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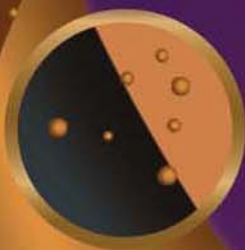
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On two of my holidays, I had the pleasure of meeting Pakistani couples. The Anwars, originally from Pakistan, had re-settled in London, and belonged to the swish set. I got talking with them, and off came the layers! To cut a long story short – the wife was in love with India! How pleasant it is to meet someone in an alien country, who cherishes the land you are born in, and unconsciously, take a few things for granted, which are not ‘free’ anywhere else!

The other couple was elderly. The husband was a doctor, who at a young age had sold off everything in Pakistan, and shifted to US, converted to Christianity, and years later, moved to Athens. For good. Surprised, I tentatively asked that it must have been difficult to make such radical changes, and the wife gave me a sad, tearful look.

In life, we meet several people, and realise that, at times, we misuse the liberty of speech and action, and oftentimes, suppress those, who need a platform to vocalise their thoughts. Based on this situation, we have framed the cover story around women. On this International Women’s Day, we put the spotlight on seven strong women, who have voices that are booming across the world. They are the epitome of power and recognised for their contribution in uplifting underprivileged women in India. Shahnaz Husain, Dr Blossom Kochhar, Bharti Taneja, Vaishali K Shah, Dr Chiranjiv Chhabra and Dr Kiran Lohia, among scores of women, who have made a mark for themselves, are role models for others to follow in making their dreams come true. They talk about the initiatives they want to take up in promoting women empowerment, and more.

In the hair section, we meet up with Ross Charles, who gave his first haircut at age 12, and at 16, had showcased his collections in magazines. Today, he runs a successful salon in York, England, and is the proud winner of the North East Hairdresser of the Year 2016 at the BHA. On the home front, we showcase the skills of Namita Rai, the Gangtok-based hairstylist and salon owner, who has done us proud. She shares her rise to fame and the necessary education that made it all possible. Karishma Tecksingani, the Master Trainer at Comfort Zone, shares her entry into the beauty industry, experiences, and views on the evolving business.

In the beauty section, we feature Zorain Khaleeli, the celebrity make-up artist and owner of the Zorain’s Studio in Bangalore. Khaleeli aims at introducing new techniques in make-up, initiating product development, and building her brand further. Prasenjit Biswas, Saloni Arora and Gursewak Singh are independent make-up artists, who are giving their creativity a free run. Not fettered by timings and regular jobs, they experiment and light up the faces of their clients with only their imagination.

In the spa section, we present the visually appealing Vedic Sutras Wellness Centre in Pollachi, Tamil Nadu. We also meet On-Uma Jitbunjong, the Spa and Wellness Manager of Mala Spa at Keemala Phuket Resort. She shares her view on the wellness industry of Asia.

All this and more – do keep writing in!

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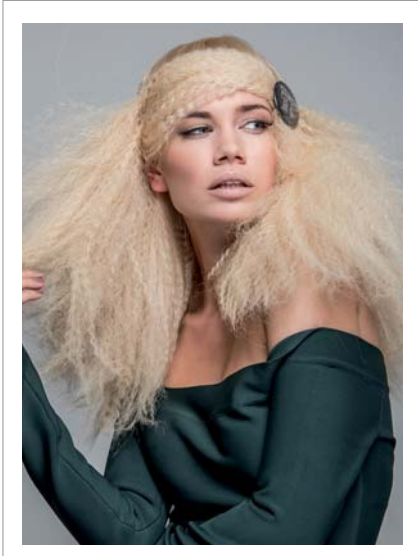
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Content

- 22 **Snippets** Latest news and updates of the beauty and hair industry
- 26 **New openings** Salons and spas across the country
- 28 **Main interview** Ross Charles, owner of a successful salon in York, England and winner of North East Hairdresser of The Year 2016 at the BHA, shares his experience at BHA, inspiration, and more. Charles plans to continue working on new collections, and developing the family business
- 42 **Role model** Karishma Tecksingani, Comfort Zone's Master Trainer, shares her experiences and viewpoint on the evolving beauty industry
- 44 **Get the look** Schwarzkopf Professional styled Sushri Mishra, Miss United Continents 2015, Noyonita Lodh, Miss India universe 2014 and Asha Bhat, Miss Supranational 2014, for the recently concluded Filmfare Red Carpet 2017. Here are the styles and an easy step-by-step guide to get the looks
- 48 **Success story** Namita Rai, the Gangtok-based, self-taught hair professional, shares her journey, plans ahead, and more.
- 58-62 **In focus** International Women's Day is celebrated as a testament of strength and resilience of women from all walks of life. Formal education brings financial independence and self reliance, and equips women to live with dignity. Salon India speaks to seven such strong women in beauty and wellness to inspire women to be bold for change
- 64 **Education** Vaijayanti Bhalchandra, Founding Team Member and Head Learning, Innovation and Supply Chain at YLG Institut shares the philosophy, USP of the academy, and view on education
- 65-74 **Beauty** Celebrity make-up artist and owner of Zorains Studio in Bangalore, Zorain Khaleeli, aims at introducing new techniques in make-up, initiating product development, and more; Independent make-up artists, such as Prasenjit Biswas, Saloni Arora and Gursewak Singh are ruling the make-up industry. Let's find out what makes them tick; product launches in make-up and skin care
- 76 **Influencer** Mumbai-based fashion designer, Rajat Tangri, shares his view on the fashion and beauty industry in India, importance of hair and make-up in fashion, and more
- 77-81 **Spa focus** Vaidya Sutras, the Ayurvedic Wellness Centre, located in the quaint town of Pollachi in Tamil Nadu, brings you an experience of Vedic Ayurveda with a scenic backdrop; On-Uma Jitbunjong, Spa and Wellness Manager of Mala Spa at Keemala Phuket Resort, shares her view on the wellness industry of Asia
- 84 **Celeb style** Sunny Leone, the bombshell of Bollywood, shares tips from her beauty, fitness and style dossier
- 86 **Events** The social calendar: what is happening when and where
- 88 **Step-by-step** Recreate the intricate cut

76



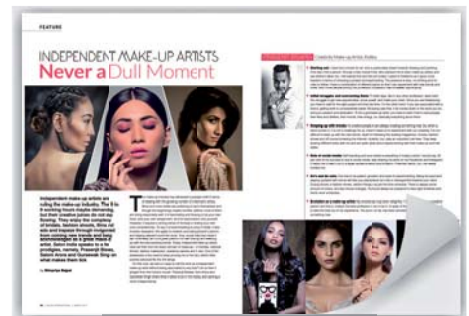
28



44



68



84



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/// NATIONAL ///

Local barbers get a lift



The MSME Ministry is all set to come up with an app for local barbers to manage their clients' data, along with maintaining accounts. The Ministry is co-ordinating with celebrity hair stylist and entrepreneur, Jawed Habib to prepare the app. Sharing his views on the proposed project, K K Jalan, Secretary of MSME Ministry, said, "We have already started the work. Now, local barbers can send messages to their clients about their schedules for haircuts and other grooming services. We are taking inputs from various people. It is not for hi-end salons, and aimed at small scale ones."

Dabur brings Spice Island to India



Dabur India Limited's retail venture NewU today announced the launch of Sri Lanka's Ayurvedic beauty brand, Spice Island. This marks the entry of Spice Island, which will be available exclusively at NewU outlets across the country, and will feature a range of premium skin care, bath and body care, and hair care products. The products are priced between ₹649 and ₹1,399, and are available in 14 SKUs. The company plans to expand the range to include a host of other beauty products like, face washes, and more. Commenting on the launch, Vijay Shankar, COO, NewU, said, "Inspired by the ancient wisdom of Ayurveda, Spice Island is a holistic approach to personal skin and hair care. It uses 100 per cent natural ingredients of spices, herbs, botanicals and super-fruits, sourced directly from the spice trade of Sri Lanka, to provide the user enriching outcomes. We are confident that the Spice Island range will meet the aspirations of the modern day consumer and further establish NewU as the preferred destination for all beauty care needs of the Indian consumer."

The Body Shop drops prices to raise market share in India

The Body Shop has dropped prices of its products by 20-30 per cent in India. The brand wants to raise its share in the competitive market, project itself as a more accessible cosmetics brand to increase its client base. With a decade long presence in India, the brand has available 100 per cent vegetarian products at their 150 stores in the country. Commenting on this move, Shriti Malhotra, COO, The Body Shop, India, said, that lowering the prices of the best selling products would bring affordable beauty closer to diverse consumers, irrespective of age groups, and would help to recruit new consumers along the way.



Sanghvi Brands launches Rossano Ferretti Hair Spa in Delhi



Rossano Ferretti Hair Spa was recently launched at Zehen at the Manor in Delhi by Sanghvi Brands. Having founded more than 20 salons around the world, Italian born Rossano Ferretti has revolutionised the beauty and hairdressing industry with his novel inclination towards his client's individual and natural beauty. Making up the rest of Ferretti's team are international stylists, Michele Finessi and Laurent Visco, both of whom will be available at Zehen at The Manor.

Commenting on the launch, Darpan Sanghvi, Managing Director, Sanghvi Brands said, "We are excited to bring Rossano Ferretti at The Zehen at the Manor which will bring the best of international hairdressing for the discerning residents of Delhi." Rossano Ferretti, Founder & Chairman, Rossano Ferretti Hairspa said, "Our locations are carefully chosen to ensure clients receive a five-star experience from the very moment they enter. We have waited a long time to find the perfect location in Delhi and in Zehen at The Manor, the epitome of well-being, we have found an exceptional match."

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Taylor Hill and Hailey Baldwin, the new faces of L'Oréal Professionnel



L'Oréal Professionnel's has signed celebrity models, Taylor Hill and Hailey Baldwin as their international spokespeople for 2017. Both Hill and Baldwin will be involved in representing different product ranges of the brand. Baldwin will be the muse for SS'17 'It Looks' colour collection which is designed by Vanessa Bruno. While, Hill will be in the forefront of the relaunch campaign for Série Expert hair care range, and will also be the face of Majirel Colour Correction Campaign. Commenting on the occasion, Marion Brunet, General Manager, L'Oréal Professionnel, said, "We are pleased to welcome Hailey Baldwin and Taylor Hill into our L'Oréal Professionnel family. They embody a new generation of women that is both addicted to fashion and ultraconnected, women who express their personality through hair colour and style to transform themselves just like with make-up. L'Oréal Professionnel has both the ambition and strength to address these needs, thanks not only to its broad portfolio of innovative products and services, but also its talented hair artists whom we work with worldwide."

RUSH Hair & Beauty raises fund from Lloyd's Banking Group

RUSH Hair & Beauty has secured funds worth \$16 million from a leading mid market private equity firm LDC, a part of Lloyd's Banking Group. The acquired funding will be extensively used in brand expansion and sizing up the number of salons in the next four years. The new academy in the pipeline and the brand's hair and beauty e-commerce platform, Shop Rush, will reap the benefits of the funds. Speaking on the occasion, Stell Andrew, Joint CEO and Co-Founder of RUSH, said, "Until now, we have grown our



business organically, but felt the time was right for expansion plans, and private equity investment is a natural next step for us. We want to substantially increase our presence and bring the brand to more customers across the country."

Make Up For Ever to launch global flagship store in New York

The Paris-based make-up brand, Make Up For Ever is all set to expand in the US market with its first global flagship store on Lexington Avenue. The décor is similar to the brand's stores in Paris, Singapore and London. A conveyor belt with a dozen rotating beauty trays, each containing a different trend, adorns the store. The products have step-by-step application procedures mentioned to make it convenient for the client. The other highlights are daily make-up classes, a digital menu at the entrance, brow services, dedicated section for complexion analysis, and an array of the latest offerings by the brand. The goal is to bring trends and education to clients in an entertaining manner.



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Head Office Unisex Salon



Owned and managed by Mohd. Ahkam, Head Office Unisex Salon is designed across 1300 square feet. On the salon's USP, Ahkam shares, "A personal connect with professionalism and perfection is our USP. We thrive to satisfy our customer and provide exceptional client service and that is the reason we are still able to hold our celebrity clients quite firmly." As a brand, the salon chain focuses on offering a world-class customer experience. Concludes Ahkam, "As for now, we are only focusing on our two salons in Punjabi Bagh and Model Town, but we are interested in offering franchises as well. This will be decided as per the situation and relationship with the partners. It was my vision to grow and achieve an international level in Indian market. I have been trained by international professionals and want my team to provide world-class experience to all those, who are looking up to us. I wish to set up branches outside India as well."

Colour combination: Wood and cream

Products used: L'Oréal Professionnel, Wella SP, label.m for hair; O3+, Casmara, and Eminence for skin; Kryolan, Make-up Studio, MAC for make-up; Wahl, Ikonik, Jaguar for tongs, irons and scissors

Lighting: Warm white

Flooring: Wooden

Architect: Not disclosed



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Cut and Style Salon



Spread across 1300 square feet, Cut and Style Salon has a new branch in Janakpuri. One of the fastest growing chains in North India, it was started by Dinesh Sharma and Rajesh Yadav 17 years ago. The newly opened branch has dedicated sections for hair, beauty, manicure, pedicure and make-up services, along with a waiting and a reception area. The salon boasts of customised, pocket-friendly services with a client-centric approach, highly skilled professionals, valet parking and a clean ambience.

Commenting on the USP, Sumit Tomer, Owner of Cut and Style, Janakpuri, says, "We want our client's experience to be unique and memorable, so that they do not wish to visit any other salon. Our mission is to bring fresh ideas and style, while keeping up with the current trend. We have a supportive staff that works toward the brand's essence of being client-centric and maintain high levels of cleanliness so that our clients keep visiting us."

Colour combination: Grey and white

Products used: L'Oréal Professionnel, Schwarzkopf, GK, Wella, Macadamia for hair; O3+, Casmara, Lotus Herbals for skin

Lighting: White and yellow LED lights

Flooring: Tiles

Architect: Sumit Tomer



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ROSS CHARLES

Razor Sharp Skills

He gave the first haircut at age 12, and by 16, he was showcasing his collections in magazines. Meet Ross Charles, who runs a successful salon in York, England, and is the proud winner of the North East Hairdresser of the Year 2016 at the BHA

by Aradhana V Bhatnagar



Initiation into hairdressing

My family has been in the industry since 1974. As a child I used to spend most evenings in my parent's salon watching them cut and style hair. I think I caught the 'hair' bug then and cut my first bob when I was 12! My first job at the salon was to wash hair, sweep up and make drinks. I was very mischievous and would make the froth on the cappuccinos so tall that the clients would end up with froth on their noses as they drank them! But soon, I was fascinated by hair and how it could make such a difference to someone, giving them confidence and making them look and feel fantastic. My father would ask my to stand at the side of him to pass brushes and combs; slowly he was showing me everything I needed to start my career in hair. My sister, Emma, worked in the family salon, too, for a while, but then went to work for Toni&Guy. A few years after my brother, Max, joined us as a colourist.

Professional education

Being a young hairdresser, I was educated in hair science and attended many courses linked with Trichology, as my father is a trichologist, too. In the 90s, I completed my NVQ levels 2 and 3 in hairdressing for men and women at my parent's salon in Leeds. I also trained in hair colouring at the Wella Studios in Manchester. Then I

went on to do my D32/33 to assess hairdressing apprentices. Joseph Lanzante trained and qualified me in Traditional Barbering including the Cut-throat Shave. Names like John Curzon from Merlin and Luigi Valducci from La Biosthetique played a big part in making me understand the material that I worked with.

More than mentors

I am so fortunate to say that my family was my mentor. My parents were my role models and they inspired me to become the hairdresser that I am today. My parents had the first five-star salon in the north of England. I remember in 1996 when we were on the stage for the Good Salon Guide at Salon International in London, I was assisting them in doing their latest looks on the models. I recall a particular shoot in Manchester with the famous model and television personality, Nell McAndrew, where I got to wash her hair before my dad created his look on her. By the time I was 16, I was doing my own photoshoots and many of them were featured in major hair magazines.

Challenges faced

When I decided on hairdressing, I focused all my energy and passion on it. I was still at school and did not do too well in my exams, as I spent most evenings doing hair instead of homework. I was



British Hairdressing Awarded 2016 Collection

Hair: Ross Charles of Ross Charles Hairdressing

Photography: David Charles



determined to be the best hairdresser I could be. This way of thinking became very useful throughout my career. The choice to be in this industry is one of the best things I have ever done in my life, as I love my work more and more every day.

Current role and forté

As the salon owner, I am responsible for the daily running of the salon as well as managing the team. I still have my own clients, so I am responsible for making them feel great each and every time they visit us. Technical Cutting using a vast range of techniques, mostly using a razor, is my forté and my love. My family and I have developed fabulous expertise and skills over the years.

BHA inspiration and experience

It was absolutely amazing to be nominated as North East Hairdresser of the Year 2016 and it was definitely one of the highlights of my career. I am inspired by most things really, I just need a little spark and then off I go. For my BHA collection, for example, my inspiration was 'mar morto' which means Dead Sea. I was inspired by the sea and the movement of the waves as much as I was by sea creatures like the octopus. I enjoy mixing fashion and nature and then making it in to a beautiful shape on the hair, which will complement the features and personality of the individual.

Preparing for BHA

Actually I did the whole collection on my own this year from Ideas, Styles Cuts, Colours, Feel. It took me around six weeks without a day off because of my working week of clients needed to be done, too. I often asked my wife and family for her opinion even though I was focused and happy with the way it was going. Early on I would create a mood board and then practice a lot. As it progressed, we changed ideas and developed the process before we prepared the models for the final shoot.

Favourite tools and products

I actually have my own brand of special hair products that promote healthy hair and make it easy to create hairstyles. I use variety of razors and my very precious Kasho Damascus scissors.

A day in the life of Ross Charles

In one word – busy. I love what I do and my passion keeps me going! A typical day is busy and sometimes a little crazy. I wake up and get the children their breakfast and get them to school. I then start at the salon in York cutting hair usually straight through without a break, then finish and go home. Then we have a family meal and then put the children to bed. Then I start to be creative! This is a time when I am thinking of ideas for shows, photoshoots, new collections and marketing plans. I love feeling I have filled the day and would not change it for the world.

Advice for aspirants and future plans

I would say if you have passion and an eye for detail, then you only need to master commitment and patience. Be prepared to work your way up from a salon junior, making tea and coffee and sweeping up a lot of hair. But that is how you will learn. My future plan would be to continue doing great hair, working on new collections, and developing our family business as much as we can.

Views on the hairdressing industry of India

Hairdressing in India is of a very high standard and some of the work I have seen is very technical and very ornate. I feel Indian women have beautiful, healthy and shiny hair. 🌟



Gorgeous **Destination Brides** SCINTILLATING LOOKS DECODED

MATRIX launches three ravishing bridal looks, created with SOCOLOR to unveil the goddesses in you. The three gorgeous styles, namely, Modern Maharani Bride, Ethereal Garden Bride and Boho Beach Bride, are an extension of the opulence of destination weddings concept. Melroy Dickson, General Manager-Education, MATRIX India, shares an easy step-by-step guide to achieve the three stunning looks



▲
GET THE LOOK

Modern Maharani Bride

Hair style: Braided Swirled Chignon.

Colour technique used: Sun-kissed highlights and lowlights, a technique used to add dimension and bring out the sunny hues of the gold in one's hair.

Colour palette: Gold.

Styling: Take a side parting that suits your face shape. Create a bun at the back and wrap the hair around it. Create a three strand twist braid, along the side into the bun. Up-twist on the other side and blend it into the bun. Finish off with MATRIX Style Link Style Fixer hairspray.



▲
GET THE LOOK

Ethereal Garden Bride

Hair style: Modern Messy Bun.

Colour technique used: Slices creating highlights with dimension and depth using dark and light hair colour shades of the same family.

Colour palette: Red.

Styling: Create a round section on top of the crown and make a ponytail braid. Place a doughnut in the round section and secure with pins. Wrap hair around the doughnut. Mould and blend the hair in the doughnut. Finish off by using MATRIX Style Link Style Fixer hairspray.



▲
GET THE LOOK

Boho Beach Bride

Hair style: The Boho Bride Textured Down-do.

Colour techniques used: A mix of Strobing and Balayage.

Colour palette: Plum.

Styling: Apply MATRIX Style Link Volume Builder evenly on towel dried hair. Blow dry and then curl your hair with a tonging iron section by section. Brush all the hair into a side ponytail, maintaining the curls for movement and texture.





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MATRIX Presents BLACKSPA Treatments

FOR SHINY LUSTROUS TRESSES

With BLACKSPA Treatments from Opti.black Dazzling Shine range, give your client's dark hair the brilliant dazzle it deserves, along with intense nourishment



Dazzling, long dark hair has always been one of the epithets of beauty in Indian women. The mention of beautiful hair throws across images of women with lustrous dark hair that bounces with vitality. But, with daily aggressors, like excess sun exposure, humidity and pollution, gorgeous, dark hair tend to become lacklustre. For women with dark hair coloration, the challenge is not only dullness, but also fadeage.

To help you keep up the shine and beauty of your long dark mane, MATRIX, the world's leading American professional brand, presents its revolutionary trademarked services, the BLACKSPA Treatments from its hair care range of Opti.black Dazzling Shine. With the all black formulae, the BLACKSPA Treatments are the first-of-its kind in-salon treatments that protect dark coloured hair from fading and also add brilliant shine. Infused with antioxidant Vitamin E, the BLACKSPA treatments can be customised to two sets of clients; those with hair coloured with dark shades and those with naturally dark hair.

Supreme Shine and Protect BLACKSPA

Duration: 60 minutes.


This supreme shine enhance treatment intensely nourishes and treats hair post a colouration service and protects dark coloured hair for upto 24 washes*.

Recommended for: Clients who opt for grey coverage colouration with any dark shade, for instance, shade numbers, 1, 2, 3.26, 4, 4.35, 4.62, and more.

Mirror Shine BLACKSPA

Duration: 30 minutes

This professional shine enhance treatment imparts brilliant mirror shine throughout the length of the hair and ensures that the hair dazzles more than ever.

Recommended for: Clients with naturally dark hair lacking shine. The use of the Opti.black home care range of shampoo, conditioner and serum helps to maintain the dazzle at home. 

Opti.black Dazzling Shine and its respective services are exclusively available at MATRIX salons across the country.

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Bid Adieu to Scalp Problems

Spécifique by Kérastase

Beautiful hair begins with a healthy scalp. Kérastase relaunches its Spécifique range for personalised scalp care regime to battle the perils of pollution

We all know the impact of urban lifestyles and especially, pollution on our hair. But what is it doing to your scalp? Everyday, both the hair and scalp are exposed to environmental aggressors that conspire against its natural health and integrity. Air-borne pollution, coupled with dirt, grime and water impurities, coat the hair shaft and clog the scalp, which lead to weak, lifeless hair. Air pollution clogs the hair bulb, which prevents nutrients from penetrating into it. It also covers hair follicles until they cannot breathe. As a result, the hair feels coarse and brittle, the scalp itchy and dirty due to lack of oxygen supply.

With the re-launch of the Spécifique range, Kérastase pushes the limits of science and efficacy. For the first time, Kérastase combines the best anti-pollution cleansing with a new scalp science. The in-salon rituals performed by experienced hair care professionals, along with the home care range, effectively work toward retaining the natural health of the hair.

The all new Specifique range

Kérastase has built a reputation of being the expert in luxury scalp care, and the passion and expertise of the brand has only expanded. The reinvented iconic 'Specifique' hair and scalp care range by Kérastase, harnesses the most advanced science to identify and combat hazards of urban lifestyle on our tresses. As the name suggests, this range includes rituals and products which target specific concerns of the scalp; anti-hair loss, anti-dandruff, scalp soothing and anti-oiliness.

Hair and scalp diagnosis

When you visit a Kérastase salon, the Kérastase ambassador will offer a complimentary hair and scalp diagnosis using the Kérastase camera. This diagnostic camera will zoom into the scalp 200 times and the hair, up to 600 times. Based on the diagnosis the ambassador will create an ultraprecise hair and scalp profile to identify and address your needs.



In-salon protocol for the scalp

Kérastase introduces a revolutionary professional in-salon protocol for the scalp in three essential steps.



Step 1: Scalp care regime begins with deep purification or cleansing with Masquargil and Sonic cleansing using a scalp brush and the recommended shampoo from the range. The pore-by-pore detoxification and micro-circulation activation step eliminates pollutants and toxins.



Step 2: The Masque Hydra-Apaisante is next applied providing a soothing massage for the scalp and emulsified through the lengths to condition hair.



Step 3: Finally, the targeted treatment is applied using the new Kérastase Micronizer which works like an air brush to deliver precision and efficiency. The micronized particles are 170 times smaller than a single drop. The Micronizer allows a thin and homogeneous surface deposition on the scalp.



Home care range

One, purify and detox. Two, calm and renew. Three, cure to prevent relapse. It is that easy. All the new Specifique rituals are designed to be maintained by the clients at home for lasting results. Regular use comforts the scalp and keeps it healthy with balanced nutrition. Your hair gets a fresh lease of life, and appears shiny and lustrous.

The range includes a shampoo, masque and a treatment product depending on each concern.

The range of 100 per cent silicone-free shampoos

Shampoos are available depending on the specific concern, and are priced at ₹2,000 for 250ml bottle.



The universal Masque-Hydra Apaisant

A renewing gel-cream masque treatment that moisturises the scalp and nourishes the hair. It is available in 200ml and priced at ₹3,100.



Intensive Cures

Treatments depending on the hair concern, Cure Apaisante For Sensitive Scalp is priced at ₹4,000 for 12x6ml vial, Cure Anti-Chute Intensive Prevention of Hairloss is priced at ₹11,500 for 42x6ml and Cure Anti-Pelliculaire Prevention of Dandruff is priced at ₹4,000 for 12x6ml vial.



Visit a Kérastase salon near you and ask the Kérastase ambassador for a diagnosis and scalp care ritual.





Alan Truman
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SMARTBOND

The Bond Reconstructing System by L'Oréal Professionnel

A breakthrough innovation, Smartbond is a bond reconstructing system which is the must-have care additive for all your technical services

Women desire the latest hair trends in colour and straightening. However, protecting and maintaining the health of the hair while being in sync with the latest hair trends may be a concern among the consumers. With the launch of Smartbond, protecting and strengthening the hair fibre while opting for daring hair

transformations is now possible! Smartbond is specifically designed for hairdressers and used during technical services, such as, hair colouring, pre-lightening and straightening. Co-developed with 12 top international hair colourists, it is 'the' solution for women, who hesitate to colour, pre-lighten or straighten their hair or those who regularly want to change their hair colour and style!

What is Smartbond?

Smartbond is the breakthrough Bond Reconstructing System, which when added with any colour, pre-lightening or straightening services, protects and strengthens the bonds inside the hair fibre. The result is stronger, softer and shinier hair after technical services.

Breakthrough technology

Smartbond is a revolutionary combination of a new acid and Ceramide, which has two modes of action, namely, protectors and cleaners. The protectors strengthen the strong bonds, whereas the cleaners, clean the fiber from bad ions left by components like persulfates, thus allowing weak bonds to reconstruct.

How does it work?

The Smartbond system consists of two components, which are used by hair experts in salons. The first component, Step 1 Additive contains the acid that works during the technical process to limit the stress on the hair and preserve the strong bonds by capturing ions, and allowing the reconstruction of the weaker bonds. The second component, Step 2 is applied to the hair once your colour or straightening has been removed as a pre-shampoo. Along with the additional acid, this stage also contains a blend of ceramides and polymers to condition and add shine to the hair. Easy to use, Smartbond acts in synergy with all L'Oréal Professionnel hair colouring and lightening products.

Tailor-made for pros, co-created with the world's best hair colourists

To create Smartbond, L'Oréal Professionnel involved 12 of the best international hair colourists in the early stages of product development, namely, the American Johnny Ramirez, the French Frederic Mennetrier and the Canadian, Matthew Collins, who are all part of L'Oréal Professionnel's 2016 International Hair Artists Glam Team. As a result, Smartbond is totally adapted to the hair colourist's routine: no need to bump up the oxydant, and above all, no extra processing time for the hairdresser. 📌



DARE ALL TRANSFORMATIONS WITH SMARTBOND

COLOUR



HIGHLIGHT





NAMITA RAI

Instinctive Raw Talent

The Gangtok-based young prodigy, Namita Rai, is a self-taught hair professional. With over 11 years of experience, her expertise lies in cut and colour. She was recently announced as the Second Runner-up in the Colour category at the East Regionals of L'Oréal Professionnel Indian Hairdressing Awards'16. *Salon India* speaks to the dynamic star on her win and career goals ahead



Early voyage

I used to style the hair of my friends and family when I was a child. Gradually, I developed an inclination towards it. I started my journey as a helper at a nearby salon, as there were not many training academies in Sikkim at that time. I do not hold any professional certification, however, my passion for hair has helped me in learning the tricks of the trade. I have spent 11 years in the line and soon I will be enrolling in a reputed hair academy to enhance my skills.

Hair industry then and now

The hair industry has grown by leaps and bounds - more than I had ever imagined. From neighbourhood parlours to plush salons, the growth is visible to all. This industry has gained respect not only from the members of the industry itself, but also from the masses, as it is now a rewarding career choice.

Awards and accolades

I have been in the industry for a short time, but I am thrilled to receive the L'Oréal Professionnel Indian Hairdressing Awards'16 from the East Region. I was the Second Runner-up in the Colour category and yes definitely, I have set the first milestone of my career.

Research and groundwork

People aspire to look like celebrities, but my objective was to represent the styles sported by stars in my own way. Imposing a popular look of any celebrity on my clients is not my cup of tea. I believe in creating a look that suits their style and personality.

Star styling

I have yet to get any opportunity to style a celebrity. As of now, my regular clients are my celebs, but if given a chance, I would love to style Deepika Padukone.

Young hairdressers

As I said earlier, this industry is gaining respect, which has further opened the doors for young aspirants. But, they must self-analyse whether they want their hobby to transform in to career and vice-a-versa.

My must-have product

The Ikonik hair dryer.

Future plans

Five years back, I started Trends in Gangtok. My current focus is on establishing it amongst the top salons in the country. 📍

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GET THE LOOK



SCHWARZKOPF PROFESSIONAL Styles For the Red Carpet

For the recently concluded Filmfare Red Carpet 2017, the hair colour and care brand, Schwarzkopf Professional styled Sushrii Mishraa, Miss United Continents 2015, Noyonita Lodh, Miss India universe 2014 and Asha Bhat, Miss Supranational 2014. Here are the styles and an easy step-by-step guide to get the looks

SUSHRII MISHRAA

MISS UNITED CONTINENTS 2015

THE LOOK

The elegant updo is inspired by the classic French twist with an asymmetric front. It is feminine, yet glamorous, ideal for the Red Carpet. Sushrii has an oval face, hence, this updo enhances her cheek bones, eyes, and highlights her confidence.

STYLING

Step 1: On towel dried hair applied a coin sized OSiS+ Upload styling product which gives an excellent base for the style. Dry the hair completely.

Step 2: Isolated horseshoe section from the front crown, back brush the entire back section with OSiS+ Session Flexible hold hair spray, and sweep and tie it vertically. Roll it like a French twist.

Step 3: The horseshoe section on the top is divided into two section crown and fringe, tie it asymmetrically.

Step 4: Finish the look with OSiS+ Session Strong Hold.





NOYONITA LODH

MISS INDIA UNIVERSE 2014

THE LOOK

The hair is slicked back. It compliments the Indian skin tone and is a sophisticated look for a formal affair. Noyonita's hair was half coloured with a regrowth of almost 6 inches. The skin tone and eye colour allowed us to decide on the 'Colour Melting' technique.

Step by step Colour

Step 1: The hair was coloured with Igora Royal L-44, 7-45 and 5-65 to give an intense chocolate melting result. Remember to add Fibreplex, as this product will give stronger results at the end of the service.

Step 2: The Colour Melting Technique is a fusion of three colours, and the best part is that it breaks the monotony of one colour. It makes the hair colour look natural, soft and blended. In this technique, colour is applied in sequence like 1, 2, 3 and the 3, 2, 1. Wait for 30 to 45 depending upon hair texture.

Step 3: Rinse and condition the hair with Bonacure Color Freeze range.

STYLING

In order to give Noyonita's slightly round face an oval shape, height was added to the sleeked sides.

Step by step

Step 1: Hair is washed and conditioned. On towel dried hair, OSiS+ Flatliner, which is a heat protection spray is applied all over and blow dried completely.

Step 2: Now taking the front ear to ear section, sleek and tie sides tightly and backcomb from the top to create height.

Step 3: Finally, OSiS+ Sparkler is applied in order to give maximum shine and colour protection.



ASHA BHAT

MISS SUPRANATIONAL 2014

THE LOOK

Hollywood Waves are inspired by the natural fluidity of the hair, which is wavy, healthy and have excellent bounce. Asha's hair was frizzy because of her regular usage of heat appliances during shoots, and so looked dry and dehydrated. Hair Strengthening Treatment which minimises hair breakage by up to 94 per cent, was administered.

Step by step Hair Strengthening Treatment

Step 1: Fiberplex Strengthening treatment, which is a bond boosting treatment is done. No 1 Bond Booster is applied. Wait for 10 minutes.

Step 2: Fiberplex Bond sealer and let it be for 15 minutes.

Step 3: Rinse.

STYLING

Realising the fact that her dress is asymmetrical, hair is put on one side for balance.

Step by step

Step 1: On towel dry hair, spray OSiS+ Session Flexible Hold Spray and dry the hair completely.

Step 2: Tong the hair with a big barrel tong in order to enhance her natural waves, pin all individual curls and let it cool down.

Step 3: Before taking out the pins from the curls, spray OSiS+ Session Strong Hold hair spray all over.

Step 4: Now separate the curls with fingers, sweep the hair one side and back-comb the roots from the top.

Step 5: Finish with OSiS+ Session Strong Hold hair spray.



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KARISHMA TECKSINGANI

On A Mission to Educate

Meet Karishma Tecksingani, the Master Trainer at Comfort Zone. She shares her first tentative steps in the beauty industry, experiences, and views on the evolving business

by **Roshna Chandran**

Biggest inspiration

My mother, Vijaya Tecksingani, taught me how to take care of my skin, hair and the importance of looking 'presentable'. My mother started her career in the beauty industry, while she was young and learnt things the hard way. She would observe and learn looking through the small windows in the salon, and slowly grew into one of the best hair and beauty therapist in the city, with an affiliation from the London College and trained many in the industry.

Professional education

I studied Beauty Therapy from the Headmasters Academy in Melbourne, and continued with my sports and remedial massage at the Australian College of Natural Medicine. My schooling was from St Mary's School in Pune and did my Bachelor of Arts from Pune University.

Experiences and exposure

The first time I landed in the beauty industry was whilst I was studying at Headmasters. Here, I was recognised for my skills and hired by a Japanese-theme day spa called Kocho. From then onwards, I worked with different medi-spas as well as a spa on a cruise ship.

The teaching methods overseas are amazing! Everyone in the industry is eager to share their experiences and see others grow. I had the opportunity to work with people from different nationalities and use different products, while I was in Australia. I had amazing teachers, colleagues and bosses. I learnt the power of working in harmony and sharing skills and experiences that encourages growth as a therapist, educator and person.

Trends today

The beauty industry has changed rapidly over the years and come full circle. In the

past, massaging the face and scrubbing was a routine. We moved into the machine era where every anti-ageing facial had to have the galvanic machine and the high frequency for acne and a steam machine with the metal pin to extract blackheads. We eventually moved into the vacuum suction and now in some places, we are back to the metal tip, which is less painful.

Until a few years ago treatments for age reversals were via collagen-rich products, home care, uplifting massage techniques, and advanced masques. In the last three years, the trend is moving more towards dermatologists, where minor cosmetic procedures like lasers, fillers, and peels have become more popular. The research and care put into the products and techniques today, is far superior than ever before. Being aware of the products, increasing the education and training of beauty technicians is of utmost importance.

Challenges on the way

When I came back to India, I was taken aback by the apathy towards education and training of therapists. The salon and spa owners usually hire people and train them as per their requirements. However the training provided is limited and only for practical work, whereas the details and background of the skin and human body is not looked into.

In India, our industry is not accepted as part of the wellness industry, which was not the case when I was in Australia. There the beauty and spa industry are looked upon as luxury and not as a part of the healing institution.

Advice to upcoming therapists

It often happens that when a customer walks into a spa or salon, they are told that there are a million things wrong with their skin. They



end up feeling anxious and depressed and settle for any treatment. Expensive treatments and products are pushed, which is not the right way to gain your client's trust. My advice would be to keep learning, upgrading skills and expanding their horizons. Listen to your clients and recommend the right treatment and home care regime.

Future plans

I hope to train and educate as many people as possible and venture into my own training academy, not only for beauty but also to increase awareness about the upcoming trends. I wish to educate upcoming therapists in a way that prepares them to walk in confidence with management studies, along with skills and practical education. 📌

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HAIR HYDRATOR BY ALFAPARF MILANO

Summer is setting in and gradually our hair is feeling dry to the touch. This season treat your hair to intense hydrating with Alfaparf Milano's Semi DiLino Moisture Nutritive Mask and leave-in conditioner

While the mask will replenish dry hair and infuse moisture deep into the hair shaft, the leave-in conditioner will gently detangle and anti-knot making the hair comb able as well as manageable. The mask works to restore the lost shine and strength of dry, tangled hair with instant improvement in quality.

Do not forget to use Alfaparf Milano Semi DiLino Moisture Nutritive Leave-in Conditioner. This is a lightweight hydrating formula that replenishes, softens and soothes moisture starved hair. Gentle on the hair, it can be used as a daily cleanser.

While Alfaparf Milano Semi DiLino Moisture Nutritive Mask is available in 200ml and 500ml for ₹1,500 and ₹2,000 respectively, Alfaparf Milano Semi DiLino Moisture Nutritive Leave-in Conditioner is for ₹1,000 and ₹2,500 and is available in 250ml and 1000ml, respectively.



USAGE STEP BY STEP

Step 1:

Cleanse hair and scalp with Alfaparf Milano Semi DiLino Moisture Nutritive Shampoo. Shampoo twice if the scalp is too oily, as the micro molecules of honey, immediately add moisture and soften the hair.

Step 2:

Towel dry the hair, as at times, excess water in the hair dilutes the effect of the mask and conditioner.

Step 3:

Apply Alfaparf Milano Semi DiLino Moisture Nutritive Mask from mid lengths to the ends.

Step 4:

Use a detangling comb to comb the hair.

Step 5:

The mask instantly improves the quality of the hair and softens the cuticle.

Step 6:

Leave the mask on for 10 minutes and rinse the hair thoroughly with water.

Step 7:

Towel dry hair.

Step 8:

Take some quantity of Alfaparf Milano Semi DiLino Moisture Nutritive Leave-in Conditioner and comb. This helps in distributing the product evenly.

Step 9:

Blow dry the hair section by section using a paddle brush.

Step 10:

To finish, apply three to five drops of Alfaparf Milano Semi DiLino Diamond Cristalli Liquidi for extreme shine and to protect the hair from oxidation. It safeguards the hair against humidity and harsh external agents.



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New Wing of **Be Bonnie** SALON DÉCOR INTERNATIONAL



Utpal Mitra, Partner of Salon Décor International and Founder of Be Bonnie Salons in Kolkata, shares his views on the salon furniture and equipment industry in India, brand strategies, plans, and more, exclusively with *Salon India*

What is your professional background?

I have an engineering degree and was initially involved with my own construction business.

What inspired you to get involved in the salon furniture and equipment industry?

We were already involved in the salon business. I was looking for ways to achieve horizontal growth and expand the business. In Kolkata, salon owners and new entrepreneurs have to travel to Delhi, Mumbai or abroad, to source their requirement of salon furniture, accessories and equipment. It is expensive as well as difficult, and getting after sales service for the purchased products is tedious, too. There was no organised and professional set up in the city. So, this helped me to carve the business idea and launch Salon Décor International.

What is the USP of the brand?

The main USPs of our brand is product quality, transparency of dealings and effective after sales service. We ensure a mutually rewarding experience and our brand USP sets us apart from the other players in the market.

What are the marketing strategies adopted by the brand?

We primarily focus on the Internet to take the brand across to the target audience along with one-to-one communication and connect with the salon owners, stylists and beauticians. We advertise and conduct PR activities in B2B magazines and events which help us to connect with the beauty fraternity. Our objective is to reach the target audience who need salon and spa furniture, equipment and accessories.

How many brands do you have?

We import high-end products worldwide and sell them under our brand, Salon Décor International, and also offer Pelo brand products.

Where all are the brands and products available?

For now, they are available at our office, showroom and warehouse in Kolkata. We have customers coming to us from the North-East, West Bengal, Bihar,

Jharkhand, Orissa and Sikkim. We primarily cater to the beauty segment in Eastern India.

What are your views on the salon industry of India?

The salon industry is growing on a rapid scale. There are a lot of entrepreneurial initiatives that are taking place. There are multiple salon chains as well as standalone salons and spas to cater to the burgeoning needs of the beauty conscious clients. Also, the clients are not only aware of the services, which are available, they are also willing to splurge to look and feel their best.

What are your plans for the brand?

My vision is to take Salon Décor International to the salon and spa fraternity, as an authentic, organised and professional one-stop destination for all the salon furniture and equipment needs. My plan is to be a service provider in this category, rather than a marketer for profits. We are already a firm, which is ISO 9001:2008 certified and other certifications are on the way. We would like to look at opportunities in Bhutan, and other eastern state capitals, which have a potential. From April 2017, we plan to introduce high-end salon equipment and accessories, like, galvanic machines, ultrasonic machines, facial steamers, tongs, hairdryers, variety of combs, mirrors, to name a few. We would like to expand in Kolkata by tying up with like minded business entities to sell, service and support our products.

What is the future of salon furniture and equipment in India?

The demand for salon furniture and equipment is on the rise owing to the booming salon industry. There is a rise in demand for unique products which is unheard or unseen in India. The people who drive this industry are well travelled and exposed to new products globally. This is one of the reasons we witness active participation in international salon and beauty fairs, like, Cosmoprof. We have to fill the void by making available all those new products in India and within reach. 📍



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Holi After Care by label.m

Our hair becomes a royal mess after the festival of colour! However, this year, label.m comes to our rescue with the label.m Treatment Shampoo, label.m Daily Shine Conditioner and label.m Frizz Control Serum. Use the trio for the after Holi hair care regime



AFTER CARE REGIME STEP BY STEP

STEP 1

Start with shampoo. Cleanse the hair using label.m Treatment Shampoo that is designed for coloured and chemically treated hair. It contains high amounts of vitamins, such as B5, H and E that help in strengthening the hair from the core. It also protects the hair from oxidation. This lightweight formula gently cleanses the hair and repairs it, without weighing it down. Shampoo twice if hair is oily.

STEP 2

Gently squeeze out excess water from the hair.

STEP 3

Apply label.m Daily Shine Conditioner from mid length to ends and use a detangling comb to evenly distribute the conditioner throughout the hair. It is suitable in case you wish to wash your hair daily, as it is gentle and adds an adequate amount of moisture to the hair. The conditioner lends immense shine and smoothness and protects against environmental aggressors. It contains White Silver Needle Tea that offers maximum anti-oxidation properties, as well.

STEP 4

Leave the conditioner in the hair for five to ten minutes. Rinse with water and towel dry.

STEP 5

Blow dry the hair as desired or leave it to dry naturally.

STEP 6

Upon drying, apply two to five drops of label.m Frizz Control Serum from mid lengths to the ends of the hair. Rich in poly-silicon 15, a natural ingredient, it helps to protect the hair from UV rays. It protects the hair from humidity, so controls frizz, too, and lends shine.



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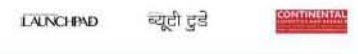
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MARKET WATCH Hair Care

Repair RESCUE Schwarzkopf

Is your hair ready to play Holi? Don't worry; Schwarzkopf has got your hair covered with BC Repair Rescue, for damaged, distressed or porous Hair. The BC Repair Rescue range is the first hair therapy that reverses up to three years of hair damage! Its patented reversilane technology nourishes, restructures and repairs the hair structure, giving remarkably healthy looking hair with a soft and silky texture. The range includes shampoo for normal to extremely damaged hair that gently cleanses, while improving inner hair strength; an intensive, creamy conditioner that makes hair stronger and smoother, while adding suppleness and a radiant shine; an intensive rinse-off treatment that reconstructs inner and outer hair structure, balances moisture and provides improved elasticity and shine. Its available on Flipkart.com and Amazon.in, and at all leading salons in the country.

Price: ₹799 BC Repair Rescue Shampoo, 250ml
 ₹799 BC Repair Rescue Conditioner, 200ml
 ₹900 BC Repair Rescue Treatment, 200ml



Argan'ik Moroccan Argan Oil

Extracted from the Argan fruit kernel, the Argan'ik Argan oil plays a vital role in hair and beauty care. Grown in the desert, with little water resources, the Argan tree has the natural tendency to retain water for long, and the fruit kernel of Argan has the quality of retaining moisture too. The oil extracted from the fruit, acts as a moisturiser for the hair and skin. Apart from this, the Argan'ik Moroccan Argan oil contains, Vitamin E, phenols, carotenes, antioxidants and a very high amount of unsaturated fatty oils. These are essentials for nourishment of hair and dry skin. It is available at all leading professional salons.

Price: ₹2,500

Leave-in treatment Supersilk

The Supersilk Pure Indulgence Leave-in Treatment is to be used consistently at home to repair and rebuild severely damaged hair. Infused with the Nano Silk Complex, it delivers silk amino acid proteins to nourish and fortify hair. It is a synergistic blend of silk amino acid proteins with sericin, a protein produced by silkworms. The addition of macadamia seed oil adds moisture and shine. The weightless, shine-enhancing formula reduces frizz and protects against dryness while locking in colour. Supersilk treatment and the home care kit are available at leading salons across the country through Headstart International.

Price: ₹1,275 for 120 ml



Scissors Jaguar

Scissors are one of the most important tools for a hairdresser. Jaguar scissors adhere to strict quality standards to make cutting an activity as relaxing as possible for the hairdresser. The Jaguar Silver Line category which gives you a variant of shears from Jaguar Grace to Concave CS, come with an ergonomic handle, which gives the hairdresser angled-thumb ring for a relaxed working posture and does not give pressure marks. The Silver Line Cutting Life has long-lasting sharpness due to the use of forged special steel. Ice tempering at -180 °C binds the carbon within the molecular structure, making the Friodur blade harder. Therefore, the steel has a high hardness level, making it even more durable and able to hold sharpness for a longer time. The Silver Line Cutting Action has a precision blade form thanks to CNC grinding technology and backlight bending process, which is combined with the Smart Spin adjustable, self-contained flat Smart Spin screw system that allows easy, outstanding cutting action. The Silver Line Sharpness has convex blades with semi integrated cutting edges and an acute cutting edge angle for outstanding sharpness. It is suited for slice cutting thanks to hollow grinding and honing. For more information, email info@headstartinternational.in.

Price range: ₹12,750 to ₹19,975



Hair Colour Streak Professional

One stop solution that will ensure gorgeous looking hair, with better shine, better softness and even better lasting and depth of colour. Introducing the new and advanced Streak Professional Hair Colourant Cream enriched with the goodness of Argan oil & Walnut oil repairs, protects, and moisturizes hair and silicone active system acts as a conditioning agent that ensures softness. An effective hair colour cream that gives rich, natural looking colour with gorgeous hair texture. Its rich non-drip crème formula, blends evenly with the developer that gives ease of application. Argan oil is rich in Natural Antioxidants and vitamin E which is good for healthy hair. Its moisturizing properties tames frizz and makes hair soft, sleek adding extra shine that makes your hair look gorgeous. Enriched with Argan oil and revolutionary Silicone active system, which is a blend of conditioning agents consisting of silicone with dual cationic polymeric system; helps increase and maintain depth of colour on the hair. It is designed for hair colourants to help shield the hair fibres against oxidative and environmental damages. Available in 30 shades at .



Price: ₹150 for 60gms

Shampoo and conditioner ColorpHlex

ColorpHlex Home Care continues to give salon results at home. The ColorpHlex Shampoo and Conditioner duo especially designed for colour-treated hair featuring vegetable-derived Color Strengthening Technology, strengthen weak and damaged hair. Naturally protective sunflower seed extract reduces colour fade while providing unmatched moisture balance to your hair. The shampoo is sulphate-free. The Conditioner locks in colour while eliminating tangles, restores moisture, and promotes healthier-looking, soft hair. ColorpHlex treatment and home care kit is available at leading salons across the country through Headstart International.

Price: ₹2,475 for 355ml ColorpHlex™ Shampoo;
₹2,475 for 355ml ColorpHlex Conditioner



Hair oil Soulflower

The Rosemary Lavender Healthy Hair Oil is infused with Rosemary Essential Oil, Lavender Essential Oil, Juniper Oil, Amla Oil, Neem Oil, Castor Oil, Olive Oil, Jojoba Oil and Coconut Oil and antioxidants. Suitable for all scalp types, the oil helps strengthen the roots, repair split ends and nurture frizzy hair back to health. Apply on damp hair and scalp and massage gently. Leave it overnight for best results. It is available at retail outlets and online at www.soulflower.biz.

Price: ₹400 for 225ml



Curling Tongs Mr Barber

Mr Barber launches its new set of Curling Tongs in four sizes, 19mm, 22mm, 25mm and 28mm. The tongs are crafted with salient features like, extra long ceramic barrel, temperature range of 130-210°F with digital control, soft rubber grip for easy handling and rotating swivel cord for salon usage. The tongs create the most beautiful, nonchalant waves. For fine to medium hair, the temperature range should be between, 180-190°F, while thicker and coarse hair should never exceed 210°F. For voluminous curls, hold the tong horizontally but for classic waves hold the wand vertically. It is available at Esskay Beauty Resources Private Limited

Price: ₹2,500





INTERNATIONAL WOMEN'S DAY

Agenda: #**Be Bold For Change**

International Women's Day is celebrated as a testament of strength and resilience. *Salon India* shares the platform with seven such strong leaders from beauty and wellness, who are an inspiration for those around them. The common factor among these women is their insistence on being be bold for change

by **Aradhana V Bhatnagar**

SHAHNAZ HUSAIN

Chairperson Shahnaz Husain Group of Companies

What are your thoughts on this International Women's Day?

Last year's theme was 'Pledge for Parity' in order to narrow down the gender gap. In 2017, the theme also concerns gender parity, which has actually slowed down. The theme for this year is 'Be Bold For Change'. Despite the achievement of women in various fields, change is needed in order to bridge the gender gap and achieve equality. Each and everyone of us can contribute towards this and be a leader in our own community or 'sphere of influence'. We can take action at the individual level, or collectively, in different areas, like education, vocational training, skill development, gender bias in the family, work place, and so on. We need to come together to help women move forward and realise their limitless potential.

What does women empowerment mean to you?

To me, it means equipping the woman to be an equal with a man in all aspects of life and society. She should have equal decision making power. I believe that whether a woman is educated or not, she wants to be respected and that is inherent in her nature. I also believe that financial independence is an important aspect of women empowerment. I have encouraged many women to take up a beauty course and start salons in their homes, so that they can have a career and also take care of their home and family. This has given them financial independence, confidence and strength. Education is a must. Changes cannot come from outside and by force. It has to come from within the society. The change can be complete when the society has recognised a woman to be an individual, with

a separate identity, with her own dreams and wishes.

What is your idea of a beautiful woman?

A beautiful woman is not necessarily one who has been endowed with classic features, but one, who has learnt to value herself physically, mentally, emotionally, and even spiritually. She has beauty, brains and a spiritual power. She not only has flawless skin, shiny hair, a slim and supple body, but also self-confidence and self-assurance. I think personality is most important. A beautiful woman is not like a painting on the wall, to be admired from afar. She is a real and vital person who, through her interaction with others, leaves behind the fragrance of a personality that is impossible to forget.

What is your message regarding the need for women's safety?

We should follow this year's International Women's Day theme – 'Be Bold For Change'. The latest incidents in Bangalore and Delhi have sent shockwaves across our country. If a group of inebriated men lose their mental balance, how can the onus lie on women? We hear talk of influences of Western culture on women with regard to dress and lifestyle. I would like to ask, "Which culture is influencing these men?" Surely, it is not the Indian culture, because our culture believes in respecting, revering and protecting our mothers, sisters, wives, and women in general. I feel the problem is basically a social one. Women must have equal standing within the family. It is at home that the boy learns to respect and honour women. If the women in the family are treated with respect and equality, the male children will do the

same. Both son and daughter should be treated equally and given equal opportunities. Of course, better law enforcement and a more secure environment are needed for the prevention of such incidents. But, I must reiterate that social change and empowerment of women should begin at home and in our minds first.

You have been invited to speak at a conference at Harvard Business School. What will you speak on?

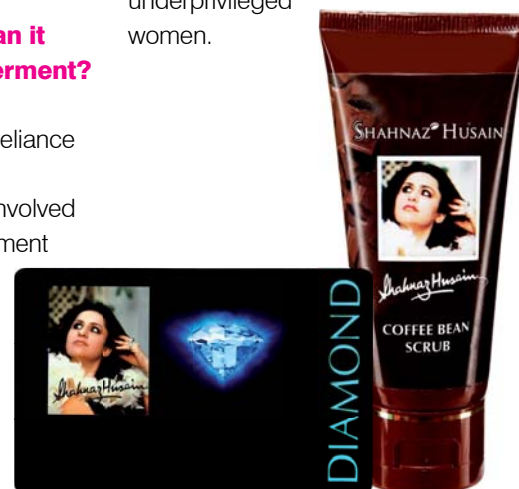
Yes, I have been invited to address a conference at Harvard Business School, and it is one of the largest conferences focusing on India, and is jointly organised by HBS and Harvard Kennedy School. The theme is 'India's Path to Global Leadership'. There will be a 'Woman Empowerment' panel discussion, too. I will speak on Brand India and Woman Empowerment. The conference brings together government officials, business leaders, academics, artists, philanthropists, and many others, to discuss key issues, solutions and opportunities in the path to success and global leadership. Amartya Sen, Shashi Tharoor, Azim Premji, Aroun Shourie, and so on, have also attended this conference in the past.

What about your contribution to Skill Development, how can it help women empowerment?

I believe that financial independence and self-reliance is necessary for women empowerment. We are involved in implementing Government Skill Development projects in the Beauty and Wellness business. We have tied up with a group in West Bengal and the projects are being



extended to other states, too. Over 40,000 underprivileged women have been trained and certified till now at my Beauty Training Academy. The idea is to empower and unleash the huge potential lying dormant amongst women in this stratum. This is done by harnessing their skills through a methodical and structured training programme in beauty and personal care business. At the end of the training programme, they receive certification recognised by the business, market and financial institutions. They can, then, be hired and their training and talent may be used. The students can start their own home-based business, too. They can also freelance. After the training, a complete toolkit, with all the amenities related to Beauty and Wellness, is provided to these beneficiaries by the Shahnaz Husain Group, to make them self-reliant. We also participated in a programme on skill development called 'Sabka Saath Sabka Vikas' held by the Central Government, where we contributed by training and certifying over 6,000 underprivileged women.





DR BLOSSOM KOCHHAR

Chairperson, Blossom Kochhar Group of Companies

► **Significance of 'International Women's Day':** "I believe everyday is Women's Day, and do not need a special day to remind everyone on how unique we are in our own way. It is true that if we look at the position of women in medieval age, we would see women enjoying equal power as men, however, in between, we have lost track of ourselves, and thus the concept of celebrating a specific day. Women's Day internationally is a gentle reminder to the world that we are no less and makes us feel special, helps us to come to terms with who we are and what we are capable of. Many of us 'women' forget our inner power to bring about change in the work arena, society, family and the world, as a whole. This day helps us garner the inner confidence and strength by being appreciated by our family, workplace and societal circle to believe in us. Most importantly, it teaches us to appreciate each other and ourselves as people, who bring about positive change."

► **Initiatives to promote empowerment of women:** "We offer education to women, the girl child, and widows, who cannot afford to pay for skilling themselves professionally. We do this to give them a trade and not merely to earn, but to help them become self-reliant and confident. We train and empower them by offering the education through our academy, Blossom Kochhar College of Creative Arts and Design. Many of them have stepped up and are looking after not only themselves, but also their families."

► **Skill development to benefit women:** "Skill development is an important factor to empower women because even though a woman gets a college degree, she will still have to go out and work. If she has a skill in hand, they can become entrepreneurs without specific work hours. Definitely, then, the sky is the limit and with the skill development programme, new talent is coming up in the industry, thus helping women to mark a place for themselves."



BHARTI TANEJA

Founder Director, Alps Clinics

► **Significance of 'International Women's Day':** "Women's Day is celebrated across the world and it plays a vital role in reflecting, rejoicing and recharging women. It is a day to connect physically, virtually and spiritually with one another and thank the generations of amazing women before us, and after us."

► **Initiatives to promote empowerment of women:** "To empower women, education is a must and a fundamental human right. I feel it is important to 'teach the art of catching a fish; rather than giving the fish away'. The initiative seeks to educate women to achieve complete economic growth, and for the same, I have tied up with NGOs to support and motivate underprivileged girls by offering them free beauty education and employment. I often visit schools and organisations where I spend quality time with deprived children."

► **Skill development to benefit women:** "I admire PM Modi for launching an array of skill

development initiatives for our youth. This is the best way of eliminating the gap between the potential employee and the employer. Skill Development mission was introduced on 15th July 2015 (on World Youth Skills Day) with an objective to achieve the vision of 'Skilled India'. Under this mission, a number of courses are offered to the young to acquire skills in the field of beauty and wellness, agriculture, auto and auto components, apparel, banking and financial services, chemicals and pharmaceuticals, and more. There are many benefits of Skill Development mission, such as, Indian youth get international recognition for the courses they pursue; it encourages economically weaker sections to lift their standards by getting trained in the professional courses with minimal or no charges. It creates an effective mentoring programme and provides golden opportunities to the recruiters to find well-skilled workers under one roof. The courses which are offered under this programme are meant for men and women therefore undoubtedly it is a boon."





J TARA HERRON

Spa Director, Imperial Salon and Spa

► **Significance of 'International Women's Day':** "The significance of this special day is that it recognises the plight and power of women to overcome narrow perceptions and unfounded traditions that hold them back from being and becoming fully actualised human beings, independent and free of social moorings and inhibitions."

► **Initiatives to promote empowerment of women:** "For generations, women in many underdeveloped countries have been victims of male cruelty and abuse in the name of religion and culture. In truth, we all know that women are equal, if not superior to men, in their biological and practical nature, and that this abuse stems from man's sense of inferiority and the inability to control their own passion for women that can manifest as jealousy, possession, suppression and control. From this misguided perception, girls have been conditioned to see themselves as the inferior sex and have succumbed to being victims of the sex trade and sexual abuse within families and marriages. The initiative I wish to support is the education of girls from a young age to understand that this domineering and abusive behaviour is a criminal act and that they

are at liberty to inform authorities about such experiences. Girls and women need to feel that there is a protective law enforced that listens and acts in their favour."

► **Skill development to benefit women:** "Skill development is extremely important because it is through learning 'how' to do more things that we also learn about ourselves and our true potential. We learn what we are capable of achieving and of becoming. This gives girls and women the self confidence to know they can be independent and a respected member of society, not to be hidden away, ignored or abused. Once a woman knows her worth and is able to benchmark herself fairly amongst others, this accomplishment plants a seed of ambition and fulfilment in herself. There is no limit, no ceiling to what can be achieved. Equality can only be experienced by being able to play and work in the field of shared opportunities and for this girls need to learn skills that take them into new arenas. Change can only happen through initiating growth of the mind and intellect to understand the limitations and how to overcome them on practical, theoretical and emotional levels of skilfulness."



VAISHALI K SHAH

Director, LTA School of Beauty

► **Significance of 'International Women's Day':** International Women's Day in the context of our country is very significant. Even today, women have to fight for their rights and to be considered equal in every sphere of life. This day reminds all women that it is important to come forward and celebrate being a woman and the sense of liberty and equality has been bestowed by nature to all and no social system should be able to suppress it. When the planet celebrates this day collectively, the belief of equality becomes stronger."

► **Initiatives to promote empowerment of women:** "In my opinion, the biggest empowerment for women comes through education and financial independence. Being in the field of beauty education and having set up India's largest international beauty academy, LTA, my mission is to provide world class education and training in hair and beauty, which would offer meaningful employment to women without any caste, class, religion, and creed distinction."

► **Skill development to benefit women:** "If you develop any skill which results in meaningful employment, only then would such skills have any relevance. I firmly believe that right and adequate skills acquired in the field of hair and beauty service would be relevant for a lifetime and would ensure one can add value until one is physically capable of delivering service."





DR KIRAN LOHIA

Celebrity Dermatologist, Lumiere Dermatology

► **Significance of 'International Women's Day':**

"To me, International's Women's Day means that I am empowered to be an independent woman. I am not dependent on anyone for my life or my happiness, and my rights are equal to anyone else's. Previously, women were not allowed to own property, or work independently, and some countries still do not even allow women to drive. In India, there is still foetal infanticide because women are simply considered a burden rather than an asset. While International Women's Day is a celebration of the progress we as women have made, it is also a reminder of the strides we have yet to make. It acknowledges our growth, but reminds us of women who still have not received their due rights. It essentially reminds me that while I maybe lucky to be empowered, there are millions of women around the world, who are not, and we must work to improve their situations as well."

► **Initiatives to promote empowerment of women:**

"I want to invest in girl's education throughout India. Only through education can

empowerment occur because it is through education they learn their value and they learn skills, which allow them to earn, thereby giving them financial independence. Both education and financial independence are tools through which real female empowerment can occur amongst the poorer classes. I already donate a percentage of the clinic's revenues to girl's schools in India, and plan to increase this amount as well. I feel through education and skill development, women can achieve the empowerment they so rightly deserve."

► **Skill development to benefit women:**

"Skill development is a highly important avenue for delivering job skills to women, who currently are dependent. By establishing skills in this sub-population, we are able to give them a revenue generating activity that they can use to augment their household's income. Through their own financial empowerment, the household becomes educated on the value of women in the workplace. This also allows women to assert themselves and their own rights."

DR CHIRANJIV CHHABRA

Director and Consultant Dermatologist, Skin Alive

► **Significance of 'International Women's Day':**

"International Women's Day is of great significance to me. Ideally, women and their achievements, especially in the socio-economic section, should be appreciated every day. Even in today's day and age, despite having conquered a number of industries, women still take a backseat to men in terms of wage gaps and career growth opportunities. The good news is that women are increasingly pushing against this, and this effort has been captured in this year's International Women's Day theme- #BeBoldforChange. In a country like India, where there is still a large amount of orthodoxy dictating that a woman's place is at home, recognising International Women's Day is all the more important."

► **Initiatives to promote empowerment of women:**

"We can promote women empowerment by giving training to economically challenged women in areas, such as, home nursing, basic IT skills, career readiness programmes, and more. When women have economic empowerment, it is a way for others to

see them as equal members of society. Political participation, be it the ability to vote and voice opinions, or the ability to run for office with a fair chance of being elected, plays a huge role in empowerment of women. Introduction of the web world to women make them socially active through which women are able to empower themselves by organising campaigns and voicing their opinions for equality rights. Simply including women as a part of a community can have sweeping positive effects."

► **Skill development to benefit women:**

"Skill Development is a really crucial arm leading to development especially in a place in India where the employment rate and literacy rate is very low. Honing skills of the unskilled will lead to increase in the revenue generated by the poor and the middle class, and this will also in turn generate skilled workforce for the country. This workforce will easily penetrate the economy. Talking about women, who have a tendency of remaining unemployed, skill development will empower them. It will also increase per household revenue."



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Please tell us about yourself.

I am a Material Sciences researcher, who has turned into an entrepreneur. I was a faculty member at the Department of Metallurgical Engineering at my alma mater VNIT Nagpur. However, I feel my entrepreneurial journey is a perfect match, as I am passionate about beauty and hairdressing. I would have completed my doctorate from IIT Chennai in Bio-Materials if I had not joined my husband, Rahul. Later, I acquired hairdressing certification from City & Guilds (Level 3) and Aesthetics certificate from CIBTAC. My expertise was used by City & Guilds to create the India Beauty curriculum. I completed PGDM (HR) from Symbiosis in Bangalore to better understand the business processes. Presently, I am responsible for with YLG's product and technology innovation, and the overall academy function.

What is the philosophy and vision of the academy?

At YLG Institut, our philosophies are customer centric. We focus on preparing the students to service the end customer, to the best of their ability; we never compromise on the quality of education, in enhancing skill level within our students; we instill confidence and professionalism through fair and equitable discipline; we do not discriminate on the basis of caste, creed, religion, language, gender, or economic status for selection, training, treatment and placement of the students. Our vision is to create beauty experts and unique beauty products by placing beauty at the intersection of science and art driven by knowledge and insights gained from real customers. Our mission is to make YLG institute India's finest beauty school with expertise in hair and beauty services, and build a unique range of beauty products for helping customers look beautiful.

What is the USP of the academy?

Our USPs are international accreditations like CIBTAC, ARTH and City & Guilds, highly trained

faculty, world-class infrastructure and facilities, and multiple courses for both skin and hair.

How many students are there?

Over 1,000 students have graduated from our academy since its inception.

What is your advertising and marketing strategy?

We have 360° marketing approach where we use both traditional and digital media to create awareness. For online marketing, we use Facebook campaigns and Google AdWords. We also participate in trade shows, advertise in print media and have referral programmes.

What are the challenges faced by the academy?

India receives only 8 per cent of formal vocational education, which is less to create awareness about the various courses across the country. It is a challenge to reach the interiors where there is a demand for vocational courses. The second largest challenge would be in terms of the demand for talented and qualified faculty.

What are your views on the education academies in India?

Beauty academies in the country are focusing on having the right infrastructure and facilities, which is good news. It has become more and more important that academies maintain relevance and keep up with the best global standards of education. There is a huge potential for growth and with adequate support, we can equip our young generation in the country.

What are the plans for 2017?

We would like to expand our Institut to the other cities of Southern India. We have plans of investing more in terms of marketing which will help us reach more students, thereby, increasing the quality of skills for the beauty industry. 🌐

BEAUTY



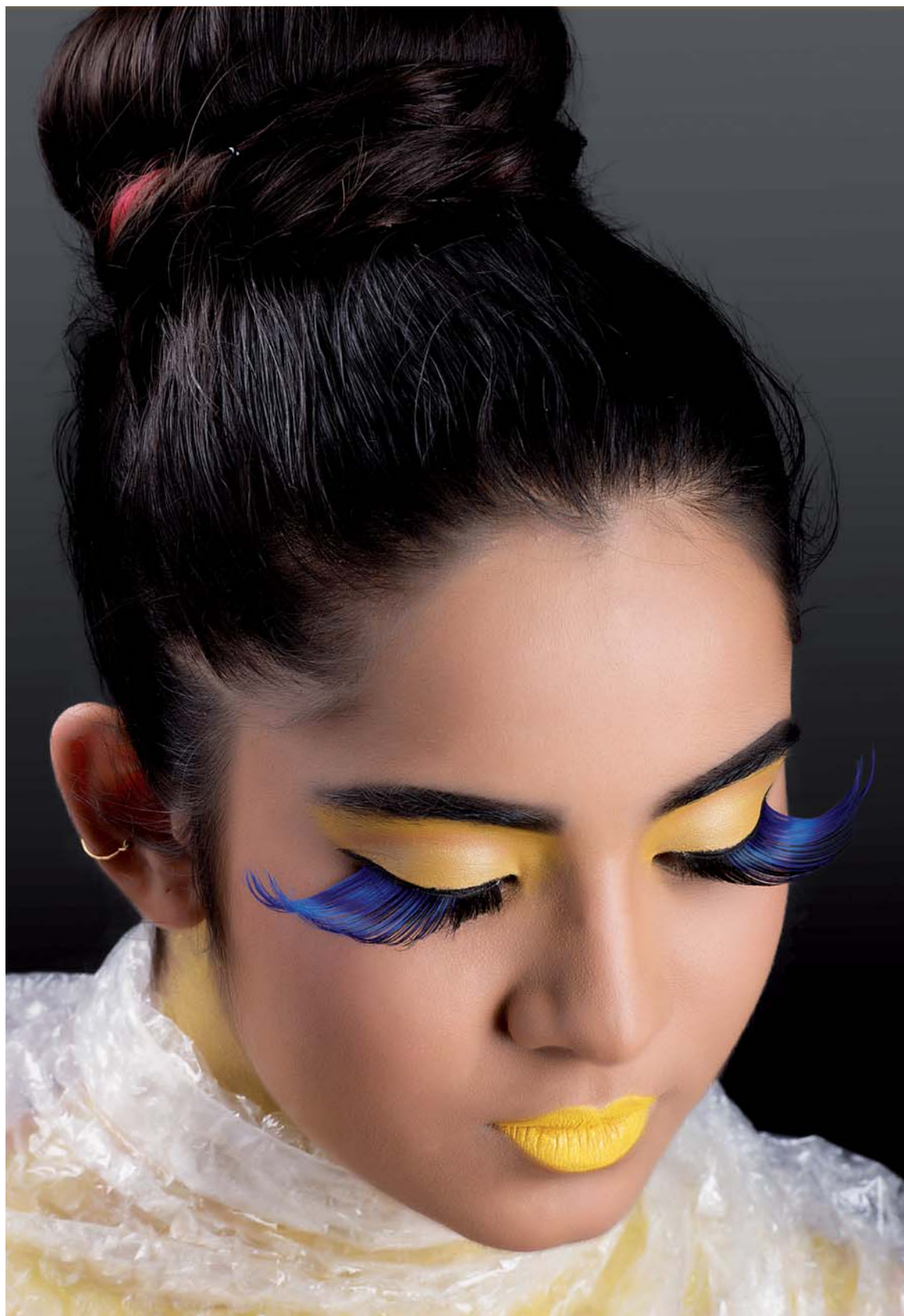


ZORAIN KHALEELI

Eye for Perfection

Meet Zohrain Khaleeli, the celebrity make-up artist and owner of the academy, Zorains Studio in Bangalore. Khaleeli aims at introducing new techniques in make-up, initiating product development, and building her brand further

by Shivpriya Bajpai



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

I was inspired by my grandmother and mother, and the way colour has the power to transform people. At 15, I was eager to learn the art and enrolled myself at Shamans Academy which was run by my mother's friend. My parents were very supportive, as long as I had a formal educational degree. This was the start of my career in the make-up industry. After my initial stint at Shamans, I observed other make-up artists, did small assignments, and experimented a lot. After marriage, I moved to Oman and joined a local salon as a make-up artist. This was a great learning experience as I learned dramatic eye make-up. Back in India, I brushed my skills with a short course from Swati Gupta. Soon after, I joined the first MAC store in Bangalore way back in 2007. This was my turning point as I realised make-up was not merely an art, but a technical science.

What are the current trends in make-up?

For Spring/Summer 2017, the trend is more organic with pops of colour. It is about pastel smokey eyes, natural skin enhanced with essential oils for that beautiful glow or playing with coloured mascaras and subtle glitter on the lips. Online trends are more elaborate and experimental like crown make-up and studded brows to glittery ombre lips.



What are the products you swear by?

A black kohl from Marc Jacob, gel liner from MAC or Inglot, retro matt lipsticks from MAC, highlighters from Becca, pro-concealers from LA Girl and the Laura Mercier finishing powder. My favourite eyeshadows are Sketch and Brown Script from MAC. As a product category, the must-haves would be a mascara, lash curler and lipper.

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

This profession needs high level of dedication, precise recommendation, punctuality and agility to adapt to the client's need. The biggest challenge is the general health of the artist, where meals are missed, long standing hours, wrong posture effecting the spine, and most of all, missing out on family time. There have been situations when one has had to prioritise work over family. Commitment, patience, planned calendars, and family support has helped me overcome tough situations.

What are the points you keep in mind for fashion and bridal make-up?

The difference between bridal and fashion is not based on the make-up look, but the source of inspiration. For instance, bridal make-up is more personal and real. Fashion make-up is all about your creativity based on the designer's inspiration. Also, one look does not fit all; instead it has to be adapted on multiple faces, especially for fashion shows.

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

The start was an exciting learning phase, which was influenced by multiple styles of make-up, and from there, I moved to creating

a style of my own. Today, I enjoy imparting the knowledge that I have gained to inspire new and aspiring artists.

Please tell us about your client list.

My client list includes south Indian actresses, such as, Ramya Spandana, Sindhu Menon, Vasundra Das, Sharmila Madre, Shruti Hariharan to Bollywood actresses, namely, Zeenat Aman, Shraddha Kapoor, Mugdha Godse, Shruthi Hassan, Illeana DeCruz and Sidharth Malhotra. I have also worked with top fashion models like Nethra Raguraman, Racheal Byros, Tinu Varghese and Noynika Chatterjee. The most important are my brides and students.

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

In India, the make-up industry is no longer in its infancy stage, but it still has to do a lot in order to compete with the international market. New age artists are Internet savvy and use social media extensively. The access to international products and information has helped this growth. Now, there are multiple streams apart from film and bridal make-up to fashion catalogues, ads and editorials, to name a few. The technical aspect of make-up, however, needs improvement.

What are your future plans?

Having established as a service and an academic brand that caters to a large number of events and budding artists, I would now like to move to product development. I want to create superior quality products at affordable prices. In the field of training, I look forward to bringing in advanced make-up techniques and forms like prosthetics, cinematography make-up, and also branch out to related fields for overall makeover with nails, hair, lash and brows. 📍

INDEPENDENT MAKE-UP ARTISTS Never a Dull Moment



Independent make-up artists are ruling the make-up industry. Their 9 to 9 working hours maybe demanding, but their creative juices do not stop flowing. They enjoy the complexity of bridals, fashion shoots, films and ads and trapeze through invigorated from coining new trends and being acknowledged as a great make-up artist. *Salon India* speaks to a few prodigies, namely, Prasenjit Biswas, Saloni Arora and Gursewak Singh on what makes them tick

by **Shivpriya Bajpai**

The make-up industry has witnessed a paradigm shift in terms of dealing with the growing number of independent artists. More and more artists are preferring to launch themselves and though the beginnings maybe humble, with time, most of them are doing reasonably well. It is fascinating and liberating to be your own boss, pick your own assignment, and be responsible to only yourself. However, it requires a strong sense of honesty in knowing your own core competencies. To say it is back-breaking is putting it mildly; it also involves reasearch, the agility to network and being a people's person, and staying relevant round the clock. True, social media has made it tad more easy, as it is a great platform for self branding and keeping up with the ever-evolving trends. Today, independent make-up artists have set their foot into every domain of make-up – be it bridals, editorial shoots, fashion makeovers, academy owners and the rest. One of the drawbacks is the need to keep proving his or her talent, which often pushes personal life into the wings.

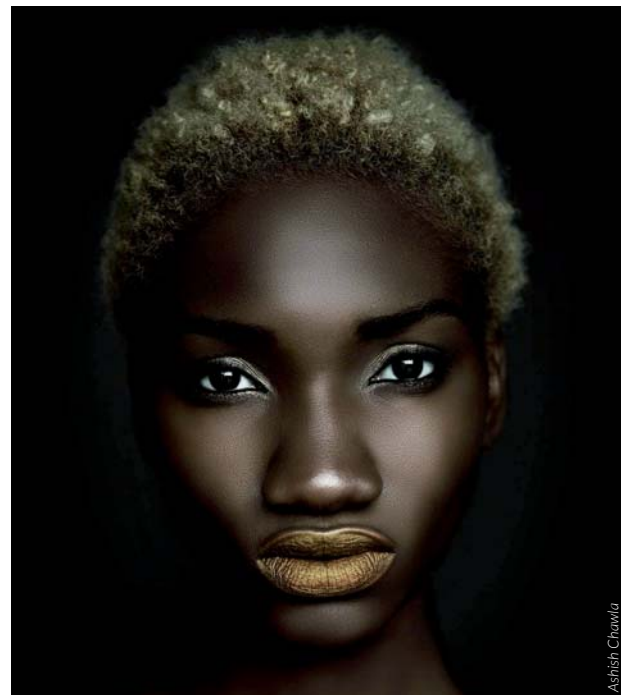
On this note, we ask is it easy to call the shot as an independent make-up artist without being associated to any brand? Let us hear it straight from the horse's mouth. Prasenjit Biswas, Saloni Arora and Gursewak Singh share what it takes to be in the industry, and carving a niche independently.

PRASENJIT BISWAS | Celebrity Make-up Artist, Kolkata



- ▶ **Starting out:** I have had a knack for art, and was particularly drawn towards drawing and painting. One day I met a person, through a few mutual friends, who advised me to learn make-up artistry and see where it takes me. I did exactly that and here I am today! I opted to freelance as it gives more freedom in terms of choosing a project and experimenting. The pressure is less, no binding and no rules to follow. I have a combination of different projects so that I can experiment with new trends and looks. With more people joining this profession, competition has increased significantly.
- ▶ **Initial struggles and overcoming them:** The initial days, like in any other profession, were hard. You struggle to get new opportunities, prove yourself, and make your mark. Since you are freelancing, you have to wait for the right project and that takes time. On the other hand, if you are associated with a brand, getting work is comparatively easier. But, having said that, it all comes down to the work you do, and your passion and dedication. To be a good make-up artist, you have to learn how to read people, their likes and dislikes, their moods, their energies, so, basically everything about them.
- ▶ **Keeping up with trends:** As creative people, we are always creating something new. So, when a trend comes in, it is not a challenge for us, instead it helps us to experiment with our creativity. It is not difficult to keep up with the new trends. Apart from following the leading magazines, movies, fashion shows and off course browsing the Internet, my clients, too, play an important role here. They keep sharing different looks with me and are quite upbeat about experimenting with their make-up and hair styles.
- ▶ **Role of social media:** Self branding and social media is everything in today's world. I would say, 50 per cent of my success is due to social media. I keep sharing my work on my Facebook and Instagram. It helps me to reach out to a larger audience without any limitation. Potential clients, too, can easily contact me.
- ▶ **Do's and do nots:** One has to be patient, grounded, and open to experimenting. Being focused and staying updated with trends will take you places. Never be rude or disrespectful towards your client. During shoots or fashion shows, seldom things go as per the time schedule. There is always some amount of chaos, and last minute changes. You should always be prepared to face tight timelines and hectic work schedules.
- ▶ **Evolution as a make-up artist:** My evolution has truly been delightful. I have always been a creative person and this is, indeed, the best profession for me to be in. In spite of the initial struggle, I have tried to take the best out of my experience. The journey, so far, has been wonderful. Everyday has taught me something new.





SALONI ARORA

Celebrity Make-up Artist & Owner of Makeup Mafia, Delhi



- ▶ **Starting out:** I grew up with a passion for art and painting, and went onto study Fashion Designing. Later, the skill of body painting and fascination for colours, drew me closer to hair and make-up. While I was pursuing hair and make-up artistry training programmes, I represented my school in fantasy make-up at India Cup Open, 2008 and won the second position. This kick-started my freelancing career. It took me close to four years to launch my brand, Makeup Mafia, which has now become a hub for learning. We are operating nationwide and in the future, wish to explore the market in countries like Canada and Australia. We also provide jobs to freelance artists.
- ▶ **Initial struggles and overcoming them:** Freelancing can be stressful, especially, in the initial stage when one is constantly looking for new projects. Unlike, in a job where you get a steady pay, here one has to take decisions on their own. One needs to be aware of their skill set and be confident about their work. Pricing the services is often one of the most challenging tasks, but it is also the most important part of the trade. From small make-up mishaps to the trials and tribulations that structure your entire make-up career, being a freelancer is not easy. One of the toughest aspects of the freelancing is having a schedule or one can be all over the place. You are either working on overdrive, or you have nothing to do for days. If you are struggling to find jobs, create your own. Today, Makeup Mafia is intensively spreading in masses and classes.
- ▶ **Keeping up with the trends:** Working on different moods and stories is a continuous cycle of updating. It pays to learn and develop new skills, and to expand your knowledge. I keep myself updated with trade journals, blogs, and more.
- ▶ **Role of social media:** Social media is a strong narrative for self branding. It is a great platform to showcase your talent and reach out to the world. There are lots of creative blogs and sites where photographers, make-up artists, models, stylists and film makers come together to collaborate on projects. Moreover, it keeps you updated on trends at a global level. Social media has brought art to not just your door step, but right into your hands.
- ▶ **Do's and do nots:** Seek opportunities to expand your skills and stretch your talent. Practice what you know. Network as much as possible. Be ready to start from scratch and work your way up. Be open about your shortcomings and weaknesses. This will make you more human, and relatable to the art. Remain the student in the industry to master your stroke.
- ▶ **Evolution as an artist:** I consider myself lucky for having being exposed to art and craft right from an early age. It has been a steep climb, but experimenting and focusing on my craft has helped. Family has been a blessing, as they have helped me through the ups and downs. It has been wonderful witnessing my dream come true of having a colourful world!

GURSEWAK SINGH | Celebrity Make-up Artist, Delhi



- ▶ **Starting out:** I studied fashion design, but my heart was always in make-up. After completing my degree, my first job as make-up artist was with Makeup Forever in Dubai. After working with top brands, like, Makeup For Ever and MAC for years, I had a burning desire to go out and discover my craft. I have always been passionate about Indian bridal make-up and all that efforts that goes into it. Freelancing gave me the opportunity to explore my skills.
- ▶ **Initial struggles and overcoming them:** Luckily, since I had been associated with big brands since long, I already had a huge clientele. So the initial struggle was not much. I do believe struggle is universal, and it is also the time, which forces one to sharpen one's skills. Life without challenges is boring. Every make-up is challenging as skin, features, and requirements are different. The only challenge we face is when a client does not know what they want and still want to give us directions.
- ▶ **Keeping up with the trends:** Changing trends is what gives me the adrenaline rush. Since I travel a lot, I am always on the look out to learn more about make-up. I meet people across the globe, and keep myself updated with the fashion world, and incorporate it in make-up.
- ▶ **Role of social media:** Today social media has transformed and given an instant boost to many deserving individuals. It plays a critical role in branding and promoting.
- ▶ **Do's and do nots:** Keep your work updated on social media regularly. Listen to your clients, as to what they want and alter their requirements. Do not over edit your make-up pictures. Do not assure clients of something you cannot deliver.
- ▶ **Evolution as an artist:** It has been a great journey, so far. I started out in 2008 and have met some great make-up artists who inspired me. I got to work with fabulous people on some of the most amazing platforms. Working with different people every day improves your craft, and you can push your limits to become even sharper. 📌



MARKET WATCH

Make-up

Eyeliner NYX Professional



The Curve eyeliner helps you shape that perfect wing, with absolute flamboyance! Innovative and ergonomically shaped, this hero product is designed for optimal holding that makes applying liquid liner mistake-proof. The grip zone provides a comfortable hold whether you are right or left-handed, allowing you to make a complete bold statement! The NYX Curve has a felt tip with secure and precise application that dispenses excellent colour pay-off. Without smudging, feathering or bleeding, this unique product exhibits flawless results. Available at beauty stores across the nation.

Price: ₹2,500

Make-up brushes Vega

The Pro-EZ set of 10 professional make-up brushes are oval shaped and have an ergonomic design and a firm grip handle with flexible heads for easy application. From highlighting to contouring, this brush set gives you many options for doing your make-up, whether you just need a touch-up on the go, or working in the professional make-up field, these brushes would fulfill all your make-up needs. Vega Pro-EZ brushes are made from superior quality synthetic fibre, which give you the smoothest application and an incomparable experience. Available at beauty stores across the nation.

Price: ₹3,500



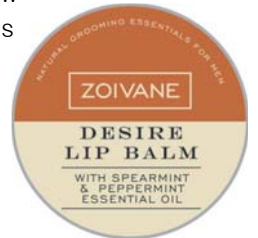
Gel eyeliner FACES Canada

The Ultime Pro Supreme Gel Eyeliner offers the precision of a liquid liner with the ease of a gel-based formula with long lasting hours of waterproof and sweat- and humidity-resistant wear. It glides tug-free, gives the sharp, bold finish of a liquid liner and does not wear off. Play with your eye make-up as you create various looks with the Ultime Pro Supreme Gel Eyeliner with the dark pigmented colour and unique brush applicator attached with the cap in a single stroke. The smoothing effect that glides on the eyes gives you the précised eye look. Available at 12 exclusive beauty stores across the country and online at flipkart.com, nykaa.com, purple.com, and shoppersstop.com.

Price: ₹649

Lip balm Zoivane Men

Zoivane Men, a new entrant in the men's grooming sector, has launched Desire Lip Balm, a 100 per cent natural made lip balm at affordable price. The subtle blend of European technology and Indian herbs used for skin care makes, Zoivane Men stands out. Zoivane Men's Desire Lip Balm contains a combination of Shea Nut Butter, Bees Wax, Wheatgerm Oil, Argan Kernal Oil, Peppermint Essential Oil, and Spearmint Essential Oil. Available at leading online portals Nykaa, Purple.com, Smytten.



Price: ₹350 for 8gms

Lip colours Lakmé

Lakmé introduces a new range of nourishing lipsticks with the Lakmé Absolute Argan Oil Lip Colors that bring together the best of both worlds – colour and nourishment. The main ingredient, Argan Oil, has shown its wondrous effects when it comes to skin care and hair care. The new lipsticks are available 15 hues, from deep browns to berry, bright scarlets and nudes.

The texture is crème while the finishing effect is semi matte. The gold packaging, done for the first time, represents Lakmé's beauty statement for the year 'Liquid Gold'. Available at beauty stores across the nation.



Price: ₹750



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MARKET WATCH Skin Care



Sun repair Skeyndor

The SOS Sun Repair Booster is the ideal solution for summer as it prevents and calms redness from sunbathing. Its booster formula enhances the skin's self repair mechanisms, helping prevent the negative effects of sun exposure, such as photo ageing or redness. It is available at reputed salons across the country.

Price: ₹1,590



D Tan Face Pack Inveda

Enriched with purifying Tulsi and Clove, this ready-to-use face pack rejuvenates the cells. Its ayurvedic natural extracts help to remove tan, and provide a healthy and radiant glow. It is supposed to be applied as a thin coat on moist skin, then rinse off with lukewarm water when semi-dry, and apply moisturiser or sunscreen. It is available at retail shops and online, www.inveda.in.

Price: ₹275 (100ml)



Sunscreen Astaberry

The Papaya Sunscreen Crème with SPF 30 works as a skin brightening formula and heals dark spots and pigmentation. With Papaya being an active ingredient, it shields the skin from harmful UVA and UVB sun rays and reduces the appearance of skin tan, blemishes and freckles. Long-lasting and water resistant, it allows your skin to enjoy carefree sun exposure. Available at major cosmetic and online retail stores across the country.

Price: ₹120 for 110ml

Anti-tan pack TBC by Nature

With the onset of summers, some of the biggest skin care concerns are of tanning and sun burn. TBC by Nature has launched the Professional Power D-tan ++ Cream+Pack for protection from the summer sun. It is a unique tan removing formula that lightens the skin tone and removes a tan. It is ammonia free and the key ingredients are Kojic Acid, Ginseng Extract, Mulberry Extract, Lactic Acid and Lemon Peel. The combo helps remove dirt and oil from the skin and even outs the skin tone. Available at leading stores across the country.

Price: ₹650 for 400gms



Brightening cream Lotus Herbals



The Whiteglow Skin Whitening & Brightening Gel Crème with SPF -25 is a technologically advanced gel crème with formulations that provide triple action on the skin. Its SPF content prevents darkening and damage to the skin due to the harsh rays of the sun, while naturally lightening and brightening your skin in perhaps seven days. This innovation uses an advanced delivery system to administer Grape, Mulberry, Saxifraga extracts and milk enzymes deep into your skin that allows for better delivery of active ingredients. Suitable for all skin types, it is available at Lotus Exclusive Brand Outlets and select premium beauty and department stores across the country.

Price: ₹260 for 60gms

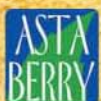
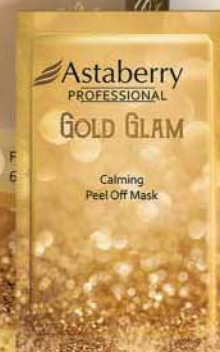
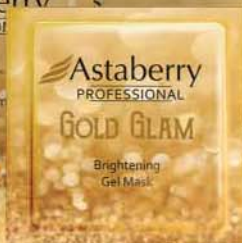
Astaberry PROFESSIONAL

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

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

GOLD GLAM Facial kit

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RAJAT TANGRI

Essence of Inspiration

Mumbai-based fashion designer, Rajat Tangri is a style prodigy whose designs are a cocktail of artistic inspiration of Indian philosophy, and the western concept of product and design.

Tangri shares his views on the fashion and beauty industry in India, importance of hair and make-up in fashion, and more

by **Shivpriya Bajpai**

How did you get started in the fashion business?

I have always been inclined towards the fine arts. I pursued a degree in fashion from the Royal Melbourne Institute of Technology and finally, launched my first collection in 2008.

How important are hair and make-up in fashion?

An integral part of fashion, hair and make-up can make or break a look. As shows are mostly based on themes, the essence, remains incomplete without the right hair and make-up.

What are your views on the beauty industry of India?

The fashion and beauty industry of India, both, have come a long way. The expeditious growth can be attributed to the sudden rise in demand to look good, and clients these days are ready to spend any amount of money to look the part. Also, social media is playing a pivotal role in creating awareness. Both the fashion and beauty stakeholders are coming up with new brands and products to keep pace with the competition. India is a major trend inspiration for the world today.

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

I have worked with a lot of industry veterans, such as, Daniel Bauer and Elton Fernandez. The new generation is immensely talented.

Which international designer is your inspiration and why?

Christian Dior and Alexander McQueen have timeless appeal and have influenced my work.

Who is your favourite muse and why ?

I am fortunate to have worked with the best in the industry, be it models or actresses. I adore Kangana Ranaut. The amount of hard work she puts into all her projects, is unbeatable. Also, I love the way she experiments with her look from time to time.

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

I refrain myself from anything outlandish, be it my collection or the hair and make-up looks. All my collections are well themed and practical. Hair and make-up looks are always in sync with the ensemble, and an extension of the current trend, as well.

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

I always discuss about the theme of my collection with the hair and make-up artist I am working with. We brainstorm to finalise the look. It is always an amalgamation of the theme and current trend for hair and make-up. We try to enhance realistic elements from both the collection and the overall look.

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

The year 2017 looks promising. I have shows coming up in Dubai and Malaysia. I will continue to work on building my brand's image and look forward to opportunities. There are no immediate plans to be involved in the hair and beauty industry, but am open to collaborations in the future. 📍





SPA FOCUS



VAIDYA SUTRAS

Tranquility in the **Air**

Located in the quaint town of Pollachi in Tamil Nadu, Vaidya Sutras, the Ayurvedic Wellness Centre, in technical collaboration with Vaidyaratnam Group, brings you an experience of Vedic Ayurveda with a scenic backdrop

by **Supriya Aggarwal**

Size of the spa: 4,000 square feet.

Time taken to complete construction: 15 months.

About the spa

Delve into the resplendent luxury that comes with a healing touch at Vaidya Sutras. Holistic health care with the soothing comfort of peaceful luxury is what you will get when you choose Coco Lagoon by Great Mount Resort as your soulful luxurious abode amidst the lush greenery of Pollachi.

The Ayurvedic centre is designed keeping in mind Tamil aesthetics and traditions. The Thanjavur painting of the deity Dhanwanthari is mounted in the centre and prayers are offered daily by lighting the lamps and incense sticks, lending a soothing ambience. The Buddha statue in the reception area indicates the Vipassana mode of meditation. Since Pollachi shares a close affinity with Kerala, the traditional Kerala lamps lit every day add to the established Ayurvedic atmosphere.

Keeping in mind the Ayurveda tradition, there are separate treatment rooms for men and women. There are four treatment rooms, and one can enjoy the pool side view. While you stay in the lap of luxury, you can explore the services of expert physicians and experienced therapists, taking you to a world of physical, mental and spiritual rejuvenation. Relaxation, deep rest, and re-connection are the key criteria of this retreat.

About the services

Ayurvedic treatments differ from the majority of conventional cures in its unique approach towards healing. Vaidya Sutras follow the principle of treating the sick and not the sickness which is the centre to all forms of Ayurvedic treatments. Today Ayurvedic care and medicinal cure are widely recommended for numerous bodily disorders and are effective in restoring health. While at the centre, one can pick from several therapies, namely, the Abhyangam, Podi Kizhi, Udwarthanam, Njavara Kizhi, Pizhichil, Shiro Dhara, Nasyam and the Rakthamoksham.

Architect & Interior Designer: Architect Thomas Joseph, Thomas Joseph Design, Kochi

Address: Great Mount Resort Pvt Ltd, Coco Lagoon, Meenkarai Road, Vazhaikombu Nagoor, Village Pollachi - 642103, Tamil Nadu

For reservations: +91-4259-297058, 8344200200, 8344300300

E-mail: reservations@greatmountresort.com



“At Vaidya Sutras, the Ayurvedic Wellness Centre, we offer sound Ayurvedic treatments to transport you the ultimate state of bliss. A collaboration with Vaidyaratnam, we combine the knowledge of stalwarts in the practice and professional infusion. The hailed family of Asthavaidyan Thaikkattu Mooss, the Vaidyaratnam Ayurveda Group offer the technical nuances with experienced therapists under the guidance of an esteemed physician. Guests can choose between short rejuvenation treatments or comprehensive treatments for specific ailments. Customised plans including diet plans and yoga sessions and ensure creating balance and strengthening the body’s healing ability.”

– DR DAVID K RANJIT,
Resident Ayurveda Doctor, Vaidya Sutras

ON-UMA JITBUNJONG

In Sync With Holistic Healing

Spa and Wellness Manager On-Uma Jitbunjong, Mala Spa at Keemala Phuket Resort shares her point of view on the wellness industry of Asia

by **Aradhana V Bhatnagar**



Please tell us about your professional background.

I have been working in Spa and Wellness for the last 15 years, and have been trained in different approaches. I have experience working in spas that offer relaxation and rejuvenation of the body, face, and skin, offering pampering experiences to guests. I have also worked in destination spas that incorporate healing techniques from Thailand, China and India, as well as holistic approaches to healing both the body and mind.

I was born in Nakhon Sri Thammarat province in the south of Thailand, and attended Chiang Mai University where I graduated with a business degree. I returned to the south and worked with many luxury spas, such as Kamalaya Koh Samui as Spa Operations Manager. I have been with Mala Spa since 2015.

What inspired you to be a part of the spa and wellness industry?

I really enjoy the work that I do and derive satisfaction from it. I think that is the most important thing for me, otherwise I would not have been in this line of work for this long. Working in Spa and Wellness requires attention to detail and care, because what we offer to guests is happiness. With every guest, I try to give the best that I have, and the smile and gratification that I receive in return is enough for me. I truly believe their happiness returns to me without a question, and it is the real inspiration that helps me to push myself to do better each day.



What are the USPs of your spa?

Mala Spa is conceptualised around an integrated wellbeing experience rather than just relaxing spa treatments. The spa's philosophy is aligned with the holistic living concept, offering guests an honest and heart-centered approach to spa therapy and massages.

What are the therapies offered?

At Mala Spa, we offer treatments and therapies that range from a one-time visit for individuals and couples that last for 60 minutes to five hours, to a 3-and 6-day holistic retreat with personal consultations. Our treatments include massages, scrubs, facials, steams, saunas, baths, beautifying regimes, as well as holistic exercises, such as Yoga, Muay Thai, Tai Chi, and so on.

What are the preferred therapies of your clients?

Although most guests have different needs and preferences when it comes to spa treatments and wellness, the common factor is the preference for a 'massage'. This is, perhaps, due to the fact that Thailand is world famous for the Thai massage, and it is sought after by a majority of our guests. I am sure many travellers feel that since they are in Thailand, they need to experience Thai massage at least once. I believe that we have been able to impress practically all of our guests with it. Another treatment that is quite popular and is one that adds a unique dimension to our spa is the Voya Seaweed Hot Stone treatment. It is a body wrap using sustainably harvested seaweed, combined with hot stone massage to help relieve muscle tension and ache. The seaweed has great detoxification property and is good for the skin.

What are the main challenges that you face?

An ongoing challenge in this line of work is the different wants and needs of guests. We have to assess what it is that guest want or need, and select or recommend the best course for them. Often times what we think is best for the guests may not be what they really want, and then it is down to communication and finding the right solution that will make guests happy. Therefore, the information gathered from guest consultation is really the key to this process, which helps us to offer the best.

How do you educate clients on the importance of wellness?

We offer an experiential 'education' and 'awareness' of holistic living to guests through the activities that Keemala offers, such as meditation, Tai Chi, lotus flower folding, essential oil blending, herbal compress making, and more. These holistic activities have all been designed around the key values of Keemala concept, namely, tradition, nature,

and being a part of a living village. Through these experiences, we promote an osmosis of wellbeing understanding and experiences to inspire guests to be more aligned with their innate needs, which ultimately guides guests to greater wellbeing.

How do you make sure that your spa stays ahead of competition?

Spa is a very competitive business currently. Every spa tries to make itself stand out from competition. Mala Spa and Keemala have a unique design, and incorporate many natural components into its concept. Our therapists have extensive experience, but most importantly they are able to connect to the guests not just at the physical level, but also at the mind level to enhance the healing process, which is critical in our work. We have many treatments for guests to choose from, and they are offered not just a physical relaxation, but also peace of mind. Our products are 100 per cent natural and ethical, and have many benefits for the skin as well as ensure that guests have a worry-free experience. All of these are the standard components that we uphold at our spa. We hold regular trainings to ensure high satisfaction from our guests. Additionally, we also closely regard the guests' feedback to continually improve our services.

What are your future plans for the spa?

I would love to see Mala Spa incorporate more healing techniques and approaches so that we can answer even more guest preferences. In order to do this, we need to assess the direction and demands of this market regularly. Also, we will continue to emphasize and improve our existing healing approaches, which is to fuse the skills of trained therapists together with the use of 100 per cent natural products.

What are your views on the growing wellness industry worldwide?

The world and our society is changing fast, and people are working hard to keep up with changing trends, especially in the business world. People are working much harder than before, and have less time to really take care of themselves. Previously, spa users were mostly interested in relaxation and pampering experiences. However, I find that now people are seeking alternative healing, rather than just the spa basics like before. Therefore, I think holistic wellness is a better answer to the demands of today's guests. The variety and fusion of the different techniques, along with emphasis on natural healing, give guests confidence about the safety of these practices, as well as meeting their preference for an environmentally friendly, eco-conscious approach, which is prevalent at the moment. I believe that the wellness sector has a lot of room to grow and develop further. 📌

MUMBAI Nail Lounge Academy

Nail Lounge Academy, spread across 1,200 square feet, was started in 2007 by nail expert, Kavita Bathija. Dearth of nail courses and academies in India, inspired Bathija to launch it and with the scope of growth for nail technicians propelled her further. Having trained numerous technicians, the Nail Lounge Academy is focused on turning aspiring beauticians and nail art lovers into professional nail technicians with an edge. Today, the academy trains over 50 students every month and readies them to be nail technicians. The students are also provided job assistance to kick-start their career. Experienced mentors and trainers ensure interactive sessions and hands-on practice sessions in a salon-like environment. The academy has branches in Mumbai and Delhi, and aims to be pan India soon.

Commenting on the USP of the academy, Bathija says, "It is one of the best nail academies in India with state-of-the-art infrastructure, well-trained Vocational Training Charitable Trust (VTCT) approved assessors and Internal Quality Assurer. Whether you are a beginner or an experienced professional, Nail Lounge Academy has a course that allows you to embrace the surging opportunity in nail art."

► Courses offered

Nail Lounge Academy in association with Nubar offers short-term courses in Nail Art, Gelicure Application, Acrylic Extension and comprehensive Nail Technician courses to enable a starting point. All the courses are meticulously designed to meet the needs of every type of student. Each course has been developed to ensure that each Nubar Trainee achieves their certification feeling confident in both theory and application.

From the essential Manicure and Pedicure course, the traditional Acrylic Nail Course to the popular Gel Nail courses, Nubar offers an extensive programme to suit technicians at all levels. Each course comprises of natural nail care skills as well as salon hygiene, product knowledge, and an opportunity to pick the best of industry recognised professionals. Courses include Beginners Acrylic Nail Courses on the Infinity Acrylic and Beginners Gel nail courses using the Infinity UV Gel Systems. The on-trend Gelicure Soak-Off Gel Polish workshops are available from application courses to design and advanced skills. In addition to structured training programme, the educators also offer one-on-one training to nail enthusiasts, who would like to brush up on skills or learn the latest techniques.

► Certification

All the courses are VTCT approved and students get Nubar's certification at the time of completion of their course.

► Eligibility criteria

Dynamic and enthusiastic individuals, who want to make it big in the nail industry.

► Fee range

₹4,000 to ₹90,000. 💰

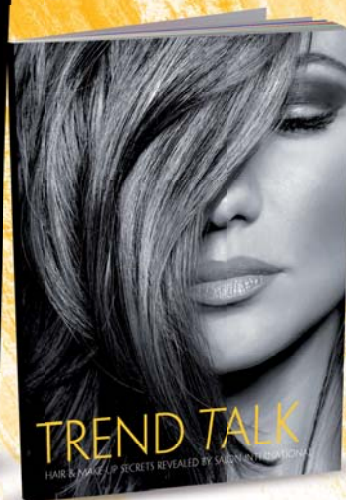
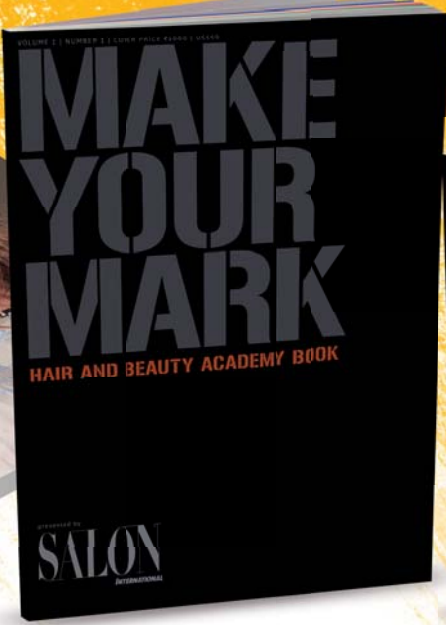


Contact person: Kavita Bathija, Founder & Owner, Nail Lounge Academy | **Address:** Bhamla House, Shop No. 2, New Kantwadi, Bandra West, Mumbai - 400050 | **Phone:** 022 26425222 | **Website:** www.nailloungeacademy.com | **Email:** academy@nailsandmore.co.in

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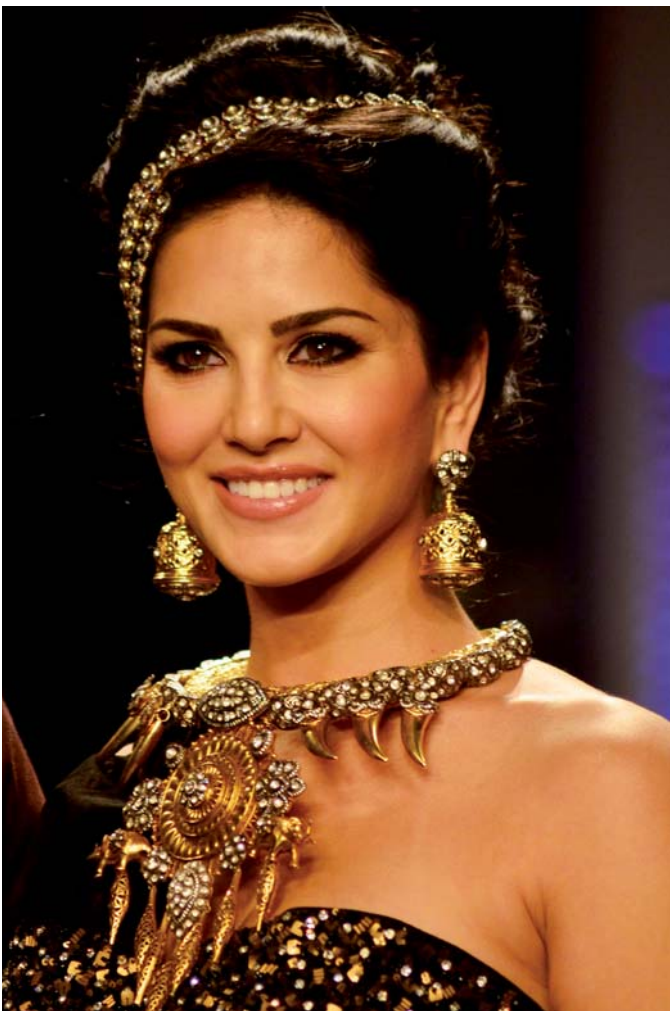


Sunny Leone

FIT MIND, FIT BODY

From being the unassuming girl-next-door to redefining Laila, here are tips from the bombshell's beauty, fitness and style dossier

by **Aarti Kapur Singh**



“Fitness is the only way you can look and feel good”

“I work out at the gym at least thrice a week. It definitely helps to have a fantastic trainer in my husband, Daniel. Cardio works really well for me though I also include squats and lunges for my glutes and thighs as that is where I put on weight the fastest. Crunches, butt-ups, leg raises, step-ups, push-ups are all part of the routine to keep my body toned. When I am travelling, I compensate by practicing yoga and pilates. If nothing else is possible, I must walk for at least 20 minutes.”

“Nutrition and work-outs complement each other”

“I am a foodie and cannot diet. So I eat intelligently. For example, I take my coffee black or with non-fat cream. I believe since coffee has antioxidant properties, it is a perfect pre and post workout drink. If I have to snack, I prefer salads because the fibre and water content makes one feel full for longer. I avoid heavy dressings such as ranch and mayo, and opt for light vinaigrettes. Fresh fruits and vegetables are also perfect for a naturally dewy skin. Talking of skin, I have another mantra – I have 10 glasses of water a day. Coconut water is an awesome beauty elixir that helps detox and keeps the body hydrated. I also drink a lot of milk, as I feel it nourishes the skin and makes it appear radiant from within. *Golgappas* are my only guilty pleasure, but I cannot have more than four to five at one go!”

“When it comes to make-up, less is always more”

“For a regular day, I usually prefer a tinted moisturiser or a sunscreen, a wee bit of powder, sometimes eye liner, definitely mascara and a lip gloss. I enjoy doing my own make-up and experimenting with it. I try to go without make-up whenever possible, as too much of it ruins the complexion. I believe good contouring makes a difference to how your face looks; then one needs to only add mascara and lip gloss to look amazing.”

“I cannot do some kitchen beauty rituals”

“When I was growing up, my mother tried home remedies on me, the typical haldi-besan-egg routine that is very smelly. The only thing I like is coconut oil for my hair.”

“Skin care products must be from good brands”

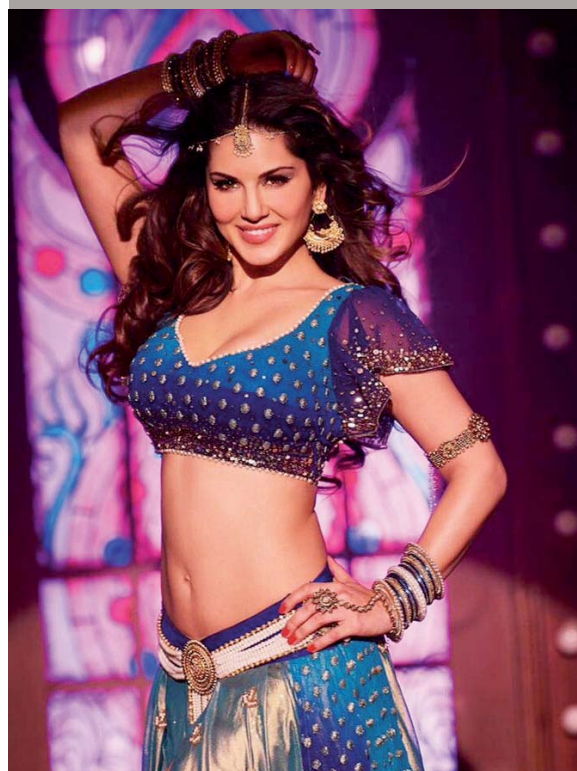
“Products can ruin or rejuvenate your skin. So it is best to choose reputed brands. I use two different brands – SK II and SkinMedica. SK II is a Japanese brand and I love the science behind it. It contains Pitera that has a reverse ageing effect. SkinMedica makes my skin look clear and helps in removing make-up.”

“A positive mindset is the best beauty booster”

“I am proud of what I have achieved and the work I do. Confidence works wonders and boosts your morale. If you are confident, you will be able to overcome any self-limitation. And actually you will accomplish much more than you ever thought! Let your confidence shine bright in your attitude and your body language. It does not matter if you are size zero or size 12, or short or tall, instead it is about how you carry yourself in your T-shirt and jeans. Sexy is more about how you feel.”

“My idols are confident women”

“I have been fascinated by Angelina Jolie, Taylor Swift and Jennifer Lopez. All these women are beautiful!” 🌟





Streak Professional's hair colour and styling range

Streak Professional has launched a new range of hair colours for salons, and Hold & Play styling range. A mega seminar launch for salons was conducted in the cities of Mumbai, Kolkata, Delhi, Chandigarh, Faridabad, Bangalore, to name a few. Serving as a launchpad with the latest in hair styles, colours and cuts from the experts in the hairdressing fraternity, the event witnessed an overwhelming response

and massive participation from the salons. Celebrity hairstylists, Javed Habib in Delhi, Emma Ekman in Mumbai and Rod Anker in Kolkata, were the hosts for the event.

The range provides long-lasting and natural colour to hair, keeping in mind the health, too. The colours are enriched with the goodness of miracle fruit oil, Argan for enhanced shine and moisture, and have silicone active system for enhanced conditioning. The new

colour range is available in 30 basic and fashionable shades for professional salon services. The range also has especially formulated developers of varying intensity for best results. The Hold & Play styling range from Italy is a step above traditional styling products. Its embedded with amino and organic acids, enriched with honey and willow extracts that enhances shine, and conditions hair along with styling.

WHAT: Product launch **WHEN:** 16 January in Mumbai, 19 January in Kolkata, 24 January in Delhi

WHERE: Courtyard by Marriott in Mumbai, Hyatt Regency in Kolkata, The Piccadily in Delhi

Gillette's Venus Breeze Razor launch

Gillette launched their revolutionary razor, Venus Breeze with celebrity dermatologist and Venus Expert, Dr Rashmi Shetty and brand ambassador, Deepika Padukone. Dr Shetty enlightened the audience on benefits of shaving while busting common myths that surround the category. Venus Breeze is designed especially for women to meet their modern and evolved beauty needs. It is a two-in-one product that has style and substance featuring water activated moisture gel bars that provide an ultra-sensorial, all-in-one shaving experience. Making their presence felt at the event were, Neha Dhupia and Soha Ali Khan who shared their first brush with the category.

Sharing his thoughts on the latest innovation from the brand, Karthik Srivatsan, Country Marketing Manager, Gillette India said, "Venus aims to provide women with a hair removal experience that beats their expectation from any product in the market. With the launch of Venus Breeze, our leading global product, Indian women can now get amazing smooth skin at home with the added benefit of having an ultra-sensorial experience." Speaking about Venus Breeze, Deepika Padukone, Brand Ambassador, Gillette Venus, said, "Venus Breeze fits perfectly into my lifestyle and beauty regime. I have always believed in maintaining a firm skincare regime and am very particular about choosing the right beauty products and methods." Venus Breeze comes at a great price of ₹299 with the two-blade pack at ₹350.



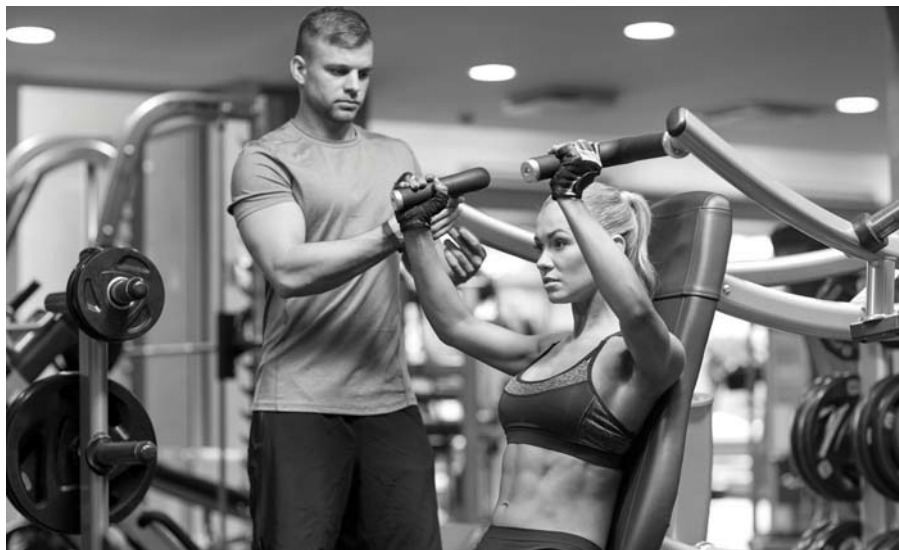
WHAT: Product launch **WHEN:** 23rd February **WHERE:** St Regis Hotel, Mumbai



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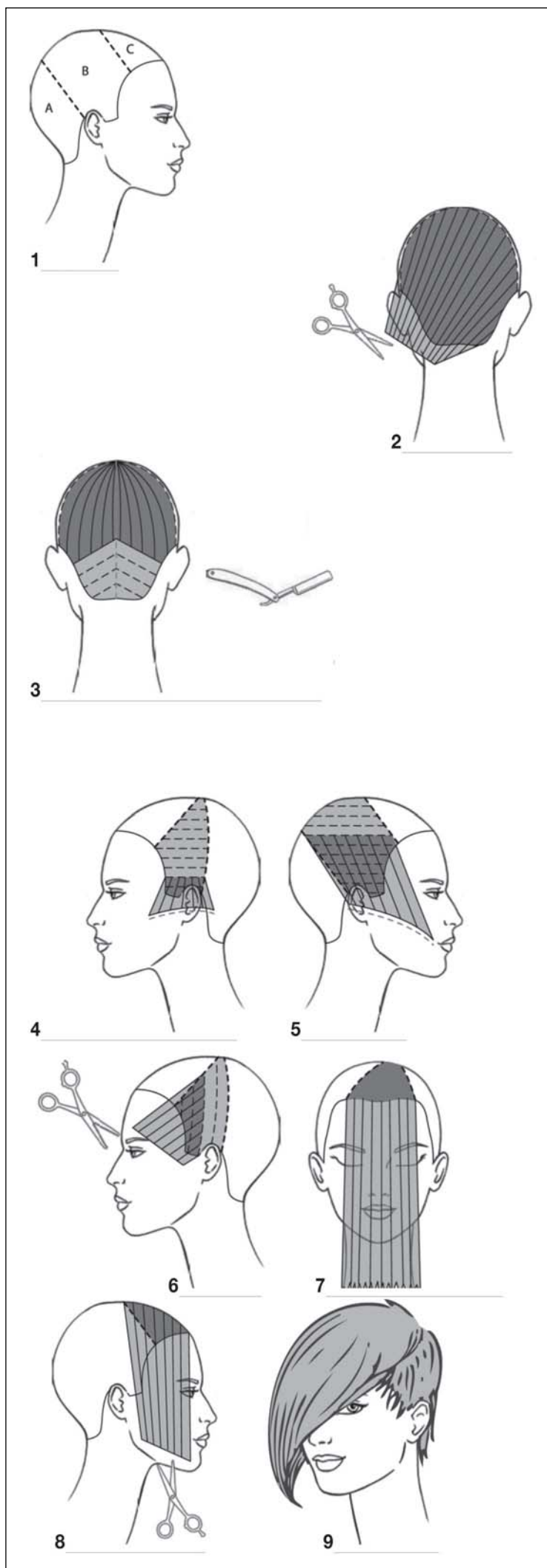
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STEP 1:

Subdivide hair into three sections. Section C: Draw a very low parting of 7 to 8 cm on the left. From the arrival point of the parting draw a line till $\frac{3}{4}$ of the right eyebrow arcade to make a front triangle. Section B: draw a line from the ear tip to the other one passing over the top of the triangle C. Section A: It is made of the back zone of the head.

STEP 2:

Section A: carry the whole sector onto the hairline on the left angle of the nape and cut diagonally. Repeat by carrying the hair onto the right angle of the nape.

STEP 3:

Divide the sector with a central vertical line. Sculpt the hairline with a razor and protected blade from the centre of the mastoid so that to get a soft and unthreaded nape.

STEP 4:

Section B left: While making thin horizontal partitions, create a short bob. Start with the whisker, while rounding lightly the line at mid ear and creating a tip in the front part.

STEP 5:

Section B right: Repeat the previous cut, but arrive with the tip till the angle of the mouth.

STEP 6:

Refine both the sectors just inside with the coggled scissors, paying attention of not touch the above zone.

STEP 7:

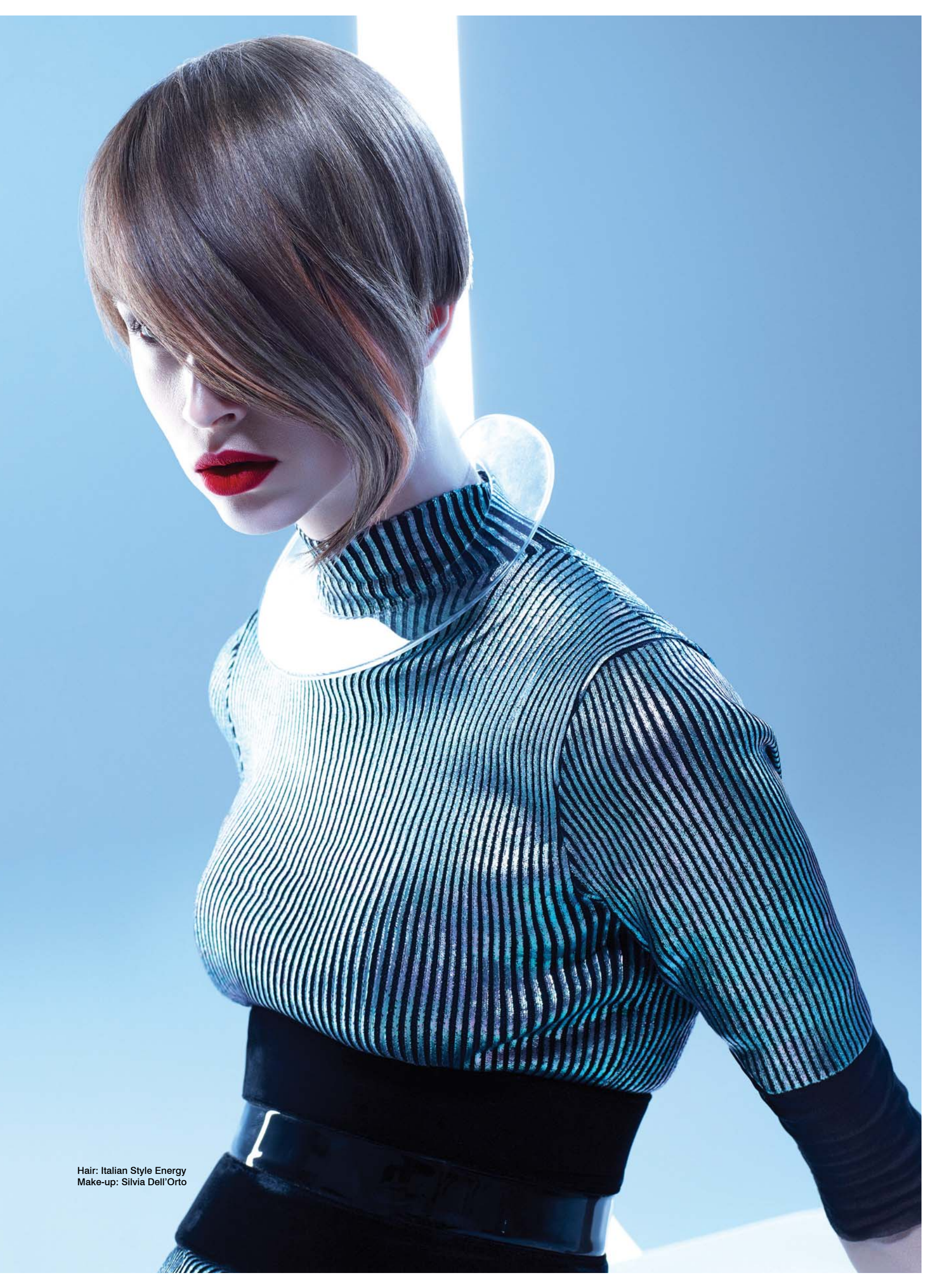
Comb the triangle upon the face and cut it with the razor in one solution 13 to 14 cm under the chin.

STEP 8:

Dry the hair smooth with exception of the lock, which you give some lightness to.

STEP 9:

With the Dry Cutting technique clean the perimeters and shape the volume with the Counter Gravity technique. (When the hair is dried, keep the lock in tension, enter with the scissors towards the hairlines, moving lightly the hair and giving balance to empties and fulls).



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