I define success as every client leaving my salon feels beautiful, happy and relaxed. Clients are free to try out different hair dressers in my salon without feeling like they have betrayed the stylist they used the most, as at Gjoko's, the focus is all about the client. I strive daily to make the atmosphere one of serenity and beauty where clients feel good about coming to my salon. We have friendly and accommodating staff that works diligently and intelligently to find solutions to our client's needs so that everyone who leaves my salon is satisfied with the service.





What inspires you to create the hair looks?

If we are talking about my everyday salon work, each client is my inspiration because people strive to feel beautiful and happy, and when you feel beautiful, you also feel happy. My job is to create the look to enrich their natural beauty. Now, if we are talking about platform work or artistic fashion photoshoots, the inspiration is different. I use futuristic ideas, movies, architecture, nature and many more sources to find my inspiration that will give the dramatic look that people want to see.

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

Lots of preparation, practice and dedication goes into it. I usually take two to three days to perfect the look I want to achieve for a photoshoot using mannequins, wigs and other items to create a dramatic effect that will resonate beautifully in pictures.

What is your favourite tool and product?

My Gjoko product line, which aside from being eco-friendly (no animal testing, sulfate free, paraben free, chloride free), gives the hair great control and leaves hair looking and feeling super healthy.

What is a normal day in your life?


A normal day in my life consists of many things as I'm a busy man. I never find myself having nothing to do, as I'm always doing something! I work on Thursday, Friday, and Saturday from 9 am to 8 pm, but as the salon owner, I'm the first to arrive and the last to leave. When I'm not working at the salon, I'm, sometimes, working with fashion photographers on photoshoots. I also find time to spend with my family whenever I can and I still always find time to exercise because exercise is the key to youth and the best way to relieve stress. Where things can go wrong, they will, so as a business owner, you must always be on top of things and be ready for the unexpected! So even on the days I'm officially off, I end up with still more work.

What are your plans for the future?

I'm a strong believer that if you prepare too far ahead, you will do a lousy job at the task at hand. I live everyday like it is my last with no regrets. I put all my energy and focus on the present and do my best. This strategy has proved itself to me many times and it works well.

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

It's an amazing industry that is rapidly changing, which keeps it exciting. If you are willing to work hard and you have a creative personality with people skills, the sky is the limit for your success. My advice is to get yourself involved in photoshoots, even if you don't make any money in the beginning because all success stories had to start somewhere, but no one ever talks about their beginnings, only where they ended up. 📍



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

Presenting Bespoke Colour Services with **MyMocha Colour Collection**

At the beginning of the year, L'Oréal Professionnel announced mocha as the most fashionable colour trend of 2016. Come summer, the MyMocha Colour Collection is redefining colour services

Shades of mocha are a terrific blend of various reflects resulting in a delicious brown that is cool in nature. Perfectly suited to Indian skin tones, these brown shades enhance one's facial features and highlight a haircut depending on the colour technique used. They are subtle, understated, yet extremely fashionable and modern-looking!

Trending now: Hair Contouring

Inspired by the make-up trend of the moment, hair contouring is a customised colour application technique that carefully places colours around the face. With the play of light and shadow, Hair Contouring has the ability to alter the appearance of your face shape by enhancing your best features and

natural skin tone, without the application of make-up. The MyMocha Colour Collection by L'Oréal Professionnel, syncs the 'mocha' colour trend with the 'contouring' application technique. MyMocha is a 100 per cent bespoke colouring service designed to suit your client's unique facial structure, features and skin tone.

Make a striking choice

MyMocha Colour Collection has on offer a host of looks to select from. Be inspired by Mocha Sleek and Mocha Veil or try the styling variations from Mocha Lustre, Mocha Drift, Mocha Wave and Mocha Weave to write your own success story.



Mocha Sleek
Rikee Chatterjee

Face shape: Square.
Visual effect wanted: Soften the face shape.
Look created by: Sumit Israni.
Contouring objective: Subtle lightening of hair around the crown and ends to have the required softness and roundness.
Featured shade: INOA Mocha 4.8.
Styled with: Tecni.ART Liss Control and Volume Lift.



Mocha Lustre styled with Wet Domination Extreme Splash and Wild Stylers Scruff Me by Tecni.ART



Mocha Drift styled with Wild Stylers Crepage De Chignon by Tecni.ART and Infinium



Mocha Wave styled with Hollywood Waves Siren Waves by Tecni.ART



Mocha Weave styled with Tecni.ART Fix Move and Metallic Gloss

Mocha Veil
Nidhi Sunil

Face shape: Long.
Visual effect wanted: To expand the volume of the face horizontally.
Look created by: Florian Hurel.
Contouring objective: To lighten hair around the face.
Featured shade: INOA Mocha 5.18.
Styled with: Tecni.ART Constructor and Full Volume Mousse.



“Contouring, the latest colour technique by L’Oréal Professionnel, allows the hairdresser to use hair colour to frame the client’s face and enhance her best features. Contouring with shades of mocha allows for the ultimate personalisation that I can offer.”

– Sumit Israni,
Owner & Creative Director, Geetanjali Salon

“Hair contouring is a 100 per cent bespoke colouring service that is literally designed to suit a client’s unique facial structure, features and skin tone. Contouring with the much-in-vogue shades of mocha, is the ultimate personalised look I can create for my clients.”

– Florian Hurel,
Artistic Director, Dessange Paris

So what face shape are you? Which shade of mocha is best suited for your skin tone? Visit your nearest L’Oréal Professionnel salon and consult an expert colourist today!

Wonder.Black Ammonia Free by MATRIX

An Ace in the Pack

Wonder.Black Ammonia Free by MATRIX is here to put your grey hair woes to rest. Aided by an innovative formula, it ensures 100 per cent grey coverage with extra shine and zero odour

Hair colourants, which were experienced only by the affluent, are now becoming a lifestyle need for all. Although hair colour as a category has matured, gradually there has been a rise in the demand for permanent hair colour that result in natural-looking hair. More than a decade ago, when hair colour first came to India, it was largely to cover the grey hair. However, over time, consumers have evolved and are now looking for long-lasting and permanent solutions to grey hair. Hence, covering grey hair is one of the top most reasons why people colour their hair. Of late, there is an increasing demand for ammonia free coloration.

Wonder.Black Ammonia Free by MATRIX

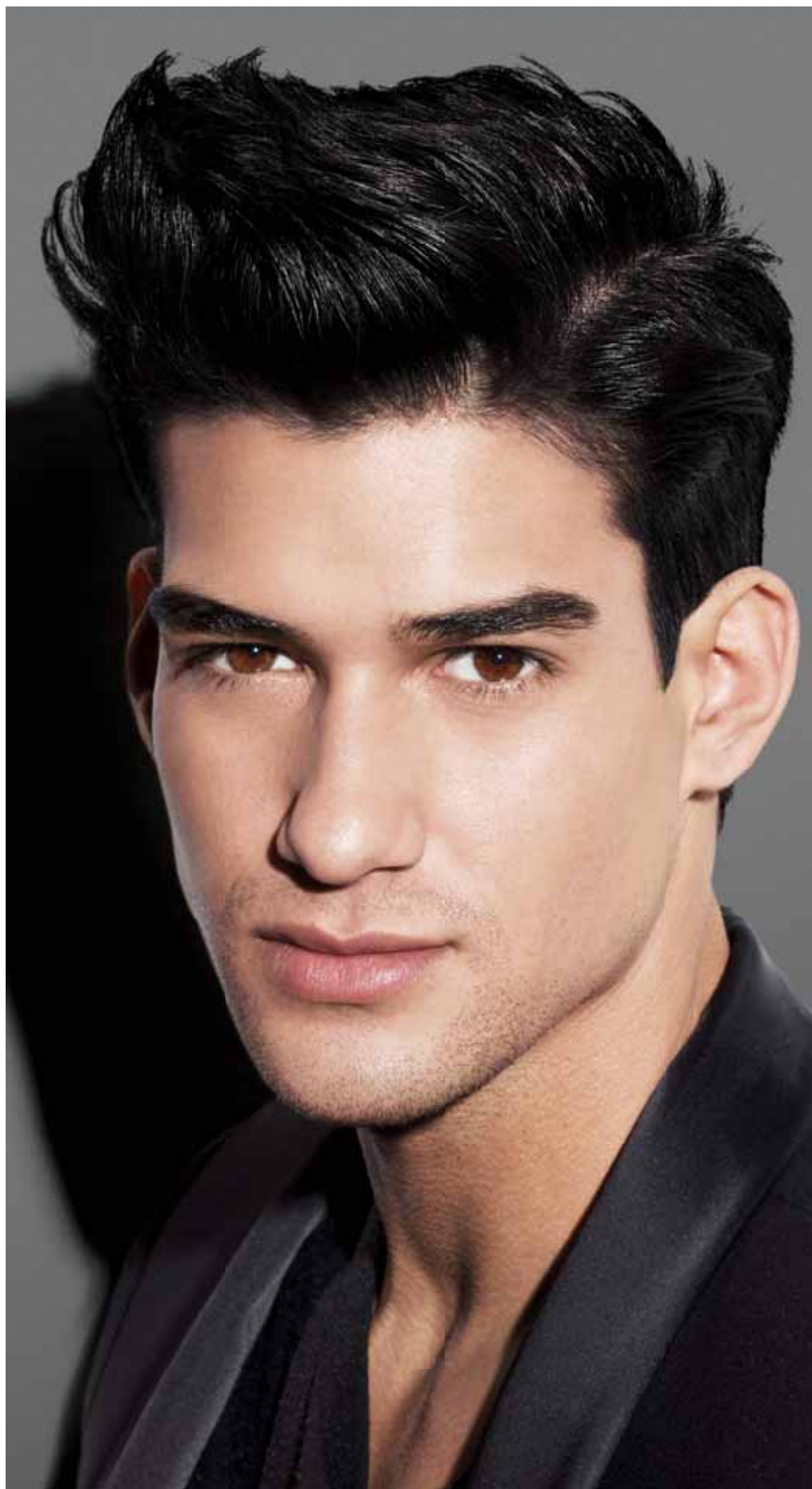
MATRIX, the world's leading American professional brand has introduced Wonder.Black Ammonia Free, which is conceptualised and created exclusively for the Indian market. Formulated with an innovative oil-like patented thick golden gel, the colour claims to deliver five times shinier hair, while promising 100 per cent grey coverage. Its breakthrough technology has made it the preferred hair colour for salon owners and consumers, alike!



Benefits of Wonder.Black Ammonia Free

Wonder.Black Ammonia Free is a power packed product with five professional benefits that fulfil the hair colour needs of the consumer:

- ▶ 100 per cent grey coverage
- ▶ Six weeks of long-lasting colour
- ▶ Natural colour results
- ▶ Five times the shine, post colour
- ▶ Zero odour and scalp comfort



Testimonials from Salon Owners



“ I love the colour! It gives good grey coverage and has a gentle fragrance. Hair looks healthier post colour. ”

- Malay Dutta,
Looks Salon, Burdwan



“ Wonder.Black Ammonia Free helps cover grey and enhances the shine of the hair. It is a highly recommended product for those who have concerns about grey hair coverage. ”

- Chandravadhana Reddiyar,
SARA Beauty Salon, Mumbai



“ The best part about the colour is the new golden gel texture and zero odour. My clients are very satisfied! ”

- Vandana Maitra,
Divas Ladies Beauty Parlor,
Kolkata



“ Wonder.Black Ammonia Free has helped in increasing the footfalls to my parlour. The new formula allows me to attract those clients keen on ammonia-free colour. ”

- Mampi Das,
Profiles Ladies Beauty Parlor,
Kolkata



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

Jack Howard Boss of Ballyage

Meet Jack Howard, the renowned international hair colourist at Paul Edmonds in London, who introduced balayage colouring technique to the UK. Howard had his hands full by catering to his extensive list of celebrity clients. He has also launched The Brunette Bar campaign in association with L'Oréal Professional. Salon India speaks exclusively with Howard to know about his journey, craft and more

by Shivpriya Bajpai



getting started

I have my City & Guild diploma, a L'Oréal Colour Specialist degree and the NVQ3, which will help me to be an assessor at some time in my life. I started out as a Saturday boy, sweeping up hair, cleaning and more. I loved it, so decided to go full time at age 16. I'm a people pleaser, so it's a good industry for me. My first job was as an apprentice in a small town called Lincoln. It was hard work sweeping hair, cleaning and then I progressed to shampooing, perming, cutting and colouring. This taught me discipline and eventually be able to run a column.

challenges faced

Like everyone who has just started out, it's a lot of hard work and low pay whilst you train. My main challenge was paying for utilities and food, but I worked with great people who helped me out.

professional experience

I've been very lucky as I've worked all over the UK, Ireland and Paris. In 1993, I moved to Washington DC and in 1999, I helped set up one of the L'Oréal National Academies and became a Senior Guest Artist for them. I was also educating in NYC on a regular basis and travelled across USA teaching. I've worked at many shows in the US and the UK showcasing my passion for hair colour, including Salon International Pro Hair Live, and more. This year, I've launched a UK national campaign called 'The Brunette Bar' which is going to the



L'Oréal Pro International Team. For this, I've devised a number of brilliant techniques for brunettes whom we under index, blondes tend to be the big salon clients, while brunettes think they can do their colour at home. The Brunette Bar is about showing how salon professional techniques can give brunettes beautiful colour that they wouldn't be able to recreate at home and about mixing up multi tones in front of the client.

current role

I'm now in my own business, but I work within a well-respected top salon in Knightsbridge. My current role is at Paul Edmonds. I'm a UK L'Oréal Colour spokesperson and an international educator. I also have a range of hair extensions with Beauty Works and am the social media ambassador for the Hair Council. I can also be booked worldwide for education. I'm widely credited with bringing





balayage to the UK and I'm a big advocate of hand painting hair for individuality. I'm also passionate about empowering fellow colourists so that their work is rewarding both creatively and financially.

celebrity hairstylist versus hairstylist

It's exactly the same for me with clients whether it's a celebrity, actress or model. They are all the same, the only time it's different is if the studio or agent wants a new look.

meaning of success

I'm driven, everyone who knows me says it. A successful hairstylist is in demand, runs a busy column and makes clients smile when they see their hair.

favourite tools

My balayage kit.

trends for the season

Hair colour: Nude hair, statement blondes and balayage.

Hair cut: The lob and le coup.

Hairstyle: Done, but not too done.

success mantra

Make it happen and never stop learning.

view on the salon and beauty industry

Taste levels change from city to city, country to country; what works in NYC doesn't in London, so you need to be aware of this when changing cities. I've not worked in India yet, but from friends who have, it sounds really exciting at the moment.

advice to newcomers

Act like a sponge, soak it all up and learn as much as you can. Be ready and willing – this career can take you all over the world.

client list

Poppy and Chloe Delevingne, Suki Waterhouse, Gillian Anderson, Vanessa Kirby, Abbey Clancy, Donna Air, Ola Rudnicka, Ana Beatriz Barros, Mollie King, Clara Paget, Aluna Francis, Georgia Salpa, Hofit Golan and I'm the official colourist to Next Model Management.

future plans

I want to keep travelling, growing my business and improving my international name. 🌍

Luke Joyce

Classic Meets Contemporary



International Barber and Art Director at Truefitt & Hill, London, Luke Joyce has kept the art of classic and traditional barbering alive. Joyce mentors and freelances with brands like D&G, Barbershop and many more. *Salon India* speaks exclusively with him



Artistic Director at the Milan Academy in Italy, where I taught, Barbering at Murdock's in London, Barbering at Truefitt & Hill London, where I learnt to fix prosthetic wigs for clients. I am also actively involved in editorial of the brand, training and doing in-house press shoots for the brands and doing fashion shows in London and Milan for brands like Fendi, Dolce & Gabbana, Gucci, to name a few.

What is your current role and responsibility?

I hold the designation of Master Barber/ Art Director at Truefitt & Hill, London. My responsibilities include teaching and sharing the knowledge about their history of over 200 years on grooming at the barbershop.

How important is training in the hair industry?

Training is the foundation of the industry, sharing the skills you have and learning from others, creativity comes from all levels of experience.

What is your forte as a renowned hairstylist?

I'm classically trained and it reflects in my style. Old school classic is my forte, if I had to say.

What is the USP of the stylists at Truefitt & Hill?

At Truefitt & Hill, the knowledge and history is endless, the way the barbers tailor the cuts is second to classic, traditional and still creating new looks to take the story forward in men's styling.

How has men's grooming evolved internationally?

Well, the onset of social media has changed the game. People are now more aware of trends. For instance, trends in London or LA, Paris, India and more, are no longer restricted within geographical boundaries, clients ask for trends in-vogue. So, from a barbering point of view you have to be highly skilled and versatile.

What are the current trends?

Neat edges, strict partings are in vogue, but it's becoming a bit longer through the top, still sharp, but a little more casual and versatile. It's similar to 1940s and 1950s military quiffs.

What are your future plans?

I will continue to learn, teach and travel.

What are your views on the hair industry in India?

India is such a diverse country and it reflects in its industry and the grooming side is really exciting. 🌐

How did you get interested in hair dressing?

I always loved going to the barbers as a child, the atmosphere, the energy, watching all the different styles being created was like art. So, having an artistic bent of mind, I knew what I wanted to do.

Please share your learning experience of the industry.

I have learnt a lot from all the roles I have handled in the past and present, for instance, Apprentice hairdresser at Toni&Guy in London,



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Market Watch Hair Care



Shampoo and conditioner from label.m

The Honey and Oat Shampoo and Conditioner from label.m is known to hydrate dry hair while offering increased strength and lustre. While the shampoo cleanses and highly moisturises the hair, the conditioner adds shine and effectively conditions without any leftover heaviness. The duo improves the overall manageability for smoother and strengthened hair. The shampoo contains manuka honey to repair cell damage and honey and oat extracts, sea algae as well as sea cabbage to moisturise, soothe and strengthen the hair. The Honey and Oat shampoo and conditioner work to protect the hair against heat styling and UV rays with enviroshield, which is an exclusive complex. Available exclusively through Toni&Guy salons, Essensuals and especially chosen label.m salons worldwide.

Price: ₹ 1,200 for 300ml each

Shampoo and conditioner from Alfaparf

The new Moisture Nutritive shampoo and conditioner nourishes hair and leaves them soft and silky. The duo contains nutri-sugars and its micro molecules are obtained from honey to make the hair shaft healthy and moisturised without making them limp. Best suited for summer dryness and colour dried hair, the shampoo and conditioner re-establish the lost property of hair in a short span of time. Available at leading salons.

Price: ₹ 800 for 250ml each



Hair colour from Cosmo Herbals

Cosmo Herbals has recently launched a range of professional hair colour. Available in eight distinct shades, the Cosmo Silky Professional Hair Colour Cream offers Keratin protection and uses 3D colouring technology for vibrant and lasting results, while it

nourishes and adds brilliant shine to the hair. It's ammonia-free so the result is smooth and intensely hydrated hair. Along with the Hair Colour Cream, one can use the Hydroxon Cream Developer to give the desired shade when mixed with Cosmo Silky Professional Hair Colour. Hydroxon

releases oxygen throughout the colouring process and covers grey while making the hair soft and silky. Available at salons across the country.

Price: ₹ 90 for 60gms (Hair Colour Cream), ₹ 160 for 450ml and ₹ 300 for 1000 ml (Hydroxon Cream Developer)



Hair spa from Dreamron

Dreamron has launched the Hair Spa Deep Nourishing Cream to nourish and moisturise the hair. The special moisture binding complex in it makes it more than a conditioner. Recommended for dry, damaged and chemically treated hair, the PH formula balances. With natural ingredients, such as, jojoba oil and sweet almond oil, it prevents dryness and formation of split ends. Available with salon suppliers, Amazon, Hamkart and Now Floats.

Price: ₹ 750



Hair solution from Omniplex

Farma Vita Italy has launched Omniplex with a new three-step rescue system for stressed, damaged and dull hair. Fibre damage is inevitable as hair undergoes chemical treatments and heated styling tools. Omniplex claims to reverse and stop the deterioration process as it's based on a technology capable of long-lasting hair repair to give extraordinary and immediately visible results. It's free of sulphate, DEA, paraben and MI. Available at Farma Vita Professional salons.

Price: On request



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“A CUT ABOVE”



AMMONIA
FREE



NATURAL LOOK BEAUTIFUL HAIR



Esskay Beauty Resources One-stop Solution



Esskay Beauty Resources Private Limited launched its Signature Studio in Gurgaon, which boasts of being a one-stop destination for salons and spas with products ranging from furniture to beauty and slimming equipment, hair and beauty products, and more. Subham Virmani, Director, Esskay Beauty Resources, gives insights into the new venture

Esskay Beauty Resources now has an outlet in Gurgaon. What was the inspiration behind the second launch?

Esskay Beauty Resources has established its name in the industry by introducing premium quality products in the Indian market. We are the importers of Rica Wax from Italy, Casmara facial products from Spain, Macadamia Hair Spa products from USA, Ardell Eyelashes from USA, Credo Solingen Manicure and Pedicure Products from Germany, Olivia Garden and Mr Barber Hair Brushes from USA and Korea, respectively and Thrive massagers from Japan. We launched the 5,000 sq ft Signature Studio in Gurgaon, which serves as a concept destination for salons and spas across India. Business owners can come to the showroom and choose from a plethora of products, ranging from salon and spa furniture to beauty and slimming equipment, beauty products, salon accessories, and more.

What is the USP?

The USP of the Studio is the large area with artistic design so the client can walk around comfortably and spend time at ease and choose their products. It also has four real-time salon themes so that the client can choose the furniture aided by the Esskay team that arranges the products to give the client a real-time assessment. Further, a range of products are available, which cater to all types of budgetary requirements. A client who wants to open a salon is assisted with complete 360° solutions related to interior design, contractors for developing the salon, product requirements, furniture, equipment branding and much more.

How many categories of salon and spa essentials does it have?

The showroom holds more than 4,500 products, which fall into the category of salon and spa furniture, beauty and hair equipment, hair tools and accessories, facial and body accessories, products for skin, hair, nails; make-up, and more.

What are the marketing strategies being used?

The existing distribution network established by Esskay is encouraging and helping in increasing footfalls to the new showroom. Also, various marketing efforts are being made by the company in terms of online promotions, social media marketing, advertisements in leading magazines and more. The sales team is inviting clients to visit the showroom and have a first-hand experience of the services being offered.

What is the plan for the store in FY 2016-17?

Esskay aims at doing complete turnkey projects for salons and spas in the years to come. Anybody who wants to start a new salon or an existing salon owner, who wants to upgrade his services, can approach Esskay Beauty Resources.

What is the overall plan, do you think of having more branches?

Yes, Esskay Beauty Resources plans to open more branches in the near future. However, we believe in taking small steps. Depending on the response to the existing showroom, we will open more outlets. 📍

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no more, instead think of
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of Kim Kardashian and the like,
as opposed to 80's horror hair. With this
in mind label.m has created a collection
of strengthening products which hold,
define and add volume to luscious locks.

Volume Mousse / 200ml

Provides volume for hair from root to tip. A backstage favourite.
this product is brilliant for volumatic root lift and can be used
as a universal blow out product with more hold than a classic
blow out spray whilst still allowing flexibility. With its root specific
nozzle for easy application label.m Volume mousse is suitable
for fine-to-medium hair types.

Extra Strong Mousse / 200ml

Has a new improved formula which creates all over body
and texture. This Mousse has X-long lasting hold with anti-static
properties for all hair types. The product provides really powerful
hold and control for definition, texture and as an added
benefit it also helps to create hold for curls,
label.m Extra Strong Mousse also contains a UV filter to
help protect against climate induced factors..



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Toni&Guy Exploring New Frontiers

Rupert Berrow, Group Finance Director, Toni&Guy, shares the brand's expansion plans, USP, marketing strategies and more

What is your professional background?

I am a Chartered Accountant by training and have worked in Corporate Finance whilst in practice, the newspaper industry for the Mirror Group in London and with Toni&Guy since 1996. I have a BA (Hons) in Accounting and Finance from the University of Kingston and am a member of the Institute of Chartered Accountants in England and Wales (ICAEW).

What is your current role and responsibility?

In addition to my role as Group Finance Director, I have the responsibility for the group's IT function as well as being a board member of Salon Genius, the software subsidiary. I'm also responsible for overseas development outside of Europe, a role that takes up an increasing proportion of my time as the business continues to grow, particularly in India and China.

What are the USPs of the brand?

Toni&Guy is a British heritage brand, the fashion hair dresser and the official sponsor of the London Fashion Week. Pioneering and passionate about the brand, Toni&Guy has over 475 salons in 48 countries. World leaders in hairdressing education, we have 18 hair dressing academies, globally, teaching Toni&Guy's unique blend of hair dressing.

How is the market presence of the brand in India?

There are around 50 Toni&Guy salons in India. A steady expansion is anticipated, but at a pace that ensures that the quality of the service offering is maintained.

What are your expansion plans in India?

We see a great potential in India and the brand has been received well by our customers. The fact that Toni&Guy, North India has opened 30 salons in a short span, is testimony to the fact. Currently, we are focusing on our existing salons and further refining the quality of our services, so that our customers can enjoy an unparalleled level of service from our chain. We will concentrate on building the portfolio of Toni&Guy.

What are the marketing strategies adopted for promotion?

Toni&Guy has taken up extensive expansion by opening outlets in new regions. Tie-ups and collaborations with high end restaurants will help increase brand awareness and footfall. These tie-ups help in sharing and increasing of database.

What makes Toni&Guy the world leader in hair dressing?

The brand's philosophy has always adhered to 'education through innovation'. The emphasis is on educating and training the staff that is recruited in India and to instill a work ethic and level of expertise that measures up to the international brand identity. The staff is currently trained at the Toni&Guy Academy in London, but plans are underway to open an Academy in Delhi in the next financial year.

All Toni&Guy educators undergo rigorous training to further train the staff at salons in all aspects of hair dressing. The brand regularly refines and updates its courses at every level. Vardering, a Latin word that means 'to watch', has been adopted to describe the training programme that Toni&Guy has developed. Through this unique philosophy, the brand ensures that its core values are retained, yet there is a constant focus on creativity and innovation.

What are your views on the hair industry of India? What is its future?

According to a report by FICCI, the overall wellness market in India is estimated at Rs490 billion, and wellness services alone comprise 40 per cent of this market. As coming across presentable becomes a greater social preoccupation, along with the need for overall wellbeing, the amount that people are spending on grooming has also increased manifold.

What are your plans for the brand?

Educating and training our staff at Toni&Guy remains our foundation and focus. Our academy will have cutting edge curriculum, as we feel, our instructors and facilities will be the difference for our beauty school students. 📍

(SB)



We've got great chemistry. It's our tagline, our motto, our very definition. But exactly who are we and what is great chemistry? We are Lezlie and Jim, salon owner and chemist, wife and husband. We are a lab, a manufacturer, a growing family. We are distributors, educators and nail technicians. We are our products. Great chemistry is what bonds everything together and makes it Light Elegance. Great chemistry happens both inside our products and between the people that love them. You feel it inside our booth at every trade show, with every glitter gel opened, and when every client is wowed. That's great chemistry.



Lezlie and Jim McConnell, Creators
Redmond, Oregon

LIGHT ELEGANCE

WE'VE GOT GREAT CHEMISTRY



Light Elegance glitter gel magic is now available in a polish bottle.
P+ Soak-off Glitter Gel — taking polish further.

Farmavita's Omniplex Go-to Product for Hair

Omniplex is a system based on a new technology, which has at its core a molecule characterised by amino groups placed at the edges of the polymer chain. Omniplex contains eight different actives that act together to provide protection and benefit the scalp and hair. Here's what professionals, who have used Omniplex, have to say about it



“Omniplex used in colour: I felt a big difference when I used it on dry and damaged hair. The hair actually became healthy after a colour treatment, since the bond maker really strengthens the hair. After using step 2 for five minutes, the hair was silky smooth and soft with a lot of shine.

Omniplex used with bleach and highlift colours: I felt the same great results when it was used in colours. On top of these benefits, I also saw a big difference on the scalp, where the clients felt less irritation from the super lightener and also when used in bleach powder. So I'm really happy to use Omniplex.”

– **Palle Freese**,
Winner of the Global Salon Business awards Hollywood 2008; Hair Construction International, Kolding-Denmark



“Omniplex is amazing. The integrity of hair is no longer compromised by chemical services.”

– **Angelo Immormino**,
Salon Owner, Technical Trainer and Color Specialist at Farmavita Academy, Italy



“I can honestly say that Omniplex is a must-have product! It is an essential component in every colour, balayage and bleaching technique.”

– **Alessandro Atzei**,
Owner of five salons in Milan, Alessandro is a famous beauty consultant and colour technician, Geminy Salons, Italy




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Berina Cosmetics

Berina Heat Protector



About the company

Berina was launched way back in 1955 as a family business in Bangkok, Thailand. The quality products at Berina helped the company to emerge as a top brand in homeland. Today, Berina is one among the topmost brands in the world. Berina entered Indian market in 2005 and at present it boasts of its pan India presence. Products from Berina Cosmetics are being actively used in salons all over the country. With almost a decade long journey in India, Berina is ready to serve its clients by providing them with every variety of hair care products and ranges.

About the product

Berina Heat Protector is an essential product as it shields your hair from the damage caused by repetitive styling. A great way to give your hair a new life. It contains pro-vitamin B5 with two systems of milky spray, the weightless finish protects your hair from exposure to heated tools without leaving a sticky residue. This product guards against heat and friction to keep your hair shiny and incredibly soft.

USP

Berina Heat Protector provides the heat protection against hair dryer and iron. This nourishes and makes hair look healthy, shiny, silky and natural.

Price and availability

Berina Heat Protector is for ₹ 520 and available pan India. 📍



“My best hair care product is Berina Professionals Hair Color Cream and all other hair care products of Berina. My customers are satisfied with Berina and brand is always in great demand. Berina always gives quality and products that are easy to use and are reasonably priced.”

– Yasha Yadav,
Owner,
Yasha Beauty Parlour,
Delhi



“The Heat Protector from Berina Cosmetics is one of the most admired products of the brand. A great way to give your hair a new lease of life, as not only does the Berina Heat Protector protect your hair from heat damage, it also nourishes it. A must-have for all hair types!”

– Ajay Jalan,
Managing Director,
Berina Cosmetics

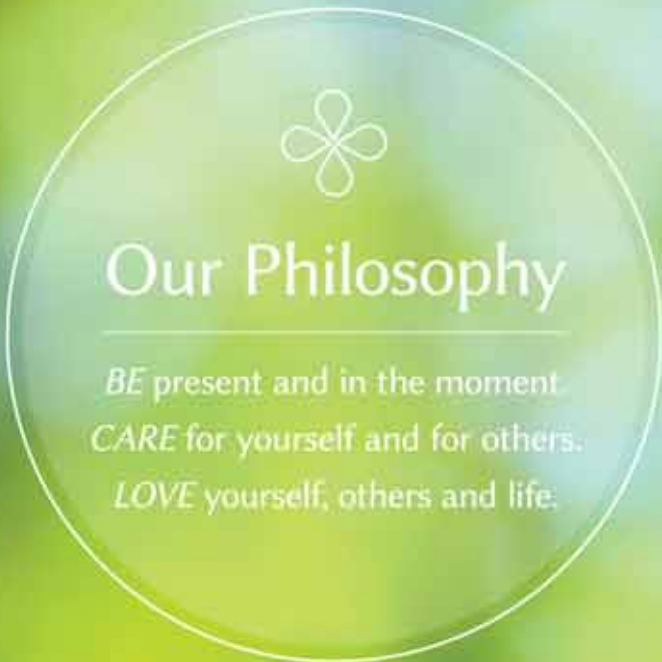
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Success Mantras Top Players Make it Big

The beauty and wellness industry in India has changed over the years. The 'looking good' phenomenon has given it wings to fly like never before. *Salon India* speaks with the industry go-getters to know their success mantras

by **Zainab S Kazi**

Salon Leaders



Nalini Naegamwala

Owner, Nalini's Salon

Customer initiatives undertaken

The foot spa salons that are so popular today, we started it about 20 years ago. We gave a foot massage or shoulder massage to clients getting a technical service. This not only filled their time well, it also made them feel special. Similarly, a back or head massage added to a facial also makes the client feel good. It's being done now in a number of salons and I think, all these added amenities turn a regular salon service into a wow service.

Indian customer enjoys

Being pampered; consultations before the service and value for money. Salon owners need to reiterate that clients have to pay a better price for good products used and great service from trained professionals.

Growth through company-owned salons or franchise

Most franchises of top salons from the west are still not too successful. The mom and pop salons run by passionate owners still seem to rule.

Lessons learnt from the industry, so far

Passion and respect for my work; patience and an understanding of human beings.

The hair and beauty industry

It's growing fast and creating careers for several people. With skill development on top of the agenda, popular and rewarding skills need to be encouraged.

To be successful, one cannot afford to overlook

Get into this industry only if you have the passion. Educate yourself in the chosen subject be it hair, beauty or spa and you need to be a people's person.

To retain manpower

Service terms and conditions should be better than others. Keep your staff motivated through ongoing education.

Top challenges the industry still faces

Shortage of qualified staff is primary. The salon owners need to realise the value of trained professionals to raise the standard of work.

Salon amenities that should not be compromised upon

The quality of services offered should be top most and client servicing – par excellence.



Shahnaz Husain

Managing Director, Shahnaz Husain Group of Companies

The hair and beauty industry

The industry is booming and has tremendous potential for growth. Herbal or Ayurvedic products and treatments have been driving its growth. Even Tier 2 cities are realising its importance.

To be successful, one cannot afford to overlook

Some of the essentials for this industry are professional vocational training. There is a shortage of skilled personnel. The location is also of prime importance. For example, nowadays malls attract customers. The other aspects that players have to take into account are using the latest and advanced techniques that are keeping pace with international trends.

To retain manpower

Hiring competent people and then retaining them is a challenge. If the company has over 100 employees, a Human Resources executive should be hired. Financial incentives are important. Meetings from time to time with employees, to refresh their knowledge, to gather feedback, keep in touch with employees and sort out differences. The employees should be assured of career growth opportunities.

Top challenges the industry still faces

Shortage of skilled work force. Centres for vocational training should be set up, in order to develop the skills that are needed in the beauty and spa sector. With globalisation, products and services are needed for the global market and this requires effort at various levels, from the Government, research institutions, vocational training institutions, export development and trade agencies.

Customer initiatives undertaken

We are known for salon treatments of specific skin and hair problems. Several sittings are needed to cure concerns of acne, pigmentation, scar removal, hair loss, and

others. We offer a course of treatments, in which some sittings are free. We also have loyalty programmes, special offers and packages for regular clients.

Salon amenities that should not be compromised upon

A welcoming reception area and waiting area, consultation area, private treatment areas, furniture and equipment for treatments, manicure pedicure, waxing, clean linen and air-conditioning are some hygiene factors that cannot be overlooked.

Survival mantra

The main is innovation. Keeping abreast of new developments is important, too. In order to be a dynamic organisation, creativity and innovation are two essential qualities.

Your vision for the salon

We have extended our salons on the franchise



system with a particular business model. My vision is that each franchise outlet must have a standard look and feel.

Indian customer enjoys

The Indian customer likes to be value conscious. There is also exposure to global trends and awareness of products and salon services. Apart from the price of products, the clients and customers also notice the ambience and décor of the salon or the retail outlet. Client reception and the way they are treated make a great impact.



Savio John Pereira

Owner, Savio John Pereira - The Salon

The hair and beauty industry

The beauty business is booming! It's moving at a very fast pace due to an increase in demand and awareness. There are various entities involved in the beauty industry right from conception to the end consumer and hence, proves to be a lucrative industry.

To be successful, one cannot afford to overlook

If you want to be successful in this field besides passion and hard work, you need to have integrity, an eye for detail, aware of global trends, will to learn and the right attitude and enthusiasm to stay ahead.

To retain manpower

Create an atmosphere where there is mutual respect between you and the team, who share the same passion and positive attitude. This positivity is also visible to clients and in turn, helps in enhancing their overall experience of the service.

Top challenges the industry still faces

Retaining stylists and professionals. As new salons are coming up daily, the staff is jumping to better their financial status and

ignoring the opportunity to grow in the field. Also, there is creative stagnation. A high percentage of individuals in the industry do not show an inclination to learn and then advance in their respective fields. Lastly, there are financial constraints and a dearth of professionalism in the industry.

Customer initiatives undertaken

Savio John Pereira Glamour Evenings in association with Olaplex, Balmain, Denman, Moroccan Oil and Dermalogica. Donating hair for cancer patients through our Savio John Pereira Lifestyle Café.

Salon amenities that should not be compromised upon

Superior quality and always-fresh linen like towels, robes, capes, adequate lighting, appropriate air conditioning, a clean and hygienic restroom, as well as top of the line products.

Survival mantra

'One day at a time'.

Your vision for the salon

To take Savio John Pereira – The Salon onto the global platform and make it an international



brand that will be equated with style and luxury. Also a global academy to train and create opportunities and encourage talent.

Indian customer enjoys

Indian clients are extremely driven and want attention to detail. They love to be pampered, and expect high levels of hygiene and most importantly they know what they want. Lastly, they should get total value for the money spent, both in terms of products and services.

Lessons learnt from the industry, so far

My journey began in 1997 and has taught me that learning is continuous; you need to keep reinventing your self, stay in sync with other related industries and keep abreast of international trends, work with the right attitude, stay away from self-doubt and allow your creative genius to unfold.

Asha Hariharan

Owner, Beyond the Fringe Salon

The hair and beauty industry

It's evolving and has spread awareness about itself in the recent times. We are yet not much into spas, but then things are changing.

To be successful, one cannot afford to overlook

Stay ahead and grow each day, invest in client experience, word of mouth is important, but it's equally important to be a part of traditional and social media.

To retain manpower

Everyone wants to grow professionally and personally. One without the other does not always work. Looking at both these aspects is a must. I learnt this from my own team members, who have been with me since I can remember.

Customer initiatives undertaken

Consistent quality of service, regular education and paying attention to client feedback.

Salon amenities that should not be compromised upon

Sterilised equipment, sufficient and hygienic towels and capes, aprons and more, and beverage and quick bite options.

Survival mantra

Outdoing my own standards constantly. Creating happiness for my clients and my team. I'm obsessed with my work, so I never have a dull moment.

Your vision for the salon

To be India's favourite salon that promises affordable luxury.



Indian customer enjoys

Hair makeovers without cutting the length and facials that give immediate glow and results that lasts for months!

Lessons learnt from this industry, so far

To be honest and be yourself no matter who is competition. The industry has enough princesses. Do not copy them. Stay true to yourself.

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C K Kumaravel

Chief Executive Officer and Co-founder, Naturals Salons

The hair and beauty industry

Poised for a tremendous growth and will dominate the world.

To be successful, one cannot afford to overlook

You need to be obsessively customer oriented, quality staff is the biggest asset, one should be digitally ahead, there should be continuous innovation and the location of your salon should be right.

To retain manpower

Staff is the life line of the business, hence ensure good rewards and recognition apart from continuous skill up-gradation.

Top challenges the industry still faces

Quality of manpower, quantity of manpower and discount-conscious customers.

Customer initiatives undertaken

Attractive gift vouchers to ensure that the customers try salon services. 'Purple is the New Red' campaign for Valentine's Day, wherein if a customer wore purple and walked in, they availed

a surprise discount. Naturals bridal advertisement with South Indian actress Nadiya and Megha for television. to promote our bridal services. The message being that our bridal services are not just for brides, but to everyone in the family too.

Salon amenities that should not be compromised upon

A clean and hygienic salon is a pre-requisite.

Survival mantra

Never think of yourself as a leader, everyday is a learning process. You can learn from a new entry in the market, a customer, a vendor, stakeholders or even other industries.

Your vision for the salon

To groom India. If we look good, we feel good and if we feel good, we perform better. Our job is to make them look good. In short our mantra is to collectively build a beautiful India.

Indian customer enjoys

At par with foreign countries in terms of fashion and style statement and be pampered at the best value.



Growth through company-owned salons or franchise

Franchise, as India is an entrepreneurial county and the beauty salon business is booming, especially for woman entrepreneurs. They promote business activity, maintain inventory, make sure that the customer is happy and the salon is clean, while the brand takes care of business activity, location of salon, interiors, service menu, pricing, digital campaigns and scaling up strategies and more.

Lessons learnt from this industry, so far

If you rest, you rust. You need to be on your toes continuously and cannot afford to take the staff, customer or competition for granted.



Kapil Sharma

CEO and Creative Director, Kapil's Salon & Academy

The hair and beauty industry

Evolving very fast. The industry is going to witness many radical changes. The changes that we have witnessed in the last 30 years, we will witness more such in five years.

To be successful, one cannot afford to overlook

Technology and adopting a digital platform. Training, education and upgradation, with reference to team motivation and customer service. Service experience and service excellence in delivery, products, client experience touch point and ambience. One needs to act and move fast and be very agile to even change the course of direction as situation arises or before that. Collaboration is critical, too.

To retain manpower

Keep adding value. Stick to your basic vision and higher purpose of business existence and people of same vision will stay connected.

Top challenges the industry still faces

Skilled and committed manpower and an organised way of operation.

Customer initiatives undertaken

Collating feedback from customers, constructive actions upon feedback and client education workshops.

Salon amenities that should not be compromised upon

An efficient and client friendly software; a smooth functional infrastructure, which includes having basic amenities like water, air-conditioning and good ventilation and adequate safety measures.

Survival mantra

Passion for empowerment, upliftment and service excellence.



Your vision for the salon

We are not into a salon business, we are transformers, we empower and uplift.

Indian customer enjoys

Cared for, recognised and is value proposition cautious.

Lessons learnt from this industry, so far

Stay on the course of self expression, believe in your vision and uplifting others indirectly enriches you, as well.



Top Hairstylists



Placid Braganza

Owner, Placid Salon

Top challenges that the industry still faces

Quality control, educating hairdressers, underestimating or under charging creative work and there is no value for quality work.

Roadblocks faced

When I started, there weren't many hairdressers, so it wasn't a profession and no one understood the art behind it. However, now things have changed and there is a lot of glamour, fame and money involved. Being an introvert, I always felt making conversation with women was a challenge, but then slowly I developed and overcame that, too. My focus has always been doing good work with a combination of only doing what I believe in. This has helped me reach where I am today. Educating myself constantly was never a

conscious effort and came naturally. Running your own business can be tough for creative people and it involves a whole lot of other things than just cutting hair. I hired people to do that for me and lessened the challenges on that level. Being consistent in work and beliefs is important and that is something that we need to push to achieve.

Indians are fussy about

Indian clientele, more often than not, come with unrealistic demands of how they would like their hair to be. It could be a picture from

a magazine to copy the look of a movie star. Convincing them otherwise is the challenging part. Most are super fussy about losing the length of their hair.

Survival mantra

Quality work with the right attitude will take you a long way.

Lessons learnt from this industry, so far

Be true to your art, focus on education and don't bring people down.



Shailesh Moolya

National Head - Hair, Lakmé Salon

Top challenges that the industry still faces

There are hardly any experimenting. The traditional sensibilities of clients do not allow them to change, whether it's with the length of their hair or hair colour. Also lack of the latest technologies is a big minus.

Roadblocks faced

The most crucial and challenging time was when I was learning hairdressing. I used to study the subject in the morning batch and work at a call centre during the night. This

continued for about 10 to 11 months, where I got to sleep only for about four hours a day. When I look back, I guess, the hard work has paid off.

Indians are fussy about

Their hair length.

Survival mantra

Have fun at work.

Lessons learnt from this industry, so far

To share, be patient and people skills.



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Dr Deepali Bhardwaj

Dermatologist and Owner, The Skin & Hair Clinics

Top changes witnessed in skin treatment trends

More male patients want hair removed from their body and eliminate wrinkles. Patients are aware of several treatments and ask for it by name, unlike before when awareness was minimal and lastly, change is noticeable in the anti-ageing treatments that patients ask for.

Top challenges that the industry still faces

Lack of trust that is prevalent in North India when it comes to trusting dermatologists due to mushrooming of several unauthorised and unprofessional clinics; cost of machines and equipment that's imported. These machines are not made keeping in mind the need for Indian skin and this again is a challenge we have to overcome.

Amenities that should not be compromised upon

Be careful about what you prescribe – laser for melasma, as rebound pigmentation can happen; do blood tests for hair fall especially in women, and laser technology for hair removal on the face and other sensitive areas, can darken the skin.

Roadblocks faced

Several! When I started out, I could not get a job, but it has proved to be a blessing in disguise. I started my clinic much before I had expected to. I had to face gender and age discrimination, but it did not stop me. Everything only made me stronger.

Survival mantra

I have to give my best and attend to my patients with utmost sincerity.

Lessons learnt from this industry, so far

Be careful, understand what a patient wants from you and deliver the best after taking their consent. Explain the treatment in detail and the possible repercussions.





Dr Apratim Goel

Dermatologist & Laser Surgeon, Cutis Skin Studio

training rules for laser centres, so anyone can buy laser equipment and start treating patients. Pricing is a challenge, as it's difficult to win the price war created by the low priced machines. Also all machines available in the West cannot be safely used on Indian skins. Usually, companies abroad also are not very helpful when it comes to use on Indian skins. So, you are left on your own. Dealing with the myths and misconceptions that people have is one of the biggest issues.

have training on these cosmetic treatments during my MD, so I had to undertake them abroad, which was time consuming as well as expensive; laser machine are not manufactured in India and since, they are all imported, they are expensive; if they breakdown, there are servicing issues and lastly, as a startup, it wasn't easy to take a bank loan for machines.

Top changes witnessed in skin treatment trends

People, who visit me for cosmetic treatments, are aware of global trends and this make it easy and a pleasure to treat them. The age group is getting younger! We get brides for Botox and non-surgical facelifts and finally, there is an influx of medical tourists.

Survival mantra

We are 'skin experts with a difference'. At Cutis, we do ordinary things in an extraordinary way. I would like to better it everyday.

Top challenges that the industry still faces

There is lack of standardisation, norms and

One should never compromise upon

Safety is paramount; reset expectations to reasonable levels; explain the post procedure instructions well and also follow up that it's being taken care.

Roadblocks faced

I started at a time when cosmetic practice was just starting in India and I faced criticism from my own colleagues and seniors. I did not

Lessons learnt from this industry, so far

No one really likes you and have their own battles to win; stay focused on your quality; keep your clients happy and stay connected with the latest trends and discoveries.

Gunjan Gaur

Permanent Make-up Expert & Executive Director, ALPS Cosmetic Clinic

The beauty and wellness industry

The industry is working hard to make skilled professionals set the global benchmark.

To be successful, one cannot afford to overlook

Customer comfort and satisfaction; way of communicating; knowledge of work; show your employees that they are valued and be visible in order to reach your target audience.

To retain manpower

I believe investing in employees keeps their morale high. If your employees enjoy what they do, their enthusiasm and positive attitude will rub off on the clients and affect the overall growth of business.

Top challenges the industry still faces

Timing is foremost and so one should come with exceptional ideas and concepts to be ahead; training, etiquette and practical exposure for employees is an issue, as many

salons select their employees on the basis of their previous work.

Customer initiatives undertaken

Maintaining privacy of everyone in the salon; free doctor consultation before choosing skin or hair care products and advising a lifestyle change to the client for long-lasting effect of any treatment.

Salon amenities that should not be compromised upon

Cleanliness and hygiene; relaxation and comfort of guests and a positive atmosphere.

Survival mantra

Work hard with passion and the success will automatically come to you.

Indian customer enjoys

They want information on new products and their effect; be styled according to trends and above all, pampering.



Lessons learnt from this industry, so far

You have to be in constant touch with this industry, as there is a long queue waiting to replace you.

Top Spas



Anurag Sharma

Executive Director of Baidyanath Group and Founder of Mantra Vedic Spa

The wellness industry

The industry is in a growth phase. With increasing awareness about health and wellbeing, even in small cities, the industry has registered a robust growth of 18 per cent as compared to last year.

To be successful, one cannot afford to overlook

Consistent service to each consumer; use technology more often and keep the pricing competitive.

To retain manpower

Provide right tools and training so that one achieves better results for himself and for the organisation as a whole. Motivate the staff with achievable challenges, appreciate success and learn from failures.

Top challenges the industry still faces

The wellness industry is highly unorganised with substandard facilities and poor infrastructure, which at times lead to bad consumer experience. There is shortage of skilled manpower and rising costs of inputs, rentals, advertising and promotions. Price sensitivity of the Indian customers, affected by the limited knowledge of wellness service offerings is a concern.

Customer initiatives undertaken

Motivate existing clients to refer their spouses for diet consultation and weight loss treatments. Introduce offers based on seasons and consumer requirements and also offer advanced techniques.

Spa amenities that should never be compromised upon

At Mantra Vedic Spa, we use natural and herbal hair cleansers and body washes. We also ensure proper hygiene with quality disposable bed covers, undergarments and shower caps.

Survival mantra

I strive to achieve my optimum; help to make my team grow by letting them take risks and definitely, give them credit for success and instil learning from failures.

Your vision for the spa

To make available quality international standard treatments and beauty services.

Indian customer enjoys

Indian market is price sensitive so you need to educate a client on the pricing of a service above the perceived value. They are your best spokesperson, if they are convinced about your concept, quality and reputation, they will promote it as their own project.



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Top Spas



Gita Ramesh

Joint Managing Director, Kairali Ayurvedic Group

The wellness industry

The wellness industry is growing tremendously as people at large are becoming more conscious about their health and want to look fit.

To be successful, one cannot afford to overlook

Dedication and focus, an awareness of the market and value addition through R & D.

To retain manpower

Offer incentives over and above a fixed salary.

Customer initiatives undertaken

Kairali Ayurvedic Group is not just a wellness destination, but a curative place, too. We have treated many customer's for ailments like arthritis, sinusitis and various skin problems.

Survival mantra

Ayurveda being the key principal, we have gone miles to enrich the body, mind and spirit with Ayurvedic therapies.

Your vision for the centre

To be a synonym for true Ayurveda across the globe.



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Kartik Kaushik

Country Head, Henkel Beauty Care India

The hair and beauty industry

We see the ever-evolving consumer adapting to new trends, thereby, offering huge potential to players with a good headroom for growth. Beauty is such an industry where you cannot help, but innovate and come up with something new and better!

To be successful, one cannot afford to overlook

Quality products backed by dependable service and cutting edge technical support.

Top challenges the industry still faces

Skilled manpower is primary, as with the shift in focus towards quality of service, the industry demands skilled labour to sustain growth. There is lack of sound technical education, as each retail product is created for a specific problem or after care, training becomes very important. There is low consumer focus, right now we are pushing services to the consumer, rather than first understanding what a consumer wants. It is essential that the service provider diagnose the problem properly and advises the consumer, accordingly.

Customer initiatives undertaken

As education is critical in our line, we have world-class ASK Academies and soon we will have one in Mumbai, too. We strongly believe right quality products at the right time in right quantity can help the salons do business efficiently and effectively. As a professional company we do not believe in directly communicating with the end-consumer. Our philosophy is that if we train the hair dresser well they will help the brand grow by becoming ambassadors.

Innovations undertaken

Product innovation has always been the core focus for Schwarzkopf Professional. This year, we have introduced the BC Repair Rescue range of care products and in the near future, we will launch 'Fibreplex'. The new BC Repair Rescue comes with a promise to reverse three

years of hair damage instantly. Fibreplex, is a solution for those who want to use bold hair colours and constantly try new things.

Salon amenities that should not be compromised upon

Hygiene is the most important aspect. The in-salon floor and restrooms should be clean and hygienic at all times. Also, the equipment, its accessories and most importantly linen should be cleaned thoroughly before and after any service. Similarly, clean and well displayed shelves and a well planned reception area is critical and keeps the client coming back for more. Additionally, good ventilation and climate control and a pleasant fragrance through the day is a must whilst providing any beauty service.

Top marketing initiatives undertaken

The PH Club (Professional Hair Dressers Club) is meant for hair dressers and salons, who want to be attached with the brand for long-term. It provides standardised benefits in marketing and training support. We aim to bring the 'Catwalk to the Salons' through Essential Looks. We understand that discounting does not work. Instead, selling a story works better. We have been promoting our colour brands through specific looks based on seasons and occasions. This helps the hair dresser, too, as he can provide something new to the client.

Survival mantra

Our motto at Schwarzkopf Professional is – 'Know the client well, focus on their needs, and the business will follow'. Once that is in order, everything else falls into place.

Your vision for the brand

To be a global leader in brands and technologies.

Lessons learnt from this industry, so far

Nothing should be taken for granted!





Beauty



Shreya Chaddha

Trust your Instincts

Meet Shreya Chaddha, the young and amiable make-up artist, who with her innate talent and creative ability, carved a niche for herself. Chaddha shares her journey, craft and more, exclusively with *Salon India*

What inspired you to become a make-up artist?

My aesthetic sense for fashion and make-up motivated me to get involved in make-up at a professional level.

What are the courses you have done?

I did an Advanced Course in make-up from the London School of Make-up. Also, I have formally trained under some of the most renowned make-up artists from USA, UK and Dubai.

What was your first big break?

My biggest break was a television commercial for the brand, Bombay Selections.

What are the current trends in make-up?

Strobing and baking are the two trends, which have taken the make-up industry by storm. These are highlighting techniques, which help to enhance the facial features without looking made-up.

What are the products you swear by?

I swear by Neutrogena Sunscreen, Lancome Tint Miracle foundation, Lancome Hypnose Mascara, NARS Laguna Bronzer and ABH Rouge Lipsticks.

What are the challenges this profession entails?

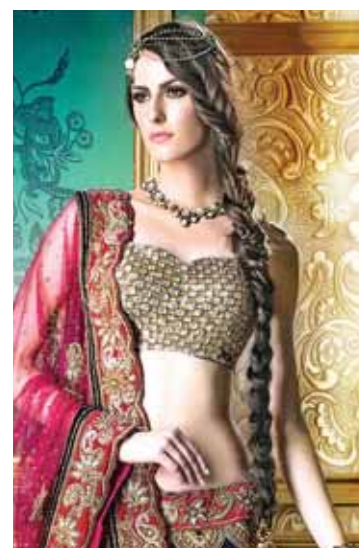
Every profession has some challenges and shortcomings. There are long working hours with early morning shoots and late night dispersals. I love my work and the passion I have, help me sail through these challenges from time to time.

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

I love being creative in my approach, but rather than high fashion looks, I like to focus on beautiful, wearable make-up that can be easily carried off without a drastic shift from one's own personality. I value feedback from my clients and love to meet them to discuss their requirements and problems they maybe dealing with. I often ask them to try out new ideas, but at the end of the day, I have to trust my eye to know what colour combinations would work.

Tell us about your celebrity client list.

International model Gabriela Bertante, actresses Yuvika Chaudhary and Anita Hassandani, Miss India 2014 Jhataleka Malhotra and Miss World 2012 Vanya Mishra.



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

The make-up industry has evolved over the years. In India, this industry is considered to be an ever-evolving one, thanks to the growing awareness, new brands coming in, changing trends and improved education system. Its creating it's own space in the fashion world.

What are your future plans?

I'm in the process of opening hair and beauty academy in India. Also, I'm working on a personal coffee table book on hair and make-up, which is supposed to be launched in the middle of 2016. 📖



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Raaga Professional Visionary Approach



Ganga, Area Technical Manager at Raaga Professional, gives insights into the brand's ingenious strategies and the future of skin care industry

What is your professional background?

In college I studied Commerce, but my passion for beauty compelled me to foray into skin care. I have done a Diploma in Cosmetology and am Level II pass out from the City & Guilds in UK, which is recognised in 180 countries.

How did you get started in the beauty industry?

I started out as skin faculty and make-up artist. For my professional growth, I joined a professional skin care company as a Regional Technical Educator. Being a technical person, I strongly believe that education is the key to success. I'm constantly learning and this helps me to be at the top of my profession. Currently, I am the Area Technical Manager at Raaga Professional.

What is your role and responsibilities?

There are three aspects to my roles and responsibilities. One is technical and the others are business and grooming. In technical, I'm in-charge of technical training, new product development and evaluations. I train and demonstrate our professional grade products. These are done through beauty seminars, workshops and more. The business side of my role involves managing and building professional relationships with key accounts, collaborating with sales and marketing on product pitches and play a support role to sales in market development and penetration. In my grooming role, I set the SOPs for our skin technical team and provide them with skill development training and mentoring.

What is the USP of the brand?

Raaga's USP is that it is the only Indian professional beauty care brand with a complete range of hair and skin products. When I say happiness, it means that by combining the goodness of nature and best of science, we create sig-win products that are hygienic, easy to use and help our clients (salons) to boost their business.

How do you come up with new product ideas? What are the factors considered?

New product ideas are developed by keeping our eyes and ears open. We are receptive to our operating environment and routinely undertake market visits. This helps us to connect the ground level and it is from there that our ideas originate. These ideas are then taken to our R&D for product development.

What are the aspects kept in mind while coming up with professional skin care range?

First and foremost, the products should be designed in such a way that they are unique and used only by professionals. Products should also be hygienic from a packaging point of view and easy to use so that technicians of varying experiences can use it effortlessly on their clients.

What are the skin care tips you would like to share?

I would say amidst our busy lifestyles, we should take out 10 minutes in the morning and 10 minutes in the evening to maintain our skin. We should follow a home care regimen of face wash according to the skin type, a toner to maintain the PH of the skin, a moisturiser according to the skin type and a sunscreen to protect the skin from the damaging effects of harmful UV rays. Also, a balanced nutritious diet is a must.

What are the skin care products you would like to recommend during summer?

In summer, due to dehydration, the skin looks tired and dull. Start your day with a big glass of water and stay hydrated through the day to keep your skin fresh and glowing. Add a slice of lemon for an extra boost of Vitamin C. Opt for lots of water and fresh fruit juices instead of tea, coffee, or sugary drinks. Choose the products according to your skin type and follow a home care regimen. Do not forget to wear a sunscreen on daily basis.

What are your future plans?

My plan is to continue to learn, bring innovative skin care products from Raaga Professional and help the brand touch greater heights.

What is the future of the skin care industry in India?

The beauty industry is growing by leaps and bounds, however, the skin care segment is not organised. It should not be like this as the skin care business has the biggest share in the salon business. So, I feel there is a huge scope and opportunity to flourish, as an organised professional brand in India. 📍

SKUs in Skin Care

1 HYGIENE FACIALS

Our Hygiene facials come in five variants of Gold, Platinum, Fairness, Anti-ageing and Anti-acne. This is a seven-step single use kit.

2 EXPRESS FACIAL KITS

These come in two variants of normal to dry skin and normal to oily skin. The active ingredients of the Express Facial Kit help to deliver a healthy glowing skin quickly. It comes in a single use concept with six easy steps.

3 DE-TAN CREAM

Our De-tan Cream, especially made for sun-tanned skin, is enriched with scientifically extracted natural actives of fruits, Kojic acid, milk, honey and essential oils. Raaga Detan cream can be used on all skin types.

4 LIPOSOLUBLE WAX

The Raaga Liposoluble wax is an advanced depilation system to remove unwanted hair. It is less painful and adheres easily to the skin. This advanced technology incorporates a blend of resins and oils to ensure a smooth and moisturised after effect. It is available in five variants of aloe vera, white chocolate, green apple, strawberry and dark chocolate along with pre-wax gel and post-wax oil.

5 SPF 15 AND 30

Raaga Sunscreen SPF 15 and 30 is a complete solution to all sun damage problems like skin darkening due to UV rays, sun tanning, burning, spots, photo ageing and more. Formulated with proven technology and UVA, UVB composition, the lotion permeates into your skin, thereby reducing free radical generation due to UV radiation.



Ozone Ayurvedics Natural Skin Solutions

Salon India speaks exclusively with S C Sehgal, Chief Managing Director, Ozone Ayurvedics, about the USP of the brand, marketing strategy, vision and more



What is your professional background?

I come from a very humble background and started my career as a medical representative. However, I believe in the adage, 'where there is a will, there is a way', as I willed myself to be where and what I am today. Right from day one, I have been goal oriented and everytime, everywhere, whatever target or objective was given to me, I have always achieved it. I found a way to succeed rather than look for reasons to explain why it could not be done.

What is your current role and responsibilities?

Being an enabler and taking pleasure in the success of people is far more pleasing than being proud of your own achievements. My understanding and aim today is to be an enabler in facilitating the team's success. My role and responsibility is to offer guidance and consultation so that they can carve their own success.

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

A healthy skin is a reflection of a healthy mind body and soul and whatever happens, physically, mentally, emotionally, spiritually, it is first reflected on the skin. Hence, taking care of the skin has always held a special place at the Ozone Group. The inspiration for getting involved in the skin care business came from the observation that the market is largely occupied with products that are chemical-based and offer short-term solutions to a long-term problem. The Ozone Professional Range, thus, strives to understand the cause and correct the problem to give beautiful and healthy skin. Maintaining and beautifying the skin with natural and friendly products is our aim.

What is the USP of the brand?

What is truly unique about our products, is their sincerity in actually caring and respecting the skin. Our research and development experts work everyday to offer the most natural, yet, effective solutions to skin problems and its maintenance. The Ozone Professional Range is enriched with organic active ingredients that only nourish the skin with zero side effects.

What are the marketing strategies adopted?

We would like our concept and thoughts to be understood. We meet these needs by organic, chemical free products that help the skin glow in a healthy manner. To create awareness about the importance of using natural products, we hold 'Ozone Days' in salons and spas where customers can get to know the nature of their skin and its needs.

How many SKUs do you have?

In the Ozone Professional Range, we have 33 SKUs.

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

If prices are high, they remain aspirational, but not affordable. Therefore, for the love and respect we hold for healthy beautiful skin, we want our products to be aspirational and affordable. We like to associate with professionals, who believe in beautification without long term damage. Our products are available at salons and spas that use natural products.

What are your views on the beauty industry of India?

Beauty is a booming industry in India. However, in the fast moving lifestyle, people want immediate cosmetic solutions. We strongly believe that short-lived beautification at the cost of long-term damage should be avoided. My observation and views are that at many places, short-term beautification is created without knowing the harm these solutions cause to the skin. However, we are observing that people are slowly moving towards therapeutic, long-term solutions and are understanding the side effects of using chemical-based products. Healthy is slowly coming in vogue and clients are demanding for organic and skin-friendly solutions.

What are your plans for the brand?

We are working towards researching and developing the best kind of products that we can offer. We want to promote a healthier and skin deep ideology of beauty rather than cosmetic and superficial.

What is the future of the beauty industry in India?

The growth in GDP and overall economy shows that the growth in the beauty industry is going to increase manifold. With growing consumer awareness, people are becoming specific and demanding about what they use on their skin. The organic and natural segment of the beauty industry is going to be huge in the times to come when people no longer want short-term solution, but a long-lasting solutions that reflect from inside out. 🌱

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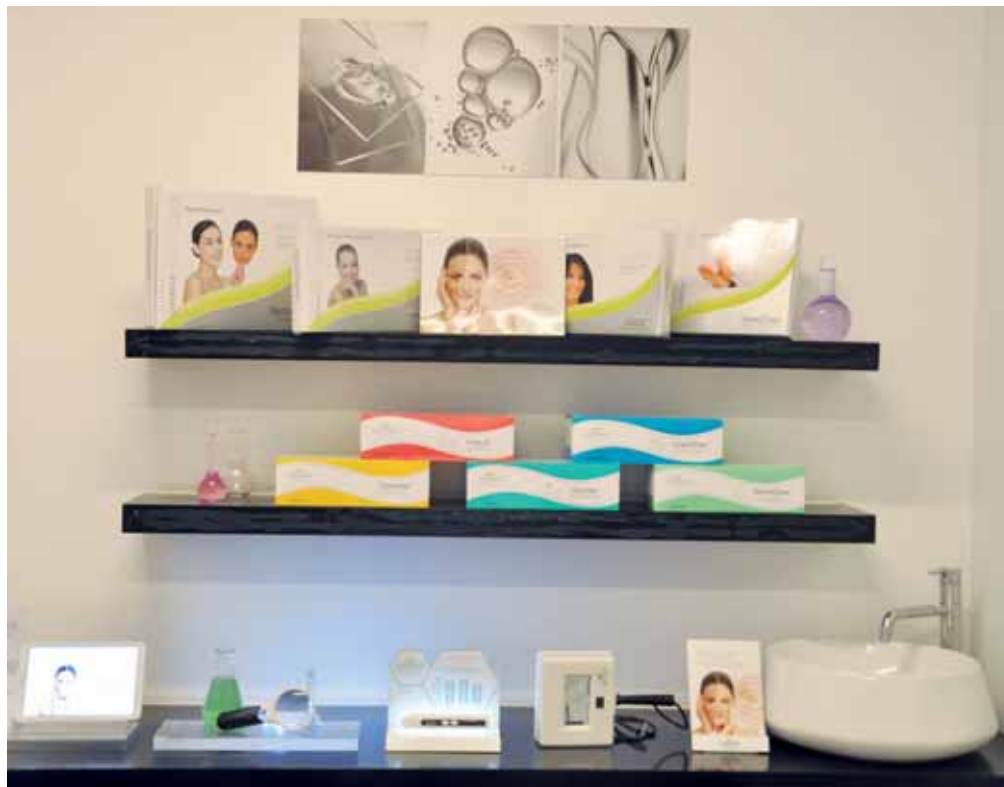
Cheryl's Skin Scan App Revolutionising Skin Diagnosis in Salons



Cheryl's Cosmeceuticals has launched India's first professional skin diagnostic App

Most salon experts today, strive to ensure that their clients receive effective treatments and the best results. However, there are limitations on the level of expertise they possess, the skin diagnosis they carry out before they recommend a treatment. As the skin is prone to multiple problems owing to erratic lifestyles that people are leading, it demands an in-depth diagnosis. Here again there is a dearth of reliable tools and equipment that enable salon professionals to carry out a diagnosis backed by science and technology.

Cheryl's Cosmeceuticals, India's first professional skin care brand, understands the need and hence, has developed a solution to empower salons with an ecosystem that will change the way they have been diagnosing their client's skin. The 'Skin Scan App' is an in-salon skin diagnostic application tool that will enhance your expertise to diagnose skin concerns. Along with this, Cheryl's has also introduced the Hydrometer and Woodslamp, which are breakthrough tools that measure the efficacy of the treatment before and after it's administered on a client.



Skin Scan App

Designed exclusively for salon professionals, the Skin Scan app is the ultimate skin diagnosis and consultation approach that enables skin experts to provide their clients with accurate and customised skin care recommendations and treatments at the touch of a button. It also allows synchronising client data between devices, enabling salons to offer direct targeted recommendation via emails.

Other features

Product and treatment showcase: The drop down menu lets users view Cheryl's product portfolio and select treatments and home care. It showcases the SKUs available by category, skin type and concern. It also gives salons access to their private password protected database.

Client history: A list of all the clients, date of the last skin scan, personal details and appointment history is stored.

Book appointments: The app enables the clients to schedule appointments for any convenient date and time and also set reminders for the same.

EASY TO USE, INTUITIVE DESIGN

The Skin Scan App has a user-friendly interface and can be deciphered in easy-to-use steps.

Step 1 Log-in Screen

This log-in screen is one stop interface for all products and services for our clients.

Step 2 Begin Skin Scan

Client's need to answer a series of questions to help identify their skin type, condition and concern.

Step 3 Schedule Appointment and Send Reminder

The app keeps a record of the appointments and the consumer history in online mode.

Five benefits of the App

Expert diagnosis: Identifies individual skin profiles and recommends treatments and home care regimes basis the client's needs.

Detailed client consultation: Finds out which treatment and product is perfect for the client, based on the skin profile.

Client management: Save your client's information, skin profile and treatment history. Schedule appointments on the spot. Keep a track of the client history to enhance the consultation process.

Product and treatment showcase: Improve your expertise with detailed product and treatment overview. Update yourself with new product launches and the promotions by upgrading the app to the latest version.

Enhanced customer experience: Improve your services with customised recommendation and make your client's salon experience special.

Diagnostic tools by Cheryl's

Cheryl's believes that skin needs are specific and require the right consultation to give results.

Cheryl's Hydrameter

It showcases the efficacy of the treatment by measuring the skin's hydration levels pre and post treatment.

Cheryl's Woodslamp

It helps the skin care expert understand the underlying skin problem that may or may not be visible yet.

Technology exclusively available in all leading salons.

Market Watch Skin Care

ELASTIC WAX FROM ESTILO

Estilo has launched Avacado Elastic Wax. It contains natural ingredients such as vegetable resins and beeswax. This new wax claims to work in a different way - it hydrates, while leaving your skin silky and smooth. It is easy to use as it has a low melting point. Available at Indian Beauty Business, Janak The Beauty Shop, Beauty 'n' Beyond, Beauty World and modern stores across India.

Price: On request



BB CREAM FROM HVM

The BB Cream, enriched with almonds and magnolia, effectively conceals blemishes, fine lines and wrinkles, while hydrating and toning the skin. It doubles up as a base for make-up. It is anti-ageing and has SPF 20 which protects the skin from UVA and UVB rays of the sun. Available at www.inveda.in and modern stores.

Price: ₹ 140 for 15ml



FACE WASH FROM ASTABERRY

Astaberry's new wine-rich face wash helps in reducing fine surface lines while tightening the skin. Red grapes is the key ingredient that helps in reducing the signs of ageing and promotes new tissue growth for younger skin. The PH in wine is acidic and helps in clearing dead skin cells and while improving your blood circulation, a must for glowing skin. Available at leading departmental and online stores across the country.

Price: ₹ 85 for 100ml



ANTI-TAN SCRUB FROM OSHEA HERBALS

The Glopure anti-tan scrub prevents sun burn and tanning. It contains extracts of aloe vera, carrot, papaya, strawberry, licorice and pomegranate granules as active ingredients that work on lightening the skin and reducing dark spots and pigmentation, thereby enhancing the complexion. Available at leading departmental and online stores.

Price: ₹ 195 for 120gms



SUN PROTECTION FROM CHRISTINE VALMY

Christine Valmy's Radiance SPF 45 offers sun protection. It offers full spectrum protection and contains mulberry and bearberry, which prevent discoloration and reduce premature ageing of the skin. It also contains Zinc Oxide, which is an effective UVA and UVB reflecting agent. Available at leading online shopping portals.

Price: On request



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Market Watch Make-up



NAIL KITS FROM FACES

FACES has launched two stylish nail colour kits called the Cocktail Collection and Lovestruck Collection. The former is inspired by the party hues of the season for an exquisite cocktail evening, is bound to flatter everyone. Paint your nails in the alluring shades, such as, Scarlet, Cast A Spell and Starry Night. The latter has light and deep pinks with amazing dotted effect. Available at signature stores.

Price: ₹ 399 each.



LIP STAIN FROM THE BODY SHOP

Embrace a naturally flushed finish with Lip and Cheek Stains. The nature-inspired shades gives you a fresh healthy look and 12 hours of hydration for all skin tones. From Dusty Rose to Red Pomegranate, each one blends effortlessly for a gorgeous glow. Infused with Community Trade honey and 100 per cent organic Community Trade aloe vera, this formula gives lips and cheeks a non-drying and long-lasting colour. Available at signature stores.

Price: ₹ 995



SKIN FINISH FROM MAC

MAC launched its new range of Mineralize Skin Finish Natural and Mineralize Skin Finish Perfectly Lit. While the Mineralise Skin Finish is available in yellow, orange, coral, sunset, brick red, deeper brown and lighter brown shades, the Mineralize Skin Finish Perfectly Lit is available in mid tone pinky coral, mid tone pinky brown shade, golden rose, nuanced light beige, light pinky champagne, light rosy coral and mid tone rose shades. Available at signature stores.

Price: ₹ 2,400

LIP BALM FROM LAKMÉ

Lakmé has introduced Lip Love, its first-ever dual core lip balm keep the lips moisturised throughout the day. The lip balms provide protection from sun damage with SPF 15. In shades of Raspberry, Tangerine, Black Current, Grapes, Cocoa, Cherry, Strawberry, Peach and Vanilla, the lip balms are available at leading stores and online.

Price: ₹ 200






3D EYE PALETTE FROM MAYBELLINE NEW YORK

Maybelline New York has introduced the first-ever 3D Eye Palette with a three-dimensional top coat. The Color Sensational Diamond Eye Shadow has amazing texture with three hues of pearl powder, one glitter and one matte powder to exclusively highlight the eyes. Available at modern retail shops.

Price: ₹ 575





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Margaret Dabbs London Medical Pedicures Lead the Way

Margaret Dabbs London was ushered into the country by Jo Galani, Director at Sanctum Spa and Wellness Private Limited. Galani shares with us the USP of the brand, marketing strategy, and more

What is your professional background?

I am a science graduate and was always interested in beauty. I have done courses in Spa Products Formulation from the UK as well as treatment courses from UK and Europe.

What is your current role and responsibilities?

Presently, I'm the Director at Sanctum Spa and Wellness Private Limited. My core responsibilities vary from leading the business in terms of identifying new brands, working on feasibility of products, defining strategies for successful product launches and working on their implementation.

What inspired you to get into the skin care business?

Having worked as a Communications Consultant for years in UK, I felt the need to start a business of my own that supported my quest for natural and organic products that were innovative, suited the Asian skin and delivered significant results. There were many brands but not many matched these criteria. This triggered my interest and the subsequent foray into skin care industry.

What is the USP of the brand?

Margaret Dabbs is a world renowned podiatrist and since 1998, has set up a series of foot clinics and pioneered 'medical pedicure'. She created a range of feet and hand products that fuse both, health and beauty, under the brand Margaret Dabbs London. The USP lies in its rare ingredients, which include the Australian Emu Oil, known for its incredible healing and hydrating properties. Having pioneered the medical pedicure, anti-ageing manicure and products that transform the look and feel of your hands and feet, the brand has earned an international reputation. Sanctum Spa and Wellness is focused to bring innovative solutions to the Indian market, hence, Margaret Dabbs London seemed to be the right choice.

What are the marketing strategies adopted to promote the brand in India?

The key to any brand making a successful entry into the Indian market is the PR and Marketing support. We are working with a high profile PR agency to promote the brands. With regards to marketing, the focus is on running promotions with our partners.

How many SKUs does the brand have?

There are approximately 100 SKUs currently including the highly acclaimed nail polishes.

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

The products are priced between Rs900 to Rs3,500 and are available at Spa by JW at JW Marriott Sahar and Benzer in Mumbai and also available online at Aplava.com.

What are your plans for the brand?

Our services are currently available with Spa by JW and we enter the home service segment with our recent collaboration with MyGlam. Making a unique service using a premium brand that's available at the doorstep, will definitely make us more popular. We also plan to go pan India with our collaborations with various other renowned spas, such as, L'Occitane, Elle and Warren Tricomi salons in the next few months.

What is the future of the beauty industry in India?

It's an evolutionary time for the beauty industry in India. There is an increase in the number of choices for the customer, who are more informed, as a significant proportion are net savvy and read up on the products and their benefits online. This makes it better for innovative brands that deliver significant results to grow in the Indian market. Brands have a significant role to play in educating the customer so that they make the right choices. 📌





*Spa
Focus*

In the Lap of Nature

The Spa, Vasundhara Sarovar Premier

The interiors of a spa set the mood for the treatment to follow and have a lot to contribute to the overall spa experience

by **Aarti Kapur Singh**



Size of the spa:

5000 sq ft

Time taken to complete construction:

1 year

About the spa

The interiors of a spa set the mood for the treatment to follow and have a lot to contribute to the overall spa experience. As soon as one enters, an idol of Dhanwantri, the traditional Indian God of Medicines finds prominence in the reception area. This sets the mood of how authentic the spa would be in 'treating' and not just 'pampering'. Based on an open-area concept, The Spa, lets nature in abundantly. As a pleasant surprise, there are no air-conditioners in the ayurvedic treatment rooms and the emphasis is on natural and fresh breeze. Rest assured, it is as private as it could be - with thick bamboo screens and lush indoor plants. The textures of old stone, old timber, beaten copper and painted surfaces come together to caress the senses as the visitor proceeds to the treatment rooms. Local design is seamlessly blended with modern convenience to create a truly unique ambience. Heritage motifs



blend with contemporary design in architecture and furnishings. The carved woodwork is evocative of old Kerala homes and is a leitmotif in rooms and outside spaces. Ornate wooden gables above you and hand-polished Attangudi floor tiles below invoke the intricate skills of ancient craftspeople. There is one couple suite with private jacuzzi, steam room and relaxation area. Treatment rooms are rather spacious with each room having its own massage preparation chair, authentic wooden massage tables, dedicated work area and attached shower and steam facilities.

A separate consultation room for lifestyle, nutrition, Ayurveda counseling and a separate relaxation deck for reflexology are also included in the expansive space to create a 'spa-within-spa' illusion that makes the space feel even larger. The relaxation deck is made of traditional architectural

“ At The Spa, Vasundhara Sarovar Premiere, we encourage people to believe that Ayurveda is not just a massage, it's a message. We take Ayurveda seriously and it's manifested in the fact that there is a Dhanwantri temple, dedicated to the God of Medicines in the premises. We believe in purity and that is crucial to the efficacy of Ayurveda. We offer 5000 year old Indian Ayurvedic treatments that range from Navarakizhi, Udwathanam, Abhyangam, Elakizhi, Shirodhara to western therapies, such as, Hot Stone Massage, Swedish Massage, Balinese Massage, Sports Massage and Reflexology. The masseurs are highly trained and provide the therapy best suited to your requirement. The Spa uses products that are grown on our own herbal garden and are hence, natural. ”

- Dr Visal Mathew, Spa Manager, The Spa

materials like wood and bamboo and offers an endless view of the calm waters of the rainwater harvested lake on one side, the private natural lake on the other and further away, lies the Vembanad Lake.

There are four Ayurvedic Treatment Rooms, three Western Treatment Rooms and one couple room.

About the services: Contemporary as well as age-old techniques of wellness await you at this luxurious spa, which is operated by Soft Touch, the internationally acclaimed spa professionals.



The wide range of luxurious face and body treatments are tailor-made through a diagnosis to further customise product selection and treatment for a particular body type. Western treatments are performed in two well-appointed treatment rooms. Their expertise in Ayurveda, practiced in four rooms lit by natural light, is unmatched though. The treatments and materials are especially evolved in consultation with the in-house doctor, gently relaxing and rejuvenating your body and mind. With an extensive spa menu that offers Swedish deep tissue massages, to aromatherapy and Ayurveda therapies, the spa with its soothing and healing ambience is the ultimate in relaxation and wellness for the guest at Vasundhara Sarovar. Consult with their in-house Ayurvedic doctor for therapy, diet suggestions and supervision of treatments, at no additional costs.

Elakizhi, is one of the most relaxing and refreshing massages. This is a massage with warm roasted leaf bags after 40 minutes of basic massage from head to toe with Ayurvedic oils. This is very good for relieving spasm and stiffness of muscles, lubricating joints, strengthen the spinal muscles and relieving joint pain, especially backache, it also enhances peripheral blood circulation, cleanses the channels of circulation and detoxifies.

Architect:

Principal Architect is Ar. George Mathai, Ramesh Tharakan, Punnen Mathew and Monolita Chatterjee and Interior Design by Design Combine, Cochin.

Address:

The Spa, Vasundhara Sarovar Premiere,
VP II/ 123 F, Vayalar, Cherthala. Alleppey District. Kerala - 688536

Contact details:

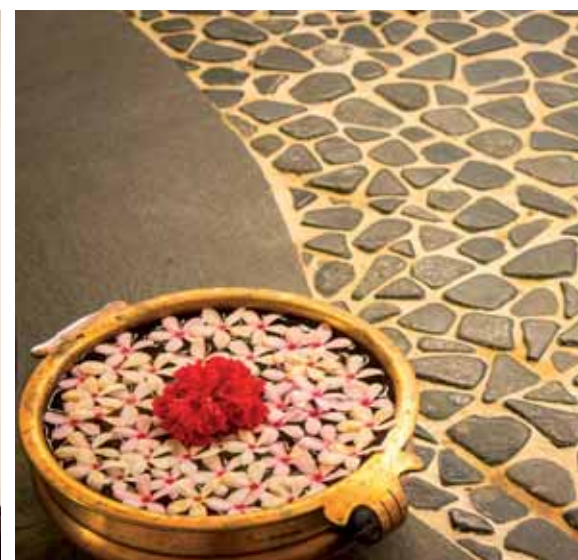
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Anuj Singh Catering to a Niche Cleintele

Anuj Singh, Spa Manager at the ESPA, The Leela Palace Chennai, shares his views on the wellness industry, the brand and future plans with *Salon India*

by Shivpriya Bajpai



Please tell us about your professional background.

With a background in Health and Fitness Management, I began my career more than a decade back with the award-winning chain of Champneys Spas in Goa and United Kingdom. I was later associated with IHG and Carlson Group of Hotels. My association with ESPA at The Leela Palace began in Chennai two years ago.

What are the USPs of your spa?

ESPA carries forward the intrinsic Leela Spa experience that exudes luxury, the best in wellness and an unsurpassed sense of style and space, introducing our guests to a world-class experience in Chennai. The Private Spa Suite is a highlight of the spa, which includes a living area with a glass sliding door that opens up to its own terrace overlooking lush gardens, intertwining luxury and nature effortlessly. We are among the first in the country to elevate the concept of Thermal Suites. The expansive suites, separate for men and women, feature deep, dynamic vitality pools with lounge beds and body jets, shimmering glass mosaic steam rooms, state-of-the-art circular oakwood saunas, stimulating rain showers and luxurious relaxation areas.

What are the therapies offered?

Each experience has been carefully-crafted with the world's most luxurious products. Personalised wellbeing therapies are offered with a comprehensive treatment menu that fuses the latest scientific research in European wellness with ancient eastern therapies. Our therapists provide top-to-toe treatments for radiance, vitality and purification with spa products from ESPA, UK. These products are renowned for their botanical extracts and marine actives. Signature treatments include the Balinese massage with warm aromatherapy oils and hot volcanic stones for relaxation.

What are the preferences of your clients?

ESPA at The Leela Palace Chennai is the only international spa brand here. Our clientele is a blend of discerning resident guests and who's who of the city, who are looking to relax, revive and rejuvenate. We see an awareness of the wellness lifestyle in our guests, as they synergistically combine body treatments with our spa cuisine spending an average of two hours at the spa.



How do you educate clients on the importance of wellness?

We have the opportunity to position ourselves at the forefront of the wellness movement because our clients are proactive in utilising health and beauty services. As part of our after care recommendations, our therapists provide general contraindication and health tips and incorporate ESPA products that clients may use to sustain the benefits of their wellness experience at home. In addition to these daily home care routines, we also have to recommend our Leela Spa Cuisine, which introduces a way of eating, which is healthy and also inspiring.

What are the main challenges that you face?

In the beauty and wellness industry, the challenges are recruiting trained and skilled manpower, high attrition especially among the lower levels, poor perception amongst the youth regarding career prospects, supply of training courses by sector-focused training providers, an inadequacy to meet the burgeoning industry demand and inadequate soft skill training. While at the service delivery level, customer expectations remain the same, they demand the best-in-class delivery, be it anywhere in the world. The key difference, to my mind, is that in India, the customer expects a much wider array of service offerings, from the traditional to the modern, all under one roof.

What are your views on the wellness industry overall?

The wellness industry in India has evolved rapidly from its nascent unstructured beginning in the early 1990s to become a comprehensive ecosystem. This ecosystem comprises consumers, providers, ancillary industries, facilitators and the government. Today, people are moving towards wellness for detressing themselves from hectic work pressure, unhealthy eating habits and sedentary lifestyles. With changes in lifestyles and income levels of people, the wellness industry in India has become a sunrise sector and holds immense growth potential.

What are the spa's plans for the future?

After two years in operations, our growth opportunities lie in increasing our market reach as well as the ESPA brand visibility, locally. We will be enhancing our Fitness and Yoga programmes to provide a wider variety of activities for our local spa members as well as introducing weekly Wellness Talks. 📍



Photo: Shutterstock

Day Spas The Preferred Choice

by Shahnaz Husain

In the context of modern-day life, with increasing economic pressures and competitiveness, stress has assumed newer and greater dimensions. Today, spa treatments have become popular, as they are thought to be solutions to stress-related problems. When combined with holistic healing systems, they can bring about the required equilibrium for total wellbeing. The accent has become on providing a luxurious route towards de-stressing the body and mind, where healing hands of trained therapists take over in a serene and peaceful ambience. We believe that spa treatments are not merely 'pampering luxury treatments', but a requisite to stress management and total wellbeing.

With the spa business looking up, Day Spas are poised to become one of the most popular personal care services. Salons are being converted to Day Spas, or including spa treatments along with their salon services. Like an oasis, the ambience of a day spa itself helps to evoke a sense of peace, while you give yourself up to the soothing massages and treatments. A Day Spa means getting the facilities that are provided by exotic locations and pricier destinations, but do not require the same time commitment or expense. The concept behind the idea is to provide an ambience that is close to nature, because nature gives back to us what we lose in our fast paced urban life. It can have a renewing and refreshing effect, contributing to both mental and physical wellbeing.

With the emphasis on youth and the global trend toward fitness and exercise, there seems to be a universal desire to look younger. Therefore, apart from stress reduction and relaxing treatments, anti-ageing treatments are also a part of the repertoire offered by Day Spas. Clients can avail of regular salon services, as well.

Actually, Ayurveda is ideally suited to spa treatments, with a range of massages and application. These therapies promote a deep sense of relaxation and wellbeing. The Ayurvedic approach relies on nature and natural ingredients, which are known to have beneficial effects on the skin and body. They not only cleanse and soften the skin, but draw out toxins. They have been devised to relax the body, free it from tensions, calm the mind, bringing tranquility and peace, through exotic body treatments, scrubs, baths, wraps, compresses and massages.

Although based on an ancient philosophy and a holistic system, there is no doubt that Day Spas are an appropriate option according to the modern needs. They certainly have an exciting future. 🌿



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

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Spa Solace Lucrative Offers

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



Photo: Shutterstock

Spiced Body Scrub, Mudra The Spa, Ananta Hotel, Udaipur

This luxurious indulgence helps you to break free from the clutches of the mundane. The body scrub is infused with a mixture of spices that act as anti-oxidants and firm your skin to restore the youthful glow. Coffee comprises a major ingredient of the scrub, which helps in exfoliation of the dead skin and leaves it rejuvenated and healthy.

Duration: 60 minutes

Price: ` 4,400 + taxes

Orange Scrub, Tulip Bali Spa, Chennai

The tangy smell of orange extracts combined with castor or thistle oil acts as a natural skin lightening and tightening agent. It helps in reducing spots or marks on the body. Citric acid, present in oranges, brightens dull skin while closing the open pores on the surface of the skin. This is a perfect scrub for oily to normal skin.

Duration: 50 minutes

Price: ` 2,000 + taxes

Essence of Elegance, The Golden Palms Hotel and Resort, Bangalore

This is an exclusive package that includes Aromatic Body Bliss, a pedicure and manicure. It's a massage therapy which combines the nurturing art of human touch along with the use of pre-blended aromatherapy oils. The experts focus on the pressure points to ensure relaxation of the muscle soreness, while the oils invigorate your senses and soothes both the body and mind. Later, pedicure and manicure help to revive energy back into the tired hands and feet.

Duration: 150 minutes

Price: ` 3,900 + taxes

Ananda Touch, Spa at The Shangri-La, Delhi

This is the perfect treatment to overcome jet lag and relieve stiffness, aches and pains. This Ayurvedic ritual consists of an Abhyanga massage and Shirodhara, the traditional Indian treatments. Abhyanga massage has a rejuvenating effect on the whole body, while Shirodhara improves mental clarity and eases mental stress. Pressure points are focused to heal the soreness and stiffness of the muscles, while relaxing the body and mind.

Duration: 120 minutes

Price: ` 7,000 + taxes

For more such lucrative offers and schemes, log on to indiaretailing.com/Beauty



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Payal Khandwala

Arty Fashion

Fashion designer, Payal Khandwala, with her unique sense of textiles, technical knowledge of patterns, is creating ripples in the fashion industry. Bollywood's favourite unveils the essence of her collection and shares her take on fashion and beauty exclusively with *Salon India*

by Shivpriya Bajpai



How did you get started in the fashion business?

After studying fashion in Mumbai, I moved to study art at Parsons in New York. Post that, I moved back and pursued art for a decade, however, when an opportunity presented itself to showcase my ensembles at a fashion week, I decided to make a shift in canvas. My mother and grandmother painted and they both sewed, so, I suppose it was in my genes. Also, I could never find clothes that I wanted to wear, so now, here I am making them!

Tell us something about your collection.

This year spring summer is inspired by all things geometric. The starting point was less romantic than it might seem. My daughter, who is age 6, was learning about shapes in school. Since art mimics life, in this case it was one homework assignment that jumpstarted it all. My constant sources of inspiration, artist and sculptor, Richard Serra, and artist, Franz Kline, were also there, steering the direction.

How important are hair and make-up in fashion?

It's a key creative aspect. It completes the look and communicates your vision. It's really the full stop at the end of a sentence.

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

In the last few years, there has been a visible growth in the number of players in this industry. With the entry of international brands, consumers now have the choice to pick between international and local brands. I do think that the general consumer is still pretty conservative with their hair and make-up choices, but with the newer generation being open to experimentation and exposed to international trends, this is changing quickly.

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

In the past we've worked with Sandhya Shekar. For the last fashion week, we worked with Namrata Soni. We loved working with BBlunt for hair and I think, Adhuna Akhtar has great vision.

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

We did style our last spring summer collection with dreadlocks and that was pretty risky, as in India, we tend to associate dreads with sadhus and the homeless.

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

I have a strong sense of what I want, the look to be styled as hair and make-up are always an important part of the equation. They must assist the clothes, but not overpower them. Hair and make-up is an integral component when we visualise a collection whether for a look-book or for ramp.

What are your future plans? Do you plan to be involved in the cosmetic and hair industry of India?

We would love to continue what we are doing! I'm not a big planner by nature and the business has grown organically so far and hopefully, it will continue to do so in the future. Joining the beauty industry is not immediately on the cards, however, we have a strong signature especially when it comes to our colour palette. So, maybe a collaboration in the beauty industry could be possible. It will definitely be exciting! 📌





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Athiya Shetty

Pretty Secrets

Daughter of yesteryear Bollywood star Suniel Shetty, Athiya Shetty is the new kid on the block of Indian cinema. After debuting in Bollywood, she has carved her own niche with her sense of fashion and is the face of the international make-up brand, Maybelline New York. Shetty spills the beans of her beauty secrets and more, exclusively with *Salon India*

Beauty regimen and more

I feel it's very important to keep skin hydrated so I drink lots of water, use sunblock to protect my skin from harsh UV rays and Maybelline BabyLips to keep my lips soft and supple. I firmly believe that hair needs to be kept hydrated, too, so I go for hairspa once in two weeks and oil my hair at regular intervals.

Beauty products to swear by

I'm in love with the products of Maybelline New York. My top picks would be, Maybelline BabyLips, Colossal Mascara, Lip Gradation and the Nude Palette.

Favourite beauty trend

Lip gradation is the trend to watch out for. The key is to keep experimenting as it can always surprise you.

Secret to looking good

Healthy lifestyle plays a pivotal role in looking and feeling good. A balanced diet and workout goes hand in hand. I work out religiously to stay fit.

Favourite hairstylist

Elton J Fernandes and Pompi are the ones I trust blindly.

Go-to hair style

Hair styles depend on the clothes that I am wearing and also on my mood. I like leaving my hair open, at times.

Bad hair days

I tie my hair up in a bun!

Favourite places to shop

London and New York are my favourite shopping destinations. SoHo in New York and Selfridges in London make me happy.

If I was a hairstylist or a make-up artist for a day

I would fly down to New York and work for Kendall Jenner and Gigi Hadid! 📍

(SB)



Send in your responses to:

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QUIZ TIME:

Enter the matching letter

- 1 _____
- 2 _____
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- 5 _____

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WIN! WIN!



HURRY!

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

Send in your answers

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QUIZ TIME SCORE ON WELLNESS

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

1) is a special type of Ayurvedic massage therapy meant to increase perspiration in the body.

- a) Shirodhara
- b) Abhyanga
- c) Njavarkhiji
- d) udvartana



2) Spa Manager, spearheads the spa movement at Neoveda Spa in The Metropolitan Hotel Delhi.

- a) Amit Sharma
- b) Manish Jaswal
- c) Anuj Singh
- d) Arun Aravind



3) Zara Spa at in Goa is focussed to offer a complete healing experience for the mind body and soul.

- a) Vivanta by Taj
- b) Mayfair Hideaway Spa Resort
- c) Resort Rio
- d) Four Seasons Hotel



4) is similar to Swedish Massage, but the deeper pressure is beneficial in releasing chronic muscle tension.

- a) Shiatsu
- b) Four-hands Massage
- c) Balinese Massage
- d) Deep Tissue Massage



5) The Sunken Spa at is a unique combination where nature meets luxury.

- a) The Leela Palace, Chennai
- b) Amanvana Spa and Resort, Coorg
- c) J W Marriott, Mumbai
- d) ITC Sonar Bangla, Kolkata



Bangalore

Roopa Ambekar International Institute of Cosmetology



Contact person:
Roopa Ambekar

Phone number:
+91 8861426661

Address:
#629, 18/2A, 2nd Floor, GRS Towers, Ambalipura, Belandur Gate, Sarajpur Main Road, Bangalore East – 560102

Website:
www.raic.in

Email:
dean@raic.in

Spread across 2,400 sq ft, the Roopa Ambekar International Institute of Cosmetology (RAIIC) is equipped with dedicated classrooms for skin treatments, hair styling and colouring. With over 23 years of experience in the industry, Ambekar has been a beauty educationalist, industry columnist and the Dean of the Paul Mitchell Institute in USA. At RAIIC, the pedagogy is designed with Bernice McCarthy's 4 MAT system based on Multiple Intelligence. Ambekar is all set to open another centre by the end of this year and at least 10 centres by the end of 2018.



Commenting on the vision of the academy, Ambekar said, "As an artist and an academician-turned-entrepreneur, my vision is to reinvent the 'classic'. My focus on creating a strong curriculum that instills a firm foundation, simplifying education with the use of technology, keeping our curriculum current and relevant to the demands of new age global consumer." Commenting on the USP and goal of the academy, Ambekar said, "Our 360° one-stop shop approach to beauty training, partnering with multiple international brands for knowledge sharing and international certifications, add tremendous value to our graduates. The goal is to build their portfolio while they are in school, introduce community practices that instill values like leadership and brand loyalty, so that they step in to the world of beauty as contributing members from day one."

► Courses

Advanced diploma in Cosmetology for 8 months

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Accreditation of RAIIC: Advanced Diploma in Cosmetology, approved by City & Guilds, UK.

Diploma in Hair Dressing for 8 months

Certification: Diploma from RAIIC and Level 1 Schwarzkopf Professional certificate.

Accreditation of RAIIC: Diploma in Hair Dressing, approved by City & Guilds, UK.

Diploma in Esthetics & Beauty therapy for 4 months

Certification: Diploma from RAIIC and Level 1 Skeyndor Professional Certificate from Spain.

Accreditation of RAIIC: Diploma in Esthetics & Beauty Therapy, approved by City & Guilds, UK.

Diploma in Medical Esthetics for 1 month

Certification: Diploma from RAIIC.

Accreditation of RAIIC: Diploma in Medical Aesthetics, approved by City & Guilds, UK.

Diploma in Make-up Artistry for 1 month

Certification: Diploma from RAIIC and make-up artist certificate from the Make-Up Studio.

Accreditation of RAIIC: Diploma in Make-up Artistry, approved by City & Guilds, UK.

Advance Institute for 1 to 4 days: Course Certificate from RAIIC.

► Eligibility criteria

Enthusiastic individuals, who want a career in Beauty or professionals, who wish to hone their skills.

► Fee structure

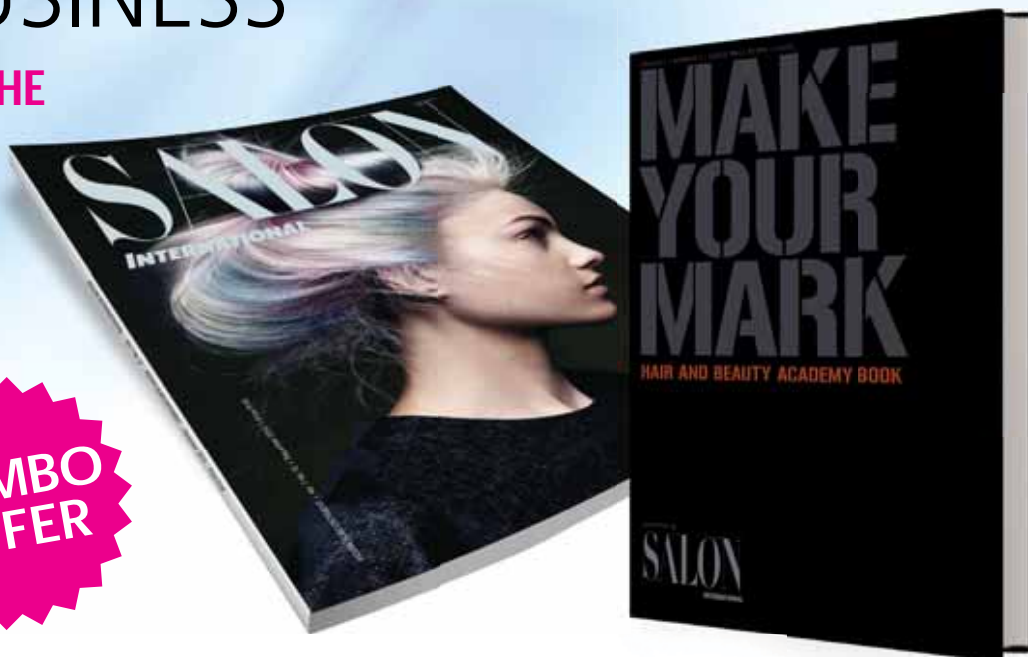
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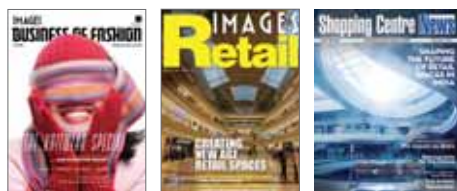
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Jordan Plath at Kryolan seminar

World renowned manufacturer of specialised professional make-up, Kryolan organised a seminar on 'Special Effects' by international make-up artist, Jordan Plath, Education Co-ordinator at Kryolan, San Francisco, USA. The seminar was a part of a series of three seminars scheduled at Chennai, Mumbai and Delhi. Plath showcased the make-up techniques on open wounds, second and third degree burn, healed burn scarring, zombie with open wounds and demon prosthetic application, painting and more. The seminar was attended by make-up artists all over the city. Plath ensured to make it an interactive session by answering to questions by the guests.

Commenting on the occasion, Pradeep Verma, CEO, Kryolan City, Delhi, said, "We are honoured to have Jordan Plath with us all the way from USA for this event. This event was an exceptional opportunity for the make-up artists and professionals to get hands on training from the international artist himself. We are privileged to host an event highlighting the "Special Effects" in make up from the master himself." Further adding to it, Plath said, "It's been a great pleasure, working with and educating all the amazing make-up artists in Delhi. I hope that my seminar brought them a greater understanding of the Kryolan products, the innovations in high definition and the application of 'Special Effects' in make-up."



Jordan Plath showcases his work and demonstrates his skills on a model to an inspired audience

WHAT: Seminar on make-up **WHEN:** 2 May **WHERE:** Kryolan City, Delhi

Truefitt & Hill now in Gurgaon

Brought to India by Lloyds Luxuries Ltd, which has acquired the Master Franchise License for not just India, but also for Nepal, Bangladesh, Sri Lanka, Bhutan, Myanmar and Vietnam, the venture has been promising. Started by Krishna Gupta and Istayak Ansari in 2013, Lloyds Luxuries Ltd aims at creating an atmosphere of total relaxation and ultimate comfort for their male guests. Through this, they wish to encourage grooming for men.

The outlet is spread over 1900 sq ft, with two Royal suites with nine barber chairs and one pedicure room. Offering a quintessential feel with its classy interiors in mahogany wood, the chic blue wallpaper creates a contrast and makes for a complete relaxing environment.

Speaking on the occasion, Gupta and Ansari said that Truefitt & Hill already have a presence in Mumbai, Delhi and Bangalore and are looking forward to being in Hyderabad, Pune, Chennai, Kolkata and major tier 1 and tier 2 cities. An academy to train barbers in the fine art of male grooming is also in the pipeline. "Our vision is to take Truefitt & Hill across 75+ cities in India with 200+ outlets by 2024. The barbershop size will be 1000 to 1500 sq ft with an investment range from ` 100 lacs to ` 150 lacs," said Ansari.



Top and bottom: Luke Joyce with the team; Istayak Ansari with guests at the launch



WHAT: Launch of Truefitt & Hill **WHEN:** 6 May **WHERE:** Ameya One, Golf Course Road, Gurgaon

Training session with Alfaparf Milano

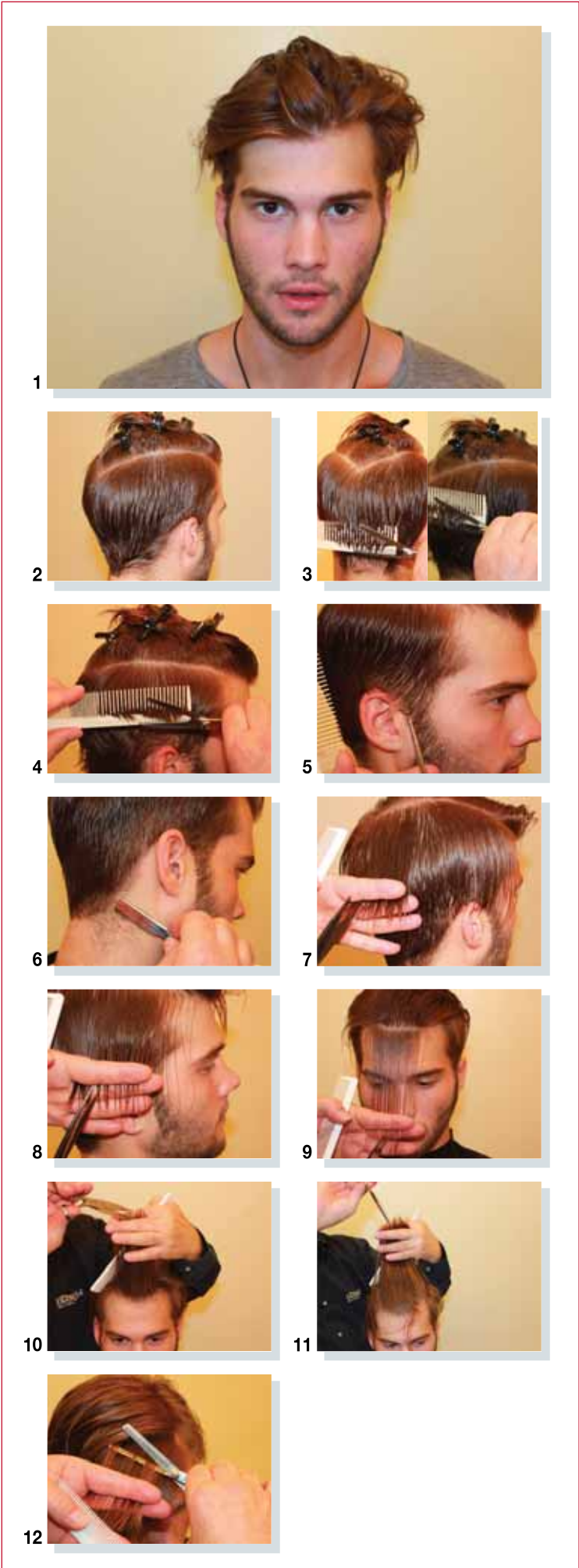
Alfaparf Milano, a leading international manufacture of exclusive professional hair colour, care and styling products, organised an educational session for their Keratin Smoothing Treatment - Lisse Design Keratin Therapy. The product claims to make hair smooth, while allowing for experimenting with curls, waves, crimps and more without the daily use of hair dryers and brushing. The event was held not only in Chennai, but was also taken to Ahmedabad, Delhi and Kolkata. Excited about the national level training on Lisse Design Keratin Therapy, Vivek Jain, Vice President, Sales and Marketing at Inocorp said, "We take education and training very seriously. Therefore, it was important to make the hair artists, experts and professionals aware about Lisse Design Keratin Therapy. In India, a majority of the population is suffering with the problem of damaged hair and most of us aren't aware of the root cause of this damage. With Lisse Design, we are committed to re-establishing the lost health, nourishment and quality of one's hair with the freedom to mould them in varied stylish ways." Due to the positive feedback on the training and demonstrations in Gujarat, Kolkata, Delhi and Chennai, Inocorp plans big with its Lisse Design Keratin Therapy.



Alfaparf Milano's Lisse Design Keratin Therapy training in progress

What: Training session **When:** 3 May **Where:** Chennai

Bailey



Step 1: Before.

Step 2: Divide the top from mid right eyebrow to left eyebrow creating a tip on the pivot.

Step 3: Block out with scissor at alternated blame on comb, leaving a length of about 2 cm in the tapering zone to lengthen about 7 cm in the intermediate linking zone.

Step 4: Go on the laterals with the same technique.

Step 5: Define the whiskers and the perimeter.

Step 6: Refine with the razor the perimeter of the tapering.

Step 7: Cut the top with scissor tip technique starting from the pivot with partitions following the partition line.

Step 8: Go on the laterals carrying the front zone on the ear.

Step 9: Create a reference lock in the fringe at mouth height.

Step 10: Carry the guide lock in perpendicular and cut with scissor tip technique.

Step 11: Carry the pivot lock on the top and cut the exceeding lengths.

Step 12: Personalize the top zone with scissor at alternated blame with mèches technique.

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