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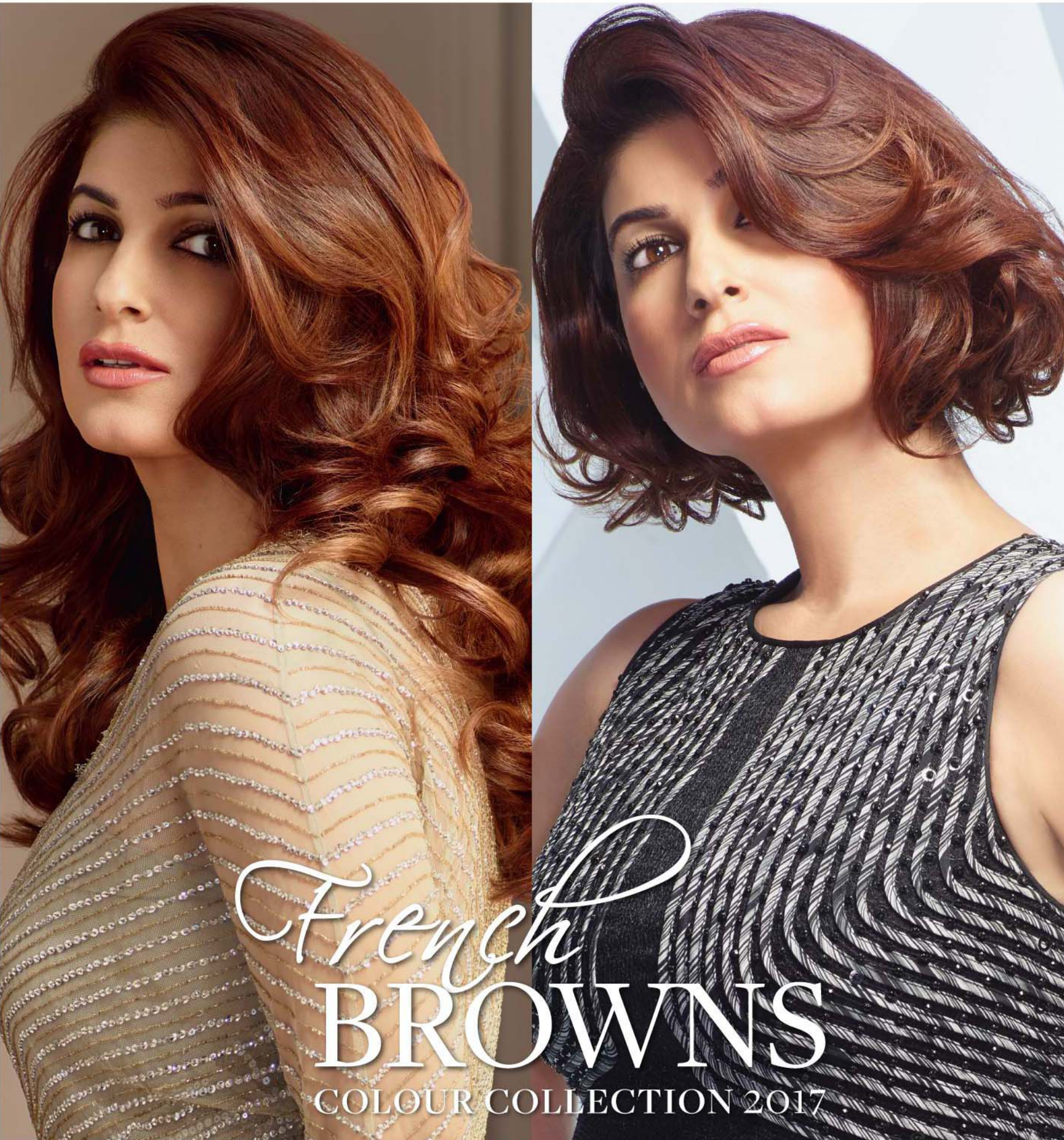
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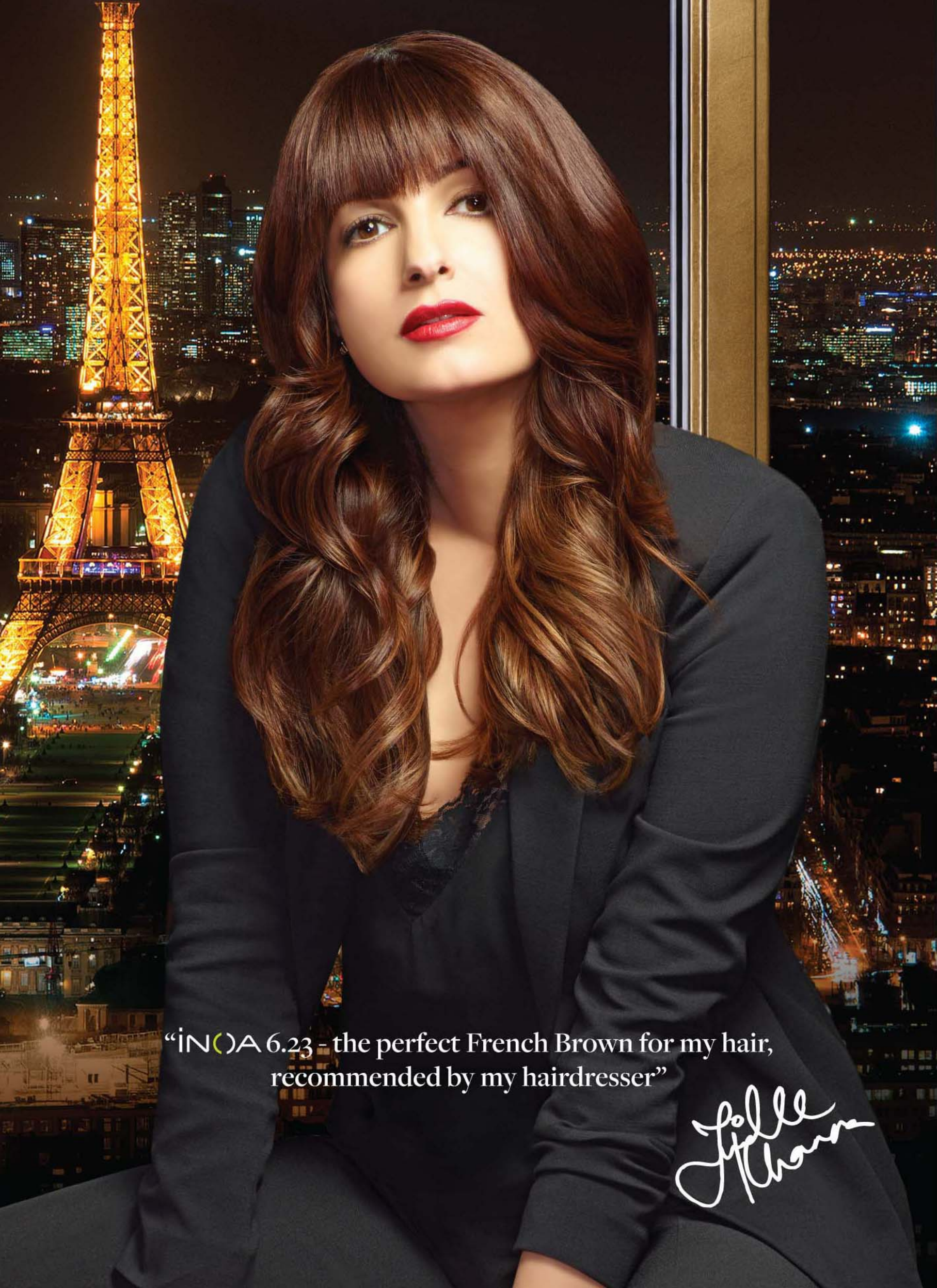
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To whomsoever concerned
- or not,

In business, 25 years is an age, they say. I know what they mean. Especially when I look back to the summer of 1992, when a journey that was to take several rapid twists and turns over the next two decades and more, began in New Delhi.

Back in the early '90s, I used to be coordinator for several fashion stores' advertising campaigns and creatives. During those assignments, I would typically end up having long conversations with the retailers themselves. And each encounter left me impressed, but also wanting more. Each of these retail and fashion brands and their promoters - from **Ravi Nanda** of the posh Heritage store in South Extension to the mega family outlet Big Jo's **Deepak Bhargava** to Shapes' **Ashwini Anand**, from Chunmun's **Sharad Suri** to Numero Uno's **Narinder Singh** - was an innovator. Each entrepreneur - from **Hemant Jain** of Killer Jeans to **Prasad Pabrekar** of Spykar, **Sanjay Dhanuka** of Sumangal, the late **Haribhai** of Moustache, **Jitubhai** of Jade Blue, **Rahul Mehta** of UFO Jeans - had such a rich hands-on understanding of consumer behaviour, of store design, of navigation, sourcing, cost management, you name it. But these insights were scattered, unrecorded. And just like it is today, no retailer had all the pieces. They were all operating in silos - with small, but crucial, gaps in their exposure. If only they had a way to access each other's intelligence!

I was sure a business magazine that assembled all this intelligence together - along with inputs from specialists in fashion creation, marketing and retailing - would have tremendous relevance in a market where fashion consumption was about to explode! And so, in May of 1992, IMAGES was born.

It wasn't easy, I can tell you that. We printed 3,000 copies of the first edition of IMAGES, funded by the sale of my motorcycle (a Hero Honda Sleek, a gift from my mother on my previous birthday). I was sorry to see the bike go, but I was more excited about the potential start of retail intelligence in India.

I think we set the tone in the very first issue itself, with visual spreads on fashion forecasting and trend analysis by **Rajiv Goyal**, and an industry article on Fashion Sourcing by **Anchal Jain**, who wrote: "The only way a multibrand, multi-product retailer can provide the 'right choice' to the customer is by being fashion-literate himself." The insights were sharp and remain relevant to this day. Sample this from Heritage founder, the great **Ravi Nanda**: "Rather than being a follower of consumer demands, it is better to mold tastes by setting trends."

There were over 24 advertisements in that debut issue itself. How did I get them? I think none of the brands I pitched to refused simply because the idea itself was too radical! They were clearly very curious as to what was being created here and were carried away with my passion and conviction of the idea!



The lovely 'Santoor girl' **Priya Kakkar** graced the cover of IMAGES' first ever product, and the then-Minister of State for Textiles **Shri Ashok Gehlot**, kindly sent a congratulatory note, which was published in the magazine.

From a time when product durability was king to now, when 'fashion' has taken over 'product', India's fashion consumption story is an epic tale. As I look back, I feel overwhelmed, and filled with a sense of wonder, that IMAGES has been not just a cataloguer, but also a catalyst in many ways, in promoting the knowledge and the intelligence that drives retail today.

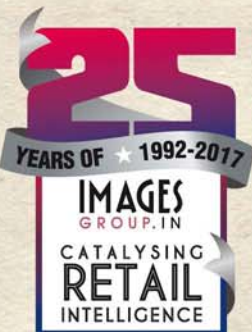
Because, in the years that followed, IMAGES' world expanded fast -- from fashion retail as a subject to Retail as a universe. My own understanding was shaped, enriched by some incredible visionaries and pioneers, including **B S Nagesh** (who launched the first Shoppers Stop store in Andheri the same year as our story began); **Kishore Biyani**, the game-changer of mass retail; **Madura Garments' Vikram Rao**; **Siyaram Silk Mills' Ramesh Poddar**; **Tata Group's Simone Tata**; **Landmark Group's Renuka Jagtiani** and **Raza Beig**; **Anuj Puri** (then at Chesterton Meghraj and until recently, JLL India head); **Krish Iyer** (then at Pyramid Retail and now the head of Walmart in India) and many other amazing leaders who have each played a role in modern Indian retail's creation.

For me, along the way, there have also been many losses and misses in this 25-year-old pursuit of passion. (In a related note, have you seen The Pursuit of Happiness? Watch it!) But then, the word passion is derived from a Latin word meaning 'to suffer'. If you have a genuine passion for something, you will also suffer for it. If you're lucky enough to find a passion that consumes your every living breath, you must also be prepared to let go of some things that you don't want to lose.

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Hair: Harry Boocock & Chris Horsman
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 Clothes Styling: Sarah Hills Smith

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/// NATIONAL ///

VLCC acquires Vanity Cube, the beauty services provider

One of the largest home grown beauty and wellness companies in India, VLCC has acquired Vanity Cube, the two-year old on-demand beauty services provider. This acquisition is in



VLCC's interest of strengthening its foothold in the on-demand beauty services platform. The brand further aims at scaling up the reported 50,000 client base of Vanity Cube to 10 cities in the next 18 months. Presently, VLCC operates in 330 wellness centres and salons across 102 cities in India and Asia. This is known to be the second acquisition by the brand, the first one being WellScience Health, earlier in April.

Marilyn Monroe Spas seeks major presence in India

The global iconic luxury salon and spa company, Marilyn Monroe Spas has announced a partnership with La Vida Investment Holding Private Limited to franchise Marilyn Monroe Spa locations pan India. The agreement calls for sale of 250 locations, with the first units, which will be La Vida-owned and



operated, which are expected to unveil in Delhi and Mumbai during the third quarter of 2017. The agreement covers Marilyn Monroe Spas' first international franchise agreement, with several others currently under development. The brand's line of skin care products have been made with the finest, certified natural organic ingredients, and each formulation is designed to be the most beneficial for each skin type. The make-up line is specially formulated with celebrity make-up artist, Stephen Moleski. Commenting on the occasion, Jim Lewis, CEO of Marilyn Monroe Spas says, "India is a vibrant market with limitless growth potential driven by its favourable demographics, ongoing rapid expansion of its economy and pro-business climate."

Kiko Milano launches in Gurugram

Italian cosmetic brand, Kiko Milano has completed 20 years of beauty, and hence, announced another milestone with the opening of its 1000th store in Ambience Mall, Gurugram. The brand is present in over 20 countries and has an online presence in 36 nations. The products offer a unique combination of quality and creativity that draw inspiration from the atmosphere and traditions of Milan. Gracing the occasion with their presence were Bollywood divas Vaani Kapoor and Diana Penty, who joined Stefano Percassi and Timmy Sarna to inaugurate the store and interact with the press.



Said Stefano Percassi, Founder and CEO of Kiko Milano, "The opening of our 1000th store worldwide marks an important milestone for Kiko Milano and I am glad to launch the store here in India." Said Timmy Sarna, Managing Director and CEO, DLF Brands Ltd, "DLF Brands is excited to launch the 1000th store of Kiko Milano in India. This is third store of Kiko in the country and we are glad to be a part of this exciting moment of the Kiko 20 year journey."

Korean skin care brand, D&K Worldwide to launch in India

D&K Worldwide, a Korea-based cosmetics and skin care brand is all set to venture into the Indian skin care industry with its multiple range of products. The



brand already has a reputed presence in East Asian countries, and Dubai, US, Europe and Italy. Following its presence in the Beauty India show in March, D&K Worldwide expressed its interest in exploring new business opportunities in India. A representative of D&K Worldwide, Kim, shared the brand's views and strategies to cater the Indian market and said, "Indian market is one of the fastest growing market for cosmetics, skin care and all other beauty products. There is lot of business opportunities for us in this market. Bollywood is most well-known and happening thing in the world as compared to Hollywood. We are looking forward to expand our business in Bollywood and some of the fashion weeks."

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L'Oréal Paris signs up Deepika Padukone as its global ambassador



The leading global beauty brand, L'Oréal Paris has signed up with Deepika Padukone, the leading lady of Bollywood to be its as its new global brand ambassador. As the new L'Oréal Paris spokesperson, Padukone joins the international A-listers of illustrious women that represent the brand like Jane Fonda, Blake Lively, Julianne Moore, Susan Sarandon, and Aishwarya Rai Bachchan. Welcoming Padukone onboard, Shalini Raghavan, Chief Marketing Officer, Consumer Products Division, L'Oréal India, said, "As a youth icon and role model to many, Deepika Padukone truly embodies the brand and its philosophy of beauty with strength. Her effortless style and grace make her a natural fit for the brand. We are thrilled to welcome her into the L'Oréal Paris family, and look forward to a long-lasting association."

/// INTERNATIONAL ///

James Gager, Creative Director, MAC, joins Estée Lauder



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James Gager extends his association with Estée Lauder Group, as Senior Vice President, Creative Director and Brand Development. He was earlier with MAC Cosmetics as the Creative Director and it was a 17 year long association. Toni Lakis will join in succession. Gager's association with MAC was instrumental in taking the \$200 million company to a multi-billion make-up empire. He shared that his decision to shift role, and appointing his successor, was a two-year long process. This major creative shift is an initiative by MAC to maintain and regain relevancy in today's digitally driven beauty industry.

Moroccanoil ropes in Sara Sampaio as brand ambassador

Sara Sampaio has been announced the beauty ambassador for Moroccanoil. The 25 year old, Portuguese-born model, Sampaio will succeed Rosie Huntington-Whiteley as the new face of the brand. The selection was in tandem with the new products to be launched by the brand, that demands for universal beauty appeal, and Sampaio fits the bill with dark gorgeous hair and a glowing olive skin. Sharing the brand's marketing strategy, Carmen Tal, Co-founder of Moroccanoil said, "Video content will specifically be an integral part of the marketing campaign. This will include behind-the-scenes content with Sampaio that will be live on the brand's social media and YouTube channels as well as Sampaio's own social media accounts."

Sephora launches beauty classes for cancer patients



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US beauty retail giant, Sephora has launched a wonderful initiative, 'Brave Beauty in the Face of Cancer', a free 90-minute workshop to provide beauty solutions to men and women whose hair and skin have been affected by cancer diagnosis. These workshops will be held nationwide to provide an interactive platform for these patients to share beauty tips, and talk to other cancer patients about their experiences. Often chemotherapy leads to change in the complexion, nail discolouration and hair loss. Thereby, the classes will include skin care, natural brow and eye defining tips. Corrie Conrad, Sephora's Director of Social Impact and Sustainability, shared her views and said, "These classes initiate powerful and positive connections for those dealing with cancer, away from the hospital environment." More than 40 Sephora stores across the US have signed up for this initiative, including Arizona, Arkansas, California, Delaware, Florida, Hawaii, Maine, Maryland, Massachusetts, Michigan, Missouri, Nevada, New Jersey, New York, Oregon, Rhode Island, Tennessee, Texas and Virginia, with more to join soon.

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Architectural Concepts

DELHI

Rossano Ferretti Hair Spa



The Rossano Ferretti Hair Spa, spread across 4,000 square feet, is fully equipped with hair stations and manicure-pedicure stations, and has five beauty rooms. One of the most exclusive and expensive hairstylists, Rossano Ferretti, has revolutionised the hairdressing industry with his novel inclination towards the client's individual and natural beauty. His team comprises of stylists, Michele Finessi and Laurent Visco.

Darpan Sanghvi, Managing Director, Sanghvi Brands is delighted to usher the brand into India, and present the best of international hairdressing to the discerning residents of New Delhi. On the location, Rossano Ferretti, Founder and Chairman, Rossano Ferretti says, "We strive to position our salons in buildings that are beautiful, have strong historical ties, and perpetuate our appreciation for art and architecture, as well as for the overall notion of refinement that we value within our brand. At Zehen at The Manor, the epitome of wellbeing, we have found an exceptional match."

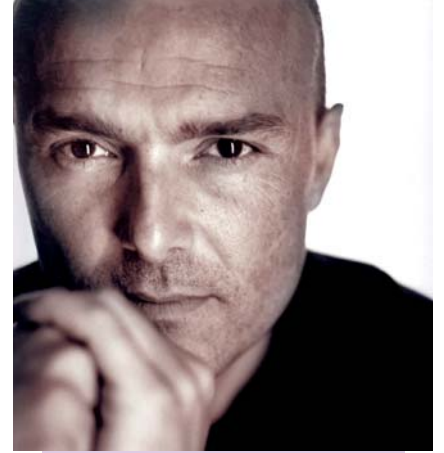
Colour combination: Combination of black and white

Products used: Kérastase for hair; Elemis, Babor, Seasoul in skin; Cuccio for nails

Lights: White LED lights

Flooring: Brown tiles

Architect: Not disclosed



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Rossano Ferretti

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CHENNAI

Ace Salon & Spa



Ace Salon & Spa is a niche brand targeting the luxury segment in hair and beauty, adequately equipped with the best in class techniques. The salon is spread across 1,200 square feet, and is designed with five treatment rooms along with hair, manicure, pedicure and nail stations. Commenting on the USP of the salon, Co-owners of Ace Salon & Spa, AB Karthik and Prabha Vignesh, say, "Our aim is to provide the best services in hair and beauty without compromising on the quality." Further adding to the expansion plans in the future, Karthik and Vignesh say, "We have been extremely overwhelmed with the launch of our new string of salons across Chennai and Tamil Nadu. We are encouraging franchise partners who would like to enter the salon business, as we aim to have 250 salons by 2020."

Colour combination: White, gold and black

Products used: L'Oréal Professionnel, Kérastase, Bed Head by TIGI for hair; Beardo for men's grooming; Da extensions, Nu Bar for nails

Lighting: Amber LED lights

Flooring: Ivory tiles

Architect: Not disclosed



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Ammon Carver

Art of Giving Back

Owner of Ammon Carver Studio in New York and Creative Director of L'ANZA Healing Haircare, Ammon Carver is the proud recipient of the 'Master Stylist of the Year' award, while his team bagged the 'Salon Team of the Year' at NAHA'16. He has gained recognition in the hair industry with his continued passion and eye for detail. Carver, along with his team, recently travelled to India on a philanthropic mission

by **Shivpriya Bajpai**

How did you get interested in hairdressing?

When I was about 17 years old, while training show horses for a living, I met a group of hairdressers. I immediately and completely fell in love with their creative and charismatic personalities. This was when I knew, for a fact, that I wanted to be in the same profession and be an intrinsic part of their world. I was not sure how I would go about achieving all the technical knowledge, but at least it was a step toward finding my place in the hair industry.

How did you take your interest in hairdressing forward?

After arming myself with technical education, my first job in the hair business was with the Warren-Tricomi Salon at the Plaza Hotel in New York. It was an enjoyable stint to say the least. Throughout my tenure, my all-time inspiration was the great Vidal Sassoon! He made such an impact on the industry, and challenged the regular approach most hairdressers had toward their craft, to come up with an idea that was awe-inspiring!





What were the challenges faced?

One of the biggest challenges was trying to find a balance between maintaining the salon clientele, and juggling my passion for freelance photo shoots and education. I love them both equally, and think it an art to find a balance.

What is your forte as a renowned hairstylist?

I like to offer editorial and runway looks to my lady clients at the salon. It is a different feeling to see regular women look stylish and cool, like the models on the ramp!

What are you doing currently?

I am a salon owner and Creative Director at L'ANZA, and a member of the Ultra Pro Team, all of which require multiple responsibilities.

Please tell us about your experience at NAHA'16.

I had been submitting to NAHA for many years and had been nominated nine times, but I had never won an award till 2006! It was a special year for me, as not only did I bring home a trophy of 'Master Stylist of the Year', but more importantly and rewarding for me, was that my salon team took home the 'Salon Team of the Year' award. So, there were two awards to be proud of and needless to say, I was overjoyed!

What was your inspiration behind creating the looks at NAHA'16?

The salon team worked together to come up with looks that would work on our salon clientele, and also transcend to editorial and relatable looks. For the 'Master Stylist of the Year' submission, I was inspired to celebrate the warrior and strength in every woman. Now more than ever, women are finally being heard and celebrate. It is beautiful!

How did you prepare yourself and the team for it?

Manny Rolon, the Creative Director for the Ammon Carver Studio, and myself come up with overall concepts. We then share it with the team and they creatively run the concept and interpret it the way they choose. We hold model castings in advance and book those who fit the creative. Everyone contributes equally.

Please tell us about your recent visit to India.

Cristin Armstrong, the head of our philanthropic efforts, had been to India before and worked closely with Vision Rescue. This year Rolon, several other hairstylists and I, formed Walk-the-Walk community. It was the first of our many philanthropic efforts to provide backpacks full of school supplies to needy children in the Dharavi slums of Mumbai. In addition, we also offered free haircuts for those who may not be able to afford one.

What is a normal day in Ammon Carver's life?

If I am home, I start my day by walking my dog. I then go to the gym, no matter where I am. It keeps me focused and energised to handle what is typically a long and busy day. My days are always different. Sometimes I am in the salon seeing clients, on a photoshoot either in my studio or elsewhere, travelling, in meetings or educating others at some of the biggest hair events in the US.

What are your future plans?

I plan to continue growing my business, educating myself and others, and giving back to those less fortunate at every chance I get.

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

Education is the key. Make sure you get a good foundation and keep on learning. There is no end to it! You can never know enough and you should always be open to learning more.

What are your views on the hairdressing industry of India?

I have always been inspired by the traditional Indian hairstyles. It has inspired many looks used in my photo shoots. I would love to return to India and learn more about the hairdressing industry itself. As I say, there is always more to learn. 🌐



L'Oréal Professionnel Unveils French Browns WITH FIRST-EVER BRAND AMBASSADOR TWINKLE KHANNA

L'Oréal Professionnel India, presents French Browns, the hair colour trend of the year with the gorgeous brand ambassador, Twinkle Khanna

French Browns is having a major moment in the beauty world right now as L'Oréal Professionnel India unveils the biggest hair colour trend of the year with first-ever brand ambassador Twinkle Khanna. Inspired by the quintessential French approach to beauty – sophisticated, understated and chic, Twinkle Khanna is sporting the distinct, rich and luscious hair colour trend to showcase the effortless look that French girls possess. After all, we all secretly want to be a little bit French and what better way to channel our inner Parisian goddesses than with French girl hair! The colour trend is truly a tribute to French beauty and brings a new creativity to hair colour to India. A colour so luxe, it radiates modern beauty and the understated style – the definition of the ultimate French girl hair.

Twinkle sports French Browns contouring trend

In her first campaign as a brand ambassador for L'Oréal Professionnel India, Twinkle is sporting the French Browns Contouring Trend with INOA shade 6.23.

French Browns enhance hair contouring

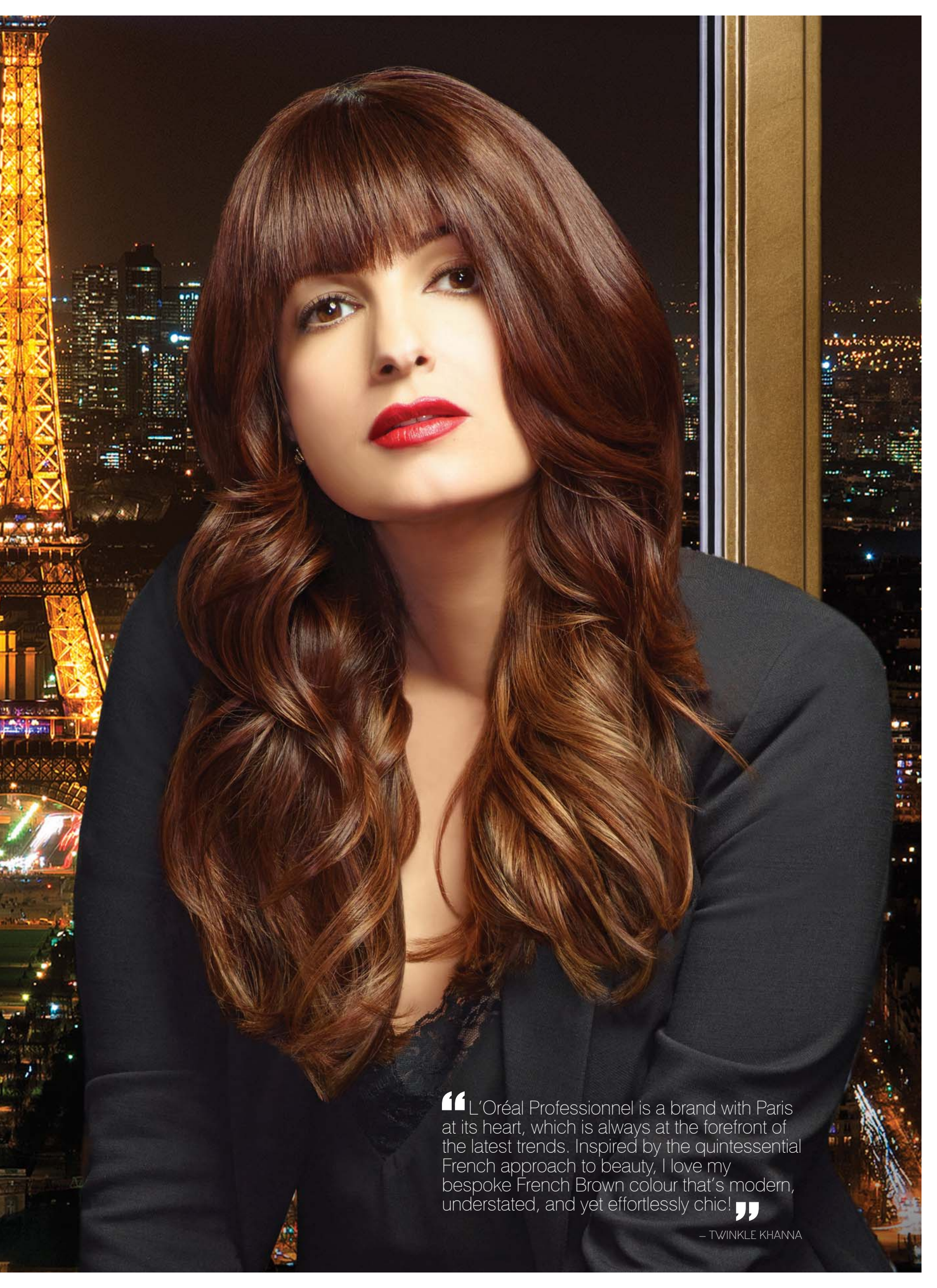
To complement its bespoke quality, contoured French Browns makes sure the colour, application and quality goes beyond the ordinary, giving you the perfect personalised French Brown look. Inspired by the make-up trend, hair contouring is an innovative technique that carefully places colours around the face and, thanks to a play of light and shadow, can alter the appearance of your face shape by accentuating your best feature and enhancing your natural skin tone, without the application of make-up. Only a hairdresser holds the secret to texturised chic French Browns contouring trend!

French Browns prove that brown hair doesn't have to be boring! Make your hair colour appointment at a salon near you!

French Browns Is perfect for everyone

The beauty of French Browns lies in its gorgeous versatility. French Browns is compatible with and adaptable to the evolving hairstyles sported by the style-conscious women. The French Browns palette is tailor-made for Indian skin tones comprising of six shades, each from the Majirel and INOA portfolios to incorporate the perfect blend of cool and warm colours. This nonchalant, yet, striking quality of French Browns makes each shade from a colour palette of 12 distinct shades visible while maintaining a chic sophistication that is easy to wear every day. 📌





“L’Oréal Professionnel is a brand with Paris at its heart, which is always at the forefront of the latest trends. Inspired by the quintessential French approach to beauty, I love my bespoke French Brown colour that’s modern, understated, and yet effortlessly chic!”

– TWINKLE KHANNA



MATRIX Range of Serums FOR HEALTHY HAIR AND SCALP

MATRIX presents professional solutions to get soft, smooth tresses and a healthy scalp with its exclusive range of serums. This summer treat yourself to some serum goodness on the go and maintain fresh looking hair, no matter what time of the day it is

Summers can often be a cause of grief for girls, on the go, all over the country as hair becomes dry, frizzy, exposed to the sun, dust and pollutants. This makes managing hair difficult in order to keep it smooth, soft and healthy. Recognising this need for maintaining flawless hair with minimal effort, MATRIX, the world's leading American professional brand, presents instant solutions to taming those tresses minus the stress.

The current range of serums on offer include, Biolage Deep Smoothing Serum and Biolage Advanced Scalp Serum, Opti.care Smooth Straight Serum, Opti.black Dazzling Shine Serum.

Biolage Deep Smoothing Serum

The Biolage six-in-one Deep Smoothing Serum is the ultimate professional hair solution to all hair care woes. The new avatar of this serum boasts of an award winning formula with the goodness of avocado and grapeseed oil, coupled with frizz taming polymers. The serum ensures full functionality in even 97 per cent humidity due to its light and non-sticky formulation. This multiuse serum is loved by hairdressers and consumers alike, and can be used in-salon and at home.

A quick fix for dull, rough, lifeless and tangled hair, the serum offers six benefits to your hair on the go:

- ▶ Controls frizz
- ▶ Smoothens rough ends
- ▶ Protects from humidity
- ▶ Adds instant shine
- ▶ Nourishes dry hair
- ▶ Instantly detangles hair

Application: Work a small amount of product in hand and apply evenly through damp hair. Blow dry or style as desired. The serum can be reapplied throughout the day for added shine and frizz control.

Price: Biolage Deep Smoothing Serum 100ml is available at ₹295



Biolage Advanced Scalp Serum

Dry scalps are no longer a cause of concern with the Biolage Advanced Scalppure Serum- the 1st multi correcting scalp leave in serum, powered with ingredients that help reduce excess sebum, remove dandruff and instantly soothe and hydrate the scalp.

Application: Take a small amount of the scalp serum and apply gently to your scalp to remove dryness.

Price: Biolage Advanced Scalppure Serum is available at ₹460

Opti.care Smooth Straight Serum

If sleek, smooth hair is at the top of your bucket list without having to put in hours' worth of styling, this summer serum is ideal for you. Perfect for taming errant flyaways, the Opti.care Smooth Straight Serum works wonders on chemically straightened and smoothed hair. Without the need for grabbing a brush or a straightener, the shea butter infused formulation gives the hair a straight, shiny appearance without weighing it down, thanks to its non-greasy and light texture.

Application: Use a small amount on damp chemically straightened hair especially at the tips for a soft, smooth and shiny result.

Price: Opti.care Smooth Straight Serum 100ml is available at ₹445



Opti.black Dazzling Shine Serum

The best way to achieve healthy, shiny hair is now available in a bottle this summer. The Opti.black Professional Shine Enhance Serum is the one stop solution for dark coloured hair vying for a dazzling shine, while protecting its colour from the harsh rays of the sun for up to 24 washes when coupled with its shampoo and conditioner.

Application: A small amount of it applied on damp hair helps render smoothness, softness and a reflective shine to it.

Price: Opti.black Dazzling Shine Serum is available at ₹445. 📞

ALFAPARF MILANO SEMI DILINO MOISTURE RANGE For Healthy and Hydrated Hair



Alfaparf Milano Semi DiLino Moisture range heals the hair from inside out. It is a tailor-made solution to combat dry and dehydrated hair, especially caused by the change in weather and climatic conditions. The products contain high amounts of micro molecules which are obtained from quality honey. These tiny molecules help by adding maximum moisture to the hair, but only where it is necessary, so as to not let the hair become limp. The nutri-sugar molecules add moisture as well as hold the hair for a longer time. The formula contains shine and colour fix complexes to protect the colour of the hair, while adding immense shine.

In India, the Alfaparf Milano Semi DiLino Moisture range is a must-have. The high levels of humidity and heat deplete the natural moisture in the hair, and add to colour fade. The essential after care products have the ability to protect the colour, balance moisture levels and protect the hair from harsh weather conditions. As Indians are experimenting with hair colour, this range works as a colour protector, moisturiser as well as a shine booster. The range is 100 per cent sulphate-free, which makes all the products gentle on the scalp and hence, can be used regularly and continuously.

HOW TO STEP-BY-STEP:

- STEP 1:** Cleanse the hair with Alfaparf Milano Semi DiLino Moisture Nutritive Shampoo and towel dry. Shampoo twice if the scalp is still or generally oily.
- STEP 2:** Apply Alfaparf Milano Semi DiLino Moisture Nutritive Essential Oil, section by section from mid-length to the ends of the hair. Leave the oil on for 20 minutes and blast dry till the hair is 100 per cent dry.
- STEP 3:** Iron the hair in sections of about three to four inches, to help the oil base of the products penetrate for maximum results.
- STEP 4:** Let the hair cool down for five minutes and rinse with water.
- STEP 5:** Towel dry.
- STEP 6:** Apply Alfaparf Milano Semi DiLino Moisture Nutritive Mask and leave it for 10 minutes.
- STEP 7:** Rinse the hair with water and towel dry.
- STEP 8:** Apply Alfaparf Milano Semi DiLino Moisture Nutritive Leave-in Conditioner, from mid-length to the ends of the hair.
- STEP 9:** Style the hair as desired.

“The USP of Alfaparf Milano Semi DiLino Moisture range is that it works on the cuticles. Those looking for deep penetration of essential oils into the hair, can choose the spa, as it works on the cortex layer. The other differentiating factor is that this range is free from mineral oils, which makes it safe for those clients who are prone to allergies, especially caused by natural ingredients.”

– VIVEK JAIN,
Head – Brands at Inocorp Marketing Private Limited



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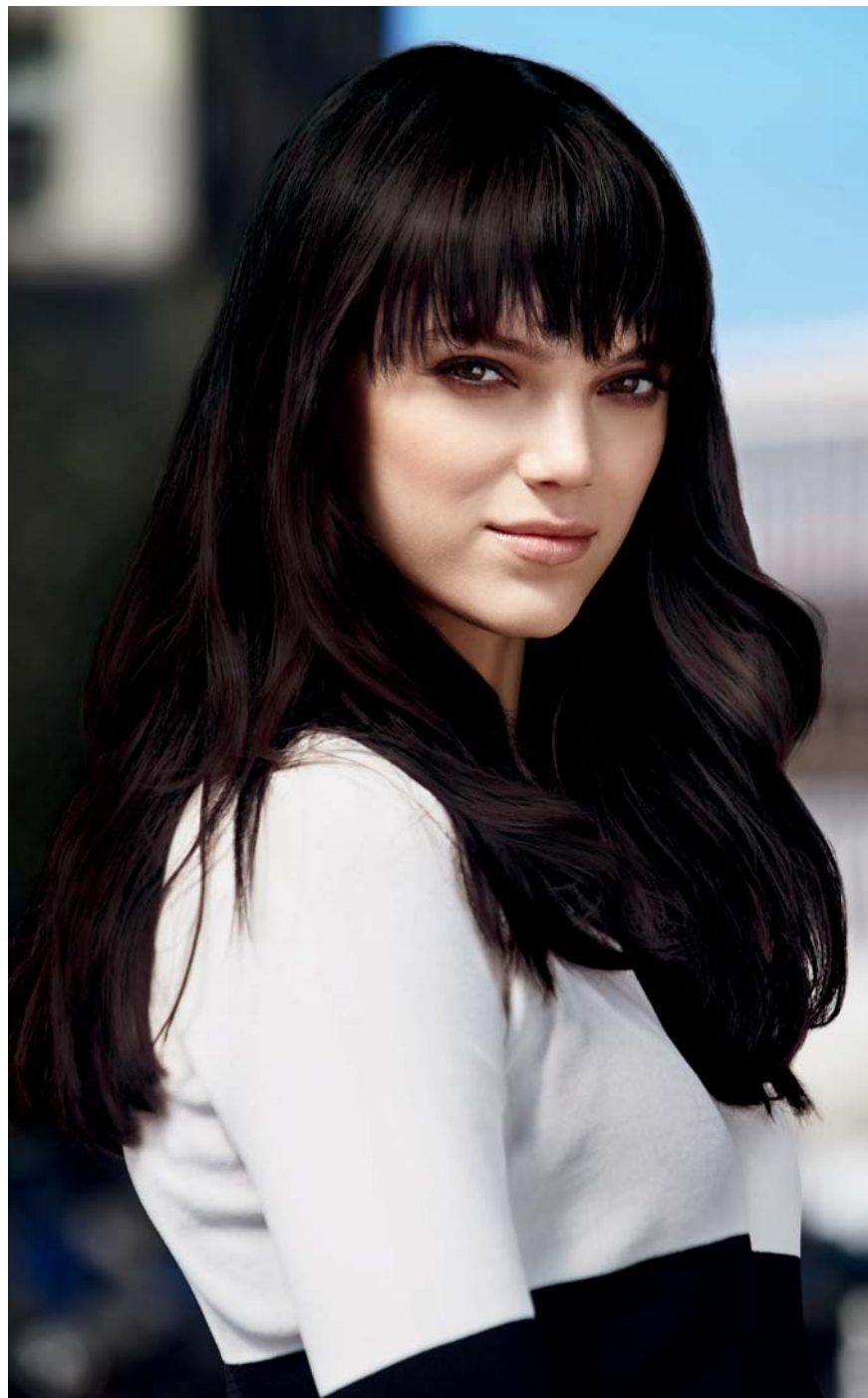
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Dazzle and Shine with Special Offer On BLACKSPA Treatments

Avail the 'Dull to Dazzle' offer from BLACKSPA by MATRIX to give dull hair a brilliant makeover with a trendy haircut and a BLACKSPA Treatment and add that amazing shine to your hair

Dazzling, long, dark hair defines a beautiful Indian woman, and even today fashionistas and style icons swear by it. However, external aggressors such as pollution, dust, humidity and prolonged exposure to the sun, drain out life from your hair, leaving it dull and undernourished. To offer your client's a brilliant makeover, MATRIX, the world's leading American professional brand brings the 'Dull To Dazzle' offer which combines a haircut with the BLACKSPA Treatment. It is the perfect answer to those dark tresses which need shine and smoothness. The treatment can be customised to suit two different set of clients – those with dark shades of hair colour, and those with naturally dull hair the lacks shine.



DULL TO DAZZLE

With every haircut get a BLACKSPA treatment at a special discount of 30 per cent.**

Supreme Shine and Protect BLACKSPA

Duration: 60 minutes.

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

Recommended for: Grey coverage colouration with any dark shade of hair colour, like shades #1, 2, 3, 3.26, 4, 4.35, 4.62, and more.

Mirror Shine BLACKSPA

Duration: 30 minutes.

This mirror shine treatment imparts brilliant shine throughout the length of the hair and ensures dazzling dark locks.

Recommended for: Naturally dark hair that lacks shine.

Consumers can redeem the 'Dull to Dazzle' offer vouchers on the official website of MATRIX, Facebook page or print advertisements, where they can get details of their nearest MATRIX salon. 📍

*System of Opti.black shampoo, booster dose, masque and serum vs non-conditioning shampoo system

**T&C apply. Log-on to Facebook/matrixindia to find a MATRIX salon near you.

WORLDS BEST
KERATIN
CARE



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

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



SANKY EVRUS Channelled to Perfection

Mumbai-based independent hairstylist, Sanky Evrus has planted his foot firmly in the Bollywood industry. From celebrity appearances, fashion shows to media events and editorials, Evrus explores all possible quarters for creative satisfaction. Being a self-taught stylist, he attributes his success to Internet and social media platforms, and believes that the only way to keep up with competition, is to stay updated on knowledge and skills

by **Shivpriya Bajpai**

Please tell us about your professional background.

I hold a Bachelor's degree in Management and a diploma in Fashion Styling from NIFT, Mumbai. I am a self-taught hairstylist and have not undergone any formal training in this line.

What inspired you to get into the hair industry?

My mother has always been my inspiration. She is a beautician and I grew up watching her work, and my curiosity later led to become my passion. Years later, while I was working on a college project, and was trying to create hair texture out of a broom, I was discovered by my best friend, Neelakshi Singh. Our friendship saw the evolution of a plus size beauty blog called 'Plump to Pretty', where we would create different hair looks. She was my muse and I was her hair artist. This was my first step in the industry.

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

Since I never had any formal training, starting a career in hair was not at all easy. I did not know how to build a kit or what products and equipment to buy. But then the Internet, social media platforms, blogs and magazines came to my rescue. As you can now understand, it was a journey of umpteen trials and errors, but, I remained dedicated and persistent. I learned from my mistakes, practiced and now, all the hard work has paid.

What are important aspects taken into consideration when styling for different platforms such as, celebrity styling, editorial, ramp?

Be it celebrity styling, editorial shoots or styling models for the ramp, there is no one rule that fits all. In case of celebrity styling, the purpose of the event and the ensemble worn by the celebrity, matter the most. Ramp shows and editorial shoots are mostly theme-based, so understanding the theme is a prerequisite. A master stylist is one, who experiments with new trends and techniques, even when the occasion is theme-bound. It is not about styling hair, but contributing to the brand image. Therefore, all these aspects have to be kept in mind.

What are the pros and cons of being an independent hairstylist?

That you are your own boss and that you have creative freedom. You do not get stagnant and are able to explore different platforms. On hindsight, you are accountable for the creative and business aspect of the profession, which can be overwhelming at times.

What are the current trends for the season?

Colour: Cool and subtle colours and tones.

Cut: Bob with a twist and mid-length hair.

Style: Mid-length with fringes are in. Textures are big such as, beach waves, undone hair and tousled locks.

What is your success mantra?

Work hard, yet be smart. Always be ready to learn new things. Be a professional.

What are your views on the salon industry in India?

Look good, feel gorgeous is the new age mantra. The industry is booming with the advent of beauty and cosmetic brands. Industry professionals now have access to various international products. However, there are short comings in the present scenario such as, product training, technical no-how, artist's skill and support is lacking though it is the need of the hour. Brand collaborations, trainings and workshops will empower and enable stylists to render quality service.

What is your advice for the newcomers entering this field?

Newcomers are talented and energetic, and it is easy to get carried away. One should stay focused and never shy away from hard work. Never rule out the scope of learning, as staying updated is the survival strategy in the hair industry.

What are your future plans?

I never planned to become a hairstylist, however, today, I will continue to focus on my work and explore as much as possible. I want life to surprise me. 📞







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



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ESSKAY BEAUTY PRESENTS Hair Tools by **Mr. Barber**

About the brand

Esskay Beauty has introduced Mr. Barber hair tools and hair brushes to India. The brand encompasses a wide range of styling tools such as, professional dryers, straighteners, curling tongs, and hair brushes.

New products from Mr. Barber

Mr. Barber Curl-On Curling Tong

The ceramic barrel is extra long. The temperature can be set from 130 to 210° Celsius. The rubberised soft grip makes for easy handling. It is available in four sizes such as, 19, 22, 25 and 28mm.



“Mr. Barber tools are user friendly. The irons give fabulous results and do not pull hair while pressing. The iron curls are quite comfortable in handling.”

– NIKHIL SACHDEVA,
Head of Looks School
of Hair & Beauty

Mr. Barber Strait n Shine Hair Straightener

The super fast heating technology and titanium plates make for even heat distribution and durability. Titanium delivers negative ions for smooth and frizz-free hair. There is an auto shut off function and the temperature can be set to a maximum of 230°. The swivel cord is extra long and 360° in nature.



Mr. Barber Powerplay 2500 Hair Dryer

With power up to 2200 watts, the dryer has Cool Shot Buttons, two speed and three heat settings. The ergonomic Seat Strips Design makes for easy handling. There is an Auto Over-Heating Protection System which does not allow for excessive heating. Along with a Hang Loop, there is a three metre cord for easy handling and two different nozzles for perfect working.



Price and availability

The products are available through the wide distribution network. Moreover, the product can also be bought online from www.esskaybeauty.in.

“The vision is to provide every client with equipment which have a steadfast adherence to quality and cost effectiveness to make work simple and productive. The product range focuses on inspiring professionals to create striking looks everyday!”

– SAKSHI VIRMANI,
Director - Marketing, Esskay Beauty Resources



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ALAN

TRUMAN

Makes a Debut in East India

Alan Truman took the centrestage at a reputed hair and beauty show in Kolkata, with tutorials, contests, and more as highlights

The brand that has been creating a stir with its range of professional hairstyling tools and accessories, Alan Truman mesmerised the audience and participants at the recently concluded Professional Beauty in Kolkata. The Alan Truman's stand was truly one of its kind with 16 stylists, 36 looks, a brand stand, an open green room and a truly spectacular education stage. Held at Swabhumi Heritage Plaza, the brand created frenzy with their Education Ambassadors, Rod Anker and Rekha Sharma. The show also witnessed Education Specialists at Alan Truman, Samir Lakhani for Creative Cuts and Anupama Conso for Clipper Cuts, taking the audience through hair updos that included a stunning range of haircuts and hairstyles. Spread out large and wide, the Alan Truman zone was buzzing with activity on the two-day event. Apart from the stand, the open green room, several contests, the Alan Truman Bag and the education zone were a hit among the visitors and participants, alike.





HIGHLIGHTS

The Alan Truman Green Room: For the first time ever, a brand took a bold step to keep the green room open for the audience. One could witness every aspect of a makeover that a model was undergoing; right from the hair prep to the make-up for the final styling.

The education stage: What made this one of its kind was that you could see four stylists and hair artists working simultaneously on the models. The turning point was a one-minute haircut done by Abrar Mansuri, Educator, Blow Dry and Creative Cuts at Alan Truman. Anker kept the audience on its toes with his high-energy hair tutorials. He was generously sharing secrets of a good cut that were well reciprocated by the hairstylists and salon owners present. Lakhani did his signature bob on a lovely salon-owner who was seen totally mesmerised by it. Conso charmed the crowd with her high-speed ultra-chic clipper cuts. Sharma, the updo expert, was seen juggling between avante garde, bridal and editorial updos. All of these put together were a first for any hair show in India.

The brand stand and experience zone: The models at the booth doubled up as volunteers who tested the products on their hair. The brand specialists were there to answer those who had a query. Attractive discounts were offered to those who purchased on the spot any amount or any value of products.

Freebies: The crowd got their hands on freebies such as, a shampoo brush, a comb or Alan Truman blow-drying brushes, while participating in contests and interactive sessions.

The Alan Truman bag: Classy, chic and carry-it-all, the Alan Truman bag measured 3 ft wide and 2 ft tall. Three out of 10 participants were seen sporting the bag later. One could purchase any Alan Truman product to grab the bag and have it all. 🛍️





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



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Worried about too much heat ? No More ! The Patented Argan Shine
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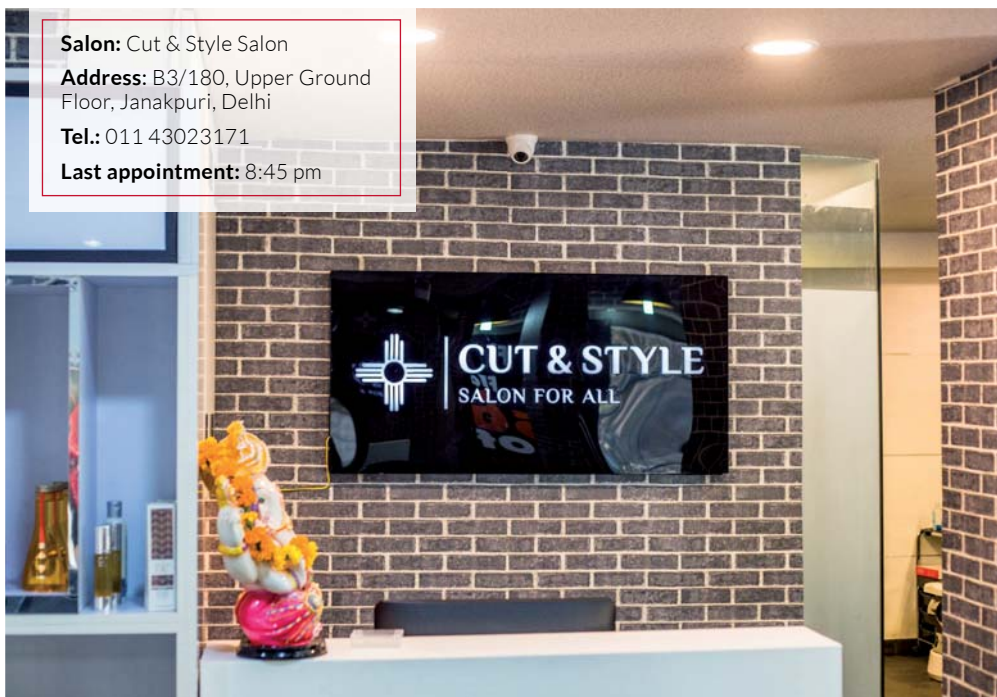
SIRAJ MUNEEER



En Route to Excellence

Meet Siraj Muneer, Senior Hairstylist at Cut & Style Salon, Janakpuri in Delhi. With an expertise of seven years and undying passion for his craft, Muneer is a true inspiration. He enjoys experimenting and believes that a stylist can never stop learning. He shares his journey with *Salon India*

Salon: Cut & Style Salon
Address: B3/180, Upper Ground Floor, Janakpuri, Delhi
Tel.: 011 43023171
Last appointment: 8:45 pm





How did you get started in the hair industry? Who has been the driving force/mentor?

I was truly inspired by my brother who is also a hairdresser. I grew up watching him working wonders on clients with the trendiest cuts and styles. I was fascinated to see how happy his clients would get after a makeover. Later, I chose to turn this fascination into a career, and my journey started in 2010. I was fortunate to have Aalim Hakim as my mentor in the initial days. I adore his work and look up to him.

What are the certificates and degrees you have earned?

I did my certification in hairstyling from Tress Lounge in Chandigarh. I honed my skills eventually while working in different salons and shows.

What were the learnings at your first job?

After my certification, I joined Strands Salon, Chandigarh as a hairstylist. Here I learnt to work as a team, client interaction and suggested make-overs. This experience opened up avenues for me, as I gained confidence and started believing in my work.

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

I have an experience of seven years in the industry, which spans several places I have worked, including Strands Salon in Chandigarh, Manzoor Khan Salon in Mumbai, Hair Cafe in Delhi, and finally Cut & Style Salon in Janakpuri. I have also worked in events like Femina Miss India 2011 and television shows.

Tell us about your current role and responsibility.

I am the Senior Hairstylist at Cut & Style Salon, Janakpuri and my core responsibilities are to ensure 100 per cent client satisfaction, keeping up with the global trends and techniques, gaining the client's confidence and interest by introducing new styles. I also guide and mentor junior hairstylists in the salon.

How do you keep yourself updated with the latest trends in cut and colour?

Thanks to the Internet and social media, staying updated on the latest trends in hair industry is not much of an issue. I follow few international stylists on Youtube to keep myself updated. I also follow my mentors closely and keep visiting them to stay relevant.

What are your favourite hair colours and brands?

L'Oréal Professional is one of my favourite brands and in colours, bold colours like, red and magenta offer a lot of creative scope.

What is your forte in hair?

I am professionally trained in cut, colour and styling, but I enjoy haircuts most. I love to experiment a lot and interact with the client to understand their lifestyle, personality, face type and hair health before suggesting a cut.



What are the current cut and colour trends for the season?

Cut: Pixie, graduated bob, long inversion layers.
Colours: Ombré, balayage and mocha are trending.

What are your views on the salon industry in India?

The salon industry has come a long way, owing to a rise in awareness, affordability of clients and global influence, but saying that does not mean, it cannot evolve further. With the rise in demand of salon services, we need more trained professionals to lead the way. There is a dire need of good academies and institutes with courses at par with global standards.

What is your advise for the newcomers entering this field?

Education is key and having a strong base is a prerequisite. One must be open to hard work and have loads of patience. Another important factor to be kept in mind is that education does not end in the academy or institute, but is a constant process; keeping oneself updated about the latest trends and techniques is mandatory to stay relevant.

Who all feature in your client list?

My client list is usually a mixed bag, from celebrities to models, professionals to teenagers. I have had the privilege to work for various fashion and television shows wherein, I have styled renowned models and celebrities like, Saleem Merchant for *Indian Idol Show*, Gunjan Utreja for *The Voice*, to name a few.

What are your future plans?

I want to upgrade my skills to next level and become one of the best in this industry. 🎯

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MARKET WATCH

Hair Care



Hair colour by Schwarzkopf Professional

Essential Cocoa is the newest hair colour trend for the year, which has natural-looking shades of brown with a touch of gold. The look is created using Essensity, the oil-based, ammonia-free permanent hair colour range known to provide up to 100 per cent coverage and is free from mineral oil, silicones, parabens and artificial fragrances. The in-built Phytolipid technology contains organic grape seed oil and plant-based oil that enhances the effective concentration of colour pigments and seals the colour for maximised retention and vibrancy. Essensity respects the multi-tonal reflexes of the hair and gives natural-looking colour results; it also retains the inherent light and dark hair tones during colouring. Essential Cocoa is available at leading salons in the country.

Price: ₹449

Scalp and dandruff care by Soulflower

Soulflower has launched the Tea Tree Oil, a cold-pressed oil therapy for the hair that combats dandruff. Suitable for all hair and scalp types, it also addresses issues of breakage and hair loss, and makes hair shinier and healthier. Tea Tree Oil cleanses the scalp, controls sebum secretion, removes flakes, relieves dryness, irritation and has antiseptic and antibacterial properties. Other ingredients in the formulation are Jojoba, Castor, Sesame and Olive oils which have antifungal properties that add nourishment and condition the scalp. It is available at retail outlets and online at www.soulflower.biz.

Price: ₹400 for 225ml



Hair straightener by Vega

If you are looking for straight shiny silky hair, your wait is over. Try the Vega Pro-Titanium straightener. It comes with titanium plates that give lustrous shine, and straight and styled hair in a jiffy. The straightener glides smoothly through the hair without pulling or snagging. You can set the temperature as per your styling need with unique temperature setting feature with digital temperature display, which allows you to see the set temperature. The straightener also has features, such as fast heat up time and ready to use in 60 seconds, swivel cord to prevent tangled wires and an easy lock system. It is available at retail beauty stores.

Price: ₹2,999



Thickening range by label.m

label.m Thickening Range is specifically made for those who have thin and damaged hair caused by factors, such as chemicals, heat through styling, and so on. As this type of hair appear dull and lifeless, they are also difficult to style and require utmost care. The label.m Thickening Range is formulated with NRG complex, which helps to energise the hair and Kona Red Coffee Berries along with Qmilch fibre, hydrate, nourish and strengthen the hair, making it thicker. While Kona Red Coffee Berries add collagen and leave the hair shaft with volume, Qmilch fibre has hair building proteins and amino acids for strength, thickness and shine. Designed to enhance the density and volume of hair, the label.m Thickening collection is paraben-free and helps protect against damage with the exclusive Enviroshield Complex and powerful antioxidants. It is available at leading salons.

Price: label.m Thickening Shampoo is for ₹2,000 (300ml); ₹6,000 (1000ml); label.m Thickening Conditioner is for ₹2,000 (300ml); ₹6,000 (1000ml); label.m Thickening Volume Foam is for ₹2,000 (210ml); label.m Thickening Cream is for ₹3,000 (100ml)

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TRAIN THE TRAINER Initiative to Imbibe



With the rise in demand of trained professionals, the critical role of education cannot be stressed upon enough. When it comes to knowing and executing the latest trends, techniques and product knowledge, hairstylists and make-up artists have to be educated and trained themselves in order to mentor the team. Hence, brands have taken the initiative and invested in training programmes such as the 'Train The Trainer' which is a robust attempt to ensure that their in-house trainers remain relevant and updated. *Salon India* speaks with reputed brands and trainers to know their take on the initiative

by **Shivpriya Bajpai**

TRAINING ON HAIR

NAJEEB UR REHMAN, Director - India, PPS, Schwarzkopf Professional India



- ▶ **Initiatives taken:** “Professional training is all about coaching someone in acquiring attitude, skills and knowledge. One may have the knowledge and skill, but communicating the same effectively requires a completely different skill. Even the greatest hairdresser cannot be a good trainer, if he cannot effectively communicate to his trainees. At Schwarzkopf, we run Train the Trainer programmes for our partners, associated academies and salon chains on different levels. These not only updates them with the latest information on our products and trends, but also ensures that the same is cascaded to all the hairstylists that they train. The programme covers all listed topics followed by an upgradation workshop which takes place every six to twelve months. These programmes not only focus on raising their knowledge and skill levels, but at enhancing their communication and presentation skills.”
- ▶ **Role of in-house trainers:** “Schwarzkopf Professional is a hairdresser’s brand. Our aim is to equip them with the best products and latest trends to help them in their business and work. Hence, training is the backbone of our business. We have a strong team of in-house trainers spread across India. They are updated on the products, technology and latest international trends. They train a large array of stylists from different skill levels, backgrounds and education levels. Our trainers work with stylists through academy seminars as well as in-salon training sessions. They are also available to help hairdressers resolve issues while working with clients.”
- ▶ **Objectives:** “We are a hairdresser inspired global company and as a professional partner to the hairdressers, we always strive to train and develop more and more skilled hairdressers, so that they grow as professionals and can perform all their services with perfection and ease.”
- ▶ **Impact on brand presence:** “The salon industry relies on skilled and trained hairdressers to offer their best services to clients. Hence, the knowledge of the hairdresser is key in the salon’s business. High level expertise in use of products and latest trends helps bring customer delight. Brands are known from the quality of training they provide to the hairdressers. Hence, it surely impacts the brand presence.”
- ▶ **Future plans:** “The hairdressing business in India has a strong upward trend and there is still a huge gap between the demand of good trained professional versus the availability. We would continue with our Train the Trainer programmes to further enhance and polish the knowledge and skills of trainers and hairdressers. We would also look at associating with new academies and salon chains to fulfill their future requirements. To be ahead of the market, we are in the process of upgrading our academies in Mumbai, Delhi, Bangalore, Kolkata and Chennai. We have a regular seminar schedule for different skill levels and trainings. Additionally, we also run special look-and-learn seminars for hairdressers to learn the latest trends and update their skills.”





AUDREY D'SOUZA, Educator, TIGI



- ▶ **Objectives:** “The objective behind training the trainers is to make sure that every person in charge represents TIGI, in all aspects. We emphasise on trainers being all-rounded. They should have great communication skills, and also be a reflection of the brand. In terms of hair, training the trainer helps the person to not only perfect basic techniques of styling long and short hair, but also demonstrate proper usage of products and their features. These sessions ensure that we continuously develop technical knowledge with creative freedom, in true TIGI style.”
- ▶ **Frequency of training:** “Trainers should be facilitated with trainings once a month, or once in six months so that they are up to speed with the ongoing trends and the market. If there are any such updates or trends, trainers have to be in sync with them.”
- ▶ **Aspects covered in training:** “The training sessions include consultation and presentation skills, in-depth knowledge of the brand, product portfolio, market knowledge, brand USP, sales perspective, to name a few.”
- ▶ **Keeping updated with trends:** “We recommend staying updated with the latest trends while watching runway shows, reading fashion publications, following fashion bloggers and trends real-time on social media.”
- ▶ **Future plans:** “We are constantly looking at ways and means to provide world-class education, with new cutting-edge courses. We design these specifically keeping in mind ongoing and upcoming trends, while ensuring that trainers are equipped with technical knowledge and enjoy creative freedom. At TIGI training sessions, we look at reaching out to as many salon aspirants, and helping them excel on cutting, colouring, styling, product knowledge and business building.”

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TRAINING ON MAKE-UP

K R MADHIVANAN, CEO, Kryolan India



- ▶ **Initiatives taken:** “We invite our international trainers to India, who are a part of the Kryolan Pro Team, to conduct workshops and train our trainers, staff and also share their knowledge and expertise with the professionals in the salon and make-up industries. The response to these workshops has been positive, and most of the times, we have had to restrict participation to small groups to ensure that standards in terms of quality is maintained, and the sessions are personal and interactive.”
- ▶ **Role of in-house trainers:** “We believe that our store staff should have superior product knowledge to be able to advise the customer. To keep their knowledge up-to-date, they are trained on a regular basis by our local in-house trainers. We constantly work on improving the skills of our store staff, and it is done on a regular basis when the in-house trainers visit the stores.”
- ▶ **Objective:** “Our marketing philosophy is to educate the professionals about our products, so that they can spread the word about Kryolan to their clients. To achieve the same, we need well-trained staff with enough product knowledge. At Kryolan, we expect our staff to be thoroughly professional and be aware of make-up skills as well as product knowledge, in order to suitably answer any query that a client can pose and satisfy their requirement.”
- ▶ **Impact on brand presence:** “Indian like to learn about make-up and are enthusiastic when we announce the workshops. They follow our social media channels to stay updated on them, and at the same time, they learn about our new products and promotions. During the workshops, we also present new products and we also demonstrate how it can be applied. When people know how to use it and see the effect, they also like to purchase them. Most of the times, we have realised that people need to be educated about our products and brand since it is a professional make-up brand that caters to specific needs, and that we have a wide range of products to suit every occasion or event. When our customers gain knowledge and get familiar with the products, they are encouraged to try out more of them and this certainly has a positive impact on our brand because they are then convinced of the quality and output, having tried it themselves and are likely to share this experience with their friends.”
- ▶ **Future plans:** “We have flagship stores in Bangalore, Chennai, Mumbai and Delhi, but we have witnessed huge demands pouring in from the Tier II and Tier III regions, which we are in the process of addressing. This means that there are many training workshops in the pipeline. We have recently opened our own web shop at kryolan.com in order to be able to serve a larger customer base.”

TANIYAA KHANNA, Senior Technical Educator Professional Makeup Artistry, Enrich Salons & Academy



- ▶ **Objective:** “Train the Trainers is an evolving process for anyone who is a trainer or wants to be one. For trainers, it is a constant evolution process. Until, we as trainers, are not updated with new products and techniques, we will not be able to teach.”
- ▶ **Frequency of training:** “This program should be as frequent as every six months.”
- ▶ **Aspects covered in training:** “The programme covers etiquette training and how to conduct oneself. Most important is to listen and empathise with the students rather than doing the usual.”
- ▶ **Keeping updated with trends:** “Frequent market visits are important, as there are new launches every week. It is important to stay abreast with the current trends and techniques. Today, there are workshops and seminars that focus on personality development, emotional intelligence and professional behaviour. One can attend such events for self motivation and inspiration.”
- ▶ **Future plans:** “I see myself imparting and inspiring all men and women to connect with their talent. Also, personal grooming programmes are highly valued, and I wish to excel in it. I aspire to create many more artists across the world.”

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SKIN CARE TRENDS

Natural and Organic Products to be Top Reckoners

Euromonitor International's recent research states that skin care is the key revenue driver in beauty, and by 2019, India will emerge as a primary growth market. Within skin care, there is a growing trend that is veering towards natural and organic products infused with 'pure' ingredients. With this as a context, *Salon India* analyses the workings of the natural and organic skin care business

by **Aradhana V Bhatnagar**

Over the past couple of years numerous natural skin care brands have emerged to dot the beautyscape in a bid to lure consumers, who are aware and informed, and avidly searching for 'pure' ingredients, a label and a certification by an authentic quality control body. Quite a tall order as in the absence of certifications, claims of all kinds are made unabashedly. Despite such and more challenges, a few brands have made the cut and passed judgement to become a preferred choice of many.

The terms 'organic' and 'natural' are often used interchangeably despite their differences and can be confusing for the consumer. For the uninitiated, a product is considered 'natural' when it contains ingredients that are sourced from nature and not created synthetically. Also they do not include ingredients, such as petrochemicals, parabens, sodium lauryl and laureth sulfates, phthalates, synthetic dyes and synthetic colours and fragrances. The main distinction between natural and organic beauty products is that organic ingredients must pass more rigorous standards of purity, as compared to natural products. An 'organic' ingredient



must be derived without the use of synthetic pesticides, petroleum fertilizers or sewage sludge fertilizers, and not be a genetically modified organism (GMO.)

Market size captured

In India, industry estimates reveal that the organic skin care market is likely to grow two-fold in the next five years and cross the mark of ₹1,000 cr by 2020. Further, a survey carried out by Euromonitor International reveals that over half of Indian consumers reported 'natural or organic' features are known to influence their hair and skin care purchase decisions. About 71 per cent of consumers surveyed said that they would pick up a face cream or lotion provided it claimed to be 'natural', 38 per cent said they would buy a shampoo or hair oil, if it was made with 'botanical' ingredients.

Globally, too, there is a keen interest being generated in natural and organic products. A report by Mintel shares that interest in natural formulations presents an opportunity for saturated markets, such as that of USA, as trusted and easily recognisable ingredients alleviate concerns about chemicals, pollution and unfamiliar ingredients.

Trend and drivers for growth

Of late, there has been a growing awareness regarding the benefits of organic products over its synthetic counterparts. As highlighted by Mintel's Global Beauty and Personal Care Trend *Gastronomia*, consumers also view lifestyle as an important contributor in their

skin's appearance, with many agreeing factors, such as hydration (44 per cent) and diet (36 per cent) impact the skin's appearance more than using skin care products (26 per cent). Another

Facial skincare products ingredients Consumers use/are interested in using:



Vitamin C Fruit based ingredients Probiotics

Source: Mintel | Base: 1,613 US adults who use facial skin care products

38 per cent agree that stress impacts the appearance of their skin, and as such, 30 percent of consumers look for anti-ageing products with anti-stress claims. Interest in natural beauty and personal care ingredients is on the rise, and natural product trends paired with the strong association between diet and skin is driving the emergence of food-based and probiotic facial skin care. Indeed, consumers are most likely to be using or interested in using products with vitamin C (85 percent), fruit-based ingredients (78 per cent), oatmeal (78 per cent) and honey (76 per cent). Further supporting this trend, 72 per cent of consumers use or are interested in using products that include probiotics.

Reports further state that rising R&D expenditure by key companies to use improved animal and plant extracts for organic products, is expected to propel market growth. E-commerce is one of the main factors that is promoting market growth on account of its wide range of products. The online sector is a key source used by consumers to access products which may not be available in malls and retail stores, primarily in developing countries. This trend is expected to propel product demand. Stringent regulations promoting natural product use will also fuel growth. Technological innovations involving oligopeptides, which are used to increase product shelf life and efficiency, is expected to have a positive impact on the sector.

BRANDS IN THE BUSINESS

SHAHNAZ HUSAIN



formulations comprise of herbs, flowers and fruit extracts, essential oils, and precious minerals and gems. It has received prestigious international awards for Quality Excellence."

► **Spokesperson:** Shahnaz Husain, Founder, Chairperson and Managing Director, Shahnaz Husain Group of Companies.

► **Philosophy of the brand:** "The Shahnaz Husain Brand is internationally renowned for Ayurvedic beauty care, blending ancient traditions with scientific techniques. Based on the principle of 'Natural Care and Cure', the Shahnaz Husain

► **Inspiration to launch the brand:** "While training in London in cosmetology, I came across instances of skin damage caused by chemical treatments. I wanted to find a natural alternative that was safe and without risk. From my family, I had inherited faith in natural healing and my study of Ayurveda strengthened it further. I was convinced that it could offer the ideal answers to modern cosmetic care."

► **USP:** "'Shahnaz Husain' is not a faceless brand name or corporation. Everyone knows that the person behind the brand name is herself trained in cosmetology and cosmetic therapy, that it is a symbol of my vision of herbal beauty care. The brand name is associated with unique integrated system of salon chain and product excellence, which rely on each other. The products have been clinically tested in actual user-conditions."

► **Competition from non-natural brands:** “In India, faith in a natural system, such as Ayurveda, has existed for centuries. It is part of our tradition, culture and heritage. Also, with the ‘back to nature’ trend sweeping through the world, it is herbal (natural) beauty care that is driving the growth of the beauty business. Consumers cannot be underestimated. They are very much aware of products, their ingredients and quality. They opt for natural products, not only in India, but worldwide. The Shahnaz Husain brand has established brand loyalty and brand identity on the strength of ‘Natural Beauty Care and Cure’, over the past four decades.”

► **Market share captured:** “The Shahnaz Husain brand has captured 40 to 45 per cent of the market in the highest segment of Natural Ayurvedic Beauty Care.”

► **Consumer trends key for brand positioning:** “Today’s Indian consumer is aware of quality and the ingredients in products and wants to exercise this knowledge by buying reputed brands known for their quality. Scientific techniques and modern beauty concepts have also influenced products, and there is a veritable list of them available today - from specialised sunscreens and moisturisers, to cleansers, masks, serums, hair tonics, hair serums, and so on. Branding has become all important. One prominent trend has been the surge of men’s personal grooming. This includes salon care for men, as men’s salons have also mushroomed at a fast pace. With the recent trend towards fitness and youth, the age group range of customers has also become wider. Older people are demanding anti-ageing treatments. Very recently, a major thrust has been noticed towards spa treatments, with salons being converted into day spas, offering both salon and spa treatments.”

► **Marketing strategies:** “My marketing strategies have been unique, to the extent that I did not enter the retail market till 1990. Our salons were the outlets for our products. Even at a time when businesses sustained on commercial advertising, I relied on ‘word of mouth’ publicity, believing that a satisfied client is the best advertisement. I have also extended my salons and other ventures on a unique franchise system, which has become a successful business model with tremendous international goodwill.”

► **Challenges faced:** “Having adopted a totally new concept of herbal care and cure, I had to increase awareness of the healing powers of herbs and the dangers of chemical and synthetic ingredients. I overcame this hurdle did this with the help of print media. Very early in my career, I also made it a point to personally reply to letters seeking solutions for skin and hair problems. Four decades later, I still maintain this practice. My philosophy and faith in nature has not only influenced markets and minds, but has become an integral part of the brand image. I also had to overcome social and economic hurdles, but my family’s support and understanding helped me to overcome barriers and realise my dreams.

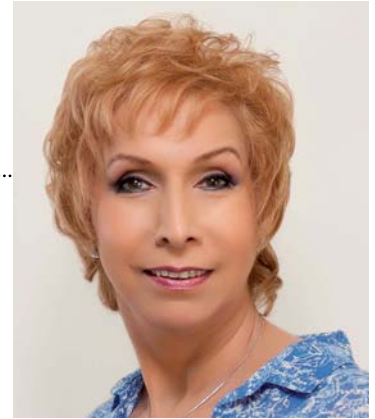
Entering the international market was the biggest challenge. India was not even represented at that time, but I attended International Beauty Congresses on my own steam, speaking on Ayurveda and trying to popularise Ayurvedic beauty care. I participated in the Festival of India in London in 1980 and was given a counter in the Perfumery Section of Selfridges. In the face of fierce competition, to stand up alone and sell India’s ancient civilisation in a jar was not easy. Since then, we have experienced the increasing demand for Indian Ayurvedic products across the globe.”

► **Future of natural and organic skin care:** “In India, traditions co-exist with modern technological advances. Today, Ayurveda and natural, organic products have found a prominent place in modern cosmetic care. Synthetic preparations and chemical ingredients cause allergic and irritative reactions, as well as lead to build-up of toxins in the system. The safety factor cannot be ignored and makes herbs ideal for cosmetic care. Herbs also have powerful healing properties, with protective, preventive and corrective actions. Centuries of usage have also shown that natural ingredients are readily accepted and assimilated by the body. Today, we are looking at nature with enlightened eyes, because it is being supported by scientific research. We know that natural and organic products have an exciting future. As for Ayurveda, it is definitely the healing system of the future for attaining total wellbeing.”

► **View on Halal products in skin care:** “We have showcased our products at Halal Beauty Expos in the Middle East and Malaysia. Our formulations do not contain any animal products, and we believe in protecting the environment and not disturbing it in any way through our manufacturing processes. We do not use animal products in our formulations and do not allow animal testing, either.”



AROMA MAGIC



- ▶ **Spokesperson:** Dr Blossom Kochhar, Founder and Chairperson, Aroma Magic.
- ▶ **Philosophy of the brand:** “My childhood was spent on the coffee plantations with my very large family; everything we consumed was organically grown and taken from the earth. Over 30 years ago, I had searched for beauty solutions that had the same green, natural life giving philosophy that I grew up with, which is ‘What we apply should be as healing and effective as what we eat’, but, such products were difficult to find. At that point, a thought came up in my mind and I decided to create an honest, truthful and natural product on the core basis of Green Science, a holistic approach to beauty and inner healing through the harmony of mind, body and soul. I realised the need to have a scientific system backing it by stitching together the science and art of Aromatherapy and the modern day science of Terratherapy to create a pure product with 35 per cent concentrates of essential oils and organic extracts. The little idea gave birth to Aroma Magic, a result of immense amount of hard work, sleepless nights and a life long journey of studying, experimenting, blending and creating.”
- ▶ **Inspiration to launch the brand:** “My love for nature and an alternate way of living and healing led me to build a company using natural fragrances, plant extracts, organic ingredients and ancient herbal remedies. In 1992, I introduced Blossom Kochhar Aroma Magic with a range of reliable and honest skin, hair and wellness products that deliver meaningful effective results. With a vision to take the understanding of aromas and nature forward, I also established Blossom Kochhar College of Creative Arts and Design (BKCCD), one of the country’s oldest hair and beauty academy.”
- ▶ **USPs:** “My products rest on the pillar of Aromatherapy, and are free of parabens, artificial fragrances, mineral oil, and other harsh chemicals.”

- ▶ **Competition from non-natural brands:** “Being the pioneer in Aromatherapy and the shift in paradigm of consumer’s buying capacity and choice, there has been a change in the market. People are more concerned about their wellbeing not only from health point of view, but also wellbeing of the skin and the hair, thus they are moving towards products that are nature derived and promote an organic way of living.”
- ▶ **Market share captured:** “I started off with Aromatherapy in India, so we we have been the pioneers of Aromatherapy in the country.”
- ▶ **Consumer trends key for brand positioning:** “Today’s discerning consumers are more interested in using products that take them closer to nature, and away from the harsh and harmful chemical using products that can damage their skin in the long run. Thus looking at the increasing shift of consumer preference.”
- ▶ **Marketing strategies:** “To market our brands, we follow a 360 degree approach to create awareness in the minds of the consumer. We do this by creating fliers, pamphlets, having a slew of online promotions and by conducting educative seminars.”
- ▶ **Challenges faced:** “The major challenge has always been to explain the reason to move towards Aromatherapy as a way of life and take advantage of its numerous benefits. I had decided almost four decades ago that apart from creating a product line that is nature derived, I would educate the people not only about the benefits, but also how as professionals, one can answer our clients and offer them a perfect Aromatherapy experience.”
- ▶ **Future of natural and organic skin care products:** “The future of natural or rather nature derived products, which promote an organic lifestyle, is very strong. People are becoming more and more aware about them, as they want their skin to be healthy and well taken care of.”



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DISTRIBUTORS IN THE BUSINESS

RÉMY LAURE

- ▶ **Spokesperson:** Rekha Chaudhari, JCKRC Founding Partner, JCKRC SPA Destination.
- ▶ **Philosophy of the brand:** “Rémy Laure has a rich history and a well-setup research and development department. Originally founded in 1921 in the perfumery sector, the company changed its name in 1971 and launched the Rémy Laure professional skin care line. Manufacturing facilities were acquired in 1984 to cope with rapid expansion. Our laboratory is using the most advanced technology to develop new formulas and textures and adapt to the changing needs of our customers in 21 countries till date.”
- ▶ **Inspiration to distribute the brand:** “Ancient India has been using a vast array of herbs, plant extracts and earth minerals for cosmetics and beauty treatments. Rémy Laure, as a brand, follows the philosophy of nature, and combines herbal and plant extracts with the goodness of earth minerals.”
- ▶ **USPs:** “Since the launch of the ‘Black Mask’ in 1971, Rémy Laure has been bringing the benefit of Moorthrapy, a beauty treatment with terrestrial mud, to beauticians worldwide. Rémy Laure associates this experience of natural beauty with an ongoing research for the best modern cosmetic ingredients, in order to propose efficient and authentic formulas.”
- ▶ **Competition from non-natural brands:** “Our products are made from naturally derived ingredients with proven efficacy, as harsh chemicals increase irritation and sensitivity on the skin. We do not consider non-natural brands as our competitors.”
- ▶ **Consumer trends key for brand positioning:** “We keep in mind the ever-changing trends of the cosmetic industry, the climatic conditions and physiology of Indian skin types, and take care to introduce products that are scientifically well researched and certified. With increasing changes in environment, our skin is forced to face high levels of pollution, sun damage, stress, ill health, and so on, which degenerate the health and beauty of our skin. We prefer to introduce those brands and products treatment which boost the cellular metabolism, improve moisture level and facilitate the rejection of toxins by providing the best balance.”

- ▶ **Marketing strategies:** “We believe in ‘word of mouth’ publicity. Since the last seven years, we have been in the market and we have several loyal customers. We also advertise our brand in the print media and have initiated the digital marketing of our spa on various social media platforms as well.”
- ▶ **Challenges faced:** “The initial period of distribution was challenging as the Indian beauty industry was just introduced to a modernised approach to skin treatments with serums, active ingredients derived from nature in combination with earth derived minerals. Today with our team of educators, we have established a strong hold of the market and have well channelised distribution. Our result-oriented products are appreciated in the industry and we have carved a niche for ourselves.”
- ▶ **Future of natural and organic skin care products:** “As clients are becoming aware of the side effects from non-natural products, there is a definite space for natural and organic products. People are wary of chemicals, additives and preservatives which are carcinogenic in nature and also a threat to the environment.”
- ▶ **View on Halal products in skin care:** “India is a Hindu predominant country and sections of our society may not be comfortable with the idea of Halal products. Hence, we need to give this aspect of skin care some time.”



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COMFORT ZONE



- ▶ **Spokesperson:** Divya Kohli, Creative Director and Proprietor, Salon & Spa Studio by Tangy Rose.
- ▶ **Philosophy of the brand:** “As a skin care brand, Comfort Zone is a marriage of nature with performance and sustainability, and this makes it stand apart. The sustainable processes used throughout the production and manufacturing of the products, the community efforts, and Comfort Zones’ B Corp Certification are all elements of our USP.”
- ▶ **Inspiration to distribute the brand:** “India is a land of natural therapies and pleasurable experiences, but the audience was not getting a combination of great results and a pleasurable spa experience. Comfort Zone harnesses the power of natural ingredients, through sustainable and environment friendly approaches to provide potent and performant skin care products that give amazing and sustainable results. The Indian audience is craving for such products and treatments, where the result and the luxurious feel are at the forefront. I have yet to see a brand in the Indian market, which makes the customer shine from within and without.”
- ▶ **USPs:** “Whenever you buy a Comfort Zone product, you can be sure it will provide great results and a great experience while giving you the inner feeling that you are doing something great for the people around you, the environment and yourself. The home care regime and in-spa experiences deliver incredible results, while offering the guests an unbelievable experience.”
- ▶ **Competition from non-natural products:** “Comfort Zone does not fall behind non-natural brands as its offerings are not solely the nature of the ingredients. Comfort Zone prides itself in offering performant skin care products and in-spa treatment experiences. Non-natural brands have it harder in a way because they often try and offer similar results to the end-consumer, but their formulation philosophy has harsh chemicals, which can sometimes damage the skin in the long run. If you had the choice between natural-based products with a sustainable approach to beauty, or non-natural products that offer short-term and harsh consequential results, there is no doubt you would opt for the natural-based products which are safe, have great results and are therapeutic, as well.”



- ▶ **Market share captured:** “We introduced Comfort Zone in 2015, it has gradually grown into a strong brand in the luxury skin care segment of salons, day and hotel spas. We have strong sales in the professional treatments as well as home care section of products. Comfort Zone is one of the leaders in the professional skin care platform, and incontestably the only one to offer a sustainable approach to beauty, while maintaining a synergy between a natural ingredient product base and highly performant skin care and treatments. In a span of 22 months, the products are available at more than 100 luxury skin care doors, and in the next 12 months, it will be there in a total of 180 luxury doors.”
- ▶ **Consumer trends key for brand positioning:** “The Indian market is one of the fastest growing markets in the world. The ‘natural and ‘performance’ trend is there and expected to remain for quite some time. International brands have an interesting future in the Indian market, as long as they manage to maintain their core identity. It is easy and dangerous for brands to try to adapt to a level of losing their identity, as the Indian market has an infamous way of doing just that. Comfort Zone has a distinct identity and does not duplicate others, neither in products, treatments or in their strong ethical message for the world. The success of brands lies in maintaining their identity, customising their approach and being able to communicate boldly to capture and keep the attention of the Indian audience.”
- ▶ **Marketing strategies:** “Our marketing strategy is and will always be to bring to market the most innovative, performant and sustainable beauty products and in-spa experiences. This strategy has been and will be reinforced over the next months. We intend to communicate our ‘Made In Italy’ message even more strongly, as it is synonymous with quality, beauty, sustainability and healthy lifestyle. Comfort Zone’s approach to beauty goes beyond the usage of skin care. An all encompassing lifestyle brand, it allows its user to reignite with the Joy of Beauty, through the home care regime, innovative in-spa experiences or through our lifestyle tips for a more beautiful and healthy life.”
- ▶ **Challenges faced:** “The Indian market requires different management and communication methods, but the main challenge is to remain consistent with it. The main concern for any company trying to enter this market is to lose itself. The market grows fast and without a strong and consistent brand message, it is easy to confuse the consumer and not stand out.”



- ▶ **Future of natural and organic skin care products:** “The ‘natural’ message is here to stay. However, consumers are also looking at products that are offering sustainability and have proven performance records. This is where the future lies. Comfort Zone is at the forefront of this new segmentation of the industry, where savvy users understand the benefits of nature-inspired products that offer amazing end results. This fast-growing segment is seeking products that least impact and damage the environment and the community, as they are conscious and caring of their world.”
- ▶ **View on Halal products in skin care:** “Halal products have clients all across the world. However, Comfort Zone has so many

other great and positive messages that we are not focusing on Halal products, which we may in the future. Halal goes beyond ingredients and product-handling to include manufacturing, packaging, distribution, and logistics, which makes it a bit more challenging to enter. Nonetheless, we believe in offering healthy, nature-inspired products that offer maximum results and our science-based-conscious formulas is a reminder that Comfort Zone has a similar vision of Halal products, which is to respect people and the environment. Comfort Zone does not use animal derivatives and our packaging and manufacturing choices are guided by the principle of a proactive and sustainable approach, which is constantly in evolution and integrates the most advanced practices.”

MANUFACTURERS IN THE BUSINESS

ANITA'S AROMATICS



- ▶ **Spokesperson:** Anita Golani, Founder, Anita's Aromatics.
- ▶ **Philosophy of the brand:** “Anita's Aromatics is dedicated to supplying and manufacturing natural and ethical products using organic essential oils and botanical ingredients that are unadulterated to provide our clients holistic wellbeing experiences.”
- ▶ **Inspiration to manufacture the natural skin care brand:** “With the growing awareness of the hazards that chemical induced skin care products can cause, consumers are becoming more interested in natural products. There are numerous brands that have herbal and natural products in their portfolios, and therefore, consumers are now able to take more control of the quality and safety of the products that they use.”
- ▶ **Ingredients client's veer towards:** “All actives derived from natural sources such as, plants, herbal extracts like licorice used for fairness, essential oils of lemon and orange for vitamin C, tea tree oil used for acne treatments, and milk proteins extracted from natural sources. The new ingredients in demand are activated charcoal, acai berry, and clay.”



- ▶ **Star products:** “Candle kits, dead sea salt scrubs, brown sugar scrubs, charcoal and bamboo kit, rice and oatmeal scrubs, to name a few.”
- ▶ **Measures in place to meet the growing demand:** “We have invested in automated machines to improve efficiency, and thus cut costs.”
- ▶ **Challenges faced:** “Products with natural ingredients are susceptible to microbial attacks and face compatibility issues with other ingredients in various formulations. This creates challenges for manufacturers to stabilise the products to have a decent shelf life.”
- ▶ **View on Halal products in skin care:** “Just as organic went from an unknown category to a beauty juggernaut, so can Halal, as more awareness and education about it grows. If the market demands are gearing towards Halal products, we will definitely delve into it.”
- ▶ **Future of natural and organic skin care:** “While natural and plant-derived ingredients are on the rise, animal-derived ingredients are losing their popularity due to the growing negative attitude towards the production process of these products. Consumers are leaning towards products manufactured by eco-friendly, sustainable, ethical, and socially responsible brands, and products containing animal-derived ingredients fall into forbidden lists due to the ethical consolidations. As a result, consumption of lanolin and derivatives is expected to decline particularly in Europe and India.”

KAIRALI AYURVEDIC PRODUCTS PRIVATE LIMITED



► **Spokesperson:** Gita Ramesh, Joint Managing Director, Kairali Ayurveda Group.

► **Philosophy of the brand:** “The philosophy is to ‘Uphold the authentic principles of Ayurveda in order to propagate health and wellbeing worldwide’. Kairali Ayurvedic Group encourages a comprehensive approach to health, which understands the individual as a complex combination of elements capable of being brought into harmony. We are committed to enhancing positivity and wellbeing in individuals, the environment and the global community.”

► **Inspiration to manufacture the natural skin care brand:** “We want to give consumers natural and Ayurvedic products. The load of chemicals on the skin has numerous side effects, which impact our body. Natural products have no side effects, and are accepted by our skin graciously. Our oils and powders are 100 per cent natural and Ayurvedic.”

► **Ingredients client’s veer towards:** “There are various ingredients in the skin care range that are popular and are known for their pleasing affect such as, saffron, sandalwood, rose, lotus seed, turmeric, and others. Besides the main ingredient, we found that a combination of these ingredients have far greater results and are more in demand. Individual ingredients are good for a particular type, but with the combination the results are more promising.”



► **Star products:** “Kaircin is one of our best-selling products. It has saffron and lotus seed extract, which help in moisturising the skin and making it supple. Its regular application is known to reduce pimples, acne, dark spots, and even wrinkles.”



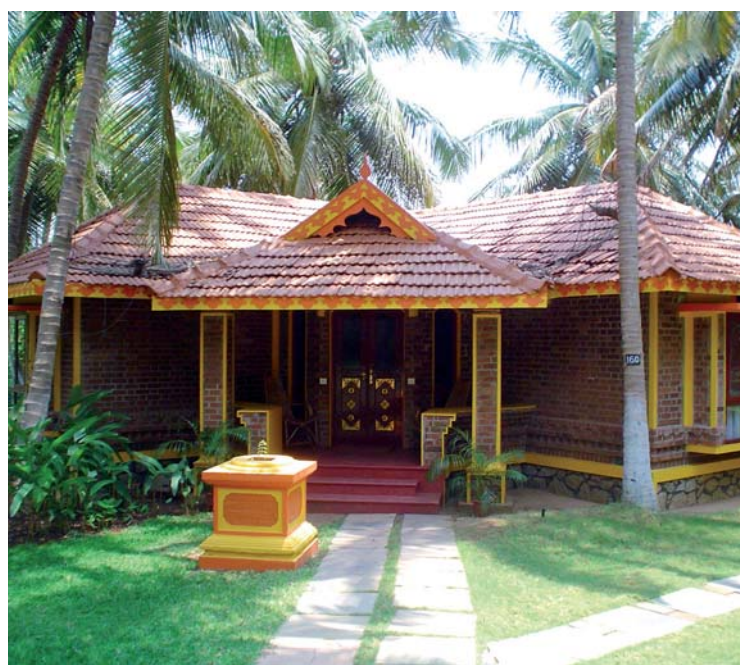
► **Volume of production in a month:** “We have a massive manufacturing unit which produces 2,000 litres of oil, 500 kgs of churnam, three lakh capsules, 1,000 litres of cosmetics and 500 kgs of soap.”

► **Measures in place to meet the growing demand:** “We are seeing that the demand for natural and Ayurvedic products is surging and we keep a close eye on the growth figures. We will increase our manufacturing accordingly. We focus on procuring raw materials, such as herbs, fruits and extracts. We cultivate them and keep a tab on the harvest to fulfill the demand of the consumers.”

► **Challenges faced:** “The only challenge we face is in the availability of duplicate products in the market. They have chemicals and are not even close to be called natural or Ayurvedic. They cause various skin conditions and are extremely harmful. We always recommend the consumer to know about the brand and their product before using it.”

► **View on Halal products:** “‘Halal’ products can be defined as products created by killing an animal. We have never encouraged such product use that has been made by killing an innocent creature.”

► **Future of natural and organic skin care:** “We have reached in an era where people have started accepting the Ayurvedic and natural products. They now understand the significance of the being natural. Today, consumers are conscious of what they use on their skin and do not wish to experiment with chemical-ridden products. We found it to be a positive indication, and the future looks promising.”



IMPERIAL SALON AND SPA



► **Spokesperson:** J Tara Herron, Spa Director at Imperial Spa & Salon, Imperial Hotel, Delhi.

► **Brands used:** “We use our own collection of organic and botanically sourced and blended oils and skin care brand called Sufi. I created this brand when we first launched the Imperial Spa to support our signature treatments.”

► **Other non-organic brands used:** “Our other treatment led skin care brand for the face and body is Natura Bisse, which is a premium high performance brand from Spain. Some of the ingredients are organic and botanical, but blended with cosmeceuticals for dynamic anti-ageing and restorative results.”

► **Ingredients client’s veer towards:** “People have different views on product ingredients depending on their knowledge, orientation and experience. Those with sensitive skin, for example, will want to know that the products we use are sensitively blended to a professional standard. Some people want deeply enriching products that give immediate visible and textural results, so we need to use a more refined and sophisticated ingredient palette. Others are inspired by purity and ingredients that are organic in origin which fits into their lifestyle philosophy. Only about 5 per cent of clients ask for natural products, and most will trust that we are providing them with a procured brand that has safe and holistic ingredients that does not create toxicity or allergies.”

► **Best selling therapy:** “The Imperial Depth, our signature massage, appeals to our multi-cultural and international client base. The techniques drawn from Eastern and Western disciplines, can be personalised to treat the individual’s requirement at the same time.”

► **Challenges faced in sourcing natural ingredients:** “The word ‘natural’ can be quite misleading as some products will have maybe 20 per cent naturally ‘sourced’ ingredients blended with more refined ingredients and are still considered ‘natural’.



Natural may also mean that you blend the products yourself from raw ingredients such as, nut butters, oils, salts, fruits, clays, resins and extracts of roots or that the pre-blended product does not contain any manufactured ingredient, alcohol, petroleum or harmful preservative. In the end, I look at a range of product concepts, learn about their integrity of sourcing and blending, and try them out to see what will ideally suit our spa and guests. Also working in India means products do require some level of active preservatives, though natural and free of parabens, as infection and decay can happen quickly, if not taken care of in the right condition.”

► **Therapist training on product knowledge:** “Yes, the therapists receive product knowledge on the key ingredients, their benefits, contra-indications, and other applications. They are trained to read and understand our in-house Wellness Consultation that every guest completes, so that the correct choice of product can be advised, often with opinions and further recommendations.”



► **Future of natural and organic skin care:** “Of course, the demand will grow as more people seek to de-tox and purify their lives. Knowledge of harmful ingredients informs people that they need to look for alternatives and many brands that were not previously organic, have now created new lines that are much more naturally sourced to fulfill these need gaps. As more and more research comes to light to reveal the hidden dangers in using certain ingredients, the organic product market will grow and evolve just in the same way as organic food manufacturing has taken off.”



FROM SOIL TO SHELF The **SoulTree** Way

The beauty products and services buyer has realised the goodness of organic and natural ingredients. Be it in cosmetics, food or fashion, 'organic' is the buzzword that is slowly, but steadily, getting the cash counters to ring. *Salon India* speaks with SoulTree, the BDIH Germany certified organic skin care brand to know their leanings and more

by **Aarti Kapur Singh**

The revolution for au naturel has never been as robust as it is today. In beauty and wellness, there are many brands that claim to be close to nature, however, there are only a handful who actually walk their talk and remain fully committed to the cause of sustainable beauty and giving back to the environment.

SoulTree is the first and the only brand in India to offer certified natural beauty and personal care products that are crafted from natural origin ingredients, and carefully selected Ayurvedic herbs grown organically or wild-crafted in the Himalayas to ensure that synthetic and harmful ingredients do not make their way into the products. After being a part of the production journey and supply chain of SoulTree, it is easy to understand that a brand can truly and honestly be committed to sustainability, only if it wants to.

The origin

In 2008, Vishal Bhandari, CEO and Founder of SoulTree, began the process of finding safer, more natural alternatives to conventional cosmetics. With the help of a 75-year old Vaidya and a chemist, he set up a small lab that has grown to become the only brand in India to obtain a 'Natural' certification from BDIH for all its products. "In the new millennium, one found that there was no manufacturer of genuinely beneficial cosmetic products. Most of them, including a few reputed ones, were using chemicals, in some cases carcinogenic ones, whilst claiming to be herbal or Ayurvedic in nature. Worst still, they were not even listing all the ingredients used in the products, thus depriving the customers of the right to choose what they use," says Bhandari. Therefore, one of the ideas was to build a range of organic beauty products from organic herbs that they were growing. But Bhandari wanted to fulfill multiple objectives. "I did not want to merely create awareness amongst the consumers. I wanted to offer them a range of genuinely natural cosmetics, devoid of harmful chemicals with an authentic third party guarantee. And something that could also improve the livelihood of the small organic farmers, it would be perfect," smiles Bhandari.

How it works

SoulTree has a message that conveys its core elements of human consciousness and respect for nature. The products are free from synthetic and harmful ingredients like SLS/ SLES, parabens, artificial colours and fragrances, hence the products deliver their full benefit without any side-effect. SoulTree works closely with about 3,000 women farmers and small not-for-profit organisations to promote organic farming and generate sustainable livelihoods amongst the rural communities. As a young brand without deep pockets, they find it exciting to brainstorm and come up with innovative ways to take the brand forward.

The processes

Bhandari reveals, "SoulTree is committed to fair trade policies by buying directly from farmers or aggregates. We have processes where we check that they receive fair prices and that it is on time." This, in turn, means that there is a direct connection between the farm and factory. "The additional income that women farmers draw by cultivating and harvesting ingredients is used by them to send their children to school," says he. The overall objective of being able to contribute to sustainable development by following a route that develops quality products while generating an income through organic farming, is a case study. Shares Bhagwati Devi, a gooseberry and turmeric farmer, who has managed to educate her two daughters, "I do not mind hard work, but being able to earn money in a genuine way that is regular and dignified so that I can take care of my family is all I want. Through our relationship with INHERE (Institute of Himalayan Environmental Research & Education) and SoulTree, I have thankfully been able to do that."

So how do they ensure that their products are 'safe for use'? Reveals Bhandari, "We send out products to our formal panel of

volunteers and at a designated date collect feedback from them. If there is a problem, these products go back to our R&D lab for further improvement." They also conduct tests in their laboratory for microbial contamination and metals, besides the regular tests for allergies.

In order to build markets and help small farmers get fair prices, Vedicare Ayurveda Private Limited, the parent company of SoulTree, sources herbs directly from farmers and NGOs, such as, INHERE. This effort to promote organic produce has stood everyone in good stead.

Challenges faced

The issue is of cost. Organic cosmetics and personal care products are priced at least 40 to 50 per cent higher than conventional cosmetics. Bhandari explains the reasons behind it - "Firstly, it is the cost of the ingredients themselves. We source all-natural plant ingredients that are not available in abundance, while conventional industries easily source their ingredients in bulk from suppliers; then the choice between plant-derived as opposed to petroleum-derived is expensive, and lastly, for an organic certification as stringent as BDIH Germany, the manufacturing processes have to follow norms and processes to meet the standards. For example, herb extracts made in-house are in small batches, which is a time consuming process. Conventional products use mechanised, fast-produced, cheap industrial extracts, and so their costs are lower. Also, in India the challenge lies in certifications. There are many brands that flood the market with their cheap products and make claims about being organic, only to make a quick buck."

Geographical intricacies

"Regarding organic products, people in South India are more aware, as they are looking at the value of a product. The demand of North Indians is more brand-oriented," observes Bhandari. "Organic cosmetics do well in overseas markets because they already have channels for organic products in place. The consumers, too, are more mature and aware. In India, even though the consumer base is small, the rate of growth of the base is much faster," he says.

Future trends for the organic cosmetics industry

Says Bhandari, "In terms of technology, green chemistry has a lot of potential. Even conventional cosmetic brands are turning towards green chemistry, now that more and more ingredients are getting banned." The web that connects sustainable consumption to sustainable livelihoods to biodiversity protection is one that should not be ignored or broken. Last year, on World Environment Day, the United Nations Environment Program (UNEP) set the theme as 'Seven Billion Dreams. One Planet. Consume with Care' to tell the world to choose what they consume wisely, responsibly and ethically.

It is, perhaps, this motto that pushes SoulTree to discover and educate everyone about nature and nurture. It is this commitment to the cause of clean living that is making Vishal Bhandari take slow, but steady steps, towards making SoulTree a truly global brand. 🌱

HALAL BEAUTY SET FOR GROWTH Across Asia Pacific

by **Sharon Kwek**

Today's young Muslims are interested in fashion, grooming and beauty, and are poised to become an economic force to be reckoned with. As the Muslim population continues to grow, so does the development of the Halal beauty industry, but it is not only these consumers that Halal products can appeal to. Beauty and personal care consumers worldwide are increasingly taking a more holistic approach to their beauty regime, turning towards 'all natural' products that are free from unwanted chemicals. Halal beauty is known to use ingredients that are pure and clean with ethical practices. As consumers gain greater awareness of Halal beauty's benefits, products carrying this certification will become particularly attractive to the global beauty market, not only Muslims.

Currently, Asia Pacific dominates the Halal product landscape because of its large Muslim population. According to Mintel Global New Products Database (GNPD), the region accounted for 73 per cent of new Halal beauty products launched between 2014 and 2016. Data from GNPD also shows that Indonesia is Asia Pacific's biggest Halal beauty innovator, accounting for 37 per cent of all Halal beauty launches in the region from 2014 to 2016. Indonesia is followed by Malaysia (10 per cent), Philippines (10 per cent), India (7 per cent) and Thailand (4 per cent).

Hurdles for Halal beauty

There is much excitement about the growing potential of the Halal beauty market in

Asia. Beauty and personal care brands are becoming more liberal with imagery of women wearing hijabs on product packaging to directly appeal to Muslim consumers. Brands are now also looking to achieve Halal certification to give them wider appeal to the growing pool of young Muslim shoppers. However, in Asia, a company can typically take five months or more to obtain Halal certification and it can be expensive to do so. While many companies are aware of the huge potential of the Halal beauty market, not as many are willing to invest the time and money in securing the certification.

There is also the concern that as the term 'Halal' becomes increasingly common within the marketplace, it may become over-commercialised by industry players, and potentially dilute the concept of Halal and its religious significance. The focal point of brands gaining Halal certification should continue to be based on religious practices, and being the bridge between faith and beauty and personal care.

Rise of Halal e-commerce

Increased awareness of Halal beauty is reflected in online searches for Halal beauty cosmetics. As companies work on developing products that cater to Muslim needs, consumers are turning to social media for more information, while also sharing their own among like-minded consumers. With online activity rising, beauty brands have seized the opportunity to offer products online targeting not only Muslims, but also the wider demographic. E-commerce continues to gain ground as

Sharon Kwek is a Senior Innovation and Insights Analyst, Beauty and Personal Care at Mintel.



technology evolves, presenting the Halal beauty and personal care marketplace with more cross-industry opportunities and partnerships within the cyberspace, thus generating more buzz around the concept of Halal.

India's potential for Halal beauty

With positive growth projections for the Muslim population, brands are increasing their efforts to gain Halal certification to

secure a stronger foothold in both regional and global markets. India is projected to see the fastest growth in its Muslim population, which makes it particularly attractive for Halal brands. Home-grown brands in India are embracing Halal beauty as a way to target wider Asian markets and to attract a broader consumer base locally, namely non-Muslims and consumers who are in pursuit of ethical living. The rising trend for consumers to make more ethical

lifestyle and wellness related choices will further increase the pace of innovation and highlight the benefits of Halal-certified products that appeal beyond the Muslim population. Indeed, research from Mintel indicates there is opportunity and potential for Halal beauty and personal care to thrive not only within Asia, but also globally. Moving forward, the awareness of Halal beauty will only continue to grow and garner global attention.

HALAL BEAUTY INNOVATION FROM ACROSS ASIA PACIFIC



Iba's Pure Skin Liquid Foundation SPF 15 INDIA

Iba's Pure Skin Liquid Foundation SPF 15 features a 'unique' ultra-blendable satin-smooth formula boosted with aloe vera, vitamin E and rich minerals claiming to provide flawless coverage of spots, blemishes, dark circles, and uneven skin tone, along with long-lasting dazzling glow and sun protection. The certified Halal and vegan product retails in a 30ml pack, and is available in three shades.



Safi Rania Gold 2-in-1 Booster & Refresher Mist MALAYSIA

Safi Rania Gold's 2-in-1 Booster & Refresher Mist features duo gold 24K, a combination of 24K bio nano gold and 24K gold flakes, as well as silk protein, which is said to act as a booster that increases moisturisation, while refreshing the skin, that helps make-up last longer. The Halal product retails in a 75ml pack.



VCare Hair Protect Spray INDIA

VCare's Hair Protect Spray offers oil-free hair care and is described as a powerful herbal formulation for hair fall prevention and dandruff control that also promotes hair re-growth. The non-sticky, leave-in product is Halal-certified and retails in a 100ml pack.

Source: Mintel GNPD

Sharon Kwek is a Senior Innovation and Insights Analyst, Beauty and Personal Care at Mintel and is based in Singapore, the trade and economic hub of Southeast Asia. This makes her well placed to provide insights and analysis of the beauty and personal care categories to Mintel's key clients around the region. She has 8 years experience in the FMCG industry, spent helping clients to develop their beauty businesses in the region, specifically the countries of Japan, Philippines, Thailand, Indonesia and Brunei. She has accumulated an in-depth understanding of the beauty industry in key Asian markets.

Mintel is the world's leading market intelligence agency. For over 40 years, Mintel's expert analysis of the highest quality data and market research has directly impacted on client success. With offices in London, Chicago, Belfast, Kuala Lumpur, Mumbai, Munich, New York, São Paulo, Shanghai, Singapore, Sydney, Tokyo and Toronto, Mintel has forged a unique reputation as a world-renowned business brand.

WHAT SMALL SALONS CAN LEARN FROM Premium Brands

by **Sudheer Koneru**

While neighbourhood salons offer a more personalised experience, they lack the ability to increase customer footfalls and engage effectively with the customers. Compared to bigger players in the industry, salons next door are yet to be exposed to new age customer outreach programmes. However, it is never too late to start learning about ways to build better brand recall and gain more customers. Here are five points that neighbourhood salons can learn from bigger brands in India, to take their business to the next level.

1 Setup customer engagement programmes

The easiest way to start with is to wish your clients on their birthday via an email. You can leverage email and SMS platforms to send timely appointment reminders, offers and new service announcements. Text messaging is affordable and statistics show that customers respond to an offer up to 80 per cent of the time. Multi-location med spa Prettislim, strengthened their brand recall and customer retention through personalised communication with their guests with birthday campaigns, anniversary emails and 'We miss you' campaigns. With this, they not only engaged with their existing clients, but were also able to nurture new leads.

2 Collect customer feedback

Customer feedback, negative or positive, should be acted upon quickly. However, the first step is to ensure you are collecting enough of it. Make it easy for your guests to submit their feedback by avoiding lengthy surveys, and offer exciting incentives for submitting feedback! With a proper feedback management in place, you can not only monitor and manage feedback, but also take specific actions on the same.

3 Run targeted promotions

By segmenting your customers, you can do targeted promotions to boost your revenue. Cross selling and upselling are the key components for promoting your spa and salon services. For example, if your guests love pedicures, but have never opted for

a manicure, send them a discount on this combination for their next visit. Identifying the top selling services combination is key. For example, you could upsell a 60 minute massage to a 90 minute massage by sending a discount coupon! Also, to increase the average frequency, you can send targeted messages to your guests. For example, if they visited you twice a month earlier and currently they are not, send them a 'Miss you' SMS clubbed with a discount!

4 Monitor stock usage

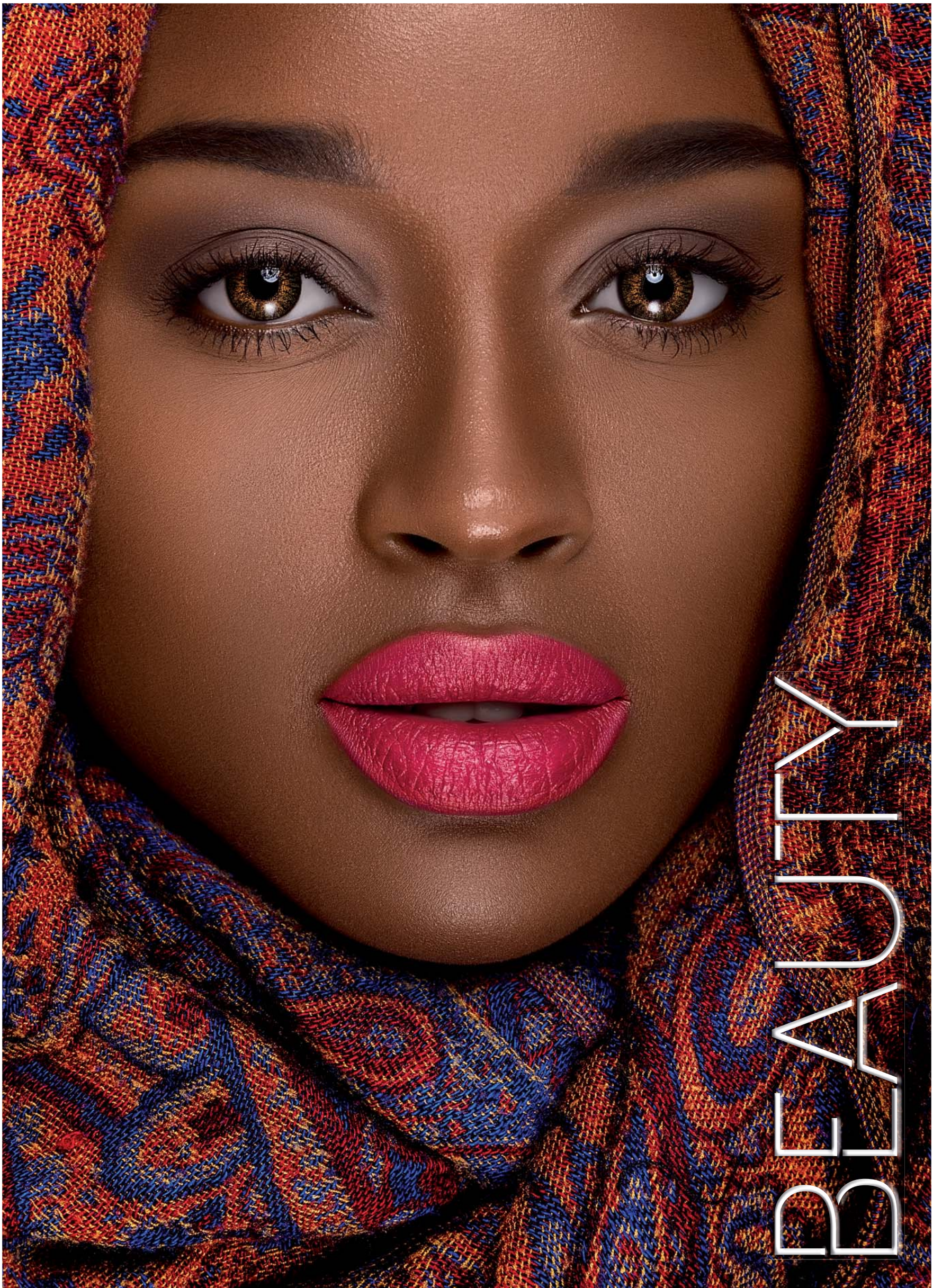
Choosing the right software with an in-built inventory tracking system, would enable you to reduce pilferage and wastage, maintain stock transparency and streamline order management. All of this can be automated, saving you time and money. Conducting stock audits and reconciliations periodically will help you track misuse or over usage products.

5 Streamline performance review process

Proper and regular review process significantly enhances employee performance and motivation. Automate your staff attendance, measure employee wise weekly or monthly revenue collections, and offer incentives based on performance. Whether managing a single store or a multi-location business, brands are breaking free from legacy systems and utilising cloud-based software to increase operational efficiency, drive customer loyalty programmes, reduce IT costs and boost revenues. 📌

Sudheer Koneru is the Founder and CEO of Zenoti, a provider of cloud-based business software to salons, spas and medispas. He is an alumni of IIT, Chennai and University of Texas, Austin and has led a large part of the team that developed the Windows OS, and founded an enterprise software company, which later became SumTotal, which he helped grow to \$100 million.





BEAUTY



TOM STROHMETZ

Master of **Technique**

Beauty Director, International Make-up Artist and Trainer, at BeYu Cosmetics, Tom Strohmetz has about 15 years of experience, and is internationally acclaimed for his techniques and styles. With *Salon India*, he shares insights into his association with BeYu, professional pursuits, and more

What inspired you to become a make-up artist?

As a child, I was inclined towards colour, faces, textures and paintings, and grew up with this passion. When I was older, I joined MAC Cosmetics as a make-up artist. I have also undergone advance training at MAC Cosmetics International at different levels. In my growing up professional career, I was inspired by Horst Kirchberger and Charlotte Tilbury, who are senior make-up artists deeply respected for their work.

What was your first big break?

When I was the make-up artist for the fashion weeks of London, Paris, Milan and Berlin! It was the most fascinating time in my life.

Please tell us about your association with BeYu.

I have been associated with BeYu for the last five years. I am the Beauty Director and International Make-up Artist and Trainer, and responsible for developing collections and textures of our several make-up products.

What will your focus be when you are training in India?

My training sessions will be quite frequent in India and will stress on educating our beauty advisors on the looks which are trending, teaching them to experiment with colour and all the different types of textures available.

What are the current trends in make-up?

The trend is veering towards metallic textures in silver and gold, and in combination with bright and intense colourful lips. The skin is natural looking with a touch of colour on the cheeks, and to highlight the face with Strobe and Define palettes. In addition,

we have smoky lips in greige, which is a combination of grey and beige, mauve greyish colours in matt and satin textures.

What are your favourite products?

The Colour Biggies, Strobe and Define Palette, Nutri Power Foundation and Power Volume Mascara with a boosting effect.

What are the challenges of this profession? How do you overcome them?

I think the most difficult aspect is to ascertain what is trending. To educate myself as an artist, I like to be a part of the Milan and Paris fashion weeks to know the next big trend, draw inspiration from it and create my own trend.

How has BeYu defined your evolution as an artist?

BeYu is present in more than 40 countries and each country has its own specific requirement. This has given me a tremendous amount of insight into the needs of the consumer, which has further helped me in understanding them so that I can coin trends and have BeYu products which are in sync with that trend.

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

The Indian consumer is constantly evolving and is willing to spend on quality products to enhance her beauty and confidence.

What are your future plans?

I will help BeYu in developing a specific collection for Indian skin tones, and will also be involved with the Kaunis training team to develop and deliver world-class training modules to augment the skill and knowledge of beauty advisors. 📍

ARREST SUN PIGMENTATION

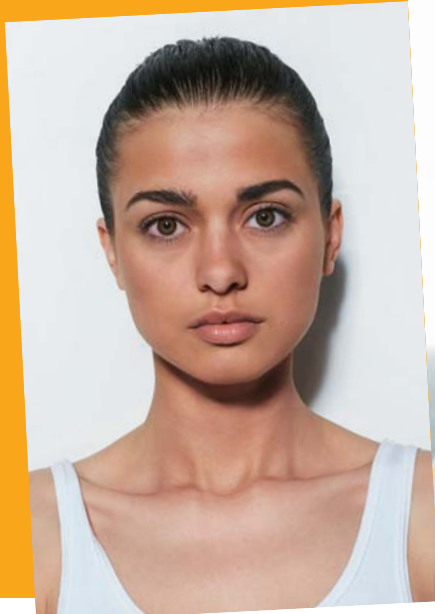
With TanClear by Cheryl's Cosmeceuticals



With the TanClear Facial by Cheryl's Cosmeceuticals, discover a de-tanning and skin lightening regimen. Infused with tri-system of AHA and Niacinamide, it lends an unmatched glow in only one session of 50 minutes!

The TanClear facial consists of a tri-system of Alpha Hydroxy Acids (AHAs) and Niacinamide. The tri-system AHAs is a combination of ingredients like glycolic, kojic and lactic acid, which are known to exfoliate and lighten the skin and clear a tan. Further, the Niacinamide (Vitamin B3) prevents the spreading of melanin to the upper layers of the dermis. The cleanser and exfoliator are designed with salicylic acid, also found in willow extract. The skin expert exfoliates the tan, soothing it with a cucumber empowered toner, followed by the brightening cream, empowered by the tri-system. The radiance cream further soothes the face, with shea butter and aloe vera, followed by a mask to make the skin glow. This facial is suitable for all skin types, except sensitive and acne-prone skin.

Before



After



Step-by-step tan removal with TanClear

Step 1

Cleansing: It is the first step which involves cleansing of the skin. The Cheryl's TanClear Cleansing Gel, inbuilt with Niacinamide, lightens skin and prevents melanin from spreading to the upper layers, thus removing the tan.

Step 2

Deep exfoliation: Exfoliation involves the removal of dead cells from the upper layers of the skin. It helps rejuvenate the skin, as the exfoliator works with nature to hasten the process through a potent combination of salicylic acid and other exfoliating agents.

Step 3

Skin refresher: The Cheryl's TanClear Skin Freshener is applied. It has alpha bisabolol, Zinc PCA and Menthol that are targeted to eradicate dead skin cells.

Step 4

The tri-sytem effect: Now, that your skin feels fresh, begin de-tanning with the tri-system of AHAs, that is a combination of kojic, glycolic, lactic acids, a system designed to exfoliate dead skin cells and lighten the tan by brightening the skin.

Step 5

Nourishment: Cheryl's Nourishment Cream has shea butter and almond oil that help in rejuvenating the skin. A natural herb like, Canadian Willow with anti-ageing component of Chamomile essential oil, conditions and soothes the skin.

Step 6

Moisturisation and purification: Finally, a natural glow mask enriched with active ingredients is applied. Aloe Vera moisturises, and Kaolin clay purifies without impacting the essential skin oils, and helps clear the skin by removing black and white heads.

Home care

Cheryl's DermaShade Sunblocks are formulated to offer complete sun protection, backed by the latest sun care technology and SPF boosters. It provides the highest protection against UV rays, lock in moisture and provide complete protection against burning and ageing acne-prone skin. ☺



VLCC-GVIG SINGAPORE Worthy Combination



Josephine Song, Global Head, New Product Development, VLCC and Co-Founder, Global Vantage Innovative Group (GVig), Singapore, a VLCC Group company, shares with Salon India her plans for the brand and the way forward

Please tell us about yourself.

I am the Global Head of New Product Development at VLCC. I co-founded Global Vantage Innovative Group (GVig), Singapore, which is now a part of the VLCC Group, which currently operates three wholly owned subsidiaries providing holistic beauty and wellness solutions in Asia and beyond. I am also the Director of Bellewave Cosmetics, a subsidiary of GVig, a leading provider of beauty and wellness solutions in South-East Asia. I work closely with the Singapore government to understand skin care ingredients in order to develop products and solutions. I serve as a committee member with the ISO Mirror Group where I advise the panel on the conformity of cosmetic products as per industry standards as well as to cast votes, on behalf of Singapore, for documentation at various phases of development on international standards.

What is the research that goes into developing a facial care product?

We start with understanding the local market as well as consumer needs. It is then synced in with global trends and new ingredient development.

What are the tests conducted to ensure the product is effective, yet gentle?

Before formulating any product, the ingredients are studied to ensure that no harsh elements are being used and ingredients do not react when mixed together. After initial rounds of testing within the R&D team, the product is then tested by a pool of 25 testers to confirm the efficacy, and take into account adverse reactions, if any. Once the formula has cleared this phase, it is shared with a bigger pool of testers to further ratify the efficacy and safety aspect. In case the product does not perform as per standards or we find any kind of adverse reaction during any of our tests, we do not launch it.

What are some of the challenges you have faced in creating products?

One of the biggest challenges is to get the precise formula, which can deliver the required result in the shortest time possible.

How do you overcome them?

In order to overcome the challenge, we develop and evaluate multiple formulas at the same time, in order to speed up the process of new product development.

What can we expect from GVig-VLCC in 2017-18?

There was a positive sentiment around VLCC products and services during my last visit to India. I interacted with VLCC's customers across a few cities like Delhi, Pune, amongst others, and found that the customer loves the brand. Our range of Bellewave products and services are in high demand and we get repeat customers for the same who I have met at the VLCC centres. The recently launched Bellewave Essencious range of services has received a great response from customers across the country, as well. I believe that Bellewave will become a more prominent brand in the FY2017-18.

What are your views on the beauty industry of India?

Beauty is an intrinsic part of the Indian woman. They introduced the world to kohl. I believe the country represents huge opportunity for the beauty industry. Increased awareness and high disposable incomes will be the drivers for this growth. 📌

(AVB)



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Excellent For Refreshed Youthful Look & Glow

Takes Care Of Summer Dehydration Of Skin

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COSMETIC TREATMENTS

Recommended by **Experts**

The Brazilian Butt Lift and Chin Cleft Creation as aesthetic procedures are creating quite a buzz. *Salon India* speaks exclusively with Dr Mohan Thomas, Senior Cosmetic Surgeon, Cosmetic Surgery Institute, Bandra and Breach Candy Hospital in Mumbai and Dr Kiran Lohia, Celebrity Dermatologist, Lumiere Dermatology in Delhi, to understand the process and technology used



BRAZILIAN BUTT LIFT BY DR MOHAN THOMAS

About: This surgical procedure involves taking fat out from areas of excess, like the abdomen, flanks and thighs; treating the fat so as to separate the live fat cells and stem cells, and then transferring them onto the buttocks to achieve the enlargement.

Process and technology: Using fat to enlarge the buttocks is both a natural approach and a method of recycling or redistribution. Using liposuction to harvest fat from undesired body places, it is then processed and injected where one wants it on the buttock.

USP: Undertaken for the correction of the congenital asymmetry of the buttocks, traumatic deformities, acquired defects and abnormal shapes due to unnatural fat deposits, obesity or weight loss, and for the aesthetic enhancement by augmentation or by reduction of the contour of the buttocks.

Teamed with other treatments: Can be combined with Liposuction, tummy tuck, and fat grafting to the face and genital areas. The benefits of doing so are - downtime is limited, multiple procedures can be done in a single hospital setting to save on costs, patient does not have to undergo multiple Liposuction procedures for each area of fat grafting.

Sessions required: Usually done in a single session, or at the most, in two sessions.

Educating clients: BBL is usually offered to those who opt for body contouring procedures, namely, Lipo-contouring with or without Abdominoplasty, and those who have flat buttocks, those suffering from Polycystic Ovary Syndrome as they have large fat deposits in the abdomen and flanks with negligent buttocks. Fat from the same person can only be used, hence it cannot be carried out on those who do not have excess fat deposits.

Side-effects: There are risks associated with these surgeries, such as infection, scarring, asymmetry, and non-survival of fat, or in rare instances, embolism.

Pre-surgery measures: A complete check-up of the kidneys, liver, heart and lungs; cessation of smoking and alcohol consumption, and skin and urinary infection to be duly treated beforehand.

Post-surgery measures: Medications for a week, pressure on the buttock area to be avoided for two weeks, no exercise for six weeks, and a corset must be worn to keep the operated area in shape.

Future: BBL is much in demand as global celebrities have opted for it. Hence, the desire to look as attractive as 'them' encourages patients to undergo the procedure.



CHIN CLEFT CREATION BY DR KIRAN LOHIA

About: The Chin Cleft, one of the unique aesthetic features in cosmetology, can be done surgically or through fillers. Surgically, implants are added to the chin to leave a cleft, however, swelling, pain, and discomfort are experienced. For non-invasive methods, fillers are injected on the chin to get a cleft. Fillers are considered to be the safest and easiest, have no side-effects, and can be reversed in no time.

Process and technology: Fillers are the way to go. A dermatologist simply injects fillers into two points into the chin, and leaves a cleft in between. There is minimal downtime, no pain, and one can resume a normal lifestyle on the same day. The fillers last one to two years, and then one can repeat it. If the client does not like it, it can be dissolved immediately. Surgery is not necessary.

USP: Chin Cleft is the most recognisable feature of the face and desired equally by men and women, both. Fillers are gentle and more comfortable both before and after the procedure.

Teamed with other treatments: It can be combined with any treatment, such as Botox,

tightening with Ulthera or Ultralift, and laser. It is good to combine a chin filler with a global regime of therapies so that the entire face looks younger, and the jawline matches the new chin.

Sessions required: One to two sessions are required for chin fillers to make a dimple.

Educating clients: We educate clients on the procedure and results, the likely side-effects and the expected downtime.

Side-effects: Few and rare. It is 100 per cent reversible in case there is any issue.

Pre-surgery measures: Not applicable.

Post-surgery measures: For fillers, avoid aspirin or anti-inflammatories for a few days to prevent bruising.

Future: The concept of self beautification with the help of cosmetology is gaining traction in India. Increasing awareness is one of the prime factors for the rise of cosmetic procedures. Chin Clefts will continue to be of interest to both men and women, and that people will go in more for fillers, than surgery. 📌

MARKET WATCH

Special Fx



Face wash scrub by Astaberry

Astaberry Biosciences, the leading manufacturer of Ayurvedic cosmetics has introduced the Orange Face Wash Scrub which promises to exfoliate dead skin and ensure fair skin tone. Orange Peel and Neem extracts which are good sources of vitamin C have been added and the reason it removes dark spots and blemishes, while soothing the appearance of fine lines and wrinkles. It is available at all leading departmental and online stores across the country.

Price: ₹95 for 100ml



Multi-purpose make-up by Lotus Make-up

Drive away your make-up woes with the all-new Ecostay Spot Cover Make Up Stick with SPF 20. This innovative make-up stick works like a foundation, concealer, compact and a sunscreen. It comes in a creamy matte weightless texture that provides long wear flawless coverage, and is enriched with Shea Butter which is incredibly nourishing and moisturising, along with Vitamin E which acts as an anti-oxidant and reduces signs of ageing. The make-up stick provides an even skin tone, while concealing natural imperfections such as, blemishes and dark spots without clogging the pores to lend a clean matt finish. The SPF 20 content also protects the skin from harsh and damaging rays of the sun. It is available in four shades that include Rich Shell, Royal Ivory, Nude Beige and Natural Honey, at Lotus Exclusive Brand Outlets and select premium beauty and departmental stores across the country.

Price: ₹695



Moisturiser by SoulTree

The Moisturising Gel - Tulsi and Sandalwood is prepared using a traditional Ayurveda recipe that soothes and softens the skin. Olive and Jojoba Oil are combined with organic Honey to form a light, non-oily, yet nourishing base. Aromatic Sandalwood and Aloe Vera calm the skin and reduce redness. Potent herbs such as Lodhra, Tulsi and Neem control acne by purifying and tightening pores. Available at www.soultree.in.

Price: ₹450

Astaberry

PROFESSIONAL

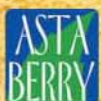
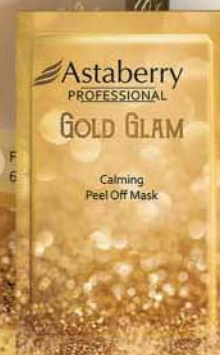
Astaberry Gold Glam Kit is an advanced facial that brings long lasting glow to the skin. Astaberry has created this facial using revolutionary technologies like the scrub 2 creme and the alginate peel off mask.

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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PRODUCTS

Faux lashes by Ardell Lashes

The comfort and affordability of Ardell lashes makes them a small luxury that elevates beauty to another level. Make-up artists will agree that a Red Carpet look is not complete without a pair of lashes to accentuate the eyes and add glamour. Today, Ardell offers an extensive lash collection with more than 125 different styles to suit every woman, every event and every lifestyle. Ardell's coveted natural looking, lush lashes are now available at thousands of retail and professional outlets worldwide. The original Ardell lashes, Duralash Individuals, were created to add realistic, volume and length to lashes, enhancing but not overpowering natural beauty. Ardell lashes, the name, a blend of Arnold and Sydell, quickly grew in popularity, prompting the brand to add additional styles such as the signature Wispies, 105s and 101s, but staying true to its mission of giving women beautiful, unforgettable eyes. Shop online at www.esskaybeauty.in/collections/ardell.



Price: On request



Make your make-up last for long by NYX

This summer, get set to confidently and comfortably dazzle all day with lightweight Makeup Setting Sprays by NYX Professional Makeup. Do not let your hours of hard work wear off as these sprays give you a fresh look ensuring your make-up stays put all day. Prevail the sultry weather and choose from these fabulous make-up hacks generated with long-lasting formulas. These ultimate products grant a matte and a dewy finish to fulfil both your desires. The micro fine mist dries quickly to an invisible finish that fabulously sets your foundation, blush, and eye makeup in place. Available in Matte Finish and Dewy Finish, these make-up setting sprays keep the shine banished while making your skin look plump and peachy. NYX Makeup Setting Sprays are available at all retail outlets.

Price: ₹875

Face pack by Inveda

The Glow Face Pack, enriched with Apricots and Oranges, this ready-to-use face pack gives a radiant glow instantly. It has hydrating qualities which leave the skin moist and taut. It is available at retail shops and online www.inveda.in.

Price: ₹295





Experience rare beauty secrets from around the world.

For the first time in India, the hidden potential of Japanese Sakura, Bulgarian Rose and Amazonian Rainforest ingredients has been unlocked. The new Skin Spa Facial incorporates the power of these unique ingredients to provide multiple benefits to the skin. Suited for all skin types, the Skin Spa Facial cleanses, exfoliates and nourishes the skin while also helping maintain good skin health.

The Skin Spa Facial Experience

- A beauty solution made from rare and time tested beauty ingredients from around the world
- Signature massage technique that makes skin look whiter, glowing and youthful and also detoxifies and relaxes
- Added medical benefits like remedying certain skin complications

3 types of dermoSpa facials

Bulgarian Rose Glow and Brightening Facial

The Rosa Damascena or Damask Rose is one of the two most widely cultivated roses for rose oil, with Bulgaria being one of its largest growers. Bulgarian Rose Oil is known to effectively moisturise all skin types against environmental drying effects and to help smoothen skin, thus giving the skin a natural glow and brightness.



Japanese Sakura Skin Whitening & Lightening Facial

The beautiful Japanese Sakura or Cherry Blossom is a well-known symbol of Japan. What's more, it is also a natural beauty enhancing agent in itself. This treatment combines Japanese Sakura with White Mulberry extract, which promotes melanin synthesis and keeps skin bright and clear. Together, they form a potent formula that enhances skin whitening and lightening.



Brazilian Anti-Ageing Facial (Amazonian Rainforest Ingredients)

Brought to light from deep within the Amazonian rainforest, Murumuru and Shea butter are two natural fats with anti-ageing and skin firming properties. Murumuru butter has high concentrations of lauric, myristic and oleic acid which regulate the skin's lipid replacement balance. Shea butter is an excellent emollient for people suffering from dry skin. Working together, they are superior moisturisers which promote a special softness in the skin and help it appear more elastic. They also help in skin regeneration and stimulate collagen production, leading to more youthful looking skin.





ADITI SOMANI

Innate Elegance

Aditi Somani, the Mumbai-based fashion designer's eponymous label is a fusion of timeless and contemporary art. Somani shares her views on the fashion and beauty industry of India with *Salon India*

How did you get started in the fashion business?

Fashion has always been my passion! My foray into the fashion world came naturally after I got married into a Marwari designer family. Then I equipped myself professionally to launch the Amaya Collection, which featured western and fusion wear. I have recognised the true potential of the growing fashion industry in India and my eponymous label, Aditi Somani, is a natural progression of my Amaya days.

How important are hair and make-up in fashion?

I think hair and make-up function as an extension of the aesthetic that apparel strives to achieve. So in that context, we would have to consider hair and make-up as extremely important. However, I do not believe that hair and make-up have to be loaded up. You do not need to have a fully contoured face or perfectly blow-dried hair all the time. Sometimes, a fresh face or au naturel hair is just as fashionable.

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

Despite it being one of the fastest growing industries in India, we have touched only the tip of the iceberg. There is so much more scope, there is so much more untapped potential. It is so exciting to be a part of this industry, where the expansion is so rapid, and where we are progressing forward by delving into our heritage to appeal to global tastes.

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

Priya Todarwal is someone whom I always work with. Her work is understated, yet elegant, which I feel matches the aesthetic that I try and achieve in my looks.

Which international designer is your inspiration and why?

Diane von Furstenburg, and Coco Chanel are two of my main inspirations. Design and aesthetics aside, both of them boast such strong personalities and their creations do not follow the herd. They have both gone against currents to achieve their own, to command an empire. I find both their names synonymous with women empowerment. Therefore, as a designer, I appreciate their work and approach, to produce a creation that reflects my own style and norms, regardless of what is trending.

Who is your favourite muse and why?

An epitome of grace and class, Maharani Gayatri Devi would have to be my favourite muse. Her elegance and beauty continues to enthrall women from every generation, and from every corner of the globe.

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

I do not think I have adopted any outrageous look as such. My collection is simple yet elegant, so I like that to be extended in terms of the hair and make-up, as well.

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

I am a big fan of simplicity, and also timeless styles. Subtle make-up that enhances one's inherent beauty is all it really takes for me to achieve the kind of aesthetic I want to portray through my designs. As for the ramp, I have yet to explore that area in my career as a fashion designer. It is a part of my two-year plan. However, I foresee myself working around simple and sophisticated looks, as I believe that will work best with my work aesthetics, while elevating the overall look and feel of my collections.

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

I am on a growth spree. I want to expand my reach to every corner of the country and make the label synonymous with leading fashion labels. I do not have any concrete plan to get involved in the cosmetic and hair industry of India as such. For the moment, I would like to focus on apparel. I feel I have a lot more to contribute through my designs. 📌





SPA FOCUS



U SANTE SPA

Essence of Tradition

Amidst Luxury

U Sante Spa at U Tropicana Hotel in Alibaug, Maharashtra is designed as per Balinese architecture in order to lend the essence of tradition within a luxurious space. The spa focuses on modern and Ayurvedic massages and therapies, along with beauty services, to offer a fusion on creative services to the discerning client

Size of the spa: 3,990 square feet.

Time take to complete construction: Around two and a half years.

About the spa: Set away from the hustle bustle of city life, the U Sante Spa doubles up as a luxurious retreat and a wellness centre. The décor is based on simple Balinese architectural elements. The lighting is subtle and lined alongside the wall, facing upwards to create an illuminating effect on the vertical side of the walls. Rare golden hues are used in abundance for visual grandeur, and it has been finished with textured wall paper. The spa has one couple treatment suit with attached jacuzzi, and four single treatment rooms, out of which two rooms are with a steam cubicle and a shower. There is also an inbuilt jacuzzi within the spa and attached to it is a small gymnasium, thereby making it an all-inclusive health and wellness centre.

About the services: The spa offers luxurious facilities with private treatment rooms and massage therapies that embrace the most effective Indian and Asian style of massages to promote a sense of wellbeing. The focus is on both modern and Ayurvedic treatments, and signature therapies such as, traditional Balinese massage, Lomi Lomi massage, and Aromatherapy massage, which are popular with the guests along with 30-minute therapies such as, foot therapy, back therapy, and the head therapy. In beauty, the spa offers a carefully curated menu of cleanups, facials, scrubs, wraps, and more.

Popular treatments:

TRADITIONAL BALINESE MASSAGE

Duration: 75 minutes.

Originating on the island of Bali, the traditional Balinese massage involves a combination of techniques, including massage, acupressure and reflexology in one session. This massage therapy helps loosen muscles and ease pain.

LOMI LOMI MASSAGE

Duration: 60 minutes.

A massage technique derived from the Hawaiian Islands, Lomi Lomi uses long flowing deep strokes which run throughout the length of your body from head to toe in one continuous motion. The rhythmic waves of motion send deeply relaxing sensations to your brain.

AROMATHERAPY MASSAGE

Duration: 60 and 90 minutes.

Aromatherapy uses fragrant oils extracted from herbs, flowers and fruits to naturally enhance the benefits of massage. Its a pleasant method for mental clarity, relaxation, and stress and nourishes the skin.

Addresss: U Tropicana Alibaug, Chondi Naka, Mapgoan Road, Alibaug-402208 India.

Phone: +91 2141-232143

Website: www.uhotelsresorts.com

Email: mgruspa@utropicanaalibaug.com 



“The U Sante Spa, is not only a spa, but also a health centre. The aim is to make this a destination retreat with a special focus on wellness and holistic vacations, wherein our guests would be pampered and rejuvenated with packages for three, five or seven days. We have a nutritionist and a full-fledged team to consult with and coupled with exceptional spa therapies, we ensure a complete wellness experience. We offer both modern treatments as well as Ayurvedic camps.”

– DR MANISHA RAKESH HADKE,
Spa Manager, U Sante Spa,
U Tropicana Hotel, Alibaug



RAWIWAN
KETSARO

Wellness A Way of Life

Rawiwan Ketsaro, Spa Manager at The Spa at Movenpick Resort & Spa, Karon Beach, Phuket, shares her views on the wellness industry in Asia, brand strategies, USPs, and more



Please tell us about your professional background.

My journey in the wellness industry spans 17 years. I started out as a Spa Receptionist and today, I am the Spa Manager at the Mövenpick Resort & Spa Karon Beach in Phuket, Thailand. I have worked with the Hilton Phuket Arcadia Resort and Spa, Purple Spa and Skin Pamper, Katathani Phuket Beach Resort & Spa, Le Meridien Khao Lak Beach & Spa Resort, Six Senses Hideaway Yao Noi and Six Senses Sanctuary Phuket.

What inspired you to get into the spa and wellness industry?

As a Spa Receptionist, guests would consult with me and I would recommend them therapies based on their queries. I love the smile on guests faces post a therapy, and was inspired to connect further and be more involved in the wellness industry.

What are the USPs of your spa?

The Spa is nestled amongst a lush garden, which gives it a private feel of being surrounded by nature. All the common areas are open air, thereby allowing guests to renew their mind and be in sync with the environment. We have four single therapy rooms, four couple therapy villas, which allow guests to enjoy relaxed and romantic moments together. Each

therapy can be extended to a private bath available on the terrace of each villa. Our services are reasonably priced, however, we have a strong focus on hygiene to ensure complete client satisfaction.

What are the therapies offered?

The spa balances the traditions of East and West to create an indulgent and soul-soothing experience. The especially created menu of therapeutic treatments, includes massages, facials, exfoliations and wraps that use the finest quality natural herbs, spices and aromatic oils to revitalise and help achieve a balance of mind, body and spirit. We also offer the muscle release therapy and tender fingerprint therapy. Products from Shiseido Qi and Pevonia are used for the therapies and massages.

What are the measures undertaken to stay ahead of competition?

We do a bi-yearly price comparison to check if we are in line with other hotel properties. We offer the best products and treatments in spa and wellness, and ensure an experience of a lifetime for our esteemed clients.

How do you educate clients on the importance of wellness?

We offer customised consultations and understand the lifestyle of a client, before suggesting any treatment. We promote wellness as a journey, and not as a one-time therapy.

What are the main challenges faced?

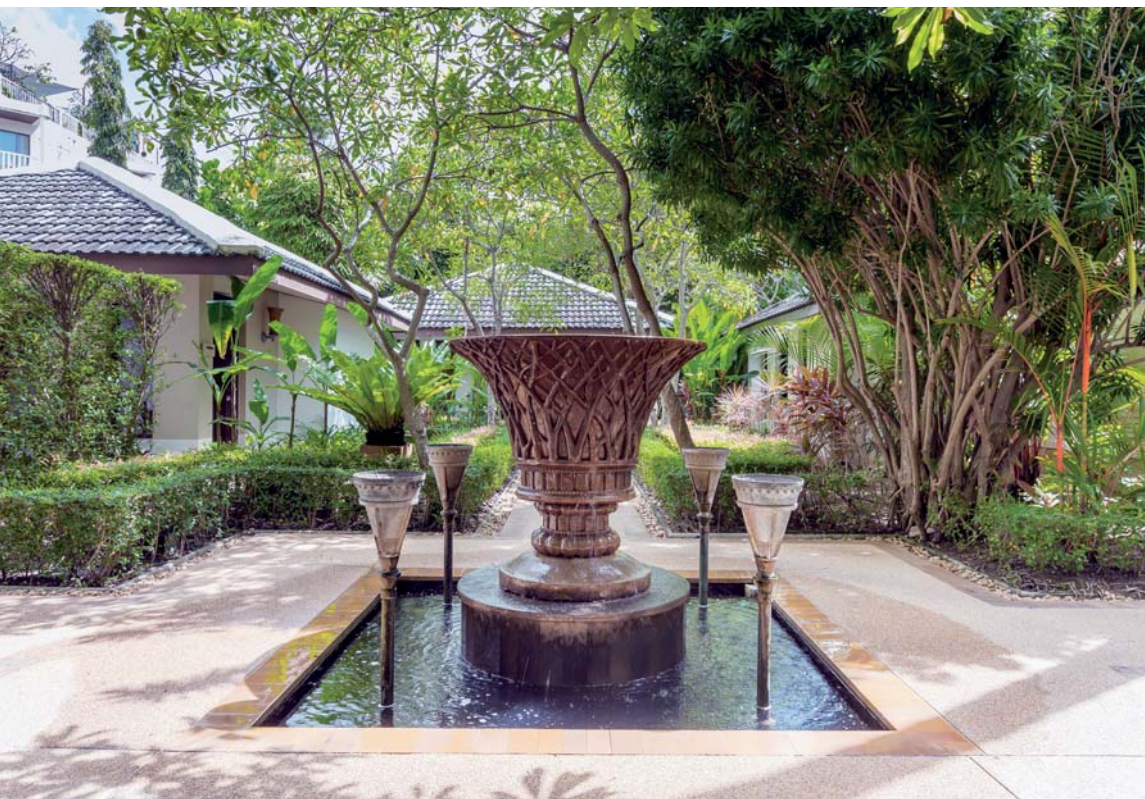
The challenge is to ensure that all the guests across the resort have a pleasant and memorable experience. We, along with our professionally trained staff, try to provide the best to our clients, depending on their requirements.

What are the future plans for the spa?

For spa service, my plan is to achieve a quality score of 65 per cent in any audit and guest questionnaire.

What are your views on the growing wellness industry of India?

I think the focus of a spa visitor should be on improving everyday health and their individual state of wellbeing, rather than opting for pampering sessions or curing an illness. This suggestion should help the Indian wellness industry in reaching global health and wellness industry standards. 📌



Navv Inder

OWNING THE WAKHRA SWAG



An MBA in Finance, Navv Inder insists on being true to himself when it comes to style, just like he is with his music. He shares his grooming and fitness secrets with us

by **Aarti Kapur Singh**

Acertain look can define an artist's persona, attitude and the way they set themselves apart. Navv Inder personifies swag in the field of contemporary Punjabi music. The voice behind 2015's global smash hit, *Wakhra Swag* that has garnered over 65 million views on YouTube, and last year's *Att Tera Yaar*, Navv has consistently reinvented his style, like his music to blend desi and urban seamlessly.

"Fitness is all about living a healthy lifestyle"

"I am a Punjabi, so I love food. When I was at home, my mom would feed me typical Punjabi food. I dig home-cooked food and gulab jamuns are my biggest temptation. I cannot resist good food, but then I compensate by being regular with my workout routine. I try to gym for at least five days a week for two hours a day. These days, my diet is mostly low on carbs and high on protein. I hate eating vegetables!"

"Your style is your way to introduce yourself"

"Style is knowing what suits you and what does not, and one should know how to carry themselves. Do not let anyone ever bog you down with 'wear this' or 'do not wear this', because eventually what matters is how you carry it off. There could be rules of dressing up, but I am more of a non-conformist. My favourite style philosophy and tip is to be yourself as that makes you stand out as a person."

"I am more particular about my accessories than clothes"

"I do not make an effort to dress up. A pair of jeans and a tee goes a long way for me, however, I do have my own quirks and love making statements with shoes, watches and my snapback. My favoured brands are Diesel, Superdry, Bershka and CK. I cannot have enough of shoes and have about 40 pairs, mostly from Adidas and Jimmy Choo."

"My style icons are diverse"

"Drake has that in-built swagger! You cannot 'copy' it. I love the way Cristiano Ronaldo can transform from casual grunge to smart formals. He is a style chameleon. Among women, Deepika Padukone is amazingly stylish, and beautiful. She can carry off everything."

"You are what you believe you look like"

"A large part of looking good is about making people believe you look good. I do not think I would like to change anything about the way I look. My fans often say they like my eyes!"

"There is nothing like too-much styling wax"

"A lot of my friends say I overdose on hairstyling wax, but then that is all I use. I also splurge on smelling good. I think it should be a part of a man's basic grooming. My favourite perfumes are from the Versace stable – Oud Noir, Purple or Eros." 📌

QUIZ TIME

SCORE ON SPA AND WELLNESS

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

1) The interiors of is inspired from the opulent French-inspired, Art Deco, and offers international therapies and massages.

- a) The Rejuve Spa, Chandigarh
- b) ESPA at The Leela Palace
- c) Amatrra Spa in Delhi
- d) Conrad Spa, Pune



2) is the Multiproperty-Director of Spa, Renaissance Mumbai Convention Centre Hotel and JW Marriott Mumbai Sahar.

- a) Mahima Sharma
- b) Darshana Sawale
- c) Krishna Semwal
- d) Anupama Conso



3) Mala Spa at offers an experiential education and awareness of holistic living to clients.

- a) Movenpick Resort, Phuket
- b) Keemala Phuket Resort
- c) Anantara Resort, Krabi
- d) Kamalaya Resort, Koh Samui



4) is the Founder and Managing Director at O2 Spa.

- a) Ritesh Mastipuram
- b) Manoj Samuel
- c) Pushkaraj Shenai
- d) Huzaifa Mandsaurwala



5) is a Hawaiian massage technique which involves kneading or rubbing the whole body to relax the muscles.

- a) Shiatsu
- b) Deep tissue massage
- c) Lomi Lomi
- d) Tui Na massage



COFFEE BREAK

Send in your responses to:

The Editor,
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Images Multimedia Pvt Ltd
S-21, Okhla Industrial Area, Phase-II
New Delhi 110020

QUIZ TIME:

Enter the matching letter

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

.....
Name

.....
Profession

.....
Address

.....
Phone

WIN! WIN!



HURRY!

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

Send in your answers

NOW!!!

GOA

Bina Punjani Academy

Launched in 2014, the Bina Punjani Academy is spread across 1,800 square feet and follows the British system of hairdressing, which is significantly different from the 'visual' style followed by most hairdressers in India. Veteran hairstylist, Bina Punjani, the mastermind behind the academy, was inspired to launch an academy as she was unable to find hairdressers that were upto the mark. Therefore, the only way to get talent was to generate it.

On the USP of the academy, Punjani shares, "It is our unique system-based approach that sets us apart. For instance, when it comes to haircuts, we teach a structured, scientific and comprehensive international system that allows the hairdresser to provide a full range of cuts with precision, sophistication and consistency. Each cut has a process, and when the hairdresser sees a reference image, our training allows him to identify it, and follow specific set of steps to achieve it."

Adding to the expansion plans, she says, "We believe that there is a right, systematic way to work and learn. There no shortcuts; learning takes time and needs a structured approach. As a result, we do not offer 'advanced' courses, except to those who have been trained by us or from a reputed UK-based academy. This makes us unique in philosophy and practice. A direct outcome is that our system can only be taught by those who have extensive experience of the same system. Over the past six months, we have grown from a single salon to four salons because we have been able to generate talent through our own academy. As of now, we do not plan to open another academy, however, it may happen if we realise there is a need to train talent in a different region or zone."

► Courses

The academy offers beginners courses to generate entry level talent, while the transformative courses and training programmes for practicing hairdressers generate mid-level talent. Beginners have three courses to choose from:

- Three-month Beginners Hairdressing Course that covers ladies and men's hairdressing, colour, straightening, perming and salon styling.
- Two-week Pro-Make-up Course that teaches a full range of professional make-up techniques which can be used for bridals, shoots, shows, and more.
- Two-week Pro-Hairstyling Course that specialises in styling techniques for bridals, shoots, shows, to name a few.
- Four-week Evolution Course wherein hairdressers with prior experience of three years are taught the British system for haircuts.
- Practicing make-up artists can train in Airbrush Make-up or specialised Bridal or Editorial techniques.
- The academy also offers one-on-one customised training in a variety of areas.

► Certification

The academy has its own certification and will soon be offering International Vocation Qualifications from City & Guilds, London.

► Eligibility criteria

Applicants must be creative by nature, have basic communication skills and be able to speak English or Hindi.

► Fee range

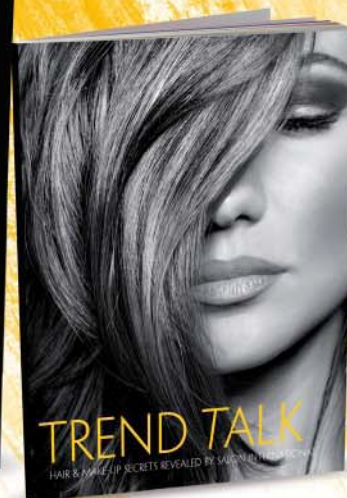
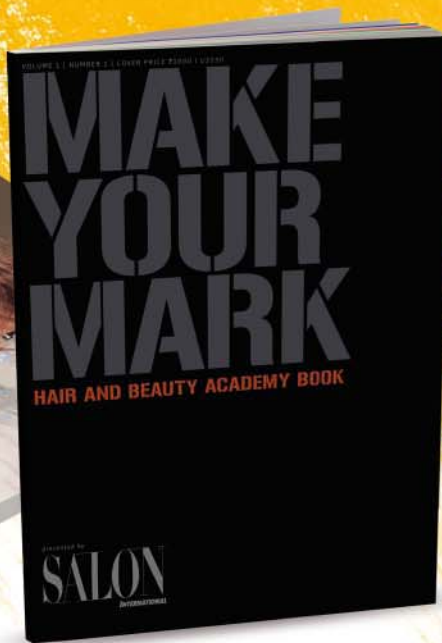
The Beginners Hairdressing course is priced at ₹80,000; Hairstyling at ₹25,000; Make-up: ₹35,000 + Kit (optional) of ₹10,000. Service Tax or GST of 15 per cent is additional, and is expected to be 18 per cent after July 2017. 📍



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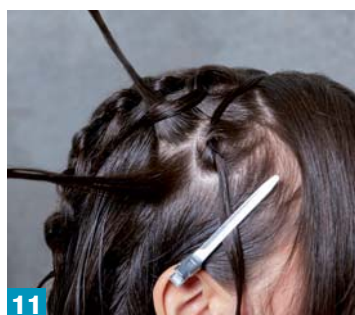
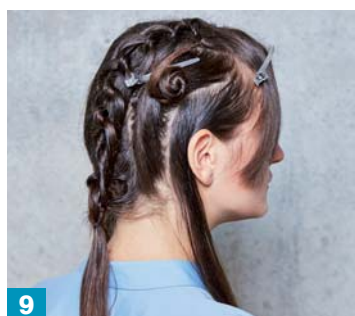
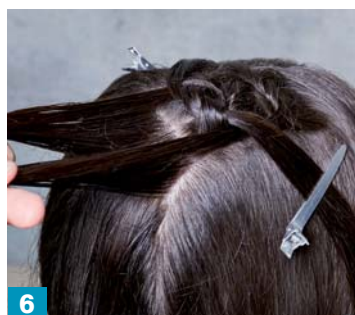
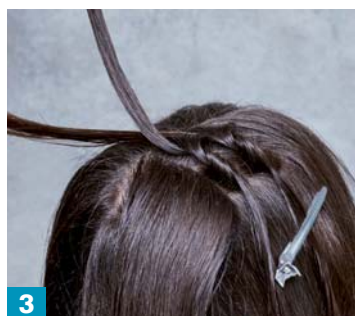
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COUNTRY CLASS

STEP 1:

Take a vertical section from the parting. This section is based on how big you want the knots to be.

STEP 2:

Take a small section and tie together.

STEP 3:

Take the same sized section underneath and tie that separately.

STEP 4:

Take another section underneath and include the first section's ends in. To make it even, split the section in half.

STEP 5:

Tie this section together.

STEP 6:

Take another section underneath and include the second section's ends in. To make it even, split the section in half.

STEP 7:

Tie this section together.

STEP 8:

Work this down the section and tie securely.

STEP 9:

Take a subsequent panel, similar in size to the initial panel.

STEP 10:

Take another small section, split it in half then weave the end through the knot beside it. Twist the section so its solid and is easier to thread through.

STEP 11:

Once threaded through, tie together.

STEP 12:

Tie together and continue the process, remembering to thread through to the previous panel.



Inocorp Marketing Maiden Seminar in South India

Inocorp Marketing Private Limited, the sole importer and distributor of renowned international hair brands Alfaparf Milano and label.m in India, held its first seminar in Secunderabad. Excited about the event, Vivek Jain, Head – Brands at Inocorp Marketing Private Limited said, “It was a mix of emotions for the entire team, as it was our first seminar down South. While there was nervousness, we also saw an unmatched passion towards making it a success. Education and Training programmes are the foundation stones of Inocorp Marketing, and to see the team come together with excitement and enthusiasm, is all that a proud management can expect. My personal favourite segment was when we distributed the certificates, as that gave us time to interact with one and all on a personal level.”

Decked up in company and brand banners, the seminar location was all set to welcome the crème clientele and salons chains of the city. The seminar was kick-started by Parthasarathi Rao, Area Business Manager and Amit Kumar Nandi, Regional Business Manager at Inocorp Marketing Private Limited, who shared information on the company and the brands.

Following the approach of performance before selling, the stage was extended to Balaji Sai, Regional Technical Trainer and K. Srinivas, Technical Trainer at Inocorp Marketing Private Limited. They started the session with the Lisse Design Keratin Treatment, while sharing the importance of Keratin, its requirement and the difference between a Keratin treatment and a spa, making it one of the most lively sessions in the seminar.

The session also saw a dedicated segment on Revolution Colors and Evolution of Color. The teams invited live models to demonstrate the performance of the products and treatments. This also led to a rapid Q&A segment on global and grey coverage, as well as a discussion on highlights.

With more than 50 attendees, the seminar was a platform for hairstylists to understand the Keratin treatment offered by Alfaparf Milano. This seminar also gave all the participants an idea about how label.m products look and feel in the hair. The right techniques to be followed and common errors and incorrect methods usually practiced, gave the audience a chance to identify the right and wrong themselves.

WHAT: Educational Seminar **WHEN:** 15th March **WHERE:** Hotel Annapurna Residency, Secunderabd



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Styling session with Moroccanoil in Ahmedabad



Moroccanoil, the pioneer of oil infused hair care products, hosted an exclusive training session with Violet Sainsbury, Global Moroccanoil Ambassador from Australia. Leading stylists from top salons across Gujarat were invited for it. As the session progressed, Sainsbury took them through the various looks from the New York Collection, which are trending across the globe currently. Moroccanoil products has made it easier for the stylist to twist, turn and roll hair into any style they so desire. She showcased different braids, hairdos, and more, along with tricks in styling to make hairdos look easy and elegant.

The stylists appreciated the different styling and DIY tricks from Sainsbury with the use of Moroccanoil products.

WHAT: Styling seminar with Violet Sainsbury **WHEN:** 23rd March **WHERE:** Ramada Hotel, Ahmedabad

Inaugural edition of Beauty India Show in Mumbai

Sumansa Exhibitions had launched Beauty India. Chairman of the Advisory Committee, Beauty India and CEO-Lakmé Lever Private Limited, Pushkaraj Shenai and Bollywood actor Malaika Arora, jointly inaugurated the exhibition that hosted over 75 exhibitors including Lakmé India, L'Oréal India, All India Cosmetic Manufacturers Association, amongst many others. The exhibitor list also included companies from China, Germany, Indonesia, Korea, Poland and UAE.

Said Shenai, "A platform like Beauty India has the potential to shape the future of the Indian beauty industry. The \$3 billion beauty services industry offers huge opportunities across the value chain for talented beauty and styling professionals and entrepreneurs.

There is significant interest in the global market for all things Indian. We aspire to scale this rapidly and invite talented individuals to join us as beauty entrepreneurs." Himanshu Gupta, General Manager, Sales & Marketing B2B Events, Sumansa Exhibitions, said, "The overall beauty and personal care market in India is estimated at ₹74,700 cr by retail sales value. Through our exhibition, we aim to provide international and domestic brands a suitable platform to explore business opportunities, finding partnerships, exchange of ideas and networking."



WHAT: B2B exhibition on beauty **WHEN:** 27th-29th March **WHERE:** Bombay Exhibition Centre, Mumbai

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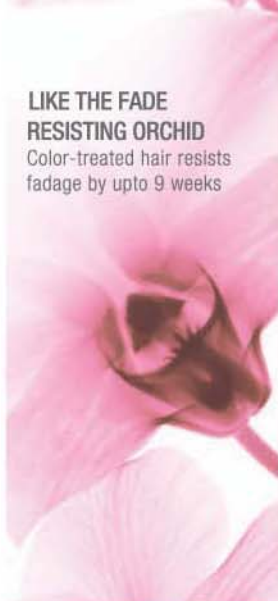
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