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It is 2017 – a fresh new year full of promise and opportunity! January is also a month when *Salon International-India* celebrates its anniversary. This year, we turn eight, and like most our age, we are brimming with energy and enthusiasm!

To back our anniversary effort, veterans from the industry have kindly taken out time for words on wisdom on issues that are pertinent to the hair and beauty industry. Shahnaz Husain, Dr Blossom Kochhar, Avni Amlani, Vikram Bhatt, Adhuna Bhabani, Rekha Chaudhari, Viki Thakkar, and Sakshi Virmani, share their expertise.

In this issue, we focus on the growing business of Dermatology and Cosmetology in India. While it is now common place for salons and spas to do brisk business, the category of Dermatology and Cosmetology is attracting a high number of eyeballs from men and women, alike. Never to take things on face value, we talk to a number of experts across the country to bring to you the bare facts about the segment, challenges and opportunities that go hand-in-hand with it.

In the global section, we feature Rae Palmer, the owner of WELove Salon in UK and winner of BHA Southern Hairdresser of The Year 2008-09. She is so driven by innovation and creativity, that apart from spearheading her salon, she is also the Brand Ambassador of Revlon in UK. Karine Jackson, Owner of Covent Garden Salon, is a star hairdresser, who believes in pushing the limits with her undying passion for the craft. Catering to an elite clientele of Hollywood actresses, like Neve Campbell and Shelley Conn, Jackson is a master of her craft. She has several prestigious awards in her kitty, such as the London Hairdresser of the Year 2007 in BHA, Fellowship Consumer Image of the Year in 2011, to name a few. Andrea Louca, the London and Essex based make-up artist is an intrinsic part of the Kryolan UK and International Make-up and Training Team. A powerhouse of passion, she conducts training workshops across the world and never misses any opportunity to upgrade her skills. Louca shares her journey, achievements, and more.

On the homefront, we meet Cherag Bamboat, make-up artist par excellence; Evelyn Pao Virk, who started her professional career, as a hairdresser, in 2006 by pursuing a six-month hair course from Kolkata-based A N John Academy. After working with A N John salon for over seven years, she started her own salon, named Hair's Evelyn. Today, she is successfully running three branches across Kolkata, and owes her success to her guru and mentor, Raman Bhardwaj. She was announced the Colour Category winner of the Indian Hairdressing Awards 2016-17 at the East Regional Finale. Kabita Puri, the young and dynamic Top Stylist at Toni&Guy, Kolkata, gave wings to her dreams when she preferred to learn hairdressing, despite being a Science graduate. Apart from handling elite clients and mentoring juniors, she has worked with reputed designers and shows. Puri shares an insight of her journey, hair trends and more.

In the Spa Focus, we have spa designs that mesmerise! From the holistic Quan Spa at the Renaissance in Mumbai to the Movenpick Resort & Spa in Phuket, the elements of design have been fused together aesthetically. All this and more in this issue.

Keep reading and writing in!



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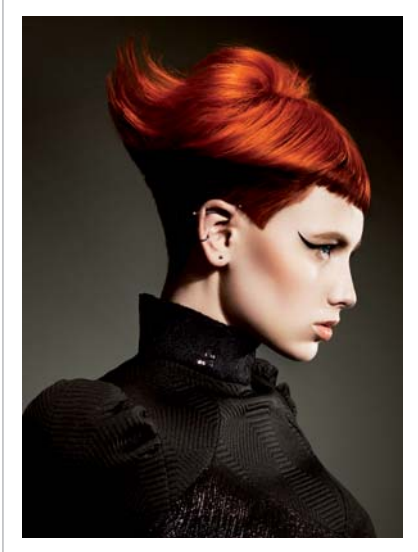
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Hair: Michael Rackett  
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 Make-up: Kristina Vidic  
 Stylist: Bernard Connolly

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- 119-129 **Spa focus** The holistic approach of Quan Spa, located at the Renaissance Mumbai Convention Centre Hotel, symbolises nature's purest resource, water. The décor exudes serenity in a luxurious way and helps to escape from the mundane rituals; Lilly Bernard Serrao, Spa Manager-Operations, Seventh Heaven Spa at Clarks Exotica Resort and Spa, Bangalore, shares the challenges and opportunities inherent to the wellness industry; spa packages
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# TOP HAPPENINGS OF 2016

Salon India is eight years old! A time for celebrations and also a time to look back in retrospect. In the anniversary issue, we select the big and best spa and salon launches, events, happenings and top brand entries in the hair and beauty industry in 2016

## TOP STORE LAUNCHES

### Vipul Chudasama Education And Studio

Vipul Chudasama, celebrity hairstylist and consultant to many top brands, has launched the much-awaited Vipul Chudasama Hair Education and Studio. Spread across 850 square feet, the studio is designed to appeal to an upscale business and leisure clientele and professionals, alike. This alternative studio and academy is poised to transform the face of haircutting and education.



The services include cuts, colour, blow dries, treatments, hair styling and bridal make-up. One can choose from a wide selection of quality products for hair. The salon is equipped with eight stations along with two shampoo stations. Vipul Chudasama Hair Education and Studio boasts of a team of savvy hairstylists and artists, who come from an extensive background and create new hair ideas without disregarding the classic.

### Beauty Mantra in Vadodara



Spread across 1150 square feet, the architect has created magic, yet again, by restoring a vintage home to give birth to Beauty Mantra. It is an eclectic fusion of Indian retro with muted Mediterranean. Founded by Bijal Shah, who is passionate about the beauty industry, this is the second branch in Vadodara. The salon has been especially designed for hair rituals and its USP lies in creative hair colouring. In skin care, the unique skin regeneration treatment is a signature service, while Glow N Shine Manicure+Pedicure as well as candle therapy for hands and feet are also popular. Equipped with six hair styling stations, hair ritual room with two stations, two beauty rooms, make-up room, a spa room along with mani and pedi stations, and a nail bar, a number of people can be serviced simultaneously. The fully trained and professional team makes every service worth trying.

## CELEBRITY ENDORSEMENTS

### Shraddha Kapoor for Veet



Veet appointed Bollywood actress, Shraddha Kapoor, as their brand ambassador for Veet Silk & Fresh. Maha Changez, Brand Manager, Veet, reportedly said that the brand is excited with this association with Shraddha Kapoor to launch the improved Veet. She further added, that the new silk and fresh technology gives salon-like smoothness in five minutes. It is available in three sizes, 25 gms, 50 gms and 100 gms, and suits normal, dry and sensitive skin.

## TOP COLLABORATIONS

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



To commemorate its fifth anniversary in India, Kiehl's partnered with actress Neha Dhupia and Teach For India to establish 'Kiehl's Gives', an ongoing global initiative to promote philanthropy. For the first time in India, the brand retailed a special edition of their Ultra Facial Cream, the world's favourite moisturiser and 100 per cent net proceeds from which (up to Rs7,00,000), went straight to Teach For India to educate underprivileged children in India. The special edition designed bottle echoes with Neha Dhupia's sentiment to 'Give where you live' was aimed to eliminate educational inequality in India. Purchasing 10 jars of Kiehl's Ultra Facial Cream would help bring excellent education to one child in a Teach For India classroom for one year.

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AWARDS AND FELICITATIONS

**Truefitt & Hill awarded the prestigious 'Power User' award**

Truefitt & Hill India took home the 'Power User 2016' award in Small and Medium Size Enterprise Category by Software Agency ZENOTI, in their annual event, Power Up! Zenoti is a software brand for spas, med spas, salons, yoga studios and fitness centres. Each year, Zenoti organises a Power Up! Conference with the Industry Giants. In 2016, the focus of the discussion was on growing salon chains in India and abroad

and emerging digital trends. The conference was followed by an award ceremony to recognise emerging salons, salons who have expanded their business in short span of time. Truefitt & Hill is credited to be the oldest barbershop in the world by the Guinness Book of World Records. The brand is synonymous to supreme luxury and is known to have taken the segment of men's grooming to another level.



**Atmantan Spa wins award**

Atmantan Spa is an international, integrated luxury wellness resort and was the Spafinder Global Winner of the 2016 Wellness Travel Awards for 'Best for WOW factor' and 'Best for Fitness'. The ceremony was held at the World Travel Market London. Spread over 42 acres and nestled in the Sahyadris and overlooking the blue waters of Mulshi Lake, Atmantan embodies integrated wellness and physical being.

FORAYS AND ACQUISITIONS

**Kaya forays into the hair care category**



Going a step further in providing specialty beauty solutions, Kaya introduced a comprehensive range of services addressing a wide range of hair concerns. This hair care system caters to the entire spectrum of hair concerns by acting on all dimensions of hair through the Targeted Root Regen System and Hair Health Boost System. Also, the Kaya Hair Restore is an advanced hair transplant solution that is combined with other high-efficacy procedures for best results.

NEW APPOINTMENTS

**New Avon enters health and wellness arena with latest appointment**

New Avon LLC appointed Anjana Srivastava to the newly-established role of US President of Health and Wellness. The appointment doubles as Avon's expansion into the Health and Wellness market. In the new role, Srivastava leads the health and wellness vision for the company and is responsible for building the team and strategy for the expansion. She leads the team that identifies new product opportunities and brings innovative products to the market. Srivastava reports to Scott White, the New Avon LLC CEO and New Avon Leadership Team member.



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APPS AND TECHNOLOGY

**MATRIX launched the Haircare Pro App**

We all face different hair problems at different stages of our lives, such as hair fall and damaged hair or seasonal hair concerns like frizz, dryness and dullness. In order to combat these concerns, we often choose the professional customised treatment recommended by our hairdressers. Most salons recommend an in-salon treatment that would tackle only one hair problem. However today, most consumers face more than one hair concern at the same time. As a hairdresser it isn't easy to provide a customised solution to tackle two or more hair problems in one in-salon treatment. In order to circumvent this issue, Haircare Pro App launched by MATRIX, is India's first professional hair care consultation app. Easy to use and with plenty of features, it works simply. After an initial discussion with the client, the hairdresser must answer two simple questions, client's primary hair or scalp concern and secondary hair or scalp concern. The key features of the App are that it provides a customised in-salon treatment. Basis the primary and secondary hair concerns faced by the client, MATRIX Haircare Pro App provides a step-by-step guide to mix and match MATRIX products to address both hair concerns in one unique customised treatment. It showcases the benefits of the treatment and involves clients in the expected results of treatment. It recommends the ideal number of sittings or visits required by the client for the treatment suggested by the App. Recommended by the hair care experts



at MATRIX, the suggested home care set will help tackle both hair concerns simultaneously. The App also highlights the sequence in which the home care needs to be used. Not only that, the Haircare PRO App also records clients' information and tracks their hair care history to keep the hairdressers updated on the skin concerns faced and what all have they been already treated with. Available exclusively for MATRIX salons, Haircare PRO is designed to simplify diagnosis and consultation for salon professionals. Now you can mix and match products to address two hair concerns in one in-salon treatment.

2017

NATIONAL



**Shahnaz Husain's portrait sketched by M F Husain auctioned at Christie's in London**

The portrait of Shahnaz Husain, sketched by iconic artist M F Husain was recently auctioned at Christie's in London. Husain remembers the time she had visited him in London and he sat on the floor, very casually, and sketched the portrait. According to Shahnaz Husain, "I also remember meeting him once at Starbucks in London. He was just leaving. He scribbled a note to me on a small paper and walked away bare feet... the man who had the world at his feet!" This sketch also reminds her of the portrait he painted of her. "He depicted me like a Mughal

Empress and told me that this was his impression of me; the way he perceived me. It is my most prized possession. At my request, he painted the card for my daughter's wedding. His paintings have fetched astronomical bids, but this sketch is testimony to the fact that despite his enormous talent and fame, he was a close friend and a good human being, who never lost his humility."

**Army of LTA Graduates ready to capture hearts**

More than 85 students, who graduated from India's most reputed beauty academy LTA Beauty School, were ecstatic when a panel of knowledgeable industry experts addressed LTA graduates at a well-attended convocation ceremony. Their joy increased manifold when employer's having national and international placement opportunity offered priority placement to LTA students. Within a short span of seven years, LTA has become a leading provider of internationally qualified hair and beauty professionals. LTA trains students to qualify for world class education diploma from CIDESCO (Switzerland) CIBTAC (UK), CITY&GUILD (UK) and now VTCT (UK).





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LAUNCHES

# Architectural Concepts

MUMBAI

## Fidget Salon



Spread across 740 square feet, Fidget Salon has a spacious feel. The glass windows and doors lend a high aesthetic appeal and makes it appear larger in size. There are seven hair stations for cuts, colour and various treatments for hair. There are two comfortable manicure and pedicure chairs and two cosy nail bars, which are fully equipped with all sorts of nails services. Two beauty rooms offer privacy and make you feel secure in the hands of the expert beauticians.

As the franchise owner, Dulari Jain, says, "We promise our clients services that make them look great and feel great. Every client that comes to Fidget is pampered, feels relaxed and secure in the hands of our expert technicians."

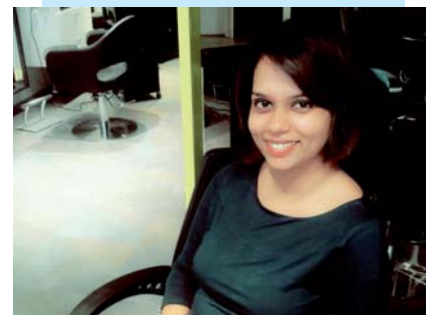
**Colour combination:** Yellow, grey and pastels

**Products used:** L'Oreal Professionnel for hair; Remy Laure for skin; Blue Sky, LYN for nails

**Lighting:** Exposed track lights to create a daylight effect

**Flooring:** Industrial grey ceramic tiles

**Interior designer:** Nitin Chitroda



**Owner:**  
Dulari Jain

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## Multifly Lounge Salon and Spa



Multifly Lounge, spread over 4000 square feet, has a salon and an academy on its premises. It understands the acute need of having speciality training programmes and facilities with professional courses and so provides state-of-the-art facilities and advanced infrastructure for its students. Relaxation and rejuvenation plays a vital role in grooming and development of an individual. Multifly has over 25 per cent of its space dedicated to a plush salon and spa to cater to the needs of its students and clients. The salon is equipped with three hair stations, one nail bar, one hair wash station, one each for manicure and pedicure, and one spa room.

Commenting on the USP of the salon, Aayushi Udayan Shah, Owner of Multifly Lounge, says, "Having three dedicated stylists who will cater to only one client at the time, ensures complete focus and attention to the most minute level and detail. We believe in quality and want to ensure hygiene and comfort to be our prime focus."

**Colour combination:** Black, golden and white

**Products used:** L'Oréal Professionnel for hair; Cheryl's and Christine Valmy for skin; Sally Hansen for nails

**Lighting:** A combination of chandeliers and LED lights

**Flooring:** Black and white

**Architect:** Tushar Mistry



**Owner:**  
Aayushi Udayan Shah

**Contact person:**  
Vinita

**Address:**  
510, Kalias Plaza, Next to  
Odean Theatre, Ghatkopar East,  
Mumbai-400077

**Email:**  
info@multiflylounge.com

**Phone No.:**  
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## MUMBAI Black Velvet Spa

Spread across 2000 square feet, Black Velvet Spa is conceptualised with the owner's vision to provide an excellence spa experience to its clients. Breaking the monotony, the Black Velvet Spa has created an ambience that relives the earthy Indian culture with a contemporary touch. The spa is equipped with three foot massage stations, two rooms for Thai Massage, one for couples and two single massage rooms. It understands that a spa is not a luxury, but a necessity today and with that in mind, a plethora of modern and traditional healing techniques are being offered. From the legendary Thai massage to the Ayurvedic massage, the Black Velvet Signature Massage and 9G Sports Signature Therapy are also available. All the therapies and massages are done by professional therapist with wide and profound experience in the field.

Says Mayank Gupta and Darshana Amin Gupta, Co-owners, Black Velvet Spa, "We pride ourselves in maintaining a high standard which guarantees our guests a memorable experience. If Black Velvet is to be described in one sentence, it is your holistic spa destination."

**Colour combination:** Black and gold

**Products used:** Aromatic essential oils, ayurvedic oils, dead sea mineral based products

**Lights:** Accent lighting

**Flooring:** Wooden finished vinyl

**Architect:** Darshana Amin Gupta



**Owners:**

Mayank Gupta  
Darshana Amin Gupta

**Contact Person:**

Diki, Manager

**Address:**

1st Floor, Sai Jeevan, SVP Road,  
Mulund (West), Mumbai- 400080

**Email:**

wellness@theblackvelvet.in

**Phone No.:**

022-25656066, +91-7506430111

**Website:**

www.theblackvelvet.in

## BANGALORE Kryolan

High end beauty brand, Kryolan launched its exclusive make-up store and training centre on CMH Road next to Indira Nagar. The 70 year-old brand which rose in popularity because of the series of theatre, film and body art make-up products, has now introduced the special Derma Color collection, to cover skin pigmentation, as well as bridal or modern make-up. The store has three make-up stations and a professional training classroom.

Says Malgorzata Langer, Executive Manager at Kryolan, "People definitely need to get more educated when it comes to make-up, though a lot of people in Bangalore do wear make-up and follow the latest trends. For those who are keen to learn make-up, we also offer classes. There are plans to bring in top celebrity make-up artists and our international trainers to teach students."

Founded by Arnold Langer, a chemist from Berlin, who believes that make-up is a science, Kryolan products are manufactured using innovative formulas. The 1800 area square feet store offers Kryolan beauty products and accessories from ₹50 onwards.

**Colour combination:** White and grey

**Products:** Stage and bridal make-up, Derma Color; accessories

**Lighting:** White light and halogens

**Flooring:** Grey tiles

**Architect:** In-house



**Executive Manager:**

Malgorzata Langer

**Address:**

1/1A CMH Road, KFC Signal,  
HAL 1st Stage, Indiranagar,  
Bangalore - 560038

**Email:**

kryolancity.bangalore@kryolan.in

**Website:**

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# Rae Palmer

## Inclined to Innovation

Rae Palmer, the owner of WELove Salon in UK and winner of BHA Southern Hairdresser of The Year 2008-09, is driven by innovation and creativity. Apart from spearheading her salon, she is also the Brand Ambassador of Revlon, UK. Carving her own niche in fashion-inspired hair dressing, Palmer speaks about her journey

by **Shivpriya Bajpai**



### **How did you get interested in hairdressing?**

My association with hairdressing started, when I got a Saturday job, as a teenager in a salon. The creative scope, which this job provided, got me interested in the hair dressing industry. My first job was with Hair OTT in Portsmouth.

### **What courses have you done and from where?**

I have done a lot of courses, but I mainly trained as a hair dresser with an ex-Vidal Sassoon Art Director. I have always loved fashion, too, and drew inspiration on my own via the Internet and shows.

### **Did you have a mentor?**

My mentor has always been myself. I am very self motivated. I have worked alongside some great names, who have inspired me along the way, such as Antony Mascolo and Umberto Giannini.

### **What were the challenges that you faced?**

The biggest challenge I faced was travelling to work each day. I travelled by bus, boat and bus again to reach my salon. It was tiring initially, but my determination to succeed helped me to climb the ladder without getting demotivated by the initial challenges.

### **What is your forté as a renowned hair stylist?**

My forté is cutting, colouring and creating beautiful feminine hair. I love the hair to look touchable and wearable, but still be very creative and be a little edgy.

### **What are you currently responsible for?**

I am currently responsible for my own salon business. Adding to that, I am the UK Brand Ambassador for Revlon. My work is different every day, but always creative.

### **Please tell us about your experience at BHA.**

My experience at BHA has been the most rewarding experience. Having your peers, your colleagues, friends and even family congratulate and celebrate your work, is incredible. I love what I do, but to be recognised as one of the best in the UK, is truly rewarding and humbling.

### **What inspires you to create your hair looks?**

My inspiration comes from mainly the arts and nature. I love any art including ballet and I am inspired by movement and expression. Finding emotion is important to my work. Being in sync with nature gives me so much inspiration. The seasons in this country like autumn and spring are amazing. Travelling is always good for my creativity, too.

### **How did you prepare yourself and the team for creating new hair looks?**

I prepare the team for new hair looks by training them myself. I usually ask them to begin with working on the new ideas I have and the techniques are then translated into our salon training.



### **What are your favourite tools and products?**

My favourites are Kasho scissors and Yasaka combs. I love the Balmain brushes and heated appliances. The products I always must have in my kit are Revlon Stylemasters, Nutri Creme colours, Glamourama finishing spray, Orifluido shine spray and Unique 1 Coconut Spray for instant shine, detangling and conditioning.

### **What is a normal day in your life?**

A normal day will start with the school run. I look after my salon clients in the morning and then spend the afternoon doing work for my new collections, educating the team or working on my brand marketing. I usually pick up my daughter from school at 5:30 pm then head home for mummy duties. Some evenings I work late doing clients or preparing for a presentation. My day is always varied!

### **What are your future plans?**

I am currently preparing to open a new salon in Hampshire that will be a day spa and country home salon. I am opening the first concept salon for WeLove in the new year! I am also thinking about launching my own product line.

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

My advice for those wanting to join the industry is to find a salon that will nurture and care for you whilst you are training. You need to find a clear career structure and training school with high standards of trainers. There is a big difference between a hair dresser training you and an educator teaching you. Learn from the best. Taste all the aspects of the trade. Knowledge is power. The more you learn, the better you will be.

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

The hair dressing industry in India is evolving and growing. The passion and dedication of the stylists is enabling the industry to flourish. 🌟





# L'ORÉAL PROFESSIONNEL Winner's Do Things Differently

Aseem Kaushik, Head, L'Oréal Professional Products Division, shares with *Salon India* his extensive plans for the brands under the aegis of PPD, the acquisition of Decléor, IHA and more

by **Aradhana V Bhatnagar**

**T**he Professional Products Division (PPD) of the L'Oréal Group distributes its products to salons nationwide. Through its vast array of brands, the division meets the needs of different salons, for colour, shape and styling, shampoos and general hair care needs. A privileged partner of hairdressers, this division offers them products made with the best technologies as well as high-level training, to ensure professional service.

The Professional Product Division (PPD) of the L'Oréal Group has changed the fortunes of millions of salons and even salon owners. With a portfolio comprising of brands such as MATRIX, Kérastase and now, Décleor, Aseem Kaushik, Country Head, L'Oréal PPD, who has been with the brand for long now, is one proud professional. Excerpts from the interview follow...

#### **L'Oréal PPD**

Kaushik shares, "PPD has stuck to what they believe in and successfully do it over and over again. Our philosophy has been to think of salons as an intrinsic part of us and it has never been about growing our business, but about expanding the salon business of the industry. Our focus is to educate and train salon professionals and do business development. We have been fortunate to have fantastic teams, who have been with us since long. They have grown with the division and have tremendous knowledge. They keep moving around in the group to get the energy going. We are the #1 partner and have partnered about 40,000 salons in 350 cities across India. In 2017-18, we have plans to train about 2 lac hairdressers, which is a substantial number, I feel. The idea is to provide skill enhancement and focus on 'see and do', and not 'look and learn'. At least 90 per cent of our training is hands-on."





### Indian Hairdressing Awards

The L'Oréal Professionnel Indian Hairdressing Awards is the most anticipated event in the Indian hairdressing industry. The contest is the benchmark in hairdressing, raising the standards of creativity and innovation with each passing year. Reveals Kaushik, "Three years ago, we launched a programme to have ID Artists. There were 17 youngsters, who we recruited, trained and invested in and made them the new artistic benchmarks of the country. Of the 17, finally, we have shortlisted seven, who showcased their skills in the regional round of IHA held in Delhi. They will be the future artists and the Dream Team continues with Dhruv Abichandani, Akshata Honawar, Raman Bhardwaj and Walter Dorairaj at the helm and with seven younger people being a part of the ID team."

### Acquisitions

Decléor has been integrated into L'Oréal's Professional Products Division, a category the company has been a key player in. The brand specialises in aromatic rituals practiced in institutes and spas. "With a strong existing brand portfolio and presence, the acquisition marks L'Oréal's entry into exciting new distribution channels within the professional beauty market including day spas and resort and destination spas specialising in skin care. This acquisition is a wonderful opportunity for our division, which will become a major player in this strategic professional beauty market very complementary to hair salons. Growth is a way of life at PPD and forward is forward. There are existing players, but nobody is taking it to next level. So, it is a clear opportunity for us," shares Kaushik.

### Key learnings

Signing out Kaushik points out, "The Indian market is very dynamic. The younger generation is really enthusiastic about joining the hairdressing business. It is uplifting to see them learn and work hard to enhance their existing skills. For us, it is indeed a joyful time and the year ahead is full of potential and opportunities." 📌

IN-VOGUE



# L'Oréal Professionnel Presents **French Browns** HAIR COLOUR TREND OF 2017

L'Oréal Professionnel has launched French Browns from the INOA and Majirel portfolios. Inspired by 'understated chic', the palette is in shades of soft browns that spell luxe and radiate with modern beauty. A fresh take on hair colour, French Browns leave you with a fashionable colour result perfect for everyday wear



**S**worn to be the 'It' colour gracing the ramps, it is also being sported by fashionistas across the world. They are seen teeming their wardrobe, make-up and accessories with the colour! Brown has become a headturner!

#### Go brunette this time

The French Browns palette incorporates the perfect blend of cool and warm reflects to match all skin tones for perfect personalised colour! The understated, yet striking, quality of French Browns make each shade visible on its wearer, while maintaining a subtle sophistication that is both minimalistic and easy to wear every day.


**Icy cool brunettes:** If you are looking for a cooler result, your L'Oréal Professionnel hairdresser has a varied range of icy reflects. Ashy bronze or espresso reflect to match your skin complexion and eye colour. INOA – 5.12, 5.25, 6.23 | Majirel – 6.13, 7.23.

**Rich luscious brunettes:** For warmer results, add richness and depth with mocha, caramel, honey or golden brown. INOA – 5.52, 6.32, 6.53 | Majirel – 6.52, 6.53, 7.35, 8.31.

#### Eva Green for French Browns

Eva Green, the global brand ambassador of L'Oréal Professionnel and the face of the French Browns collection, has that certain je ne sais quoi, which makes her the ultimate French girl. Bond Girl Green is striking with her intriguingly undone beauty, as she debunks French girl clichés in the French Browns commercial. Green wears a chic, contoured brown with the new INOA High Resist 5.25 shade.

#### Get your bespoke, contoured French Browns

Inspired by the current make-up obsession, hair contouring is a custom-made colour application technique that has revolutionised the use of hair colour and what it can achieve. This innovative technique uses the careful placement of colour and highlights around the face thanks to a play of light and shadow, alters the appearance of your face shape by accentuating your best features and enhancing your natural skin tone without the application of make-up! Consult with your hairdresser to get a bespoke Contoured French Brown colour service at your nearest L'Oréal Professionnel salon. Care for your coloured hair, indulge in the sensorial colour radiance protection with the Top Coat Treatment using the Serie Expert Vitamino Color A-OX range. 

## INOA HIGH RESIST

INOA – the ammonia-free and odourless hair colour launches the new High Resist Technology with select shades in its diverse portfolio. The new High Resist technology addresses a common concern for hairdressers and consumers alike – tenacity of hair colour. With its unique molecule, INOA High Resist anchors itself onto the hair fiber and is resistant to external aggressions, ensuring the colour stays true-to-tone over a longer period of time.







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ELEGANT  
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# Gorgeous Destination Brides

MATRIX introduces three scintillating looks this wedding season for brides, namely the Modern Maharani Bride, the Garden Bride and the Boho Beach Bride. Inspired by beautiful destinations for the modern Indian bride, the looks are contemporary and celebrate moments that create lasting memories!



**T**he wedding scene has changed drastically in India and destination weddings are no longer Bollywood-inspired dreams. Couples and families are living up to the 'fairy-tale wedding stories' in real lives. From exotic locations, exquisite décor, delectable cuisine, drone photography to luxurious wedding trousseau with complimenting make-up and hair looks, new age couples are not leaving any stone unturned to make it a grand affair. The concept of destination wedding helps the families and friends bond with each other, considering the otherwise mundane lifestyle.

Brides are ruling out traditional wedding outfits for designer wear and are ready to experiment with the latest in hair and make-up trends. Gone are the days when a run-of-the-mill bride would prefer the usual 'hair tied-up in a bun look' and hair colours would only be restricted to covering greys. Today's bride is shrugging off the regular and opting for vibrant hair colours and techniques, more as an expression of her personality. Hair colour is the make-up for hair now!

MATRIX, world's leading American professional brand, has launched three ravishing looks with SOCOLOR for the new age bride to showcase her hair so much better and add dimension to the over all look, which sits in sync with the destination wedding concept. The three rich looks, Modern Maharani Bride, Ethereal Garden Bride and Boho Beach Bride are carefully crafted by MATRIX professionals. The go-to hair colour trends and techniques are kept in mind while working on these looks. Colours like gold, plum and red have been used extensively to bring out the festive mood. Trending hair colouring techniques like Balayage, Ombé and Strobing are used for a perfect concoction of colour and style. MATRIX assures to bring out the goddesses in you this wedding season!



#### THE LOOK

### Modern Maharani **Bride**

**Who is she:** The Modern Maharani is royalty personified, and nothing short of a heritage haveli will do for her. She is strong and feminine; her look classic and timeless, yet vibrant and contemporary.

**Colour play:** The Modern Maharani bridal look has been created using the gold family of colours. Rich and warm, these shades showcase our bride's regal personality best.

**Techniques and shades used:** Using graduated weaves, the colorist sweeps the hair to create natural and sunny highlights with SOCOLOR #5.3, #7.3 and #12.35.



#### THE LOOK

## Ethereal Garden Bride

**Who is she:** Nature is the Ethereal Garden Bride's best friend, innocent and pure. Her dream wedding is warm and bright; lush gardens form the backdrop of her radiant nuptials, with her nearest and dearest to cheer her on.

**Colour play:** This bridal look has been created using a combination of colours from red palettes. Bright and luscious, these shades starkly stand out against a garden setting.

**Technique and shades used:** The bride's hair has been coloured with slices of red and freehand painting on the tips with SOCOLOR #6.62, #4.62 and SORED #6VR.



## THE LOOK

Boho Beach **Bride**

**Who is she:** Serene one moment, energetic the next, the beach is the perfect setting for the Boho Beach bride, because of its hidden depths. It is as changeable as she is, mirroring her many moods and facets.

**Colour play:** The Boho Beach bridal look has been created using a combination of plum hues. These bold colours and their interplay bring out the free spirited side of our bride.

**Technique and shades used:** Strobing and Balayage techniques have been used to complement the face shape and highlight the best features. SOCOLOR #6.28 and LightMaster.



# KABITA PURI

## For The Love of Hair



**Meet Kabita Puri, the young and dynamic Top Stylist at Toni&Guy, Kolkata. Puri gave wings to her dreams when she preferred to learn hairdressing, despite being a Science graduate. Apart from handling elite clients and mentoring juniors, she has worked with reputed designers and shows. Puri shares an insight of her journey, hair trends and more**

**Salon:** Toni&Guy Salon

**Address:** Saptaparni, 58/1,  
Ballygunge Circular Road,  
Kolkata, West Bengal-700019

**Tel.:** 033 2461 4200

**Last appointment:** 9pm



**Please tell us about your professional background. What are the certificates and degrees you have earned?**

I have been in this industry for seven years now. I have done my basic course from AN John Academy in Kolkata and some advanced courses from International Portfolio Artist, to name a few like Colour Diploma from Jo Hansford London, Long Hairdressing and Styling from Laurent Decreton.

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

I was inspired by my friend, who was a hairdresser, and respected the ways in which a hairdresser can transform people. As years passed by, my passion towards hairdressing grew stronger and made me choose it over post-graduation in Science.

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

My work is my passion and with it you can overcome any challenge. Initially, my family did not support my choice of profession, which made the journey uncertain and tough. However, with hard work and determination, I gained their support. Winning the national award in 2011 at the L'Oréal Colour Trophy in New Generation Category was the turning point in my career.

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

I started out as a hair stylist with AN John Salon soon after the completion of a basic course from their academy. I gained enormous knowledge and experience from my first job. I learned client and salon handling, communication skills, professionalism and every single aspect that would help me grow.

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## IN FIRST PERSON

### **Please tell us about all the places, salons and events where had you worked.**

I was at AN John Salon for more than six years and presently, I am working in Toni&Guy as their Top Stylist. It comes with a lot of responsibilities, such as handling elite clients to training my juniors. I have worked backstage for many fashion shows like Bengal Fashion Week, Raj Mahtani and Anamika Khanna.

### **How is a celebrity hair stylist different from a general hair stylist?**

Managing the celebrity client's expectations is difficult. The celebrity stylist must be creative and should be well updated with upcoming trends and fashion.

### **How important is success to you?**

Success is what drives me forward and keeps me moving. I measure success not in my growing client list, but by the joy that I give my client when they see themselves in the mirror.

### **What are your favourite tools?**

A pair of quality scissors, sets of combs, brushes, and a dryer.

### **What are the current trends for the season?**

**Hair colour:** Babylights are in vogue, dual toned colours like chocolate rose gold and soft blend of brunette and blonde; eggplant hair colour is making a comeback for those who have naturally dark hair; dark roots and light ends is also a trend.

**Hair cut:** This year is about different textures and different lengths, like short textured cuts and undercuts; the Gatsby-inspired bob, lob, and extra-long straight lengths.

**Hair style:** Ultra voluminous hair; finger waves; low pony tails; knots and the ballerina bun; whisky bangs and the return of the crimping.

### **What is your success mantra?**

I believe in always learning and evolving as a hair stylist. Keeping up-to-date with trends is my success mantra.

### **What are your views on the salon and beauty industry?**

This industry has come a long way in India. New brands, the Internet, franchise salon models, are some of the factors that have changed the landscape. The industry is growing and is a lucrative business.

### **What is your advice for the newcomers entering this field?**

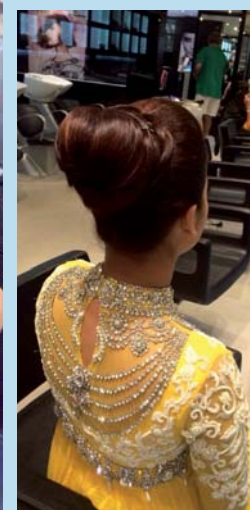
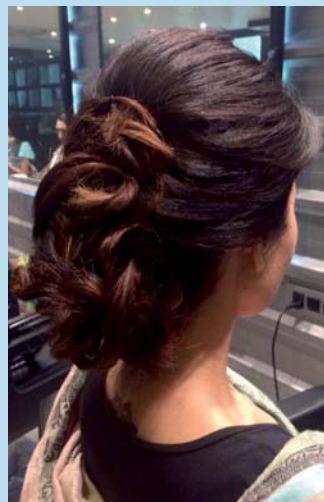
Learn your basics well as that is the foundation of your career. Always keep learning and evolving. Never shout too loud. Your work will be heard when it is ready to be heard, just keep going and never give up.

### **Who all feature on your client list?**

I cater to various types of clients, both male and female. My client list includes, social activists, celebrities, politicians, businessmen and women, bankers, housewives, to name a few.

### **What are your future plans?**

In the future, I will open my own salon and academy. I will also help those interested in pursuing hairdressing from the underprivileged section. 📍



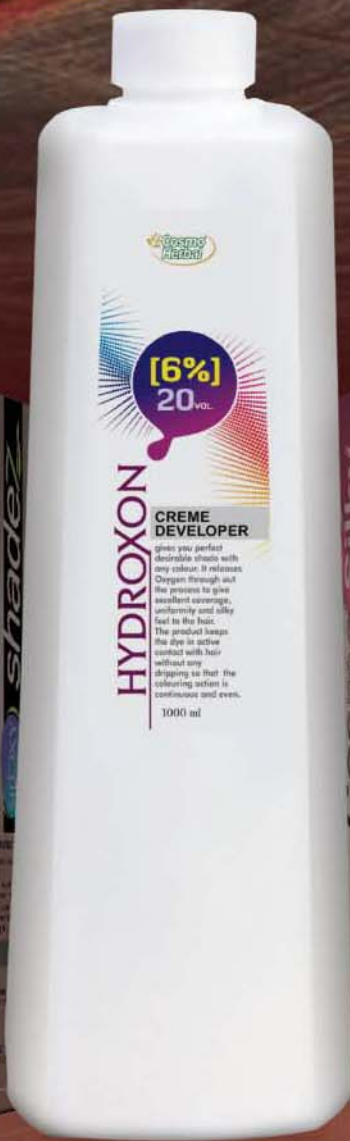


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# ENTREPRENEUR-DRIVEN VERSUS STYLIST-OWNED SALONS

## Points of View

by **Vikram Bhatt**

**M**ore often than not, a stylist who is good at her/his craft does well, and decides that she/he would be better off working for themselves, rather than anybody else. The chance of expressing themselves, seeing their name on the marquee and earning big money are big draws. And the advantages are considerable hence, many of them do well and in turn inspire others to follow in their steps.

● **Personal connect:** Since this is a service business, there is great value of an individual stylist connecting with the customer. Most customers have preferred technicians in the salons that they frequent, if not a single stylist that they go with. There are instances of them shifting appointments to match the availability of the stylist. In extreme cases, the loyalty is to the stylist, rather than the salon. Given the fact that a stylist works in close physical proximity, once a customer is used to a stylist, they would rather stick with them than experiment. And when the person who owns the business is your stylist, the customer knows they are in the best hands. It is also because of this same personal connect that there are chances that the employees of a stylist-owned salon would work there for longer as there is an individual connection with the owner

● **Creative expression:** The owner-stylist, too, has freedom of expression, a chance to showcase their creativity and their technical finesse. You will notice that such salons soon get known for the service/ service category that the owner excels in. This helps the place develop a differentiation, a reason for customers to prefer this salon to others.

● **Technical capabilities of the team:** In a salon that is owned by a stylist, it is this person that is setting the technical standard. They are also the chief trainers and mentors of their teams. Having a strong trainer, mentor over a period of time augurs well for any

organisation and so such salons have this advantage, too.

● **Personality brand:** In a lot of ways, the business becomes an extension of their own personality. This is very important because for a brand to get known, to have a reason to be relevant, it needs to have a distinct brand personality. In stylist owned salons, this becomes simpler for customers to identify and buy into that personality.

● **Nimbleness:** There is certain nimbleness or speed of decision-making that comes in because there is a single person taking all major calls. This can become very critical in case of cashing in on new trends, on innovations. Typically any new initiative that has risk associated with it – because it takes longer to convince a set of people than an individual. In this case, if the owner-stylist feels strongly about any new initiative the go-to-market speed can be the fastest.

● **Legacy:** Stylist-owned salons have the possibility of creating and leaving behind a strong legacy, which can be managed well and be sustained long after the stylist owner stops being associated with the brand

Overall, the main advantage in this format is because it is a personal services delivery business – hence a consistent personal touch will be the area where an Owner –Stylist always stands a better chance.

### **Advantage entrepreneur-driven salons**

● **Point Of View (POV):** As different from stylist-owned salons, here the entrepreneur has an outside in POV. Their main objective of starting such an enterprise is to make it a commercial success. Due to this, the entrepreneur requires to have specialists in every area and manage the salon through them. Critical to this is a managerial style that is inclusive and de-centralised.

● **Organisation structure and culture:** Since the key skills of running this organisation are spread across people, there is need to



*Vikram Bhatt, Director, Enrich Salon & Academy has in mere 10 years added 55 branches and is going strong. These words of wisdom are an abbreviated version of his vast and diverse professional experience.*



have a team and an organised structure to run the operations. There is also the need to define and inculcate a culture. Unlike a stylist-owned salon, this is less linked to a single individual's personality or where they are coming from.

● **Processes:** Since the entrepreneur is not a stylist the personal touch that is very important in such a business, has to be developed and sustained through setting up systems and processes. For instance, an individual stylist can commit her/his customers preferences to memory, but in an entrepreneur-driven salon, there needs to be a process for capturing preferences and then making them retrievable so that the data does not stay and leave with the stylist.

● **Consistency:** It is the same processes that when followed well can deliver consistent service. To take the same customer preferences example ahead, if the customers

preferences are stored in the salon database, another stylist can serve the same customer and will already know the likes and dislikes without the customer having to repeat them! Similarly, if all the stylists in a salon deliver a certain service, following a defined standard operating procedure (SOP), consistency can be achieved with less dependence on which stylist is performing the service.

● **Continuous learning:** When the salon is managed with systems and processes that are measured, there is an opportunity for continuous learning and through that getting marginally better each and every time. This way the bar can get higher every time.

● **Scalability:** This is probably the largest advantage that accrues as a cumulative of having a team and an organised structure, systems and processes and continuous learning. This is probably why such organisations have it better when they want

to scale up the business, especially because there is less dependence on an individual.

● **Succession:** Having a succession plan and implementing it is simpler in such organisations.

While it is easy to identify where both formats have advantages, each of these can also be a distinct disadvantage, if managed sub-optimally. Managing and growing a salon business requires a skillset that needs both domain knowledge and management skills. There are examples of successful businesses in our industry in both instances. It is eventually about how these two combine, or how a stylist, who has domain knowledge acquires or partners with managerial capability, and in turn how an Entrepreneur goes about understanding the domain that makes a difference. So, the jury is still out on which of these starting points lead to better success – we would love to have your views on this one. 📍



# EVELYN PAO VIRK Soars High

Evelyn Pao Virk started her professional career, as a hairdresser, in 2006 by pursuing a six-month hair course from Kolkata-based A N John Academy. After working there for over seven years, she started her own salon, named Hair's Evelyn. Today, she is successfully running three branches across Kolkata, and owes her success to her guru and mentor, Raman Bhardwaj. She was announced the Colour Category winner of the Indian Hairdressing Awards 2016-17 at the East Regional Finale



#### **Getting started**

My passion for hair styling started off as a hobby when I was 13. I was so fascinated by the craft that I used to literally force my siblings to get a haircut from me. Then it expanded to other children living next door. Finally, when I grew up, I decided to take the hobby seriously and enrolled at an academy.

#### **Journey so far**

The journey was challenging, but exciting. The main challenge was and has always been that there is no limit to your creativity. Taking risks is the first big step and later comes anticipation. Staying true to yourself and being honest is the best formula applicable in every field.

#### **Professional qualifications**

I trained at the A N John Academy for six months in 2006. I was employed as a hair stylist at the A N John salon for seven years, and was with Eye Catchers for four months. Later, I set up my own hair and beauty studio called 'Hair's Evelyn'.

#### **Research and groundwork**

My inspiration is my guru, Raman Bhardwaj, who has always encouraged me. He is an excellent mentor and I have learnt so much from him. My clients are undoubtedly the reason for my dedication to my work. Interesting clients, who come up with different requests make me love my job, and also keeps me pumped up – there is so much to learn. Social networking sites, especially Instagram, has all you need to know of the latest trends.

#### **International hair industry versus the national one**

I would rate the Indian hairdressing industry to be at seven. Thought the industry has achieved heights, it is still lacking in comparison to the international industry. However, we will get there slowly. I am truly grateful to the Indian Hairdressing Awards for offering such a huge platform for the young generation, giving them hope for a better future.





**Trends and techniques**

Ombre and the balayage techniques have taken the clients by storm. In terms of cuts, it varies from shoulder length, beachy waves to a graduated bob. Techniques are invented every day according to the face structure of the client. For men, with the technique of scissor over comb, any cut can be created. The same thing goes for women, keeping the layer technique in mind, anything can be created too, provided you have unique and creative ideas.

**Evolution of the hair industry**

When I started out, clients would prefer to go for simple cuts like layers, mushroom cuts, one lengths, and more. But now, the demand for crazy colours and funky cuts have taken the lead. Fashion has evolved to a completely different level and so has the hair industry.

**My hero products**

Sculpte and Clay from the Homme range and Elnett from L'Oréal.

**Pro advice to the young talent**

Keep yourself updated with the latest trends and explore yourself, never limit your ideas and innovative nature. Keep digging deep inside your soul and find your true potential.

The hair industry is a place where your creativity can expand to new horizons.

**Would like him to style my hair**

Raman Bhardwaj and Aalim Hakim.

**Expansion plans**

To open more branches in and out of Kolkata. If I am blessed, I might be able to soar high in the hair industry and to hopefully expand my business all over India. 📍

**(SB)**



*Alan Truman*  
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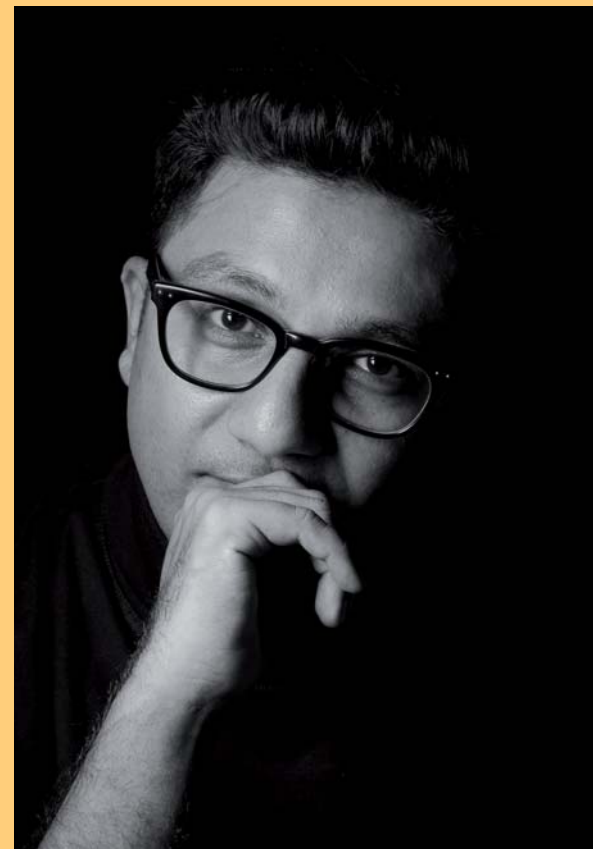
# LEGAL ADVISORY

## By-laws for Property Selection

by **Viki Thakkar**

**S**election of property is the most important aspect to keep in mind when one is planning to open a salon or spa. It may be entrepreneur-owned, or a celebrity stylist-owned salon, or even a franchise, if the selection of property is done incorrectly, it may result in low footfalls and low revenue. Catchment surveys before selection are done by reputed Indian and international companies that evaluate the target segment, age, lifestyle and hierarchy of that zone. A new entrepreneur may not have the technical know-how to conduct a catchment survey, and it may cost a lot to outsource it to an agency. The below mentioned points may help small, medium and new salon owners to do a survey on their own.

- ✓ India is such a versatile market that nothing can be generalised. For instance, a salon in Delhi or Vadodara which is located on the first floor may work, however, in Mumbai it may not be such a good idea. This indicates the local beat of the crowd and considerations are critical. People want to visit a salon or spa that is close to a mall and a theatre. College-goers also prefer a outlet that is close to their college.
- ✓ In the peak hours, one can observe the shopping preferences of the target audience of a location, and the spending pattern can be understood by retail outlets they visit, the cars they drive, their attire, and more. This gives the salon or spa owner a hint on how well the target audience is likely to spend, and in turn, help in deciding their pricing of the services.
- ✓ Competition is always going to be around. The more the salons, the better will be the footfall. Be confident of your service and the USP of your salon or spa.
- ✓ Unfortunately in India, real estate is not governed by a local body, as the estate agents are only bothered about cracking a deal, rather than focusing on the location that is ideal for their client.
- ✓ Property papers are a must.
- ✓ The previous tenant's telephone and electricity bills, whether they have been cleared or not is secondary.
- ✓ The nature of property, whether it is in a residential, commercial or educational area. This is very important. At times the landlords reveal the nature of the property only after the registration is done. If it is in a residential area, the local municipal authorities will either break all your renovation fitouts or ask for a huge bribe. Sometimes, even after you have paid them off, the property does not become commercial. After the local elections, the officers change and again in three years, they will bother the salon owner for money.
- ✓ Do not sign the deal or pay token money till such time as the estate agent and landlord do not physically show you the approved municipal plans of the place. It also important as it indicates the nature of the property.



*Viki Thakkar is a renowned Architect and Interior Designer. With over 150 spa-lons in India and several residential projects, to his credit, his out of the box thinking and non-conformist approach to design has garnered him much respect in the line.*



- ✓ The electricity meter has to be a commercial three phase one with a load capacity of 40KW.
- ✓ As taking the cable cost by the salon owner may result in overshooting the budget by Rs 1,00,000, which is the landlord's responsibility, consider the telephone landline junction, Internet connection availability and check the network.
- ✓ When the property is in a residential area, the water supply meter has to be dedicated to the salon or spa and cannot be shared with residences above.
- ✓ Storage of water on a loft is essential. When there is a water tank on the terrace, after a few months the residential society may cut the supply to the salon. This results in major inconvenience and chaos. Do not look for short cuts, go the long way, which is safe and promising. While building a loft for water storage may save money temporarily, it will cause inconvenience in the future.
- ✓ Consider parking if possible or have a valet service to assist your guests. Parking is a nightmare and the valet service - a welcome relief!
- ✓ Check whether the street is well lit, post 6 pm the area may become dark and gloomy, though it may appear fine in the day. It is advisable to factor in both day light and night concerns.
- ✓ Take a look around the neighbourhood. Avoid a property close to whole salers or liquor shops, as the vibes may not be pleasant.
- ✓ Old leakage, cracks in the plaster or seepage has to be repaired by the landlord and not the leasee, that is, the salon owner. You can take photographs of irregularities and keep it as a record with you.
- ✓ The landlord has to take a No Objection Certificate (NOC) from the society and hand it over to the salon owner stating that the society has no issues with a unisex salon, spa, clinic, make-up studio or academy coming up in the selected area.
- ✓ Free fitout period ranging from 30 to 60 days is important, depending on the location in a particular city or suburb.
- ✓ When the salon is in a mall, read the documents thoroughly before signing, as fire fighting, air conditioning, plumbing, water supply and glass front entrances are in the scope of the mall. The vicinity of washrooms is important from an operations point of view.
- ✓ The salon or spa signage should be visible when one is driving or from nearby points.
- ✓ The placement of outdoor units of air conditioners is important, as an air conditioner in front of the outlet is not advisable. The location of gensets and invertors should be considered before the agreement is signed, as this creates ambiguity later.
- ✓ If the property has space outside, like a porch, mention about awnings or retractable umbrellas with chairs and water jet fans to the landlord. This may help in seating and create a smoking zone for clients waiting outside the salon. 📍

# BSY GROUP

## Nude Nail Glass Nail Shiner



### ● About the company

BSY Group is a conglomerate of more than 35 companies worldwide operating in various sectors and industries. An aggressive player in the areas of cosmeceuticals, nutraceuticals, food supplements and cosmetics, BSY Group has significant presence in the trillion dollar global cosmetic health and wellness sector. The group envisages a world of universal wellbeing, with genuine approach and educative instruments for restoration of wholesome and holistic wellness being easily accessible to all members of the family, at minimum cost and effort.

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### ● Price and availability

Nude Nail Glass Nail Shiner is for ₹1,500 and available on [www.bsynonifranchise.com](http://www.bsynonifranchise.com) and [www.nudenail.in](http://www.nudenail.in); eBay, Amazon, Flipkart, Snapdeal, Infibeam, Shopclues, Bigbasket and Paytm. 📍

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– NEETA THAKKAR,  
Beautician, Mumbai



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– VIKAS BANSAL,  
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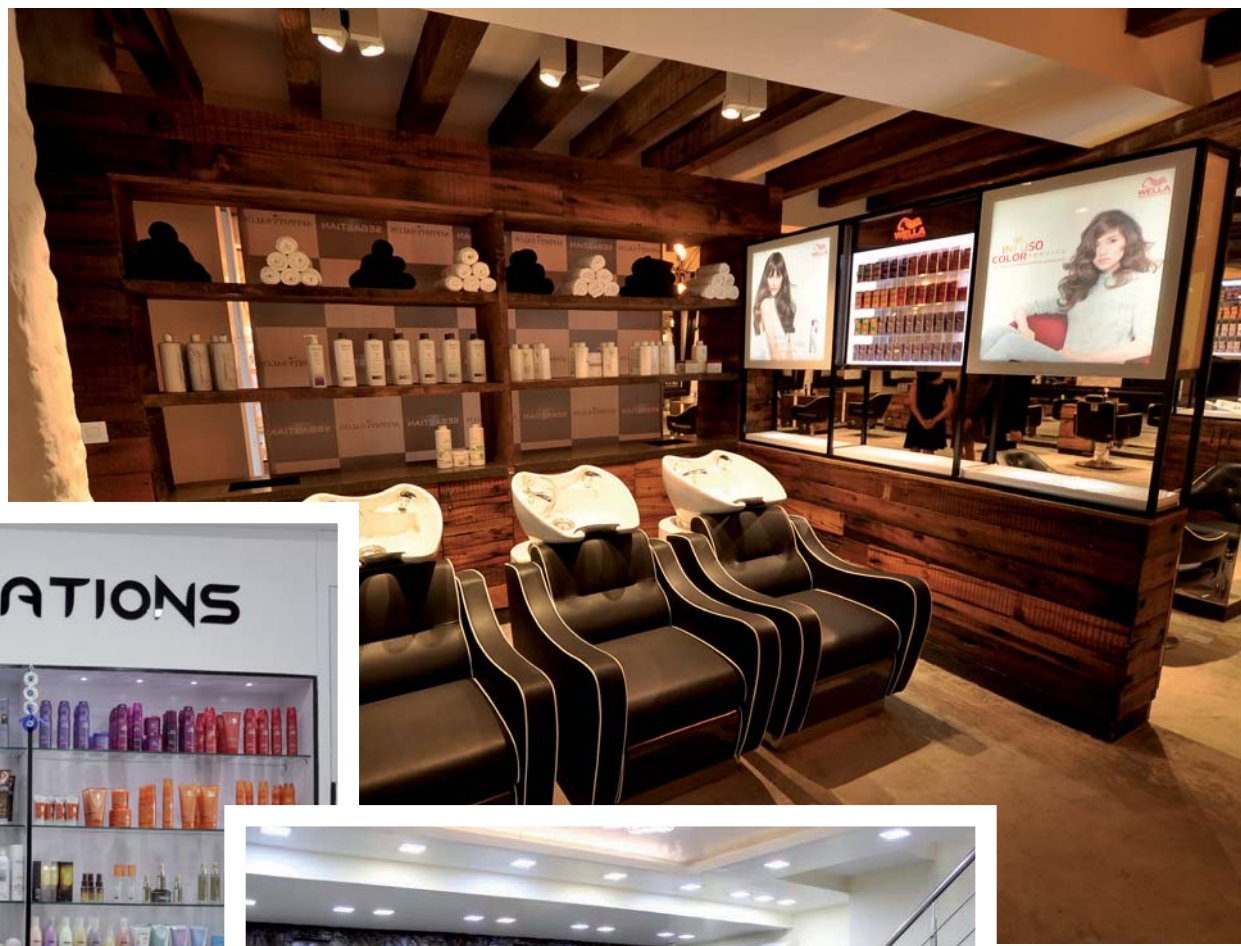
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# TEETHING TROUBLES Salon and Spa Business

To better understand the opportunities for new businesses in the salon industry, *Salon India* spoke to three newbies, who are celebrating about a year or so of operations. These salons are at various pit-stops on their journey towards making it big, but are still facing a few very real challenges

**T**he Indian salon industry is currently in its prime with numerous big and small businesses springing up. Beyond the neighbourhood parlours and premium franchises of international salon brands, industry trade shows, exhibitions, and workshops are also being received with open arms, thus attracting more beauty enthusiasts to carve a business via salon services. Global brands have also given their nod to the huge potential exhibited by a rapidly advancing Indian beauty and wellness market. These developments have created a welcoming environment for the latest innovations and better services and opened up avenues of employment and investment. However, there are challenges, too, that keep coming up.

### New salons

In Mumbai, Affinity in Khar West, BBLUNT in Malad, Toni&Guy in Andheri West; BodyCraft Spa & Salon in Koramangala in Bangalore; Looks Salon in Cyber City, Gurgaon, and Hema Watson in Ahmedabad are the



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“ In today’s scenario, there are multiple startup challenges for a new entrant. Gurgaon is a potential market, but has its own challenge of really high overheads and running costs. To make it more complex, there is fierce competition of price and service quality. Staff turnover and salaries are higher as compared to salons in Delhi. ”

– MANAS NIGAM,  
Owner, Kreations Salon, Gurgaon



“ From cut, colour, care to styling, the services offered at the Koramangala branch have made an amazing progress. We have recently added Luxe Oil and Nioxin ranges. When it comes to care and colour, we now have Illumina, Oil Infuso, and demi-permanent Cysteine smoothing treatment. Also, advance services, such as Mesotherapy, PRP and hair transplant. ”

– SWATI GUPTA,  
Owner, BodyCraft Spa & Salon, Bangalore



“ Taking one step at a time towards effective and lasting success. The business is looking good, all thanks to our customers who are satisfied with our services. As of now, we would want to increase our bandwidth and portfolio, gain more expertise and then go for a big bang approach. Expansion is definitely on the cards, but not immediately. ”

– MOHD AHKAM,  
Owner, Head Office Unisex Salon, Delhi

recent examples of salons that have either expanded their current area of presence or have entered the hair and beauty businesses.

**Challenges faced**

Like every other industry, the salon business also faces its share of challenges. Client satisfaction, managing and motivating staff, and infrastructure take the top spots for any salon struggling to survive. Detailing the startup challenges, Swati Gupta from BodyCraft shares, “The important milestones to cover are to identify the right location with enough space, where a sustainable business can be built; to raise the capital required for acquiring and establishing the salon with the required infrastructure, and finally the staff and service agents with the proper skill sets.”

Open since January, 2015 in Punjabi Bagh, Delhi, Mohd Akram’s Head Office Salon has had its share of challenges, as well. Ahkam elaborates, “The journey, so far, has been an amazing learning opportunity. It has exposed me to several elements, including how to groom my staff better so that they can provide impeccable service to our customers. There were a couple of major challenges, too, starting with identifying the perfect location

for the studio. Most salons fail due to poor location. So, we put in a lot of hard work finalising a home for the business.”

Manas Nigam’s Kreations has completed a year in the business and is winning the battle at its own pace. Speaking about the journey so far, Nigam shares, “The journey has been good, with both ups and downs. I guess, it has taught us consistency and an ability to sustain the business under all circumstances. I believe, first ventures have the steepest learning curves. It is the platform that readies us for bigger goals.”

**Pricing is key**

Pricing is one of the key elements for the initial success of any new business. Explaining this vital strategy, Nigam adds, “The pricing is strategically kept reasonable with a prime focus on the service quality to create an edge over our competitors. To attract clients, the salon keeps on introducing various attractive packages and membership schemes.”

Along with pricing, your clientele speaks volumes about your business’ smooth path towards success and helps create trust among prospective customers. With a clientele featuring big names like Virat Kohli,

Mohd Akram is surely on the right path.

Head Office offers services for both men and women, encompassing hair, beauty, make-up and spa. L’Oréal Professionnel, Wella Professionals, label.m, MAC, Kryolan and O3+ products are some of the professional products the salon houses currently. As for pricing, Ahkam confirms, “We do not believe in charging obnoxiously high or way too low. It all depends on the services the customer avails of and how comfortably we can accommodate them with genuine costing. This will continue to be our model, as of now.”

To sum it up, any new entrepreneur has to juggle between high overhead costs, service quality, reasonable pricing, staff training and retention costs. However, a balanced approach towards these key concerns ensures a smooth transition from the startup phase to having an established presence. It is critical to understand your salon’s USP and play with your strengths. Pricing, clientele, customer satisfaction are the three high-impact factors that have a major role to play in the success of your new business. Master them and the rest will fall into their designated places, effortlessly. 📌



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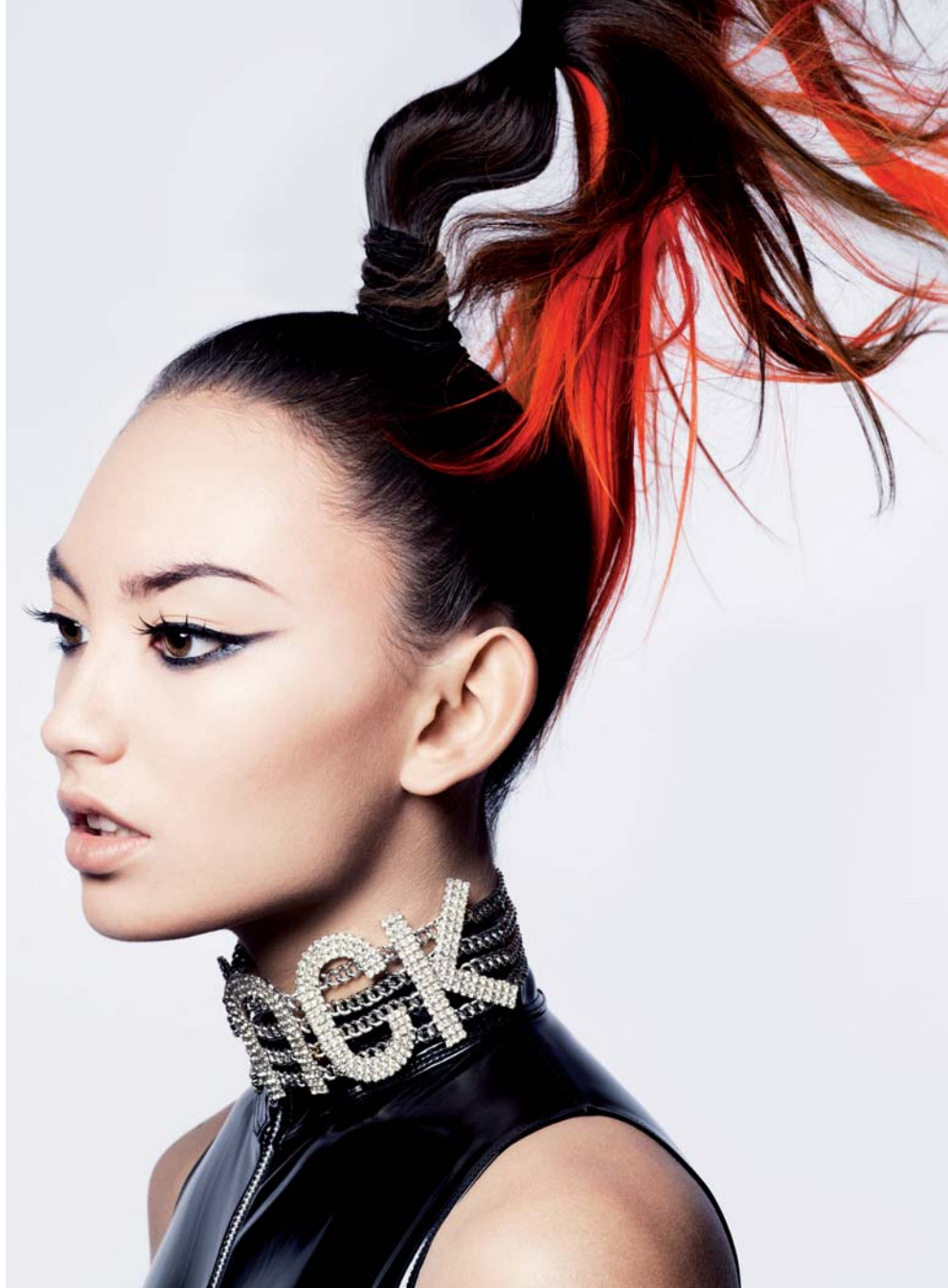
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# KARINE JACKSON Artist Par Excellance

Karine Jackson, Owner of Covent Garden Salon, is a star hairdresser, who believes in pushing her limits with her undying passion for the craft. Catering to a clientele of Hollywood actresses, such as Neve Campbell and Shelley Conn, Jackson is a master of her craft, who has prestigious awards in her kitty

by **Shivpriya Bajpai**



**Please tell us about your professional background. What are the certificates and degrees you have earned?**

I started my career in Australia. When I was 20, I moved to London and became a top colourist and manager at Charles Worthington, where I was one of the first group of colourists to do the L'Oréal Colour Specialist Degree in 1999. Years later, I launched my own Covent Garden Salon.

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

I have been lucky to have the support of my parents. I was trained in competition work by Fiona Heslop and I then worked for Charles Worthington, who was an incredible driving force for my career.

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

I think there are more challenges now as a business owner. When I was getting started, I always had the right people around me to steer me in the right direction.

**Please tell us about your current projects.**

Apart from running my Covent Garden Salon, I am the Colour Ambassador for Organic Colour Systems, and the Chancellor for The Fellowship for British Hairdressing; and would love to run for President. I also run seminars across Europe.

**How is a celebrity hair stylist different from a general hair stylist?**

There is no difference, all clients are treated the same, no matter who they are.

**How important is success to you? How do you measure success?**

I think the measure of success is in enjoying what you do. I have a great team and I love watching them grow, as well, as having that perfect work and life balance.

**What are your favourite tools?**

A great pair of scissors!

**What are the current trends for the season?**

**Colour:** My brand-new technique this season is Tie Dye. This is where we place 10 ponytails at the nape and tie bands at two inch intervals, then massage the colour into the hair to get a tie dye effect.

**Cut:** My brand new cut is the Mo-Mu. The Mo-Mu (modern mullet) takes a classic mullet shape and reinvents it for the modern day with A-listers like and Edie Campbell being the earliest adopters of the trend, while Gracie Hartzel also rocks one in the New American Vogue Freedom Video for S/S 17. Being an eighties girl I liked the original style. I am a lover of the mullet! The Mo-Mu represents a change of shape, which we have not had for a while, but it must be done well, it cannot be like the old fashioned mullet. It is a nod to the shape, but with the glamour we love today.

**Style:** I am championing the bubble ponytail. It is a cool twist where you secure bands in intervals throughout the ponytail and tease out slightly to create little 'bubbles' down the hair. It will be a standout style this season.

**What is your success mantra?**

Nothing changes, if nothing changes!

**What are your views on the hairdressing industry in India?**

It is a growing market! The stylists are keen to learn new techniques and trends. For such a big country, we need to watch out the creative talent.

**What is your advice for the newcomers entering this field?**

Absorb as much information as you can. It is hard work, but with a thirst for knowledge, learning can be great fun, too.

**What are your plans for the future?**

It is top secret...watch this space! 🤫

# ADVANCE HAIR STUDIO LAUNCHES Supernatural Hair Treatment

## **Please tell us about your professional background.**

I am the Chief Executive Officer and Managing Director of Advanced Hair Studio for Middle East, North Africa and the Indian Sub-continent, along with being the owner for Planet Education, Elite Infrastructure, and a few other businesses. We ushered AHS into India in 2008, with a vision and a mission to transform the whole industry and make it more organised by providing better results. We want to educate people about the prevailing trends in the world and ways and means of changing their appearances.

## **Please tell us about Supernatural.**

Supernatural is a masterstroke. A revolutionary concept, it talks about restoration leading to retention for life. Let me explain. Whenever we meet any client who has a hair loss concern, we make sure that first we restore their appearance. Hence, we give them a head full of hair with volume and density, wherever required. Along with that, we make sure that it is not temporary, but permanent in the form of a permanent programme or solution for life. We educate different age groups of men and women, and ensure that they know how to wear their hair in the best possible way. The technique is beyond hair replacement and hair loss treatments, and is about complete grooming of your hair. However, before we educate people how to wear their hair, how to change their hairstyle, we need to restore their hair.

## **What is the turnaround time for Supernatural?**

Supernatural can be performed in one day and it can go up to six or nine months. Depending upon how we are customising the whole concept, but the idea is within that time frame, we have to restore every client's hair. Then comes the responsibility of retaining it for the rest of your life. We feel that is unique and one-of-its-kind hair service in the world. Not just that, we educate you at regular intervals about the trends, which are prevailing for different age groups.

## **Do you also offer salon treatments? If yes, what all?**

Well, we do everything! So, people do get confused about whether we are a hospital, salon or a grooming outlet. AHS is a one-stop shop and with the launch of Supernatural, we may perform a restoration with the help of a medical and non-medical practitioner and then we will retain that with the help of some of the non-medical practitioners, such as hair stylists and hair experts. We have tied up with American Crew, one of the world's top companies in male grooming and every few months we have international workshops, where we provide education in our studios and to our practitioners on the prevailing trends. And yes, we offer salon services including haircuts, colours to everything else.

## **What are the expansion plans?**

AHS is probably the most aggressive company, not just in advertising, marketing and business development, but even in expansion. Now we have 11 studios between Middle East and India, which have more than 1,60,000 square feet of space and are equipped with the best possible infrastructure and new generation instruments with top-notch professionals. We are expanding our network to all the metro and mega cities in India and other parts of the Subcontinent and Middle East. We are also targeting Asia, South America, parts of North Africa and even Europe.

By 2020, the idea is to have at least 25 studios in India (each studio will be minimum of 15,000 square feet area) and 10 studios in the Middle East, so in total we wish to have 35 studios operated by us. 📍



**Sanket Shah, CEO & MD, Advanced Hair Studio, Middle East and the Indian Sub-continent, speaks to *Salon India* about the launch of a new and unique hair treatment called Supernatural**



L to R: Harbhajan Singh, Sanket Shah and Mohit Sharma

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# EMPLOYEE ENGAGEMENT The Need of the Hour

by **Shahnaz Husain**



**W**e are hearing a great deal about 'employee engagement', as the idea and perception of employer-employee relationship is undergoing a change. It is a fact that your work-force, or your employee, is your greatest asset. In fact, the belief is that it is the committed employee, who is actually helping building up a loyal clientele and furthering the business. This is very relevant to the beauty salon business. A client becomes a regular one due to the relationship of trust she builds with the beauty therapist or any other employee of the salon. The positive, welcoming and cheerful atmosphere in the salon goes a long way in building up a regular clientele base.

However, what does the term 'employee engagement' mean and imply? It basically means the kind of emotional commitment and loyalty the employee develops towards the organisation. Engaged employees feel part of a team or a group and have a spirit friendship with team mates. On the other hand, an impersonal atmosphere, or attitude, may not make for a loyal or committed employee. According to Kevin Kruse, author of Employee Engagement, "Engaged employees are the perfect brand advocates; wherever they travel the true brand of the company travels along. For such employees, financial compensation no longer remains the primary incentive making their approach more customer-centric." In other words, engaged employees certainly help towards building up a regular clientele.

Research has also shown that employee engagement has led to retention of employees, customers or clients, better performance, increased productivity and even better financial performance. For the vision to be shared, the employer's ability to communicate effectively with others is important. The human aspect is also important; to reach out to employees, at the human level, especially during tough times.

As an entrepreneur, I have realised that the pursuit of excellence and the ability to work hard are very necessary for the leader, too. So is drive and a focused determination. The employees recognise these qualities and are motivated by them. The beauty business is one in which trends keep changing. So, it is important for the employer to have in-depth knowledge of the different aspects of the business. A willingness to learn is important, because this is a business where trends keep changing. An integral part of employee engagement is being able to recognise the abilities and skills in others. It helps to empower them and develop self-confidence. And, of course, appreciating the efforts of others and commending them is important. The fact is that the employer must determine whether employees are being valued as much as they should be. 📌



*Shahnaz Husain is the Chairperson & Managing Director of Shahnaz Husain Group of Companies.*





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# IMAGE BUILDING Salon Maintenance is **Critical**



As an owner, when you step into your salon and find shoe-print marks or product spills on the floor, dusty and disorganised counters, with the place reeking of used towels, would you be impressed, especially if you were in a customer's shoes?

**S**alon maintenance is not a single day's job, nor is it a single person's job. It is a process in continuity, and teamwork is essential for a spic and span space. Sweeping the floor after a cut and wash and folding towels are not enough for five-star quality salons. Regardless of how much traffic comes in through the door or how bad the weather maybe, every salon, big or small, should welcome its patrons to an inviting and clean space.

## **Maintenance for success**

An effective maintenance plan for salons goes beyond the daily run-through. Regular inspections, periodic changes, and a commitment to sustainability can contribute to the business immensely. The initiative begins with the staff, who needs to be trained and motivated to take responsibility of the areas delegated to them. Simple practices like thoroughly cleaning equipment between clients, separating used towels and gowns immediately, cleaning the counters and organising products on a daily basis should be encouraged.



### Deep clean for a facelift

Salons are where people come to feel better about themselves. A fresh new look is a game-changer for everybody, including your salon. Set aside a day or two during the lean season to deep clean and prep it up for another year of success. Now, how you do it is up to your salon's needs and the resources available. You could shut shop for a few days and go from top to bottom in one swift move, or have everyone come in early for a couple days and comb through section by section for few hours before the day's customers walk in. For larger salons, hiring a cleaning crew is the best recommendation.

Make a checklist before you delve into the big task and chalk out a plan that would best benefit the business, while saving precious time and money, as well. This is also the right time to get any repairs done or give the space a fresh coat of paint. Dust, wipe and de-clutter every nook and cranny. Make sure you check for any expired or about to expire products. As for the usable products that you no longer need, donation is always an option. Pass it on to beauty schools and young professionals, who are exploring the industry.

### Weather wise

Speaking of bad weather, the monsoon season is a maintenance nightmare for salons and spas and bring with it concerns of seepage, foul smells, infections and insects. It is that time of the year when salon cleaning demands the most attention to detail.

Bina Punjani Salons in Goa have a huge task at hand during the rainy season. Says Bina Punjani, owner of the salon, "As it rains very heavily in Goa, we have to make sure we set up rain protection for all outdoor spaces, and close up every potential place from where water can come in, be it walls, windows, doors, passages."

ADARA Beauty & Wellness in Gurgaon have a few tricks up their sleeve to keep monsoon maintenance in check. They feel that due to rain, the laundry often smells musty, so for rotation, a salon must have a sufficient backup and use a laundry freshener in orange or lemongrass fragrances; to avoid termites, keep the drain area moisture-free and a weekly check with the pest control is essential; if, at all, there is a seepage problem, use halogen lights to dry it; maximum use of disposable tools is recommended to avoid fungal infections; therapists should use hand sanitiser before starting any treatment and a face mask is a must to avoid any viral infection, and finally, proper sterilisation of stations and manicure and pedicure tools should be done after each use.

### Step ahead to sustainability

Working in tandem with the natural world is a big commitment for any business. The salon and spa industry is yet to catch up on eco-friendly practices in a significant way. However, in the larger markets of the world, sustainable salon businesses are springing up at a consistent pace. Sustainability in the salon space, at its best, warrants the use of organic products and eco-friendly equipment. For most small to medium businesses, this could be a long shot. Even for the established few, changing their whole product range is not an easy decision.

Start small with one sustainable step at a time. A few changes in the current day-to-day practices at your salon and better training for the staff, can take you a long way on the road to sustainability. Keep an eye on wastage of resources, such as water, power, products and more; embrace natural decor and fragrances; go paperless — there are many changes you can implement right now. As long as it is helping the environment in any way, it is sustainable.

Maintaining a salon or day spa is no easy task, but putting in the time and effort to ensure a clean welcoming space for your clients goes a long way in getting better returns, both in terms of revenue as well as goodwill. Though challenges may appear in the form of bad weather, busy days or bizarre coordination, a clear strategy and teamwork can get the job done with no pain. 🕒

## MAINTENANCE CHECKLIST

A checklist or logbook that covers every area of the salon could help manage these tasks much efficiently. The staff could go over it before closing and leave it for the manager or owner, who can correct anything that is not up to par. Here are a few tips to start with, but of course a daily maintenance checklist will heavily depend upon the unique needs of your salon.

- Sweep hair off the floor before you blow-dry to prevent it from spreading around the salon.
- Products are your most important retail touch-point. Make sure the bottles and tubes are well-organised and wiped clean at the end of the day.
- Clean the mirrors regularly. You want the next customer to get a clear view of her looks.
- Clean the plates of all flat irons to get rid of any product residue or buildup.
- Make sure the furniture, counters and display shelves are clean. Check for any repairs needed.
- Clean and sanitise shampoo bowls between use.
- Make sure the washrooms are disinfected and well stocked with toilet paper, towels and hand sanitisers. And they smell good.

# HEADSTART INTERNATIONAL Leads the Way

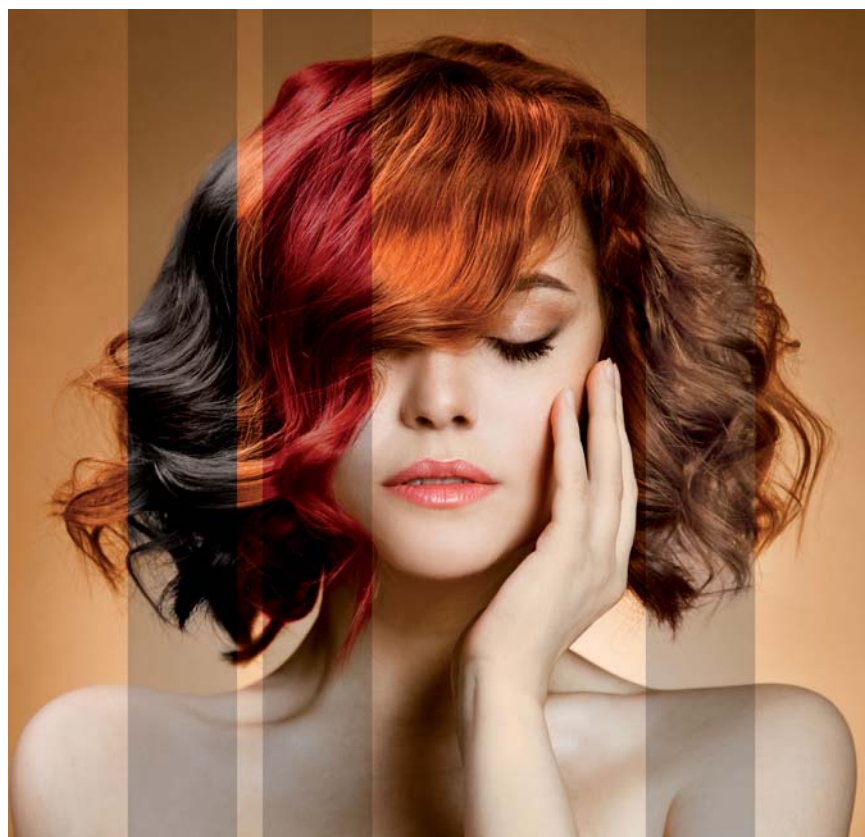
Headstart International is one of the largest distributor of hair care and skin care brands in the country. Vidushi Agarwal, Head Brands, Headstart International, shares with *Salon India* their growth trajectory and plans for the year ahead



**Professional background:** I have a background in Psychology, Anthropology and Theatre Arts. Originally I am not from the beauty industry, however due to my passion for beauty, cosmetics and make-up and the understanding of the Indian market and sensibilities, I decided to go into this business.

**Inspiration to be in this business:** Headstart International was an extremely lucrative business opportunity that has not become a part of our core group of family businesses. I mainly oversee our academies and the education department. I am also constantly evaluating newer technologies and products to make an impact globally and that are needed for the Indian market and consumer. India is one of the few countries which is currently on the cusp of a booming beauty industry. This inspired me to get involved because I see a huge capacity for growth and development both in terms of new innovative brands that would fit the Indian market and consumer as well as in terms of education, which is not as good as it should be at the salon and consumer level.

**USPs of your brands:** The selection and strategies of our brands depend upon a variety of factors. The most important for us being that the formulations should be non-toxic and the ingredients and composition should be of high quality. Brands such as Supersilk and ColorpHlex are made from natural proteins, and are sulphate and paraben free. Jaguar, which is well-known for its German and Japanese steel scissors, is a hand-finished brand. Skintruth is a



professional skin brand that uses naturally derived essential oils and formulas to cater to even the most sensitive skin types. Whereas Kinetics, our professional nail brand, is fantastic because of its quality and constant innovation when it comes to nail polish systems and gel polish systems.

**Marketing strategies:** We are growing stronger with the existing portfolio of brands and have added two new brands this year, such as, Kinetics and ColorpHlex. Additionally, we have strong media plan with coverages lined up in all major trade and consumer magazines. We are working on a relationship building programme with key salons along with the benefits that we can offer the salon and salon owners, wherever we plan to collaborate. For 2017-18, we are planning to focus on hair care and are aggressively working towards our biggest launch of 2017, which will be the Australian hair care brand Kevin. Murphy.

**Number of SKUs:** On an average each brand has anywhere between 10 to 350 SKUs and is completely dependent on which





beauty category it belongs to. Our hair brands generally have lesser SKUs since we have specific treatment systems, a colour cosmetics brand like Essence has over 250 SKUs.

**Price and availability:** Our brands generally fall into the premium or high-end range of products as compared to those available in the market. Our scissors and appliances from Jaguar start from ₹245 and go up to ₹1.25 lacs. Our hair care products in Supersilk and ColorpHlex start from ₹1275 and go up to ₹27,795, depending on the size of the kit.



**Views on the hair and skin care industry of India:** The hair industry in India is slowly seeing a transformation towards newer and safer alternatives. We see more and more people asking for safer alternatives and hair smoothing rather than classic rebonding which had formaldehyde. We are also seeing that consumers are hungry for newer brands due to constant digital exposure and new entries in the market in the retail segment. Consumers are more informed about the products and brands. At the salon level, standardisation is now becoming the way of operations with salons focusing heavily on in-house education and concentrating more on techniques and quality of service. They are interested in purchasing quality products that are performance driven. In terms of the skin care industry, we have seen a boom in the retail segment, but not so much in the professional industry. Skin care in general is heavily reliant on the right education and will therefore take a long time to carve its way into the dermaceutical sphere of this industry. Today in India, we are still focusing on basic skin care with a little more advancement towards customisation according to a client's skin type. We still have a long way to go when it comes to specialised cabin treatments as it is in the US and Europe today.

**Future plans:** Each of our brands is in a differently life cycle and therefore, the strategies and plans for each of them vary. With Jaguar we have recently launched the electrical line which has hairdryers, straighteners, and more with extremely competitive pricing. We wish to offer our clients fantastic German quality at affordable prices. With Skintruth, we have expanded the range from the Manicure and Pedicure products to treatment based facial regimens, which can be used as cabin treatments for specific skin types and problems. In the hair care range, we are launching a high fashion performance driven brand called Kevin.Murphy with particular emphasis on treatment and care. It will tackle specific hair concerns and allow the consumer to continue the regime at home with visible results! ColorpHlex has just made its entry into the Indian market and is in its 'educative' phase. With chemical usage being so high ColorpHlex is an essential product to ensure that the chemical damage is neutralised. With Kinetics, we will also slowly expand into the nail care and nail extension range, with a huge emphasis on education and training to develop the skills of nail technicians at the salon level. 📌

# DREAMRON INDIA INC

## Going Full Trottle

Launched in 2004 by Madhu GM Gowda, Business Head, Dreamron India Inc, the hair care and colour brand, has taken giant steps and made a name for itself



**What is your professional background?**

After completing my basic degree in Arts, started my career in Sales and Marketing. Currently, I take care of the entire business which includes opening up of 'new markets'.

**What inspired you to get involved in this business?**

Of course everybody's inclination is to achieve some kind of satisfaction in their own line of activity. And of course money is a major portion of inspiration up to a certain level and after that a satisfaction of providing employment to more and more eligible individuals. This is become my inspiration nowadays to create more number of employment opportunity.

**What are the USPs of your brands?**

We have unique USPs for each and every brand which is shuffled from time to time.

**What are the marketing strategies?**

Ours is a kind of indirect marketing whereby we educate more and more hair stylists on our product specialities, which they can use in their outlets. Besides, our technicians conduct more and more in-salon demos.

**How many SKUs are there in each brand?**

We have 27 SKUs in Dreamron Professional, seven SKUs in Bio Keratin and in Argan'ik, there are six SKUs available. In February, we are planning to launch Waxkiss Professional, a beauty care range of products.

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

Basically, our premium products are priced at par with contemporary premium brands and are available at most high end salons across India.

**What are your views on the hair and skin care industry of India?**

Our Indian hair and skin care industry is growing rapidly and may touch its peak in the coming years. The growth is estimated to be high at 35 per cent as the analysts say. This is an excellent rate of growth in India.

**What are your plans for the brands?**

We have sound plans for upgrading our brand image in the professional cosmetics industry.





**Dreamron**  
PROFESSIONAL



**Dreamron India Inc.,**

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# TIPS AND TRENDS

## Hair Colour

by **Adhuna Bhabani**



**A**midst all the warmth, cheer and light that comes as part and parcel with the holidays and the wedding season, who would not want to let the festivity go to their hair! And what better way than making your hair your canvas with great hair colour. But how safe is hair colour?

Let me start by simply saying that contrary to popular belief, hair colour is not harmful. It is more about a 'use not abuse' philosophy! Indian hair is different. While the hair canvas in the west serves as a fresh base for any colour, choosing a hair colour for Indian skin tone can be slightly more difficult. We cannot blindly follow hair trends that work in the west. You need to pick a shade that complements your skin tone, eye colour, personality as well as the predominant colour in your wardrobe – the result will be nothing short of gorgeous!

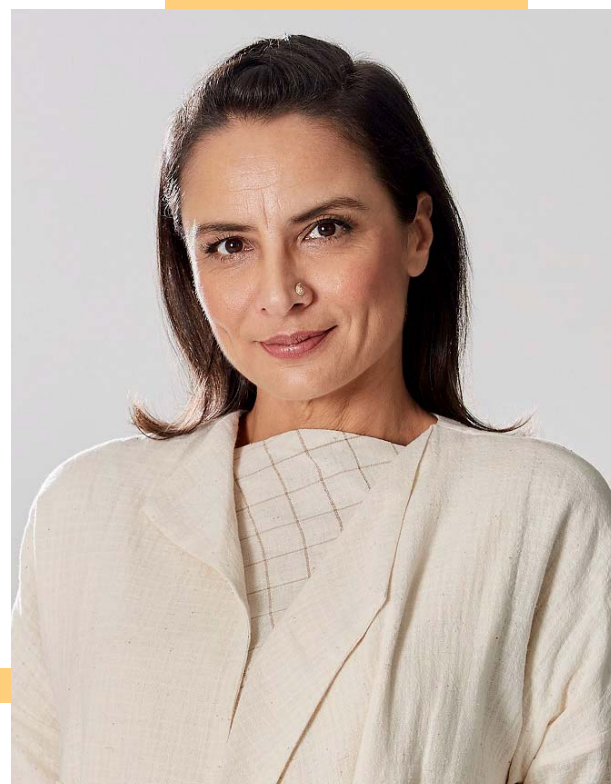
### Colour and technique

Choose from a variety of soft-warm browns like a honey caramel, Mahogany to Deep Burgundy or Wine, Rich Chocolates, Coffee Browns and Vibrant reds. Or the Blue Black - big for the festive season! This is simply black hair with a tint of blue keeping it classic, yet cool, at the same time. When it comes to global coverage, most of the popular shades are available over the counter. The bold and experimental at heart can opt for poppy blues, pinks or even soft pastels, however, the choice of the technique is more important and should be done only by a trusted professional in the salon.

### Home hair colouring

I can imagine that at-home hair colouring kits are the go-to solutions for global hair coverage for a majority of us especially Mothers of the Brides and aunts, who tend to be really caught up with wedding preparations and do not have the time to visit a salon. I can safely say that if done correctly and carefully using a quality product and with expert guidance, even a professional can never be averse to at-home hair coloring. The easy access and reasonable price make this an increasingly considerable option and there are variety of trusted brands and shades to choose from. But remember, you can tell a good product when shine is as good and long lasting as the hair colour itself.

*Adhuna Bhabani is the Founder & Creative Director of BBLUNT chain of salons.*







### Professional colour techniques

Having given you the entire lowdown on colouring your hair at home, it is important to alert you that some colour jobs are slightly more complex and require technique. They need to be done right so as to prevent further harm to your hair. So before taking your pick from my suggested trends, I recommend consulting your professional stylist, one who you trust, that understands your hair type as well as your personality to suggest the shade and style that would work best for you.

● **Hair colour contouring:** You would be familiar with this buzz word whether or not you have been keeping up with the Kardashians! Contouring as a technique has made its way to hair, too, and is used to accentuate, soften facial features. As your hair surrounds your face, it can make a huge difference to how you see your face shape. Hair colour contouring uses darker tones to add depth to areas that you want to appear softer or more drawn in, and lighter shades to enhance other areas or make them appear brighter. An oval face shape is more ideal as it works with a lot of styles and so the contouring balances out a variety of face shapes to make them appear more oval. It doesn't have to be the hugest difference to your existing colour. The change can be as subtle or as dramatic as you want it to be!

● **Shadowed dark/colourful pastel roots:** Pastel shades are totally 'on-fleek' and the way in which they are being worn varies from client to client. Something that is fun and easy to wear is a pastel shade in the form of a shadow at the root that becomes lighter from the mid lengths towards the ends. Complimentary or contrasting pastel tones are being used. Internationally, working with vibrant colour at the roots is making quite a colour statement.

● **Colour melt:** Melting is a technique that blends the highlights with the base colour of the hair so you do not see very strong lines. What distinguishes this technique from regular highlights is that we use multiple shades to create the 'melted' effect.

● **Rainbow hair:** The internet is a buzz with this rainbow trend, though the technical name for it is 'The Underlight'. This involves hiding bright colours under a top layer of hair, slightly more edgy colour over the rainbow hair, so women can choose when and how to show it off. Techniques are also customized so that the coloured portion can be hidden when tied up. The popular colour palette that we are working with comprises of an infused smokey grey, silver, lavender, lilacs, denim blues, Oil slick infused colours of dark blue, green and purple. Techniques are also varying between Baby lights, Sombre and Falmboyage depending on the shape, cut, natural hair texture and how subtle or bold the client wishes to be.

### Colouring the professional way

So if you're a perpetual loyalist that only gets your hair coloured at the salon, I am sure by now you are familiar with the basic tools of the trade and techniques that your stylist uses – the cape, mixing bowl, brush and foil being the most common go-tos. But ever wondered how this casserole-capping, brownie-wrapping staple made its way to hair colouring in a professional setting? Well, to answer that foils and meshes of any description simply work to isolate areas of hair to be coloured. The benefit of foil is that it generates an even heat around the hair being coloured, also ensuring even processing time. With meshes, the advantage is that they are transparent so as to allow easy assessment of development than foil. Some industry experts also use cling films to separate the sections.

Amongst us professionals, mixing proportions in terms of colours and suitability to Indian skin tones, always remain the same. Every colour comes with its specific mixing proportions. If changed, the desired effect is altered too. 📌



ALFAPARF MILANO  
REVOLUTION COLOURS

# Colour Your Hair Patriotic

Take care of your hair while you flaunt love for the country

**W**e love our country and respect our flag! And, we create fashion, the patriotic way. Hair colours are a strong fashion statement and to enhance it further, Alfaparf Milano Revolution Colors offer an easy step-by-step guide to achieve a patriotic hair colour in style! Apply the colour, starting from the roots till the ends. Do not worry about safety as they are ammonia-free and the colour stays up to 14 to 18 washes.



**STEP 1:**

Pre-lighten the hair to the extent of 8/9 level.

**STEP 2:**

Divide the hair into three sections.

**STEP 3:**

Take the first section and apply the orange colour tube directly onto the hair without mixing the developer.

**STEP 4:**

Repeat Step 3 with the middle section of the hair and apply the white colour.

**STEP 5:**

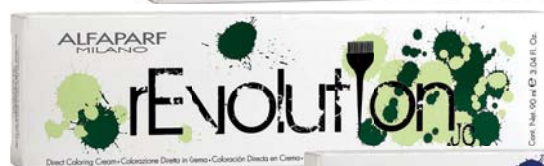
On the final section, apply the green colour.

**STEP 6:**

Leave the colour for 20 minutes and then wash.

“Hair colouring is fun and with brands like Alfaparf Milano, it is even more exciting! People colour their hair for style and we experiment with these colourful beauties for fun and passion. We mix and match and create colourful stories with hair and ensure the hair is as safe as your numerous colour applications. Keep colouring on this Republic Day!”

— PUNEET WASON,  
Regional Technical Trainer at Inocorp Marketing Pvt. Ltd.



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## ALAN TRUMAN K2 Healthy Heat Styling

If hair health has been on your mind during heat styling, worry no more. The Alan Truman K2 is here. With its patented Argan Serum infusion technology it infused a specially formulated Argan Shine serum into your hair while you style. With its black diamond ceramic plates and real professional temperature of 230°C, it is the platinum standard in hair styling

### What is it exactly?

It is a premium quality professional hair straightener with a patented Argan Shine Serum infusion technology. It infuses a specially formulated serum into the hair when you style. Due to the serum infusion along with heat, you can tame the wildest & weirdest curls, waves and bangs into poker straight hair in a stroke. Really straight in a single stroke.

### Does it work like a normal straightener without the serum?

Yes. You do not have to use the serum at all times. If your client has dull, dry, damaged, straw-like hair and she desires a quick straightening without further damage, you bring out the K2 and show her the magic. It nourishes damaged and dry hair making them silky, smooth and soft. If your client has normal hair or if you want to use the straightener for any other treatments and rituals you can turn of the Argan Infusion mechanism and use it like a normal straightener.

### Does the serum weigh down the hair and make them limp, sticky and sloppy?

Yes. You do not have to use the serum at all times. If your client has dull, dry, damaged, straw-like hair and she desires a quick straightening without further damage, you bring out the K2 and show her the magic. It nourishes damaged and dry hair making them silky, smooth and soft. If your client has normal hair or if you want to use the straightener for any other treatments and rituals you can turn of the Argan Infusion mechanism and use it like a normal straightener.

### Can I use anything else in the place of the Argan Shine Serum?

Not recommended. The Alan Truman K2 is designed to work wonders with the specially formulated ultra-light Argan Shine Serum. Any other liquid, oil, water or serum may cause damage to the infusion mechanism and may be extremely unsafe for your precious styling tool and you.

### Can I keep buying more refills?

Yes, you can keep buying more refills from authorised Alan Truman resellers.

### How do I know how much serum is good or bad for my client's hair?

The Alan Truman K2 has a serum infusion regulator on it. If you see that you have a lot of dry, brittle straw-like hair you have to go to setting 2 on the regulator. If you have lesser damage you can work with setting one. If you are still unsure, just take a thick section of hair and keep the regulator on setting 1 and try a stroke, you will be able to judge how much serum is required at any point in time.

### How many straightening and styling sessions does one refill last?

40 to 45 sessions under standard conditions. That is quiet a lot.

### How healthy is this?

One-you will need less heat per section due to the Argan Shine Infusion happening when you pass a section in between the platres. Two-The Argan Shine Serum adds nourishment, shine and gloss to the hair. It is not a layer on the hair. It actually nourishes your hair. Hence due to less heat and the infusion of the serum you will realise and visibly see better looking healthy straight hair

### What is in the pack?

Argan Shine Infusion Straightener, 250ml Argan Shine Serum Refill, Two Tanks, Microfibre cleaning cloth.

Price available on request.  
For technical information contact: [care@alantruman.com](mailto:care@alantruman.com)

## STEP-BY-STEP ON HOW TO USE IT

### Step 1

Section the hair as your would do for your normal straightening sessions. Do not change the way you section out the head. Keep the straightener in a switched off state, take off the tank and fill it with the Argan Shine Serum. Leave a single bubble for the mechanism to work fine. Make sure that the tank is sealed with the rubber cap very tightly. Do not shake the tank rigorously. It does not help in any way.

### Step 2

Fit the tank on the straightener tightly. Ensure that the tank is locked properly.

### Step 3

Switch on the power supply. Start with the lowest temperature and take a normal flat section and straighten it. Now turn the Argan Shine Infusion regulator to setting 1 and start straightening the hair by taking thicker sections.

### Step 4

Vary the temperature and serum infusion as required for the type of hair

### Step 5

Take thicker sections and more hair per section and go slower than normal on each section since you need to infuse the serum into the hair when straightening. Going too fast will not allow the serum to infuse into the hair and going too slow will infuse excess serum on a certain section of the hair.

### Step 6

Repeat the above process until you have achieved a beautiful straight head of beautiful nourished hair.



# STYLE! COLOUR! Care for your Mane

Inocorp Marketing Pvt. Ltd. has launched two products from the Alfaparf Milano Semi DiLino Reconstruction Range, which can be applied daily and are leave-in treatments

**T**he previous year ended with enough of hair colouring, styling and experimenting, and now it is time to finally care for your hair with Alfaparf Milano Semi DiLino Reconstruction range, as it helps replenish hair from deep within. With active ingredients that work directly on the hair shaft, that is the cortex, it leaves the hair healthy and shiny.

A perfect combination of two exceptional active ingredients, Bamboo Marrow and Cortex Repair, this reconstruction range offers balanced and concentrated action. While Bamboo Marrow has a high silicon content and is fundamental to deliver strength and elasticity to the heart of the fibre, Cortex Repair is derived from natural sources and takes care of the damage deep in the hair by replenishing the hair shaft and preventing it from regressing.



## Alfaparf Milano Semi DiLino Reconstruction Reparative Lotion

The Alfaparf Milano Semi DiLino Reconstruction Reparative Lotion is an intensive leave-in treatment that repairs brittle hair instantly, leaving it smooth and damage-free. A reparative treatment, it restores the natural resistance of the hair when used daily.

Price: ₹1,500



## Alfaparf Milano Semi DiLino Reconstruction Reparative Mask

An intensive conditioning treatment that helps arrest breakage and rebuilding the hair shaft, all the while repairing, replenishing and strengthening the hair without weighing it down. It repairs damage from the inside and with regular use, it gradually improves the elasticity of the hair.

Price: ₹1,200

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# MARKET WATCH

## Hair Care

### ColorpHlex Headstart International

ColorpHlex is a bond building reconstructor that repairs damage during the colouring and bleaching process. The active ingredient is the exclusive ColorStrong Complex, derived from a natural vegetable protein and polymerising compound. The ColorpHlex Intro Kit contains one Color Strengthening Additive (59ml) and After Color Strengthening Finish (118ml). Colour treated hair is compromised from its natural state. As a result, it becomes damaged more quickly than virgin hair, often losing the original vibrancy of the colour created in the salon. To combat colour loss and damage, ColorpHlex has launched its home care kit as a way for hairdressers to provide their clients with products that help maintain salon results at home. ColorpHlex Homecare Kit contains One Shampoo (118ml), one Conditioner (118ml) and One Leave-In Treatment and Detangler (59ml). This kit extends the life of the treatment. Email: info@headstartinternational.in.

**Price:** ₹4,975 for Intro kit; ₹2,475 for Home care kit



### Dry scalp treatment Moroccanoil

With the variety of chemical and colour hair services offered these days, protecting your scalp is essential to prevent dryness, irritation and discomfort. To ensure your scalp is at its healthiest at all times, Moroccanoil introduces Moroccanoil Dry Scalp Treatment. Recognising that different scalp types have specific needs, this high-performance product is formulated with essential nutrients needed to combat dry hair and scalp. It is rich in Vitamin E, polyunsaturated fatty acids and Moroccanoil's signature argan oil to moisturise the scalp and revitalise hair, contains natural ingredients and essential oils, such as geranium and lavender, to nourish the scalp. It fortifies the hair follicle from the root, enhances hair's health, leaving it full and shiny, uses therapeutic ingredients to soothe and calm skin irritations and regenerates the scalp to promote lustrous hair.

**Price:** On request



### Straightener Jaguar

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**Price:** ₹8,975

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**Price:** ₹1,475 for 300ml



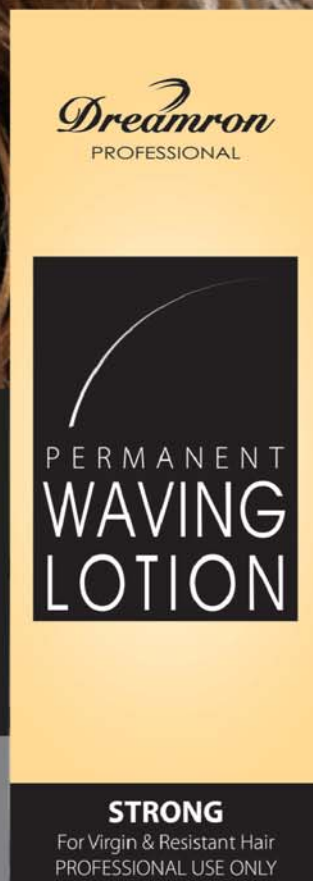


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# CHALLENGES IN Online Marketing


by **Sakshi Virmani**

**E**-commerce in India can be broadly divided into the Business-to-Business (B2B) and the Business-to-consumer (B2C) segments. Consumers who know exactly what they want readily shop online, motivated primarily by price and the convenience of having the product delivered to their doorstep. Generating leads and focussing on the right set of target audience is a major challenge faced by the industry while promoting their e-commerce stores. From writing and optimising the content, designing beautiful web pages to managing the penetration and reach of the website, e-commerce poses a large number of challenges.

Cut-throat competition is prevalent between various online portals. Each portal competes with the other in terms of pricing, offers, extra benefits, consultations, brand tie-ups and much more. In order to survive in this sphere, portals need to come up with attractive offers at regular intervals in order to prevent consumers from switching portals. Maintaining adequate inventory after estimating sales is another big challenge for the industry. Certain products have a shorter shelf life than the others. Companies need to check the packaging of the products too so that they do not get damaged in transit. Transporting fragile cosmetics needs to be done after carefully packaging them in sealed packages in order to minimise loss in transit. Also, logistical partners need to be chosen after careful deliberation so that they are able to deliver the goods in a stipulated time period. High logistic costs are also prevalent. Many e-tailers are setting up their own warehouses and delivery centers to extend their reach and streamline operations.

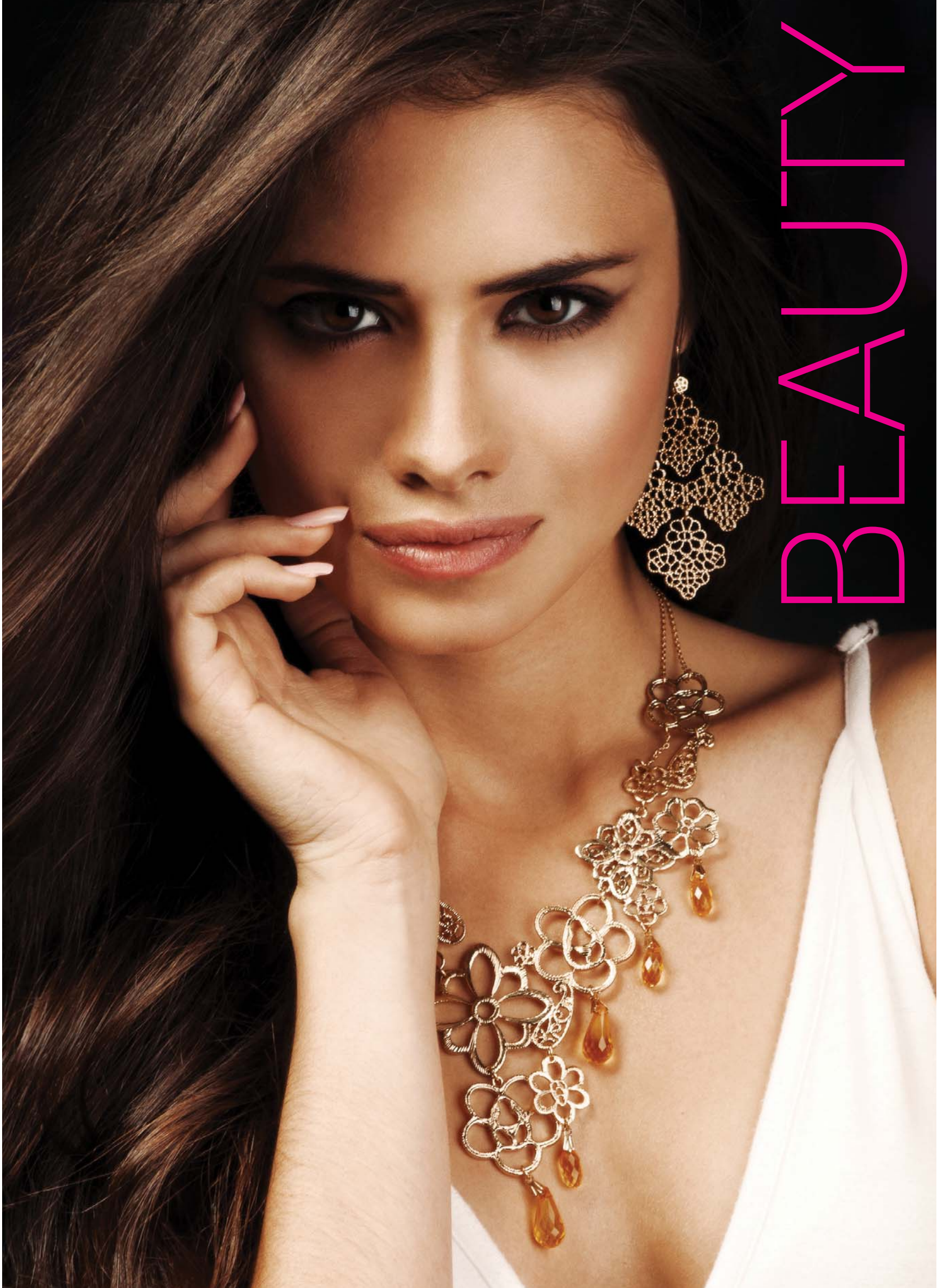
Furthermore, the website should be secure enough to facilitate online transactions via net banking, cash on delivery and other online payment options. Customer returns add to the chaos. Nowadays, consumers have the right to return the goods if they do not match their expectations or are not delivered within the stipulated time frame. The returns increase the logistics cost which negatively effects the profitability of an e-commerce venture. Some consumers do not want to venture into the online space due to the lack of credit facility. This contributes to a reduction in the number of salons who are willing to buy their supplies online.

Another challenge for e-commerce retailers in India is collecting payment. Ecommerce transactions are either prepaid or cash on delivery. A majority of the COD orders are rejected at the point of delivery by the customer. This is clearly expensive and not a very sustainable business model. The problem is compounded by the fact that most e-tailers also offer free shipping to acquire and retain customers. A separate team of individuals need to be recruited to handle the e-commerce business, process orders, manage returns, follow up on client payments and ensure timely dispatch and delivery of goods.

It is clear though that the growth of the internet and online e-commerce is on a fast track to transform India's economy. With the great potential and opportunities, there are many pitfalls and challenges, too, along the way. 

*Sakshi Virmani is the Director -Marketing of the Esskay Beauty Resources.*





BEAUTY



# THE RISING

## The Bare Truth about Dermatology and Cosmetology in **India**

Photos: Shutterstock

The business of beauty is in a dynamic space. While it is now common place for salons and spas to do brisk business, the category of Dermatology and Cosmetology is attracting a high number of eyeballs from men and women, alike. Never to take things on face value, *Salon India* does a recce and rests its case

by **Zainab S Kazi**  
**Aradhana V Bhatnagar**

**D**r Mohan Thomas, Senior Cosmetic Surgeon, Cosmetic Surgery Institute shares, "The demand for being well turned out has increased exponentially. The reasons being cosmetic, fashion, and grooming trends made popular by Bollywood, as cinema fuels the aspirations of our populace; peer pressure that forces one to look perfect, the need to climb the corporate ladder where intelligence and beauty go hand-in-hand; the marital platform where men and women, alike, want to look their best and then, there is the information highway that is making all the necessary information available."



L to R:  
Avni Amlani,  
Dr Jamuna Pai,  
Dr Mohan Thomas,  
Dr Deepali Bhardwaj

And all of the above is so true. We are a part of a generation that believes in being well-groomed. On cue, several Indian and international brands have increased their product portfolios to include skin care and hair care ranges for both the sexes. Several derma centres have sprung up, too, which auger well for the industry and those who want to make a difference to their looks by selecting a treatment available.

#### ● The current dynamics

Dr Jamuna Pai of Dr Jamuna Pai's SkinLab, earlier known as Blush, adds, "There is a demand for customised skin care solutions. There are more men who come in for treatments, laser and anti-ageing options, which has surely increased in number over the last few years. A lot of dermato-surgical procedures are replacing surgical procedures, which requires downtime, the risk of anaesthesia and the resultant pain."

Sumit Arora, Managing Director, Teknoderm is of the opinion that technology is helping the industry evolve. The non-surgical treatments are witnessing a lot of interest. He says, "Technology is playing an important role. Cosmetology is growing with the incorporation of non-surgical technologies,

“THERE IS A DEMAND FOR CUSTOMISED SKIN CARE SOLUTIONS FOR LASER AND ANTI-AGEING OPTIONS AND MORE MEN ASK FOR IT. A LOT OF DERMATO-SURGICAL PROCEDURES ARE REPLACING SURGICAL PROCEDURES, WHICH REQUIRE DOWNTIME, THE RISK OF ANAESTHESIA AND THE RESULTANT PAIN.”

— DR JAMUNA PAI,  
Dr Jamuna Pai's Skinlab

as treatment methods are in sync with technology. It is the biggest game changer in practice evolution, which brings satisfaction to the client by showing an instantly visible change that has long-lasting effects. These devices have been clinically tried, tested and proven for best output. So it is the right time to enter and start using technology."

Dr Apratim Goel from Cutis Skin Studio shares an interesting perspective. She says, "It does get better with each passing year and this is definitely reflected in our sales and treatment numbers. However, are we there yet? No, definitely not! There is still a mind block for a simple injection of Botox. There are still questions like 'Will laser cause cancer?' People still sit over a prescription of isotretinoin pondering over the side-effects only to wait for acne to develop into incurable scars."

Rekha Chaudhari from JCKRC suggests a few non-surgical treatments that are beneficial – Face Slimming Lift treatment from LPG (Paris), Hydreclat Moisturizing and Brightening Treatment, advanced treatments like Rejuvenating Treatment, Sebo Regulating Treatment from Biologique Recherche.

Dr Deepali Bhardwaj shares, "The dynamics are great! I get several medical tourists and we generate almost 20 to 25 per cent of our income from those procedures. By and large, people and particularly Indians, are opening up to the idea of Cosmetology, maybe because the general per capita





L to R:  
Dr Apratim Goel,  
Dr Soma Sarkar,  
Sumit Arora,  
Rekha Chaudhari

income has increased, there are more nuclear families, lesser children and hence, fewer liabilities. People are also more satisfied with life and they live longer. Both men and women are indulging in it equally and surely it is no more a women's desire!"

Accentuating on how fast the industry is growing, Nayana Mahajan, Product Manager, NAOS Skin Care India Pvt Ltd (Bioderma) highlights, "As per the IMS data, Dermatology is the second fastest growing market in pharma with 14 per cent growth rate with dermo-cosmetics contributing the maximum. The major change in the segment would be awareness among people. No one simply buys the product today; they search, they ask, they learn and compare it to the product's alternatives and then ultimately, decide to buy it."

While the current dynamics are veering towards the segment becoming stronger, Avni Amlani from Dermalogica draws attention to a development. According to her, in the last two years, there has been an element of grey between Cosmetology and Dermatology, as professional and trained skin care therapists are offering treatments using ultrasound and other electrical modalities,

**“ THANKS TO TECHNOLOGY COSMETOLOGY IS COMING OF AGE. IT IS THE BIGGEST GAME CHANGER IN PRACTICE EVOLVEMENT, WHICH BRINGS SATISFACTION TO THE CLIENT BY SHOWING AN INSTANTLY VISIBLE CHANGE THAT HAS A LONG-LASTING EFFECT. ”**

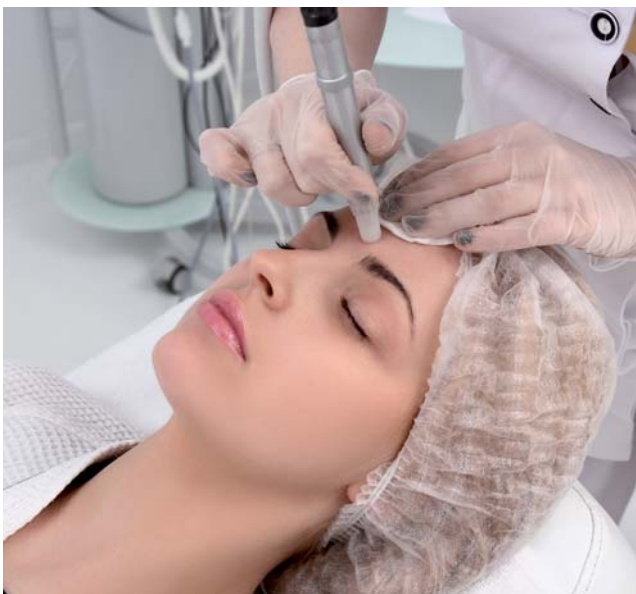
– SUMIT ARORA,  
Managing Director, Teknoderm

which traditionally would come under the purview of only Dermatologists. She shares, "Dermatologists are carrying out maintenance skin treatments, hence providing a one-stop solution clinic. Other than initial consultation and possibly the first treatment, most treatments in a Dermatologist's clinic are carried out by trained therapists. Alarmingly, some treatments using advanced modalities, such as laser, is being performed by non-qualified skin therapists or so-called Cosmetologists."

On the treatments that are in vogue in India, Shweta Parekh, Director, Infinite Enterprises Pvt Ltd shares, "Today, customised treatments are taking precedence over the 'one-size-fits-all' concept of facial treatments. Certain concept facials from Janssen Cosmetics such as Collagen, Vitamin C Facial and Anti-Pollution facial treatment have gained popularity. According to Kishor Gohill from Rémy Laure, the Sensitive Skin and Minero-vegetal Treatment is known internationally. He elaborates on the attributes of these treatments, "Our skin combats external aggressors, such as, pollution, UV rays, stress, ill health and more, and they degenerate the health and beauty of our skin. This treatment, being a rejuvenating facial, boosts the cellular metabolism, improves moisture levels and facilitates the rejections of toxins by providing the best balance."

**● Overcoming the challenges**

Dr Thomas says that a major roadblock that the expert in India faces is the non-availability of products required and their high price points after applicable taxes and custom duty. Says he, "The return on investment is also quite high. The high cost of setting up



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business (CAPEX) and the high operating cost (OPEX) tend to keep the treatment price points on the higher side versus the clientele wanting it at lower price points. This becomes a challenge that we have to overcome daily.”

Dr Soma Sarkar, Medical Director and Dermatologist, Skin Inn, shares, “The market is flooded with quacks. This is the reason, at times, the client has incorrect information about the service. Haggling and doctor hopping are common issues that we face. Regulations are completely missing.”

Dr Bhardwaj expresses her angst on the issue of non-trained doctors calling the shots. She says, “The biggest challenge is with half awareness and quackery. I am sitting in the hub of South Delhi and do not offer very expensive treatments, which are also being offered by quacks. They are advertising and the educated fool is going to them! After being dissatisfied by their service, they come to me! By quackery, I mean non-dermatologists or trained medical MBBS/ MD physicians in cosmetic practice.” She highlights another important challenge when she says, “Another challenge is the society fear. People are not sharing my name amongst their peers just so that they are the only ones who look good!”

Lack of technical knowledge, according to Parekh, is one of the challenges being faced by the industry. Apart from that, she says, “The biggest hurdle is that a major part of the industry is still unorganised.”

Organic is the new buzzword and whether the brands truly offer natural and pure products remains a mystery. Nirmal Minawala from Aroma Treasures reiterates, “Many companies are getting onto the bandwagon of ‘natural’ with hardly any pure ingredient in their product! This is a challenge that I see; another one being the dumping of poor quality products in the market.”

To conclude the subject of challenges, Shah says, “The beauty and wellness industry is a growing and lucrative industry, but it is highly fragmented. There is not a single



body responsible for licensing, regulations and governing health and safety amongst salon or spa therapists. One can carry out all treatments within a salon or spa without any formal qualification and still be regarded as an aesthetician.”

#### ● Salons and cosmetology

Salons, today, offer much more than grooming. A majority of them have specialised facials on their menu that talk about skin whitening, acne treatment, and more. But is it a good idea to have salon offer services that fall into Cosmetology or Dermatology? Dr Thomas shares, “While I am in support of increasing the streams of service and this maybe a need of the hour, the downside of salons offering invasive treatment and/ or laser treatment, can expose the client to a level of risk. Having a Dermatologist in the salon will neither increase the profile of the salon or the Dermatologist. People in India, are generally insecure and as a result, I cannot

see a marriage between the salons and the Dermatologists happening anytime soon. A practical solution would be for the salons to be associated with an organisation of repute, such as ours. Lasers, in general, should be used under the supervision of a cosmetic physician or surgeon, as any adverse outcome, should be managed quickly and effectively.” Dr Pai adds, “As long as it is only a facial service, it is fine to not have a doctor on call, but where other skin treatments, such as laser hair reduction, laser scar treatment, acne treatment and others, are concerned, a thorough understanding of not just the machine, but of the skin, too, is required. The parameters of the machines have to be customised as per the skin type, which makes it crucial to have it operated by a skilled medical professional.”

Dr Sarkar shares, “I strongly believe that salons should not cater to clinical and cosmetic treatments, as complications cannot be handled in a salon. But yes, the salon can be associated with a Dermatologist or a clinic.” She has associated herself with a salon and in turn, the salon refers Dr Sarkar’s clinic to clients for acne treatment, laser hair removal and pigmentation treatment.

#### ● Manufacturing capabilities in India

Dermatologists and Cosmetologists are seen using international equipment as there is a lack of manufacturers and suppliers in India. Dr Thomas says, “As in any other

“TODAY, THE DOCTORS ADAPT THE BRANDS AND TREATMENTS, WHICH ARE NON-SURGICAL AND NON-CHEMICAL. EUROPEAN BRANDS THROUGH THEIR R&D HAVE IMPROVED THEIR PRODUCTS. INDIA IS BEHIND TECHNOLOGICAL KNOW-HOW, RESEARCH AND DEVELOPMENT. HENCE DOCTORS PREFER INTERNATIONAL BRANDS, AS THEY ARE FAR BETTER IN RESULTS, COMPOSITIONS AND MOST VITAL, THEY ARE QUALITY CAUTIOUS.”

– REKHA CHAUDHARI,  
Founder-Partner JCKCR



field, it is the demand and the volume of the market that spurs the manufacture of machinery and products locally. Even in 2016, our market share compared to the world consumption was not significant, and hence, the companies involved are relying on imports. There still exists a shortage of skilled manpower, however, the gap is being bridged effectively and successfully. In the next two years, skilled paramedics would present themselves with some form of formal education and certification.”

On whether doctors are comfortable using Indian products, Mahajan says, “It depends upon the brands and their quality. However, international brands, like Bioderma, have created an image of purity and quality when it comes to manufacturing. Bioderma has only one manufacturing factory in France and all the products are imported from there. This contributes to people’s trust and loyalty towards our brand.”

Shah reasons this out well when she shares, “Most experts and doctors prefer to use international brands. However, the choice of selecting an international versus an Indian brand is dependent on the experience, clinic location and costs. For instance, in rural areas or not a prime-location within a city, doctors would most likely choose a local Indian brand, as it will be cost effective and their service charges would reflect the same.”

Dr Goel says it straight that she would prefer using an international machine, rather than trusting the ones made in India. She says, “Machinery yes, we do not have any India-made laser, yet. And I will not trust any! There are some good Indian pharmaceutical companies that take feedback from Indian doctors and work on their product range, packaging and pricing. I would put my bet on them. For example, Ethicare Remedies, Curatio and Akumentis. However, there are still some imported brands like ZO by Zein Obagi that is unmatched and result-oriented.”

Dr Pai explains our need to look at the West for equipment and machinery. She shares, “We depend on imported brands and machines as India is still relatively new in quality control for the aesthetic market. The beauty industry is now being regularised and standardised. It is only since a few years that beauty and medicine have merged, making it essential to have strict conduct codes to ensure there is no malpractice.”

To hear it from the other side of the table, Chaudhari from JCKRC, a leading spa

## TOP TREATMENTS IN INDIA

**DR MOHAN THOMAS,**  
SENIOR COSMETIC SURGEON,  
COSMETIC SURGERY INSTITUTE

- **LHR:** For a very long time men and women have been addressing the unwanted body hair by threading, waxing or shaving. With ‘Soprano Ice’ laser, hair from all parts of the body can be removed in a few sessions. It is effective against dark and light hair, too. The skin stays smooth for many years once the laser hair removal sessions have completed.

- **Skin whitening:** Skin lightening treatments involve a combination of drugs administered in the form of an injection. This contains amino acids, Vitamin C, minerals and glutathione that acts as an anti-oxidant for your body. This treatment is fast gaining popularity due to its fast acting and clearly visible effects.

- **Facials:** People get facials for different reasons - some want to get rid of blackheads, others start taking care of their skin in their 20s to preserve a youthful look and older people opt for anti-ageing regimens.

- **Skin tightening:** Ultherapy is the only non-invasive treatment which is US FDA approved for lifting and tightening the skin on the forehead, face, chin, neck and now décolletage. This technique uses the highly focused energy of ultrasound to stimulate tightening of deeper layers of the skin. People can see an appreciable difference in one month, but the best results are seen after three months.

- **Injectables:** Procedures for that youthful look involve Botulinum toxin and facial fillers. The results are apparent within three days and are good for a period of four to six months. Furthermore, the looks can be improved over a longer duration of time with permanent make-up.

**DR APRATIM GOEL,**  
CLINICAL DERMATOLOGIST, CUTIS  
SKIN CLINIC

- **Laser hair removal.**
- **Body contouring:** It is surprising to see the focus shifting to neck downwards. Patients are more and more interested in treating love handles, bra fat pads, tummy bulges, loose arms and double chins and that too non-surgically. This is a paradigm shift from

the all-time demand of face beautification, so far.

- Skin Lightening and brightening.

**SUMIT ARORA,**  
MANAGING DIRECTOR, TEKNODERM

- Mesoporation helps in the deep penetration of active molecules in the skin for that Cinderella-like effect and helps in pore tightening, rejuvenation, glow, skin hydration and collagen boost.

- Fastest and painless treatment of unwanted hair makes it convenient for clients to visit salons to be treated by trained therapists without pain and quickly.

- Body contouring by non-surgical combination of unique protocols, such as, Focussed Vaccum Cavitation to liquefy the fat cells and then contour with RF + Vaccum + Roller + IR Laser.

- Jaw line define, anti-ageing and double chin reduction by Multi-Core and Multi-Frequency RF for targetting SMAS layer.

**DR SOMA SARKAR,**  
MEDICAL DIRECTOR &  
DERMATOLOGIST, SKIN INN

- Laser hair removal.

- Pigmentation.

- Anti-ageing.

**DR DEEPALI BHARDWAJ,**  
DERMATOLOGIST, SKIN & HAIR CLINIC

- Anti ageing.

- Hair transplantation.

- Painless laser hair reduction.

**DR JAMUNA PAI,**  
DR JAMUNA PAI’S SKINLAB

- Dermal therapies.

- Laser hair reduction service.

- Coolsculpting - it targets the stubborn layer of fat and helps to sculpt the body non-surgically with no downtime.

**DR VINITA MATTA,**  
COSMETOLOGIST AND SKIN  
AESTHETICIAN

- Mesotherapy.

- Whitening and brightening treatment.

- Anti-ageing with peels and photo facial.

- Gold foil treatment.

solutions brand in India, feels that presently, no Indian brand is able to make a mark in the professional segment of skin care due to the lack of quality and result-oriented ingredients found in Indian brands. She shares, "Today, the doctors adapt the brands and treatments, which are non-surgical and non-chemical. European brands have a history of more than 40 years. Through their R&D they have improved their products. India is behind technological know-how, research and development. Hence doctors prefer international brands, as they are far better in results, compositions and most vital, they are quality cautious."

Dr Sarkar reiterates that training and education in India has a long way to go and we are still heavily dependent on the West for training. She elaborates, "The modules of teaching have changed, the number of courses and workshops have increased, but our education is still not streamlined. We still need to go to abroad because the doctors and the trends are far ahead of India, especially places like Korea. In India, we still are conservative when it comes to new techniques. Our medical schools are still not accepting the change." She minces no words when she says that in India we do not spend enough on research and technology



● **The West has no equal**

Training and education are the backbone for any industry to develop and this applies to Cosmetology and Dermatology, as well. India has a special niche in the medical field and again, this extends to the subject in discussion though we do look up to the West for new treatments and services. Dr Thomas shares his views and also talks about Cosmetic Surgery Institute, "We have come a long way since 2003, which is when I returned from the US. There will always be a demand for our doctors to seek courses overseas as it seems to embellish their achievements. The flow of technological advances (equipment) will continue from the West with competing products coming from the East."

and that is the reason machines have to be imported.

Dr Goel has a divergent view. She claims, that doctors in India are better than those abroad. "Honestly, there are some treatments where we are self equipped and the West could learn from us. For example, hair removal and lasers on skin of colour. However, when it comes to training on injectables, like dermal fillers, Botulinumtoxin and also some minimally invasive surgeries, we do have a lot to learn from the West. Doctors in India do good work, but fail to report and publish their work, hence, their work is not seen in the world. We need to learn social media and take marketing tips from the West for sure. Again, in India, cosmetic procedures are still not a part of

CHALLENGES FACED BY THE INDUSTRY

- The biggest roadblock to successful Cosmetic Dermatology practice in India is lack of rules and regulation by the government. In India, anyone can call themselves a Cosmetologist and start practicing Dermatology. However, if you see even in a country like Thailand, only a board certified Dermatologist can practice Dermatology; in India plastic surgeons, dentists, gynaecologists, even MBBS or BHMS can start treating Dermatological problems.
- Dermatology is not just about cosmetic practice. Not all Dermatologist can perform cosmetic procedures, but only those especially trained in and who have experience can do so. Hence, apart from having a degree in Dermatology, it is important to be trained and have the adequate experience. In India, some Dermatologists try to do everything, which also leads to problems. It is time Dermatology is subdivided into super specialities like paediatric, cosmetic, general, sexually transmitted, geriatric, and more.
- We rely a lot on home remedies, which worsens the case. Ignorant people either keep using them in a belief that they donot need to see the doctor or they land up with quacks, who waste their time and money. Medical problems need to be consulted with a doctor and treated accordingly.
- Due to corporatisation of the cosmetic practice, cosmetic services are being widely available to people, however, it is turning out to be a very competitive business, which is witnessing a drop in quality. It is a service and not a commodity and one cannot compromise with the care of the largest organ of the body.

- Dr Apratim Goel

the training in medical colleges, and hence, young doctors seek training to get the right know-how before they are capable of starting their own practice."

Dr Bhardwaj touches a sensitive nerve when she says, "It is a sad scene in terms of education, according to me. When I passed out of college, it prepared me for about 40 per cent of what I needed to know! I truly feel Indian education should be more focused on preparing the individual for work and life in a larger paradigm."



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- Wheatgerm Oil

● **International trends**

The treatments that are in demand internationally, are the anti-ageing ones. Dr Thomas explains, “The trend internationally are measures to fight the age clock by way of surgical as well as non-surgical methods. Clearly, worldwide, non-surgical treatments are getting very competitive and aggressive, because the less time required for the treatment with little or no down time. The downside is the inability of many of these treatments to meet the expectations of the patients. In short, the patient seeking such services must have realistic expectations as well as the need for multiple of treatments.”

According to Dr Goel, internationally, Dermal fillers and neuromodulators are still the most popular non-surgical cosmetic treatments. She adds, “Nearing the charts are hair removal, acne scar treatments and chemical peels.”

● **Establishing the rapport**

Where international brands make their presence felt through various shows that are visited by doctors, brands in India and distributors of international brands work towards establishing a personal rapport with

manner. They give appointments as per their convenience.”

Mahajan talks about the system in place at Bioderma, “We have medical representatives covering the top KOLs of the industries. For the first few times, appointments are bit difficult to get, but once the doctor starts using and trusting the brand after positive results, it is easy to contact them.”

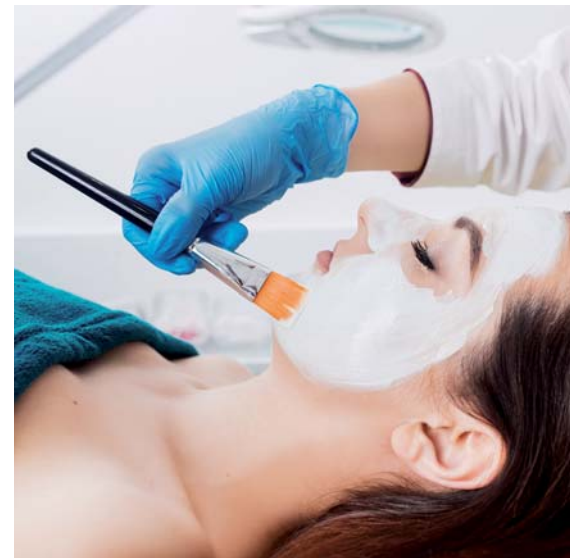
At Dermalogica, Amlani, too, has her representatives meet with the top spas and salons in India. She talks about participation at fairs and exhibitions saying, “Though there is an increase in the number of fairs exhibitions across India, and the standards are improving, however, we, as a company do not feel these fairs provide a stage for skin care brands similar to those abroad. The attendees are not likely to commit to signing up with a skin care brand at a fair! We do have leading Dermatologists and Cosmetologists using Dermalogica due to it being result focused.” At Teknoderm, Arora shares, “We are participating in various shows and organise workshops with new treatments in association with our foreign principals. We invite the foreign faculties every quarter, which helps in gaining clients and

“THE BIGGEST CHALLENGE IS WITH HALF AWARENESS AND QUACKERY. MY CLINIC IS IN THE HUB OF SOUTH DELHI AND DOES NOT HAVE EXPENSIVE TREATMENTS. THEY ARE ALSO BEING OFFERED BY QUACKS, BUT THE EDUCATED FOOL IS GOING TO THEM AND AFTER BEING DISSATISFIED THEY COME TO ME!”

– DR DEEPALI BHARDWAJ,  
Skin & Hair Clinic

dermo-cosmetic procedures. Those who are performing them, but are not qualified to do so, should be given strict warnings and if they continue to ignore them, their businesses should face a clamp-down. It should be communicated to them in no uncertain terms that they are not authorised to perform any such invasive or non-invasive treatment. When this is effected, quacks will automatically fall by the wayside.

Indian manufacturers of machines and products used, need to be alert, as there is a clear opportunity for them to cash into. It has been years since machines used for such procedures are being imported. We



the doctors. Chaudhari makes it a point to directly get in touch with Dermatologists and Cosmetologists to talk about her products. She shares, “We directly approach them through their concerned individuals and introduce our premium international brands. We believe in one-on-one meetings i.e. personal selling as we like to give clients personal attention and cater to their specific requirements in the most result-oriented

knowledge is shared and we all understand each other better.”

● **To conclude**

The segment of Dermatology and Cosmetology, today, has reached a level, where regulations need to come into practice. The Government of India needs to get involved in assigning licenses to only professionally qualified doctors to perform

have the skill and the knowledge, so why are we so lazy about implementing it? Finally, consumers should be wary of visiting quacks, who have zero expertise in offering them such high tech and sensitive procedures. When you are so specific about using a specific cream for your particular skin type, how can you trust your face or body, to anyone less than a medical practitioner? Do not visit quacks or you will end up paying dearly. 📌

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## BEAUTY & WELLNESS INDUSTRY IN INDIA

# Top Predictions for the Year

by **Dr Blossom Kochhar**



**B**eauty and wellness, as a concept, has been in existence in India since times immemorial. Yoga, Ayurveda and Aromatherapy are synonyms of the concept of mental and bodily wellness taking care of the holistic health of people. However, with the evolving times, beauty and wellness have taken up multi-dimensional definitions to commensurate with changes in the lifestyles of people due to increase in their disposable incomes, digitisation and globalisation.

India's beauty and wellness market has evolved from a salon-in-the-garage to a booming state-of-the-art business estimated at around ₹490 billion and is expected to grow by 20 to 30 per cent year on year. It is likely to treble by 2020! The industry is going to be highly competitive owing to the latest innovations, social media initiatives, new launches, beauty and wellness giants betting big on the Indian market.

**01** The demand for the beauty services and products is going to be driven by the growing consumption in rural and semi-urban areas, which are the main drivers of the growth in the industry. Indians are highly driven towards beauty, wellness and the overall wellbeing as a means to break away and de-stress from the hectic work schedules and sedentary lifestyles. Even in smaller towns and cities with increased disposable income, people are giving a lot of attention towards curative healthcare and beauty services. The e-Commerce boom, too, has made the industry a lucrative one, both for businesses as well as customers, at large.

**02** Franchising will play a big role in ensuring that people living in the smaller towns and cities can avail the benefits of beauty and wellness services.

The future is likely to see a surge in chain salons and franchise salons. New tie-ups, franchise solutions, startups are all new age businesses that are set to transform the way the industry is working in the country. Brands and quality of services will be sought after.

**03** There will be a huge surge in the make-up industry and women will be opting for quality make-up products.

**04** Alternative therapies will make their way into traditional salons redefining beauty to become more holistic. Ayurvedic, detox and the spa industry, too, holds great potential as more and more people are giving more attention to healing and pampering. But, it needs to have a single platform that up-scales the industry and brings all service providers on one single platform to reach the customers.

*Dr Blossom Kochhar is the Chairperson of the Blossom Kochhar Group of Companies. She is a prominent Aromatherapist, a keen golfer and a Kathak dancer.*





**05** The younger generation has become so aware that the industry has to gear up to cater to lot of youngsters. This generation will seek express treatments and not elaborate ones. The salon will have to be more open and buzzing, as this generation will not seek the privacy and quiet of therapy rooms. They may refer to come in bunches for services and salons will be the new cafés.

**06** Beauty and hair technicians will have to be more versatile in their services. Although specialisation will always be there, the narrow approach of specialising in one aspect of hair or beauty will no longer fetch a good salary for the technicians or good income for the salon owner.

**07** Chemicals are no more a fashionable accessory to live a healthy meaningful life. Eco-friendly packaging, products and clothes are here to stay. Green salons and spas are going to be big in the coming year considering people are moving away from chemicals to a holistic and natural way of living. People the world over are now making a slow but steady transition to finding more natural toxin-free solutions in their products as well with 'green and holistic' having emerged as a neat catch phrase to sum up this new approach.

**08** Even adjacent industries, such as health care, hospitality and retail are recognising wellness and beauty as a value proposition and a gateway to a huge opportunities. They both need to work in tandem to capitalise on the growth potential of the sector, as the increasing emphasis on a healthy and wholesome lifestyle is a springboard for the industry.

**09** Since quality beauty treatments call for specialised knowledge, skilling and certification are the new buzzwords to bring this sector at par with global standards. According to a KPMG Wellness Report, the workforce requirements in the beauty and salon segment alone will grow to 12.1 million in 2022, a huge number which shadows the growing impact of the sector in the economy.

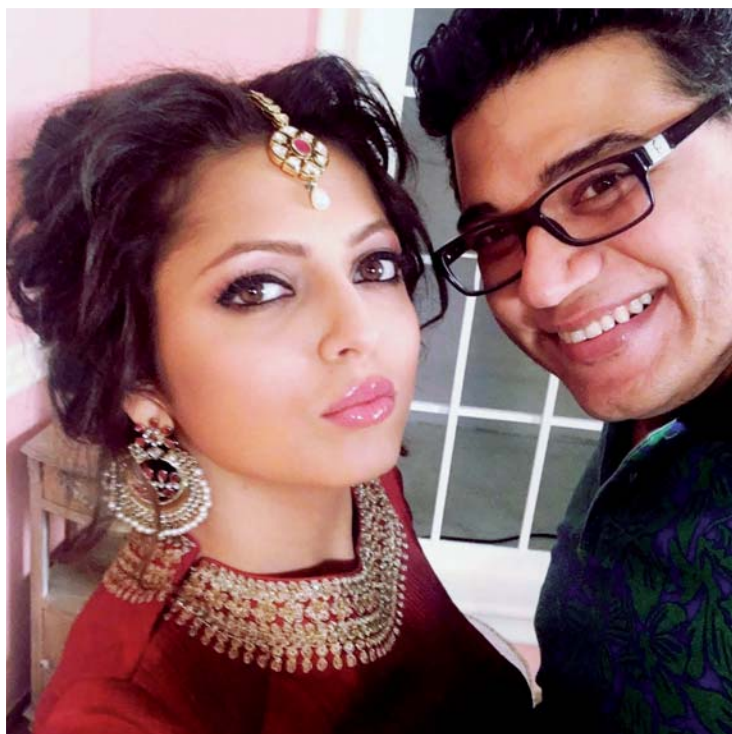
**10** With this expansion and growth in the country, there is a growing faction of investors who whole-heartedly support startups, at-home beauty services and e-Commerce sites. With people becoming more and more conscious about the quality of products and services, the stakes have been raised higher for the businesses. Another main area for the brands, salons and service providers to focus on is social media. They are going to partner

actively with various social media platforms to launch new products and services. Social media and PR activities need to be strengthened if the companies want to be in sync with the market and tap their target audience fully. There has been a sea change in the approach of the industry towards social media platforms. Brands and service providers need to bring in innovative products and services in terms of salon and customer service, education and support in terms of brands. Home-grown brands need to have greater visibility and a chance to tap the market and increase their consumer base.

**11** The proliferation of beauty exhibitions in India is also going to catch up and give businesses a chance to increase their brand visibility and spruce up sales.

**12** The new concept of airport spas meant for travellers is going to be big with increasing footfalls at the airports around the country.

**13** Active partnerships with NGOs, as a part of the corporate social responsibility, is also going to be high on the agenda of industry players, as the need to give back to society is an important aspect for the businesses to grow favourably. 📌



# CHERAG BAMBBOAT Beauty for a Cause

Cherag Bambboat, the veteran Celebrity Make-up Artist and Owner of Magical Makeover Academy, is all set to make a difference with his craft. He aims at creating a legacy of make-up artists in India and is working on his educational trust to provide free make-up education to the underprivileged. Bambboat's love and passion for make-up has made him a sought-after name in Bollywood

by **Shivpriya Bajpai**



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

Major inspiration came from my trips to Muscat, where I used to go and observe MAC City Centre transforming faces. I always believe beauty could be enhanced with the use of colours in make-up. I was too young at that time and did not know how to channelise the inspiration. I was a law student, but my hobby and passion was in making people look beautiful. The hobby soon became my career.

**What about your education in make-up artistry?**

I have recently finished Dinair Airbrush Make-up Course and the Advanced Theories of Make-up from Los Angeles. I have also completed a three week crash course from the Joe Blasco Make-up School in US.

**What was your first big break?**

When I joined MAC, I had to undergo training as they always train the freshly hired, and moved to Dubai and Muscat for a span of four weeks. Post training, I was appointed as a make-up artist for MAC. Multiple training sessions with Kryolan during my three year old association with the brand further honed my skills as I worked in Maharashtra, Gujarat and Goa. I got special training from Sementa Puluso. I consider my stint with Zoom TV in the year 1999-2000 to be my first big break. I was handling nine shows for two years. Later, I was with my dad in Muscat for a break, there took up a three day MACinsta- training with their senior artist.

**What are the current trends in make-up and your forecast for 2017?**

Glossy skin and eye shadow in rose quartz, lavender, white lilies, lilac and lemony white are trending in Paris, New York and Tokyo. Forecast for 2017 will be variations in smokey eyes, smudged corners around the upper and lower eye lids, and no sharp lines. Matt lip creams are to be watched out for.

**What are the products you swear by?**

Tat Cosmetics, Naaz Foundation Shield Glow, and MAC are some of my favourites. I have not restricted myself to MAC, and Dior and Aurelia also feature on my list.

**What are the challenges this profession entails? How did you overcome them?**

Socialising had always been a challenge for me, as I am a private person. However, it does not mean that I do not like to meet new people and making friends. It is just that I would rather hang out with like-minded people. This has posed to be a problem initially, as socialising is important in this industry. I appreciate the fact that people respect my privacy and I let my work do all the talking. Today, I have made my own space in Bollywood and the make-up industry.

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

I work towards making my clients comfortable in the process of a makeover. It is crucial to understand the client's expectation and feed in improvisation. Engaging in casual conversations help me to understand their skin type, face and eye shape, and sensitivity to products. Further, I discuss the trends and try to bridge the gap between their expectation and current trends. A personal touch always helps to gain the client's confidence.

**How different is the make-up for different platforms like, fashion, bridal and editorial?**

These three platforms are completely different from each other and the dynamics of make-up change in these three scenarios. Fashion make-up is all about bringing out the essence of the collection and thereby, can appear over-the-top from a distance of three to four feet. Whereas, in bridal make-up, the effort goes in making the bride stand out in the crowd as it is her special day, and to look beautiful in photographs is mandatory. Editorial make-up varies from nude, natural to theme-based. Enhancing the eyes, skin texture and the lips are important. Lighting plays a pivotal role in make-up. You can have cool day light, warm day light, yellow light, white light, incandescent light, and make-up varies in all these cases. The right balance of day light is considered perfect, internationally, which is 70 per cent white and 30 per cent yellow light. For me, the look, theme, concept, lighting, and camera aspects cannot be ignored. I work on the camera's zooming properties, analyse the face profile, and observe photographs, too.

**How would you like to define your evolution as an artist?**

The journey was not smooth. I had my share of ups and downs to get a foothold in this industry. Today, I am content with my achievements and still believe I have a long way to go. My association with reputed brands, such as MAC, Kryolan, Dinair, to name few, has helped me evolve as an artist. In my opinion, one should never stop learning and always be passionate about one's craft.

**What would you like to advice to the new comers in this industry?**

It is important to be committed, ethical and hardworking. Your love for make-up should never be replaced with money. I have seen people compromising on their work as soon as money starts pouring in. Always remember, professionalism is the key to success. Do not give up on hard work and keep practicing on different skin types.

**Please tell us about your client list.**

I have worked extensively with Bollywood, socialites and celebrities of India. Nita Ambani, Tanushree Dutta, Payal Rohatgi, Sushmita Sen, Anushka Sharma, Simi Garewal, Rohit Roy, Aamir Khan, Sanjeeda Shaikh, Drashti Dhami, and the list goes on. I have worked with the international celebrity, Lady Gaga twice!

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

The make-up industry is booming, with so many brands, international collaborations, make-up schools, and artists in tow. The Internet and social media have changed the game. Also, I personally feel Indian make-up artists are no less talented than their international counterparts. Indian artists are efficient in doing make-up in diverse weather conditions, which further hone their skills and prepare them to take on the world.

**What are your future plans?**

I will focus on my academy to create legacy of make-up artists in this country. I am looking forward to brand associations and preparing franchise models for my academy. I am also working towards setting up my educational trust which will provide free education to people in need. My association with the NGO, Umang for the last four years, has been very satisfying. We teach the art of applying make-up to girls from the slum areas. 📍



MAKE-UP  
**101**  
Trends  
for 2017





- 01 Goth lips:** It can be as dark as black or a perfect plum, but remember, it cannot be paired with any other colour.
- 02 Off colour lips:** This is a touch of lip gloss. This trend keeps the look real or natural when it comes to the lips and there is nothing more captivating than that. You see a fresh face with clear lips and pale pink rose petal lips look quite attractive.
- 03 Copper penny lids:** The copper penny hue will be very popular. With a little bit of shading, it looks natural, while making it clear that you do have make-up on. It is a beautiful trend best loved for its versatility, as you can apply it no matter what your plans maybe for the day or evening.
- 04 Rainbow coloured eyes:** Whether as a liner or shadow on the lid, there is a whole lot of technicolour you can invest in. One may wear it mostly for occasions, but the fact remains that it provides much needed life to the ensembles you wear. This season go all out and wear bold brights, pretty pastels or some gorgeous metallic hues.
- 05 Graphic eye shadows:** There are smokey looks that have their own category and then there are the thick liners with winged ends. The look is intriguing in its finish and clean in general, without any smudging. And then there are those revelling in the smudged look. Both the looks are amazing and can be worn with élan.
- 06 Radiant face:** Let the shine of health and winter memerise! Highlighters, shimmering toners, twinkling bases and golden eye shadow are enough to bring out this particular beauty look with an especially lovely façade. We see it paired with Gothic berry lips, a dewy complexion, and wet hair in a bun over a fresh face and untouched lips.
- 07 Natural eyebrows:** There is one trend that is seen all over, as it is the natural brow look. You see it thicker and sometimes thinner, not really brushed and without any brow lining filling in the empty spots. On the contrary, it appears cleanly unkempt, an interesting combination that requires you to pluck out a few strands to keep the shape.
- 08 Extremely defined lashes:** Although the fall/ winter 2016-2017 beauty trends mostly focus on natural looks, sometimes emphasizing certain features on your face can lead to more enticing results. It is here that adding super-long and thick faux eyelashes can change the entire look, even if you decide to go completely bare-faced.
- 09 Blonde ombré hair:** Blonde ombré hair is the most popular and trendiest choice. Its versatility helps women to wear it according to their complexion. The best thing about it is that there is a choice for everyone. The first thing to consider is to go for the colour that goes with your skin tone. Women with cooler undertones are free to wear ash blonde or platinum shades, while those with warm skins should think about warmer tones. Blondes make an excellent pair with darker roots, so you can easily make it a low maintenance style by combining with natural darker roots.
- 10 Studded bright nail paints:** Bright and shiny is nice, but it is the Swarovski crystals that add wealth and luxury to the nails. There are manicures with gorgeous crystal additions and it is apparent that the designs are not as important as the existence of those crystals. Libertine brings out the shine with the crystals embellishing some extremely funky looking nails. This is certainly a trend to try out and to show off, sprucing up even the drabbest of attire with ease. 📌



*Ishika Taneja, Executive Director, ALPS Group is the Guinness World Record Holder and an international beauty expert*



# ANDREA LOUCA

## Sky is the **Limit**

Meet Andrea Louca, the London and Essex based make-up artist, who is an intrinsic part of the Kryolan UK and International Make-up and Training Team. A powerhouse of passion, she conducts training workshops across the world and never misses any opportunity to upgrade her skills. In conversation with *Salon India*, Louca shares her journey, achievements, and more



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

I decided to become a make-up artist when, as a performing artist, I was asked to create my portfolio for a London West End stage show. When I saw all the make-up kits and brushes, the idea of being creative, and of course, playing with make-up all day long became my dream. It finally came true 11 years ago!

### **What are the courses you have taken up?**

My first course was an eight week Intensive Professional Media Make-up and Hair course from the London School of Beauty and Make-up. Then, for the next three to four months, I attended many workshops and master classes. I am of the view that a make-up artist should never stop learning, as the industry, products and techniques are constantly evolving. It is a great feeling to be up-to-date with the latest trends. I have done extensive courses on editorial, beauty and bridal, red carpet, high fashion, Asian bridal, Avant Garde, high definition, dermacolour, theatrical, vintage pinup, air brushing, body and face painting, drag and transgender, special FX and prosthetics. On an average, I have done over 25 courses and mastered my craft of being a make-up and hair artist and I still believe in 'never stop learning'.





#### **What was your first big break?**

About seven years ago, I was asked to be a part of the Assisting Team for Paul Mercant, Head of Make-up. It was the turning point in my career.

#### **What are the current trends in make-up and your forecast for 2017?**

It is back to basics on make-up – soft natural and pastel tones to keep the skin looking flawless and dewy.

#### **Please tell us about your role and responsibility at Kryolan.**

At Kryolan, I am part of the UK and International Make-up and Training Team. I get to travel, teach my tips and tricks as well as conduct workshops and master classes on specialist make-up genres. We get some amazing opportunities to work on photoshoots, music videos, fashion weeks and live make-up events.

#### **What are the products you swear by?**

This one is hard as I love so many of them! First would have to be Kryolan TV Paint Stick Foundation, Kryolan HD Cream Liner, Kryolan Lip Stain in Rock and Latin; the last one is Kryolan Glamour Glow. These are the essentials in my go-to-kit.

#### **What are the challenges this profession entails? How did you overcome them?**

Dealing with difficult clients is one of the biggest challenges - this is not taught when you are in training, but you learn on the job by asking the right questions. The next challenge

is not for the fain-hearted – it is lack of sleep! It is not an average 9 to 5 job and you are not always in the same place or have the same faces to see. This is why I love my job! I get to meet some amazing and inspiring people every day.

#### **How do you connect with your clients and make them comfortable while engaging with them?**

I prefer to keep things professional, but also make them feel comfortable. The way I speak gives them confidence, letting them know that I am here to make them look and feel like million dollars.

#### **How different is the make-up for platforms like, fashion, bridal and editorial? What are the points to focus on while catering to such dynamic situations?**

All the three platforms are very different. You must have extensive product knowledge when it comes to them, and the knowledge of different lighting and cameras. You also need to be aware about products to use in different types of weather. This is a trial and error process, listening to other senior make-up artist and learning from your own show you the way.

#### **How would you like to define your evolution as an artist?**

The evolution has been fast moving for me. I see that hard work pays off and everything I have ever dreamed of, has finally come true. Being a make-up artist is not only applying great make-up, it is offering a service to make

people feel good inside out and I will cherish it for the rest of my life. It is my route of 'face to body and finally to soul'.


#### **What is your advice to the new comers in this industry?**

Practice makes perfect, this is all I ever say to any newbie. Master your craft by practicing and if you go wrong, do not doubt yourself. Also, keep an open mind and research.

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

Being in India has showed me how traditions are still valued when it comes to make-up, the bright colours, and beauty techniques. I think embracing natural beauty is something that is widely forgotten, so keeping this alive is amazing to see.

#### **What can the Indian market expect from Kryolan in 2017?**

In India, these days a lot of make-up is being used. Kryolan can cater to this, as we have over 750 mastered shades and our products have been tried and tested and passed the test for this hot climate. Via the Kryolan city shops in Chennai, Delhi, Mumbai and now also in Bangalore, and the launch of the Kryolan webshop, it will be possible to service India in its entirety. I feel that Kryolan is becoming a widely-used brand and people are starting to see how amazing the products are. It is going to be an overnight sensation and the tag line 'It is never too late to be beautiful', will always live on. 

**(SB)**

## MARKET WATCH

# Make-up



### Eye shadows Maybelline New York

Personifying the essence of the urbane and independent woman, Maybelline New York, has launched The Rock Nudes Palette in 12 stunning shades

from gunmetal grey, smokey browns and edgy violets to interstellar blue. The versatility of the palette lets you attain runway looks with a few nifty strokes. Maybelline New York's signature 'nudes' collection takes one more step ahead with this stunning instalment. The Rock Nudes Palette is a glamorous upgrade with a spectacular palette of colours that complement the eyes and contour the lids. For a more minimalist look, subtle shades of subdued beige and condensed creams enhance the eyes, and give a softer fluid look. Contrastingly, you can reveal the divine diva in you with intense hues of quartz, violet and coal. Available at all modern retail outlets.

**Price: ₹925**

### Primer Lotus Make-Up

High impact make-up always demands an impeccably flawless base! The Ecostay Insta-Smooth Perfecting Primer with its oil-free formula smoothens fine lines, combats excess dryness and reduces the appearance of large pores. It instantly prepares the skin for long-lasting make-up application and lends a satin-smooth finish. It is 100 per cent vegetarian and enriched with Vitamin E, which helps fight signs of ageing and protects the skin from sun damage. Suitable for all skin types, the primer creates the perfect base ensuring your makeup colours look truly vivid. It is available at Lotus Exclusive Brand Outlets and select premium beauty and departmental stores.

**Price: ₹675 for 30g**



### Contouring made easy FACES Canada

Get perfectly sculpted contours as FACES Canada now launches Utime Pro Face Palette for the love of finest art of make-up. Adding life to your face, this amazing three-in-one face palette is the secret to a flawlessly defined face and a lit-from-within glow. With the bronzer, illuminator and blush all in one travel friendly pack, it blends easily and has excellent shading properties. Available at EBOs across the nation.

**Price: ₹899**

### Lip and cheek colour by ColorBar



That rosy glow, that perfect blush is now just a quick fix away. Add a shine to your eyes, and a glow to your lips and cheeks with the five-in-one ColorBar All Day Lip & Cheek Color Blush Stick. The fast and blendable formula glides smoothly, leaving behind a delicate luminosity in just one stroke. Fragrance, paraben and preservative free, you can use this multifunctional product on your lips, eyelids and cheeks. With a blend of high emollient oils, the stick reduces water loss from the skin, making it more hydrated, adjusts the overall tone, leaves you feeling fresh all day long with a moisturised skin. Available in both in pearly and matt shades, choose from Rose Gold, Pink Sugar, Orange Amber and Coral Sunset. Available at EBOs and leading beauty outlets.

**Price: ₹1,200**

### Mascara by Lakmé

Giving your eyes an edgy makeover is one of the hottest new trends. This season, liven up your eyes with the deep colour pay-off of the new Lakmé Eyeconic Curling Mascara in Royal Blue colour. Packed with colour, it gives your eyes a vibrant and distinct appearance. The shade is bold, extremely versatile and will glam-up any kind of look, making it a definite make-up must-have. It is equipped with a smart curl brush for easy application and is completely smudge-proof, waterproof and long-lasting. Available at beauty stores across the country.

**Price: ₹350**



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- Cocktail wash contains aloe-vera juice and panthenol, that help clean the skin



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[www.anitasaromatics.com](http://www.anitasaromatics.com)

# ESSENTIALS OF A SKILLED Skin Care **Therapist**

by **Avni Amlani**

**O**ne of the most challenging and time-consuming aspects of being a salon or spa owner is hiring and retaining skilled skin care therapists. The ability, talent, attitude and work ethics of skin care therapists influence every aspect of your business, from client retention to the bottom line, so you will need to choose them carefully.

Competition among qualified skin care therapists further complicates the recruiting process. It is not uncommon for rivals to lure away talented skin care therapists with promises of higher wages and better working conditions. There is also the possibility of walkouts - when therapists decide they will be better off starting their own business and leave en masse. Here not only does the salon or spa owner lose its qualified staff, but the therapists have to look for new employees.

To have a successful salon or spa business, the professional skin care therapist needs to be versatile and possess an array of skills to undertake a range of therapeutic face and body treatments, such as, massage, skin treatments, manicures, pedicures, waxing, spa therapy, and more, with the aim to improve their client's appearance and wellbeing. Their talent should also extend to being able to effectively interact with clients and have excellent customer service skills.

## **Key skills and attributes to look for**

**Education or training requirements:** Some form of formal training is needed, as it provides a healthy understanding of how, when, and why treatments should be performed. Training instils confidence and the ability to explain procedures succinctly to the clients. A CIBTAC or CIDESCO qualification, internationally recognised is preferable, but a large number of skin care therapists in India would have attended courses offered by numerous beauty schools.

**Professional:** A well-groomed appearance is important, as the skin care therapist is in the industry of helping make people look and feel their best! In the salon or spa industry, people genuinely will judge the book by its cover. So if the therapist does not look her/his best for work they will not sell their professional image to the best of their abilities. A well-groomed therapist portrays an image of someone who is keen on high standards of hygiene and safety. She/he must be able to treat client information with confidentiality, irrespective of their background.

**Demeanour:** A skin care therapist should have a friendly and caring demeanour, which will put the client at ease during the treatment. Ensure they are not over-friendly, or else the business will end up dealing with unwarranted issues with clients. Being caring will allow them to be sensitive to the needs of the client. Must be interested in people, with the ability to communicate with tact and diplomacy.

**Commercial awareness:** The ability to cross-sell treatments, build a strong clientele and retail products for home care use and increase the power of earning commission is critical. A two-fold benefit increases the turnover and the skin therapist's monthly salary. Self-motivation to keep updated with industry changes and learn new trends, thus being able to offer new services to clients.

**Passionate:** Must enjoy their work and take pride in being a skin care therapist, as they will end up working long hours, sometimes being on their feet for long durations. When one enjoys one's profession, she/he will be happy and positive, making it easier to communicate with clients. It is imperative to carry out a trade-test and a role-play scenario prior to confirming appointment, do not just rely on a resume or an interview. A slightly informal environment will allow you to assess the actual knowledge and true personality of the potential person to join your team.

**Team player:** Whilst hiring a new recruit, ensure she/he is a team player. A successful salon or spa business will have a healthy team of management and skin care therapists will have a strong and loyal clientele base. 📌

## KEY QUESTIONS TO ASK POTENTIAL THERAPISTS

- Tell me about yourself in five minutes.
- Tell me why you want/wanted to become a skin care therapist?
- Do you consider yourself a team player?  
Describe a situation where you displayed being a team player.
- Describe a difficult work situation and how you handled it.
- Why do you want to work for us?
- What are your goals?
- Where do you see yourself in five years?
- Give me three reasons why we should hire you?
- Would you like to ask me anything?



*Avni Amlani is the Education Director and International Skin care Expert with Dermalogica India.*





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essence

attribute

Brand

identity

positioning

SKIN CARE BRANDS

# 6 Ambitious Plans

The skin care segment of the industry is on a growth curve. Several brands are sprucing themselves, however, Brillare Science, Comfort Zone, Anita's Aromatics, HVM Network and RK's Aroma have aggressive plans for their brands

by **Aradhana V Bhatnagar**

# BRILLARE SCIENCE

SPOKESPERSON  
**ANIL SACHDEVA,**  
BUSINESS HEAD,  
BRILLARE SCIENCE



● **Professional background:** I started my career with Hindustan Unilever, where I was primarily looking after the cosmetic trade business. Then I joined Lotus Professionals as a Business Manager and got the opportunity to take the business to new heights. Currently, I am working with Brillare Science as Business Head and looking after the domestic business of the company and it is my responsibility to take the brand to the next level and make it top player in the professional skin care and hair care segment.

● **Inspiration to be in this business:** I was involved in the business because of my desire to make a difference.

● **USP of the brand:** To continue meeting the changing needs of our valued customers, all Brillare products are at par with the current cosmetic industry standards. We also assure best efficacy and safety in every product by not adding any harmful ingredients. We promote Vegan culture and have ensured high degree of accuracy while adding any ingredients i.e. need based against excess. All these compositions are transparent in terms of adding what ingredient and how much. So, instead of being a me-too product, we believe in being different. There are three major differentiating factors in our products, which are Nature Score, Mixology, and Vegan Culture. Nature Score indicates the exact percentage of natural ingredients in your selected Brillare Science product; Mixology is the revolutionary customised skin treatment, as it effectively addresses multiple skin concerns in one session; Vegan Culture - we do not support unethical animal testing, hence we do not use any animal derivatives in our products and even avoid testing the product efficacy on animals.

● **Marketing strategies:** As a part of marketing strategy, we are relying on both offline and online media to reach our target consumers. We are present on social media to engage with our audience in the best possible manner. We have strong focus on conducting workshops to educate and train salon professionals on our current offerings.

● **Number of SKUs:** Currently we have 54 skus, namely, the Skin Lightening Face Wash, Activate Face Wash, Skin Polish Scrub Silk, Moisture Crème Silk, Hair Fall Control Shampoo, among others.

● **Price and availability:** Considering the nature of the products, the pricing has been kept premium. Currently the products are available in all the leading salons.

● **Views on the industry of India:** Overall the hair industry seems to be booming due to increasing awareness and evolving customer needs. As far as tools and accessories are concerned, India has a long way to go. It does not seem to be organised, which I believe is due to the lack of education and price sensitive mindset many salons and stylists are not open about investing in good quality tools. A well-travelled and informed stylist pays importance to the product features, usage, efficiency and quality more than the cost. I am sure the market will evolve gradually and the mindset to spend in quality products will rise.

● **Future plans:** There are many launches in the pipeline. Our plan is to build aspirations in the mind of customers through our differentiated product.



# HVM NETWORK

**BHARTI MODI**  
DIRECTOR,  
HVM NETWORK PVT LTD



● **Professional background:** I am a commerce graduate from Sydenham College in Mumbai. Later, I did cosmetics-related courses in the USA. Beside that, I always had a keen interest in Ayurveda and skin care treatments, such as Shirodhara, Abhyanga and more. I am one of the Directors at HVM Network Pvt Ltd and concerned with development of skin and hair care products.

● **Inspiration to be in the business:** I always wanted to be an entrepreneur and was interested and inspired by the many interactions I had with Ayurvedic scholars at Hinduja Foundation. My passion found its way in our present line of cosmetics.

● **USP of your brand:** The products are made on the basis of Tridosha, i.e. Vata, Pitta and Kapha or according to basic personalities of human beings. Our products are made as per the skin types of the above three personalities and are, in fact, quite unique.

● **Marketing strategies:** We plan to take this format to other markets through exhibitions, magazines, seminars, workshops and salons.

● **Number of SKUs:** We have more than 500 SKUs of Vedicline and more than 50 SKUs of Inveda.

● **Price and availability:** Products are moderately priced to suit women from all age groups and society. They are easily available online, at salons and department stores.

● **Views on the skin care industry of India:** Skin and hair care, too, is a fast-growing industry, but at the same time, the consumer's awareness is also increasing. We always look for most effective and the latest ingredients to make our products and keep on introducing them in the market. We have a strong R&D and a dedicated team for consumer satisfaction.

● **Future plans:** The major plan is to take our effective and economical products to all the parts of India and other countries. Shortly, we should be able to achieve it...our products are already available in remote villages of a few states and we are exporting them to France and a few more countries.





**Vedic Line**  
SKIN MASTERS

**MicroActive  
Facial Kit**  
with  
**Passion Fruit Oil  
& Jojoba Oil**



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**DIVYA KOHLI**  
 CREATIVE DIRECTOR  
 AND PROPRIETOR,  
 SALON & SPA STUDIO  
 BY TANGY ROSE



● **Professional background:** I am the Creative Director and Proprietor of my company, Salon & Spa Studio by Tangy Rose. About 18 months ago, Tangy Rose has taken the luxurious, holistic beauty of Comfort Zone skin care products and rituals to leading salons and spas across India. Having spent several years in the business of luxury salons and spas, I have been able to connect the Indian customers to great salon furniture and interiors for their salons and spas. Now with Comfort Zone skin care, I am actively involved in brand promotion, brand recall and creating market awareness.

● **Inspiration to be in skin care business:** I fell in love with Comfort Zones' unique and exclusive collection of products, treatments, and rituals which have been created with an unwavering commitment to finding the most powerful natural ingredients and delivering the most effective, yet, safe results. Comfort Zone is a comprehensive specific solution for every skin condition with clinically-tested results.

● **USP of the brand:** Comfort Zone treatments are primarily natural and free from harsh chemicals and preservatives that give the most amazing results. It is the only skin care treatment in the Indian market which is a complete embodiment of great results, deep relaxation and effective home care to maintain and improve your skin in the long-term. By combining quality natural ingredients and high-tech molecules, we guarantee maximum efficacy, safety and sensoriality.

● **Marketing strategies:** Comfort Zone believes in making the consumers aware of their skin condition by having regular skin care longevity events in salons and spas. Our Comfort Zone skin experts, along with the salon and spa skin specialists, consult and promote treatments and home care with the clients invited for the event. In recent times, Comfort Zone has associated with India's leading consumer publications and bloggers to have them experience the wonderful treatments and get their positive feedback in their articles or posts. In 2017, we are going to go all out to increase awareness in consumer magazines and professional spaces to use professional and quality home care of Comfort Zone.

● **Number of SKUs:** Over 200.

● **Price and availability:** The Comfort Zone skin care products are 'comfortably priced' and are available at leading salons and spas, such as ITC Hotels, Shangri La, Crowne Plaza, Toni&Guy salons, Neu Salonz, Bliiss by Ravissant, several Hyatt hotels, Oryza day spas, Mirrors, Bounce Salons, Affinity Salons, Mayfair Resorts, among others. We want professionally trained individuals to sell or suggest products to the clients.

● **Views on the skin care industry of India:** With due respect to the existing brands, we have realised that skin care in India is still being predominantly referred to as a 'facial' versus a 'treatment' to be suggested by a skin expert after a consultation. A lot of brands are using very harsh chemicals or invasive methods to show instant results which damage the skin irreversibly. Very few brands develop treatment massages based on the skin care products and treatments. In today's environment of high stress, it is important to de-stress the clients and release their toxicity and negative energy through good massage therapies. Professional home care has a long way to go as the skin therapists are still garnering confidence to suggest home care to their clients. The Indian skin care industry is growing on a daily basis and we hope to see the Indian audience understand the difference between professional home care and off-the-shelf driven consumer products. The day the customer understands this integral difference, the Indian skin care scene will change dramatically.

● **Future plans:** Our mission is to promote a strong holistic, healthy and sustainable lifestyle in India through Comfort Zone therapies and home care. With its advanced science-based solutions, we want to visibly improve skin, body and mind of the Indian audience.

Comfort Zone and I strongly believe in the girl child and I want to help more and more Indian women by educating them on Comfort Zone therapies and by giving them confidence to consider themselves as skin doctors who heal their clients skin.



# ANITA'S AROMATICS

**ANITA GOLANI,**  
PROPRIETOR,  
ANITA'S AROMATICS



● **Professional background:** I have completed my graduation from Narsee Monjee College of Commerce and Economics. After which I have specialised in Aromatherapy under the tutelage of Seema Gopujkar. Inspired to further add value to my products, I have also done a course in Cosmetology and Formulations from the Vaze College in Mulund. I manage the development of new products and connecting with clients on a regular basis.

● **Inspiration to be in the wellness business:** A career in this field was not as easy as it appears today, considering 15 years ago it was quite nascent and the 'Beauty Industry' had just begun to sow its seeds in India. Working around limited opportunities what started with a few assignments for service & products has today blossomed into a full-fledged business venture. I truly believe in the adage – "Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do."

● **USP of the brand:** Constant innovation, consistency of quality, keeping abreast of the changing requirements of the end-consumer and introducing products to match the same are some of the USPs. Anita's Aromatics is dedicated to supplying and manufacturing natural and ethical products using organic essential oils and botanical ingredients which are pure and unadulterated in order to offer our clients the most naturally-derived ingredients grown on our planet.

● **Marketing strategies:** The cosmetic industry is a very lucrative, innovative and fast-paced industry where product innovation is the key to success. At Anita's Aromatics, we believe the consumer is central for the product lifecycle because their demands change swiftly with new market trends. In order to meet these ever-changing demands, we constantly experiment and innovate, delving deep into using rich and organic raw materials. We focus on building relationships with our clients and develop exclusive ranges for them. Word of mouth marketing, mass marketing through print and social media are some of our key marketing strategies.

● **Number of SKUs:** Over 50 SKUs catering to the entire range of wellness products.

● **Price and availability:** Pricing might not be as glamorous as promotion, but it is the most important decision a marketer can make. We keep our prices are competitive and do not compromise on the quality of the products. Our products are available at all reputed salons and spas across India, where quality is at the heart of the service.

● **Views on the wellness industry of India:** With people in India beginning to prioritise the quality of life, the importance of wellness and hence aromatherapy has gained mammoth proportions. There is an immense scope for aromatherapy products that truly deliver on the promises made to the demanding and enlightened Indian consumer. With hectic lifestyles and busy schedules becoming a part of the new age generation in India, the requirement for de-stress solutions has only grown in the past few years. However, in the times to come, it will only continue to grow.

● **Future plans:** I am reminded of a saying by Kahlil Gibran – "Forget not that the earth delights to feel your bare feet and the winds long to play with your hair." Our product line is as close to nature as possible. We want people to realise the side-effects of cosmetics, which are high on chemicals and the benefits of a healthy skin with pure, unadulterated cosmetics. We aim at creating a niche market which gives a distinctive edge to our line of aromatherapy-based products.



**JB**  
**SKINCARE**

SPOKESPERSON  
**ARPITA DAS,**  
VICE PRESIDENT-  
TRAINING & MARKETING,  
JB SKINCARE PVT LTD



● **Professional background:** I am a Cosmetologist and studied Cosmetology from Christine Valmy in New York. I have a decade long experience in this industry and have done several trainings in skin and salon management. Early on in my career I had a choice to focus on different areas like hair care, make up, skin care, nails and more, however, I chose skin care and beauty products. Today, my role is versatile, so I can also pursue Sales at any given point of time. Designing training and execution is a major part of my current role; my responsibility is to ensure that our customer service is excellent and we support our clients for marketing and generate revenue. Conducting intensive training programmes and holding events, is another focus. So far, I have trained over 5,000 operators.

● **Inspiration to be in the skin care business:** My mom inspired me to get into this profession, who was an aesthetician. She used to encourage me to take care of my personal health, including hair and skin, and pursue it as a profession. Luck also favoured me and I got a chance to work with some of the renowned international organic brands early in my career and it was there that I realised the power of skin care. I was immediately fascinated by products and ingredients and learned so much from that experience. Thus getting into the business was not fully by choice, but by chance.

● **USP of the brand:** We have two leading brands, namely, Repechage and Voesh, both from the US. Repechage was established by Lydia Sarfati in 1980. Forerunners in sea plant technology and pioneers in seaweed treatment and cosmetics, the brand is backed by extensive R&D to lend amazing results, and helps heal the skin by using active ingredients of seaweed. Voesh is a mani-pedi Spa brand and the products are packed with natural ingredients. It has 12 to 13 different variants. The USP for Voesh is the collagen gloves and socks - each pair of gloves is pre-loaded with 16ml of Vitamin E and collagen-rich emulsion that penetrates deep in skin. It is clean, hygienic, time saving and value for money.

● **Marketing strategies:** We incorporate both B2B and B2C marketing strategies in the mix. Since our primary clients are beauty salons and skin care clinics, we participate in B2B trade shows and advertise in global and local print media. Cold calling is also part of the strategy. For the retail range, we partner with the key ecommerce platforms to sell it online and also have our retail products at offline stores. Apart from the traditional methods, we have a presence in digital and social media platforms, where we try to inculcate content-based strategies and also do brand shoutouts, and offer discounts and conduct contests, which works well for us.

● **Number of SKUs:** In Repechage, there are over 120 SKUs, including retail, and in Voesh, there are around 20 to 25 SKUs.

● **Price and availability:** Pricing depends on the category of products. Our primary products are professional line of products targeted towards beauty salons and are slightly expensive, though there is variety of ranges a salon can choose from and if they fulfil our minimum order quantity, they usually get a decent discount percentage. Our professional products are available in branded salon chains like Kaya Skin Clinic, Lakmé salons, VLCC Day Spa and many more. Our retail products range from ₹2,000 to ₹10,000 and available with selected salons or online portal like Flipkart and Amazon.

● **Views on the industry of India:** The hair and skin care industry has a huge growth potential as a large numbers of products still have only limited penetration in the market. The demand for beauty products is driven by a number of factors, including rising disposable income, increasing product penetration, the growth of modern retailers, increasing awareness, the rising aspiration of consumers, and strong economic growth. As a result, the overall beauty industry value growth over the forecast period is expected to be higher.

● **Plans for the brands:** We have an aggressive plan to expand our brand and its product categories to Tier II and Tier III cities and have a strong national presence. Apart from Repechage and Voesh, we plan to introduce few other international brands soon. One of our short and long term goal is to place our product lines in the Dermatology-based skin care specialty clinics. We also plan collaborating with existing beauty academies and incorporate our courses and later, open our own academy.





# RK'S AROMA

**RK SHIVDASANI**  
DIRECTOR,  
RK'S AROMA



● **Professional background:** After graduating in Economics, I initially began to work in a perfumery company and this is from where my prospects and ideas took shape. After years of hard work, study and the perfumery experience, I started my own perfumery company. I learnt how essential oils could help in healing various physical ailments. My hunger for invention helped me start the manufacturing of Aroma Cosmetics which is a huge success in India and abroad. I am responsible for the likely consequences of any decision in the long-term, the interests of the employees, the need to foster business relationships with suppliers, customers and others; the impact of operations on the community and the environment; the desirability of the company maintaining a reputation for high standard business conduct; and the need to act fairly as between members of the company.

● **Inspiration to be in wellness business:** Even after forming a company, my hunger for innovation and invention did not end. This persuaded me to invent further, and hence, I expanded this perfumery business into a broader scope of healing.

● **USP of the brand:** Our products have 100 per cent natural fragrant oils. These essential oils not only provide fragrance, but also enhance the therapeutic activity for better and faster results.

● **Marketing strategies:** The different marketing strategies are digital marketing, print media, participation in exhibitions and workshops, word of mouth and banner advertisements in beauty shows and so on.

● **Number of SKUs:** Over 200. A vast range of products like Aromatherapy Oils, Facial and Body Care Products, Hair Care, Manicure and Pedicure, Spa range of products, Massage Oils, and more.

● **Price and availability:** All our products are economically priced and fall in a mid range of premium-to-mass category. They are available all over India especially at beauty shops and online at Amazon.in, Flipkart, PayTm, Limeroad, Scootsy and our own website [www.rkaroma.com](http://www.rkaroma.com).

● **Views on the wellness industry of India:** The skin care industry in India is growing at the rate of 10 to 18 per cent per annum, as a result the future is very bright. Also for the booming natural and herbal market there would be high demand for industry's natural skin care product manufacturers, and looking at India's population, there seems to be place for everyone in this sector. Also with the technology advancements and development of natural actives, I feel, India shall have a major role to play.

● **Future plans:** We plan to expand by reachability, advertisements, workshops, technical seminars and demonstrations with a whole new range of products which is to be launched shortly. All these products are unique and probably being done for the first time in India. In the last month we came up with the Moringa Facial Kit which was not available in India, along with a strawberry lip balm that has a unique fragrance.





# BRIDAL BEAUTIES

## Wedding Make-up, **Celeb-Style**

All girls suffer from a case of nerves on their D-Day fretting about whether they will look beautiful or dull. Bollywood's everlasting beauties reveal their beauty rituals while recalling the most important occasion in their life - their wedding

by **Aarti Kapur Singh**

## AISHWARYA RAI BACHCHAN

In the months leading up to my wedding, I was shooting for *Jodha Akbar* in Karjat. So there was not much I could do in terms of pampering. So, I followed the age-old home-remedies that were do-able. Cucumber slices rubbed on my face after removing the day's make-up before sleeping helped me tone and naturally moisturise. In fact, it was just so wonderful to do the haldi sequence for *Jodha Akbar*. Everyone on the set was pulling my leg about how this will be a dress rehearsal for my own haldi. But jokes apart, I was very regular about my besan-malai massages, which I did every alternate day. I was also particular about a daily lemon massage for my feet – it softens the skin and makes the benefit of pedicures last longer. I firmly believe that inner happiness and tranquillity translates to beauty outside. So, I practiced yoga even more diligently in the months leading up to my marriage.



## GENELIA D'SOUZA DESHMUKH

I was paranoid thinking that my make-up should not be over-the-top and also wanted my skin to be in good condition. I was really tense about breakouts! So I regularly used Clarins HydraQuench Rich Cream, Clarins Hydracare Tinted Moisturiser and Elizabeth Arden Good Morning Skin Serum and became even more particular about my skin care regime in the months leading up to my wedding. I wanted my eyes to look bright, so I regularly splashed rose water on them. Hair care is also very important and I opted for the L'Oréal Professionnel Liss Ultime Smoothing Night Treatment wherein you leave it in your hair overnight and then wash it off in the morning. I also got a deep conditioning treatment by Kérastase every week. I treat my hair to the L'Oréal Professionnel hair capsules to prevent hair fall and brittle hair. On the D-Day, for my make-up I used Benefit's Non-fiction Liquid Foundation Volume 2. Instead of using a heavy blusher, I opted for MAC Blush creme in Posey and Benefit Benetint cheek stain for that dewy colour. For the dark look on my eyes, I used the MAC Eye Kohl in Smolder and MAC eye shadows in shades of black.



## RAVEENA TANDON THADANI

Sheer happiness at the thought of getting married made me glow. I just did not want to do anything to myself! But once when I began getting pampered, I began to really enjoy it. I remember getting massages every other day with *ubtan*. I would enjoy long soaks in the bath tub to which a tablespoon of milk powder had been added – it is very good for removing tan and exfoliating. Must try it out!





## SHILPA SHETTY KUNDRA

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Like any would-be bride, I spent many days planning what I would want to look like when I actually tied the knot. Thanks to yoga, a good diet and my genes, I looked better than I had dreamt of looking! Aside from Tarun Tahiliani's fabulous outfits that ensured I looked fabulous, I also drank copious amounts of water for a month prior to my wedding. Honey masks work wonders for my skin. On the day of the wedding, I just slathered myself with a concoction of honey, besan, *haldi* and rice powder and sloughed it off after some time. This wipes off any residues and actually makes the skin glow.



## KAJOL

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I was not worried about looking good because Mickey Contractor was doing my make-up. I think it showed that I was chilled. What I did catch up on was a lot of sleep because Ajay and I had planned to explore Europe by road for our honeymoon, so I wanted to be completely rested for it. That is the only advice I will give to would-be brides – please do catch up on sleep and rest – it will not only keep you mentally relaxed and calm, but also be very visible on your face – when your skin glows, naturally.



## RENUKA SHAHANE

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I think both my husband and I went through the wedding like zombies. It happened in Damoh and even though we were treated like VIPs, there was hardly any time for 'beauty rituals'. All I did was cleanse my face with cotton dipped in raw milk every morning and night. I also firmly believe in the natural detoxifying benefits of coconut water. I have it regularly to keep the skin hydrated from within.

The other beauty tip I learnt from a dear friend was rinsing one's hair with neem leaves – it prevents it from getting sticky and oily in the balmy months.

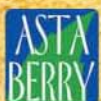
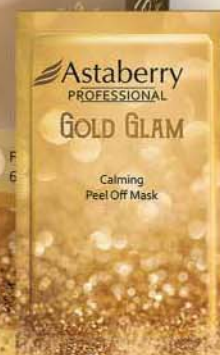
# Astaberry PROFESSIONAL

Astaberry Gold Glam Kit is an advanced facial that brings long lasting glow to the skin. Astaberry has created this facial using revolutionary technologies like the scrub 2 creme and the alginate peel off mask.

Astaberry Gold Glam kit contains natural ingredients that penetrate into the skin and give radiance. This kit heals and repairs the skin, makes complexion lighter, works on blemishes and gives a velvety feel.

## GOLD GLAM Facial kit

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# MARKET WATCH Skin Care

## Age solutions **Spawake**

Launched in India by KOSÉ Corporation, Spawake brings to you a range of Age Solution skin care products. The new Spawake Age Solution Intensive Night Cream intensively hydrates dry and stressed skin that is exposed to damage by UV rays, pollution and environmental aggressors. It contains moisture oil that brings a feeling of emollient to the skin creating a full and soft feeling from inside. Upon waking, your skin feels soft and velvety as a veil of firmness agents adhere close to the skin that reclaim youthful radiance. Available at modern trade and general trade stores and online.



**Price: ₹549 for 50g; ₹299 for 25g**



## Body lotion **L'Occitane**

The Rose Originelle Moisturizing Body Veil envelops the skin in a sheer veil of softness. This body lotion leaves it delicately perfumed with a floral, fruity scent, enhanced by heritage rose extract, the Rosa Gallica. Available at EBOs across the country.

**Price: ₹2,090 for 250ml**



## Evening Bliss Oil by **Aroma Treasures**

Enriched with goodness of various essential oils like Geranium, Lavender, Vetiver and Ylang, the Evening Bliss Oil is a powerful blend that soothes your body, mind and emotions. The oil not only helps tackle your PMS trouble with ease, but also helps you stay calm and relaxed. It breathes away your anxiety, stress and tension leading to a tranquil slumber. It drives away insomnia trouble. Available at beauty shops and online.

**Price: On request**

## Under-eye crème from **Astaberry**

The Astaberry Biosciences Ayurvedic Under Eye Crème helps remove fine lines and wrinkles from the eye region and negates the after-effects of ageing on the skin. It also reduces puffiness and dark circles, and makes the under-eye area appear toned and youthful. It contains Papaya that removes dead skin and helps in cell rejuvenation, Biowhite, which acts as a whitening supplement and Wheat Germ Oil that acts as an emollient and an antioxidant. It is available at all leading departmental and online stores.

**Price: ₹120 for 25g**



## Lavender and mint spa by **BCL SPA**

A leader in skin care, BCL was the first brand in the industry to introduce certified organic ingredients into a complete spa manicure and pedicure system. This core product line is BCL SPA, a four-step system that includes a Dead Sea salt soak, sugar scrub, moisture mask and massage cream. All the scents are infused with certified organic fruit and botanical extracts with healing properties for different skin types. The Lavender+Mint variant relieves the tensions of the day. Lavender's soothing effects are incredibly healing, relieving stress and anxiety for a relaxing experience. Mint possesses anti-inflammatory properties that soothe and calm irritated skin. It is also high in Vitamin A, which helps to strengthen the skin as well as reduces oiliness. Together, lavender and mint act as an incredibly soothing duo with calming and moisturising benefits for the skin. Available through premium salons only.

**Price: On request**





SPA FOCUS



# QUAN SPA

## Urban Oasis of **Wellness**

The holistic approach of Quan Spa, located at the Renaissance Mumbai Convention Centre Hotel, symbolises nature's purest resource, water. The décor exudes serenity in a luxurious way and helps to escape from the mundane rituals. The spa offers a carefully curated menu of both western and ayurvedic treatments, which in turn enliven the mind and body



**Size of the spa:** 7,684 square feet.

**Time taken to complete construction:** Approximately five months.

**About the spa:** The Quan Spa is known for its spacious and calming ambience which exudes an aura of tranquility and wellbeing. Being in Mumbai, the spa has also adapted to the city's vibrancy and evolving culture. As the hotel is close to both the domestic and international airports, it houses a lot of guests who travel frequently. Adopting its name from Mandarin, 'quan' translates into a source of pure water. Keeping in tune with the name, the spa borrows from the natural elixir of life, water, to provide healing therapies and treatments which are pure, natural and help to restore the natural balance of the body. The interiors of the spa have been heavily inspired from the aqua theme, and hence, the décor of the spa entrance, the treatment rooms and the suite are also in sync with this calm and tranquil theme. There are seven treatment rooms in total named, Elden (Couple Luxury), Coventina (Couple Deluxe), Ambu (Ayurvedic), Aquarius, Neptune, Cain, and Nixie.

**Services offered:** A variety of western treatments are offered at the spa including deep tissue, signature massages, body scrubs, wraps and facials. There are also Ayurvedic treatment rooms as the spa offers specialised Ayurvedic treatments as well. The various therapies offered are the Signature Quan therapy, Algae Body Wrap, Deep Tissue Massage, Aromatherapy hot stone massage, foot reflexology, Jet Lag Body Massage, and more. Other than the regular spa treatments and massages, the Quan Spa also offers specialised beauty treatments, such as deep cleansing facials, brightening facials and hydrating facials for healthy and glowing skin as well as anti-ageing and intensive eye treatments.

**Signature treatment:** The USP of the Quan Spa is the 'Quan Signature Massage' which is available for a duration of 60 and 90 minutes. In this treatment, the healing powers of pure essential oils and their properties have an invigorating and soothing effect on the mind. Using the classical techniques light pressure is applied to improve the circulation and ease muscle aches for a complete relaxation. One can choose from the offered essential oil blends, Invigorator which uplifts, detoxifies and renews your zest for life with a blend of Lemongrass; Energizer, eases away tired and aching muscles with a muscle easing blend of Bitter Orange and Cinnamon; Stress Soother, soothes and relaxes with a calming blend of Mysore Sandalwood.

Catering to the traveling clients, the spa offers a unique Jet Lag Body Massage, which is a complete body massage to calm one's frayed nerves from long distance travel. In this massage, the therapists focus on relieving the nerves and increasing blood circulation reduced due to travel with special attention to the legs.

**Interior designer:** P49 Design & Associates Co. Ltd., Thailand.

**Address:** Renaissance Mumbai Convention Centre Hotel, 2 and 3B, Near Chinmayanand Ashram, Powai, Mumbai – 400087

**Phone:** 022 6692 7481

**Email address:** [quanspa.mumbai@renaissancehotels.com](mailto:quanspa.mumbai@renaissancehotels.com) 



“The newly launched Quan Spa is the fresh and brand new spa at Renaissance Mumbai Convention Centre Hotel in Powai. We have a especially designed spa menu offering a range of western treatments, Ayurvedic therapies, salon services, to name a few. We also have an option for personalised and customised services and packages to ensure that our clients keep coming back.”

– MAHIMA SHARMA,  
Multi Property Director of  
Spa, Renaissance Mumbai  
Convention Centre Hotel and  
JW Marriott Mumbai Sahar

# CHECKLIST Product Selection for your Spa

by **Rekha Chaudhari**



**M**y seamless and comprehensive study of international brands in the beauty and wellness industry gave me an enormous experience. I would like to mention an instance wherein a renowned 5 star Hotel in India showed interest in associating with one of our premium brand Biologique Recherche, precipitously later they turned away. The brand informed us to discard the products they had sent to the hotel. Every brand tries to create an image that will take its company forward and for this, they spend lots of money and implement many creative ideas. The brand doesn't just want to earn money. The brand's image is also very important, as it is an accumulation of beliefs and views about that particular brand. The brand image is eventually the mirror through which the company's key values are reflected. While associating with the brand we need to be very delicate while handling its image.

With the changing needs and preferences of the people, beauty companies are modifying their product portfolios, which are fuelling the demand of skin care products. The variants in skin whitening, anti-ageing and body toning are actively bought, as it satisfies their beauty and wellness needs. The beauty services consumption in India has been increasing exponentially since last couple of years. Consumers are becoming more aspiration driven which has led to evolution of concept of grooming and beauty for both male and female segments. Over the decades, the trend of skin brightening is very effective in the Indian skin care market. The trend of brightening product line never dies; the desire of the customer will always be on the rise. Trends in anti-ageing are also booming; skin and face toning are also on the rise.

While selecting a brand one must check that it is result oriented, price efficient and technology friendly.

As a spa owner, while selecting a brand you need to be very sensitive. The study of the overall culture, its history and efficacy is essential. Look for sophisticated ingredients with highly efficient high-tech components which are researched, developed and manufactured. And, I look after the safety aspect very rigorously.

The ingredients make a lot of difference. Look for brands which have a reputation for astounding effectiveness based on a clinical approach to beauty care using pure, concentrated raw ingredients, and innovative and meticulous protocols and procedures. A holistic approach to the skin as an organ directly interconnected to all the other vital body functions.

Botox is the most popular cosmetic treatment. Over the year looking at the side-effects of the treatment, my clients are switching toward LPG treatments, which are chemical free and non-surgical in nature.

You have to educate the clients about what they should look for in such products. Many small and medium sized operations also do well to educate their clients about the product line, treatment line, and so on. And, it starts with employee education. If your service creates raving fans, many of them will actually want to support your business.

Indians are price sensitive and look for cost effective and need-based products. Gradually this concept is changing and we see that clients are ready to buy expensive products and treatments. 📍

*Rekha Chaudhari is the Founding Partner of JCKRC SPA Destination. A well-known authority on wellness, she is also the owner of Caressa Spa.*





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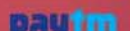
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# MOVENPICK RESORT & SPA Recreational Opulence

The Spa at Movenpick Resort & Spa, Karon Beach, Phuket offers world class spa and retreat facility in Thailand, aided with exotic views, luxurious spread of treatments and massages. From the elegant 'sala' lounge to the serene villa treatment rooms, the spa exudes traditional Thai aesthetic charm

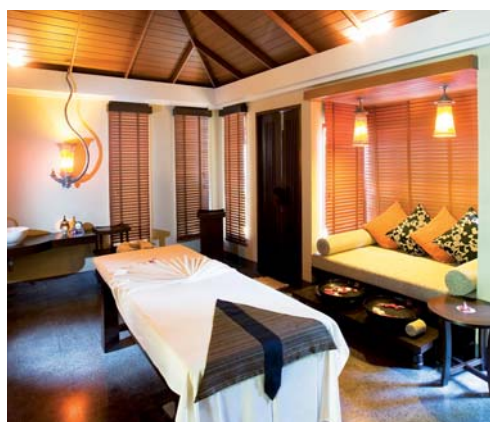
**Size of the spa:** 3,460 square feet.

**Owner of the spa:** The Spa is one of Movenpick Resort & Spa at Karon Beach, Phuket.

**About the spa:** The Spa is nestled in the lush garden of the resort, lending a very private feel of being surrounded by nature. All common areas of The Spa are open air, allowing guests to renew their mind within the environment. On top of the four single therapy rooms, there are four couple therapy villas, which allow guests to enjoy a relaxed and romantic moment together. Each therapy can be extended with a private bath available on the terrace of each villa. The intimacy of the serene 'sala', which refers to treatment rooms in Thai, and the charming villas reflect the beauty of the local architecture, exuding a gentle touch of pampering perfection. The oversized outdoor bathing pools, as well as the suites, are designed for couples to unwind and relax, underlining the philosophy of The Spa to rejuvenate and celebrate the special occasions of the guests. Among the seven treatment salas, there are three for couples and four for individuals. The colour tones of The Spa are earthy, primarily due to the apparent wood structures and decoration in each of the rooms, which are inspired by the Thai or Balinese relaxation concept.

**Services offered:** The Spa balances the traditions of East and West to create an indulgent and soul-soothing experience. Its exotic ambiance frees the mind and body from the constraints of time, as the eternal present becomes a world of unspoiled. The extensive menu of therapeutic treatments, especially created by The Spa, includes massages, facials, exfoliations and wraps, which use the finest quality natural herbs, spices and aromatic oils to refresh, revitalise and help achieve a balance of mind, body and spirit. Products from the brands, such as, Shiseido Qi and Pevonia extensively used for the therapies and massages.

**Signature treatment:** Romantic Harmony is one of the most sought-after therapy of the spa, especially curated for couples. The idea is to embrace serenity together in this spa delight that will melt away tension and



leave you both cocooned in relaxation, a reminder of how truly sacred it is to spend some quiet time together. The Spa also offers Aromatic Massage based on the principles of Aromatherapy and Swedish massage. This treatment incorporates the olfactory system and the part of the brain that responds to fragrances with moods, emotions and memories. Stress and anxiety are relieved as essential oils extracted from plants, flowers, fruits and bark are generously smoothed over your body using a variety of techniques. Each ingredient works to ground, balance and calm the body and mind while their powerful effects are also known deterrents of muscular and rheumatic pains and digestive disorders.

**Address:** Movenpick Resort & Spa Karon Beach, Phuket, 509 Patak Road, Karon Beach, Muang, Phuket 83100, Thailand

**Phone:** +66 76 396 139

**Website:** [www.movenpick.com](http://www.movenpick.com)

**Email:** [Spa.Phuket@movenpick.com](mailto:Spa.Phuket@movenpick.com); [Rawiwan.Ketsaro@movenpick.com](mailto:Rawiwan.Ketsaro@movenpick.com)

“We feel very lucky to be able to work in such a relaxed environment. The surrounding gardens, combined with the architecture of The Spa, really offer a true moment of rest and peace of mind. While our most sought-after massage remains the Thai Traditional Massage, we always try to come up with new ideas and new packages to ensure our guests have access to a large selection of treatments, especially after a full day by the beach. Presently, we are working to re-center the theme of The Spa and focus its activities based on a classical element of ancient Greece or the Wu Xing concept from China.”

— RAWIWAN (JIEW) KETSARO,  
Spa Manager, Movenpick Resort & Spa





# AFRAH HAMDY

## Client-centric Focus

Afrah Hamdy, Director of Spa, Anantara Spa at Anantara The Palm Dubai Resort, is an ardent follower of beauty and wellness. With 12 years of experience in spa and hotel operations, she is spearheading the wellness mission at Anantara Spa with prime focus on customised experiences for her clients. Hamdy shares her views on the spa and wellness industry, brand's vision, USP, and more

by **Shivpriya Bajpai**



**Please tell us about your professional background.**

A regular guest speaker on television, spa and hotel conferences, I love to share my experience and business insights with spa and fitness industry professionals. I have twelve years of experience in the spa and hotel operations for international chains in the middle east. As a way of giving back to the community, I help and inspire people to live a healthy lifestyle.

**What inspired you to get into the wellness industry?**

It is a passion for beauty and wellness that I have had since childhood. The first book I bought when I was 12 years was about *How to be Beautiful Without Makeup* says a

treatment over a pre-packaged treatment and a shorter more efficient treatment over long indulging ones.

**How do you make sure that Anantara Spa stays ahead of competition?**

We do not compete. We have set our own standards and values, higher than are not offered by our competitors. We keep our focus on the individual needs of our client and provide customised service, rather than looking at what other competitors are offering. Our regular clients are coming back and bringing their friends, which proves their satisfaction in our services.

**What are the USPs of your spa?**

We have highly professional multicultural

offer a wide range of wellness treatments and some of them are Kundalini massage, Abhyanga and Herbal poultice.

**Facials:** We have recently launched our medical solution facials from PCA Skin, which treats the most challenging skin problems such as, acne, pigmentation and wrinkles.

**Body treatments:** Turkish Hammam rituals to suit our client's need and expectations. We also offer body scrubs and wraps inspired from the local culture using natural elements, such as, dates and honey.

**How do you educate clients on the importance of wellness?**

The moment any service is booked, we ensure clear understanding of the client's needs and recommend therapies



lot about my passion for natural beauty and health. I love communication, and working in the spa gives me opportunities to connect with people from all over the world and exchange a lot of positive energy.

**What are your views on the growing wellness industry?**

There is a growing need for wellness all over the world, due to the un-healthy lifestyles and the huge commercial support behind it. The key is to spread awareness and let people understand their bodies' need to make it function the best, and lead happier and healthier lives.

**What are the preferences of your clients?**

Our clients look for an experience, not a service. We go above and beyond their expectations, which makes them fall in love with our service and they end up coming back to us. They prefer a personalised

teams, who provide international experiences, such as, Thailand, Russia, India, Bali, Bhutan, Philippines, Australia, South Africa, Kenya, Morocco, and we are always getting candidates who are interested in joining us.

We offer two large separate sections for ladies and gents in areas such as, salon for hair and nails; two Hammams, one each for male and female, with a capacity of up to 10 guests at the same time; one private Hammam for couples; five private spa suites for couples, with changing room, toilet, wet facility, all treatments and full experience can be availed in the Spa suit; Wet Areas for herbal inhalation, salt inhalation, crystal inhalation for females, and sauna, ice grotto, jacuzzi, knipp walk for males; three relaxation areas, one each for male, female and couples.

**What are the therapies offered?**

**Massages:** Anantara Signature massage, Arabian massage and Thai massage. We

accordingly. We further educate them during the consultation process with the therapist, who goes through health history and current lifestyle of the client, to assess and advise home care routine to be followed for improved results.

**What are the main challenges that you face?**

At times, it gets challenging to live up to the brand's image in the spa market and maintain our quality of service. We keep our team aware of our brand vision by guiding them through feedback and training.

**What are your future plans for the spa?**

We are in a constant improvement and innovation process. We have some plans in the pipeline for our newly launched wellness journeys. We have plans related to connecting and adding value to our community by educating them about how to live a healthy lifestyle, for them and also their families. 📌



Lilly Bernard Serrao, Spa Manager-Operations, Seventh Heaven Spa at Clarks Exotica Resort and Spa, Bangalore, shares her views on the new-found stardom of spa and wellness industries in India, business strategies of Seventh Heaven Spa, and more

# LILLY BERNARD SERRAO

## Wellness Scores Over **Luxury**

### **Please tell us about your professional background.**

With a Master degree in Psychology and a course in Spa and Management, I began my career with Serena Spa at Lighthouse Hotel in Sri Lanka. I then went on to work with Jetwing Group and Cypress. I have 16 years of experience in the spa industry and my association with Seventh Heaven Spa at Clarks Exotica, Bangalore began four years ago.

### **What inspired you to get into spa and wellness industry?**

I am passionate about wellness. Positive feedbacks from guests and clients, alike, further motivated and encouraged me to grow in this industry.

### **What are the USPs of your spa?**

The ambience, space, international standards, steam, sauna, Vichy shower, masso-therapy and well trained professional therapies delivered by trained therapists, are some of our USPs.

### **What are the therapies offered?**

The signature treatments include traditional Balinese Village Massage that uses aromatic oils with a combination of accupressure and skin rolling movements that greatly help to improve the blood circulation and hence, relax and restore balance in the body. The Seventh Heaven Aromatic Delight combines the nurturing art of human touch with the pre-blended essential oils to transmit the pressure, force or energy to create highly therapeutic effect on your body.

### **What is preferred by your clients?**

The choice of our clients depend on their requirements and they mostly opt for a combination of both body and skin treatments and spend a minimum of two hours with us.

### **How do you make sure that your spa stays ahead of the others?**

We constantly update our menu and introduce authentic body treatments. Our marketing and PR teams also work on business strategies to make sure the branding and visibility of our spa is high.

### **How do you educate clients on the importance of wellness?**

The essence of our spa is a delicate blend of the mind, body and spirit experience and involves the five senses. I believe that a spa offers wellness in its purest form and the concept is towards pampering, anti-stress, beautifying and using oriented traditions to create unique experiences. We educate our clients about the benefits of the therapies and natural products that heal.

### **What are the main challenges faced?**

The taboo around the concept of body massages is persisting. Working on the mindset of the clients, educating them about the concept and therapies takes a toll, but our experienced and professional team overcomes such issues.

### **What are the future plans for the spa?**

To have more therapeutic treatments and hire experts to meet the growing demand.

### **What are your views on the growing wellness industry in India?**

Spa and wellness have come a long way. One reason is that spas attract business when they are located in reputed hotels, inns and resorts. The upgradation of spas and salons has put India on the global tourism map, as well. Foreigners have always been enchanted with Ayurveda, nature therapy and other 'exotic' treatments and now Indians, too, are health conscious and aware. 📍





# SPA SOLACE

## Lucrative Offers

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



Photo: Shutterstock

### Vinotherapy Body Wrap, Four Fountains De-Stress Spa, Bangalore

It begins with a skin protecting scrub, followed by application of a Vinotherapy mask containing wine grape skins, seeds, grape seed oil and wine. Wine extracts firm the skin, improve its elasticity, nourish and stimulate cell multiplication and help reduce cellulite. Grapeseed strengthens the skin's protective system to fight the effects of ageing, stress and pollution.

**Duration:** 60 minutes  
**Price:** ₹3,049 + taxes, ₹2,749 + taxes on weekdays

### Caviar Body Envelopment, Myrah Spa, Mumbai

Luxurious caviar extract massage cream is spread all over body in soft and deeply relaxing moves with a focus on the pressure points. Your body is then enveloped in a thermal sheet so that the warmth can enhance the effects of caviar on your skin. This envelopment is excellent to nourish the skin, enhance elasticity and makes you fall in love with your renewed royal aura.

**Duration:** 60 minutes  
**Price:** ₹4,200 + taxes

### Seasonal Elixir, Blue Terra Spa, Gurgaon

Seasonal Elixir consists of full body oil therapy followed by seasonal splash ranging from yoghurt or cucumber/ mint or seasonal berries. Fresh, ripe fruits and matured yoghurt splash has been used by royalty to enhance their beauty and to beat the seasonal extremities. It ensures natural glow to the skin while improving blood circulation, and elasticity of the skin.

**Duration:** 90 minutes  
**Price:** ₹3,500 + taxes

### Kadi Vasti, The Bliss Mountain Spa, Spice Tree Resort, Munnar

This Ayurvedic session starts with especially prepared warm medicated oil which is kept on the lower back with a herbal paste boundary. After a full body massage using lukewarm therapeutic oils, the oil is poured over the lower back and retained inside the herbal paste boundary. The healing properties deeply cleans the blood, builds and maintains strong muscles and connective tissues and lubricates the joints.

**Duration:** 45 minutes  
**Price:** ₹1,800 + taxes

For more such lucrative offers and schemes, log on to [www.indiasalon.in](http://www.indiasalon.in)

# DELHI Master's Academy of Make-up Art (MAMA)



Launched in 2015, Master's Academy of Make-up Art (MAMA) is spread across 1,500 square feet and is the brain child of two friends, Anu Kaushik and Liz Gruszka. Kaushik is an expertise in fashion and Bollywood make-up, and Gruszka with her knowledge of Hollywood, decided to collaborate and provide a platform for those, who wanted to study make-up and make a difference in this industry.

Commenting on the USP of the academy, Kaushik says, "At MAMA, we teach our students with passion, selfless love and the care of a parent. You may enter this academy with nothing but passion and eagerness, but with your dedication and honest approach, you will graduate as a master in the field of make-up." Adding to it, Gruszka says, "We want to take this academy to the global platform and provide the best to our students in India. Our primary focus is on practical sessions to make sure the students get a chance to apply their theoretical knowledge. At the completion of the course, there is a photoshoot with a fashion photographer to help the students flaunt their own portfolios."

## ► Courses

The academy offers a wide range of carefully curated courses. Complete make-up kits and professional brush sets are provided as per the fee structure. With rising social media pressure, the students are taught photo-friendly make-up.

**Beginners course:** This course includes three weeks of make-up and one week of

a basic hair course and falls under Level I category. Introduction to beauty, skin knowledge, information on brands, colour theory, day and evening make-up, are taught. In spite of being a theory based course, equal weightage is given to practical sessions.

**Intermediate course:** The course includes two weeks of fashion make-up and two weeks of advanced hair styling; it comes under Level II. Fashion make-up, editorial make-up, black and white make-up, reading mood boards, air brush make-up, are some of the highlights. Students get professional tips from fashion stylists, models and photographers.

**Advanced course:** This Level III course is all about film make-up; duration is of four weeks which includes, reading the script, HD make-up, basic prosthetic, period make-up, period hair styling, to name a few. The focus is on practical sessions to hone theoretical knowledge for practical scenarios.

Apart from these courses, there are one-on-one Self Make-up Courses, Air brushing, Candy Class (where groups of friends come to learn) and Pop Class, which is a two hour class, and many more.

## ► Eligibility criteria

One needs to be passionate, creative and minimum 16 years of age.

## ► Fee

On request. 📞



Contact Person: **Surender Singh** | Phone: +91 11 45721545; +91 9999702545 / +91 7042414545  
Address: 6, Jangpura Extension, 2nd Floor, New Delhi 110 014, INDIA | Website: [www.themama.in](http://www.themama.in) | Email: [themama.in@gmail.com](mailto:themama.in@gmail.com)

# Kapil's Salon & Academy

Wins Loreal Colour Trophy Western Region Finale at IHA



The West Region finals for Indian Hairdressing Awards by Loreal professionnel was held on 13th December 2016 at J. W Marroitt Mumbai Sahar. The evening was flaunted with fantastic look presentations by various organizations in the salon industry.

Loreal professionnel initiated to encourage and reward hairdressing talent with an award which is known as- Indian Hairdressing Awards.

Indian Hairdressing Awards is one of the most anticipated event in the Indian Hairdressing Industry. The contest is a benchmark in hairdressing, raising the standards of creativity and innovation with each passing year.

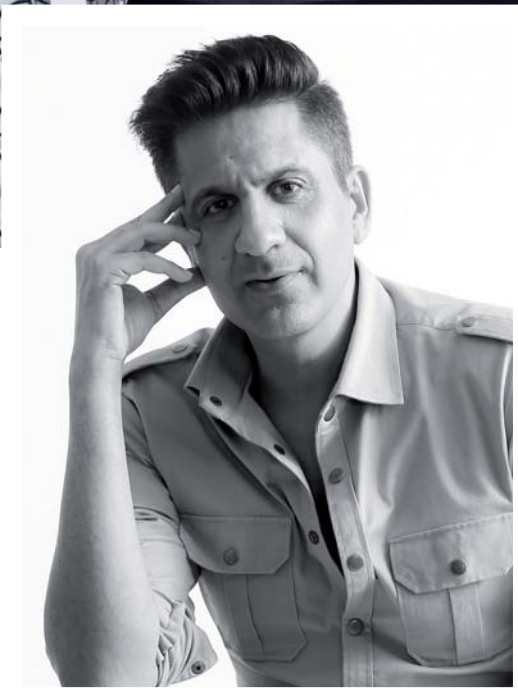
This award rewards the talent and allows the hairdressers to showcase their hairdressing talent as an essential element of fashion and style.

Kapils salon's contribution has been remarkable in the salon industry and has given the Industry many talented hairdressers who have done a great job, professionally in their hairdressing career. Having said that, 2015-16 has been a successful year in terms of exploring new talent amongst Kapils ecosystem.

This year, Kapils salon got the phenomenal number of entries selected spread over all 4 categories including- Color trophy, Young colorist, Men's image and Cut & Style. Moving a step ahead in the competition, Kapils salon was proud to get maximum 9 glorious entries selected for West Region Round. The creative heads include – Color Trophy- **Prashant Limbachiya, Mangesh Suryawanshi, Nazim Ali and Sanjay Sain**. Men's Image- **Rohit Limbachia**, Young Colorist-**Mukesh Sain**, Cut & Style-**Harshal Sharma, Waqar Salmani and Nevedita Puthran**.

The key elements which were taken into the consideration for Judging were - An innovative Cut-Color-Style, Sleek finishing, the attire, Make-up and overall look of the model.

West Region Finals witnessed Kapils salon-winning the Color Trophy (**Winner- Mangesh Suryawanshi**) and Cut & Style (**Runner up- Nevedita Puthran**) who further made their way to the grand finale.



## PAWAN SACHDEVA Eclectic **Couture**

Delhi-based fashion designer, Pawan Sachdeva, has carved a niche in designing impeccable styles for men. Innovative techniques and colour processes are married with different textures. Sachdeva shares his views on the fashion and beauty industry in India



### **How did you get started in the fashion business?**

I was always interested in fashion and art. My passion for both the streams and a penchant to try new things got me started in the fashion business.

### **Tell us something about your collection.**

My collection is all about different techniques like laser cut, embossing, tie and dye, colour blocking, and more, incorporated in new silhouettes. It is sharp, yet a chic collection for men, who love to travel, and go from casual to formal in a day.

### **How important are hair and make-up in fashion?**

Hair and make-up are as important as the outfit. Hair and make-up can make or break a look, no matter how exquisite the ensemble is. Also, the perfect hair style and make-up helps to showcase the true essence of the collection.

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

Fashion and beauty industry is growing by leaps and bounds in India. You cannot compare the present situation to what it was five years back. Everyday a new brand or a new collaboration can be witnessed in these two industries. Also, fashion and beauty are inter-dependable, and neither can grow alone. Awareness of the latest trends is high, thanks to the Internet and social media. Today, clients have a clear idea of what they want. Global influences have led to improvisation in both the fashion and beauty.

### **How do you strike a balance between runway and real?**

Striking a balance between runway and real is a task, as you have to design each garment keeping in mind that it looks good on the ramp and is wearable in real. Each detail must be kept in mind. Gone are the days when fashion was only restricted to celebrities and models, these days everyone wants to look fashionable, yet real. So, it is mandatory for the designer to explore his creative approach.

### **How do you use make-up and hair in your collection and on ramp?**

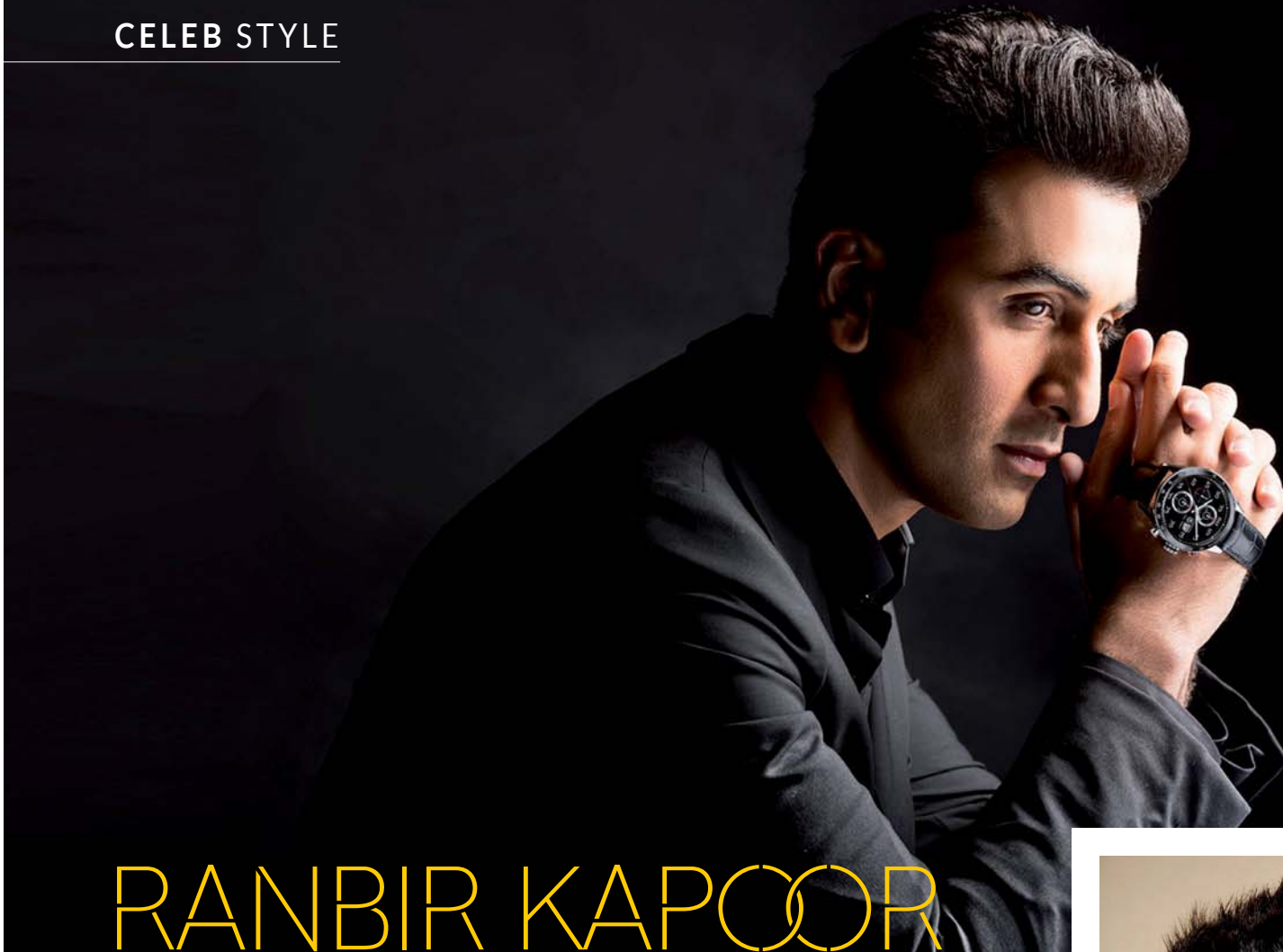
Hair styles and make-up can be incorporated with the collection in many ways depending upon the collection you are showcasing. I usually work extensively with the hair and make-up artist to share my vision of the collection and give them enough scope to be in sync with the essence of my collection.

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

I will continue to work towards building my brand's image. The agenda is to cater to new and innovative ideas. I have never thought of being involved in the cosmetic and hair industry, but fashion and beauty collaborations is not an alien concept. Let the future pave its own path. 📞

**(SB)**





# RANBIR KAPOOR

## Sultan of **Style**

He carries his family name with as much ease as his charming personality and make-you-go-weak-in-the-knees good looks. With *Salon India*, the Kapoor boy and soon-to-be *Jagga Jasoos*, spills the beans on what makes him such a favourite

by **Aarti Kapur Singh**

**R**anbir Kapoor straddles a world of paradoxes. He is a Kapoor, a member of the first family of Bollywood, famous for its love for food. But he is also every bit his fit and ageless mother's son. So, in his own words, "There is a secret balance I seem to have found, though I am myself not sure how," confesses Ranbir. His impeccable sense of style coupled with his looks makes him a hot favourite of the youngistan. His preferred style is a fusion of street favourites and luxury fashion labels, such as Bape, Valentino and Kenzo, and sure enough he never misses an opportunity to channel his sartorial sensibilities.

### **"Being hot is in the head"**

It is true! Believe and you will be. See, when you feel you are hot, there is a swagger that comes naturally in the way you walk, a confidence in the way you talk and a belief in yourself that makes others believe you are hot. So training yourself to think you are hot is as important as actually being hot!

### **"I need to eat right"**

The transition from a plump youngster to being fit and lithe, has been difficult. It was only when I started my acting career that I realised the importance of having a fit body. As a kid, I was never



allowed to skip breakfast - the most important meal of the day, which I practise till date. My breakfast consists of a banana or egg white with brown bread, milk with cornflakes, and fresh juice, mostly karela or apple and carrot. For lunch, it is usually *tandoori* chicken, *dal* with two *chapatis* made from wheat, *jwar* and *bajra* and a bowl of curd. I do not know the concept of snacks because my Kapoor genes make me put on weight really fast. So, snacks for me is green tea with a cracker or a glass of juice. My mom is the strictest dietician and I used to really get walloped because I would not touch lauki or karela. Today, I actually like those vegetables. Dinner is zero carbs, but I love grilled fish or chicken. Besides my mom, I have a policeman, who masquerades as my trainer and monitors what I eat and supervises my workouts! I look how I do because of these two people.

### “Sports has a big role to play”

I never ever miss my football game. It is mental relaxation for me. I think playing a sport you enjoy, keeps you happy and the endorphin rush shows on your face. Do remember to keep yourself hydrated by drinking lots of water, preferably four to five litres a day.

### “Comfort over style”

“My comfort outfit is a simple white tee with a khaki cargo. But I pay a lot of attention to the shoes. Much to my mom’s chagrin, it is mostly sneakers. From signature, Yeezys to classic Nikes, I like my sneakers to have character and detailing. My shoe fetish is definitely a vice.

### “Jackets add jazz”

Adding a jacket to your ensemble dramatically transforms your look! Keep it out of sync as matchy matchy is passé. I love my Air Jordan Retro 6 Denim jackets and wear them everywhere.

### “Colour me bright”

I like to explore colours in my wardrobe, but do not go overboard. So bright reds, electric blues find as much favour as pastel greens or monochromes.

### “Shades are a life-saving accessory”

I pick up several of them on my trips abroad. The only style advice I can give is to move out of your comfort zone and go for different shades like purple, brown, mild grey and so on, depending on your skin tone. Ditch the black ones completely!

### “Style icon”

Amitabh Bachchan. I used to gape at him on the few occasions that I visited the sets of movies where he and my dad were working. Even now he is the best and you cannot steal the limelight from him. My grandmother, Krishna Raj Kapoor, is the most stylish woman around. 📌



# QUIZ TIME

## SCORE ON HAIR AND BEAUTY

Get your hair and beauty facts right. Answer these questions correctly and get three issues of *Salon India* absolutely free

1) Co-founder of YBP cosmetics, ..... joined the beauty bandwagon with their Makeup Perfector Sponge.

- a) Payal Thaker
- b) Payal Singhal
- c) Blossom Kocchar
- d) Jamuna Pai



2) The Owner of Frizz Da Salon and Academy, Chennai, ..... has recently introduced 'Da Extensionzz' to her portfolio.

- a) Prabhavathi K Gowda
- b) Namrata Soni
- c) Gouri Kapur
- d) Menaka Ramkumar



3) The ..... range by L'Oréal Professional is a powerful blend of ultra-precious natural oils and ancient royal beauty rituals.

- a) Diarichesse
- b) Biolage Advanced
- c) New Mythic Oil
- d) JW Marriott, Delhi



4) ..... are make-up products that are only used to impart a sun-kissed glow to ones' skin and given an illusion of a healthy tan.

- a) Highlighters
- b) Bronzers
- c) Illuminators
- d) Blush



5) The international make-up brand, ..... is the latest entry on Nykaa.com

- a) MAC
- b) Chambor
- c) Estée Lauder
- d) Clinique



# COFFEE BREAK

**Send in your responses to:**

The Editor,  
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New Delhi 110020

**QUIZ TIME:**

Enter the matching letter

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_

Name \_\_\_\_\_

Profession \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

WIN! WIN!



**HURRY!**

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

**Send in your answers**

**NOW!!!**



# INSIGHTS TO EMPOWER YOUR BUSINESS

WITH A FOCUS ON KNOWLEDGE SHARING, SALON INTERNATIONAL EXPANDS ITS PORTFOLIO TO OFFER TWO COLLECTOR'S ITEMS - MAKE YOUR MARK, THE HAIR AND BEAUTY ACADEMY BOOK AND THE TREND TALK: HAIR AND MAKE-UP SECRETS REVEALED. IN THE ENSUING PAGES, WE PRESENT THE FUTURE OF THE BEAUTY AND WELLNESS BUSINESS IN INDIA.



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# label.m day in **Surat**

label.m Day – the first ever platform created to offer the expertise of label.m witnessed over 68 attendees in support of the brand. Regional Technical Trainers held ‘Cut and Styling’ session for the clients of the salon.

The day named label.m invited the clientele of K-a’cme Hair and Beauty Salon to a beautifully decorated ambience with balloons and live DJ playing their favorite music. Santosh Rawat, Regional Technical Trainer at Inocorp Marketing Pvt. Ltd. says, “Dealing with different hair types and offering them the best of haircut and style was our focus. We wanted people with all hair types to know that any hair is workable if cut and styling is right and therefore, this day was such a success as we saw each client walking out with a huge smile and immense happiness”.

A wide range of products were used to give the hair requisite therapy. From label.m Honey & Oat Shampoo & Conditioner to Protein spray, Relaxing Balm with mflex technology, Shine Mist, Thickening Shampoo & Conditioner, Volume Foam, Gentle Cleansing Shampoo, Moisturizing Conditioner, Daily Moisturizing Shampoo, Extra Strong Mousse, Matte Paste, Organic Lemongrass Shampoo & Conditioner, Heat Protection Spray, Intensive Repair Shampoo, Intensive Repair Conditioner, Thickening Cream and many more.

Jigar Amreliya, Regional Technical Trainer at Inocorp Marketing Pvt. Ltd. says, “We were excited to see the different hair types that we worked upon. From frizzy, wavy, thick, curly to virgin, blond, fine, limp and normal hair types, we got a chance to men all kind of manes. It was not just experience but a lot of exposure that we got with hair types. The treatment and procedure differed and that’s what made this label.m Day worth a memory”.



**What:** label.m day

**When:** December

**Where:** K-a’cme Hair & Beauty Salon, Surat

# Sephora now in **Chennai**



The world’s largest beauty retailer, Sephora, with a presence in 31 countries, launched its 10th store at the Express Avenue Mall. Spread across 2,800 square feet, the store houses iconic retailer’s curated and exclusive brands across make-up, skin care, fragrances, bath, hair care, accessories, for both men and women. International brands like, Benefit, Stila, Make Up Forever, Burt’s Bees, Soap & Glory and Cover FX are available in the store, which are otherwise not available in India. The event witnessed Chennaites enjoying the much-awaited Sephora flash makeovers, skin consultations and divulging in some serious beauty indulgence with celebrity DJ Karty who spun some foot-tapping tunes. To celebrate this grand opening the Sephora dance troupe entertained the customers with high-energy performances.

Keeping in line with international standards, the store has been tastefully created and made into different sections, adorned with Sephora’s beauty and animation themes. This will highlight the various make-up products making it easy for beauty enthusiasts to pick their favorite beauty essentials. One can indulge in the famous brow bar, beauty bar and makeover stations for glamorous party looks.

Commenting on the occasion, Vivek Bali, Business Director, Sephora said, “We are absolutely thrilled to be launching in the emerging metropolitan, Chennai. Owing to the city’s cosmopolitan nature, we hope to meet everyone’s beauty needs with a vibrant store offering of cult favourites and exclusive beauty services.”

**What:** Store launch

**When:** 25th December

**Where:** Express Avenue Mall, Chennai



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# GENDER FREE

## STEP 1:

Partitions. Sector A: isolate a front triangle among  $\frac{3}{4}$  of the left eyebrow, the tip of the right eyebrow and the top of the head. Sector B: draw a vertical line at the ear tip on both sides. Sectors C,D,E,F: on both sides, from the mid of sector B, draw a line till the opposite angle of the nape, passing over the occipital bone.

## STEP 2:

Sector C: start cutting from the nape, making horizontal sections, trim in square in a soft way at 1-2 cm length using the machine.

## STEP 3:

Sector D: making vertical sections, cut in square and in perpendicular guide at 5 cm length. Sector E: making vertical sections, cut in square at 5 cm length in moving guide, so that you get a longer length in the front part.

## STEP 4:

Sector F: subdivide the sector in a central partition and cut each section in vertical sheets and in fixed guide on the ear tip. Sectors B: making horizontal sections, cut from the length of 2 cm to the length you got on the mastoid, taking care to leave 1 cm of whisker.

## STEP 5:

Sector A: comb the lock on the face and cut in square at the chin height. Link the lock length to the one you got at the top.

## STEP 6:

After drying the hair, refine the cut while lightening the whiskers according to the face shape. Define the temples line with a clean diagonal cut, texturize the volume with the Controgravità\* techniques and Fan using the cogged scissor.

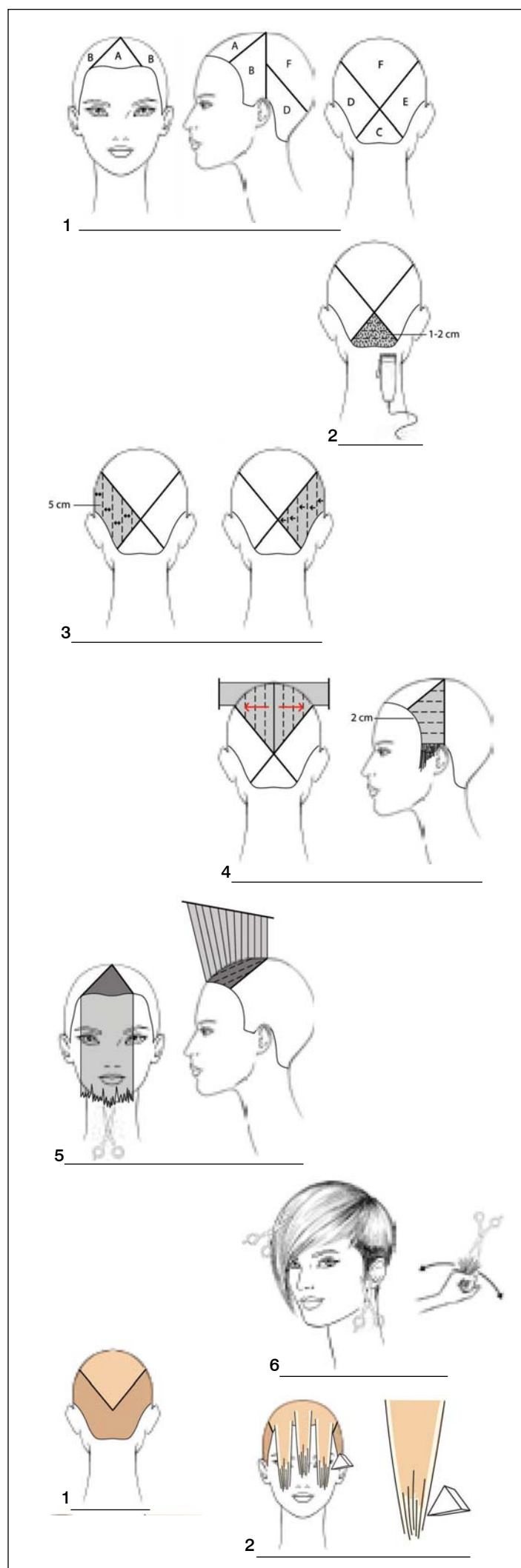
## COLOUR

### STEP 1:

Isolate a triangle between the temples and the occipital bone. Colour the low sector at first and then the upper one.

### STEP 2:

Create some front lights with the Contouring technique and tonalize.



\*Controgravità: when hair is dried, take in tension the lock, enter with scissor from the tips towards the hairlines, "chewing" the hair lightly and giving balance to empties and fulls.

# THE MOST AWAITED SALON EXPERIENCE NOW ARRIVED IN INDIA



## COMING SOON TO YOUR CITY

One of the key industries riding this tide is the Salon Business. Poised at being an essential element of a personal statement - Style. Choices range from classic, retro, opulent, chic, minimal, urban, casual, power & many, many more. With a diverse array of services to completely spoil a customer beyond hair & makeup- like styling, skincare, body sculpting, nail art, the list goes on - our salon services are ready to become the most definitive experience in the country.

### Franchise Facts-

Area Required: 1500-2500 sq.ft

Investment: 85 Lakhs Onwards

Franchise Fee: 25 Lakhs



**SALON**  
PARIS

### F-Salon Current Location:

#### **New Delhi**

A-24, Rajouri Garden  
Vishal Enclave, Opp. MTNL Office  
New Delhi-110027

#### **New Delhi**

First Floor, 38 M Block Market,  
Greater Kailash II,  
New Delhi 110048

#### **Jaipur**

Shree Govind Business Tower,  
Plot No. 11-12, Gautam Marg,  
Vaishali Nagar, Jaipur - 302021

### For Franchise Query:

**Corporate Office:** Level 2, Elegance Tower, Jasola District Center, Mathura Road, New Delhi - 110025

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