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When an entrepreneur wants to launch his own business, he prepares a couple of business models which will successfully bring him returns on the investment he has made. Among several business that exist, one which is likely to bring you return sooner than others is the franchise business model. If you are an aspiring businessman, you could take up a franchisee of a super successful brand or alternatively, you could become be the franchisor.

In this month's cover story, we explore the immense business potential of the franchising business. We speak to experts in the line of beauty and wellness and offer you glimpses of their experience. Names like Naturals Salons, Orane Academy, Shahnaz Husain, amongst others have been featured to guide the young entrepreneur on his journey towards success.

In the interview section, we meet Jason Liddiard, who for the last 23 years has been in the hair dressing line and on the dint of his merit, has earned accolades for himself and his team. He shares his journey with us. In the photo essay, we present the Moon Collection by Christophe Gaillet. Inspired by the celestial body, the 'Moon' is a feminine, soft and pure collection with sober lines. The cuts are less degraded and more structured.

We also showcase the skills and dedication of Vikram Mohan, Director, Bounce Salons and Pia Balwani, owner of Hair Ok Please salon In Mumbai. In make-up and beauty, we have Gursewak Singh, an independent make-up artist, who has persevered to reach where he has after overcoming several challenges. He shares his victorious journey with us, which will undoubtedly, be a motivation for aspirants to enter the field of bridal make-up.

In trends, we have Schwarzkopf Professional, a global leader in professional hair care, unveiled the Essential Looks Spring Summer 2016 to celebrate the hairdresser's passion for hair, fashion, the future and encapsulates it into a luxuriously glossy trend book, a digital app, a breath-taking catwalk show and a stage event featuring live cuts and colours.

A luxurious spa on the bank of Kaveri river, The Sunken Spa at Amanvana Spa Resort in Coorg, is straight out of a postcard and boasts of 360° approach to wellness. Soak in your senses with the enchanting flora and fauna all around and indulge yourself in the lavishly curated spa menu while hearing the gentle gurgles of the river. Mohammad Saddik, WelcomWellness Spa Manager, WelcomHotel Dwarka shares his views on the wellness industry and plans for the spa.

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

JAGUAR



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BLACK LINE

For the perfectionist

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Hair: Jacky Chan
 Photo: Andrew O'Toole
 Make-up: Kylie O'Toole
 Stylist: Elaine Marshall

Content

96



26



48



62



80



- 18 **Snippets** Latest news and updates of the beauty and hair industry
- 22 **New Openings** Salons and spas across the country
- 24 **Interview** Jason Liddiard, international hairstylist and the successful owner of Jason Liddiard Hairdressing, talks about his journey and challenges
- 36 **In First Person** Pia Balwani, the young and energetic hairstylist and owner of Hair OK Please Salon in Mumbai, talks about her salon
- 42 **Role Model** Vikram Mohan, Co-Founder and CEO of Spalon India Private Limited, believes in team work. He gives insights into the salon industry
- 48 **Trends** The Essential Looks SS'16 Collection presented by Schwarzkopf Professional India, showcases the new age, bold and free-spirited hairstyles, inspired by the international fashion scene
- 50-58 **In Focus** Tried and tested. These three words best define the business of franchising. When we look at the business models of big names across categories, it isn't difficult to notice that most of the big brands have gone ahead and chosen the franchise route for expansion. This applies to the business of beauty as well
- 60 **Testimonials** Famavita's Omniplex is a go-to product recommended by several renowned hairstylists across the world
- 62 **Global Stylist** Christophe Gaillet, Brand Ambassador for L'Oreal Professionnel, shares the inspiration behind the creation of the Moon Collection
- 67 **Beauty** Exclusive interview with Gursewak Singh, a Delhi based make-up artist, who is passionate about creativity, talks about how he started out and where he has reached today; Product launches in skin care; Recommended skin-related invasive treatments
- 79 **Spa Focus** The Sunken Spa at Amanvana Spa Resort in Coorg has harmoniously fused flora and fauna with water to create a design dynamic; Tan Removing Therapies; Spa packages
- 92 **Influencer** Rimi Nayak, fashion designer about her creativity and passion
- 96 **Celeb Style** Jennifer Lopez, shares her beauty secrets
- 97 **Coffee Break** Try this quiz
- 98 **Events** The social Calender: what's happening, when and where
- 102 **Step-by-step** Intricate hairstyle explained

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Shahnaz Husain for skill development

The Shahnaz Husain International Beauty Academy has associated itself with the Indus Group, a trusted skill development partner of Government of India and many State Governments. The Academy has been dedicated to vocational skill development for four decades with the principal aim of enhancing skills for faster generation of employment, by training and certifying under-privileged women in the Beauty and Wellness industry. The Shahnaz Husain Group, internationally renowned for Organic Beauty Care, based on Ayurveda, is a partner in the project to implement Beauty and Wellness schemes in various State Governments. Husain recently undertook the training of over 25,000 people under the Ministry of Minority Affairs wherein the study material was provided by the Shahnaz Husain brand. Partnering with the Indus Group, The Academy has trained and certified nearly 40,000 beneficiaries in beauty and wellness in West Bengal. This project has been declared as the single largest skill development and certification mandate being undertaken by the Sector Skill Council, Beauty and Wellness, of NSDC.

MyGlamm launches Margaret Dabbs

MyGlamm, India's premiere at home beauty service app, launches services by Margaret Dabbs London. The launch event saw guests indulging in Margaret Dabbs pedicures and manicures for fabulous hands and feet. They could choose from a range of Margaret Dabbs London treatments like Pedicure and Manicure, Foot and Hand Massage, Shape and Polish and Shape and French Polish. On the collaboration of these two wellness innovators, Founder and CEO of MyGlamm Darpan Sanghvi says, "MyGlamm has yet again introduced a distinctive service for its guests as it collaborates with Margaret Dabbs London. In our constant aim to provide unique treatments, we introduce MDL, known to transform and beautify the look and feel of one's hands and feet. Our association with Margaret Dabbs, who is a trained podiatrist, allows us to provide services that would not only enhance the hands and feet of the clients, but also pay attention to the detailed specifications in terms of its health. We're thrilled to be associated with Margaret Dabbs London to provide a bespoke service of this stature, at your doorstep." Said Jo Gaglani, Director, Sanctum Spa and Wellness Pvt Ltd, "For two brands to collaborate, it is essential that they have similar values and service goals. This partnership between Margaret Dabbs London and Sanghvi Brands is, therefore, a step towards providing the clients with premium services at premium salons and spas and we have even entered doorstep services with MyGlamm."



Innisfree store in Mumbai

Located in Phoenix Market City Mall, the store is spread over 296 sq ft, the store has more than 350 SKUs of skin and beauty products. Doyoung Lee, Managing Director of Innisfree said, "This is our fourth store in India and the very first store in Mumbai and we are extremely excited about it. With the launch of our Mumbai store, we hope to reach out to everyone who loves and appreciates Korean beauty and also show our passion and dedication to making quality products, which is already well known. Korean beauty stands for an incredibly personalised approach to skin care with utmost care given to quality. We are honoured to have such an incredible market and customers who love our products and for giving us a chance to bring our brand closer to them."



Bio-Bridge from The Body Shop

The Body Shop has introduced Bio-Bridge to restore wildlife corridors within damaged landscapes to help endangered species to reconnect, enabling them and local communities to thrive. About 76 million sq m of forests in Vietnam and India and more are part of it. Another integral part of the programme is to engage the local communities in the long-term protection of the Bio-Bridge habitat by helping to provide a more sustainable way of life for the people who live in and around the surrounding areas.



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Sanghvi Brands ties up with Levo Spa & Salon

Sanghvi Brands, the leader in India in developing International spa and salon brands, has acquired exclusive rights to develop, operate and expand Levo Spalon. Sanghvi Brands portfolio now consists of L'Occitane Spa, Warren Tricomi Salon and Spa and Elle Spa & Salon. Levo Spa & Salon is the first Indian brand that Sanghvi Brands has partnered with for expansion. There are several highly successful Indian brands that require infrastructure, training and other industry requirements to grow and Sanghvi Brands as a part of a new wave of expansion, provides a perfect platform for them.



/// INTERNATIONAL ///



Photo: Jaguar PS / Shutterstock.com

Brexit will not harm beauty industry in UK

A week on from the EU referendum vote, many beauty industry and small business associations have issued statements to reassure beauty business owners that there is no need to panic as nothing will change in the immediate future. The CTPA (Cosmetics, Toiletries and Perfumery Association) was reminded the industry that post Brexit results are not that effective on our industry as current legal structure will remain the same. Agnes Leonard, president of the National Hairdressers' Federation, said, "Clearly, if the fall-out from this vote is that Britain's tips back into a recession that has the potential to be damaging for our industry. But, for the moment, there are so many unknowns – who will be our next Prime Minister, how an exit from the EU might work, whether it will even happen – that it is impossible to be sure what the future holds." Leonard advised members to sit tight and keep an eye on the economic and political situation over the next few months, reiterating that a Brexit is not going to happen anywhere near immediately. "In reality nothing on our high streets has changed. Salons should be reassuring clients, and themselves that, for now, it is business as usual. For most salons their market is their local high street. To that end, we don't anticipate leaving the EU will have that much of a direct impact on our industry," she added.

New Maybelline New York spokesperson

Maybelline New York have declared Gigi Hadid as their newest spokesperson. She will join an elite group of spokeswomen, such as Christy Turlington, Adriana Lima, Jourdan Dunn, Emily DiDonato, Marloes Horst and Kemp Muhl. "Being a Maybelline New York spokesperson means more to me than anyone can imagine; it doesn't seem real! It's the most incredible feeling and is a dream come true," said Hadid. "I feel so honoured and humbled to be a part of the iconic brand I grew up with, and I am very excited by this opportunity." We are thrilled to welcome Gigi Hadid to Maybelline New York," said Jerome Bruhat, Global Brand President, Maybelline New York.



Professional Beauty event in Manchester Central

Professional Beauty North, the leading event for beauty and spa professionals in the north of England, will make its presence again to Manchester Central on 18 to 19 September, bringing with it a number of innovations. Within this show, there are two different shows will run side by side - Salon North will bring names in the hair dressing industry to Manchester, with launching their latest products as well as show casing their skills in the Fellowship for British Hairdressing live stage and in Aesthetic Medicine North, there will be advanced treatments and products brought to the clinic owners and professionals looking to expand their offerings. Registration is free.



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Toni&Guy Salon



Toni&Guy Salon, spread over 1,100 sq ft, offers a host of services in the categories of hair, make-up and skin. The signature salon is designed as per the global standards of the Toni&Guy brand. Commenting on the interiors, owner and professional make-up artist, Kaveri Uppal, says, "All our interior furnishings are in shades of black, white or grey and standard as per the rest of the Toni&Guy salons worldwide. The spa and salon furnishings used are state-of-the-art and designed to offer comfort. The reception desk boasts of a mini chandelier and there are footrests at our customer seating."

The salon has two stations each for styling, pedicure-manicure and skin treatments and seven chairs that are used interchangeably for hairstyling, skin and hair spa. Along with two therapy rooms, there is a nail bar and make-up service area as well. Revealing the future expansion plans, Uppal adds, "For the first year we would want to focus on the Andheri Branch only. If this goes well, we will plan to set up another salon in Jaipur."

Colour combination: Black, white and grey

Products used: Wella Professionals, Cysteine and label.m for hair; Phytomer for skin; MAC, Kryolan for make-up

Lighting: A mix of yellow and white lights

Flooring: Wood finish

Architect: Not disclosed



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Gurgaon

Adara Spa & Salon



Spread across 3500 sq ft, Adara Spa & Salon is a recent addition to the spas of the region. The spa offers multifarious services is spa therapies, hair, skin, make-up and grooming. There are six multiutility rooms that are spacious and hygienic with their own steam and shower space.

The colour flow across the space is in white in order to create a feeling of serenity and tranquillity. The reception area was to keep it open and clutter free. The hair section has five chairs and a wooden Indonesian table that houses about eight people. The manicure and pedicure stations are placed next to a huge well-lit bay window to bring in natural light. The in-house chef offers complimentary spa cuisine to the clients!

Talking about the property's expansion plans, Inderpal Kaur, Owner, Adara Spa & Salon says, "Since we have just launched, we would like to stabilise and strengthen our foundation for at least two years before we expand. Plans are underway to then take it to another city."

Colour combination: Ivory, gold and maroon

Products used: L'Oréal Professionnel for hair; Babor, Janssen Cosmetics, Dr Roland Sacher for skin

Lighting: Day light in the salon area; dimmers in the spa rooms

Flooring: Vitrified tiles

Architect: Harish Gandhi



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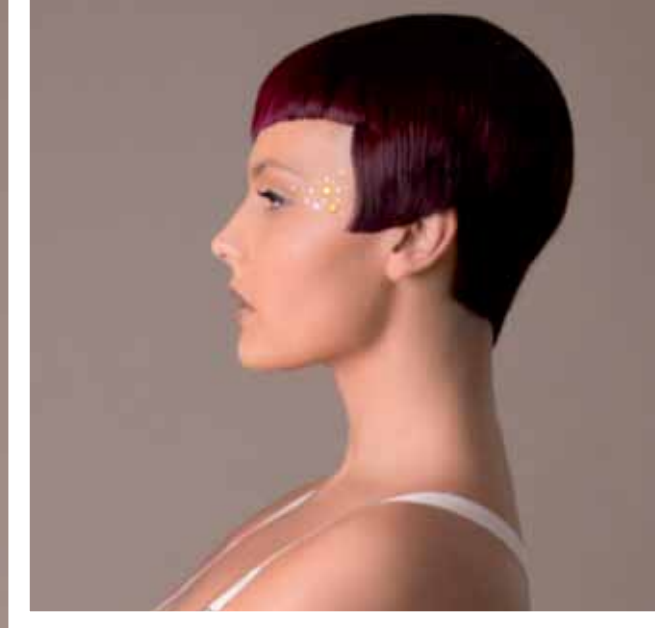
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Jason Liddiard Pursuer of Perfection

Known for incredible cuts, gorgeous colours, superb service and uncompromising standards of hairdressing, Jason Liddiard, Co-founder of Liddiard Hairdressing in Kent, UK, is the mean and median in hair dressing. He shares his journey with *Salon India*

by Aradhana V Bhatnagar



How did you get interested in hair dressing?

I have always been interested in the fashion industry and the way in which we use our craft to translate the up coming trends. Therefore, joining the hair dressing industry was a natural choice. Over the years, I have worked with many of our industries and with great educators from the leading brands. I have specialised in Business Management, Cutting and Contemporary styling. Education is key to our in-salon philosophy. My first job was in a contemporary high street barber shop in Kent.

Who all have mentored you?

I have been fortunate enough to have had the opportunity to learn from Master craftsmen. My hairdressing idols are Robert Lobetta and Vidal Sassoon.

What were the challenges that you faced?

Initially it was a challenge to build a successful list of clients. Learning to perfect my craft was another challenge I worked hard to overcome.

What is your forte as a renowned hairstylist?

I specialise in cutting and love every aspect of it. I also enjoy teaching.

What is your current role and responsibility?

I currently have my own salon and work in developing our Jason Liddiard brand.

Are you associated with the British Hairdressing Awards?

We, as a company, are considering entering the awards next year.

Please tell us about the awards you have won so far.

Over the years, our salon has won awards for expertise in colouring, cutting and styling. We also won the L'Oreal Colour Trophy UK Finalist award and Wella TrendVision UK Finalist award, to name a few. Most recently, we bagged the Stylist of the Year at London's Salon Business Awards.

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

I draw inspiration from the latest trends emerging from the fashion catwalks.

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

We work together as a team, brainstorming and pulling together inspirational ideas to create a collection. My current favourite look is from our latest collection, Atelier Chic. It draws inspiration from Givenchy's Spring 2016 release. This look was designed to accentuate pure shine and opulence and celebrates luxury.

What are your favourite tools and products to create great hairstyles?

A must for my kit are my YS Park combs, Denman brush and Ceramic scissors. My essential product of the moment is Unites 7 Seconds gloss spray for that opulent glass-like finish.

What is a normal day in the life of Jason Liddiard?

My day can vary from working on regular clients to demonstrating our latest collections at seminars.

What are your plans for the future?

We would like to continue to grow as a brand and excel in our trade.

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

Education is the key to success.

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

Over the last 10 years, we have seen an increase in the development of educational centres in India. This is sure to develop a new generation of modern hairdressers. 📍



Serioxyl by L'Oréal Professionnel **Anti-thinning Specialist**

Thinning hair impacting your confidence? Take the Serioxyl Confidence Challenge and get up to 1700 hairs in 90 days*



Serioxyl, an innovation

A thinning ponytail, a widening partition and visible balding patches are some of the first visible signs of thinning hair that eventually lead to hair loss, and hair loss, per se, figures amongst the top hair concerns worldwide. Right from issues of lesser hair density to slower hair growth, 85 per cent of Indian women believe they suffer from hair loss ^ ! Thinning hair is a concern which affects one’s confidence and mars self image. While there are multiple solutions available in market, from doctor prescribed to over the counter, there is a hesitance in trusting the product to deliver the results it promises.

Serioxyl comes to the rescue. It’s a path-breaking innovation in anti-thinning, which was launched by L’Oréal Professionnel in 2015. Inspired by stem cell research, this full platform anti-thinning treatment range acts on the very first signs of hair thinning to accelerate growth for visibly denser hair. Over 25 years of research and 17 publications have led to this innovation.

Professional consultation

Expert hairstylists, at L’Oréal Professionnel salons, prescribe the complete Serioxyl Anti-thinning Programme after a customised hair and scalp diagnosis. Being a professional programme, the treatment is initialised with the Fuller Hair Service, an in-salon service, which prepares the scalp for treatment and also leaves your hair looking fuller.


Serioxyl Denser Hair Serum, the star product

The key product is Serioxyl Denser Hair Serum that’s empowered with the highly potent molecule, Stemoxydine 5%, an innovation by the L’Oréal Advanced Research Lab. Studies have shown that this molecule acts on the stem cells, awakening a dormant cell and pushing the hair to grow out faster. As a result, one can expect an increase in density of over 1700 hairs in 90 days*! The serum, is easy to apply and has a refreshing and stimulating effect on application.

Home care

The programme recommends the use of at home products comprising the Serioxyl shampoo and conditioner. They work in combination with the Denser Hair Serum to give you visibly fuller hair. The products are powered with GlucoBoost and Incell that help make the hair fibre thick and strong while sealing the cuticle to protect the fibre.

Price

The Denser Hair Serum is priced at ` 3,600 (90ml) and the home care shampoo and conditioner are available at ` 950 each (250ml). 



Take the Serioxyl Confidence Challenge by L’Oréal Professionnel

^ Beauty Track 2013. Women Age group: 11- 55 years.

*Clinical study versus placebo carried out on 101 people with daily application for three months, average value for hair lacking in density, if the follicle is still active.



Biolage Advanced Scalppure by MATRIX

Complete Solution for Scalp Concerns

The new Biolage Advanced Scalppure range is the first multi-corrective solution that effectively combats dandruff and greasy scalps. Infused with Bergamot and Zinc Pyrithione, the range is a must to keep scalp concerns at bay in this monsoon season

We all desire beautiful and lustrous hair and take special care to maintain it. However, we often forget that to have healthy hair, the health of the scalp is of paramount importance. Experts say that the three most common concerns amongst Indian consumers are dandruff, hair fall and damaged hair. While hair fall and damaged hair are hair-related issues, the most common concern, dandruff, is a serious scalp-related concern. Just as the condition of soil affects the growth of a plant, the condition of the scalp establishes the health of the hair. An unhealthy scalp is either too dry or too oily. Dandruff, oiliness, itchiness, sensitivity and scalp perspiration are common signs of an unhealthy scalp. Often, consumers tend to overlook the difference between hair needs and scalp needs and the fact that both require different, tailored solutions. MATRIX, the world's leading American professional brand, presents the new Biolage Advanced Scalppure, a breakthrough professional solution to tackle all your scalp concerns.

Biolage Advanced Scalppure

Biolage Advanced Scalppure is the first multi-corrective solution that provides 72 hours of scalp balance. Combining nature and molecular science with Bergamot and Zinc Pyrithione, Scalppure combats dandruff, oily or greasy scalp, odour and itchiness. Biolage Advanced Scalppure cleanses the distressed scalp and delivers visible results.

Bergamot, the botanical, is a citric fruit with purifying and disinfecting properties that helps to keep the scalp clean and is also known for its energising and aromatherapy benefits. Naturally soothing, it reduces irritation and regulates excess scalp oil production. Zinc Pyrithione, the science, is a powerful anti-dandruff and anti-bacterial agent that helps the scalp by normalising skin cell production, thereby, reducing the chances of dandruff.

MATRIX prides itself on the unification of nature with modern technology to create gentle, high performance formulas and treatments backed by power-packed ingredients to treat every hair and scalp need.

The range

The Biolage Advanced Scalppure range comprises of four products:

Scalppure Clarifying Scalp Scrub: MATRIX's first ever Clarifying Scalp Scrub removes visible flake build-up after every use. Silicon-free, it is powered with Zinc Pyrithione and Apricot seeds that gently exfoliate and effectively scrub away unwanted impurities to unclog the scalp.

Scalppure Dandruff Control Shampoo: A deep cleansing shampoo, it controls the appearance of visible flakes and relieves scalp irritation with continued usage. Menthol helps balance the scalp, leaving hair clean and healthy. It is also suitable for colour-treated hair.

Scalppure Complete Solution Conditioner: The Complete Solution Conditioner is a multi-correcting conditioner for all types of scalps as well as hair. It helps target key signs of scalp distress and deeply nourishes the hair fibre for smoother, supple hair.

Scalppure Complete Solution Scalp Serum: The first multi-correcting scalp leave-in serum, it corrects key signs of distressed and fatigued hair, namely, dandruff, oil, odour, itchiness, stickiness and a clogged scalp. It is powered with ingredients that help reduce excess sebum and instantly soothe and hydrate the scalp.

In-salon services

With the breakthrough Biolage Advanced Scalppure Range, MATRIX offers two in-salon services:

The Scalppure Anti-dandruff Treatment: This treatment comprises of all the four products in the Scalppure range and is a complete solution to tackle dandruff.

The Scalp Detox service: In this service, the unique Scalppure Clarifying Scalp Scrub and Complete Solution Scalp Serum are added to any Biolage Bio Spa Treatment to give a scalp detox, while addressing the hair care needs of the client. 🧴

The all-new Scalppure services are exclusively available at MATRIX salons across the country.

Get Sporty This Season with TIGI

With Olympics 2016 just around the corner, TIGI brings to you the hairstyles to watch out for. Anushka Moniz, TIGI educator shares some easy hairstyles for every hair type

For all you sporty ladies, it's time to lend support to your favourite player! Get prepped up, bring in some change, get rid of your mundane hairdos and follow your sportsperson this season. It doesn't really matter, what hair type you have, we at TIGI will make sure you rock this season on the field with the best hairdos. So get onto the field in style and give it up for your favourite player this Olympics.



Style: Braids

How-to:

- ▶ Shampoo and condition the hair with TIGI Bed Head Re-Energise Shampoo and Conditioner for a clean scalp and nourishment for your mid-lengths and ends
- ▶ Apply some TIGI Bed Head After Party on your lengths and ends of your hair
- ▶ Tie a high ponytail and secure all your hair with a rubber band
- ▶ Begin to braid your hair in your ponytail itself. The braid could be a regular three braid or a dutch braid
- ▶ Secure the braid with a rubber band
- ▶ Spray some TIGI Bed Head Masterpiece for extra shine and hold



- ▶ Shampoo and condition the hair with TIGI Bed Head Re-Energise Shampoo and Conditioner for a clean scalp and nourishment for your mid-lengths and ends
- ▶ Apply TIGI Bed Head Dumb Blond smoothing stuff on your lengths and ends to give your hair shine and protection from the UV rays
- ▶ Next, comb all your hair backwards and start braiding your hair from center and go all the way till the bottom of your hair
- ▶ This is the French braid technique or the Dutch braid technique
- ▶ Secure your hair with an elastic band
- ▶ To complete the look, spray TIGI Bed Head Headrush Hairspray for lustrous shine and a smooth finish



Photos: Shutterstock



Style: Buns

How-to:

- ▶ Shampoo and condition the hair with TIGI Bed Head Recharge Shampoo and Conditioner for a clean scalp and amazing lengths and ends
- ▶ On towel dried hair apply some TIGI Bed Head Super Star Queen For the Day and prep your hair. Use the product in your hair with a hair brush and dryer
- ▶ With the help of a flat brush, comb all your hair and tie a mid-level ponytail or a low ponytail depending on where you would like your bun to sit
- ▶ Twist all the hair of the ponytail into a bun and secure the bun with bobby pins
- ▶ To finish this look, apply TIGI Bed Head Wax Stick on the sides to give extra hold and to get rid of all the extra strands



Style: Ponytail

How-to:

- ▶ Shampoo and condition the hair with oil infused TIGI Bed Head Colour Goddess Shampoo and Conditioner and maintain the colour vibrancy
- ▶ To create a neat ponytail use TIGI Bed Head Control Freak to prep your hair, get rid of all the frizz and to smoothen out hair
- ▶ Next use a brush and dryer and take big sections of your hair to smoothen the hair out and to work the product into your hair
- ▶ Comb your hair into a neat ponytail and secure it with an elastic band
- ▶ To finish this look, spray TIGI Bed Head Maxxed Out in order to achieve shine



Alfaparf Milano For Damage Free-Hair

Alfaparf Milano, a leading Italian multinational manufacturer of professional, exclusive hair colour, care and styling products, has now come up with the Semi DiLino Reparative range of shampoo and mask



About the duo

Alfaparf Milano Semi DiLino Reparative Shampoo

The first phase of 'rebirth', the shampoo acts on the core of the fibre and overcomes the deficiency of any lacking elements.

Price: ₹ 800 for 250ml; ₹ 2,000 for 1,000ml



Alfaparf Milano Semi DiLino Reparative Mask

Consolidates, strengthens and replenishes, while increasing resistance to breakage. Brittle hair is replenished and gradually reacquires its natural beauty.

Price: ₹ 1,200 for 200ml; ₹ 2,000 for 500ml




Alfaparf Milano, the renowned Italian brand, is a name par excellence in colour, care, form, styling and new pigments. The Semi DiLino Reparative Shampoo and Mask contain Bamboo Marrow that deliver strength and elasticity to the hair. It also works to repair the cortex layer, keeping in mind the deep damage that's been done within the hair. It replenishes the hair shaft in order to prevent any relapse that might be caused and leaves the hair soft and silky, and adequately moisturised.

How the duo work

The range, aptly called 'reconstruction', provides a constant and deep replenishment that works on the core of the hair shaft. It increases resistance without compromising on fluidity and softness. Reconstruction of hair is an intensive 'therapy' that gradually replenishes the hair and restores lost strength and elasticity, without leaving it stiff.

Availability

Alfaparf SemiDiLino Reparative Shampoo and Mask is available in India through leading salon chains and Inocorp Marketing Pvt. Ltd. 

Alfaparf SemiDiLino Reparative Shampoo and Mask is available in India through leading salon chains and Inocorp Marketing Pvt. Ltd.

“The Alfaparf Milano range of products has the best of ingredients. This reparative shampoo and conditioner from the Semi DiLino range are sulphate and paraben free and assure desired results. Post treatment, this range leaves the hair shiny and healthy. This is the best treat that one can offer to growing unhealthy hair.”

– Kenneth Frost,
International Technical Educator, Alfaparf Milano

ALFAPARF MILANO



Semi di Lino™

perfect nutrition shine therapy



It is a fully-blown "therapy" that nourishes without leaving the hair lank.

In just a short time, moisture and nourishment are restored. Once this result has been obtained, the Diamond range will perfect the new-found beauty day-after-day.

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MARKETING PVT LTD

Pia Balwani Breaking Stereotypes

by Vaneeta Punchvedi



Meet Pia Balwani, a young and energetic hairstylist, who owns Hair OK Please Salon in Mumbai. Balwani shares her passion for hairstyling and the challenges faced, with us in an exclusive session.



professional background

I did my basic hair course from Nalini's Academy followed by an internship at Toni&Guy for six months and then joined Sapna Bhavnani's Mad-O-Wot salon. I worked there for five years and went to Vidal Sassoon Academy, London to pursue advanced courses.

getting started

Well, since the career path was clear, I decided that I wanted to be my own boss. I had gained professional experience for six years, but obviously you can't stop learning at any given point. I realised that it was now that I should open my own salon and here I am!

family support

My parents have always been supportive and encourage me to do whatever makes me happy. They are satisfied in the thought that I'm living my dream.



Salon: Hair OK Please
Area covered: 900 sq ft
Address: Cambata Building,
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Tel.: 022 65033319
Last appointment: 7:30 pm

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TECHNICAL FEATURES

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- Ceramic plates with titanium powder for smoother shinier finish

IN FIRST PERSON



challenges faced

I had always thought myself to be average with colour techniques, but when I started playing around with crazy colours, I realised that I should have done it sooner! Today, we have creatively crafted colour palettes for every client. I think, every day is a challenge because you have to deal with different hair, different clients and to be able to visualise what they see, is a challenge that I love every single day.

success mantra

I do not believe in stereotypes. Stand for what you believe in and stick to it. You will take time to get where you want to go, but it is worth the ride.

love to style

Deepika Padukone, as she likes experimenting!

advice to new comers

Always be experimental and unafraid to try things on yourself. At the end of it, it's just hair and the best part is, it will come back.

views on hair industry

For the longest time, Indian women are stereotyped to wear their hair long and have jet-black hair, but luckily a lot of brands and influencers are breaking this pre-conceived notion. Curly, short, wavy, red, blue or whatever the colour, size or texture of your hair, it's beautiful. I hope there are more brands and stylists, who can make people believe that the solution to frizzy or curly or wavy hair is not always straightening.

future plans

I want to open an academy, where a person can afford a basic hair styling course. Also, I want to take Hair OK Please to new heights and give the team the recognition it deserves. 📍

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label.m Intensive Repair for Extensive Damage

Led by Toni Mascolo and Sacha Mascolo - Tarbuck, label.m inspires, nurtures and brings forth the creativity and individuality of a professional stylist. The Intensive Repair range by label.m focuses on the most crucial aspect of hair care

label.m, the brand synonymous with an award-winning fashion-inspired product ranges, is developed by professional stylists with creative insights of an international artistic team. It is now focused to offer your hair intensive repair! Led by Toni Mascolo and Sacha Mascolo - Tarbuck, label.m came into existence to inspire, nurture and bring forth the creativity and individuality of a professional stylist while strengthening the most crucial aspect of hair – care!

The special ingredients

The Intensive Repair range, by label.m, is infused with beneficial plant extracts that work upon limp and lifeless hair. It helps to bring life back into the hair, while cleansing the hair effectively. The label.m Intensive Repair Shampoo is a rich nourishing shampoo for visually dry and damaged hair. Formulated with a Tri-Molecular concentration of Oat-Soyo-Amino, the shampoo deeply penetrates to repair all three layers of the hair. It effectively cleanses and infuses moisture into the hair.

Intensive Repair Conditioner, on the other hand, doubles the intensity by giving SOS repair for immensely damaged hair. With similar formulation as that of the shampoo, it offers continuous hydration. With label.m exclusive Enviroshield Complex, it helps protect against vulnerable hair damage that is caused by heat during styling, UV rays and daily environmental exposure.

Price and availability

Priced at ₹ 2,000 each for 300ml, the label.m Intensive Repair range of shampoo and conditioner is available in India through leading salon chains and Inocorp Marketing Pvt. Ltd. 🌐



“label.m is known for its best styling products worldwide. The brand stands tall and unmatched on its quality of products and deliverance. One such product range from label.m is the Intensive Repair Range. It is alcohol free and suitable for all-weather conditions therefore, ensuring that the results are not only limited to the salon, but also when you walk out of a professional service, into your day-to-day routine.”

– Maxi Lamparter,
International Ambassador, label.m

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Hair Spa Anti- dandruff Therapy

In the monsoon season, our scalp and hair need extra nourishment and care. *Salon India* recommends a few salons and spas, which have effective treatments

Kairali Ayurvedic Center, Delhi

Therapy: Thalapothichil

USP: This therapy strengthens the roots as well as improves lustre and smoothness of the hair. Original herbs are used and one can find positive results in a short span of time. The blend of herbs also help in relieving stress, tension and anxiety and helps the person to get sound sleep. The idea is to help activate the Marma points or the vital organs of the body and balances the Pitta dosha. The best quality herbs and medicated oils are used for the treatments.

Process: The person is made to sit in a comfortable position and a gentle head massage is done. After carefully assessing the condition of the hair, herbal paste is prepared with buttermilk and it's applied over the scalp, but the centre of the scalp is left out where a medicated oil is applied. The paste is then covered with lotus leaves and a muslin cloth; the groove is left open. At the end of procedure, the paste is removed and a light head massage is administered.

Products used: High value medicinal herbs, lotus leaves, buttermilk and Ksheerabala tailam.

Duration: 30 to 45 minutes.

Price: ` 2,000



Photo: Shutterstock

Femina Plus Hair Salon & Spa, Chandigarh

Therapy: Dandruff Shampeeling

USP: This Therapy will clean your scalp thoroughly for immediate, effective and long-lasting results.

Process: It will start with a scalp check-up and then experts suggest a suitable treatment as per the concern.

Products used: Schwarzkopf Professional.

Duration: 60 minutes.

Price: ` 2,800+ taxes

Aryan Spa, Bangalore

Therapy: Anti-dandruff Treatment

USP: This treatment is best for all types of dandruff and removes it from the roots. Effective treatment for long-term results.

Process: It is a complete package with hair spa and scalp massage.

Products used: L'Oreal Professionnel.

Duration: 60 minutes.

Price: ` 1,200 onward for women; ` 800 onward for men.

Spa Hibiscus, Delhi

Therapy: Anti-dandruff Hair Treatment

Process: This treatment starts with head wash and then the dandruff treatment begins by cleaning the scalp.

Products used: L'Oreal Professionnel.

Duration: 60 minutes.

Price: ` 1,250


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Vikram Mohan Style Visionary

by Shivpriya Bajpai



Vikram Mohan, Co-founder and CEO, of Salon India, is a young and dynamic individual who firmly believes in team work. With *Salon India*, Mohan shares his journey, key to be a team player, and more

Please tell us about your professional background.

After a formal training in Hotel Management, I did a stint in Marketing in the airlines industry. However, finally, I decided to become a hair dresser and join my mother, Latha Mohan, who was already running Kanya Beauty Salon, a chain of ladies salons. I undertook a formal hairdressing course from Vidal Sassoon in London and post its completion, we opened our first unisex salon, Bounce Salon & Spa in Chennai.

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

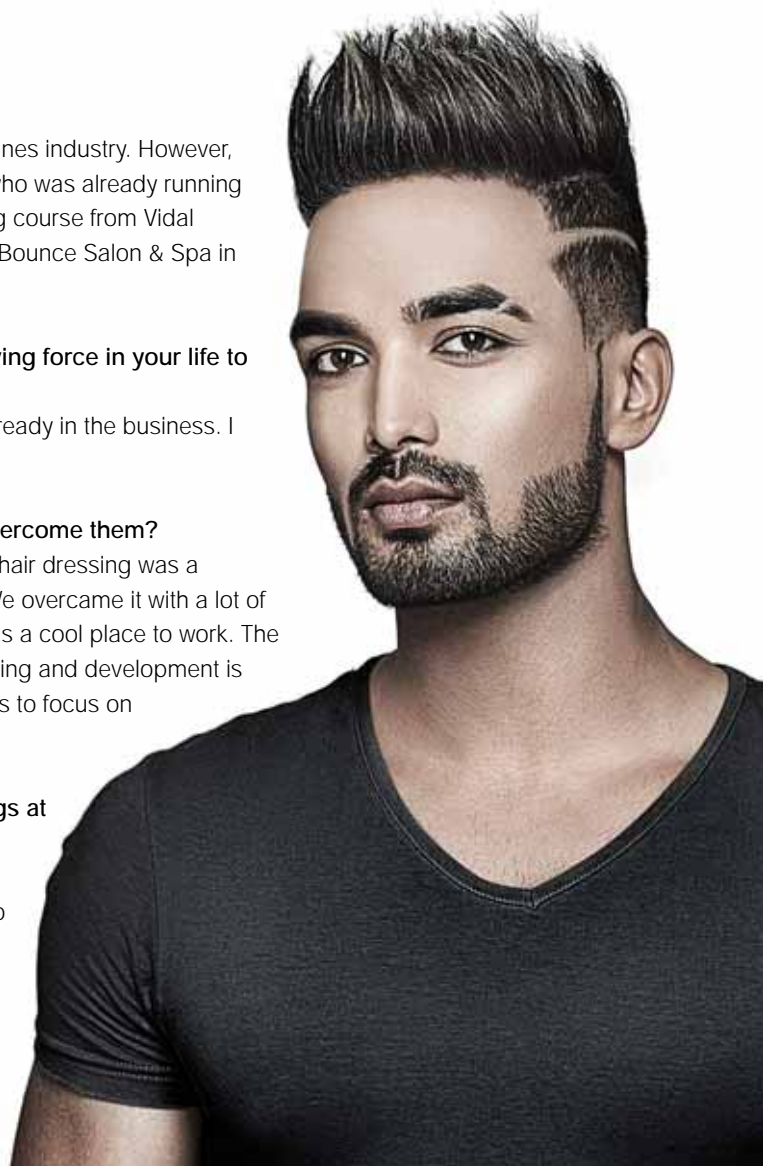
I was always a part of the hairstyling and beauty industry, as my mother was already in the business. I looked no further than her for inspiration.

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

The biggest challenge I faced was identifying and hiring talent, as at that time, hair dressing was a profession which was looked down upon and was still a taboo in the society. We overcame it with a lot of team building, training and by having fun at work. Today, Bounce Salon & Spa is a cool place to work. The second milestone was when we invested in an academy, as I realised that training and development is the key factor for growth. Backward integration has always been a reason for us to focus on customer service and creativity.

Where was your first job and how did you get that? What were the learnings at the job?

After passing out, my first job was at KLM. The place taught me a lot about customer service, relationship management and how critical processes were to a business.





Please tell us about your current role and responsibility.

Spalon India Ltd has four brands, Bounce Salon & Spa, Kanya Beauty Salon, Oryza Day Spa and Cut It Out. I'm responsible for all aspects of management. However, I do focus on team building, training and development, as my firm belief is that only my team can make our clients smile!

How is a celebrity hairstylist different from a general hairstylist?

Well firstly, whether a celebrity hairstylist or a general hairstylist, the agenda is to transform the client's look and make him/her happy. I think, what makes them different is how well they improve and upgrade themselves by keeping abreast with the latest trends. The other thing that is a clear differentiator is passion. If one fails to catch up or is not passionate, then one cannot become a good hairstylist.

How important is success to you?

To me success is journey, not a destination. Every day when I see a customer going happy after he/she gets her hair done, is success for me and any hairstylist.

What are your favourite tools?

My scissor and comb.

What are the current trends for the season?

Hair colour: Red for highlights. For global, natural shades.

Hair cut: For men, undercut. For women, bob, lob or pixie.

Hair style: Inspired by the 70s, edgy, clean, urban and sporty cuts.

What is your success mantra?

We keep our focus on customer satisfaction and ensure that keep our staff of stylists trained and well development on education.

What are your views on the salon and beauty industry?

The salon and beauty industry has come a long way since I started 13 years ago. Indian consumers are now very well informed and know what they want. The fact that information is available on their phone, thanks to social media, beauty and wellness apps, is a game changer. However, one thing that hasn't changed and will not change, is the fact that we at Bounce, work as a team to achieve client satisfaction.

What is your advice for the newcomers entering this field?

Be passionate, humble, a team player and keep learning.

What are your future plans?

We are setting our footprints in Hyderabad by the end of the year. We want to add a few more salons to our kitty in both Bangalore and Chennai. We will be expanding our team in the backend and supply chain section and of course, our academy. 📍

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Market Watch Hair Care

Hairfall control serum Oshea Herbals

Oshea Hairfall Control Serum promises to rescue hair fall naturally. Enriched with ginseng, capsicum and basil extract that acts as an active ingredient, this serum stimulates hair growth, while combating hair fall completely. The unique blend of amla, ashwagandha and neem extracts help to revive and strengthen every strand right to the roots. It targets the main cause of excessive hair loss and improves hair density, while adding lustre to the locks. There are no harmful chemicals in the formulation, which makes it suitable for all types of hair, be it dry, curly, rough or coloured. Available at major departmental stores and various online portals.

Price: ₹ 395 for 50ml



Volume Mousse label.m

label.m has introduced the Hair Volume Mousse to provide volume to your hair from root to tip. It can be used as a universal blowout product with intense hold. The spray allows flexibility as its special root-focused nozzle makes application easy. Suitable for fine to medium hair types, Volume Mousse is available across leading salon chains and Incocorp Marketing Pvt. Ltd.

Price: ₹ 1,500 for 200ml



Hair Dryer Vega

Vega launched its new Pro Dry hair dryer with a power of 1600 W and air jet nozzle for precession drying. This dryer has three speed settings, two heat settings and one cool setting, for perfect and balanced temperature. This dryer has a foldable handle that allows easy storage and is convenient to carry while travelling. Now it's possible to have gentle and fast drying of your hair with Vega Pro Dry hair dryer. Available exclusively at Flipkart.com.

Price: ₹ 1,299

Damage Control Moisturiser Shahnaz Husain



The new moisturiser called Spot Light, from the Starlight range, is a unique and effective formula, which helps to re-hydrate the skin and protect it from moisture loss. Containing rose water, aloe vera juice and honey, it leaves the skin soft, smooth, radiant and youthful. It can also be used under make-up to protect the skin. Available at signature outlets.

Price: ₹ 1,300

Hair rescue range Schwarzkopf Professional

Schwarzkopf Professional, has relaunched the BC Repair Rescue Range and introduced the Repair Rescue Hair Therapy. The claim is that these products can now reverse three years of damage in just one application. The formula uses patented Reversilane Technology that helps to repair, restructure and nourish excessively damaged hair and recover its natural movement, shine and softness. Available at leading salons across the country.

Price: On request



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Schwarzkopf Professional Presents Essential Looks SS 2016

The Essential Looks SS'16 collection showcases the new age, bold and free-spirited hair styles, inspired by international fashion scene. These elegant, wearable styles can be easily replicated by salon stylists

Schwarzkopf Professional unveiled the Essential Looks Spring/Summer 2016 'Made to Create' Collection in India. Taking inspiration from international fashion runways, Essential Looks condenses the looks into distinct trends that are incredibly diverse, each set to ignite the creative hairdressers' imagination. Under the name 'Made to Create', Schwarzkopf Professional developed the Urban Sports, Free Creation and Future Wave looks, using colours and styling that's easy to recreate by stylists. In the looks, stylists and their clients, alike, will find inspiration and tips for bold, wearable looks and natural, elegant styles. The collection stands for playful creativity, the artistry of hairstyling and authentic looks.

Urban Sports

Trainers have conquered fashion shows and designer collections and are now the epitome of urban, sporty style that has clean silhouettes. This is the inspiration behind Urban Sports. The cut reflects the lightness of light-as-air fabrics and strikes a powerful, expressive silhouette. Bold colours and surprising hair effects relax the seriousness of the look. Whether styled with the hair pulled back, over to the side or gently pushed out of the face by hand, there are no limits to this look. Even men can wear the Urban Sports look with short back and sides, lightly textured, tousled lengths, or pushed back for an intriguing dichotomy of sporty elegance. One can use OSiS+ Play Tough. A splash of colour can be added with the IGORA ColorWorx.





Free Creation

Free Creation is inspired by unique fashion style, an artful layered look that's cut to suit the individual wearer. It can be styled to be androgynous or feminine. Short hair with a graphic, choppy cut is precisely styled as though the hair naturally fell that way. It also works for longer hair, which can be simply worn down. The style is versatile, yet controlled. OSiS+ Undercoat offers the perfect primer for this style. Free Creation combines different natural blonde tones, which can be applied together with the new IGORA Vario Blonde Lightener Cream. The cream consistency is ideal for free-hand colouration and the natural blonde tones are cool and authentic, which suit the mix-and-match style of the look.

Future Wave

With Future Wave, Schwarzkopf Professional has steered into the future. Space silver and pure white dominate the look, giving a nod to the fashion trends of the future. The style embodies movement, placing curls and waves front and at the centre. Curls, large and small, look voluminous and elegant and despite a space-age feel, Future Wave is also wearable and trendy today! The curls were styled using OSiS+ Bouncy Curls and OSiS+ Curl Honey. In contrast to the model's futuristic clothing, the use of natural hair colours lends a little demureness. The IGORA Royal Nude Tones offer powdery, earthy tones that give the hair an effortless, unforced colour combined with a touch of elegance and sophistication. 📌





Franchise Business Model Increase your Footprint

Tried and tested. These three words best define the business of franchising. When we look at the business models of big names across categories, it isn't difficult to notice that most of the big brands have gone ahead and chosen the franchise route for expansion. This applies to the business of beauty as well

by Zainab S Kazi

To begin with, let's jot down the business advantages that franchising brings with it. The most prominent amongst them would be faster expansion, visibility across the country and joining of hands with likeminded individuals, thus saving on time, better utilised for strategising.

When we look around, we see that in the business of beauty in India, prominent names have opted for the franchising model and managed to grow exponentially. The earliest player to take this route was Lakmé Salon, Trends in Vogue, Naturals, followed by Pep Salon, Studio 11, Tony&Guy, Juice, to name a few.

Foray into franchising

Setting the context for the story, Pushkaraj Shenai, Chief Executive Officer, Lakmé Lever in Mumbai says, "While beauty services is an attractive and growing category, running a salon has its challenges, such as scarcity of skilled talent, which has forced many standalone salons to shut

down. Availability of the right professional products, meeting a customer's expectations that keep switching, using the right equipment and SOPs is critical, and the design and ambience of the salon needs significant investment. Franchising allows those, with zilch knowledge of the business, to learn and thrive, with



L to R: Dinesh Sood, Naunihal Singh, Amit Chawla, Shahnaz Husain

a ready to roll out model, making it easy to attract talent, offering ongoing support and higher ROI." With over 35 years of experience in the salon industry, Lakmé Salon's franchise journey as an entrepreneur began in 2001. Today, Lakmé has a presence of over 280 salons in more than 70 cities. About 15 per cent of the network is company-owned and operated, while 85 per cent is franchisee-owned and operated. Lakmé Salon is poised to grow its diffusion business model, Lakmé Fast N Fab, in the top metros, with progressive franchise business partners. With a relatively lower operational setup cost,

this unisex model allows one to operate with retail spaces of 500 and 600 sq ft area, which is ideal for high-traffic locations like malls, corporate parks and high streets. Talking about her foray in the franchising, reveals the veteran in the business of franchising, Shahnaz Husain, Managing Director, Shahnaz Husain Group of Companies, "The idea of starting the school and franchise salons came to me when Threety Irani wanted to buy my products. At that time, my products were only available at my salon and also they were prescriptives that needed specialised training to be administered. She then

Shahnaz Husain Mandate

- Salon space of 1500 to 2000 sq ft
- There should be an entrepreneurial spirit and a passion to succeed
- The financial stability and investment capacity as per the city or town
- Location is critical
- The franchisee must complete beauty courses and acquire training at the Shahnaz Husain beauty academy
- Prior experience in beauty is an advantage
- Brand name should not be devalued
- The franchisee cannot recruit partners; they may recruit employees, but their training must be ensured

Shahnaz Husain Growth

- 1 salon in 1979
- 80 salons in 1980
- Counter at Harrods in London in 1983
- UK, USA, Middle East, Malaysia, Singapore, Australia, Russia
- 2 in London In 2007
- Counter at Lloyds Pharmacy, Selfridges in 2010
- Dubai, Singapore and Kuwait in the last 3 years
- Just Shahnaz franchise retail outlets in 2014



requested me to train her and her two daughters on them. Once she was trained, the question arose of using the Shahnaz Herbal name, since she was keen on starting her own salon and carrying out the clinical treatments she had learnt. So we worked out an agreement by which she would have the right to use the Shahnaz Herbal name and carry out her specialised salon treatments and sell the products. This agreement later became our franchise agreement and was the start of our franchising system. In 1979, Kolkata had the first Shahnaz Herbal franchise clinic. It was also the beginning of my beauty training programme and institute. Today, we have over 400 franchise ventures worldwide. Our newest

franchise venture is the Just Shahnaz retail outlet. The Group is targeting metros, mini metros and Tier 2 cities. After opening in Jaipur, Just Shahnaz retail outlets have opened in Goldighi Mall in Silchar, Howrah, two in Kerala (Palarivattom and Thrissur), Patna, Bhubaneswar and Hissar. In Delhi alone, there are 11 company owned and company operated salons and stores. The story of Chennai-based Naturals is a case study to understand the potential and nuances of franchising business and not just with regards to the business of beauty. CK Kumaravel, Co-Founder and CEO, Naturals Salons, shares, "After six salons, Veena and I realised that we could not spend enough time



L to R: Nabin Banik, CK Kumaravel, Pushkaraj Shenai



and cosmetic brands, decided to become the game changer. He shares, "In FOFO (Franchise Owned Franchise Operated), the franchise operates the salon functionality with company standard norms and policies related to the brand and customer service. The company is responsible for online and digital marketing. The franchise has to look after the marketing, advertising and promotion at the local level. The franchise journey has created a brand name in a short time and continues to create entrepreneurs, which aids employment and increases the number of entrepreneurs."

Mumbai-based Tarun Sharma and Vikas Lachhwani, Founders of Pep Salons have an interesting

concept in place. They share, "We are the only salon franchise where we are the partners and invest money up to ₹ 5 lakhs, technology, branding and help with hyperlocal marketing. We offer the Low-Capital Investment model, wherein we limit the investment required by the salon partner and instead, we invest in the salon." The brand has grown to have 10 outlets in four months.

Naturals Growth

- 100 salons in 2011
- 150 salons in 2012
- 220 salons in 2013
- 350 salons in 2014
- 450 salons in 2015
- 550 salons in 2016

at the floor level. There was a need for owner-manager on to look into the day-to-day operations. With this business model and the brand name Naturals, we saw an opportunity to grow further. Again, franchising was not easy, as the beauty industry was not popular back then. Also an investment of ₹ 30 lakhs was very high, leading to which our franchisee campaign soon fizzled out. At this juncture, we approached a friend so that we could look at the startup and invest 50 per cent. He agreed and a few more individuals liked that formula. People joined in and our co-ownership business started growing." Today, Naturals has more than 550 salons with just a handful owned and operated by the company.

Trends in Vogue, with its brands Limelite and Green Trends, has

shaken the salon business when we talk of their franchisee network. Nabin Banik, Senior Manager, Business Development, Green Trends, shares, "When we started out, it was planned on a salon chain model, hence, expansion was in our vision. After completing more than a decade in the beauty business and understanding the changing needs, the brand started its first franchise salon in 2010." In a span of six years, the brand has more than 319 Green Trends salons where 94 are company owned and over 225 are franchise outlets across 51 cities.

Strands Salons is the brainchild of the entrepreneurial vision of Naunihal Singh, CEO of Strands Salons. It all started a decade back when Singh, a hard core marketing professional with over 15 years of experience in the beauty

Naturals Mandate

- No investors please, no politicians, no bureaucrats, no rich people, no knowledge of beauty industry.
- Housewife, woman with no experience are welcome.
- Willingness to learn
- Good PR Skills
- Those with a need for earning extra money.





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- No Franchisee Fee and No Royalty
- SSPL will take 20%-35% Stake
- Renovation, if needed (by Franchisee)
- Branding by SSPL
- P&L will start after 3 months
- SSPL will take the responsibility of any LOSS after a year
- Management fee Rs. 10,000 pm
- SSPL will undertake Operations and Marketing, Digital Marketing, Online Sales, Design & Creatives

Pre-requisite to be a FOFO
(Franchisee Owned Franchisee Operated)

- Franchise Fee – 5 Lacs
- Royalty fixed 10%
- Staff Recruitment & Replenishment by SSPL
- 3 Years Lock in period
- SSPL will undertake Operations and Marketing, Digital Marketing, Online Sales, Design & Creatives
- Renovation, if needed (by Franchisee)
- Flagship Wella Professional Salon



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Awards Won by Strands Salons

- The Young Achiever Award 2013 Times of India by Punjab Finance Minister
- Entrepreneurial Excellence Award for Salon Leadership 2014 by Franchise India
- Best Integrated Salon Chain in North India 2013/14 by ET NOW
- Award For Quality Salons Services 2015
- Ikonic Award for Best Franchiser of 2015 by Deputy CM of Goa
- Best Customer Quality Service Award 2015
- Best North India Franchiser 2015 by Franchise India
- Award for Best Franchise Model 2015 by Franco India
- The Young Achiever Award 2016 by Times of India
- Best Marketer Salon Chain of the Year 2016 by Retailer India
- Best Luxury Salon of the Year Non-Metro 2016 by Franchise India
- Best Salon Chain of the Year Emerging 2016 by Franchise India

Dinesh Sood, Co-Founder & CEO, Orane International Pvt Ltd, reveals, "While abroad, the beauty industry was growing, it was quite different in India. Here it was unorganised and there was acute shortage of manpower. To fill this gap, Orane was born." Today, Orane is recognised by CIBTAC, UK and has recently been accredited with CIDESCO, too.

He adds, "Two factors which play major role in making franchising a viable option, is uniqueness and scalability. Our franchise model is distinct because it is highly scalable as there is a demand for beauty

professionals due to which there is a requirement of professional beauty schools all over India. We aim to empower our franchisees with a proven system to grow a valuable business. A larger asset in the future and a greater income today is what makes our business a scalable franchise business.

"We offer our business partners a unique business opportunity which is beyond a career. That is why 60 per cent of our business partners own more than one franchisee," shares Sood. Today, Orane has marked its footprints in 70 cities; there are 62 franchisees and eight company owned institutes.

Strands Salons Mandate

- The person should have great vision
- Should be an entrepreneur
- Should respect the franchise system
- Salon space of 850 sq ft

Strands Salon Growth

- 1 salon in 2004
- 1 franchise Strands Salon n Spa in 2007
- 7 in FOFO
- 10 in COCO
- 48 in FOCO

Strands Salons Terms of Agreement for Franchisees

- FOCO (Franchise Owned Company Operated)
- No franchise fee
- No royalty
- 25 per cent stake in the salon
- Investment: ` 25 lakhs to ` 75 lakhs
- FOFO
- Franchise fee of ` 7 lakhs
- Royalty of 11 per cent
- Investment of ` 25 lakhs to ` 75 lakhs

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The hand-holding

Each business comes with its rule book and the best franchise association is where the franchisee adheres to it and value adds, where needed. Similarly, for the franchisor, it is a given that he needs to handhold the franchisee and extend help when needed. Lakmé Salons have an Entre-PRO-neur programme for franchisees, which comprises of the 6P support model:

Place: Catchment study to launch the salon.

People: Assistance with talent recruitment and training.

Portfolio: Providing the best products and leading Innovation services.

Process: Support with infrastructure and operations.

Promotion: Support on the advertising and marketing front.

Personality: Help develop image and leadership with best in class training.

One interesting point is that Lakmé Salon has tied up with State Bank of India, Bharatiya Mahila Bank and Axis Bank to

help business partners avail of startup finance, even without collateral. This in a way is a huge pull for entrepreneurs looking for their franchise. Financial assistance without collateral is extended at Naturals as well. Kumaravel shares, "We prefer women entrepreneurs, who can invest `50 lakhs, where `20 lakhs is borne by the franchisee and a collateral free loan of `30 lakhs is given from the bank. This is backed by the CGTMSE scheme offered by the central government."

Naturals have a strong mandate in place where the franchisees are not given the authority to select their manpower to help maintain uniformity in service standards. He shares, "Groom India takes over the recruitment, training and deployment of the manpower. In this way, we ensure uniformity in the kind of services offered. Should there be a requirement to additional manpower, the franchisees write to the HR and we offer the necessary resources immediately. This model ensures



uniformity and eliminates the major resource hunting overhead from the franchisees' end."

Apart from strong branding, the Shahnaz Husain franchise offers an established business model with proven success rate and efficacy. The franchisee also derives the benefit of advanced research and development in the Shahnaz Husain R&D units, as well as innovation and manufacture of products. The franchisee support programme also provides technological know-how and support, marketing support, unit setup assistance, administrative support and website and salon software. The benefits of the Shahnaz Husain franchise have made it a valued business opportunity for entrepreneurs, giving them the golden chance to share Shahnaz Husain's phenomenal success. Today, the Shahnaz Husain brand is ideally placed in the herbal care market as the leader, supported by a wide distribution network.

Sharma and Lachhwani talk about the hand-holding in place for their salon partners at Pep, "We have built a robust tech-enabled online system, POS and scheduler to operate a seamless appointment booking experience both for customer and salon partners. The initial commitment by the franchisee has to be `2 lakhs."

At Green Trends, the franchisee is extended with support in terms of training, product knowledge, staff recruitment and business development and marketing initiatives. Banik adds, "Technical

consultants and experts will frequently visit the outlet to present the latest hair and skin techniques. We also offer in-salon workshops. To help improve management skills and promote a positive salon environment, we hold ongoing salon training programmes."

Shares Sood of Orane, "The success of any franchisee depends on the hand-holding extended by the franchisor. Right from educating them on beauty and wellness and services, we support them on design and supervise construction of the institutes as per required standards; hire and train all staff necessary to run the business; provide technical know how to run the business; do marketing activities to attract students to the institute; tie-up with beauty products and services companies for job placements; technology support to manage business more productively and profitably; carry out periodic audits to identify gaps in processes/people and trainings; PR and media support to promote the brand to gain recognition; lead interactions with all government agencies to secure skilling projects and provide standard operating procedures to manage day-to-day business."

Checks and balances

With technology, monitoring has become easy. From centralised billing systems to access to CCTV footage as and when needed, the franchisor has with him enough tools to keep a tab on the

Orane Academy Mandate

- A lot of drive and a burning desire to make it big
- Commitment towards quality of delivery of the course and interest in the future of the students through creation of local placement opportunities
- High personal involvement in the day to day running
- Location is critical
- All necessary investments required for advertising and promotional activities
- Willingness to recruit the required number of personnel for running the institute
- Recruit and retain faculty as per Orane guidelines
- Generate local enquiries through local advertisements and local campaigns
- Ensuring timely fees collection from all students
- Space of 1500 to 2500 sq ft

Orane Academy Growth

- 3 salons and academies in Gujarat in 2012
- 35 outlets in 2015
- 1 outlet in Australia in 2016

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franchisee performance. Besides, the age-old mystery audits also remain an important tool to gauge the level of customer service extended at the franchisee salons. At Lakmé Salon, the measurement of the performance is done on revenue and customer service metrics like the Net Promoter Score, Mystery Audits, among others. Similarly, other salons, who opt for the franchise business model, have their systems and procedures in place to ensure that the brand values are not compromised upon.

Vendor and brand association Brands follow a different format for procurement of tools and accessories. While some prefer giving their franchisee's the liberty to choose the vendors, there are others, who have a centralised buying system. From industry experience, it is always advisable to have a centralised system to ensure uniform experiences. At Green Trends there is a centralised warehouse for supplying consumable products to their franchise partners.

Shenai shares, "We have a streamlined portfolio management

system that does centralised buying and provides access and training to all business partners for their product procurement needs – order placement, fulfilment and use." Talking about manpower, Shenai adds, "Lakmé Lever has setup the Lakmé Academy in partnership with a leading vocational training institute to skill 50,000 experts in the next five years through 80 academies. Franchise partners are supported with infrastructure as part of the setup, as well as ongoing requirements from time to time."

Husain shares, "We have a countrywide distribution network, with distributors and sub-distributors. We provide franchisees access to our special vendor discount programme. For the international market, we appoint direct product distributors."

Talking about Naturals, Kumaravel shares, "Since it is the brand ethos, we decide the vendor, terms and conditions, best prices and other significant portions of the business after which franchisees directly deal with the vendor. In a nutshell,

Orane Academy Terms of Agreement for Franchisees

- Tenure of five years with renewable clause
- Franchisee fee of ` 7 lakhs to ` 10 lakhs as per geography)
- Royalty of 15 per cent on monthly revenue
- Other terms and conditions to maintain standards as defined by the franchisor

Awards Won by Orane Academy

- Best Associate Awards
- Quality Education Award
- Best Salon Award
- Employee Of the Year Award
- Outstanding Performer Award

decision is centralised and daily operations are decentralised."

Amit Chawla, Head Business & Franchise Development, Strands Salons, reveals, "We have the centralised and localised vendor system that varies as per the location. However, for hiring of staff, there is centralised system. Strands gives commitment to provide staff in 21 days after an employee resigns. As we have our own academy, placing the trained employee in every salon and also providing training to fresh and experienced candidate willing come to join Strands before placing him or her at an assigned location is the mandate. A trial period of 7 to 14 days is in place for experienced employees."

At Pep, the team undertakes the onus of meeting with the vendors and striking a deal at the central level and pass the price advantage to the salons.

At Orane, almost everything is centralised - be it hiring and training of staff, customer care numbers, salon operating software to monitor customer retention and services, audits of technical heads to ensure quality services or product tie-ups. There is a store that supplies necessary material and

product requirements of their franchisees.

Road ahead

Banik rightly points out, "The salon industry consists of both organised and unorganised. The beauty care market, which comprises of salons and cosmetic products, is estimated at ` 19,000 cr. In the overall beauty care industry, salon industry comprises of 36 per cent of the total market, making it worth ` 7,000 cr. Salon services are soaring higher thereby creating new growth records." This does clearly bring forth the potential franchising has in this business. On a concluding note, Shenai cites the potential of franchising in the business of beauty stating, "The beauty services industry offers huge opportunities across the value chain for talented beauty and styling professionals, managers and entrepreneurs. According to a recent report by NSDC, beauty and wellness sector is expected to witness the maximum growth in the next seven years, in terms of skilled workforce, making it the fastest growing job creator in the country. The industry offers a plethora of opportunities, not just as beauticians and managers, but even for aspiring entrepreneurs." ❁





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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



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

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



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

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

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Christophe Gaillet

To the Moon and Back



About the artist

Christopher Gaillet, the ambassador for the L'oréal Professionnel and member of the team of Haute Coiffure Francaise, organises trainings known as Artistic Master Class Development, for hairdressers at various levels of expertise. In the Moon Collection, Gaillet makes a statement about femininity.

About the Moon collection

Says Gaillet, "The 'Moon' is a feminine, soft, pure and a collection that has sober lines. The cuts are less degraded and more structured. We have fun and create different textures, such as, smooth, braids or messy hair looks. Subtly graphic volume combines with smooth sculpted textures that result in the bob displayed in all its forms and deconstructions. Hair colour varies through delicate fruity, intensive shades of blonde and light brown, because there is nothing more sensual than a subtly coloured hair!"

The inspiration

Reveals Gaillet, "The 'moon' has been our inspiration as the forms are round and regular. There are fragments of hair, but the character is one that reflects ease."

Products used for colour and styling

For colour, he has used Blond Studio, Dialight and INOA hair colour. For styling, he has used Wild Stylers by Tecni.ART from L'Oreal Professionnel.

Specific techniques worked with

The layer is more soft, the bob is present. The textures are slightly wavy and flexible and one sees more rounded shapes. The colours are natural comprising of light brown gold or medium blonde with clear 'beige gold reflects', just like one sees in the moon!

"We have used the '3D colours' technique. For this we divide the hair horizontally into three zones of + clear to the + dark. Three application shades various on each area (neck 7.13, intermediate 8.13 and 9.31)," says Gaillet.

Planning for

Gaillet is preparing for the Colour Trophy shows to be held in Taiwan and Poland. He is also working for and looking forward to the Haute Coiffure Francaise show and the Tribute show to be held in Paris and London. 📍

Credit

Hair: Christophe Gaillet for L'Oréal Professionnel

Photo: Weronika Kosinska

Make-up: Izabela Szlagowska

Styling: Marcin Kulak

Production: MK Production











Beauty



Gursewak Singh

The Midas Touch

Meet Delhi-based make-up artist, Gursewak Singh aka Guru. The man with the magic brush is passionate about creativity and never stops learning. Guru has his hands full with bridal makeovers, make-up for celebrities and is travelling the world for the purpose. *Salon India* speaks exclusively with Guru to get an insight into his journey

by Shivpriya Bajpai

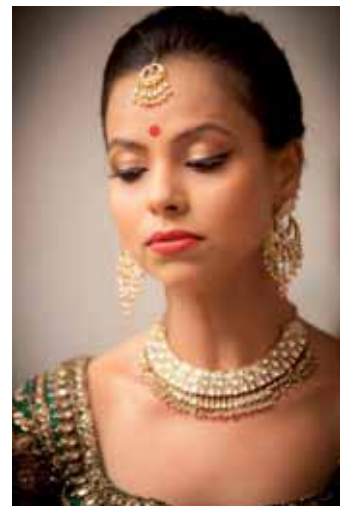


What was the inspiration behind choosing make-up artistry?

It all started as a kid having fun. I used to love playing with lipsticks and was constantly fascinated by them. When it was time for me to take up formal education, I decided to study fashion. During the course, I used to work with make-up on my friends or for personal projects that I would be involved in. However, soon after college, I got an opportunity to work with Make Up For Ever, and that was my first official make-up artist training. It was the flagging off of my career! As time passed, I did several other courses, such as, 'Make-up Artist Intense Course' from the Make Up For Ever Academy in Dubai in 2008 and a Bridal Hairstyling Course from the Muah Academy in Malaysia in 2015.

What was your first big break?

So far, the biggest highlight was being a part of the Femina Miss India Pageant-2009 in Mumbai. It opened a world of learning for me, which I was fortunate enough to translate into opportunity.



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

The best way to make any client comfortable is through communication. I usually talk to my clients, try and understand their requirements, likes and dislikes. This is to understand their choice, as not everyone has the same taste. Then I usually share reference images with them, as I personally feel visual representation is more effective than verbal. We know exactly what we want and if we both are on the same page. If some clients are still in doubt, offering a make-up trial is the next step to show them the final look, so that they can decide accordingly. By this stage, the client and I, both, are in sync with each other and are set to offer a tantalising look!

Tell us about your client list.

I have done make-up for several celebrities, such as Pooja Chopra, Vidyut Jamwal, Sagrika Ghatke, Pernia Qureshi, Riddhima Kapoor, to name a few.

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

It's very important! Everyone has a different view on the look they prefer, so it's vital to talk to the client and understand their requirement. It's critical to put forward your suggestions, too, as you are the subject matter expert and can think of possibilities that the client may have no idea about. This sharing of thoughts helps in gaining the client's trust, which in turn, helps in exercising creativity. Being honest and practical are traits, which work with almost every client.

What are the current trends in make-up?

The most popular trends in make-up that has taken the beauty industry by storm are highlighting and contouring.

What are the products you swear by?

A make-up artist can not go wrong with Make Up For Ever's full coverage concealer; Maybelline gel eye liner in black and MAC's Fix+ mist. They are my favourite and absolute must-have products.

What is your advice to the upcoming make-up artists?

It's very important to have a professional approach in this industry. One must never stop learning and practicing. Passion, hard work and patience will sail you through any storm. So, keep going, working and learning.

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

Indian women have stepped out of their homes and looking good has become one of the main priorities. Hence, they are more conscious of their looks and are widely opting for cosmetics that are available in the market. Off late, even men are showing an interest in beauty products and grooming and are going all out to know more about products that are especially designed for them. Cosmetic companies not only produce the traditional make-up items like compact, mascara or lipsticks, but are rapidly adapting themselves to the changing demands of the customers. You name it and you have it – there are products in every category, whether it is make-up or skin care. Several brands are coming up with innovative products which has helped evolve the market. Social media has played a pivotal role in the beauty industry over the past 10 years with platforms, like, Instagram, Youtube and Facebook, to name a few, have changed the way that a brand markets its products and consumers purchase it.

What are your future plans?

I wish to train myself further and help train new upcoming talent. 📍

Salon Industry Role of Interpersonal Skills

by Neeraj Gaba



We humans are social animals, irrespective of any defined barriers of cast, creed, colour or orientations, and hence interpersonal skills are the most basic essence of any community. The salon industry is no different, where the stylists are trusted as much as surgeons, hence, it is more important for the stylists to be confident in their craft.

Regular workshops and training modules on interpersonal skills pave the way to personality development of the individuals. Once the basics in workshops have been explored, refreshers to bring forth learnings and undo the major loss in terms of a connection and expression are recommended. For salon talent, such trainings definitely help develop their scope of empathy, to be able to service each client not only as a paying resource, but also as another trusting human being desiring the best service. In turn, ensuring quality is not only preached top down, but is exhibited at the front line level, too.

The 'Inside Out' philosophy is nothing more than decluttering one's mind and being, and in turn, practicing the mantra of 'I am the source and I am the end'. In today's time of imbalance and overdrawn expectations, one tends to lose their focus and uniqueness. 'Inside out' is simply a means to help them get back on the right track of being happy and stop living life like a prolonged, copied 'fad'.

As NLP (Neuro Linguistic Programming) shares in its transactional analysis, the ego states of child, adult and parent, salon professionals and entrepreneurs, too, have roles to play basis goals to achieve. The newcomer's desire to learn is high and he or she isn't afraid to try or fail. Interpersonal skills for this state are to get as much learning as possible and grow into an adult state of knowing and experience. Experts on the other hand, are expected to exhibit the more adult state, wherein, their confidence of knowing a skill set is appreciated and in turn are expected to groom the 'child' around.

Interpersonal skills, tactically, are expected to be different for the three states. However, one must remember, knowledge does not come with experience alone; it can be imbibed through various other means as well, like, background, interests, and more. Therefore, any blocking of knowledge-sharing due to conflicting ego states, can hamper growth and coexistence. Hence, whilst we address the specific ego states and deal with them accordingly in our communication, one must not forget that these states are interchangeable and interpersonal skills is the only expression that makes the transition smooth for sharer and receiver. 📍



Neeraj Gaba is an independent image and grooming expert. The views expressed are personal.

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Skin Treatments Recommended by Experts

The Accent Ultra RF Pixel and Face Lift with Cog Threads are creating a buzz in the beauty and wellness industry. *Salon India* speaks exclusively with Dr Geeta Oberoi, Dermatologist and Skin Care Specialist and Founder-Managing Director of Skin and You and Dr Shefali Trasi Nerurkar, MD Skin, Consultant Dermatologist, Dr Trasi's Clinic and La Piel, to know about the therapies

by Shivpriya Bajpai



Dr Geeta Oberoi on Accent Ultra RF Pixel

About: This is a revolutionary, new aesthetic treatment based on Pixel Radio Frequency, also called RF Pixel that provides a fresh chance to reverse the signs of ageing. It is known to repair scars, sun damaged skin, acne-scarring skin and helps in skin resurfacing and is available at Skin and You Clinic in Mumbai.

Process and technology used: To appreciate the benefits of RF Pixel treatment, think of a photographic portrait or digital image in need of high quality re-touching or colour balance. Just as a damaged painting is delicately restored one area at a time, or a photographic image is altered, pixel by pixel, the RF Pixel improves your appearance by affecting only a fraction of your skin at a time with thousands of microscopic RF Pixel spots. RF Pixel treatment lends a more youthful look by helping reverse the appearance of ageing, acne scarring and sun damage.

USP: Treats skin resurfacing, wrinkles around the eyes, treatment of pigmented lesions, such as age spots, sun spots, melasma and treatment of scars resulting from acne, chicken pox, surgery or trauma. After RF Pixel treatment, the facial skin feels softer, looks smoother and tighter and pores are usually reduced.

Teamed with other treatments: This unique fractional approach is a major step forward in providing significant cosmetic results with minimal downtime, especially when used in conjunction with other unique treatments for skin tightening and recontouring your skin. This combined technology embraces multiple RF therapy that cannot be achieved with other light-based treatments. It is the



Dr Geeta Oberoi

first cosmetic RF device to provide an effective, gradual procedure that creates new skin with no downtime.

Duration: RF Pixel Treatment can be performed in most cases without any topical anaesthesia. It takes about 30 minutes, depending on the size of the area(s) being treated.

Sessions required: For optimal improvement, a series of three to five treatments, two to four weeks apart, have been the most effective. The time between treatments varies from patient to patient depending on individual healing and the depth of treatment.

Side effects: Because the procedure does not ablate or remove the outer skin layer, patients can resume routine activities right after. Swelling is minimal and is resolved on the same day. The skin will have a pinkish tone for two to three days.

Pre therapy care: Not applicable.

Post therapy care: We recommend a planned course of treatments for the best results. One must have a 'maintenance' session scheduled every three to six months, combined with the most suitable home care range for your skin.

Future of the therapy: With today's emphasis on an active, healthy lifestyle, most men and women feel a lot younger than they look. Ageing, acne scars, sun damaged skin, wrinkles and fine lines around the eyes and brown spots often mask your inner beauty. Accent Ultra RF Pixel works wonders in such cases and thereby, has an unlimited scope in India. It can be used for skin resurfacing, stretch marks and more, and is safe on Asian pigmented skin.

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Photos: Shutterstock

Dr Shefali Trasi on Facelift with Cog Threads

About: Non-surgical modalities are a hit in market for anti-ageing and skin rejuvenation. Thread-lift with soluble PDO (polydioxanone) is one such treatment. PDO Face Thread Lift is a procedure that rejuvenates, regenerates and improves the facial shape, similar to a surgical facelift, but without surgery. It uses specialised threads, which are introduced into the skin with a very fine needle, to lift tissue and muscle and improve the skin's texture. This is the same thread used as a suture material in various surgeries and hence, are safe.

Process and technology: Threads are inserted into the subcutaneous to stimulate the production of collagen and help in tissue contraction. In few months, the threads get absorbed, thereby, laying a foundation of newly produced collagen. This makes the skin firm and elastic.

USP: Treats facial and tummy sag, contouring of a flat face, acne scars, eyebrow lift and neck rejuvenation.

Teamed with other treatments: This treatment can be safely combined with other therapies like fillers, botulinum toxin, platelet rich plasma and lasers. However, it should be avoided on the same day and a certain plan should be maintained for the patient. With fillers, we can easily contour the face to give the patient an attractive look.



Dr Shefali Trasi

With platelet rich plasma, we are able to improve the quality of the skin and add to collagen production. With lasers, we can improve the texture, if it is scarred.

Duration: The treatment usually takes 30 to 60 minutes.
Sessions required: Two to three sessions at a gap of three to six months.

Side effects: Swelling for a few days, bruising, protrusion of thread if not done properly and foreign body granuloma, if threads not inserted properly.

Pre therapy care: It is advised to stop the intake of aspirin drugs three days prior to treatment, treat any active infection, if it persists, apply numbing cream, at least 30 minutes prior to the procedure.

Post therapy care: Application of an antibiotic cream, ice packs, avoid aspirin for next seven days, take paracetamol if pain persists, avoid any other treatment for next 14 days.

Future of the therapy: This treatment has various strong points, such as it's a simple surgery with speedy recovery and is long-lasting. Lifted contouring of the body and face along with a much more youthful complexion can be achieved instantly by collagen that resides in the deeper layer of our skin. Hence, it has a bright future.



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Kaya Ltd India

All About Consumer Engagement

Arvind RP, Vice President and Head Marketing at Kaya Ltd India, shares the brand's market presence, innovation, evolving demographics of the consumers, and more, exclusively with *Salon India*

by Aradhana V Bhatnagar



What is your professional background?

With over 16 years of marketing and sales leadership experience, across diverse categories, such as retail, consumer goods and automobiles, my passion is to help build brands. I have been associated with Kaya for about three years, prior to which I was working with Levi Strauss & Co. as the Head of Marketing. I also held the position of a Group Product Manager at Britannia in their dairy business. I started my career with TVS Motor company. It was a nine-year stint that spanned consumer insights, marketing and sales across Indian and south east Asian markets. I hold a Bachelor's Degree in Statistics and an MBA from Bharathidasan Institute of Management in Trichy.

What is your current responsibility?

As the Vice President and Head Marketing, my responsibilities include new product and service innovations and category building initiatives for the brand.

What is the USP of the brand?

Since December 2002, Kaya has been the pioneer in specialty skin care services. We have earned our leadership position because we have consistently led from the front, creating a paradigm shift in the approach towards skin care, from 'generic beauty solutions' to 'customised skin care solutions'. Our USP lies in medical expertise where each of the products and services are designed by a team of expert dermatologists.

What are the key categories offered by Kaya and how is it influenced by consumer trends?

The key service categories offered by Kaya are, Acne/Acne-scar Reduction,

De-Pigmentation, Anti-ageing and Laser Permanent Hair Reduction. As Kaya, we have indulged in extensive research to understand the evolving needs of the consumers. We have launched products and services that help address the various needs. We recently launched the Tri-Active Acne Treatment with Black Peel that effectively addresses active acne and also launched advanced anti-acne products like Comedone Control Serum and Blemish Control Formula. We also saw that the men's grooming has seen a significant growth year-on-year. Keeping this in mind, Kaya introduced two new products under the men's range, RegiMEN. Taking into consideration the rising pollution levels, our new facial services under anti-pollution, anti-ageing and fairness have been introduced to combat harsh environmental conditions.

What about the brand's market presence and how have you mapped Tier II cities?

The aspirations of Tier II and III consumers match those of their metro counterparts. Even in small towns, consumers have started spending on specialised products and services, such as, anti-ageing and cosmetic treatments. One of our initiatives is the 'Meet The Expert' programme, wherein the objective is to give consumers access to our senior dermatologists, who help them make informed decisions about their concerns. The latest programme was held in Guwahati and saw enthusiastic response from the consumers.

What are the marketing strategies adopted by the brand?

Category building initiatives: Ensuring a steady rate of innovations by launching



new products and services, across various consumer needs, like acne, pigmentation and anti-ageing. Growing categories like Laser Hair Free Solutions with demand generation inputs. Each category has a different approach and each target group is targeted differently. For example, our Anti-Ageing services are targeted towards elite consumers and hence, the initiatives here are completely different as compared to other categories.

Loyalty programme: Apart from building our customer base, we also have to be on our toes constantly to ensure that we retain our customers. We do so by a loyalty programme, Kaya Smiles, which helps retain our valued customers. It currently contributes to 83 per cent of our business.

Digital marketing: We invest significantly behind digital, both for lead generation and our e-commerce business. The latter contributes to 9 per cent of our business.

Please tell us about the evolving demographics of the Kaya consumers.

There are two significant target groups which are broadening Kaya's customer base.

Youth: We have seen a considerable growth in youth, who are now shifting to Kaya due to Laser Hair Reduction and various Acne related products and services offered.

Males: Though significantly low at the moment, the male category is expanding as more and more men are turning to grooming due to peer pressure. As a result, we are broad basing our hair care services for men.

How do you innovate to keep up to the competition in the market?

Keeping in tandem with global trends, we ensure that we understand the needs of

our consumers. While there are a lot of new tools and technologies internationally, we are constantly researching and developing on solutions for the Indian consumers. For instance, the Black Peel, our clients were not only happy to try it, but also gave us rave reviews. We have recently launched the 'Insta Clarity Laser with Q-switch technology', a technology which gives instant results and has received excellent reviews from our consumers.

What are your expansion plans?

Over the past two years, Kaya has added over 20 clinics and more than 100 skin bars. We will continue to evaluate suitable expansion opportunities in future as well.

What are the future plans of the brand?

The Indian beauty and skin care industry has been witnessing strong growth for the past few years. It has emerged as one of the industries with huge future growth potential. Kaya's journey over the last 14 years to become India's leading chain of skin clinics has been a phenomenal one. We are committed to delivering highly advanced dermatological as well as beauty skin care services and products. Over the past year, we have focused on building consumer education. Our recently launched a book titled *How to Look Like a Million Bucks* published by Jaico, lends credibility to our reputation of being India's largest provider of holistic skin and hair care solutions and brings to the front, our objective to launch Consumer Education. In the coming years, we see ourselves launching several initiatives to further this objective. We will continue to launch advanced products across various consumer need states.

What is the future of skin care in India?

Beauty industry in India is evolving. A few trends are:

Products with multiple benefits: Products with multiple benefit, like a complexion corrector, which is cosmetic in nature, also treats blemishes and pigmentation.

Parallel trends: Products that are specific in nature, for example, acne control products like Comedone control serums.

What are your views on the skin care segment in India?

The Indian skin care market is at an exciting stage and offers tremendous opportunity in nascent, yet, fast evolving categories of anti-ageing, male grooming and more. With the high levels of media exposure, increase in disposable incomes and rise of the affluent middle class, more and more people want to look and feel good – both for personal and professional reasons. Today's discerning Indian consumer is also seeking customised products and services to cater to their ever-growing needs. Consumers are also demanding world-class skin care solutions and this drives and encourages the industry players to constantly innovate. In addition, we have also seen Indian consumers adapt to online shopping with ease. Our e-commerce business has grown at 75 per cent year on year contributing to 9 per cent of overall business. We have aggressive plans to grow the business. 📌

Market Watch Skin Care



GOJI FACIAL FROM CASMARA

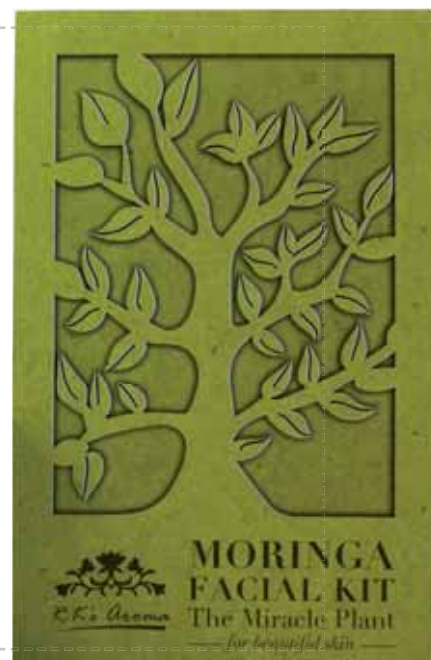
The antioxidant Goji Facial prevents ageing and reinforces the skin's natural defense and works to visibly improve the skin's health. Enriched with Goji berry and other key ingredients, such as Beet, Honey, Avocado oil and Shea butter, the Goji Mask Facial helps keep your skin hydrated and supple. Available at Esskay Beauty Resources Pvt Ltd and online at www.esskaybeauty.in.

Price: ₹ 3,950 for 10 pieces

MORINGA FACIAL KIT FROM RK'S AROMA

RK's Aroma has introduced the Moringa Skin Care range. The super plant Moringa, popularly known as the drumstick tree, is native to India and Africa and is rich in vitamins C and E. The Moringa Facial Kit contains Moringa Cleansing Lotion, Exfoliating Scrub, Moringa Cream, Moringa Gel, Moringa Mask and Moringa Moisturising Lotion and Oil. Available at beauty shops and online shopping portals.

Price: ₹ 210 for the kit



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This range of manicure and pedicure, from Raaga professional, is enriched with carefully selected natural ingredients to target different skin care needs. They keep your skin naturally tender, clean and help to exfoliate toxins and improve the circulation. Available in four variants, namely, Strawberry, Aloe vera, Chocolate and Rose, at leading salons across India.

Price: On request

FACE AND BODY SCRUB FROM FUSCHIA BY VKARE



Fuschia, a skin care brand from Vkare, has introduced its Natural Scrub range for the body and face. These scrubs are enriched with natural ingredients like Lavender, Green Tea, Pomegranate and Charcoal that claim to remove impurities and dead cells from your skin and lend it softness and glow. Available in four variants of Pomegranate Pearl, Garden Lavender, Green Tea and Activated Charcoal Scrub, the range can be bought online at www.vkarebiosciences.com and Mynta, Flipkart and OrganicShop.

Price: ₹ 400 for 100gm

FACE WASH FROM ASTABERRY

The Neem & Aloe vera face wash promises to shield your skin from pimples and acne, while working towards enhancing the skin tone. Cucumber, Lemon and Basil are the active ingredients that further revitalise your skin and makes it appear young and healthy. Available at major departmental and online stores.

Price: ₹ 85 for 100gm





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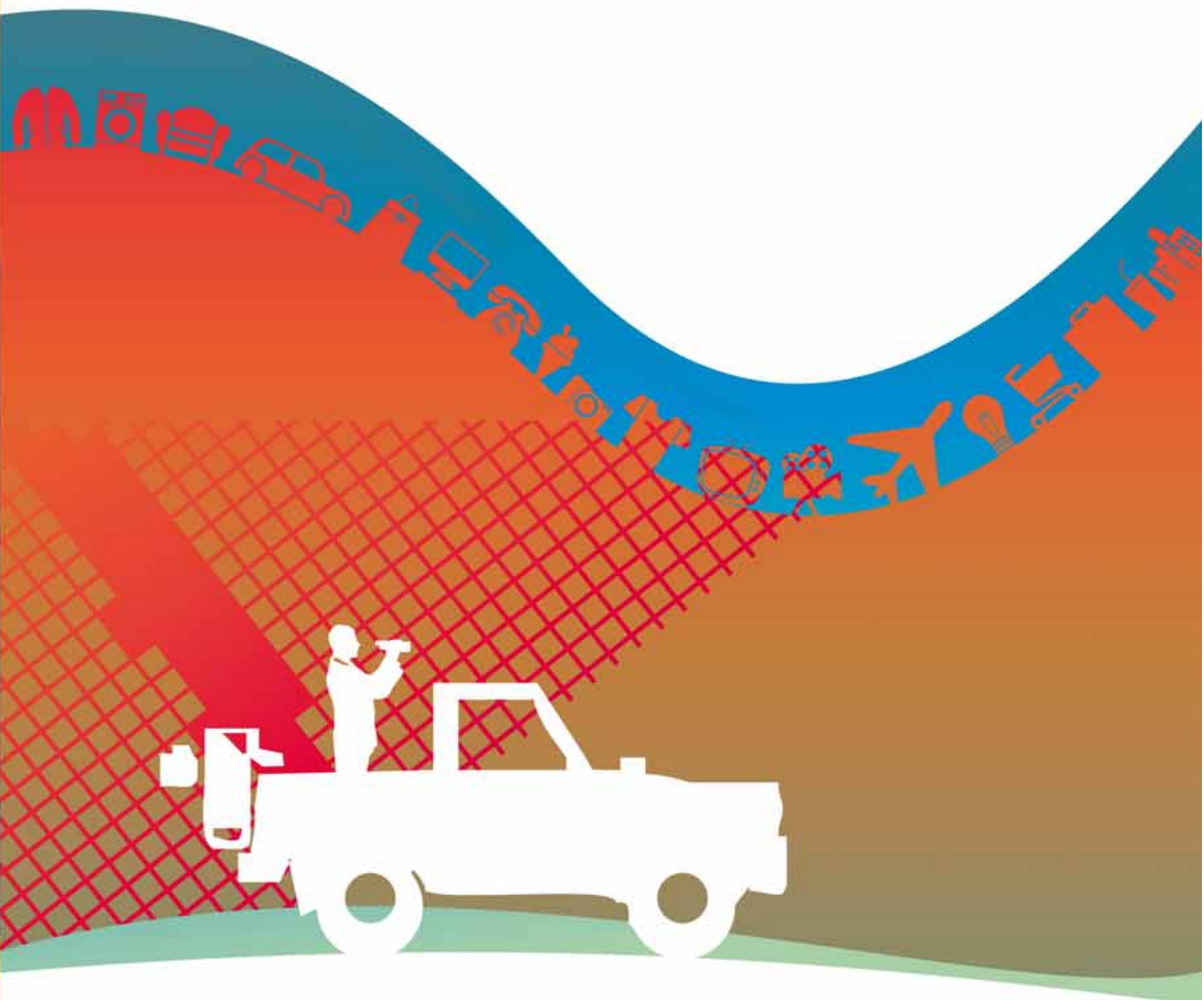
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Best Regards,

KRISH IYER

Chairman, India Retail Forum 2016
President & CEO, Walmart India



IRF as a medium brings together the who's who of the retail industry, emerging as the principle forum for retailers to attend, meet and connect. Justifying its role as an ideal platform, it merges the synergies of the retail outlook with the prevailing market scenario, thus capturing the dimensions of opportunities for success and analyzing the facets of this domain for its optimum utilization. 🗨️

- Sandeep Ahuja, VLCC



IRF is an ideal platform for meeting of minds, understand in-vogue trends and contemplate on challenges & opportunities in the Indian market. With a high level of audience and conference sessions, IRF exhibits a paradigm shift of ideologies & strategies and brings about the dynamism which truly meets the expectations of today's global Indian 🗨️

- Rohan Vaziralli, Estee Lauder





India Retail Forum 2016 endorses India's status as possible the planet's most exciting marketplace & empowers retailers and retail support companies with rich insights, innovation and market-ahead ideas that can enable sustainable and profitable growth. The IRF 2016 theme - **Navigating The World's Fastest Growing Major Market** - focuses on the need for all retail business to accurately read the underlying opportunities and predict future consumption paths the Indian consumer will tread.

2016 CONFERENCE HIGHLIGHTS

- Five Future Retail Trends that are here TODAY
- Foresight 2020: Predicting Indian Retail for 2020
- Building Next-generation Leaders
- Navigating the Digital Revolution
- Grow & Drive Profitability In Your Business
- The visible and hidden opportunity In Modern Retail
- Succession Success: Human Capital, Empowering Retail
- Essentials for creating the exceptional "WOW" Experience
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KEY SESSIONS AT IOF 2016

- Analytics and Retail
- Cloud in Retail
- Optimising Customer Engagement
- Shopping on the Go
- IOT – Reinventing Retail
- Supply Chain: Solving Supply Efficiency
- Locking Customer Loyalty





*Spa
Focus*

The Sunken Spa at Amanvana Spa Resort Rabbit Hole for the Soul

A luxurious spa on the bank of the Kaveri river in Coorg, The Sunken Spa at Amanvana Spa Resort is straight out of a postcard! The picturesque design dynamics have harmoniously fused flora and fauna with water to soothe your senses and centre your soul

by Shivpriya Bajpai





Size of the spa: 6,000 sqft

Time taken to construct the spa: Around two years.

About the spa: Set among tropical grounds on the banks of the Kaveri river, the luxe resort, Amanvana Spa boasts of being home to 45 species of birds and 300 species of flora and fauna. The space transcends one from the hustle bustle of the city to the elusive beauty of nature. The spa, suitably named The Sunken Spa, is located slightly below ground level. As you descend the steps that lead to it, you enter an enchanting and relaxing world. The charming plush interiors, frog whispers from the lotus pool and smiling faces of their caring staff welcome one to simply relax.

About the services: Amanvana is a spa and resort destination where one can enjoy a truly comprehensive list of spa therapies. The Sunken Spa offers facials, body scrubs, soaks and baths, full body massages, manicure and pedicure. All products used at the spa in Amanvana are completely natural and the spa treatments are truly unparalleled among the various resorts in Coorg. It takes a 360° approach to wellness through a wide range of therapies, administered by our expert staff. There are five treatment rooms, not including the sauna and steam rooms.

Popular treatments: The signature facial therapy of The Sunken Spa is the Wine Facial that brightens the skin, evens the skin tone and restores it's radiance. This wine treatment is the best, as it soothes the pores of the skin while the fibro blast cells in them regain their elasticity leaving it fresh, gleaming and full of life. This anti-ageing facial is a nurturing facial that's designed to reconstruct the firmness of your skin,



“The spa is dedicated to bringing the highest quality products and treatments to our discerning guests. The spa is unique combination where nature meets luxury. The Sunken Spa has the River Kaveri flowing close by thereby enhancing the beauty of an already beautiful space.”

– Kavya Madappa,
Managing Director, Amanvana Spa



enhance its density, restore its nutrition and deliver a radiant glow. It leverages powerful and complete anti-ageing systems, therapeutic aroma oil blends, herbs, B-white and rose oil. The duration of this facial is 90 minutes and the products used are cleansing milk, strawberry scrub, aloe vera gel, anti-tan pack, wine massage cream, wine glow pack and rose water.

A few of the other well-loved therapies are – the Coorg Coffee Scrub is a specialised therapy created from finely ground local coffee beans, handpicked from their own coffee plantations at Amanvana. Slip into bliss as your senses savour the rich aroma as your skin is both cleansed and refreshed leaving it supple, toxin free and rejuvenated.

The Almond and Fresh Fruit Scrub is a wholesome therapy created through the combined goodness of pounded almonds and fresh fruits to give you soft, supple and de-tanned skin that's refreshed in every way.

Architect: The spa was designed by Zedaxis/ Third Space Architects. The principal architect is Amit Benegal. The interiors were designed by Kuala Lumpur-based spa consultant, Reeta Juneja.

Address: Amanvana Spa Resort, Guddehosur, Kushalnagar, Coorg-571234

Contact details: Telephone- +91 8276 279353/54/55; Mobile- +91 9480696070, 71, 72

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Mohammad Saddik

Client Engagement is Vital

by Aradhana V Bhatnagar



Mohammad Saddik, WelcomWellness Spa Manager, WelcomHotel Dwarka shares his views on the wellness industry and plans for the spa

Please tell us about your professional background.

With almost 10 years of experience in the Spa and Wellness industry, I have worked with brands, such as, Heavenly Spa at the Westin Hotels & Resorts and Spa Soul at Galaxy Hotel in Gurgaon; Rejuve Spa at The Lalit Hotel in Jaipur; Quan Spa at JW Marriott Hotel in Chandigarh and presently working with WelcomWellness Spa at WelcomHotel Dwarka in Delhi. My expertise lies in beauty treatments and massage therapies.

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

Over the last six years, the Spa industry has shown tremendous growth, not only in the number of spas, but also in the diversity of spas and spa therapies available. This growth has resulted in the necessity to define and unite the spa industry and ensure a consistent quality spa experience for the spa visitor. New and innovative ways to relax and delivering services to promote business are on the rise. Consumers want to de-stress, thus, menus should reflect this ongoing trend through their

offerings. Yoga, meditation and relaxation massages are more prevalent today than ever before and this trend will continue well into the future.

What is the USP of your spa?

We have a dedicated team of trained and skilled staff that has in-depth knowledge about health treatments and specialises in offering a vast range of holistic wellbeing and health services.

What kind of spa therapy does the visitor to your spa prefer?

The most preferred spa therapy is the WelcomSignature Massage. The strength of this therapy is that it is as beneficial for the body as it is for the soul. It helps increase circulation, maintain flexibility and re-energise the body-mind connection.

Which ones are most popular?

Apart from WelcomSignature Massage, Swedish Massage, Aromatherapy, Balinese Massage are also popular among the guests.

What are the therapies offered?

At WelcomWellness Spa, we offer all kinds of Western and Oriental Body Massages, Scrubs, Body Polishes and Beauty treatments. We also offer treatments for back problems, skin, hair, anti-ageing and so on.

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

Whenever a guest approaches our spa for therapies, I personally invite the guest for one-on-one interaction. The motive is to know guest's needs and understand his health problems so that the right treatment is given to the guest. Not only this, the guest is guided with the do's and don'ts to be followed post the treatment.

What are the main challenges faced?

In the present scenario, people still consider spas and wellness centres as venues for rejuvenation for the rich only. The problem is that these services are perceived as





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indulgent and extravagant. The holistic benefits of therapies/massages are still not fully understood by the masses. Also, a lot of standalone spas and wellness centres have mushroomed up which provide below par spa experiences and consequently end up discouraging the consumers for repeat usage.

What are the plans for the future?

We are in the planning stage of launching a detailed spa menu which is tailored basis the needs and desires of a highly aware consumer. More and more emphasis will be placed on the execution of staff training and education as I strongly believe that better and consistent delivery of the spa experience

is more important than designing a wide array of new treatments. Greater time and attention will be devoted to ensuring that the spa personnel are better trained to deliver the experience that the spa consumer now demands, particularly in a world with so many alternatives. We will also come up with meditation or yoga programmes. 🕯

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Photos: Shutterstock

Spa Therapies Banish Unsightly Tans

This summer, get shiny and even tone skin with these anti-tan treatments available at some of the best spas in the country

Blue Terra Spa, Delhi

Therapy: Javanese Lulur Ritual.
USP: For softer, light skin, and rejuvenated mind and body.
Process: A guest can choose a massage of her choice, which is followed by a scrub, which is made in-house using turmeric, natural herbs, cinnamon and sandalwood powder. A pack of yogurt, lemon and cucumber is applied and it ends with steam and shower.
Products used: Cold pressed Almond Oil or Extra Virgin Olive Oil for the massage.
Duration: 150 minutes.
Price: ₹ 5,400 inclusive of taxes

Dr Nirmala Shetty's Nirmal Herbal Skin & Hair Salon & Spa, Mumbai

Therapy: Tan Removal Therapy
USP: Only natural homemade products are used.
Process: The extent of tanning is considered before deciding on the therapy. There is a milk bath to exfoliate dead cells and soften the skin.
Products used: Homemade products using fruits and vegetables.
Duration: 60 minutes.
Price: ₹ 2,000 onwards.

Apple Unisex Salon, Pune

Therapy: De-Tan Therapy.
USP: Immediate visible result with long-lasting effect.
Process: Experts consult and check extent of tanning or pigmentation of the skin and advise a suitable therapy.
Products used: O3+ and Lotus Professional.
Duration: 90 minutes.
Price:

Nirvana Spa 'n' Wellness Center, Delhi

Therapy: Nirvana's De-Tanning Facial.
USP: Our products are the USP.
Process: The facial involves steam with enzyme peels and other lightening products.
Products used: Iraya.
Duration: 80 minutes
Price: ₹ 1,500.



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Global Wellness Day Celebrate Living

An initiative started by Rekha Chaudhari, Global Wellness Ambassador for India, the Global Wellness Day is dedicated to promoting an appreciation of exercise, eating healthy, being socially happy and environmentally conscious

Global Wellness Day (GWD), officially branded as the 'Wellness Day', is celebrated in 95 countries and is dedicated to wellness and healthy living. An international movement, celebrated with the support of Global Wellness Ambassadors, GWD promotes a journey of self discovery that creates awareness about the importance of living well.

On 11 June, luminaries from various industries like Wellness and Tourism, had gathered on one social platform and in India, Rekha Chaudhari, the Global Wellness Ambassador for India, created an awareness of wellness in the country. Inventing the holistic wellness concept that extends far beyond spas, GWD included activities like nutrition, fitness, traditional medicine, mindfulness and

a powerful connection to nature, healthy eating and spiritual teaching, which can be achieved physically, mentally and spiritually.

Chaudhari brought together eminent personalities from women and social welfare, holistic healing, beauty, sports, fitness, and entertainment and music to convey the message of Wellness. The event was graced by Hon. Minister of Tourism Shree Ram Shinde, Smita Thackeray, eminent cricketer Vinod Kamble, versatile singer Shibani Kashyap, wellness entrepreneurs J C Kapur, Sangram Birje and Maya Paranjapye. The social activity has touched thousands of hearts in the country and due to Chaudhari's dedication and hard work, it has more than 20,00,000 followers across India.

Said Chaudhari, "Maharashtra has a wealth of destinations, amazing cuisine and, of course, tradition medicines like Ayurveda. With health being the ultimate wealth, I strive to make Maharashtra the ultimate wellness tourism destination. I've already equipped thousands of rural women to earn their livelihood through my wellness movement. This will give more strength and opportunity to rural Maharashtra and that is the need of the hour."

Said Ram Shinde, Hon Minister, Tourism, Maharashtra, "Rekha Chaudhari is a woman of great strength and substance. I'm elated to know that she has been honoured as the Global Wellness Ambassador and I would like to extend our well wishes and congratulations to her. Let us all join and make wellness a way of life."

The Chief Minister of Maharashtra, Shri Devendra Fadnavis appreciated the step taken by the wellness industry and Chaudhari for initialising GWD. Officially supported by Maharashtra Ministry, Ministry of Rural Development and Women and Child Welfare, Ministry of Energy, Tourism Minister and Cabinet Minister for Water Resources, here's to the success of GWD. 🌱



L to R: Aditya Pratap Singh, Vinod Kamble, Maya Paranjapye, Rekha Chaudhari, Ram Shinde and Smita Thackeray



L to R: Sangram Birje, J C Kapur, Shibani Kashyap and Meghna Shah





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Photo: Shutterstock

Mandarin and Mango Scrub, The Palms Spa, Mumbai

Highly recommended for dry skin issues, this scrub cleanses, exfoliates and moisturises the skin, leaving it smooth and soft. The delicious aroma of mandarin and mango ensures a luxurious indulgence that further helps you to break free from the clutches of the mundane while invigorating you with a sense of relaxation and calmness. The rich shea butter and olive oil base, leaves the skin intensely moisturised and supple.

Duration: 45 minutes
Price: ₹ 2,500 + taxes

Moroccon Delite, Blue Terra Spa, Noida

This treatment is prescribed to endure the change in seasons. The warm and spicy treatment helps in cleansing the skin and leaving it silky smooth. The therapy starts with Balinese massage to relax the sore muscles while focussing on the pressure points. This is followed by Moroccon Scrub with Turkish loofah in royal jelly, which exfoliates the dead skin and opens clogged pores. The unique combination of the massage and scrub leaves you relaxed both inside out.

Duration: 120 minutes
Price: ₹ 5,600 + taxes

Grand Signature, Spa Oasis, The Grand Hotel, Delhi

Treat your body to a full body massage, while deriving the benefits of heated herbal leaves. This treatment focuses on tight and sore muscles and works on your muscle tissues. Warm herbal leaves are then applied topically to swollen joints, sore muscles, sprains and sore feet. While the body derives the benefits of herbs, a relaxing massage is performed. Highly recommended for those who maintain an active lifestyle or after a rigorous workout.

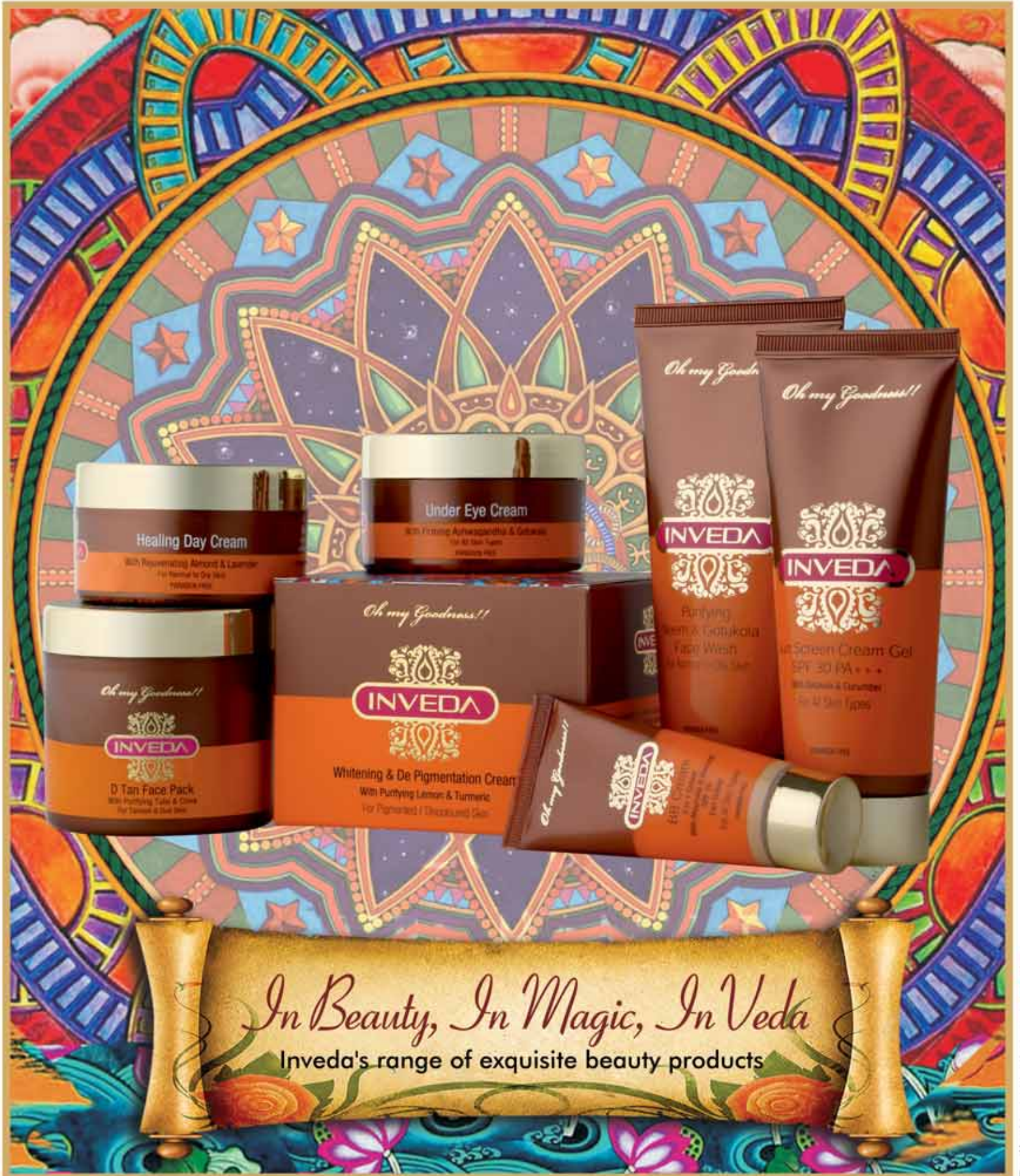
Duration: 90 minutes
Price: ₹ 6,000 + taxes

Signature June Jacobs Spa, Siddh Spa, Hyatt Regency, Chennai




This luxurious therapy provides conditioning and hydrating treatment for body, hands and feet to counteract the signs of ageing. The exfoliating powers of the papaya enzyme are enhanced by a warm envelopment to soften the skin. A refining lemon sugar body polish and application of intensive age-defying body emulsion follows to leave the skin soft and silky smooth with a vibrant, healthy glow.

Duration: 60 minutes
Price: ₹ 3,500 + taxes

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Rimi Nayak Ingenious Weaves

Kolkata based, Rimi Nayak is a style prodigy and her stints at Lakmé Fashion Weeks have helped her to carve a niche of her own. Her label, Rimi Nayak India, boasts of sensuous drapes, signature prints, unconventional textures and classic cuts. *Salon India* speaks with Nayak to get her views on the Indian beauty industry and its impact on fashion



How did you get started in the fashion business?

It may sound clichéd, but I have always thought of a career in fashion. Therefore, after NIFT, I launched my own label. I was lucky to have been selected for the Lakmé Fashion Week Gen Next Programme, soon after college.

Please tell us something about your collection.

Label Rimi Nayak India is a women's wear label which is defined by sensuous drapes, signature prints, and unconventional surface textures along with classic cuts. We take inspiration from the mundane objects around and try and give it a fresh twist to it.

How important are hair and make-up in fashion?

Hair and make-up are extremely important, as they complete the look of an ensemble. Neither of the two can be ignored.

What is your view of the beauty/fashion industry?

Both the industries are definitely on a rise. People are getting more and more aware and conscious about how they look and what they wear. Even in the global fashion scene India is making its mark and surely it has a huge potential for future.

Who are the make-up and hair artists you prefer to work with?

I try to experiment with newer talent as they have fresh and innovative ideas. I interact with them to help them understand the look completely.

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

Shradha Kapoor is truly the new beauty to watch out for. Her simple and elegant style is surely there to stay.

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

During my college days, I was heavily inspired by the punk fashion and it reflected in hair and make-up styles from that era.

How do you strike a balance between runway and real?

Whenever I design a collection, I keep the wearable factor in mind in order to balance runway and real.

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

Hair and make-up plays a key role to depict a look on the runway. Keeping the theme in mind we always try to keep the make-up in sync.

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

I would love to be associated with cosmetic brands and create a line of products for them! 📌





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Spread across an area of 1,200 sq ft, the academy at Hair Speak India was started by Sanjoy Saha in 2015, initially to train the in-house salon staffs. Huge positive responses and requests for academy courses, inspired Saha to open doors to aspiring individuals outside his salon. The academy boasts of an efficient team of trainers, who have compiled a comprehensive course material with emphasis on hands-on practice. The academy provides their own certification after the completion of the course. Saha believes that education plays an important role in the beauty industry, and the curated Basic and Advanced courses, can be opted for anyone, starting from a fresher, who wants to join the beauty bandwagon to a professional who wants to hone his skills further.

Commenting on the USP of the academy, Saha says, "We ensure 100 per cent placement after the completion of the course. The course fees are reasonable enough for anyone to step forward in realising their dreams. Our courses are practical based and not only limited to theoretical classes. Students undergo one month's intensive practical session at the salon to help them experience real time client handling."

► Courses

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Jennifer Lopez

Feel the Light

It's not about easy access to the best make-up and beauty brands or make-up artists, but about being happy from within. Jennifer Lopez shares with us her beauty and fitness secrets

by Aarti Kapur Singh

There is not one person, who has not admired the rumble of this entertainer from Bronx, NY. A mother of two, Jennifer Lopez, or JLo, as she is fondly addressed, still gives songstresses half her age a good run for their stilettos. "Beauty comes from inside," says she, asserting, "It's been said many times, but I believe it's the truth. I always used to hear this saying, until you're about 25 or 30, you get the face God gave you, after that, you get the face you deserve. And I always kind of thought, well I better be nice."

"Take time for yourself"

"When you look good, you feel good; when you feel good, you are a better person. It doesn't require a week at a spa. I can do this in a single moment." Sometimes, we just have to do nothing, but breathe. I believe that life is a balance of mind, body and soul. As I journey through my life experience, I have a better understanding of how true this really is. When your life is balanced, you are happy and excel in everything aspect of life!"

"Avoid thinking of exercise to be a chore"

"I make sure I exercise for nearly an hour each day. When this is regimented, it means both cardio and free hand. I enjoy doing cardio so as to lose fat and then free hand exercises to get the muscles in correct shape. Yoga also helps to get a good amount of oxygen, which in turn, helps the skin to glow. I jog every morning – without fail. It's more to do with this get up and about feeling and the kick start. That it helps me stay in shape is an added boost. I also play a lot of tennis! It's the best stress buster ever! I dance and shop and I consider all these to be additional workouts. So the moment you add variety to working your body, losing weight and staying in shape happens naturally."

"Care for all aspects of your wellbeing"

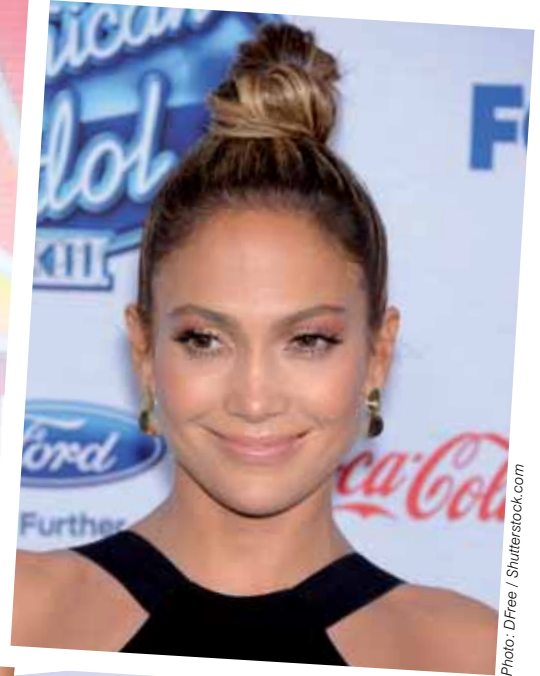
"I don't drink, smoke or have caffeine as they wreck your skin as you get older. I eat a lot of green vegetables, asparagus, Brussel sprouts, broccoli and kale. I meditate 20 minutes a day and try to get 10 hours of sleep, but sometimes sleep becomes elusive. I think, sometimes, we get caught up in what we need to do next that we forget about what is essential and important in life."

"I don't believe in strict diet charts"

"I prefer following a balanced diet, which includes all kinds of nutrients, but more of protein rich food items and less of carbohydrates. Water is essential and so drink about 15 litres a day. It's critical to make your skin to glow."

"Laugh out really loud"

"When I am with my girlfriends, sisters and cousins, we just say and do ridiculous and silly things. We are Puerto Ricans with a lot of energy. Sometimes it gets loud! And the louder it gets, the better for my inner happiness to radiate." 🎤



QUIZ TIME SCORE ON SKIN CARE

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1) Arjun Khurana introduced this Italian skin care brand, in India which caters to niche set of clientele.

- a) O3+
- b) Proveda
- c) Bottega Di LungaVita
- d) Skeyndor



2) are meant to be used after cleansing as it helps to restore skin's pH balance.

- a) Toners
- b) Moisturisers
- c) BB creams
- d) Face powder



3) The brand, is known for their natural skin care products with essential oils

- a) Lakmé
- b) Clinique
- c) Casmara
- d) Soulflower



4) Managing Director and Founder Member of Skin & You Clinic in Mumbai, was the first to introduce Micro Current Non Invasive Technology.

- a) Dr Kiran Lohia
- b) Dr Jamuna Pai
- c) Dr Shefali Trasi
- d) Dr Geeta Oberoi



5) is a pioneer in the field of aromatherapy and her brand Aroma Magic offers a wide range of skin care products.

- a) Dr Blossom Kochhar
- b) Threety Irani
- c) Keya Seth
- d) Jo Galani



COFFEE BREAK

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NOW!!!



Wella Professionals Patrick Cameron in India

Wella Professionals India, the eminent brand with a wide array of professional hair care and styling products, recently invited Wella Professionals' Global Ambassador, Patrick Cameron to educate 1,800 hair stylists across three cities of Mumbai, Delhi and Bangalore through grand shows where he exposed them to the various possibilities of hair styling and his association with Wella. He believes that hair styling is an expression of individuality and thus, cannot take a back seat. Cameron showcased his 'Modern Vintage' collection with state-of-the-art styling products from the Wella portfolio. 'Modern Vintage' takes its inspiration from the 1960s, as this era has an enduring influence in fashion, in the balance and the proportions of the way hair is dressed. This legacy is seen across the board from international catwalks to red carpets as well as editorial work. Acknowledged as a long hair expert, Cameron had devised the collection to showcase step-by-step looks and demonstrations to hair dressers, who struggle with styling long hair. Cameron ensured the events to be interactive and acknowledged questions from the guests.

Commenting on the occasion, Cameron said, "I have been associated with Wella Professionals for a long time now and I'm extremely happy to showcase the 'Modern Vintage' collection in India. It's amazing to see women, who beautifully carry long hair as they do in India. It is an absolute pleasure to be in a space where there is so much scope for experimentation. With the enthusiasm of all the stylists present and an array of wonderful Wella Professionals products, I see a bright future for India's hair styling segment."





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Inocorp training on Afaparf Milano hair colours

Inocorp Marketing Pvt. Ltd. has been serving the grooming industry from 2005 and is a leader in importing, distributing and marketing select renowned international cosmetic brands and self-branded accessories in India. The recent Afaparf Milano training on 'Evolution of Hair Colours' was a one-day training programme where the latest trends, technical insights and new products were shared with 32 salon owners and hair stylists. It threw light on how these colours do not cause itchiness on the scalp and how the right application method, was critical.

Vivek Jain, Vice President - Sales and Marketing at Inocorp Marketing Pvt. Ltd. said, "Afaparf Milano is a very easy and friendly hair colour brand to work with. Our idea was to conduct a training wherein the attendees could understand not just the application, but the passion and fun that begins with this brand and its products."

Jain further added, "We are not only training, but are working towards strengthening the hair market by launching brands that are technically and technologically advanced and what better way than training and education."

Afaparf Milano hair colours are long-lasting and do not cause irritation or burning sensation in the eyes. Post application, the hair quality is known to become smoother and shinier. With the lowest ammonia content, 3D technology, 100 per cent PPD free and over 90 per cent natural ingredients, these colours also have Hyaluronic Acid.



Training in session

WHAT: Training on Afaparf Milano hair colours **WHEN:** 21 May **WHERE:** Hotel Angel, Amreli, Gujarat

Affinity Salons now in Mumbai



Clockwise: Vishal Sharma with wife, Niharika; snazzy interiors of the salon and models at the launch event



Affinity Salons, the leading chain of salons in Delhi, launched its first salon in Bandra West in an exclusive partnership with Wella Professionals India. The salon hopes to provide a serene and peaceful experience for men and women and is offering the latest in hair care, colour and styling, beauty and nail care using products that are preferred by the world's most renowned professionals. Done up in off-white colours, the salon has glass shampoo stations and white Korean counters, uniquely designed pedicure stations and a bridal room.

Vishal Sharma, Director of Affinity Salon and P K Hariharan, Country Manager, Wella Professionals India, were present at the event, along with the glitterati of Mumbai. Rahul Dev, Mugdha Godse, Pooja Bedi, Aalia Eff, Nethra Raghuraman, Parvathy Omnakuttan, Krystal Dsouza, Alison Kanuga, Madhu Sapre, Bhawna Sharma, Hemangi Parte, Sucheta Sharma and Alesia Raut, were some of the guests.

Commenting on the occasion, Sharma, said, "I'm very pleased to finally bring our salon to the city of Mumbai. We wish to offer our customers the best in hair and beauty services with the most trusted products." Further adding to this, Hariharan, said, "Wella is proud to be associated with a leading name like Affinity Salon. We look forward to offering the people of Mumbai the trendiest hairstyles and hottest colours from expert stylists."

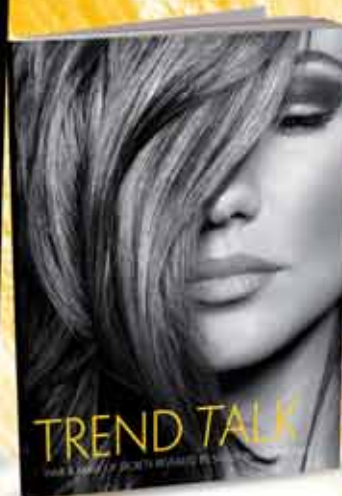
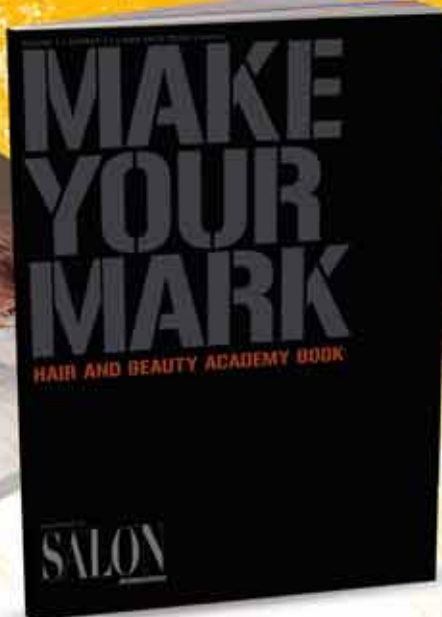
WHAT: Salon launch **WHEN:** 24 May **WHERE:** Bandra West, Mumbai

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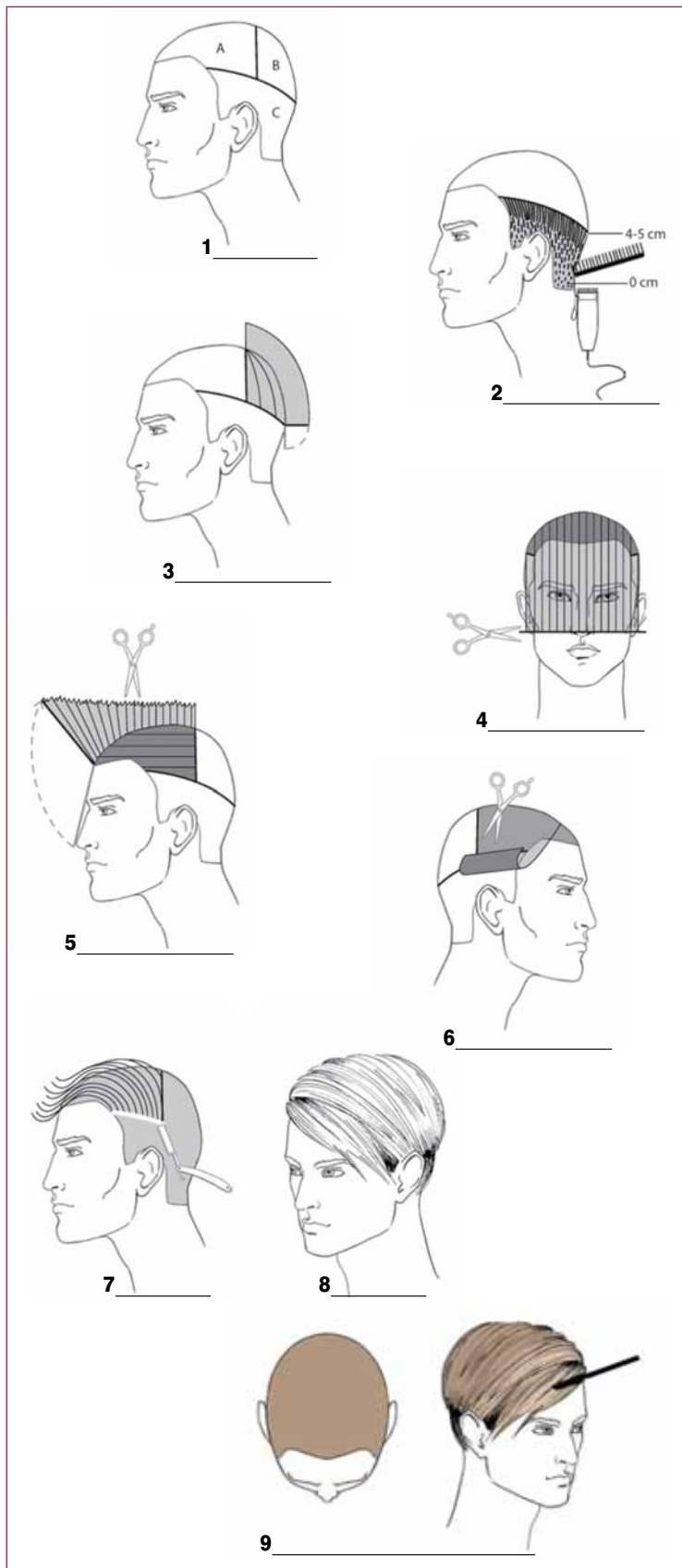
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William



Step 1: Partitions: Sector C - Draw a partition passing from the crown area and back on the occipital bone. Sectors A and B - Draw a line from mastoid to mastoid passing through the perimetral centre.

Step 2: Sector C - Start cutting the low sector from 0 to 4-5 cm, paying particular attention in looking for a shading effect. Use comb and machine.

Step 3: Sector B - Cut the underlying length, making round partitions following the roundness of the head.

Step 4: Sector A - Comb the sector in natural fall and cut it in square at nose tip.

Step 5: Link sector A and B taking vertical sheets and removing the exceeding in Point Cut.

Step 6: Comb the lock on the right side. Cut in diagonal respecting the measure you got on the tapering, keeping the palm of the hand towards the external side. In such a way you will obtain a versatile lock, to be taken forwards or backwards.

Step 7: Refine the whole proposal while lightening the volume.

Step 8: Sculpt with razor the lateral parting.

Colour

Step 9: Just the forelock, lighten some locks with the Taylor-made Color Kit hairbrush.

Hair: X-Men
Photo: Stefano Bidini
Art Director: Fabio Messina

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