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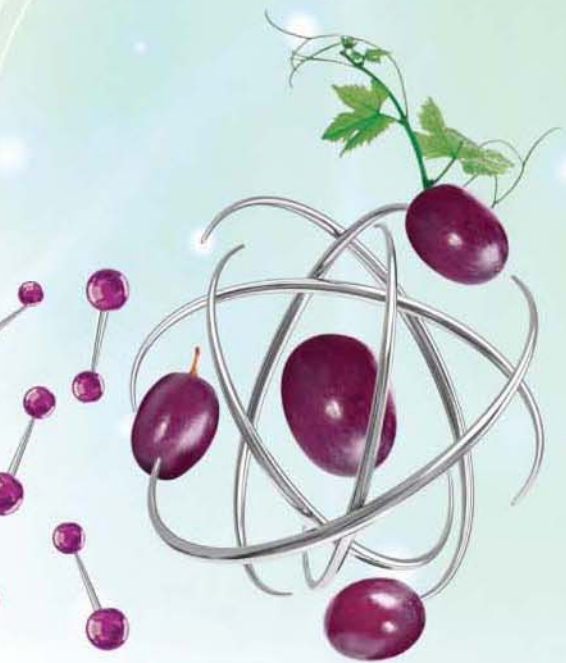


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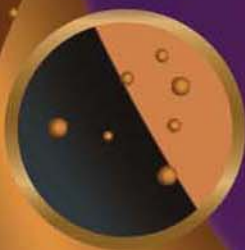
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The Salon and Beauty Industry in India has gained tremendous traction in the last five years. Market & Research has predicted that by 2018, the global beauty industry will be valued at \$460 bn. The obvious reason for growth is the clear-cut inclination of clients to enhance their personality and wellness quotient. Therefore, it is no surprise that to cater to the rise in demand, the stakeholders are working twice as hard. With an eye on the 'next big thing' in terms of product ingredients, technology, tools and equipment, expectations that each category has from the other too, have increased. To understand these 'expectations' and bring them to a larger platform, we write the cover story.

In the interview section, we meet Kai Wan, the award-winning hair stylist and owner of P.Kai Hair Salon in UK. He is a great mix of a mentor, session stylist and entrepreneur, all rolled into one. Wan's eye for detail speaks volume of his three-decade long association with this industry. On the home front, we have Amit Thakur, who has a strong foundation in academics and has carved a name for himself. With an enviable list of clients, Thakur is humble and attributes his success to his mentors, who he met at work. Ribu Dewan, Co-founder and Head Trainer at Texture Touch Salon in Bangalore, shares his story with us and how he is today, on the top of his game.

In make-up and beauty, we have Mansi Midha, an independent celebrity make-up artist, who has persevered to reach where she has after overcoming several challenges. She shares her victorious journey with us, which will undoubtedly, be a motivation for aspirants to enter the field of bridal and fashion make-up.

In trends, we have TIGI Bed Head's ultimate guide to gorgeous hair for Valentine's Day. From products that are known for their quality, watch love spinning a warm cocoon around you!

We showcase The Spa at the Leela Mumbai. Understated and elegant, the spa is also high on providing indulgent comfort and pampering with its bouquet of Indian and western therapies carried out by a well trained team of therapists. We meet Krishna Semwal, Spa Head at the Rejuve Spa at the Lalit in Chandigarh as he shares priceless wisdom with us.

All this and lots more in this issue. Do keep writing in!



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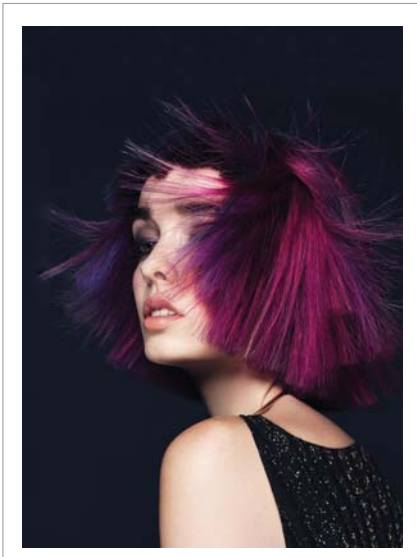
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Hair: Michael Piastrino
 Photo: Andrew O'Toole
 Colour: Adrian Rotolo
 Make-up: Kylie O'Toole
 Stylist: Vass Arvani

Content

92



26



42



76



84



- 20 **Snippets** Latest news and updates of the beauty and hair industry
- 24 **New openings** Salons and spas across the country
- 26 **Main interview** Kai Wan, the award winning hairstylist and owner of PKai Hair Salon in Cambridgeshire, England is juggling multiple roles as a salon owner, session stylist, mentor and an entrepreneur. With three decades long experience in hairdressing, Wan has carved a niche for himself in the industry. He shares his journey with us
- 38 **In first person** Ribu Dewan, Co-founder and Head Trainer at Texture Touch Style Lounge in Bangalore, is a young and energetic personality who wants to be counted among the top hair stylists in India
- 46 **Role model** Amit Thakur, celebrity hairstylist, is taking Bollywood by storm. Personal favourite of the Bolly brigade, Shraddha Kapoor, Huma Qureshi, Priyanka Chopra, to name a few, Thakur is a style prodigy who is known for creating fun and fresh looks. He shares his passion for the craft, journey and more
- 58-74 **In focus** The salon and beauty industry in India is ascending the growth curve expeditiously. The obvious reason for growth is the raised awareness among clients, which is leaving the beauty stakeholders with no other option but to work twice as hard. Rise in demand has led to raised expectations within the industry. We bring you a report
- 75-82 **Beauty** Mansi Midha, renowned make-up artist and owner of the Make-up, Hair and Skin Academy shares her journey, future plans and more; Bharti Taneja shares top skin care trends for the year ahead; product launches in skin care
- 83-89 **Spa focus** The Spa at The Leela, Mumbai, designed on a modern décor concept, is an urban sanctuary offering personalised spa experiences taken from European, Eastern and Ayurvedic traditions; Krishna Semwal, Spa Head, The Rejuve Spa, The Lalit Chandigarh shares the challenges, brand USP and views on the wellness industry in India; J Tara Herron, Spa Director at the Imperial Salon and Spa in Delhi, shares her views on mindfulness and its positive impact on spa therapists
- 90 **Influencer** Nikita M Haisalkar, the Nagpur-based fashion designer, shares her views on fashion and beauty industry in India, and talks about the collaboration of hair and make-up with fashion
- 92 **Celeb style** Mahira Khan, the gorgeous Pakistani actress, who made her debut beside Shahrukh Khan in the Bollywood blockbuster, 'Raees', shares her hair and beauty secrets
- 94 **Events** The social calendar: what is happening when and where
- 96 **Step-by-step** Recreate the intricate cut

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/// NATIONAL ///

Founder of VLCC, Vandana Luthra honoured with Haryana Gaurav Samman



Vandana Luthra, Founder & Vice Chairperson, VLCC, was awarded the prestigious Haryana Gaurav Samman by the Haryana government. A renowned name in the beauty and wellness industry, Luthra's contribution, ranging from introducing ensured quality standards, innovative technology, customer-centric services, to name a few, has raised the Indian beauty and wellness industry to meet international standards. VLCC, under Luthra's guidance, has taken regular CSR initiatives in Haryana, like, successful initiative undertaken to skill under-trials in hairdressing at Bhondsi Jail in Gurgaon district; under the SJSRY programme, the institute has trained over 1,200 underprivileged youth, and 170 candidates under the PMKVY initiative. On receiving the award, Luthra thanked the government of Haryana for recognising the beauty and wellness industry as a major source of entrepreneurship for women, and promised to reach out to the remotest part of the country in terms of skill development.



Juice Salon's fourth outlet in Hyderabad

Juice Salon, the pioneer in hair, beauty and nail services, opened its fourth outlet at Jubilee Hills. Known for its international standard services, customer-friendly environment, the salon offers treatments in hair, nail and beauty under the guidance of technically skilled professionals. Commenting on the occasion, Abhilasha Joshi, Business Head, Juice Salon said that Juice has always aspired to keep its clients ahead of the trends through an approach of continuous innovation in service and skill delivery.

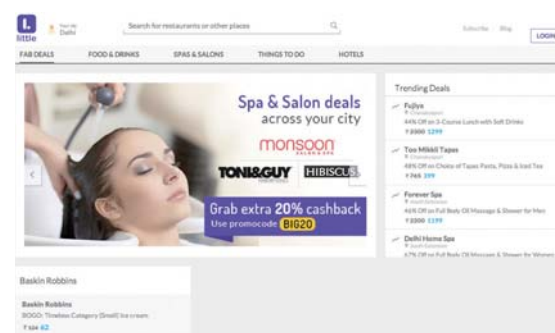
Ionic MSM, US-based wellness firm starts production facility in Jaipur

US-based wellness company, Ionic MSM sets foot in India with a fully integrated production unit in Jaipur to manufacture health and wellness-related products for India and other Asian markets. Industrialist Dr Santosh Kumar Bagla is facilitating the collaboration of the US-based firm with Ionic MSM Limited. The company produces a wide range of products that are based on methyl sulfonylmethane (MSM) which is an organic form of sulfur and boasts of having a variety of health benefits. The company is known to provide MSM-based products for personal care, and more.



Little Internet acquires beauty and wellness startup, Stylofie

Deals discovery app, Little, owned by Little Internet Private Limited, acquired beauty and wellness startup, Stylofie for an undisclosed amount. The company aims to dig deep into the beauty and wellness segment with this acquisition. Stylofie's 50,000 registered visitors and over 1,000 merchants would facilitate Little's access to the beauty and wellness section. The Stylofie team will join Little and be based out of their Gurgaon office. Stylofie provided a curated online platform for customers to compare salons and spas, reviews, make online bookings and payments.



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Curefit acquires The Tribe, a Bangalore-based fitness chain

Curefit, founded by former Flipkart executives, Mukesh Bansal and Ankit Nagori, have acquired the Bangalore-based, The Tribe Fitness Club for an undisclosed amount. Curefit had earlier acquired Cult fitness chain, and raised \$15 mn. The company has further plans to acquire more health and fitness startups, and to launch its app in the next three months. Commenting on the acquisition, Nagori said, "The Tribe's fitness philosophy of no-machine training format is in sync with the brand's idea of fitness. Besides growing organically, Curefit will continue to look out for partners and businesses that share the same values. The fitness centres opt for crossfit, boxing, indoor cycling, Yoga, among other activities, instead of treadmill and other regular machines to address the issue of monotonous gym schedules."



Indian startup, MCaffeine raises funds for caffeine-based personal care range

MCaffeine, India's first startup to cater to caffeine-based beauty products has raised \$300,000 from investors. Operating on a digital model, it directly sells products to consumers, and offers a wide variety of personal care products, such as shampoos and face washes. MCaffeine believes that caffeine has innumerable medicinal benefits on skin and hair, which can arrest hair fall and reverse signs of ageing. Tarun Sharma, Founder and CEO, MCaffeine, said that the raised funds will be primarily used for product expansion and building an analytics engine to optimise product selection. Commenting on the expansion plans, Sharma added, that the brand has launched six SKUs and aims to generate \$2 mn revenue by adding 40 more SKUs in a year. The brand is looking forward to facilitating international shipping, as well.



/// INTERNATIONAL ///

Skin care brand, Bioeffect, enters UK market

Bioeffect, the Icelandic skin care brand, sets foot in the UK professional market and partners with Hartwell House Hotel & Spa in Aylesbury as the first UK Spa to offer professional treatments by the brand. Known for its EGF Cellular Activating Serum, Bioeffect uses plant-derived growth factors for anti-ageing. The brand unveiled eight professional-only products for use in its new EGF Treatment facial in 2016. Previously, it only had retail presence in UK. The brand has plans to reach out to 30 to 40 high-end spas in UK by the end of next year. Commenting on the occasion, Co-founder and UK Managing Director Christoffer Konigsfeldt, said that the countryside location of Hartwell House would facilitate the brand's objective to reach clients, who want to experience a luxurious weekend.



French make-up artist, Tom Pecheux is the Global Beauty Director of YSL Beauté

YSL Beauté, owned by L'Oréal, has appointed French make-up artist, Tom Pecheux as its Global Beauty Director. Pecheux will collaborate with the ambassadors and colour cosmetic creators of YSL Beauté to bring innovation, promote new products, and share tips on social medial and other conventional media channels. He was previously associated with elite brands, like, Shiseido and Estée Lauder, and created ramp looks for various fashion shows. Speaking on the collaboration, he said, that the brand's idea is not only to sell make-up products, but sell an attitude which is embedded in the colours, textures and material.

Lush supports global campaign against animal testing

Lush is relaunching its iconic bestselling product, New Shampoo Bar, to join hands with Humane Society's global campaign against animal testing. The revamped product will feature the charity's message, #BeCrueltyFree in both English and simplified Chinese. More than one million people worldwide have signed petitions to impose on their governments to ban cruel cosmetics. The New Shampoo Bar is a solid bar with cinnamon, clove and peppermint that stimulates the scalp. According to Lush, cinnamon leaf, bay and clove bud essential oils combine with peppermint, improve



blood flow and stimulates the hair follicles. Peppermint further helps to stimulate the scalp and promotes hair growth. Rosemary is known to soothe the scalp and adds a glorious shine to the hair.



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Nailspa Experience



Nailspa Experience, one of the leading nail care and spa, has launched its fifth outlet in Lokhandwala. Spread over 400 square feet, it aims to make indulgent nail care and spa services more accessible to their clientele. The space is well equipped with three nail stations, two pedispa chairs, one eyelash extension station, one spa room and one hair station. Known for its signature candle therapies for hands and feet, the menu offers widest range of manicures and pedicures, reflexology massages, nail and eyelash extensions, nail art, and more.

Sharing his views on the brand's USP, Aryn Manji, Director of Nailspa Experience states, "At Nailspa Experience, our primary mission is to help our guests look and feel their absolute best. We use the finest, natural, cruelty-free products and treatments that are kind to the nature. The philosophy of our spa is aimed at providing modern and innovative beauty services at affordable prices."

- Colour combination:** Blend of cream, brown, gold and red
- Products used:** Ezflow, Cuccio from Lure Nails, Shellac Gel Polishes; Farmavita for hair; Remy Laure and Anita's Aromatics for skin
- Lights:** Bright LED lights
- Flooring:** Mahogany wood
- Architect:** Sabina Punjani



Director, Nailspa Experience
Aryn Manji

Contact person:
Farheen Shaikh

Address:
Shop No 8, Ground Floor, Greenfield Co Operative Housing Society, Lokhandwala Complex, Andheri West, Mumbai - 400053

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CHENNAI

Kryolan



Kryolan India, professional make-up brand of international repute, has opened its second store at Phoenix Mall, known for its state-of-the-art facilities. Spread across 860 square feet, the store has a shop section, which includes make-up stations. Serving a range of clients from bridal artists to face painters, the highly trained sales team is able to offer professional advice. Kryolan, which also makes products for body painting and medical make-up, currently boasts a range of over 20,000 products, including make-up engineered specifically for high definition and special effects. Kryolan's dedication to meet the artists' needs and demands, sets them apart from other make-up brands.

Madhivanan Ramaswamy, CEO, Kryolan India, says, "Kryolan believes in India and that is one of the reasons behind establishing our manufacturing facility in Chennai. Our second store in Chennai further affirms our belief of growing with India. Kryolan is also available online now in India."

- Colour combination:** White, silver and the colours from our products
- Lights:** Bright white lights
- Flooring:** Light wood
- Architect:** Not disclosed

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WAN

Kaleidoscopic Elements

Award winning hair stylist and owner of P.Kai Hair Salon in Cambridgeshire, England, Kai Wan is a rare blend of session stylist, mentor and an entrepreneur all rolled into one. His eye for detail speaks volumes on his three-decade long run in the hair industry. Wan shares his journey with *Salon India*

by **Shivpriya Bajpai**



How did you get interested in hairdressing?

When I was 16, I was about to enrol into a college to either study photography or design. At this juncture, I got a Saturday job at a salon in Peterborough and I loved it straight away! Of course, I had to study hair, so I attended as many trainings as I could. I love work on a 3D art form. My first job was at Michael John Hair Artwork in Peterborough.

What courses have you done and from where?

In the early days, I did an apprenticeship, advanced colour courses, the Sassoon cutting course and various other hair up, styling and cutting courses. I got to network with lots of different people in the industry, so I could keep learning.



Hair: PKai Creative Team using Wella Professionals
Photographer: Kai Wan
Make-up: Katie Moore

Did you have a mentor?

I have always had someone to look up to in my career. I am lucky that I could learn from all the managers I have ever had, who taught me all the classic hairdressing skills. Also, as part of The Fellowship for British Hairdressing, I have always had someone to call and get advice from.

What were some of the challenges you were up against?

When I first started hairdressing, I was a very shy and reserved person. The biggest challenge was to learn the art of conversation. I was great at hairdressing, but it took me a few years to master the people skills it involved.

What is your forté as a renowned hair stylist?

I love every aspect of hairdressing, but I am known for long hair dressing.

What are you currently responsible for?

I look after our three salons, am the guest artist for Wella Professionals and I have now taken on a role of Project Leader for Project X at The Fellowship.

Please tell us about your evolution as an artist.

I am continually evolving. In 30 years, I have never stopped learning. Everyday there is something new that lands on your platter, all you need to do is to absorb it all. One must keep looking at how one can better oneself.

What inspires you to create the hair looks?

I have always been inspired by fashion, whether it is commercial or haute couture. I also take inspiration from shapes and forms in architecture and furniture.

How do you prepare yourself and the team for creating hair looks for shows?

We start by coming up with a concept, whether that is topical or revisiting an older era. Then we start working on moodboards, collecting images to make sure we are all singing from the same hymn sheet when it comes to the show or collection.

What are your favourite tools and products?

I always carry round brushes and a Denman natural bristle brush for smoothing. I do not go anywhere without my Dyson Supersonic Hairdryer. Product wise, my must-haves are Wella EIMI Sugar Lift and Perfect Me, Sebastian Texturiser and Dark Oil.

What is a normal day in your life?

I usually get up around 7:30 in the morning, and from that time till 9 at night, it is crazy! We need to get the kids ready for school and then get ourselves ready. I then split myself between the three salons, with a very busy column on clients.

What are your plans for the future?

Presently, we are really focusing on the brand and developing our team.

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

If you are a creative, fun-loving person, who loves to make people happy, then it is the path for you. Every day is a learning day. You must be passionate and never shy away from experimenting.

What are your views on the hairdressing industry of India?

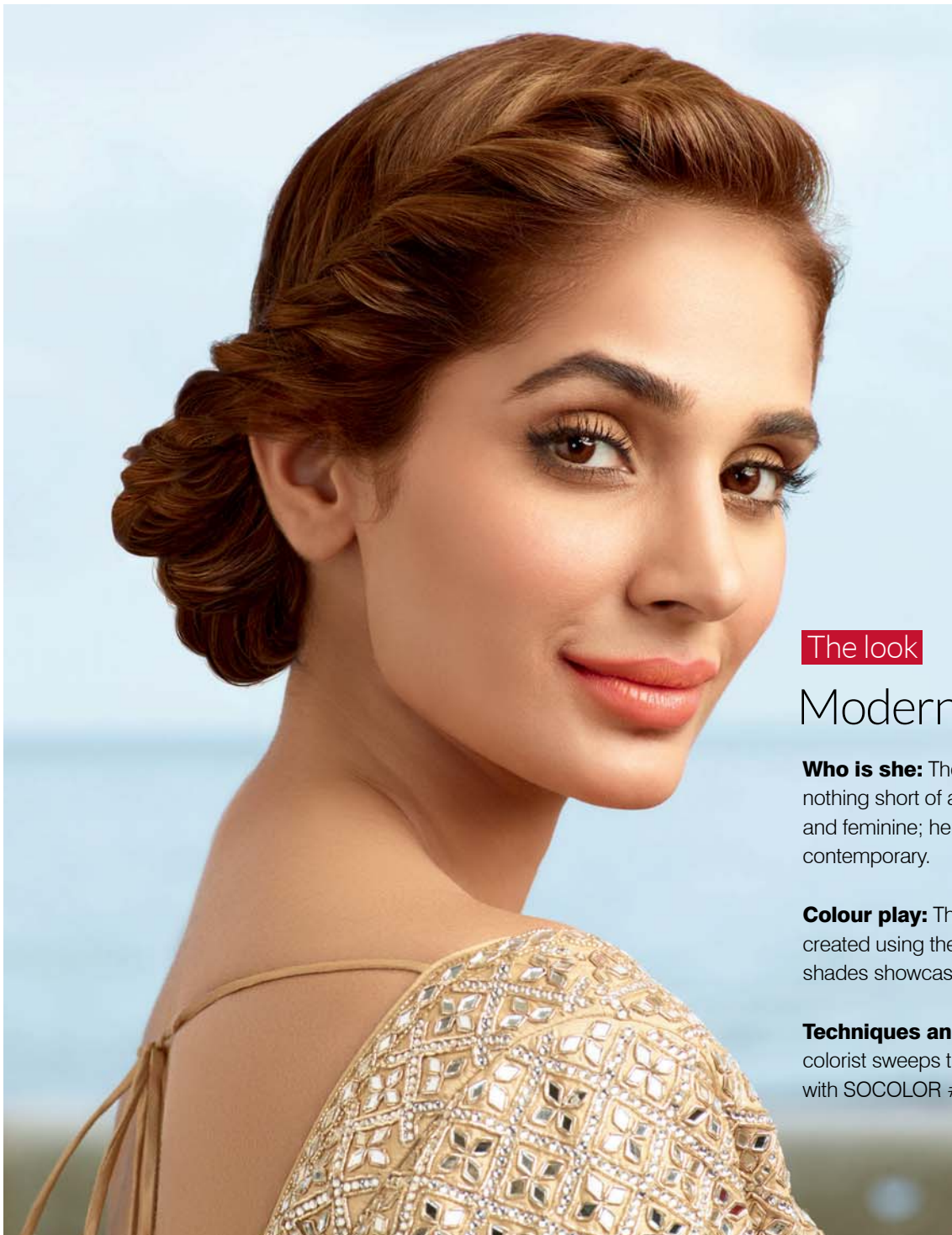
I love learning about different cultures so I would love to know more about the Indian hair industry! From what I have seen, the work is incredibly immaculate and intricate. 📍

MATRIX Presents Destination Brides

COCKTAIL OF COLOUR AND STYLE



MATRIX unveils the goddess in three ravishing brides and creates awe-inspiring looks with SOCOLOR, namely the Modern Maharani Bride, the Ethereal Garden Fairy Bride and the Boho Beach Bride. The colours of love, like gold, plum and red have been used with globally trending hair colouring techniques, like, Balayage, Ombre and Strobing, to create a royal festive affair



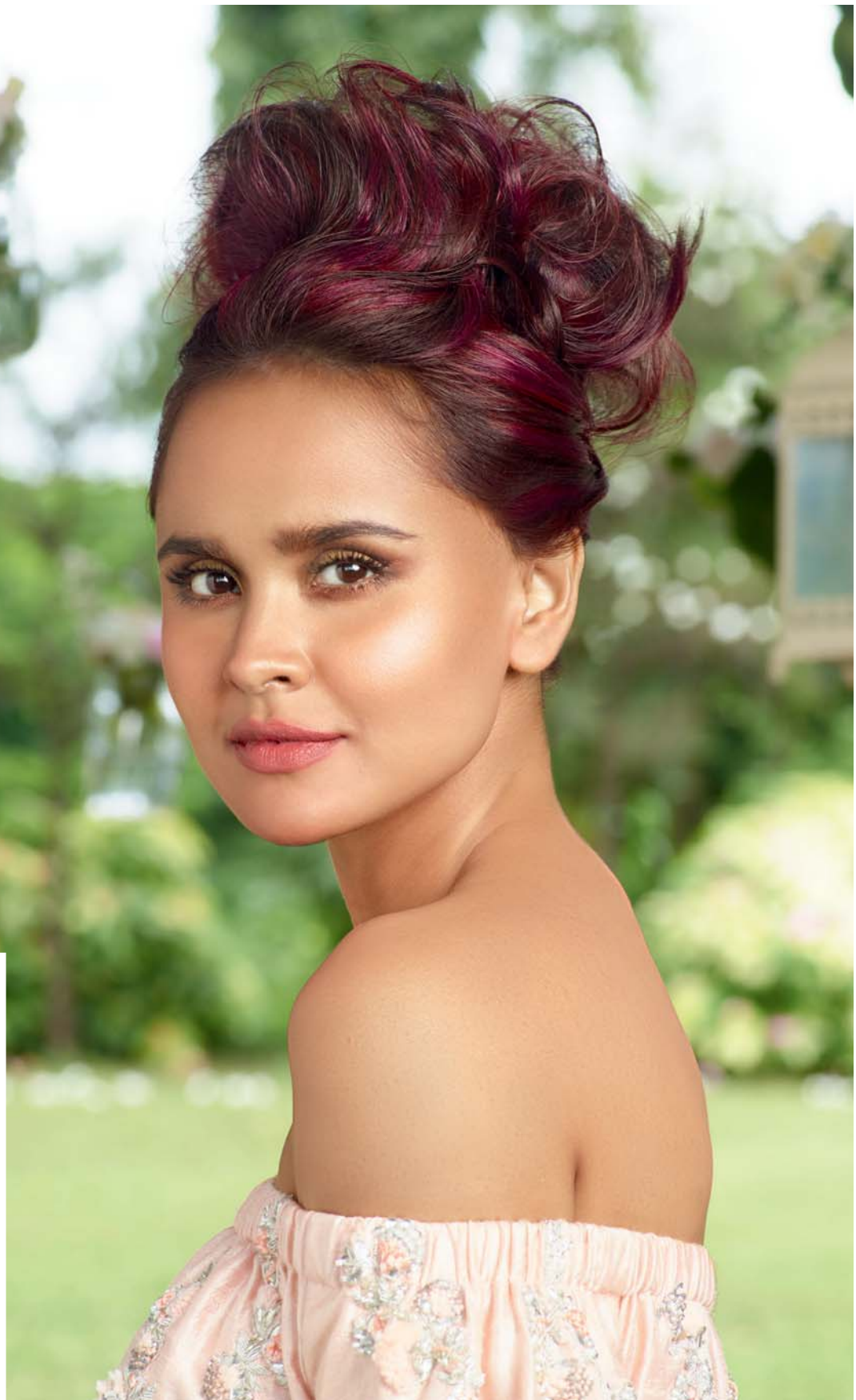
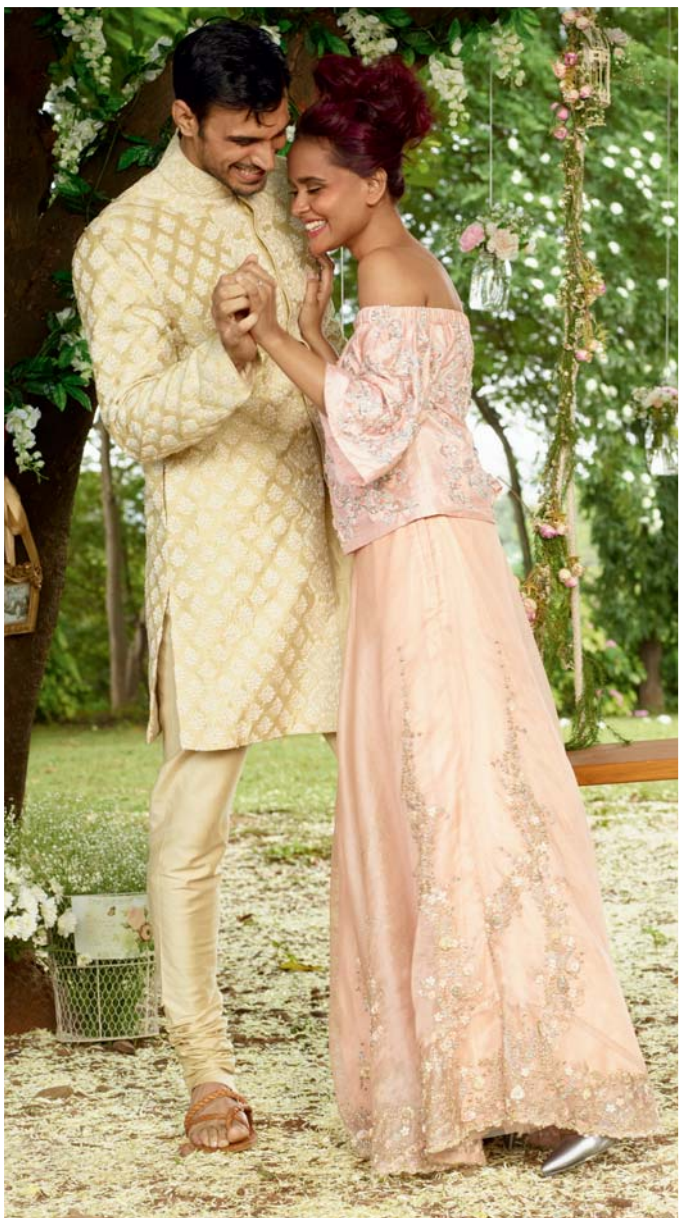
The look

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 sunny highlights and lowlights with SOCOLOR #5.3, #7.3 and #12.35.



The look

Ethereal Garden Fairy **Bride**

Who is she: Nature is the Ethereal Garden Fairy Bride's best friend. She is 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.

Techniques and shades used: The bride's hair has been coloured with slices of red and freehand painting on the tips with SOCOLOR #4.62, #6.62 and SoRed RV.



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.

Techniques 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.





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MATRIX Presents Specialist Hair Care Solutions

FOR GORGEOUSLY SMOOTH AND SHINY HAIR

In a brand new avatar, MATRIX presents Opti.care Smooth Straight, designed to offer specialist hair care solutions for straightened or smoothed hair

Hair straightening and smoothing have in the recent years become the go-to solutions for long term frizz-control for consumers. Women are leaving no stone unturned in their efforts to prolong the impact of these services. MATRIX, the world's leading American professional brand, has catered to these consumers with its blockbuster treatments from Opti.care Smooth Straight, its specialist care range. This range enriched with Shea Butter has won the trust of many a consumer and hairdresser with its consistent performance. Now, MATRIX presents Opti.care Smooth Straight in an all new premium, modern avatar. Choose from the two in-salon treatments to give your straightened or smoothed hair the care it deserves!

Opti.care Nourish and Seal Treatment

Duration: 60 minutes

An intense nourishing in-salon treatment, it is armed with the power of strengthening ceramide that deeply treats hair fibre resulting in soft, smooth, shiny and silky hair.


Recommended for: Those who opt for multiple straightening services.

Opti.care Smooth and Seal Treatment

Duration: 30 minutes

This in-salon treatment is a deep nourishing maintenance treatment that helps prevent split ends in straightened or smoothed hair. It leaves the hair feeling soft and silky after every treatment.

Recommended for: Those who want to maintain the results on their straightened hair.

Home care: Use the Opti.care Smooth Straight shampoo, conditioner and the professional split-end serum to maintain your smooth locks. 



The all new pack of Opti.care Smooth Straight range and services are exclusively available at MATRIX salons across the country.

ALFAPARF MILANO

Get your color

- 6.43 Dark copper Gold Blonde
- 7.34 Medium Gold copper Blonde
- 8.43 Light copper Gold Blonde

TIGI BED HEAD'S ULTIMATE GUIDE

Luscious Hair for Valentine's Day

Just like make-up, styling your hair adds a glam factor to your overall look. You can straighten it, curl it or simply put your mane in a fashionable bun, but ignoring it completely will make it look dull and unattractive. TIGI catalogues a list of nifty products to get you through Valentine's Day for breathtakingly gorgeous hair.

WASH AND CARE RANGE

TIGI Bed Head Urban Antidotes Level 1 Re-energize Shampoo and Conditioner is meant for normal hair that needs daily boost of cleansing and care. Get the bounce back to your hair with this shine-enhancing shampoo that hydrates and moisturises. To combat everyday wear and tear, follow-up with Re-Energize Conditioner. For a weekly spa at home, pamper your hair with TIGI Bed Head Urban Antidotes Level 1 Re-Energize Treatment Mask, a lightweight product for fine to normal hair, it prevents future frizz and damage to give your hair a boost of smoothness and super reflective shine.



For dry damaged hair that needs an instant moisture hit, use TIGI Bed Head Urban Antidotes Level 2 Recovery Shampoo and Conditioner. The Recovery Shampoo prevents pesky split ends and provides first aid for dry and damaged hair. Keep the party going with Recovery Conditioner for a rush of hydration to revive your moisture-deprived mane. For the thirst quenched hair, use TIGI Bed Head Urban Antidotes Level 2 Recovery Treatment Mask that helps smoothen frazzled locks. With a serious dose of core repair technology, the product works miraculously to rebuild medium signs of damage.

For frail and fragile hair that needs serious damage control, use TIGI Bed Head Urban Antidotes Level 3 Resurrection Shampoo and Conditioner to make your hair three times stronger. Repair weak and brittle hair with this powerful moisture packed Resurrection Shampoo. Pair it with Resurrection Conditioner, which consists of a unique formula that targets areas in most need of repair, giving your whacked out hair the revival it has been waiting for. For intensive care, use TIGI Bed Head Urban Antidotes Level 3 Resurrection Treatment Mask, which acts as a core repair technology that works on restructuring internal protein bonds.



If you suffer from limp hair and crave a sizeable boost, you are not alone. Get your hair bursting with bounce and fullness with TIGI Bed Head Epic Volume Shampoo and Conditioner. The sulphate-free shampoo provides a boost of volume to your style and strengthens your hair. With the Epic Volume Conditioner, get thick, voluptuous body with a lightweight touch.

STYLING RANGE

Be Party (Ever) Ready! Add TIGI Bed Head After Party Smoothing Cream, a wonderful styling aid to work some shine and gloss to every hairstyle that flows seamlessly from the party to the after-party. Make this your go-to hair dose which not only controls funky fly-away but also tames your hair for a smooth, softer and healthy look. It is suitable for any hair length or texture and works well during the summer season to control high humidity.



Give any hairstyle relentless hold and control. TIGI Bed Head Hard Head Hairspray can be used on any hair texture and length for hold that is 5 times stronger. For effective results, hold the product 10-12 inches from the hair and spray over styled hair.



Humidity causes hair to frizz up ruining your favourite hairstyle. With TIGI Bed Head Control Freak Serum, fight the frizz and stomp the curl. This light, greaseless and humidity resistant formula leaves your hair feeling smooth and adds a silky and glossy finish to it. The serum is great for naturally curly or frizzy hair.



TIGI Bed Head Small Talk is a 3-In-1 magic product. It acts as a thickifier adding body and volume, an energizer giving life to limp hair and a stylizer that defines and separates the hair. TIGI Bed Head Small Talk is suitable for any hair length or texture. Use desired amount on wet hair and style.



Split ends can be a real deal breaker while trying to flaunt your locks. With TIGI Bed Head Ego Boost you have nothing to worry about. The leave-in conditioner is a split end mender which protects dry, damaged hair from environmental elements, chemical treatments, shampoos and brushing. It lightly conditions, leaving your hair smooth and healthy. Apply Ego Boost to your hair after shampoo. Rub and massage deep into the ends of hair.



For firm hold and maximum definition, TIGI Bed Head B For Men Matte Separation Wax gives workable hold for long duration, providing great style and flexibility. Apply Matte Separation Wax to damp or dry hair for texture and hold.





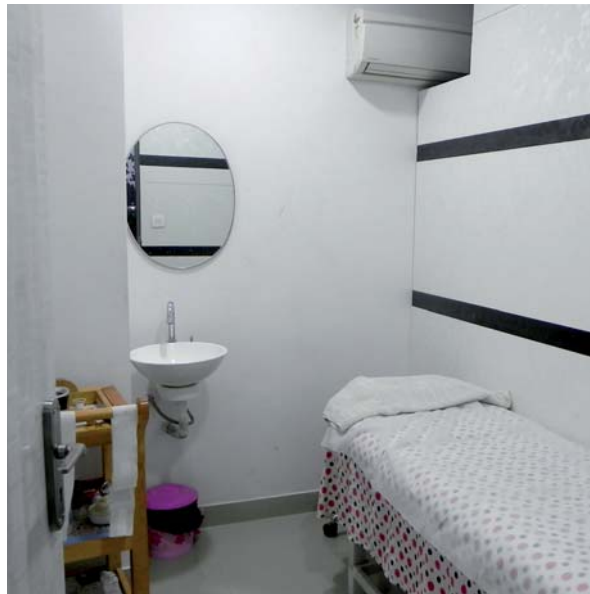
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RIBU DEWAN Creatively Driven

Meet Ribu Dewan, Co-founder and Head Trainer at Texture Touch Style Lounge in Bangalore. A young and energetic personality, Dewan loves to experiment with new cuts and colours and aspires to be counted among the top hair stylists in India

Salon: Texture Touch Style Lounge

Address: #2, Ground Floor,
14th Main Road, 4th Sector,
HSR Layout, Bangalore - 560102

Tel.: 098869 16263

Last appointment: 8.30pm



Please tell us about your professional background.

I did my compound course from Salon Nayana in Chennai and hold basic and advance certificates from L'Oréal. The year 2011 was wonderful, as I was selected for L'Oréal Colour Trophy and since then I have not looked back.

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

I was fond of colouring my hair since school days, but 2007 was the year when my journey as hair stylist began. My cousin inspired me to enter this field and supported me throughout the journey. Confidence and self-belief are the two factors which led my passion to become my profession.

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

As people were scared to experiment with their hair and very few people used colour. Also, everyone preferred to keep their hair length long due to which we were limited and could not try new styles. Now, everyone wants to look unique and different. People are well updated with the current trends and they are ready to experiment, too. This change has created an opportunity for me to create magic with my scissor.

Please tell us about your association with Texture Touch and your role and responsibility here.

Being an aspiring stylist, I wanted a free platform without any restrictions, where I could play with colours and scissors and come up with the best look. I was looking for a person who could support and create a platform for me, and I came across Prabha K Gowda. Collectively, we founded Texture Touch Style Lounge with a creative team in 2012. Now we own a chain of salons across the country.

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

Success, for me, is to make myself positive and strong in every way. Success is loving what I do everyday.

What are your favourite tools?

I cannot do without a pair of scissors and a comb.

What are the current trends for the season?

Colour: Honey, toffee colours, mocha.

Cut: Undercut for men; medium to long hair with multiple layers for women.

Style: Braids with side pony.

How do you keep yourself updated with the changing trends?

For me, the world of Internet has been a great learning tool, where I get to learn new techniques from the greatest stylists and hair gurus across the globe. I have always kept my base strong and try to grasp any technique shown to create something new and out of the box instead of copying them. International Portfolio and Master Classes also help to keep myself updated with the current trends and techniques.

What are your views on the salon and beauty industry in India?

The beauty and grooming industry is booming. Consumers are becoming more aspiration driven which had led to an evolution of the concept of grooming and beauty for both male and female segment. There is an increasing number of international players in the market. The market which was earlier women centric has started concentrating on male grooming, too, and that is the reason for so many unisex salons.

What is your advice for the newcomers entering this field?

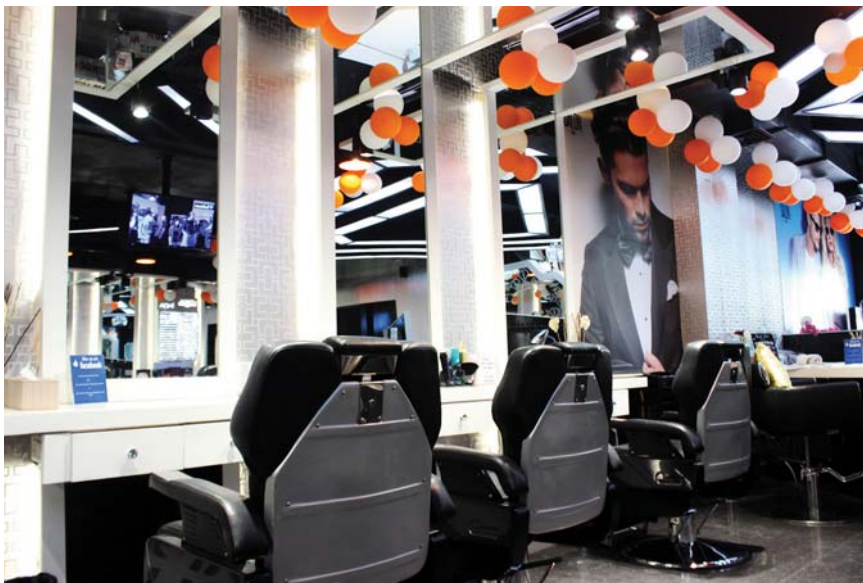
This is a field where everyday you get to do or see something new and challenging. You must give yourself time to gain experience. It is a test of your patience, which can be cleared only with practice. Respect what you learn and love what you do.

What are your future plans?

My dream is to grow as one of the top hair stylists in India and take our brand, Texture Touch Style Lounge, to the next level. 🌐

ABLE MULTITASKER F Salon's **Tamanna Singh**

Master Franchise of North India, F Salon, Tamanna Singh shares the business challenges, strategies, future plans and more, exclusively with *Salon India*



How did you get inspired to be part of the salon and wellness business?

Having done MBA in Human Resources, I have been inclined to serve mankind in the wellness and beauty industry. The primary role of HR is to look after the wellness of the employees, so I found other ways to accomplish my dream. Presently, I am the Master Franchise of F Salon North India, which serves the purpose of being an entrepreneur as well as an expert in wellness. I am also the Co-founder and Director of House Of Wellness and My Gorgeous Club.

What all courses and professional training have you received?

I have pursued a master course in Cosmetology from Singapore and trained in international techniques, especially anti-aging, from Paris.

What were the challenges that you faced?

Today I find there is lack of trained manpower; product knowledge is poor, introduction of new brands is slow and their awareness to clients is even more limited. Those who have a traditional mindset are not willing to know about wellness and salon services as compared to the youngsters, who know almost everything about salons, spas and their awareness is quite high.

How do you overcome them?

The problems were overcome through education, proper training, and attending several seminars and workshops from international trainers. I would appreciate the government scheme of skill development which is a boon to the manpower industry.

What are your strengths and weaknesses as a professional?

I come from an Army background, and it has helped me immensely in staying focused, committed, organised and above all, ready to take on new challenges. I deeply feel the need of good and trained manpower.

What are the plans for FY 2017-18?

One is that I want to bridge the gap between the salon and wellness as industries; second is to bring India at par with international standards by introducing technology; and finally, capture the major cities of north India in the next two years. In five years, we see at least 100 salons in North India, alone.

What are your views on the current status of the salon industry?

It is booming. With more professionals joining in, there is an impetus for growth. International and domestic brands, both, are now available, which is great for professionals and consumers, alike. ☺

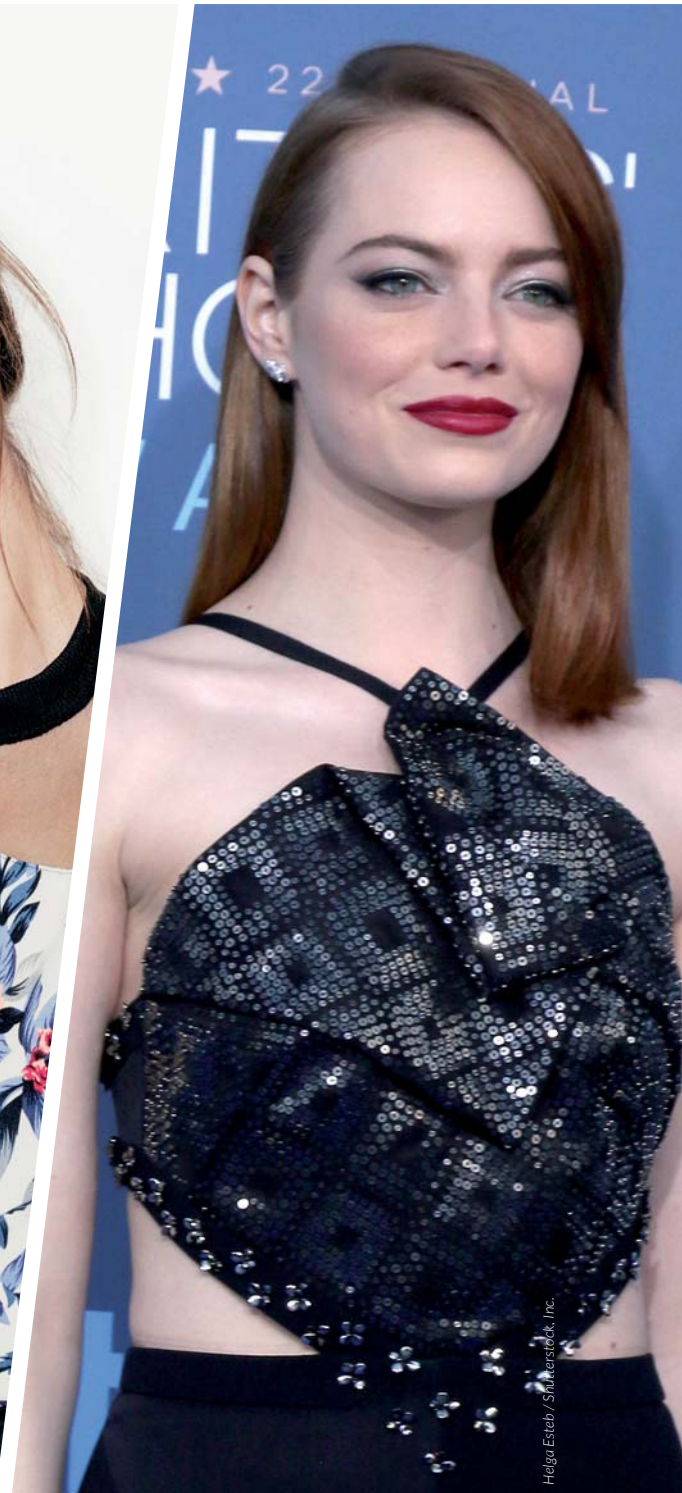
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Deepshine Smooth™ Keratin Care Smoothing Haircare is a collection of professional hair care products developed specially for those whose hair has been chemically or color treated in a salon.

Formulated with natural Keratin, Vitamins and nourishing marine botanicals, this range keeps hair smooth and shiny and provides lasting protection during thermal styling.

VALENTINE'S DAY Hair & Make-up Goals



With the Valentine weekend just round the corner, it is the perfect time to prep your hair and make-up routine. Let your hair and make-up do the talking with A-list inspiration from fashion's prime ambassadors

From Jennifer Lopez, Natalie Portman to Priyanka Chopra and Deepika Padukone — we spotted a brigade of beauties slaying the red carpet Here's our take on the styles that are worth trying out for the most romantic day of the year...



Love is in the hair

Starting off with this year's Golden Globe Awards, we definitely recommend Priyanka Chopra's bombshell boho waves to sweep your partner off his feet! For perfectly-polished hair, one can lock the mane into a topknot. Lending us inspiration are Karlie Gloss, Bella Hadid, Gigi Hadid and Kylie Jenner. The trick is to fix the 'do with hairspray! One can also wrap the braid around the braid for an extra edge.

When choosing a ponytail, go for one sported by JLO at the People's Choice Awards '17. Plaits and other braided hair styles are noteworthy, too. From halo to structured and fishtail, there are plenty of styles for your day out. Decorate them with ribbons and red flowers for flirty and feminine vibes.

Red it is

As red is the most commonly associated colour with love and passion, Valentine's Day is the best time to be a flame-haired vixen! Agreeing with us,

our topnotch hair gurus are anticipating red as the biggest hair colour trend for 2017. The palette varies from oxblood to berry, cranberry and brick red. One can wear their preferred shade either on nails or lips. Our celebrities have their own version of red lips. The classic lipsticks of Keira Knightley, Emma Stone, Deepika Padukone, Sonam Kapoor and Kareena Kapoor Khan are some of the choices.

In terms of nails, salons and nail pros can propose red reverse French manicure to their clients. They are picking up colossal energy backstage! One can even wear hearts and bows on their nails.

So, put these enchanting hair and make up ideas to good use. Make a point to highlight one of your facial features, rather going for everything. For instance, when you are wearing red lips, do not complicate it with stark, smokey eyes, instead settle for clean eyes or a winged liner. Flawless skin is an unquestionable requirement to enhance the overall look. ❶

THE PRO TIP

Trust your colourist to find the right red for you based on your complexion and features. The most enticing ones are mahogany, marsala, cherry brown, radiant red, deep ruby, rose gold, ginger red, dark auburn, intense red and so on! Go for trending techniques like balayage, ombré and dip-dye. One can also play safe with temporary hair colour products and sprays.



Jyotsna Dang, Unit Education Leader For North India, COTY; Naunihal Singh, CEO, Strands; Karanbir, President Golf Club, Chandigarh; Raman Ghai, Creative Director, Strands; PK HariHaran, MD, COTY India; Gunjan Utreja, TV Personality; Shahnawaz Nayer, Director-Sales, India Continent COTY; Amit Chawla, Head Business & Franchise, Strands



BATTLE OF BRUSHES BY STRANDS SALON



Nurturing Hidden Talent

Strands Salon unveils Strands Trends and Calendar 2017, an initiative that showcases the talent of the finalists from 'Battle of Brushes' event

WINNERS OF BATTLE OF BRUSHES



L to R: Shikha and Robin outshone competitors and secured 'Gold' for themselves at the Battle of Brushes

The journey of Strands Universe LLP, a name that has redefined the salon business in India in a decade, has prominent shades of evolution and revolution. Over the years, Strands has revolutionised both the business as well as the operations with innovation, insight and consistency. The primary focus has been to create entrepreneurs backed by world class infrastructure and qualified professionals.

At Strands, talented manpower has always been an advantage and a priority at Strands. Patrons all over the nation have recognised these advantages and the impact is visible in the high-end growth of the brand. Today, Strands is India's fastest growing salon chain with 68 salons in 18 states of India. Commenting on the brand's vision, Naunihal Singh, CEO and Founder, Strands, says, "It is vital for a brand to grow and get inspired from its journey with passionate pride and overwhelming humility." With a proven lineage and a pedigree, Strands has started the year on an innovative note. Sharing his future plans, Singh adds, "We feel 2017 is going to be a landmark year not only for the brand, but for everyone associated as an employee, a well wisher or a patron." That is why a unique contest was organised to showcase the amazing talent brimming at Strands Salons all over India.



Battle of Brushes

An innovative idea conceived by the high voltage creative team of Raman Ghai and Mallika Arora, Battle of Brushes has created a benchmark in the beauty industry with conviction and authority. The grand event took place in Chandigarh and team Strands participated in high spirits. The two month long contest witnessed 300 entries including hairdressers and make-up artists from all over India to showcase their respective creativity and look back at themselves with a sense of pride. Out of the 300 entries, 30 were shortlisted, which gave way to the 12 finalists. It was heartening and encouraging to see people from humble backgrounds surpass and surprise everyone and most importantly, themselves. Commenting on the occasion, Ghai says, "Battle of Brushes is an expression of years of dreams hiding not in me and Mallika alone, but in the subconsciousness of our team members." The effort put in by hairdressers to source out looks on their own and think of ways to execute them, has never been done in the beauty industry. Arora aptly says, "Our sole motive was to inspire them to a level where they bring to the fore all the training and mentoring that is being given to them on a daily basis."

Strands Trends and Calendar

The finalists of Battle of Brushes got the opportunity to showcase their creativity and talent at a ramp show wherein models showcased the looks created by them. Entries were shortlisted, reworked and re-styled under the guidance of the creative duo, Ghai and Arora. Hair dos and make-up looks were created in sync with weather and related moods. It was all assembled to grace the calendar. The deserving winners of the Battle of Brushes contest were duly awarded and felicitated in style. Shikha and Robin won the Gold, Silver went to Rajeev and Ashima, and Arhan and Sadhna got the Bronze. Strands Trends made its glorious debut on 11 January, followed by the unveiling of Strands Calendar. The brand carved its own niche with this outstanding initiative, and opened the floodgates of talent from every nook and corner of the country. Sharing her views on the sole purpose of the event, Ghai says, "We consciously created these wearable looks to make people realise that fashion signatures are not just restricted to clothes. Even beauty and hair style has its label one can flaunt with pride and make them their own identity." For further details, log on to www.strands.in.



AMIT THAKUR

Revamping the Hair Game

Meet Amit Thakur, the gen-next celebrity hair stylist of Bollywood with an enviable client list that features Priyanka Chopra, Shraddha Kapoor, Shilpa Shetty, to name a few. He has gained a strong foothold in this competitive industry with sheer hard work and patience. Thakur believes that social media has changed the game, and with following of 16k+ on Instagram, he knows what he is talking about

by **Shivpriya Bajpai**



Please tell us about your professional background.

I hold a Bachelor's Degree in Mass Media from National College in Bandra, Mumbai. While I was in my last year of college, I also did a Diploma in Hairdressing and Styling from the L'Oréal International Academy. As far as mainstream styling is concerned, the Internet is the biggest teacher and a great platform to stay updated on the latest trends.

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

When I was in college, I used to hangout at my cousin's salon, and noticed that people walked out more confident. That is when I realised that hair transformation can completely boost one's confidence. It inspired me to join a hair school and eventually, I fell in love with hairdressing. I think it is amazing to see the amount of creative potential this craft offers.

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

To convince my parents to invest in my hair school fee and to make them believe in my vision of such a career were two big issues. However, I worked hard and my belief in myself helped me fight all odds. I feel challenges help you to excel, for instance,

I am challenged each day to be creative and offer a fresh style. This is how I keep experimenting. It helps me to grow as a person, as a hairstylist, and keeps me on my toes.

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

To me success is when clients walk up to me and says that I am doing better work than before. This keeps me going and ignites the passion to excel further. Client satisfaction is the measure of my success.

What are your favourite tools?

I love the GHD platinum iron as it allows one to create various shapes and textures easily; I also cannot do without my Denman brushes and a tail comb.

What are the current trends for the season?

Colour: This season is all about playing around with various shades of ash, grey, blue, matt, and more. For techniques, ombré, balayage, babylights, colour melt will remain in vogue as they look natural and are not high maintenance. I personally love the hand painted balayage technique.

Cut: Once again the long hair length is back. This season, the extended textured bob is working wonders. It is versatile and allows you to have a short cut, while letting you play around with updos and more.

Styling: Natural texture is the style. Light layering with medium length hair is also trending.

What are your views on the salon and beauty industry?

Salon and beauty industry is growing by leaps and bounds. Awareness is high, thanks to the Internet and social media, people in general want to look presentable everyday. Regular haircuts, styling, beauty treatments, and various other services that the new age salons provide, help in maintaining healthy skin and hair amidst pollution and stressful lifestyles. With brand collaborations, new products and techniques, the sky is the limit for this industry.

What is your advice for newcomers entering this field?

It is an amazing field to be a part of, creatively satisfying, and a lot of fun, if making clients happy gives you a high. Be passionate, never stop learning, be creative, be curious, be fearless, and the world will be your stage.

What are your future plans?

I do not plan much and prefer going with the flow. I would keep loving my work as ever, and I am sure it will take me wherever I should be. 📍





Alan Truman
L O V E . H A I R .



HOT STICK

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Corkscrew curls, extremely tight skinny curls, loose curls or flirty waves. The Hot Stick does it all. An ultra-thin curling wand made rectangular in shape to give you an amazing grip when you curl wave or style. Doesn't have a clip to hold back your creativity. Lets the real stylist in you free!
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AROMA TREASURES



Brightening Sheen Manicure Pedicure Kit

The Brightening Sheen Mani PEDI kit is especially designed for tired, sun tanned hands and feet. Made with a combination of essential oils, natural whitening actives, and a splash of natural fruit acids, this kit visibly brightens and evens the skin tone damaged by continual exposure to sun and pollution, while renewing dull and mature skin. The kit is available in two variants of Mono Dose Kit and the Six Session Kit; the former comprises of Body Salt, Wash, Exfoliant, Hand and Feet Butter, Hand and Feet Wrap, and Cuticle Cream; the Six Time Session Kit is a little different, as instead of Salt it contains Soak Gel/ Dissolver, Wash, Exfoliant, Hand and Feet Butter, Hands and Feet Wrap, and Cuticle Cream.

● Ingredients

Enriched with the goodness of Lavender, Lemongrass, Orange and Lemon Oils, natural ingredients and actives, such as Aloe Vera, Kokum Butter, Clay, AHA, Arbutin from Bearberry plants, this mani pedi kit, deeply cleanses and removes all trace of dirt and makes the hands and feet look clean and radiant. Not only does it remove the dead cells and soften the skin's surface, its antioxidant properties repair free radical damage caused by exposure to the sun, and protects the skin from future harm.

● USP

Enriched with pure essential oils, natural exfoliating actives and ingredients, it is an economical, highly effective kit, which is available in two sizes. The Mono Dose Kit has easy how-to-use instructions, is hygienic and easy to carry. The Six Session Kit with separate six single use doses is very hygienic.

● Price and availability

The Mono Dose Kit is for ₹160 and available at Envi Salon in Mumbai. 📍



“Our hectic schedules leave us with little or no time for ourselves. The entire day goes running around, meeting errands and at the end of the day, we rarely do anything to relieve the tension built up in our hands and feet, which are the most neglected parts of our body. We launched this Mani PEDI Kit to indulge and groom our hands and feet. It was an instant hit with salons and parlours pan India because of its immediate and long-lasting results.”

NIRMAL MINAWALA,
Managing Director
Aroma Treasures



“It is an excellent product. I love it as it has its own original fragrance, moisture levels and is lubricating, too. After a treatment, the effect is long-lasting and nourishing. Our clients find the product to be good and the quantity is also sufficient. The product cannot be compared with other brands.”

RENU KANT,
Owner, Envi Salons

GRAFTOBIAN

PROFESSIONAL MAKE-UP

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HD Glamour Crème™
Foundations



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How about being a class apart in your circle of friends? With a universal beauty fluid, now make give your hair an unmatched look with the Alfaparf Milano Semi DiLino Diamond Cristalli Liquidi. It is known as the international symbol of Alfaparf Milano because of its infinite touch of light, a fully-blown instant hair makeover and for instant utmost gloss. Alfaparf Milano Semi DiLino Diamond Cristalli Liquidi guarantees unique shine that lasts. It leaves the hair with an incredible lightness, and Vitamins A, E and F infuse the hair fibre with new energy. Thanks to the anti-oxidant properties, it fights the formation of free radicals that are responsible for hair ageing.

In addition, it protects against humidity and harsh external agents that leave the hair dull and brittle. Dispense a few drops on to the hands and apply to damp or dry hair. Style as desired without rinsing. The hair shines with new life and becomes tangle-free and irresistible to touch. 

Ways to use:

1. Wet hair slightly.
2. Use a styling mousse and apply on roots.
3. Blow dry hair section by section.
4. To finish, take a small quantity of Alfaparf Milano Semi DiLino Cristalli Liquidi onto the palms.
5. Rub the palms together and apply onto the lengths and ends evenly.
6. Add some swag by twisting and turning the hair and you are good to go.



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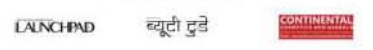
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ALAN TRUMAN HOT STICK

Extreme-tight skinny curls or flirty waves, it can do it all. Doesn't have a clip to holdback your creativity. It lets free the creative genius in you

What is it actually?

The Alan Truman Hot Stick is an ultra-thin curling wand rectangular in shape in order to give you a better grip and more contact surface when you style, curl, and wave. It comes with a single temperature setting and an On/Off switch for ease of use.

What all can I do with the Alan Truman Hot Stick?

- Make tight-skinny curls
- Corkscrew curls
- Bouncy springy curls
- Tight Afro curls
- Loose flat waves
- Normal curls
- Loose curls
- Anything else your imagination allows

How do I achieve so many different styles?

It is multi-styler wherein you can use the wand to create several different styles depending upon:

- The amount of hair you take per section.
- The way you wrap hair around the stick.
- The amount of time you allow it to style with the heat.

The results or styles will vary according to the way you wrap your hair around the Alan Truman Hot Stick. Not much of rocket science here. The best thing is that it does not have a clip, which gives you a world of flexibility and ease of use, and most importantly, a lot of speed in your styling.

Wrapping it close and tight in a spring-like format will give you tight springy curls or Afro curls. Wrapping the hair in a format that lets each curl stay away from the other creates loose waves and everything in between.

The styles you achieve will depend upon the amount of hair you take in a section and the way you wrap them around the Alan Truman Hot Stick. The lesser hair you take, the more defined curls you will get. More the hair you take, looser the curls you will achieve.

You can leave the curls as they are formed or for a wavy voluminous look open them up with a wide tooth brush or a Alan Truman Finishing brush.

That is it. It is so easy!

What temperature does it work at?

It works at a hair-health-safe regulated temperature of 210°C. This temperature is good enough to style and take care of hair health at the same time. It is good enough for styling most types of hair. Far infrared technology seals in the moisture and helps you retain and maintain the style all day along and maybe for a longer time.

What are its hair-health protect features?

- **Negative Ion technology:** Helps you get rid of the frizz and gives you a defined style without the irritation of unwanted static and frizz.
- **Far-infrared technology:** Seals in the moisture and helps you retain the style.

Can I use it when I travel?

Absolutely! It has a dual voltage circuitry, which allows you to travel without hassles of carrying multiple tools or electrical adapters.

Does it have all the basics a good styling tool should have?

100 per cent. Alan Truman has been doing this for years on the professional styling tools circuit. It has a regulated temperature control, a cool tip and a 360° salon grade three metre long power cord. It comes with a free finger glove and a hard storage box. 🧤





MARKET WATCH

Hair Care

Hair wax **Beardo**

Beardo's latest Strong Hold Hair Wax provides separation, hold and is humidity resistance with its in-built crystal gel technology. A medium weight wax, it adds texture to thin hair without making it look greasy and keeps hair in place all day. It shampoos out easily without leaving any next-day residue. Pleasantly fragranced, it is available on www.beardo.in, Flipkart, Snapdeal, Amazon and other major online platforms.

Price: ₹275 for 75gm; ₹195 for 50gm



Scissor **Jaguar**

Jaguar intensively works on innovations for hairdressing scissors. From the laser-engraved beauty of Design Edition scissors like the Jaguar Diamond E, through the fun and funky colours of the Jaguar T range to the great value precision engineering of the Jaguar Satin, Jaguar truly has something to suit all cutting styles and stylists. The White Line range of scissors has long-lasting sharpness due to the use of forged high-quality steel and the ice-tempering process at 80° C for solid hardness. The precision blade form is perfect for clean haircuts thanks to the bending process, and what is more, the Vario screw makes for easy and excellent cutting action. All you need to do is adjust the Vario screw with a coin. The classic blades with a flat cutting edge angle offer sharpness are well suited to slice cutting thanks to hollow grinding and honing. For information, please email info@headstartinternational.in.

Price range: ₹4,475 to ₹9,975

Hair straightener **Vega**

Vega Pro-i Shine Straightener has titanium plates to give you high sheen, straight and sleek hair in less time. The straightener glides easily through thick hair without pulling or snagging and provides a long-lasting hair style. It has a temperature control function which helps to avoid crimps in your hair. You can set the temperature from 150°C to 230°C as per your need. Style almost instantly as this heats up in 60 seconds. If you forget to switch it off, do not worry as it automatically shuts off after 60 minutes due to the auto shut off feature. With the easy lock system, you do not have to wait for the plates to cool down. Available at retail stores across the country and online.

Price: ₹2,999



Colour **ColorpHlex**

A revolution in hair colour strengthening, ColorpHlex protects and strengthens hair during the colour and bleach process, reducing damage and breakage. ColorStrong Complex is a copolymer of a vegetable-derived protein and a reactive silica-based compound that targets the damaged areas of the hair. In turn it strengthens and repairs the hair, while also dramatically reducing colour fade. The ColorpHlex Salon Kit contains Step 1 Color Strengthening Additive and Step 2 After Color Strengthening Finish. Simply mix ColorpHlex Step 1 into your colour or bleach mixture without changing your regular formula. Follow the manufacturer's instructions for the colour/lightening process. No extra time is needed. Finish with ColorpHlex Step 2. Leave on for two to ten minutes depending on hair type and texture. For information, please email info@headstartinternational.in.

Price: ₹27,975 for Salon Kit





Shaving set **Truefitt & Hill**

The Edwardian Set is a traditional shaving kit, which comprises of a brush, razor and a stand. Made in the UK and finished by hand with a perfectly balanced razor and handmade super shaving brush, this set is perfect for a luxurious shaving experience. The set is suitable for use with the standard Fusion or Mach III blades and is available in colours of Faux Ebony, Ivory, Blue Opal and Horn, at all Truefitt & Hill outlets and www.truefittandhill.in.

Price: ₹22,200 (Brush, Mach III Razor, Stand);
₹23,500 (Brush, Fusion Razor, Stand)



Hair straightner **Mr. Barber**

Mr. Barber presents its new premium hair straightener called 'Strait n Shine'. It has titanium plates that give a perfect hair style every time. Titanium is a naturally-occurring metal which is very strong, yet light. It heats up the quickest of all flat irons and with heat up to 230°, titanium flat irons provide even heat distribution and deliver negative ions and infrared heat for frizz-free and smooth hair. As it has a rotating cord, it is easy to handle. Imported and marketed in India by Esskay Beauty Resources Pvt Ltd. Please email sales@esskaybeauty.com.

Price: On request



Shampoo and conditioner **Supersilk**

The forward-thinking formula in Supersilk uses nano technology to restructure hair with Nano Silk Complex. The Supersilk Pure Indulgence Collection tames frizz, strengthens and controls unmanageable hair and reduces volume. Pure Indulgence Shampoo is formulated with the proprietary Nano Silk Complex, a synergistic blend of silk amino acids that form the essential building block to real silk. This complex binds amino acids to the cuticle layer and tames curly, wavy, frizzy hair without adding weight. Hair is nourished, fortified and remains tangle-free. The Pure Indulgence Conditioner gently conditions and delivers silk amino acids, which bind to the cuticle layer to fortify hair. This concentrated, rinse out conditioner is perfect to soften all hair types. It is also used to prepare hair for sleek, smooth styling or frizz-free texture. For more information, please email info@headstartinternational.in.

Price: ₹1,275 for 300ml (Pure Indulgence Shampoo);
₹1,275 for 250ml (Pure Indulgence Conditioner)



INSIDER INSIGHTS 2017-18

Great **Expectations Ahead**

The Salon and Beauty Industry in India has gained tremendous traction in the last five years. Market & Research has predicted that by 2018, the global beauty industry will be valued at \$460 billion. The obvious reason for growth is the clear-cut inclination of clients to enhance their personality and wellness quotient. Therefore, it is no surprise that to cater to the rise in demand, the stakeholders are working twice as hard. With an eye on the 'next big thing' in terms of product ingredients, technology, tools and equipment, expectations that each category has from the other, too, have increased. To understand these 'expectations' and bring them to a larger platform, *Salon India* meets up with leaders in the line

by **Team Salon India**

SALONS AND SPAS

TANGERINE THE BOUTIQUE SALON



Natasha Singh Bissau
Owner and Stylist

- ▶ **Education:** “People living in metro cities realise the importance of education and training in order to become a hair styling or beauty professional. In smaller cities, the situation is not so; there is more of practical learning. The client, today, wants you to know about the products, hair science, trends and colours. This is only possible with formal education and lack of it creates an imbalance. Therefore, aspirants need to formal education.”
- ▶ **Trends and techniques:** “I am expecting blonde to be back in fashion. So, if you have always considered going golden, 2017 should be the year to take the plunge. Also, straight, shiny and centre-parted hair will be big. In terms of styling, high pony and flat waves will continue to rule.”
- ▶ **Client satisfaction:** “The client, today, is aware of global fashion trends. About a decade ago, one would not expect clients to know the international hair trends, but today, we have a client who informs us about something new and exciting! It is important for salon entrepreneurs to stay ahead of the curve, because the client is already there.”
- ▶ **What I expect in 2017:** “I love products from Kevin.Murphy! They did enter the Indian market, but they were expensive and the marketing did not work out. If they work on their pricing and promotional strategies, it will be absolutely thrilling to see them in the country. I also look forward to Bumble and bumble and Skin Laundry entering India.”



INDULGE THE SALONS



Sukirti Patnaik
Managing Director

- ▶ **Industry overview:** “The salon industry will continue to grow, and the focus will shift from a Pure Growth by Number Model to a Growth Through Quality model. It is true, we are seeing an increasing level of maturity across technical personnel, standalone salon owners, salon chain owners, product vendors and customers. This maturing profile will push the industry in the positive direction and the results will show soon enough. On the business and operational front, we will see both Mature Operating Models and newer Disruptive Models being implemented across the industry.”
- ▶ **Education:** “We see an increasing focus in skill development and skill upgradation segments. The government’s skill development initiative is creating a broader skilled work pool. It is up to the education sector to work together to formulate base line programmes that will help students in acquiring uniform level of skills, which can be topped up by in-salon training. In 2016, we setup a dedicated technical centre that is focused on training our staff members. In the next phase, we will be rolling out this facility to our franchise employees. This year, we also plan to have more partners, vendors and independent consultants.”
- ▶ **Client satisfaction:** “The past few years have seen a spurt in the number of aspirational clientele due to increased awareness towards personal grooming. We see the same continuing in the first half of 2017 with increased bill sizes in regular maintenance services. We will continue supporting the market in the value-based maintenance services, while continuously educating clients towards higher value services. We are already seeing a progressive shift from low-quality value-based services to high quality premium services. We hope to see some of today’s premium services turning into regular maintenance services.”
- ▶ **What I expect in 2017:** “The brands that I wish to see enter India are Mason Pearson, Shu Uemura and the re-entry of René Furterer.”



FARMAVITA SALON



Huzaifa Mandsaurwala
Director

► **What to expect in 2017:** “Farmavita has successfully introduced Asia and South America to the professional range of hair care and hopes to further expand internationally. We are on the threshold of inaugurating new branches in Malaysia and Hong Kong in February, and Vietnam in June. The surge of positivity and love from our customers has encouraged us to open branches and distribution of Farmavita products in Paraguay, Uruguay and Bolivia in January and April, respectively. On the creativity front, we are launching a trendy colour collection called Mineral Shadows slated to release by February or March. Using cutting-edge technology, these are unique and vibrant colours in metallic shades of silver, pink, pearl, and violet brown. We are also launching a in-mask spray called Onely in March, which offers 10 benefits, such as, shine, smoothness, control, nourishment, anti-frizz, non-greasy, protection, volume, conditioning and hydration. We are also building a new facility in an area of 4500 square meet that will be ready by March, and have three more academies in Mumbai. At a later date, we will have a presence in the interiors of Maharashtra and South India. At our manufacturing unit, we have installed new machines to increase our daily production from an outstanding number of 10,000 bottles to 1 litre per hour.”



TBC BY NATURE SALONS



Jitender Karmakar
Head Trainer

► **Education:** “Through forward thinking and continuous education, our team is committed to unifying our skills and techniques that provide the 4C’s of service to our clients, which are ‘Care, Consistency, Comfort and Confidence’. We include a holistic approach on products and one’s self.”

► **Client satisfaction:** “Our expectations are to exceed our client expectations and bring our experience, our style and our art to clients, starting with their hair. We develop a relationship with our clients so they receive a style tailored to their needs and physical features.”

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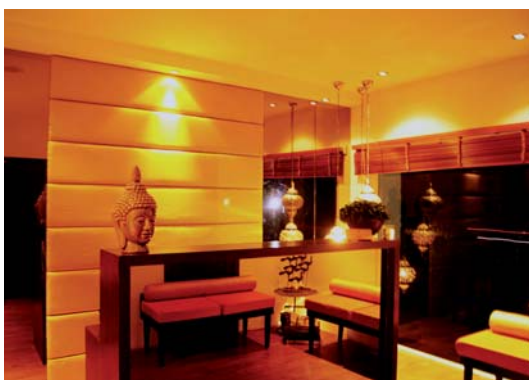
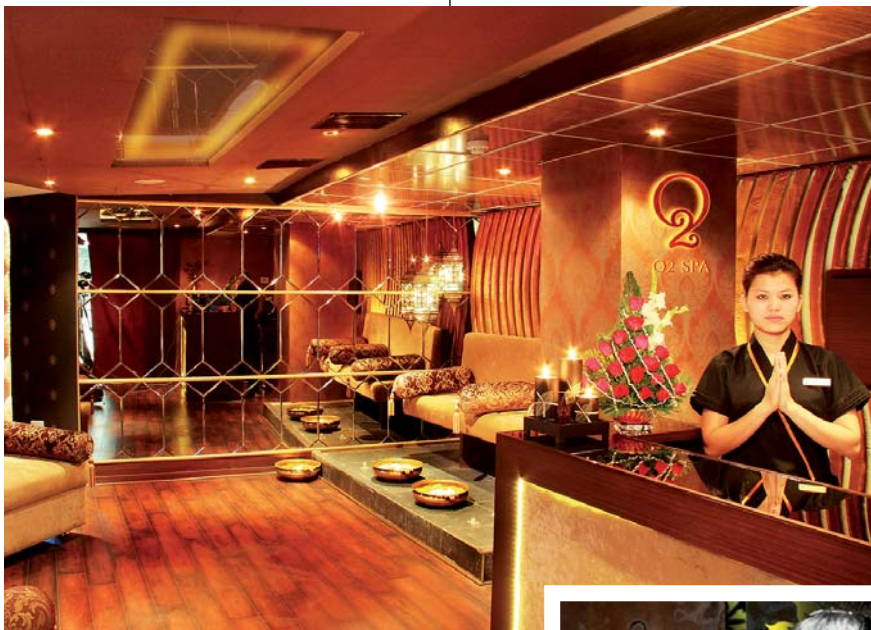
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O2 SPA



Ritesh Mastipuram
 Founder & Managing
 Director

- ▶ **Industry overview:** "The industry in India is close to \$200 million and is growing at over 30 per cent year-on-year, and is likely to further grow as per the projected 15 per cent CAGR. In 2016, the industry witnessed a positive demand and growth, both from an employment perspective as well as from a customer point of view. This awareness, and growth especially, is on the rise as the concept of health and wellbeing is now a concern and an influencer in deciding the way individuals plan their lives. India continues to be a fairly competitive market for homegrown brands and hence, they have greater advantage over any global player. Demonetisation has had little or zero impact on the overall business or the industry. Just the percentage of transaction in cash has come down from 38 per cent to less than 9 per cent, but the same percentage has gone up on cards."
- ▶ **Education:** "India currently faces severe shortage of skilled manpower. The reasons include dropping out of high school because of poor education, the need to support a family at an early age, lack of information on the employment opportunities, and mostly not having the basic skills to get employed. Hundreds of youth in the State, today, are engaged as daily wagers and are unaware of the opportunities available to them. The Government of India has recognised Skill Development as a major priority for socio-economic development. The government undertook the development and implementation of a strategic training framework known as Modular Employable Skills (MES) to cater to school dropouts and existing workers, especially focused on the informal economy. But there are major challenges in this segment - thorough assessment needs to be done, process of consolidation needs to be systematic and fair. But, these initiatives do not have a right approach, as there are poor linkages between training and employment, there is gap in training and assessment, and so on. The skill development programmes must be for three to six months, at least, as it is for those people who cannot pursue any graduation course for three or four years and those, who have no money and time. Skill development programmes help to mobilise people from the grass root level."



VURVE SIGNATURE SALON



Rebecca Samuel & Manoj Samuel
Owners

- ▶ **Industry overview:** "While in 2016 'antipollution' stole the show, in 2017, hair colour and scalp care remain primary goals. From the beauty point of view, there is a growing interest in natural and organic beauty."
- ▶ **Education:** "Hair education in India is still at a nascent stage. Considering the growth of the wellness industry, the demand is much higher than the supply. This gap is only increasing as there are very few quality stylists; instead there is migration of staff from the beauty segment with little or no knowledge of hair. I would rate the hair education industry on a scale of 1 to 10 at 4 points, as this area is being neglected. When brands follow a strict pattern to ensure that stylists, if not at the beginning, but through the course of the year, attend regular training programmes to enhance their skills, the industry will be able to produce excellent stylists. Also, education may not have a direct correlation to salon turnover, but, in the long run, if a proper system of continuous skill enhancement occurs, you are on the right path to earn better revenue and see an increase in business. The main issue is that the foundation of most stylists is quite weak. When this area is focused upon, we will definitely see a positive trend not only from a business perspective, but also a confidence boost in the stylists; their accuracy and creativity will improve."
- ▶ **Trends and techniques:** "2017 is poised to be the year of natural-looking hair. Colour will take a balance of being more subdued, natural, and softer in both texture and tone. We foresee dark browns and root-based hues. Long hair is back, however, haircuts are likely to vary from season to season."



MAKING HEADLINES SALON



Joesna Shiroor
Co-founder and Hair Stylist

- ▶ **Education:** "We, Indians, are hardworking and sincere, but I feel, we lack perfection. If you watch any of the shows abroad, you see a lot of precision. We need to practically share our views in order to grow, instead of teaching 99 per cent. We are very close to where we need to be. I am sure a few more years and we will be at the top and one day we will, finally, be the hub of fashion and every other industry."
- ▶ **Client satisfaction:** "Clients are aware of new changes and trends. They come to the salon with new information and always discuss it with us."
- ▶ **What I expect in 2017:** "I am thrilled that so many brands have already entered our country. My favourites are TIGI, Wella Professionals and Schwarzkopf Professional. However, we need organic and cruelty-free products, which are so easily available abroad. Also, I would definitely want more and more workshops to take place, as education is the only way forward. I would love for a time to come where we do not have to go out of our country, except to travel!"



HAIR SPEAK INDIA FAMILY SALON



Sanjoy Saha
Managing Director

- ▶ **Industry overview:** “Everyone knows that no other industry is growing as fast as the salon and beauty industry. Considering the growth, we are planning to open six more branches in this year and will continue offering our best services to the clients.”
- ▶ **Education:** “As Hair Speak offers international standard of services, it is essential for us to regularly keep upgrading the skills of our team and staff. We have internal experts, who have industry experience of 10 to 15 years, to train our staff. 2017 is important to us in terms of delivering the best services in the industry. We have also started expert training sessions that focus on imparting technical knowledge and enhancing the soft skills of an individual.”
- ▶ **Trends and techniques:** “In the salon industry, trends and technique keep getting updated — what was in fashion yesterday, is not popular anymore. During the 90s’ the hair styles and colours are similar to those being popular today.”
- ▶ **What I expect in 2017:** “There are a lot of professional brands in the market and many brands are getting introduced every year, however, all of them do not suit Indian skin and hair. For hair, L’Oréal Professionnel, Schwarzkopf Professional and Wella Professionals are good, while Lotus and O3+ are great for Indian skin tones.”



BRANDS

LAKMÉ LEVER PVT LTD



Pushkaraj Shenai
CEO

- ▶ **Education:** “We are going to remain focused on our partnership with Aptech Ltd, the global education and training company, in scaling up Lakmé Academy across the country, and imparting quality education to students.”
- ▶ **Trends and techniques:** “In hair, textures will be big. There will be sleeker pony styles and hair-off-the-face in the coming year. In make-up, people are embracing the contouring trend and major focus is on eye make-up.”
- ▶ **Client satisfaction:** “Our strategy for increased customer satisfaction will be based on two strong pillars of service – consultation and expertise in delivery. With efforts to improve on these fronts, we are bound to raise the service benchmarks for our clientele.”
- ▶ **What I expect in 2017:** “We are looking forward to Hair Water, which is the next big trend! It is a rinse that treats the scalp with rice protein and castor oil and suits all hair types; Magic Root is a quick fix, which completely conceals grey on a temporary basis and does not leave any residue; the Straight Perm, the latest innovation is thermal reconditioning for unruly hair, eliminating the need for a blow-dry. This new system uses high temperature instead of harsh chemicals to permanently restructure the bonds of the hair leaving it smooth, straight and glossy; the Hair Robot, an innovation from Panasonic, is a combination of 24 fingers and hundreds of sensors, which analyse the softness of the scalp tissues to decide how much pressure to use during the three-minute wash, massage and condition. This was originally built for hospitals and care homes, but is now a rage at high-end salons in the West.”





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AVON INDIA



Swati Jain
Director Marketing

- ▶ **Industry overview:** “The Beauty and Cosmetics industry in India is at a promising stage and is currently growing at a CAGR of 18.6 per cent, as per NSDC India. The main consumers of cosmetics are the affluent and the middle-class, who have now shown an interest in beauty and wellness. Consumer focus on self-grooming has led to increased sales of cosmetics and skin care range in India. This year, the trend will be more around increasing spends on products that are easy-to-apply and long-lasting. The industry will also see penetration and growth in consumption of products in tier II and III cities.”
- ▶ **Technological advancement:** “The beauty industry has embraced technology in more ways than one. It helps brands in sales enablement, collation of customer data for strategy development, works as a marketing channel in the digital space, and most importantly, drives the development of cutting-edge high-efficacy products. Avon is also focusing on this transformational journey keeping the interests of our Beauty and Fashion Advisors at its heart!”
- ▶ **New products:** “The biggest launch is Avon True, which has True Colour Technology. It offers lasting and uncompromising cosmetic solutions in myriad new shades and fresh packaging.”
- ▶ **What I expect in 2017:** “We have significant focus on innovation in our product portfolio that is developed at our global R&D centres. As a woman-centric brand, all our efforts are directed to become the company that best understands and satisfies the product, service and self-fulfillment needs of women.”



DAFNI



Rathin Mathur
Director

- ▶ **Technological advancement:** “2017 will be all about quick, easy and efficient ways of personal grooming and beauty. One of the first unique innovations when it comes to hair straightening, Dafni with its revolutionary 3D ceramic surface, intuitive sturdy built and safe heat temperature of 185° (constant), will soon be a patented technology worldwide.”
- ▶ **New products:** “Recently, internationally Dafni had launched the Dafni Black, a heavy duty version of the former hair straightening brush, which is intended for salon use. I am confident it is going to change the dynamics of salons completely. The second product is the exciting need-based Dafni Go. With an increasing number of Indian women now taking time out to travel, it is a unique easy-to-carry styling accessory, which is light on the pocket, too.”
- ▶ **What I expect in 2017:** “We have a number of interesting plans moving forward. As we have received an overwhelming response in the first nine months of being in India, we plan to increase our retail presence and also setup Dafni Hair Bars for customers to experience the product firsthand.”





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CHRISTINE VALMY



Nalini Kalra
General Manager

- ▶ **Industry overview:** “Awareness of the latest global beauty trends and the industry statistics are prompting more international players to increase their presence in India. Annual growth of the Indian beauty and cosmetics markets is estimated to be between 15 to 20 per cent in 2017.”
- ▶ **Technological advancement:** “We are witnessing a surge in organic products, and it will continue. Brands will be compelled to focus on this category, far more than they had earlier. We can expect several product launches in this category in the current year and the competition will only get tough.”
- ▶ **New products:** “The Magic Box has six champion products of Christine Valmy, which add amazing value to facials. The best part is that they can be used with any of the existing ranges to enhance the result of facials. Enhancers, they are economical, and can be used on all skin types.”
- ▶ **What I expect in 2017:** “We expect to launch a number of products - the ‘Valbrite’ range, the ‘Ayurveda’ range, and the Pollution Combating Sprays called ‘Valmist I and II’, which can be used in between the facial service and make-up, and as home care before applying a moisturiser.”



DREAMRON PROFESSIONAL



Madhu GM Gowda
Business Head

- ▶ **Technological advancement:** “Room has been made for new products and innovations. We are introducing bio technology inductions for the hair and beauty industry.”
- ▶ **New products:** “The Liposoluble Depilatory Wax will be available in the first quarter. There is considerable demand for professional wax by salons, as demand is not being met by regular supply. Once we put a cap on the demand and supply ratio, we are good. But we need to concentrate on the quality and acceptance of our professional wax. Once this process is through, our product will speak for itself.”
- ▶ **What I expect in 2017:** “The market potential is really good for unique products, which we will tap. We will launch selective peerless products before the year end. We wanted to concentrate on the professional hair care segment, but the demand for certain beauty products with futuristic ingredients prompted us to introduce such products and close the gap.”



COTY PROFESSIONAL BEAUTY & COTY CONSUMER BEAUTY INDIA

Manish Bhagat
Director, Marketing and Commercial Operations

- ▶ **Industry overview:** “The industry continues to grow significantly. With growing awareness around brands, consumers want the latest and best products and services. Due to an increase in the number of working women, we expect both the Colour and Care segments to grow ahead of the overall beauty category in India.”
- ▶ **Technological advancement:** “With the fast changing landscape amongst consumers, we expect personalisation to change the game. New technology will be mostly around improved consultations and prescriptions, which will be easy to understand for consumers.”
- ▶ **What I expect in 2017:** “It is going to be an exciting year for Coty India. There is a lot in store for stylists and consumers, alike!”

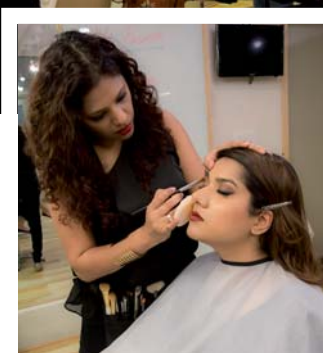
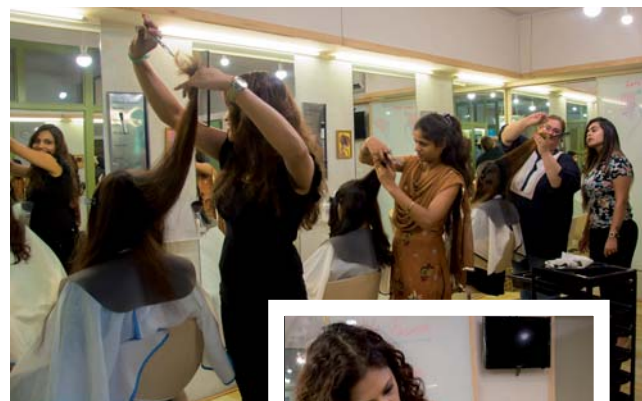


KROMAKAY ACADEMY



Pooja Desai
Studio Head

► **Industry overview:** “The beauty and grooming industry in the country is booming thanks to the growing desire amongst both men and women to look stylish and feel good. The urban salon market is small, but growing at a rapid pace. Initially, the perception of a career in hair and make-up was considered an option only for those, who were not academically inclined or from lower middle class families. But in the last decade, there has been a drastic change in people’s mindsets. Today, the list of established names in the industry include those from medicine or business, who are now pursuing a career, as a stylist or beauty therapist. Another segment which is expanding rapidly is bridal make-up. Earlier, it was usually only the brides who visited the salon prior to the wedding ceremony, but now friends and relatives often join her and salons offer special packages for all of them. A huge interest in make-up has led to many enquiries for our Personal and Professional Make-up Courses in Mumbai. The academy offers programmes for Beginners and Professionals, alike.”



► **What I expect in 2017:** “Nearly all schools claim to have high hopes for their students. However, in reality, what is professed is not always practiced. As said by John Bishop, there is great disparity between what youngsters are capable of learning and what they are learning’. Evidence suggests that schools can improve student learning by encouraging teachers and students to set their sights high. At the Kromakay Academy, we have created a strong team of experienced artists from the industry to mentor passionate talent. Our strength lies in the programme course, which is built specifically to cover all aspects of training to become a successful professional. From theory to practical training, each individual is effectively equipped at Kromakay Academy with technical skills that will ultimately help him or her to develop a career in hairdressing and beauty.”

LTA SCHOOL OF BEAUTY



Vaishali K Shah
Director

► **Industry overview:** “The Indian hair and beauty industry is just beginning to take the shape of an industry. It will take at least a decade, if not more, for it to gain serious traction of being recognised as a formal and organised sector. However, we are on the right track with Sector Skill Council in place and skill qualification framework almost ready.”

► **What I expect in 2017:** “LTA School of Beauty has always stood for developing complete hair and beauty professionals. While there have been requests from students to get trained on just one of the skills, be it hair, make-up, beauty therapy or nail art, we believe that students should know other skills as well. Our thoughts are similar to the one that you cannot become a MD until you have completed MBBS. Hence, we urge students not to go for quick fix solutions, and instead invest time and effort if one intends to pursue a career in hair and beauty industry seriously.”



CHRISTINE VALMY INTERNATIONAL ACADEMY OF BEAUTY



Nalini Kalra
General Manager

- ▶ **Industry overview:** “Over time, the perception towards the hair industry has changed. There are many brands and educational centres opening up daily, which has opened the doors for creative minds. Indian hair is most challenging and beautiful to work with. Globalisation, and influence from the West, has made people aware and conscious of their appearance. There is abundance of talent in the country, but we need to make conscious effort to have a more scientific and professional approach towards every service. Only the right knowledge and quality products will help us in designing, creating, maintaining and enhancing our client’s grooming needs.”
- ▶ **What I expect in 2017:** “Vocational education is perceived to be low-status. As it exists today, vocational education perpetuates the social hierarchy in the country. There should be a system that treats vocational subjects as honourable and serious alternatives for students, regardless of their class, caste, region or a marker of socio-economic status. Our basic education system should become effective, and only then will vocational be effective. The design of the vocational system must ensure that students are not forced to choose too early between vocational and academic paths. The system also must offer students the possibility of switching between vocational and academic paths along the way. Technical, practical and vocational education has unique role to play in the future job market, giving students an edge in competitive job markets by providing them with the skill, experience and clear progression routes essential for succeed. A vocational qualification can aid progression along the career path, or facilitate an entire career change, as it is undergoing an image change.”



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FAT MU



Virginia Holmes & Natasha Nischol
Co-owner and
Co-founders

► **Industry overview:** “The make-up segment is booming, and is now very competitive and much more acceptable as a career than what it was a few years ago. The younger generation that has entered this field has more opportunity and exposure and we expect them to have an enormous passion and curiosity about make-up. There are numerous make-up courses in India and students come in fresh with some kind of knowledge. For this reason, educationists also have to put in that extra effort to teach them something extra, which is a great challenge. Young professionals have to know far more than the next artist to be good at what they do. It is competitive so the expectation is, you have to be world class.”





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HEADSTART INTERNATIONAL



Vidushi Aggarwal
Head Brands

- ▶ **Technological advancement:** "With the beauty industry being driven by 'the next big thing', companies are continuously pushing their R&D departments to develop exactly what that will be. Over the past year, the answer was chemical-free services that helped enhance the hair and skin services organically and is much-needed in professional salons. With hair colour continuing to be a service that pushes the salon's bottom lines, we see the industry slowly gravitating towards products that cause less damage to the skin and hair. Keeping up with the trend, we, at Headstart import and market Supersilk, which is a toxic-free smoothing system using natural silkworm protein to fortify the hair during the smoothing process. It is 100 per cent formaldehyde-free and lends a natural, frizz-free texture."
- ▶ **New products:** "With an extremely successful launch of ColorpHlex in the hair category and Kinetics in the nail care range, we are gearing up to launch Kevin.Murphy with particular emphasis on treatment and care. It will tackle specific hair concerns allowing the consumers to continue the regime at home with visible results."
- ▶ **What I expect in 2017:** "All our current brands are from different verticals, so the strategies and plans vary accordingly. Jaguar, being our oldest brand, is the most trusted amongst scissors and appliances across the world today. In the skin care range, with Skintruth, we are also making our presence in facial regimens and body polishing along with manicure and pedicure treatments. In the hair care range, we have Kevin.Murphy and ColorpHlex. With Kinetics, our major focus is to train new technicians about the nail care system."



BEAUTY PALACE



Rayed Merchant
Director

- ▶ **Industry overview:** "The Indian beauty industry is young and growing. We have been blessed to be a part of such a young and passionate population, which is striving to make a mark on the global level. The industry has been witnessing a good rise in business and demand from the customer. Thanks to social media and Internet, we are not behind the new trends, and hence, there is always an opportunity for the industry to add and deliver new services. The market will continue to grow with a definite increase in its existing ratio and we would definitely be looking for new international brands to bring into India through various distribution channels."
- ▶ **New products:** "We will be launching a lot of consumer and professional products, which will help in taking a step forward in the beauty industry."
- ▶ **What I expect in 2017:** "To be introduced to new technologies, products and services, which in itself will show the aggression for growth among the young set of entrepreneurs who are running the show. Education has been the key for growth over the years and will continue to dominate the market because of the ever-changing trends in the global fashion and beauty industry. Overall, the year will be a bundle of surprises!"





BEAUTY

MANSI MIDHA

Dared to Dream



Meet Mansi Midha, who started out by simply dabbling in the colours of make-up. After years of education and hard work, she has today carved a name for herself in bridal and fashion make-up. What's more, she is also the proud owner of the Make-up, Hair and Skin Academy

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

As a home-maker, I have always been fond of make-up. As the fascination for it was there and so was the inclination to learn about make-up artistry, I decided to take it up as a profession.

What are the courses you have taken up?

I have done Pro Makeup Artistry course and Advance Media level course. But more than the courses, it was my passion and the will to learn which motivated me to work hard, experiment and play with colours and this zest coupled with hard work and Gods blessings has helped me achieve my dreams.

What was your first big break?

My first brush with Bollywood make-up was with actor Sonu Sood who was present on the opening of my salon in Rajouri Garden. The appreciation I received was satisfying and motivated me to work harder. The biggest break was the song I did with Mika Singh and Daler Mehndi Sir, which helped me break the ice in Bollywood and the entertainment industry. This led to a stream of work for actors, such as Karishma Tanna, Govinda Ji and family, Sana Khan, among

others and several fashion shows. Gradually my confidence has grown and having won many awards, I have developed as an artist.

What are the current trends in make-up?

As the season changes, the trend in make-up also changes. In 2017, we will see two extremes: either just a little bit of make-up applied artfully, or piles and piles of glitter and shine. The trend is more towards glow and colour rather than contouring. I am looking forward to blush bomb, bold and glossy lips, highlighted cheek bones and, in general, a shinier and glowing skin. Colours like purple, blue and yellow are expected to rule. Smudgy and smoky eyes and glitter are her to stay.

What are the products you swear by?

The make-up trolley of an artist is always an amalgam of the best products, which give the best results. My favourites are GC highlighter, NARS eye shadow and Huda Lashes.

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

I believe myself to be a painter. My canvas is the face which changes with every client. Every face comes with different set of flaws and weather conditions also make it difficult



for a make-up artist. We always try to give the clients the look as per their face profile and occasion, and enhance their best features. Education, experience and techniques learnt help us overcome the difficulties.

How do you connect with your clients?

Understanding the requirements and expectations of a client is an important part of a makeover. The client should feel confident inside out. I discuss the look with my clients and in the process, get an idea of their expectation.

What are the points to keep in mind while doing the make-up for different situations, such as, fashion and bridal make-up?

A bridal make-up is elaborate with heavy eye make-up. The base application is subtle with light contouring. The requirement is to look beautiful in a well lit area and in all weather conditions. It is most important for the make-up to last all night long. Fashion make-up on the other hand, is more camera friendly with a heavy base, layering and contouring. Every artist dreams of working on the most beautiful faces and fashion make-up provides that opportunity to an artist. There is more room to experiment and bring out the creativity in fashion make-up.

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

I do believe make-up is an art. You can do make-up by learning the techniques, but to be a make-up artist, you need to explore your creativity, be ready to experiment and always be open to learning new techniques and ideas. During the years, I have nurtured my creativity and while I started with bridal make-up, I have now moved to fashion

and media make-up, which give me a vent to release my creativity and tremendous exposure, as you work with some of the best make-up artists in the industry and learn from them.

Please tell us about your client list.

We have clients ranging from regular house wives to college students, models, celebrities. I have done make-up for several Bollywood and television celebrities.

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

The make-up industry in India is at a point from where the road goes up and ahead. For the first time, the male dominated industry is flooded with women make-up artists, who are ready to experiment and work hard to achieve their goals. There is no dearth of mentors and appreciation and people are willing to spend a lot of money to look and feel beautiful. The growth potential is tremendous and this is the right time to explore your creativity. With this purpose, I have also started my the Make-up, Hair and Skin Academy, where students are being taught not by teachers, but by professionals, who are actively working in the industry. In this way we always ensure the students are updated on the latest trends; we regularly hold workshops for our students.

What are your future plans?

My dream is to make my presence felt globally and work with the top make-up artists of the world. Also I want to keep my learning curve to go higher and higher. The academy was my dream to help students gain from my experience and knowledge, and provide my students a platform to work on in the fashion industry by providing them in-house opportunities to work on some of the most beautiful faces of the industry. 📍

(SB)

TOP SKIN CARE Trends for 2017

by **Bharti Taneja**

1 Wine Skin Treatment

The wine facial is highly popular and so, recommended for all skin types. As wine contains anti-oxidants which help release toxins from the skin to make it look younger and clearer. Red wine stimulates blood circulation, increases the skin's elasticity and makes it appear firm, white and bright.

2 Age Away Elastin Treatment

Elastin is a protein primarily composed of amino acids and it is responsible for the youthfulness of the skin. Older skin has reduced capacity to produce new elastin. So the Age Away Elastin Treatment helps to replenish it and improves the elasticity levels to lend a youthful feel.

3 Super Gold Facial

In this facial, 24 carat gold foils are penetrated into the deeper layers of the skin with the help of ultrasonic machines. Gold can activate base skin cells to produce new cells and increase blood circulation. It reduces fine lines, wrinkles and blemishes and makes the facial skin look younger, healthier and fairer.

4 Mineral Facial

The Mineral Facial treatment supplies essential minerals to the skin which nourish the skin cells. Nano technology is used to infuse hydro ions into the skin thereby making it plump and look hydrated. It diminishes signs of ageing.

5 Snow White Treatment

The Snow White Treatment endows you with that milky and silky look everyone desires. Best for would-be brides, who want instant fairness, this treatment with its special melanin-reducing technology, provides intense results from the first sitting itself.

6 Aloe Vera Facial

Aloe Vera is best known for its soothing and healing properties. It works wonders on oily skin types and increases the moisture content of dry and dehydrated skin. The facial is recommended for sensitive and pimple prone skin.

7 Shine and Glossy Facial

This facial makes good use of fruit pulp and juices. A small amount of glycerin is also added for dry skin. This Shine and Glossy Facial not only boosts the moisture level of your skin, but also makes it appear brighter and younger.

8 Fruit-Bio Peel Treatment

Yearning for flawless skin? It is done using herbal peels filled with papaya enzymes, and helps prevent acne marks, sun spots and other pigmentation spots to attain a better complexion.

9 Vitamin C Treatment

Vitamin C is a skin lightening and brightening agent. Orange juice is penetrated through a gel machine deep into the skin. Vitamin C also enhances collagen production there by maintaining skin elasticity. It is a good for oily and tanned skins.

10 Micro Derma-abrasion Treatment

Meant to remove intense scars, spots and burn marks on the facial skin; a Derma Abrasion Treatment involves deep and mechanical exfoliation of the outer most, dead layer of skin.

Bharti Taneja Bharti Taneja is a veteran beauty expert, renowned aesthetician and Cosmetologist. She is also the Founder-Director of ALPS. Views expressed are personal.





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ACTIVE PURENESS TREATMENT Comfort Zone

by **Roshna Chandran**

The Italian skin care brand, Comfort Zone, was ushered into the country in 2015 by Divya Kohli from Salon & Spa by Tangy Rose. The luxury brand is available at Bounce Salon in Indiranagar, Bangalore, and provides a complete system of care for the skin and body. There are facials and body treatments that have natural ingredients and an only-organic-range.

I had heard about the brand and as my skin was under a lot of stress, I decided to try it out. Comfort Zone's Active Pureness skin care treatment helped in revitalising my skin condition with the use of natural ingredients.

Consultation

Comfort Zone's Master Trainer, Karishma Tecksingani immediately put me at ease, as she examined my skin. I confided in her about the many skin maladies and types of products I had been using.

Diagnosis

After a thorough consultation, Tecksingani advised me to opt for the Active Pureness skin care treatment. "Comfort Zone has 98 per cent natural ingredients," she explained. Elaborating further she said, "The best part of this brand is that we do not treat a skin type, but a skin condition, the concern and because of it, you get the results you are looking for. The treatment not only evens out the skin tone, it also infuses the skin with the much-needed hydration."

Process

Step 1: My make-up was removed with the essential oils of sandal wood, geranium and vetiver. Comfort Zone's Tranquility Blend, which is a mix of essential oils of cedar wood, sweet orange and damask rose, was applied to immediately relax and reduce stress.

Step 2: Science-based Conscious Formulas was used as a make-up remover on the eye area and lips; it also acts as a deep cleanser.

Step 3: Drops of Active Pureness Tonic were used to exfoliate, hydrate and extract black and white heads. It also prevents the formation of blemishes and blackheads. The exfoliation was done delicately, as the formula used to fight oily, impure and acne prone skin, doubles up as a toner in hot and humid climate.

Step 4: Next step was the Recover Touch Massage Cream, which suits all skin types, especially depleted, dry and tired skins. The antioxidant action provides nourishing efficacy for at least eight hours.

Step 5: The Active Pureness Clay Mask, which is a combination of white and green clay with purifying extracts, was massaged lightly into the skin. Proven to reduce the formation of blemishes and blackheads, once washed off, my skin appeared luminous.

Step 6: The last step was the Hydra-memory Cream Gel that deeply hydrates and maintains the skin's elasticity and softness. This was followed by the application of the Skin Defender SPF 30, which is water resistant and non-greasy. **S**

SALON AND SPA:
Bounce Lounge

LOCATION:
12th Main, Indiranagar, Bangalore

DURATION:
60 Minutes

COST OF THE TREATMENT:
₹1,800 to ₹5,800

Astaberry

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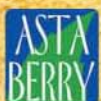
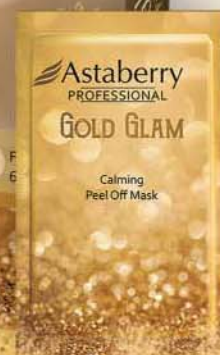
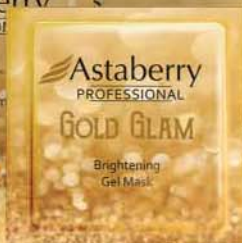
Astaberry Gold Glam Kit is an advanced facial that brings long lasting glow to the skin. Astaberry has created this facial using revolutionary technologies like the scrub 2 creme and the alginate peel off mask.

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GOLD GLAM

Facial kit

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MARKET WATCH

Skin Care



Body lotion TBC Nature

The new Natural Vitamin-E Ultra Healing Body Lotion promises to replenish lost moisture and minimise the appearance of fine lines and wrinkles. Enriched with Wheat Germ Oil, high in Vitamin E, combined with Vitamins A, B5 and C, and Avocado Oil, it is available at leading departmental store across India.

Price: ₹175 for 300ml

Anti Wrinkle Cream **Aroma Treasures**

Macadamia and Lotus Cream is known to improve the skin's elasticity and ensure fresher, smoother and younger looking skin. Rich in Omega 3 fatty acids, powerful enzymes and antioxidants, it helps slow down the ageing process and accelerates cell regeneration. It hydrates the skin and protects it from sun damage. It is available online and at beauty shops across the country.

Price: ₹336 for 50gms



Facial kit **Astaberry**

The Pearl 3D Facial Kit comprises of Pearl 3D Cleansing Gel, which deeply cleanses the skin; Pearl 3D Polish Scrub works as an exfoliation; Pearl 3D Massage Crème that nourishes the skin and lastly, the Pearl 3D Mask which ensures a fairer skin. Enriched with real pearls, it inhibits melanin production to ensure a clear and bright complexion and the pearls help reduce age spots, uneven skin tone and prevent tanning. It comes with a complimentary 60ml tube of Astaberry Face Wash and is available at major cosmetic outlets and online.

Price: ₹225



Body care **Skintruth**



Skintruth has launched a range of body care products, namely, the Nourishing Range, Soothing Range, Equalizing Range and the Optimise Range, which are expertly formulated to compliment and work with normal to dry skin types. The products from the Nourishing range are blended with Orchid and Ginseng extracts to deliver hydration and nurture dry skin. The Soothing Range is tailored to meet the specific demands of sensitive skin types, which is prone to irritation and inflammation. The Equalizing Range has products

suitable for oily and combination skins. The Optimise Range has products that can be used individually or in collaboration with core skin type solutions to enhance salon treatments allowing therapists to tailor facials and therapies to suit all skin types and requirements. This range also offers an opportunity for clients to continue the salon experience at home. For more information, please email info@headstartinternational.in.

Price range: ₹3,425 to ₹10,755



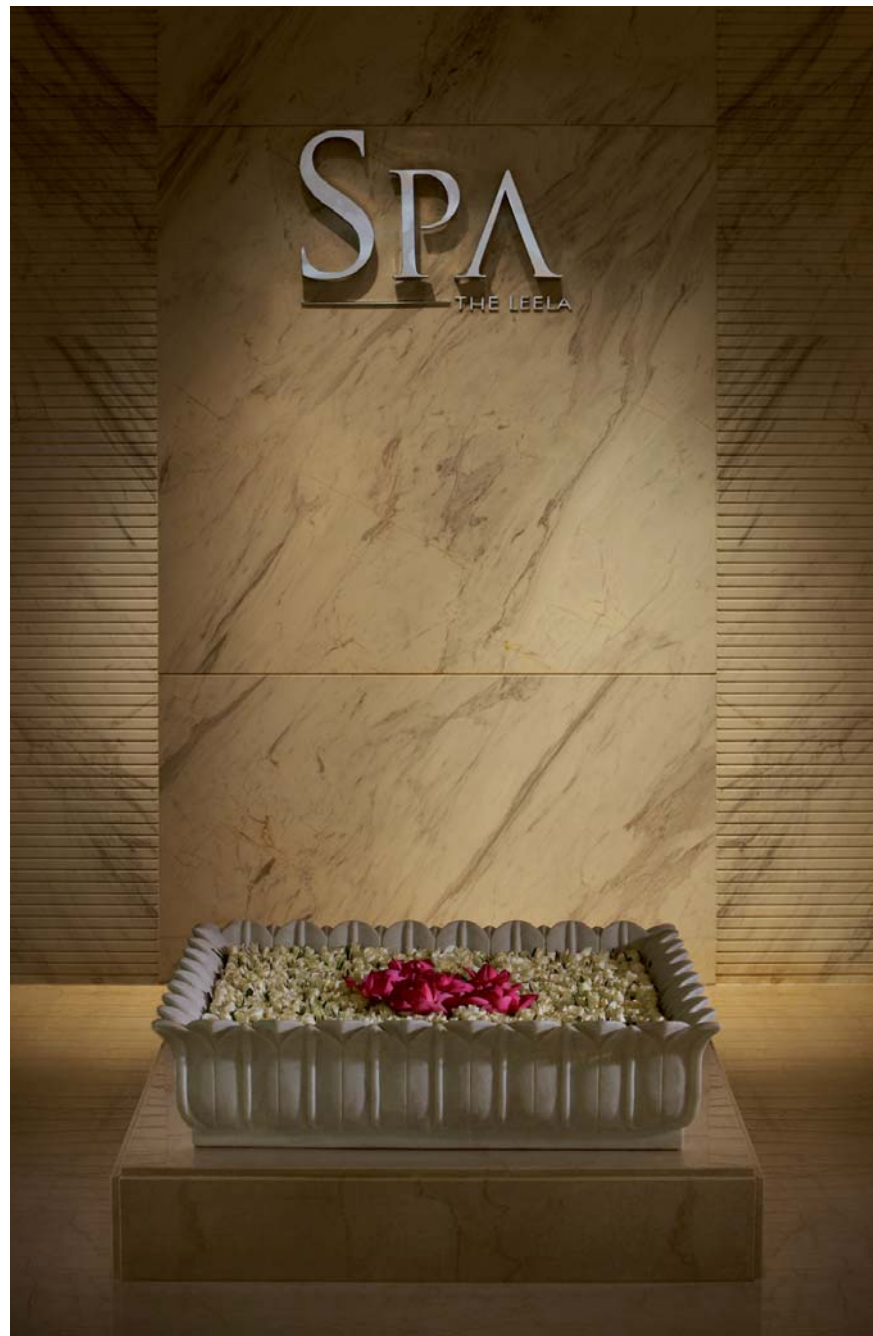
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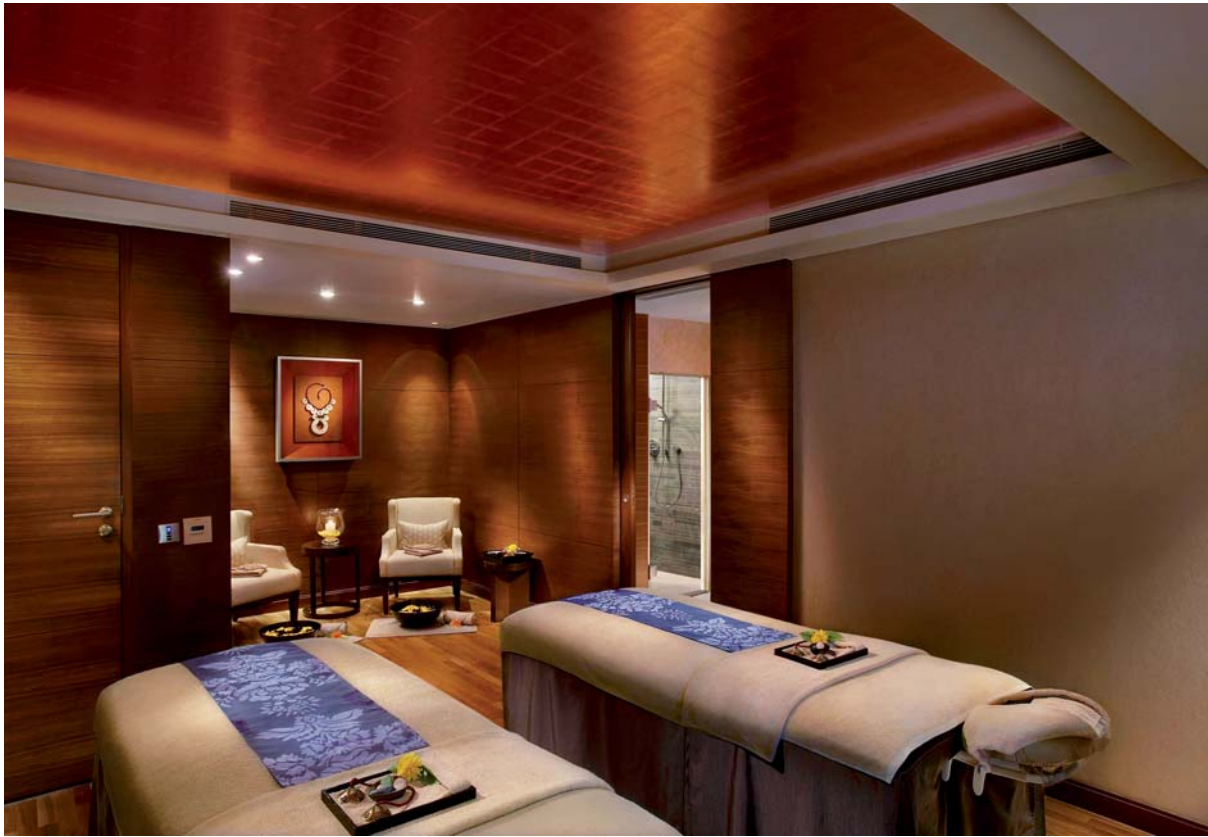
THE SPA AT THE LEELA

Slick Modern Lines

Urbane and savvy, much like the city slickers, the design concept is fresh and modernistic

by **Aarti Kapur Singh**





Size of the spa: About 6,565 square feet.

Time taken to complete construction: Six months.

About the spa: Nestled in the heart of the city, footsteps away from the thriving financial and shopping districts resides a true declaration of urban luxury, tranquility and refinement – The Spa at The Leela Mumbai. Drawing upon the inspiring landscape of lush green tropical plants and palm shaded relaxation area, it offers spa experiences that are sophisticated, timeless and personalised. Step into the spa and the uplifting and instantly energising fragrance of the signature relaxing oil blend with jasmine, cardamom, sandalwood and ginger, will engulf you. The water fountain at the entrance, the dim lighting and flickering candles set the tone for a transformational experience. The pan-Asian and Indian touches in the spa coupled with its therapeutic overtones and silver leaf paint on walls, evoke a feeling of grandeur and luxury. This luxury spa features four multifunctional treatment rooms with showers, a couple private suite offering the ultimate spa experience, a relaxation area with innovative relaxation beds, luxurious changing areas for men and women, steam and sauna supplied by Klafs in Germany, a consultation area for guidance on treatments and home care products, and an outdoor pool with relaxation lounges. There are four multifunctional single treatment rooms and one luxurious couple suite, as well.

About the services: The Spa at The Leela Mumbai is an oasis of wellness and luxury. The spa promises the tired discerning traveller superlative levels of relaxation and rejuvenation. It combines the best of the world therapies with the finest quality ingredients and skin care advances by ESPA to offer a unique holistic experience. The concept is to offer European, Eastern and Ayurvedic inspired treatments in a modern contemporary environment. There are treatments that are specifically designed for the guest. The philosophy is on enhancing an individual's lifestyle in a way that is both holistic and versatile. There are a variety of treatments to suit your need. From customised herbal remedies, therapeutic massages, intensive facials to ESPA Signature treatments and The Leela Retreats. Some of the must-try signature treatments are Essence of Leela, Energy Enhancer with Hot Stones, Mind and Body Rebalancer and Shirobhyanga. This luxury spa also offers 'ESPA for Men' to combat the environmental, physical and mental stress of modern day living.

Interior designer: LTW Design Works, Malaysia.

Address: The Spa at The Leela, The Leela Mumbai, Sahar, Andheri East, Mumbai – 400 059

Contact details: +91 22 66911685

E-mail: thespa.mumbai@theleela.com

Website: www.theleela.com/locations/mumbai

“The Spa at The Leela Mumbai is designed to be an urban sanctuary offering personalised spa experiences taken from European, Eastern and Ayurvedic traditions. We use natural, effective and ethically sourced skin care products from ESPA. Our therapists are highly trained to understand and evaluate a guest's requirement and personalise the treatment experience for them.”

– DR TANIA BARDHAN,
Group Spa Manager,
The Leela Palaces Hotels and Resorts

MINDFULNESS IS ESSENTIAL Spa Therapists

by **J Tara Herron**

At the spa we say, that 'nothing is here by accident', that the composition of the spa environment is a mindful exercise in sensory awareness for the giver and the receiver. Everything has a purpose, whether functional, aesthetic or energetic. The way objects are placed, the aromatic benefits of the oils, the musical sounds, the ritualistic approach to treatments – all serve to create an experience that helps redress the balance of body mind and soul. The sensibility of creating a meaningful spa environment comes from knowing how all the elements of grace within art, music, architecture, beauty, smell and touch reflect within the hearts of all mankind.

At the heart of the spa journey lies the healing hands of the spa therapist, who's generosity of spirit combined with intuition and skill, allows guests to transit from stress to relaxation. In that natural state of wellbeing when tensions and anxiety have been dissolved from life's complex equations, equilibrium spontaneously arises in the body and mind to restore an internal environment for the creation of optimum health and wellness.

The therapist becomes the bridge that can lead guests from disharmony and pain to feelings of attunement and gratitude, and so they require care and nurturing from the inside out to perform. The practice of meditation and pranayama, for example, can help to restore the therapist's vital energy bringing more mindfulness into their work. This also nourishes their resource of generosity and kindness on a fundamental level so that they can maintain a positive and energetic attitude.

Equally so in the spa environment, the manner in which the therapy rooms are set up and cleaned contributes a large amount to supporting the consciousness of the therapist, helping them to stay mindful of where things should be placed and why. Order is synonymous with harmony, and disorder with discord. Bringing a team together to work, helps to maintain an overall feeling of harmony and mindfulness within the working day. Spa teams share many responsibilities and as therapists can spend up to two or even three hours with one guest,

who they have never met before, it is essential that they have inner peace and harmony to guide the guest through the spa journey. Therapists need to be grounded, yet, sensitive and aware. Though often taken for granted, a therapist's time is devoted to focusing on the 'feel good factor', from checking on room comfort, including temperatures, sounds, techniques and being very sensitive to the guests physicality in order to achieve the best therapeutic results. Guests can be very demanding and therapists learn how to handle this kind of energy in a compassionate, yet, grounded manner.

Our training acknowledges all these essential ingredients that make up a rewarding and memorable experience, so that the relationship between the guest and spa team is harmonious and touches the right levels of care and attention without being intrusive. Our guests have high expectations and we know that the best way to achieve and even go beyond, is to be mindful, skilful and caring, following the spa protocols, but not losing touch with the therapist's own intuitive capacity. Spa protocols, set up to create harmony and professionalism, serve to create boundaries that protect the therapists from any inappropriate client behaviour and allow for compassion and healing to be at the forefront of all communication. If a therapist carries an inner burden of conflict and suffering, it is important to provide practical opportunities to let go of personal strife through group meditations and other group activities that create a common bond of empathy amongst the team.

Working, as a therapist, can be a very solitary path when not working in a team setup so, it is very valuable to express and share a verbal understanding of the pressures of one-to-one therapy and help one another to find peace within it.

This is true mindfulness, when the group consciousness reflects the realities of the spa business on all levels of experience, giving guidance, love and support to all involved. 📍



J Tara Herron is the Director at Imperial Spa Salon Health and Racquet Club, New Delhi. Views expressed are personal.

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KRISHNA SEMWAL Wellness is **Not a Deal**

The growing number of unauthentic day spa that offer spa and wellness services at lucrative prices act as major detractors. They tend to spoil the market and take away from the sanctity of real wellness, opines Krishna Semwal, Spa Head, The Rejuve Spa, The Lalit Chandigarh

by **Aarti Kapur Singh**



Please tell us about your professional background.

I hail from Uttarakhand where fitness is a part of life. I have studied Ayurveda, Nature Cure and did my Masters in Yoga and holistic health from Rishikesh where I started getting inclined towards wellness tourism and since then there has been no looking back. I hold a versatile experience of 15 years in the Spa and Wellness industry. My first association with hospitality started with Ananda's in the Himalayas, where I hosted Yoga sessions for celebrities, such as Richard Gere, Aamir Khan, Virat Kohli, MS Dhoni. I now head The Rejuve Spa at The Lalit Chandigarh.

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

In the present scenario, Wellness is one of the most dynamic and fast growing industry. Today when we talk about a wellness destination, it means a perfect place that provides an array of amazing therapies, from Ayurveda, Aroma, Hydrotherapy, Nature Cure, Yoga and meditation.

The roots of wellness lie in India, as it has not only originated here, but has become richer with the passage of time and growing demands. Earlier wellness dwelled around Ayurveda and Yoga, but today, it is a part of the modern lifestyle. The focus has shifted to health, nutrition and relaxation. The growing demand of wellness has placed India right in the centre of global attraction. The increasing number of international and domestic wellness travellers is a testimony to the same.

What are the preferences of visitors that come to your spa?

Our spa advocates effective healing and offers guidance for a balanced lifestyle, and is exclusive to in-house guests and spa members - *SPAHOLICS*. At Lalit Chandigarh's Rejuve, treatments are created using world-class, safe and non-toxic products that help in rejuvenating the skin. The spa offers its patrons a calm retreat for fitness, overall wellbeing, health and relaxation.

What are the USPs of your spa?

I take immense pride in sharing that our spa is one of the largest in the region at 14,000 square feet. It has its own heated swimming pool, spa therapy rooms, ambient natural light that give it a truly relaxing environment where guests can forget about worldly stresses and strains. With the exclusive Membership Programme, patrons can use the unisex salon, Hammam room and various other facilities. In terms of services, our Detox Programme, which includes dietary planning, spa sessions, Yoga and meditation sessions as well as other tailor-made massage therapies, is a popular package. The Bridal room enables a bride's makeover for her special day and is an area where women can get services without any distraction or disturbance. The Rejuve Spa is a full spa under one roof on the first floor of The Lalit in Chandigarh, incorporating the gym, Yoga, Hydrotherapy, spa and salon. There are sessions for Yoga and meditation aficionados, as well. The fully equipped gymnasium is also a jewel in our crown.

What kind of therapies do you offer?

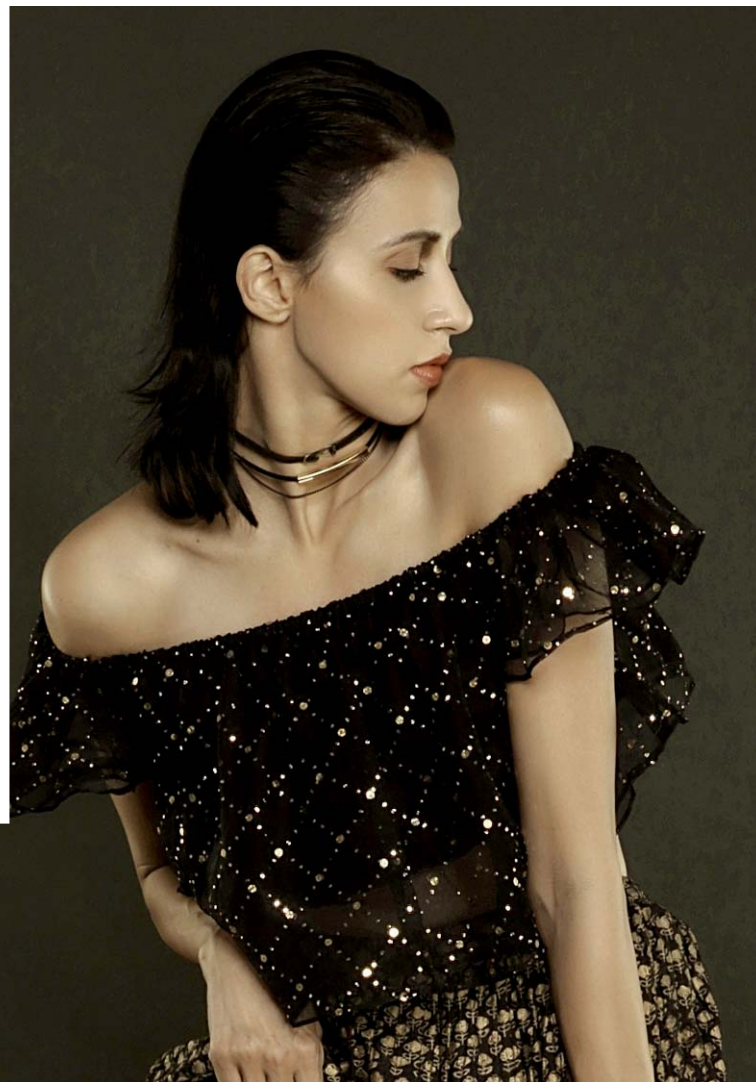
Treatments available at Rejuve include international massage therapies, the Rejuve Royal Retreat, Detox packages, the Hammam experience, Hydrotherapy, scrubs and wraps, Ayurvedic therapies, Aroma experiences, besides hair and beauty services.

What are the main challenges that you face?

The growing number of unauthentic day spa deals that offer spa and wellness services at lucrative prices are major detractors. They tend to spoil the market and take away from the sanctity of real wellness.

What are the plans for the spa in the future?

Destination wellness programmes to maintain physical, mental and emotional health of travellers and residents of Chandigarh, Mohali and Panchkula are on the anvil. We also plan to incorporate local know-how and therapies into our well-appointed service menu. 🌀



NIKITA M HAISALKAR

One Step At A Time

Nikita M Haisalkar, the Nagpur-based fashion designer shares her views on fashion and beauty industry in India, and talks about the collaboration of hair and make-up with fashion

by **Shivpriya Bajpai**

How did you get started in the fashion business?

Having done Masters in Entrepreneurship Business Management, I always knew I wanted to be apart of the glamour industry and do something of my own. I used to work on Navratri looks for friends in Ahmedabad, style shows in my college, and so on. All this gave me a direction and confidence that I can design and I started participating in small shows in Ahmedabad. People appreciated my work and in 2003 in Nagpur, I setup my own production unit of four artisans. Today, we are a design house with 70 artisans.

How important are hair and make-up in fashion?

Hair and make-up is the most important, I feel. You can carry off a simple LBD, if your focus is on amazing hair and make-up. I make sure that when I am working on bridal or occasion wear, I keep a session with my client and her make-up artist to discuss the entire look. The best of couture can go wrong with bad hair and make-up. So, your outfit, hair and make-up have to go hand in hand.

What are your views on the fashion and beauty industries?

The Indian beauty and fashion industries have become so global now, that the world is looking at Indian make-up artists and designers for inspiration! Major international brands, such as Gucci and Dolce & Gabbana are using Indian zardozi in their lines. Indian gajra, bindi, nose rings, and so on, are being recommended by stylists and make-up artists to complete edgy looks. The accessibility to international brands for make-up has made it easy for make-up artists to keep pace with the global trends.

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

We have recently tied up with Sahithya Shetty, who is a young girl full of life and energy with a knack for understanding the look one demands. She puts the imagination of a designer on the models face with immense ease and finesse. Sahithya surely is going to make it big in the fashion industry. Having said this, we have been eyeing work from many new talent in the make-up industry and look forward to collaborating with them.

Who is your favourite muse and why?

Priyanka Chopra! I am so impressed by the way she has adapted to the fashion scene of the West and that, too, without compromising on Indian glamour and her roots.

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

My future plans are to go global. I want to participate in international and Indian fashion weeks. But to be a participant, I will have to get stronger and be better technically. One major focus will be to work with newer signature prints and Indian textiles. 📌

CHANDIGARH

Zuri International Beauty Academy

Zuri International Beauty Academy was established by Morph Academy in 2014. With 30 years of experience in vocational and skill-based education, the academy, spread across 3,000 square feet, is well equipped with state-of-the-art infrastructure, latest technology and machines, and the most extensive in-class products and kits. The academy offers new and flexible ways of imparting knowledge, and is focused on hands-on practical experience delivered by highly educated and experienced trainers. Zuri Beauty Academy offers 100 per cent placement assistance to its students in reputed spas and salons in India and abroad. They frequently work on tie-ups and alliances to place the students in their area of interest, be it a day spa, purpose spa, luxury salon, fitness centre or even a club.

Commenting on the USP of the academy, Yashika Chaudhary, Centre Head, Zuri Beauty Academy, says, "We are north India's most experienced and esteemed education provider, and are continuing to be at the forefront of developing new training curriculum for the industry. Individually tailored, our courses are designed to ensure that our students graduate with the skills required to achieve their career goals." Further elaborating on the expansion plans, Chaudhary adds, "By the end of 2017, we will be adding 25 more branches in Punjab and Haryana."

► Courses

The academy offers a range of specific and intensive training-based courses. Individuals can start at Intermediate level, Advanced and then go for the Masters level. All the courses start with the basic essential training.

Cosmetology: Diploma, Post Graduate and Masters in Cosmetology are the courses

offered in this section. Comprehensive course modules are backed by hands-on practice sessions.

Beauty Therapy: The beauty section offers courses, such as Certificate in Basic Beauty, Certificate in Advance Beauty and Diploma in Beauty Culture.

Hair Designing: Certificate in Basic Hair Designing, Certificate in Advance Hair Designing and Diploma in Hair Designing, are the courses offered. Hair theory, hair and scalp treatments, chemical services, and salon management are some of the highlights.

Make-up: Certificate courses in Make-Up Artistry, Professional Make-up, and Bridal Make-up; Advance Diploma in Make-up are offered. Trained and experienced trainers ensure that the trends and techniques taught are at par with international standards.

Spa Therapy: Certificate course and Diploma in Spa Therapies is offered. Students are made aware of the importance of spa and wellness. Special focus is on practical classes to ensure the courses are not restricted to theory only.

The other courses include Nutrition and Diet Planning, Salon Management, Nail Art and Nail Extension, to name a few.

► Certifications and affiliations

The academy has been awarded certification by International Accreditation Organization (IAO). It is affiliated to CIBTAC, UK.

► Eligibility criteria

The applicants must be 10th pass and passionate about the hair and beauty industry.

► Fee range

₹7,500 to ₹2,50,000. 📞



Contact person: Yashika Chaudhary, Centre Head, Zuri International Beauty Academy | **Phone:** +91 9815489999; 0172-5007882
Address: SCO 64-65, 3rd Floor, Sector 34 A, Chandigarh-160022 | **Website:** www.zuriacademy.com | **Email:** info@zuriacademy.com

MAHIRA KHAN

Beauty From Across the Border

There is something about Mahira Khan that makes her stand apart from rest. From being a VJ, a television sensation and now a movie star on both sides of the border, she has done well in a short span of time. She shares her fitness and beauty regime with *Salon India*

by **Aarti Kapur Singh**



She has just made her debut opposite Shah Rukh Khan in *Raees* and has everyone talking about her glowing skin and 100-watt smile. Despite her raw beauty, she is not a celebrity with a ritualistic view on beauty.

“Nothing like beauty that is natural”

“I have a combination skin, which means I have to take that much more care to research every product that I use. I do not want something for dry skin to make my skin oily or a product to control oiliness and dry out my skin. In such a tough situation, I have found *desi nuskhas* to be effective. My favourite is this honey and lemon paste, made of two teaspoons of honey with a few drops of lemon. It is my all-in-one beauty remedy, as it is a tan remover, exfoliator and a moisturiser.

Also, my mom did not allow me to wear make-up till I was 17 or 18. At home, my face is bereft of any make-up and my eyebrows are still trade markedly un-plucked. I feel once you expose yourself to an unnatural way of living, you do become a slave to it! I think this was the only way I could survive in the US because I had two jobs to make ends meet, while I was in college. Also ever since I was made aware of my looks by friends and teachers, I have deliberately tried to downplay them and decided to prove myself in other ways.”

“I am not into products at all”

“I only need my moisturiser and a blush and even there I carefully pore over the ingredients. I am too well-informed about beauty products and their ingredients. I am completely against fairness creams and will never advertise for them.”

“My style in terms of clothes reflects my nonchalance”

“If it was left to me, I would wear my jeans, a wife-beater, tie a top knot and wear high heels. It usually takes me 15 minutes to get ready, but today, it took me two to three hours as I had to change a lot of clothes. A salwar kameez is my forever favourite outfit, followed by gowns. I have this weird obsession with earrings, I feel I am not fully dressed without them!”

“I regret cutting my hair and I hate my feet”

“I have always been very fond of my hair and if you think they are good, *shukriya*, but let me tell you they are not half of what they used to be! I regret cutting them for *Bin Roye* as after that they have just not grown as long or as luscious. I am also very, very conscious that I have really ugly feet. I avoid wearing peep-toes!”

“I just cannot diet”

“I would rather die than diet! I eat unhealthy food, too; I am likely to devour the fries before I eat the burger or sandwich. But I guess I have my metabolism and again my genes to thank. I have never set foot in a gym, though I walk a lot. I take care to drink lots of water, as it is the best way to keep yourself clean internally and it beats bloat. Water also keeps your skin naturally supple and moisturised.”

“Beauty icons are timeless”

“Jennifer Lopez, Meena Kumari, and Madhubala - what I would do to resemble them even a bit!”

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Salon Fest 2017 at Beauty Palace

It was raining discounts with crazy deals at the recently held Salon Fest 2017. This two-day fiesta was a first of its kind festival organised by Beauty Palace at their Crawford Market, Andheri and Oshiwara outlets. In this B2B fest, more than 30 brands showcased their products and connected with close to 500 salon owners across India. Brands such as Ikonik, Biosoft, Amazon Series, Wahl, Olivia, Farmavita, Glam, Natures, Lotus, Shahnaz Husain and Schwarzkopf, among others, generated accumulated revenue of over Rs 3 million. Apart from the sales, the fest had many fun activities, such as nail art, hair styling, lucky draws and a bumper draw. Looking at the response received and the increasing number of professional brands asking for a tie-up, Beauty Palace has decided to organise a similar festival in July.



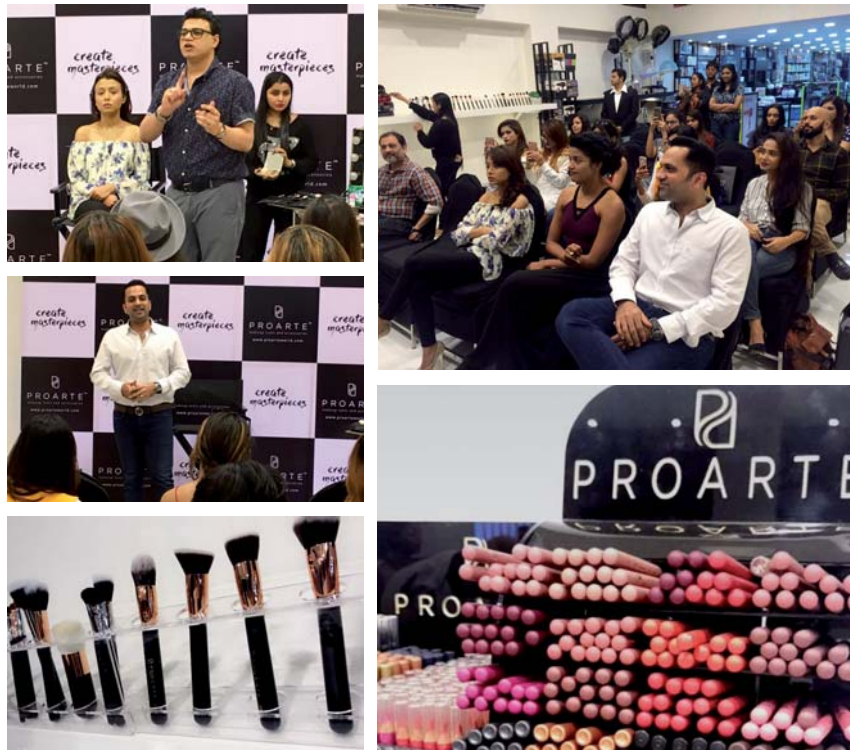
What: Salon Fest

When: 16-17 January

Where: Beauty Palace, Andheri West, Mumbai

SSIZ International launches PROARTE

After 12 years of creating make-up magic for professionals in the tinsel town, SSIZ International launched Proarte, their new brand for consumers. Trendy eye pencils in 12 colours, 42 professional cosmetic brushes for eyes, lips and face, nine shades of lip pencils, eight lashes and curlers, among other tools and accessories, stole the thunder at their launch event. The Proarte range of products are designed for precision and crafted with synthetic and natural-synthetic materials to match your make-up artistry. Said Rayed Merchant, Director, SSIZ International – Proarte, “This new brand comes in response to the need for professional-like make-up by common households. Every girl dreams of looking like her favourite actress and Proarte provides them with the right quality tools and accessories. Proarte signifies our focus on the future and our effort to appeal to a wider audience as a relevant, innovative and contemporary brand.” The branding initiative includes a new logo, tagline, creative look and redesigned website. Their latest collection mirrors the exciting and state-of-the-art direction they intend to give their products and company. Proarte products will be available at all leading beauty stores and e-commerce websites.



What: Brand launch

When: 21 January

Where: Beauty Palace, Andheri West, Mumbai



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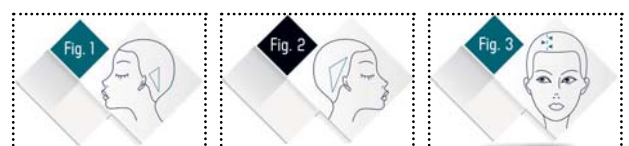
LOOK 1: CUT

- Step 1:** Find natural parting of the hair.
- Step 2:** Mark out a triangular panel to the left of the parting line.
- Step 3:** Create a larger triangle on the right side to define panels 1, 2 and 3 (fig. 1 & 2)
- Step 4:** In panel 1, define a guide section perpendicular to the shoulders and cut.
- Step 5:** Starting from the centre, define 1 cm cut sections parallel to the guide section and cut as far as panels 2 and 3.
- Step 6:** The whole of panel 1 must follow this cut line (fig. 3).
- Step 7:** Layer panel 1, following a cut line parallel to the shoulders.
- Step 8:** Leave the part behind the ears longer, so it falls to the front of the shoulders.
- Step 9:** Keep the same layering technique on the opposite side (fig. 4).
- Step 10:** Cut panel 2 separately to create more subtle layering and give an optical effect of movement at cheekbone height (fig. 5).
- Step 11:** Connect panel 3 with the outer limit of panel 2 only, to create a section with an asymmetrical profile in the frontal part (fig. 6).
- Step 12:** Dry and finish with Semi DiLino Styling Mousse and Semi DiLino Styling Hairspray for a composed look.



LOOK 1: COLOUR

- Step 1:** On the left-hand side of the head, about 1 cm to 0.4 inches behind the ear, create a triangular panel, with the longer base facing towards the middle of the head, parallel to the hairline (fig. 1).
- Step 2:** On the right hand side of the head, create another, larger triangular panel, about 1 cm to 0.4 inches behind the ear.
- Step 3:** The apex will be positioned at temple level.
- Step 4:** The longer base of the panel must be parallel to the hairline at the nape (fig. 2).
- Step 5:** Apply 30gm Evolution of the Color³ 8.66I blended with 15gm Evolution of the Color Red Booster to both panels.
- Step 6:** Use natural parting of the hair and create small triangular sections along with it (fig. 3).
- Step 7:** Apply 15gm Evolution of the Color³ 10.3 blended with 15gm Evolution of the Color 3000.
- Step 8:** Cover these small coloured triangular sections with foil, taking care to leave 2 cm of the roots uncovered.
- Step 9:** Apply Evolution of the Color³ 7.34 to the rest of the hair and to the 'uncovered roots'.



ALFAPARF MILANO EVOLUTION OF COLOR

Zany Looks for Valentine's Day



LOOK 2: CUT

- Step 1:** Create a section from ear to ear going through the crown.
- Step 2:** Take a subsection under the occipital bone.
- Step 3:** Starting from the centre, cut the section with a 45° angle.
- Step 4:** Cut from the centre towards the left, then towards the right, always over-directing to the previous section.
- Step 5:** Proceed with the sections behind the ear, keeping the connection with the subsection (under the occipital bone) that you have just cut.
- Step 6:** Following a diagonal line, move towards the sides, up to the front hairline, and taking the last piece cut behind the ear as your guide, lower the elevation and cut one length to create a bob line. Sections become more horizontal as you go up towards the top of the head.
- Step 7:** Cut the triangular section to create an irregular fringe.

LOOK 2: COLOUR

- Step 1:** Isolate a circle on the top of the head and include also part of the fringe you have just cut.
- Step 2:** Create petals around the circle starting from the front hairline and take as your guide the line going through the centre of the nose.
- Step 3:** Proceed with the second and third petal (at the right and left of the petal you have just isolated) and take as your guide the middle of the right and left eyebrow respectively.
- Step 4:** Create the fourth and fifth petal (right and left) using as your guide the line in front of the ear, 1/2 inch (1 to 1.5 cm) off the hairline.
- Step 5:** In the back part, take another central petal with the occipital bone as your reference.
- Step 6:** Join this section with the front petals, creating other petals with the same distance.

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