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INTERNATIONAL

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India has the best demographic profile in terms of the youth population. Our current population estimate is 125 crores. About 50 per cent of it is below 25 years of age and more than 65 per cent of it is below the age of 35. In absolute numbers, this would be about 63 crores of those under 25!

With this as a backdrop, the cover story of this month's issue has been filed. It is about Generation Z, or the youth under 25, who was born in 1995. They have strong views on what they 'do not want' – be it on the beauty table or in a salon or spa. They are also known to be averse to taking risks and adopt products and treatments for life. In the long run, this is a jackpot for businesses, as they receive long-term revenue benefits.

We interview and feature Franco Hernandez, NAHA'16 finalist in the Avant Garde category, whose creativity knows no boundaries. Associated with The Glam Clique Studio and Parlour Eleven in California, Hernandez is renowned for his hair colour and extension transformations. He is raring to go and explore the dynamics of hairdressing even after 26 years of expertise. We present a glorious photo essay brought to you by Evy Professional – the Australian hair tool brand. Called Evy Moods, it is a collection of luxurious images that showcase styling versatility and a definite mood or feel in each look. Says Tracey Bazzano Lauretta, Evy Creator and CEO, "Our Evy Professional tools ultimately help women, and men, enhance their best self, and we have always been there to help you capture the essence of your mood. We wanted the shoot to reflect the Evy woman, who is classy, down-to-earth, super chic and always has beautiful, healthy hair."

Director at The Bowdry Bar in Mumbai, Kinjal Ganatra spearheads India's first concept salon that only focuses on hair styling and beauty services. With more than a decade's expertise, Ganatra is all set to revamp the salon experience as 'normal' is boring for her! From a freshly curated services menu to innovations being added, Ganatra is set to rock the beauty and wellness industry. Meet Mihir Limbachiya, who is a hair tattoo artist. A novel concept in hair dressing, Limbachiya shares with us his interest in hair, the sweat and tears that followed, and the passion he feels for his craft which has made it all worthwhile.

Celebrity Make-up Artist and Owner of Masters Academy of Makeup Art, Anu Kaushik is the most sought after name for Bollywood, fashion and bridal make-up. Kaushik considers each day to be a learning scope, despite an expertise of three decades in this industry. She shares her journey, love for the art and make-up, and more.

In the Spa Focus section, we bring to you Chi, The Spa at Shangri-La's Eros Hotel, Delhi. With the interiors inspired from the traditional Asian architectural concept of warm tones, wooden accents and dim lighting, the services offered are based on the Chinese philosophy to ensure a serene escapade for their clients. Satyajit Kawade, Fitness and Spa Manager at the Marriott Suites Pune, shares his views on the wellness industry, brand USP, future plans and more.

All this and lots more in this issue. Keep reading and writing in!

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Hair and make-up: Pauline Heap Phoenix Salon
 Photo: Neil Whiteley
 Styling: Kat Watson

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- 77-84 **Spa focus** Chi, The Spa at Shangrila's Eros Hotel in Delhi offers a serene escapade with its traditional Asian architecture and services based on Chinese philosophy; Satyajit Kawade, Fitness and Spa Manager, Marriott Suites Pune, shares his views on the wellness industry; lucrative spa packages
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/// NATIONAL ///

Cheryl's launches flagship institute



A pioneer in professional skin care, Cheryl's Cosmeceuticals in association with Sunita Pawar, Founder, LookWell Skin and Makeup Studio, has launched India's first ever Cheryl's SkinCare Institute in Kalyan, Mumbai. The vision of the brand is to build the three transformative forces - the salon, the skin care professional and the ultimate consumer. The Institute has been created to change the way consumers experience skin care in salons today. Commenting on this initiative, DP Sharma, General Manager, Professional Products

Division, said, "This launch is an international benchmark to create world-class institutes of skin care that are led with technology, expertise and beauty." Adding further, Aby George Philip, General Manager, Cheryl's Cosmeceuticals, shared, "This partnership with LookWell will further strengthen the brand's position in the professional beauty sector." Sharing her views on the collaboration, Pawar said, "This association is a perfect match to give India the best in skin care solutions with breakthrough products and services."



OPI forays into India

The professional nail care brand from Coty, OPI is all set to enter the Indian market. The brand is committed to provide quality products and services, along with a focus on industry safety and innovation. OPI, available in over 100 countries, will now be present in India, with the rest of the portfolio gradually unfolding in the future. The lacquers can be found at leading Wella Salons, high-end departmental stores and luxury beauty portals. Sharing his views, P K Hariharan, General Manager, Coty India said, "Through the launch of OPI in India, our aim is to strengthen our presence by providing the best nail colour and care products to the Indian consumers."



Shahnaz Husain in conversation with Dalai Lama

Shahnaz Husain meets the Dalai Lama at his recent India visit. Sharing her experience, Husain says, "My meeting with His Holiness the Dalai Lama at an event held in Delhi was magical. My daughter, Nelofar and I attended an interaction, comprising of dialogues with the spiritual leader on several contemporary issues. He certainly has great charisma and there is a sense of joy in his presence. When he spoke, he touched on human values, such as, compassion, forgiveness, tolerance, and self-discipline. I, too, believe that these values are much needed in today's world, to bring about peace and unity. The Dalai Lama said that even schools should inculcate a calm mind in their students, so that they can naturally work towards a peaceful world in the future. It was a great privilege to hear him and share his views. From my own experience, I know that meditation is one of the best ways of calming the mind and finding inner spiritual strength."



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Avon True launches a look book

The Avon True Look Book was launched recently with Renuka Pillai, Celebrity Make-up Expert, Avon India. At an event, the brand had created a setup wherein they invited women to experience the Avon True range. It was attended by beauty experts and influencers, who participated in the sessions conducted by Pillai. Swati Jain, Marketing Director, Avon India, said, "Avon follows the philosophy of 'beauty for a purpose'. Through this launch, we wanted to reach out to women from various strata, and invited a few to celebrate their beauty with Avon." Commenting on her association, Pillai said, "It feels great to be associated with an activity that is honouring beauty. Every face is beautiful and Avon respects it. The event is a novel approach to reach out and search for women who represent the philosophy of the brand and the book."



/// INTERNATIONAL ///



Courtesy: www.hairdressing.co.uk

Trevor Sorbie to receive honorary doctorate

University of West Scotland is all set to award the acclaimed British celebrity hairdresser, Trevor Sorbie with an Honorary Doctorate for his outstanding contribution in the field of entrepreneurship, social awareness, and hairdressing. Sorbie pioneers a non-profitable charity, 'mynewhair' that customises wig services for cancer patients and those suffering from medical hair loss. The charity in its 10th year, is working with leading cancer centres to enable more patients to access the wig styling service. It has witnessed increase in demand and referrals. Sorbie runs monthly workshops and trains other hairdressers to master the art of wig customisation and ensures the wide availability of the services to maximize its reach. He aims at rolling out the 'mynewhair' concept worldwide with the support of L'Oréal Professionnel.



Courtesy: www.youtube.com

Josh Wood joins Redken as Global Colour Creative Director

American hair care brand, Redken, announced Josh Wood as its Global Colour Creative Director. Wood will be the spokesperson for Redken hair colour, and will participate in the brand's award-winning education initiatives and events, provide artistic direction on photo shoots, and envision product development. A groundbreaking colourist and an industry icon, Wood has been at the forefront of the hair and beauty industry with his unique colouring techniques that set global colour trends. He has catered to an enviable client list of Kylie Minogue, David Bowie, Gigi Hadid, to name a few. Sharing his thoughts on the collaboration, Wood says, "I am honoured to be working with Redken and be the brand's Global Colour Creative Director. I have always wanted to push the boundaries on the way we think about colour. I am excited to bring a new vision to the brand."



Courtesy: www.thesun.co.uk

Laura Mercier ropes in celebrity make-up artist, Mario Dedivanovic

Mario Dedivanovic, Celebrity Make-up Artist and Kim Kardashian's favourite, is joining the beauty powerhouse, Laura Mercier. Dedivanovic is going to be the first artist in the 20 year history of the brand, to create innovative looks for autumn/winter 2017 campaign with Suki Waterhouse, the brand's muse. The brand aims at utilising Dedivanovic's social followers to inflate business, and confirmed his participation in the Spring 2018 campaign, too. The 33-year old artist is renowned for his contouring techniques and his series of make-up master classes are a rage worldwide.

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Architectural Concepts

MORADABAD

Angel Salon



Spread across 2200 square feet area, Angel Salon launched its third branch with an architectural objective to incorporate minimalistic decor amidst an industrial ambience. The walls showcase exposed brick and junk wood paneling, while in the treatment rooms, the walls have stone or brick finish and wall paper in a rustic wooden finish. Faded leather has been used on furniture. The retail displays and the colour bar have been designed in geometric patterns, and the partition screen depicts the Mondrian pattern. The salon is well equipped with 10 styling stations, three stations each for pedicure and make-up, three treatment rooms, and spa with steam. Launched in 1984 by Mamta Maheshwari, the salon boasts of an efficient team of trained professionals, who are updated on trends and techniques. Commenting on the USP, Maheshwari says, “The salon focuses on the quality of work and client satisfaction. We specialise in creative haircuts, styling and make-up.” Adding further she says, “We want to scale up to five or six branches in the next five years.”

Colour combination: Light and dark brown

Products used: L’Oréal Professionnel, Olaplex, Bed Head by TIGI for hair; Rémy Laure, Skeyndor, Casmara, O3+, Rica, Kiana for skin; Nail Pro, Leanne for nails

Lighting: LED work and spotlights, suspended light fixtures

Flooring: Geometric pattern in main area; wooden finish in the rooms

Architect: Viveck Vermaa, VIVEA – Viveck Vermaa Architects



Owner:
Mamta Maheshwari

Contact person:
Sonam Maheshwari

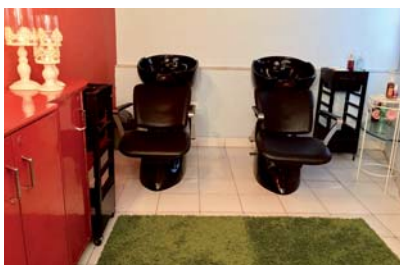
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MUMBAI

NOW Salon



Spread over 1800 square feet of space, NOW Salon has hair care section which accommodates eight individuals; four manicure-pedicure stations, and a separate hair wash area. There are three treatment rooms including the luxurious executive club room tailored for skin and body care services, and a lab to prepare fresh in-house products.

NOW Salon specialises in hair re-growth and remedies to arrest hair fall; acne and scar treatments, skin lightening and pigmentation concerns, dry and damaged hair reconstruction, anti-ageing products for face and body, and advanced skin care products. Every ritual or treatment is done with natural ingredients and products. There are home care kits, too, and an array of natural body care products for your daily care.

The brand has strong values and beliefs in civil rights, animal protection, the environment, self esteem, and fair trade. Adding to that, each treatment is vegan, against animal testing, with no added parabens, silicon or preservatives.

Says Heetika Chheda Shah, M.D.A.M Naturopathy, Founder NOW Salon, “With the overwhelming response and openness of acceptance to Natural Lifestyle, NOW Salon would love to expand and be available in all the metro cities as our franchise plans are underway.”

Colour combination: White

Products used: NOW Body Care for skin rituals

Lighting: Soft and lights

Flooring: Tiles

Architect: Not disclosed



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FRANCO HERNANDEZ

Avante Garde

Perfectionist

Meet Franco Hernandez, NAHA '16 finalist in the Avant Garde category, whose creativity knows no boundaries. Associated with The Glam Clique Studio and Parlour Eleven in California, Hernandez is renowned for hair colour and extension transformations. Even after 26 years of expertise, he is raring to explore the dynamics of hairdressing

by **Shivpriya Bajpai**

The beginning

As a child, I was intrigued by hairdressing. I would get my hair done and it was a fascinating experience every time. I had decided back then that I would like to carve a niche for myself in the hairdressing industry. Once that was clear, I pursued it with a passion. Over the years, I have had the opportunity to work with several great hairdressers. Early in my career, I met Nicholas French. I never imagined that I would get to learn so much from him! I consider him to be my godfather in this industry. To this day, he encourages and inspires me to follow my instincts. After formal training, I worked in a salon in my hometown Phoenix, Arizona. In the first year, I was asked to manage the salon. Later, I became a Colour Educator for MATRIX. Since then I have worn many hats as a manager, salon owner, platform artist, editorial stylist and director.

Challenges faced

I remember being fresh out of training and looking for ways to build my clientele. However, I noticed that the nail technicians in a nail bar opposite the salon, were always busy. So I challenged myself to learn how to do nails. I asked the owner if I can have a chair in the nail station area. I saw it as an opportunity to meet people, and incidentally informed them that I also did hair. It worked! Within six months, my salon was full of clients.

Responsibilities and forte as a renowned hairstylist

Presently, I am working towards building my brand image and keeping myself relevant after being in the industry for 26 years. I have a great love for different aspects in hairdressing. However, my forte lies in hair colour and hair extension transformations.

Normal day in Franco Hernandez's life

I have been hairdressing from such a young age that it has become a part of my every day life. It is always fun for me. Yet,

“I found myself to be inspired by the operatic divas of the 1800's in Europe. Seeing the way they would dress in that era, I always wanted to recreate that magic in hair.”



one needs to take out time to balance the personal and professional life. So, I enjoy spending time at home with friends, family. While I am working in the salon with clients, I at times need to step away and immerse myself in an editorial project or education. I find it therapeutic.

Advice to newcomers and future plans

Individuals looking to join the hairdressing industry need to be dedicated, have patience, and be open to learning every step of the way. Most importantly help your fellow hairdresser, remember that you once started just like they did. I am a true believer of giving it back to our industry. I recently joined a new salon team at Parlour Eleven in Huntington Beach, California, which is filled with creative and passionate individuals. I feel fortunate to be able to bring my experience to the team, and together we are looking to immerse



“I have pursued different courses in hairdressing, like, Colour Certification by Redken, Hair Extension Course from SO.CAP.USA, Razor Cutting with Vivienne Mackinder, to name a few.”

in our creative culture. I am also looking to spend more time with my family and creating a healthy work-life balance.

Experience at NAHA'16

It was a huge honour and memorable on many levels, as it was the 25th year of my hairdressing career. I remembered being a young hairdresser sitting in the audience, and thinking one day I would love to be a finalist. I found myself inspired by the operatic divas of the 1800's in Europe. Seeing how they would dress in that time era, I wondered how can I recreate that into hair. I wanted my avant-garde creations to have a certain elegance to them. Next, it was important for me to have my team focus on their craft and not so much on the competition. I wanted them to bring out their creative best without pressure. I had to allow myself to have organic creative moments. The collaboration with the team was amazing, and one can feel the energy, creativity and passion working together.

Views on the hairdressing industry of India

I have always been fascinated by the fashion and the fabrics worn by Indian women, the henna, the jewellery, to name a few. Often, I witness avant garde creations from India. 🌐

#LikeAFrenchGirl

L'ORÉAL PROFESSIONNEL SHOWCASES THREE ICONIC LOOKS WITH TWINKLE KHANNA

Inspired by the stunning lights of Paris and the quintessential French approach to beauty, L'Oréal Professionnel captures the hair colour trend of 2017 with the French Browns Colour Collection to create understated brunette looks that are effortlessly chic

The French Browns Colour Collection marries bespoke techniques matched to a curated palette of warm and cool browns from the INOA and Majirel portfolio. Furthermore, L'Oréal Professionnel presents the collection with Brand Ambassador Twinkle Khanna, who with her gorgeous tresses gives us a glimpse into the artistic inspiration. From the spectacular Eiffel Tower to the sensational Moulin Rouge, to the splendid Louvre, the looks and techniques of the collection draw from where love, inspiration and art intersect.

Personalised browns

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

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

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



Twinkle Khanna sports a bespoke contoured look with INOA 6.23

COCOA CHERIE

Bespoke Contouring in rich hazel hues. Inspired by the monument of love, Cocoa Cherie is designed with the classic French fringe. The hair is contoured in a cool shade of INOA 6.23 from the French Browns palette and styled with tousled effortlessness, reminiscent of the city's sophisticated lifestyle.

CARMEL BELLE

Soft Balayage in dark gold honey tones. Styled in cascading layers enhanced by voluminous curls, the hair is like a work of art with INOA 6.53 painted with the Balayage technique.



AUBURN MUSE

Delicate Babylights in violet-tinted auburn. The exquisite geometry of the structured bob is highlighted delicately with Majirel 6.52 using the trending Babylights technique. The Auburn Muse carries the finely balanced composition to perfection!

PROFESSIONAL HAIR CARE REGIME From **MATRIX**

This summer, MATRIX presents professional solutions that combat weather specific concerns and infuse hair with health and nourishment. The range of products and services are available at MATRIX salons

With the onset of the hot and humid months, hair and scalp concerns are on the rise. Excessive heat and humidity lead to dry, dull, frizzy and undernourished hair. Hence, it is no surprise that your clients like to resort to haircuts, as they see no other solution. But not anymore, this summer, the hair experts from MATRIX, the world's leading American professional brand, recommend hair care tips for the summer months, so that your clients can enjoy the season and flaunt their healthy hair.

SUMMER HAIR CONCERNS TACKLED

FRIZZY AND UNMANAGEABLE HAIR



Humidity is dreaded as the hair becomes frizzy and unmanageable due to the presence of large amount of water vapour in the air. No need to fret, as experts at MATRIX recommend Biolage SMOOTHPROOF, a range with new BIOMATCH Technology, infused with the goodness of the Camellia flower that helps control and smoothen frizzy hair, giving it a sleek and polished shine. Do not forget the must have product for this season, the Biolage DEEP SMOOTHING SERUM, with the goodness of Avocado, Grapeseed Oil and Frizz-taming Polymers, this magical serum keeps hair intact even in up to 97 per cent humidity. To maintain frizz free hair and tame those tresses through the season, use the SMOOTHPROOF home care range that includes a shampoo, conditioner and serum.

PRO TIP

While styling, Use the MATRIX Style Link Heat Buffer Thermal Styling Spray to protect hair and keep low heat settings on styling tools to seal cuticles and have smooth, shiny frizz free hair. Do not forget to use the Biolage DEEP SMOOTHING SERUM to finish the look.



DRY AND DEHYDRATED HAIR

Excessive use of chemicals and continuous brushing of the hair drains the natural moisture present in the scalp, and makes hair dry and brittle. Added to that, the pollution and dry wind further damages the hair.

Experts at MATRIX recommend the Biolage HYDRASOURCE range, inbuilt with the goodness of Aloe vera, that restores moisture and nourishes hair like never before. This professional moisture care innovation increases hydration levels in the hair keeping it healthy and hydrated. The Biolage HYDRASOURCE home care range of shampoo and conditioner should be used regularly to ensure maximum hydration of the hair.



PRO TIP

Create a mixture of the MATRIX Style Link Smooth Setter Smoothing Crème and the Biolage DEEP SMOOTHING SERUM and apply on damp hair to keep it hydrated even while styling it.





COLOUR FADING

The Biolage COLORLAST Range is the perfect hair care treatment for colour fading issues. Enriched with Orchid flower extracts, this range ensures that hair colour stays vibrant through nine weeks of summer. Use the COLORLAST home care range that includes a shampoo and conditioner to ensure hair colour remains vivacious.

Tired of the usual hair colour? Try ROCK N STROBE, the latest hair color trend by MATRIX, which not only enhances the hair but also highlights facial features with the correct styling techniques. Avail this cutting-edge colour trend at all MATRIX salons.

PRO TIP

To maintain hair colour for longer, avoid spending too much time in the direct sun and get a colour protecting BIOSPA at least once every 15 days.

DULL AND UNDERNOURISHED HAIR

When out in the sun, the heat definitely takes a toll on the hair. For healthy and shiny hair, oil it at least twice a month and follow it up with a nourishing shampoo and conditioner, or just walk into your nearest MATRIX salon for a Biolage OILTHERAPIE BIOSPA, a treatment designed to revive dull hair and nourish it from root to tip. With the goodness of Olive Oil that reaches deep into the scalp, the range truly nourishes the hair, restoring its lost shine and lustre. For long-lasting nourishment throughout the season, use the Biolage OILTHERAPIE home-care range, which includes an oil, shampoo and conditioner. It helps maintain the results of the in-salon treatment to keep those tresses strong, shiny and well nourished.

PRO TIP

Do not step out with damp hair, the humidity in the air will make it frizzy. ☹



“We at MATRIX always recommend products that nourish hair and make it look and feel healthy. Inbuilt with nature’s finest ingredients, combined with newest hair care technologies, MATRIX provides professional hair care solutions for every season and every hair concern.”

— MELROY DICKSON,
General Manager- Education, Matrix India



DECLÉOR
PARIS

SKIN · BODY · MIND

A woman is lying down, her head tilted back, with her eyes closed. Her hands are positioned near her face, with fingers gently touching her skin. The scene is bathed in a warm, golden light, creating a serene and intimate atmosphere. The background is dark, making the illuminated skin and hands stand out.

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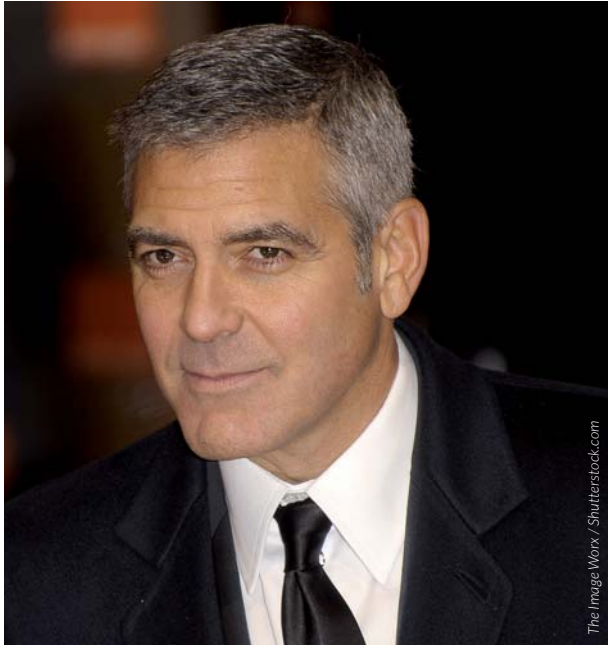
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*Aromessence Oil Serum composition

ALFAPARF MILANO RECOMMENDS

The Salt and Pepper Look



The Image Works / Shutterstock.com

To those fathers who visit your salon for hair colouring, it would be good idea to suggest a change and opt for the Salt and Pepper look, instead of the usual brown or black colour. After all, role models across the world such as, George Clooney, Dermot Mulroney, Alec Baldwin and Barrack Obama sport the stylish colour and look amazing. On the occasion of Father's Day, Alfaparf Milano urges all fathers to flaunt this look and use colours from the Alfaparf Milano Evolution of Color range. It is a must-have as it is different and in-trend!

STEP-BY-STEP GUIDE

- STEP 1**
Pre-lighten the hair by mixing Equipment Supermeches High Lift in 40 volume of developer.
- STEP 2**
Wash hair with Alfaparf Milano Semi DiLino Moisture Nutritive Shampoo, and blast dry.
- STEP 3**
Mix Alfaparf Milano Evolution of Color in 11.11 and 410.
- STEP 4**
Apply this mixture on hair with OXIDO H202, free from 2013 20 volume Developer.
- STEP 5**
Leave it for 25 minutes and rinse hair with water. Towel dry.
- STEP 6**
Wash hair once again with Alfaparf Milano Semi DiLino Moisture Nutritive Shampoo.
- STEP 7**
Wash the shampoo away and apply Alfaparf Milano Semi DiLino Moisture Nutritive Leave-In Conditioner.
- STEP 8**
Rinse hair with water and towel dry.



“The step-by-step is for those young dads, who have developed a liking for the Salt and Pepper look. Those with already grey hair may skip step 1 and 2 and directly apply Alfaparf Milano Evolution of Color in Black, using a comb. This will make the colour spread unevenly onto the hair. Follow steps 6, 7 and 8, and you are ready to turn heads and be the envy of men and women, alike!”

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



“I enjoy experimenting with new trends, but I choose them wisely. When I was looking for a change of look, my hairdresser suggested that I should try the Salt and Pepper. The name excited me enough to want to try it! Today, it has been 12 years and I am not bored with it. It gels seamlessly with my professional meetings, holiday breaks, and has never been out of place with casual attire, either. This look complements ones personality and is the reason for its popularity.”

– ASHOK CHAUHAN,
Managing Director, Inocorp Marketing Private Limited

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Inocorp

Top 5

FUTURISTIC HAIR HUES

Today is perfect to opt for a dynamic hair colour! We bring you five amazing hair colours to flaunt, which no one is doing right now. So get out of the rut and try something mint new

VIVID COLOUR AHEAD

The trend towards vibrant colour is stronger than ever before. So, opt for glossy hues in blue, by blending in subtle shades of highlights and lowlights for a look that is as exclusive as your client.



HAIR GRAFFITI

We have heard of graffiti on walls and floors, but now graffiti on the hair can be done, too! For a look that is bright and unusual, stylist Dzhanin Ker first applied a technique called stencil dyeing to a temporary colour. This technique gives amazing results which are as unique as you. What's more, it can be suited to match your outfit as well. Take the stencil, attach it to taut hair and spray paint from a container (a special product for the hair). The main rule after painting: do not comb or the pattern will lose its shape.



TIE AND DYE

Your hair adds to your personality. So, for the adventurous ones, the tie and dye technique is a heaven sent. First hair is coloured in ash blonde, which works as a base for rainbow highlights. You can choose from the pastel and neon shades.





GO FOR CORAL

For the fiery and the feisty, this colour is not quite red or orange. You can leave the crown area dark and colour only the sides of your hair. This colour makes quite an impact on a fancy haircut, too!



COOL AS ICE

Imagine a hair colour that looks cool! On a shade of blonde, add some silver and grey for a defined and clean look. It will surely set your opponent on fire!



GO FOR NUDE

A hair colour that suits every skin tone, the nude colour also known as neutral blonde, is a great option. Neutral blonde contains an equal amount of both warm and cool tones, which allows it to be sported by everyone, who wants to select an unusual shade.



LOOK LIKE MAGIC

Also called the unicorn, shades of pink and mauve, grey and purple merged together have a magical effect. This look is taking the pink trend to the next level and inspiring only those who believe in magic to try it!



MIHIR LIMBACHIYA

Hair Designs For Success

Meet Mihir Limbachiya one of the best hair tattoo artist in the country. He started out at 18, and after nine years, has honed his skill to such perfection, that he has won several prestigious awards

Getting started

As a child, I did not believe in following a herd and looked at things in a different light. So, when the time came for me to take up a career, it had to naturally be an innovative concept. I wanted to be a hairstylist, but did not want to do the common haircuts or colour. At age 18, I chose to become a hair tattoo artist. I am inspired by the trends in hairstyling and people who believe in art. I have studied hairdressing from the Hair Art Academy and participated in several competitions and attended workshops to hone my skills. My father is my guru and he has always motivated me to try out uncharted territories in life.

Family support

My family did not support my ideology of being a hair tattoo artist. My mother suggested that I should open a shop in our village instead and do some business. However, once I had made up my mind about joining this line, I resisted her decision. Today, the situation has changed and my mother is proud of me. About nine years, there was no knowledge of hair tattoos in India and neither was it being done by any hairstylist. I took the first step and it has worked out in my favour.

My first job

My first job was at Javed Habib's professional salon in Surat. I learned a lot there, such as, understanding the requirement of a client and delivering the best solution to them.

New concept in hair fashion

Hair tattoo is a new aspect of hairdressing. It has only recently been introduced to India. As a subject, it is still not being taught in any of the academies in the country. However, in China and Thailand, it is a popular trend. As it is a novel concept, I launched this trend. Today, every young star wants a hair tattoo.

Techniques used

There are no techniques as such, the right tools are critical. I work with trimmers, scissors, razors, and a comb. To get the tattoo right, an artist needs to be educated in the science of hair. He or she should be aware of the process of hair growth, and which tattoo design would suit which hair type.

Overcoming the challenges

The biggest hurdle I faced was of acceptance. Young boys would want a tattoo, but were afraid of adverse reactions from their friends and family. But that was then. Today, I get many clients who actually ask for one, depending on the occasion

or an event that is coming up. After updating myself with the help of the Internet and magazines, I offer them several designs, and sometimes, get ideas from the client.

Staff training and education

I educate my team on several aspects, however, the most important is to provide excellent customer service. We want the client to be 100 per cent satisfied and give our best to them. Perfection in our work and hygiene are the pillars of our salon.

My advice

In order to be professionally successful, it is critical to be customer centric. They should be completely satisfied with the job done and be confident of your skill, as it is mandatory for them to return to you. Therefore, first learn, then practice, and once you have mastered it, you can be rest assured that success will be yours.

My future plan

The immediate plan is to prepare for the next workshop. Broadly speaking, I want to present this art in front of the whole world, and carve a niche for myself.

My view on hairdressing in India

It is a growing industry, but we need to be more organised so that the talent pool of professionals can be tapped. 📞



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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.



KINJAL GANATRA **Remodeling the** Salon Experience

Director at The Blowdry Bar in Mumbai, Kinjal Ganatra spearheads India's first concept salon that has a focus on hairstyling and beauty services. With more than a decade's expertise, Ganatra has revamped the salon experience by curating an innovative service menu, and adding surprise elements, amongst others

Back in 2005-2006, hairdressing was not considered a serious profession. Coming from a corporate background, I had to convince my parents to allow me to pursue a career in hair. I was never the one to play by the rules, and once my parents were convinced nothing else mattered. The aspect of making people look and feel good, and the creative expression

it afforded inspired me to join the line of hairdressing and make-up. Also, the fact that I was never happy after a haircut, drove me to explore this space. However, that was 12 years ago! In this time, I spent a decade as a senior stylist at Raih Salon, and have had the privilege of being trained and work with some of the finest names, such as Nalini Naegamvala, Vidal

Sassoon in London, Toni&Guy, Singapore and Hongkong, Audhuna Akthar, Kingsley Gomes in Mumbai, and several other seasoned hairstylists, such as, Sean Hanna, Skyler McDonald, Patrick Cameron, and Julie Eldrett. Today, at The Blowdry Bar, I am taking unique initiatives to set it apart from 'salons' and have a singular aim to alter the experience of a consumer.

I love what I do

I look into the creative direction of styling and hair care, introduce new styles and treatments according to the prevalent trends and seasons, train the staff personally on hairstyles, look into hospitality, client consultations and interaction, product training with brands, and more.



Moreover, the salon understands that one blow-dry style does not fit all and there are seven different styles for different hair lengths and types, taking individual hair and scalp conditions into account. There are hair spa services across scalp and hair categories, and we excel at caring for every type of condition.

“Street Style is trending right now - braids, high ponytails, flat waves and scrunched curls are big. There is a lot of shine, but at the same time, the style has plenty of movement.”



TBB is an experience like no other

Located at Marine Drive, the city's most iconic and heritage stretch lies the country's first ever fun 'concept salon'- The Blowdry Bar. The salon is solely dedicated to experiential hairstyling, and one can select from an array of blow-drys, nail and make-up services, and manicure and pedicure. However, TBB does not offer haircuts and chemical hair treatments. The mission is to discard the rule book to refashion the traditional salon by elevating the 'other services', such as stylish blow-drys, hair spas, nail care, oil massages and more.

Brands offered

For us, quality and efficiency are important. We work with the best brands the industry has to offer. Before introducing a brand, we test the products on our internal team and host experiential events for clients in order to get their feedback. Only if the response is positive, do we bring the product or treatment on our service menu. We offer Biotop, L'Oréal Professionnel, Schwarzkopf Professional, and Toni&Guy for hair; Cuccio, Essie, and OPI for nails. We have recently introduced Me!Bath in the spa section.

Future plans

I want to change the way we perceive styling in India. TBB is about looking good everyday. It needs to be affordable and become a routine. We are already working on expansion plans and franchise models. We want to be the neighbourhood salon for clients - unique and accessible.

Views on the salon industry in India

There has been a massive growth over the years in the salon industry. Many global brands have arrived, but they are more than what meets the eye. The current phase still requires formalisation of recruitment and

knowledge of hair needs to grow beyond 'haircuts'. The foundation of the new age stylist could get a bit shaky, therefore, the need of the hour is to get to the 'root of the hair'. There is a thin line between servicing the right mandate, and mandating the right service. Merely cutting hair is not enough, and slowly people are opening up to this. In the wedding business, brides are looking beyond the stereotypical make-up and big updos, and there is a lot of scope in experimenting with the overall look. The nails segment has witnessed a major shift, as clients are endorsing international trends and techniques. Aspiring hairstylists please note that there are no short cuts. You will need to work hard, train hard and follow the basics. Once you learn the rules, it is a lot more fun to break them. It is critical for new salon entrepreneurs to quality control. Do not get fooled with the flashy product advertisements, instead do your research and maintain standards of quality and execution. Make your salon a space of experience for clients, rather than just a visit. The client's feedback and staff experience with the client provides a great case study towards operational improvisation. 📍

“The current phase of the industry still requires formalisation of recruitment and knowledge of hair needs to grow beyond 'haircuts'. The foundation of the new age stylist is shaky, the need for the hour is getting to the 'root of the hair'.”



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



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Setting New Standards in Men's Grooming

THE PRODUCT PORTFOLIO



LABEL.MEN SCALP PURIFYING SHAMPOO AND LABEL.MEN INVIGORATING CONDITIONER

The shampoo and conditioner are designed to leave the scalp and hair looking healthy. Suitable for all hair types, it is formulated with exclusive elements, which contains soothing botanicals to stimulate hair growth. Micronization Technology and Acetyl Tetrapeptide-3 strengthen and thicken hair. The cooling peppermint fragrance of the conditioner increases circulation for nourished scalp and hair.

Price: ₹2,500 for 250ml; ₹6,500 for 1000ml (shampoo); ₹2,500 for 250ml; ₹6,500 for 1000ml (conditioner)

LABEL.MEN MAX WAX

This is a re-workable wax that adds definition and boosts volume, whilst providing ultimate hold. Suitable for all hair types, it controls coarse, wavy and thick hair, and provides shine.



Price: ₹2,000 for 50ml

LABEL.MEN THICKENING TONIC

Its lightweight gel-to-liquid texture adds definition and boosts volume. The spray allows you to sculpt and create a desired hairstyle and provides a long-lasting hold.

Price: ₹2,500 for 150ml



LABEL.MEN SCULPTING POMADE

This is a water-based product designed to control movement and hold hair without weighing it down. Mould, sculpt and experiment to create your desired hairstyle with a natural shine finish. It is washed out easily with water.



Price: ₹2,000 for 50ml



LABEL.MEN GROOMING CREAM

It is a lightweight cream designed to create natural definition and control. Protein-rich liquorice root and essential oils nourish the hair and scalp, whilst reducing frizz. It can be used as a leave-in styling product to build texture, or applied to wet hair to prepare for styling.

Price: ₹2,500 for 150ml

LABEL.MEN SCALP TONIC

It promotes healthy hair growth when used along with the Scalp Tonic. Formulated with Peppermint, Indian sandalwood, New Zealand Tea Tree, French Oak, Sugar Beet plant, and vitamins, it stimulates activity of hair follicles for a thicker, fuller appearance. Suitable for sensitive scalps.

Price: ₹2,500 for 150ml



LABEL.MEN DECONSTRUCTOR

This is a versatile, matte-textured product that lifts roots for a long-lasting, fuller look. Mould, sculpt and experiment to create your desired hairstyle with a firm hold and a dry matte finish. Suitable for all hair types.



Price: ₹2,000 for 50ml

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**Inocorp**

MARKET WATCH

Hair Care

Metallic hair colour by Alfaparf Milano

Alfaparf Milano has launched metallic hair colours in the silver and rose colour palette. With exclusive 3D Cube Tech technology, these guarantee great results while ensuring good health of the hair. The new shades, tone in tone, extend its maximum power of 1 to lighten the tone, which makes it a perfect product for both global hair colouring and reflections. Available exclusively through Inocorp Marketing Private Limited and associate partners.



Price: ₹550

Hair straightener by Vega

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



Price: ₹2,999

Kit by Supersilk

Supersilk is a deep conditioning treatment that infuses hair with Nano Silk Complex particles and Sericin protein, derived from the cocoons of silk worms. The Supersilk Kit contains three Supersilk Silk Amino Acid Professional Solutions of 90ml, one Supersilk Detoxify Shampoo of 300ml, one Supersilk Pure Indulgence Rinse Out Conditioner of 250ml, and one Supersilk Pure Indulgence Leave-in Treatment of 120ml. This kit serves six heads with medium length hair and is available at leading salons through regular distribution network or Headstart International. Email: info@headstartinternational.in.



Price: ₹9,975

Hair care range by Truefitt & Hill

In the rainy season, it is essential to keep your hair and scalp clean and with Hair Management Frequent Use Shampoo and Hair Management Replenishing Conditioner, you can do both. Suitable for normal or oily hair, the moisturising ingredients add body and shine while preventing styling damage. The Wheat Protein coats the hair follicles and adds strength. The conditioner can be used two to three times a week. The duo is available across Truefitt & Hill outlets and www.truefittandhill.in.



Price: ₹2,000 each

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BLACK LINE

For the perfectionist

Innovations in Hair Need of the Hour

In the hair segment, a client, who has international influence, access to the Internet and social media platforms, has high expectations. Indian and global brands are flooding the market, and staying ahead of competition can pose to be a challenge for the stakeholders. *Salon India* speaks with salon owners and reputed distributors to understand their take on innovation and its importance in staying relevant

by Shivpriya Bajpai

SALONS

MOUSUMI MITRA, Director, Be Bonnie Bodycare Pvt Ltd, Be Bonnie Hair & Beauty Salons, Kolkata



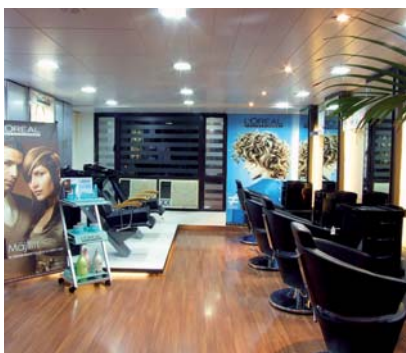
► **Role of product innovation:**

“The use of innovative products in our salons is of prime importance, and clients are updated on the new products, applications as per their requirement. We keep it in mind when we choose a particular brand. As per the international trends, we try and follow such pattern and focus on such product characteristics.”

► **Training the staff:** “Training is a continuous and regular process. We get product updates from our existing brands, use informative videos, literature, and trade magazines to update product knowledge to our technical staff. Apart from this, we have the cademy, where trainers update the staff on product knowledge.”

► **Promotion of new products:** “We make the technical staff fully aware of the brand’s USPs and benefits, and they share it with the customer. We also take the help of product kits, literature and POP material to promote the innovations.”

► **Expectations from brands:** “For any brand to get the desired recognition and reputation, it takes at least a period of one to two years. If that is taken into account, a particular brand should innovate after a period of at least one to two years, depending upon the amount of popularity it has gained. If the demand of the customer overlaps the gestation period, product innovation is welcome, otherwise it is not advisable. We have been experimenting with our existing brands, and will be shortly launching our own label of hair products.”



REEMA BAJAJ, Owner, Elvis & Reema Salon, Delhi



► **Role of product innovation:**

“Innovative products give you an edge in problem solving for any concern related to hair and beauty. Such products build the trust of our clients as it is not a short-term aspect. It takes over five to six years time to launch a new product that is safe, effective and has a revolutionary breakthrough. Also, innovation should not be static, frequent new advancements keep the clients excited, too.”

► **Training the staff:** “Training the staff thoroughly on the technical aspects is a must. Irrespective of the knowledge and expertise of the stylist, whenever a new product is launched, the brand’s in-house trainers undergo a rigorous training programme to be able to pass it down to our staff.”

► **Promotion of new products:** “Clients want tailor made products to cater to diverse needs based on different factors like, age, gender, ethnicity, geography, climate, lifestyle, and more. We educate the client about the technology behind the product and how it can deliver the desired result.”

► **Expectation from brands:** “We believe innovation is a constant process, yet the capacity to innovate further becomes more challenging. So, the brands and their researchers need to be updated about the challenges and constantly keep innovating.”



DISTRIBUTORS

VIDUSHI AGGARWAL, Head Brands, Headstart International on ColorpHlex

► **Role of product innovation:**

“Today, the market is characterised by high competition and an abundance of products. Therefore, it becomes crucial for us to study, analyse and fill the gaps that exist with innovative products, such as, ColorpHlex. As a client is looking innovation, it acts as a differentiator for that brand in their mind. Therefore, the success or failure of a brand or product lies in adopting the right brand with the right innovation. ColorpHlex was launched last year when the market was flooded with plexes. ColorpHlex made an impact upon its launch, as it provided the solution which other plexes do, but in a natural way. ColorpHlex uses a new technology to address specific issues of colour treated hair. It uses ColorStrong Complex which is a vegetable-derived protein that works from inside out and makes your hair stronger and delays colour fading.”



► **Frequency of new product development:** “To succeed in the dynamic Indian market, you need to invest in innovative products to take advantage of the rapidly changing needs of the consumer and provide them with solutions suited to their lifestyle and requirement.”

► **Marketing strategies:** “Marketing strategies and product innovation goes hand in hand. A truly innovative product becomes successful only if it has been marketed right at every stage. The distribution process is still a challenge therefore, significant marketing support is required in order to make an impact with the consumer. It goes without saying, that you see returns at a later stage with high spends going in initially towards product awareness. Therefore, the brands launching themselves must ensure that the product is resonating with its consumer for the long-term or must offer a solution to a specific issue.”

► **Expectation from the brand:** “ColorpHlex is already working on adding additional products to enhance the range and provide solutions for existing issues. Some of them revolve around styling products. The critical element though is to ensure that the brand extensions also deliver the results that are expected from ColorpHlex. The ColorStrong Complex will be one such compulsion. The focus on hair ‘care’ will be a constant.”



SAJID KAZI, Development Head, PID India on Tangle Teezer

► **Role of product innovation:** “PID India represents category leaders that are at the forefront of innovation, R&D and consumer friendliness. Tangle Teezer is a category creator, as it changed the game in hair brushes with the launch of the world’s first official hair detangling brush. The Blow Styling is another recent innovation.”

► **Frequency of new product development:** “Each brand has its own new product development plan. Some brands launch a few innovations in the same year, some launch an innovation every quarter, while others take two to three years. Tangle Teezer has been doing two to three innovations annually for the last two years.”

► **Marketing strategies:** “When you are spending a phenomenal amount of money in launching an innovation, you have to communicate it to the target audience. Hence, a brand would spend at least 50 per cent of their time, energy and money and align the product strategy to the innovation and the balance resources to the rest of the products.”

► **Expectations from the brand:** “We really have not seen too many game changing innovations in hair brushes, as there is only so much you can really do. Tangle Teezer detangling brushes is a real innovation. With the launch of the Blow Styling tools, Tangle Teezer will do to blow styling and blowdrying what it did to hair care, hair brushing and hair brushes five years ago. The round blow styling will be another big game changer. So while the rest of the brands played safe, Tangle Teezer has been the single disruptor of the industry, and we think, it will continue.”





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



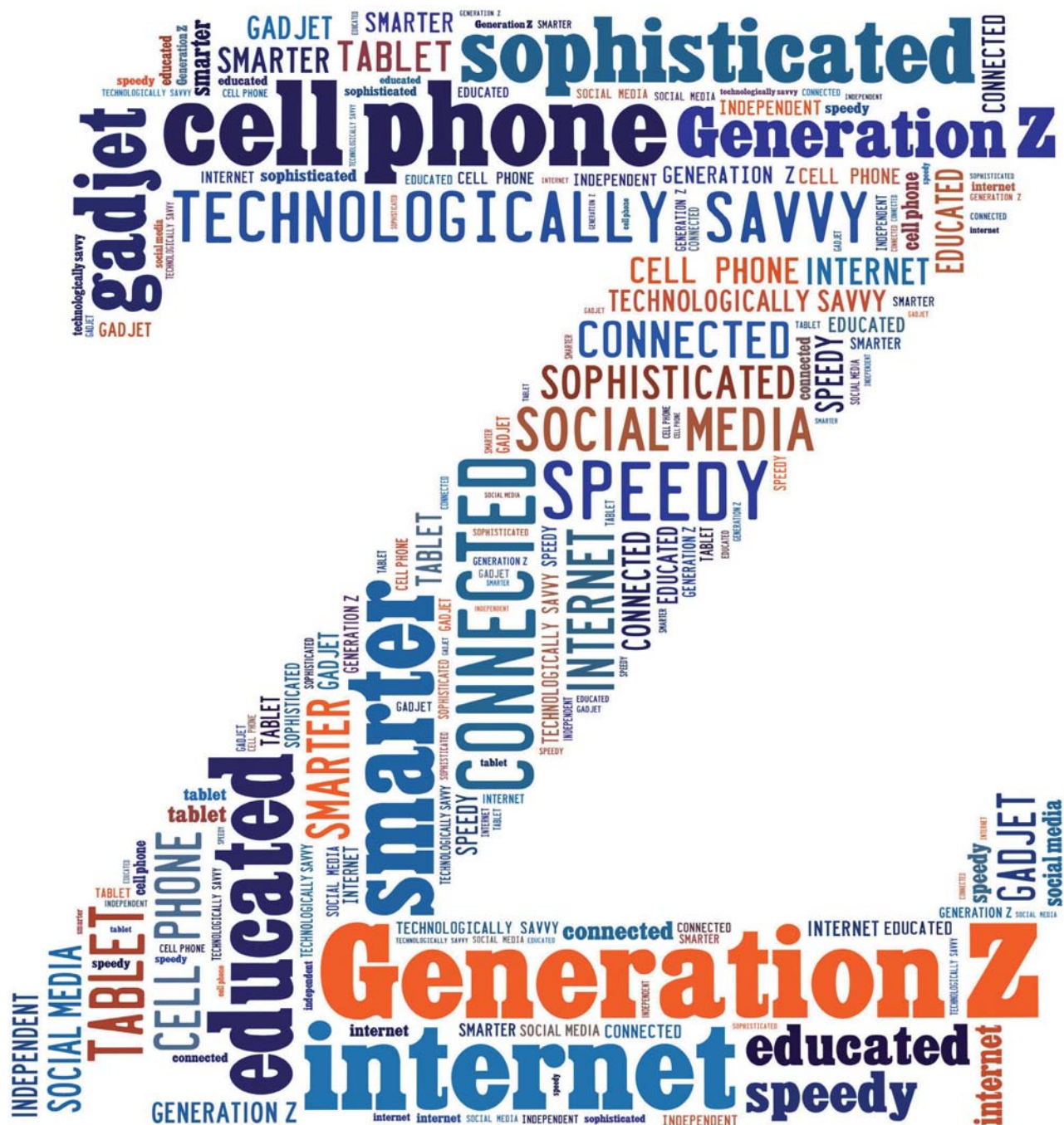
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CATERING TO GEN Z

Insight into their Mindset and Buying Preferences

Gone are the days when young girls and boys waited to be 25 years old to try out facials or manicures. Cut to 1995, we see the birth of Generation Z, who, today fall in the age group of 14-25, are super-savvy with the Internet, mature in their demeanour and pros at social media traversing. They have strong views on what they 'do not' want – be it on their beauty table or in salons and spas. As Gen Z'ers are known to stay loyal to the brands they buy, in the long-term, this proves to be a jackpot for businesses, since they receive long-term revenue benefits

by **Aradhana V Bhatnagar**



L to R: Rod Anker, Chetan Karkhanis, Najeeb Ur Rehman, Darpan Sanghvi, Naina Gunjkar, K R Madhivanan

Generation Z, also known as The Founders, Post-Millennials or Plurals, are the children of Gen X, who were led to believe that life was tough and the only way to be successful was to work hard. However, Gen Z has a different perspective. They are radical in their thinking, have out of the box ideas, and do not worry about being 'successful' as they have their own definition for it, which may not coincide with the largely held view. With this as a backdrop, it is time, we, as members of the beauty and wellness industry of India, understand their view on matters such as, grooming and beautification, brands and what is it that they want. With them as the target audience, salon and spa owners, make-up stores, and academies really need to offer services, schemes and promotions that appeal to them, or be prepared to lose business. Gen Z will waste no time and quickly take it to the next shop, if you do not

match their wavelength. With technology being handed to them on a silver spoon, their levels of usage and comfort, they turn to it for everything – even making sure that the hairstylist, or make-up artist is at par with their knowledge and requirement, if not ahead.

WORD OF MOUTH PUBLICITY WORKS

- ▶ 32% Adults use one or more social media platform
- ▶ 92% Consumers trust word of mouth above all other advertising
- ▶ 70% Chose online customer reviews as their second trusted choice
- ▶ 82% Small businesses say word of mouth marketing is the most effective way to find new customers

It is a given that Gen Z'ers have witnessed technology right from birth and are completely at home with it and enjoy multi-multitasking. Do not be surprised if you catch them surfing through Instagram, shooting queries at the hairstylist and sending out a message on What's App – all at the same time! The use of social media has become integrated into the daily lives of most Gen Z'ers, who have access to mobile technology. They use it on a daily basis to be educated and informed as well as strengthen bonds with friends and to develop new ones. Instagram is popular as teens are more likely to 'follow' others on social media than 'share' and use different sites and apps for different purposes. Research says that Twitter and Instagram are gaining popularity among the members of Gen Z, with 24 per cent of teens having Twitter accounts. Speed and reliability are important factors in how members of Gen Z choice of social networking platform.

Present on social media platforms

Gen Z as a force know what they want and are inspired by those who are on the same page as them and give them what they seek. Therefore, this translates into an easy exercise for hairstylists, make-up artists and brands, who want to cater to this rising group of intelligence. By being on social media, it is now possible to increase your business manifold. Outside of the individual social media statistics, it is important to know that the odds of someone doing business with you increases by 51 person, if they read something positive about you on Facebook, and an incredible 68 per cent if they read about it on Twitter.



BEST SOCIAL MEDIA SITES FOR HAIR AND MAKEUP PROFESSIONALS

Facebook: An absolute necessity for every business owner, not just stylists and salons. If you are not on Facebook yet you should open a business account right away. Not only does it help stay in front of your current customers and improve retention, but the fact that everyone is on it also helps you gain more exposure.

Instagram: A current favourite of everyone who is on social media! You can market yourself on Instagram and connect it to your local area by using hashtags to gain new business, in addition to staying in front of your current customer base as well. Sometimes a well timed image of an ombre can be exactly what one of your customers needed to remind them to book an appointment.

Twitter: When you want to express yourself freely – go to Twitter. Post your love for the beauty and wellness industry of India, your craft and the salon or spa, and soon enough, a Twitter customer will return the love online.

Pinterest: It is a visual delight, however, you will need to tweak your post as per the format of the site. The advantage of using this site is that you are thrown up when one is searching for a specific requirement related to salon and spas. Their Search Engine Optimization is one of the best. When a brand is trying to share information on a skin care product, it becomes relatively easy.

Says Seth Godin, an American author, entrepreneur, marketer, and public speaker, “You can use social media to turn strangers into friends, friends into customers, and customers into salespeople.” Top hairstylist and salon owner Rod Anker, Owner of Rod Anker Salons in Delhi-NCR, has done just that and leveraged the medium to its optimum. Known to be one of the finest and updated hairstylist in the country, Anker has his finger on the pulse of his audience. He and his team understand the client’s requirement well and deftly deliver the trendiest hairstyles and even hair colour options. On his Facebook page, you are not only likely to find several smart updates on the latest styles for women and men that he and his team can easily create, but also offers and promotions. Therefore, it is a win-win situation for both the salon owner

and the consumer, who is looking out for a competent person to translate into reality the look he or she has in mind.

Chetan Karkhanis is a well-known make-up artist and trainer in Mumbai. He chanced into the business of make-up and had not planned into becoming a make-up artist. However, he had always been keen on the Fine Arts, so the move to make-up artistry was easy. He has now been in the line for about 14 years and still enjoys every project like it was the first. He is present on social media and clearly feels that it is critical to be active on it so that one can showcase one’s skills. This in turn helps one get noticed and garner more business opportunities. Says he, “Gen Z is really aware! They have so much information on make-up brands such as, Kryolan and MAC Professional that we as stakeholders need to be a step ahead

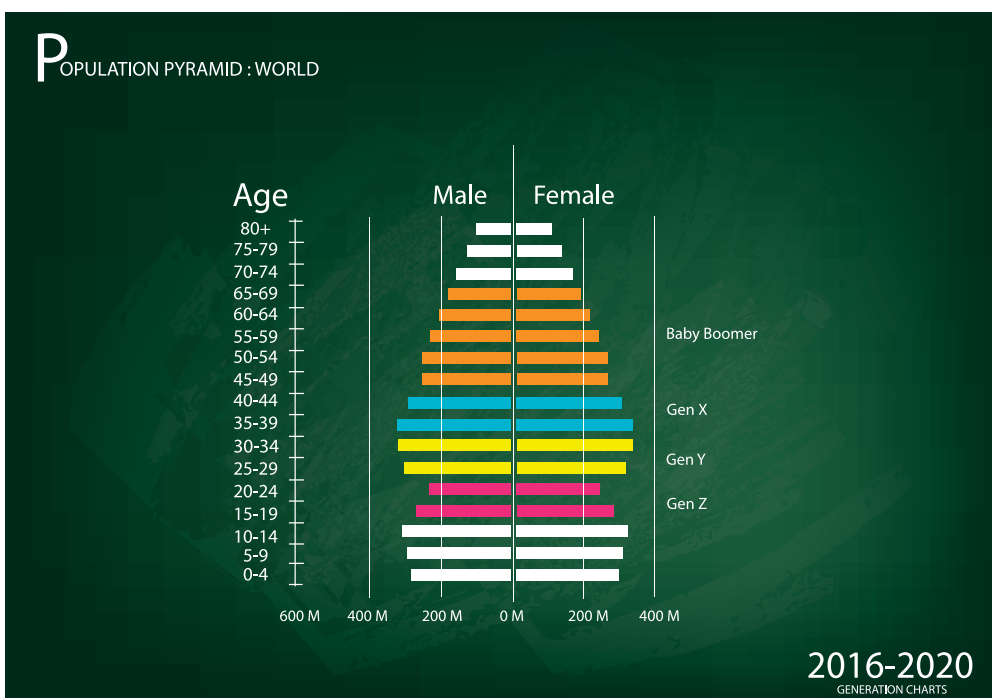
and give them more options. Now that Make Up Forever, Chanel and Elizabeth Arden products are available in the city, and also online, it makes our job that much easier to not only to have more options, but we can share more knowledge with the bright bunch of Gen Z’ers.”

Apps addicted

It is a fact that on the home screen of every member of Gen Z, there will be at least 10 apps. They may differ in content, as the boys will have different interests as compared to the girls, but the commonality is the number of times both the genders use it in a day. To put it simply, in today’s hectic time and age, apps are truly convenient. On a mobile, one cannot open a website to go through the list of services to reach what one wants at that particular moment! Hence, apps work.

In India, specifically in the hair and beauty segment, several apps have been unveiled. They have made it convenient for Gen Z’ers to tap on to get a look they desire or just to book an at-home beauty service. Some of the popular ones are Midas by Schwarzkopf Professional, Haircare Pro App by MATRIX, and in the at-home beauty services segment, MyGlamm and UrbanClap rule, among others.

Reveals Najeeb Ur Rehman, Director, PPS (Partner Professional Services), Schwarzkopf Professional India, “Our brand Schwarzkopf Professional is all about hair care, colour, finish and form. 1000lookz and Schwarzkopf Professional India have developed the Midas App that offers consumers 1,000 hair looks to choose from. Once they walk into a salon, they can take a picture of themselves and superimpose



hairstyles with this app for the look they want. However, it does not end here. There is an added feature of Igora Royal Color collection that assists in choosing even the right colour for your hair. Our hairdressers use this app to demonstrate the overall look a consumer may want. The House of Color App is a perfect multi-functional assistant in daily colour business and offers detailed consultation based on the client's hair type and scalp, and accordingly suggests which colour will best suit him or her. One can choose from permanent colours, ammonia-free or high scalp comfort, and more."

The MyGlamm app, available on both Google Play and the App Store, offers

“THE MIDAS APP OFFERS CONSUMERS 1,000 HAIR LOOKS TO CHOOSE FROM. ONCE THEY WALK INTO A SALON, THEY CAN TAKE A PICTURE OF THEMSELVES AND SUPERIMPOSE HAIRSTYLES WITH THIS APP FOR THE LOOK THEY WANT.”

– NAJEEB UR REHMAN

Director, PPS, Schwarzkopf Professional India

team to ensure their safety and the time they would spend for a particular assignment.

Shares Darpan Sanghvi, Managing Director, Sanghvi Brands, "By launching MyGlamm, we took an ambitious goal of designing, building and launching the business in three months. The key challenges were building the best in class

Elaborating on the response, Sanghvi shares, "The response has been fantastic! We have noticed that over 50 per cent of our business is either repeat or through referrals! Customers love the concept of getting quality hair and beauty services, when they want it and where they want it. In our first month, we did 450 services,



at-home services across skin care, make-up, hair and nails. Team MyGlamm is an eclectic mix of operations, technology, education, domain expertise, catering to the youth, and experience. Comprising of IITians, MBAs from Kellogg, ESADE and industry experience with Lakme, Quikr, BBLUNT, Rediff, Jean Claude Biguine, CapGemini, and more, the focus rests on leveraging the latest in technology on the mobile and web to enable consumers to order beauty home services conveniently and efficiently. Not only is technology being used to have a strong online presence for booking of appointments and targeting new customers, it is also being deployed effectively to track the movements of the

tech and operations teams, on-boarding the initial set of freelancers, building a brand and getting consumers to adopt MyGlamm."

Considering they have had a strong salon experience, the nuances were dealt in a much better way. Sanghvi elaborates, "From day one we focused on building a team of professionals which were the right mix with functional and technical experience. Our understanding and relationships within the industry allowed us to attract the best talent and forge the right partnerships. Our experience in B2C marketing helped create a buzz around the brand quickly and with the right service delivery, we were able to create a market leadership position in less than three months of launch."

while in our second month, we did 1,290 services, third month, we did more than 3,250 services and in our fourth month, we crossed 6,000 services! In three months we had grown 1500 per cent!" Clearly, the apps are a hit with Gen Z, too, who are all about getting work done quickly and efficiently, and with minimal risk.

Focused and wise

A large number of youth are showing interest in joining the beauty and wellness industry of India. Many salon and spa owners, as well as academies are predicting that more teens, between the ages of 16 and 18 are likely to join them rather than opt for a traditional route to receive higher



“THE YOUNG GEN Z CONSUMERS ARE EXTREMELY QUALITY CONSCIOUS AND EXPERIENCE DRIVEN. SINCE INNOVATION IS AT THE CENTRE OF OUR GROWTH PHILOSOPHY, CATERING TO THEIR NEEDS, IS DONE AUTOMATICALLY. WE BELIEVE IN CONSTANTLY BRINGING A RANGE OF INNOVATION SERVICES ACROSS SERVICES CATEGORIES.”

— PUSHKARAJ SHENAI,
CEO, Lakme Lever

education. They are likely to attend open schools and universities so that they can concentrate on their job. Once they are done with the basic schooling, they would like to enroll in beauty and hair academies to further master their craft. Gen Z knows the true value of independence, and knowledge is no exception here. If a Gen Z'er knows they are capable of learning something themselves, or through a more efficient, non-traditional route, you can be sure they will take the opportunity.

Taking a cue, the VLCC Institute of Beauty and Nutrition has signed a memorandum of understanding (MoU) with the National Backward Classes Finance and Development Corporation (NBCFDC) under the aegis of Ministry of Social Justice and Empowerment to promote skills among the people belonging to backward classes,

minorities and transgender category to create a pool of skilled work force. The importance of skill-based training for youth for their overall development is often highlighted by the various initiatives taken by the academy.

Big on individuality and more entrepreneurial

Gen X was born at a time when video tapes were popular and every household worth its name had to have a video cassette player. Similarly, Gen Z was born at a time when technology had engulfed our daily lives. Therefore, it is really no surprise that they handle smartphones and iPads with so much ease! It is a part of their DNA. In the hair world, too, understanding the science of hair, colour and mixing colours to complement numerous looks and hair types is also not a joke. Naina Gunjekar was 21 when she stepped into a hairdressing academy in Bangalore. After completing her graduation, she chose to study hairdressing at the L'Oréal Academy



in Mumbai, did advance courses with Wella Professional, Toni&Guy in Singapore, Paul Mitchell's Train the Trainer course in Korea, and has also studied at the Steiner Academy in London. Today, she is a proud Joint Proprietor and hairdresser at High Gloss Salon in Bangalore. Instagram is the one-stop solution for all her queries. She claims that international colourists are immensely talented, and regularly answer her questions, no matter how lame they may be. In the future, she would like to open her own specialised academy, which has a focus on hair colouring. Gunjekar is among the host of enterprising go-getters, who at a young age, have been able to forge a name for themselves.

Global perspective

There has been a paradigm shift in the way we communicate and access people, brands and other information. It is primarily due to the rapid increase in the use of the Internet and now, social media that a very large amount of information is available. The world has come closer and at the touch of a button we are made aware of the latest in every aspect of life. In the hair and salon segment, per se, we know the hair colour brands that exist and the related trends that are big. Fortunately, the same brands are available in the country with our salons, and therefore, there is exposure to international artists, who come down to train them on the application and the USP of the product, be it hair colour or make-up. Over time, this has led to drastic improvement in their work. Shares K R Madhivanan, CEO, Kryolan India, "At Kryolan, we invite international trainers through the year. They are a part of the Kryolan Pro Team who visit us in India to conduct workshops for our trainers, and share their knowledge and expertise. The response to these workshops has been positive and most of the times, we have had to restrict participation to small groups in order to ensure that the standard in terms of quality is maintained and the sessions are personal and interactive." Kryolan India is active on social media where they announce the schedule of their workshops, product launches and promotions. Therefore, the professionals in our industry are close to their international counterparts in thought as well as execution of a service, as they are capably dealing with an informed client with access to international trends.

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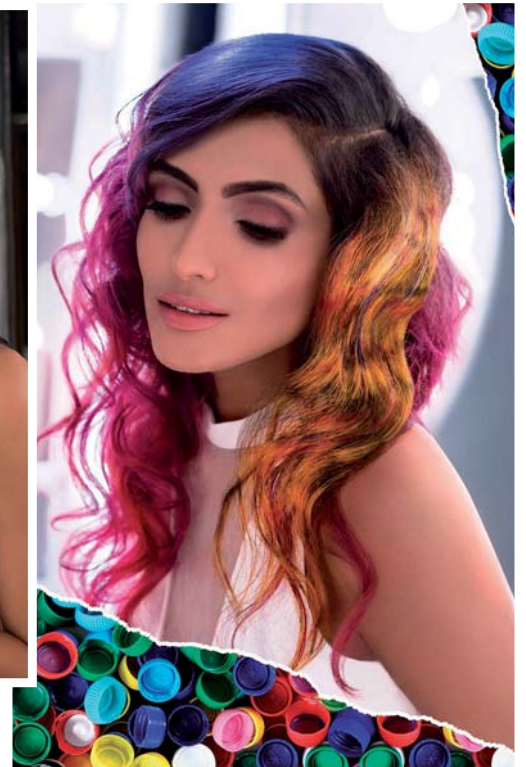
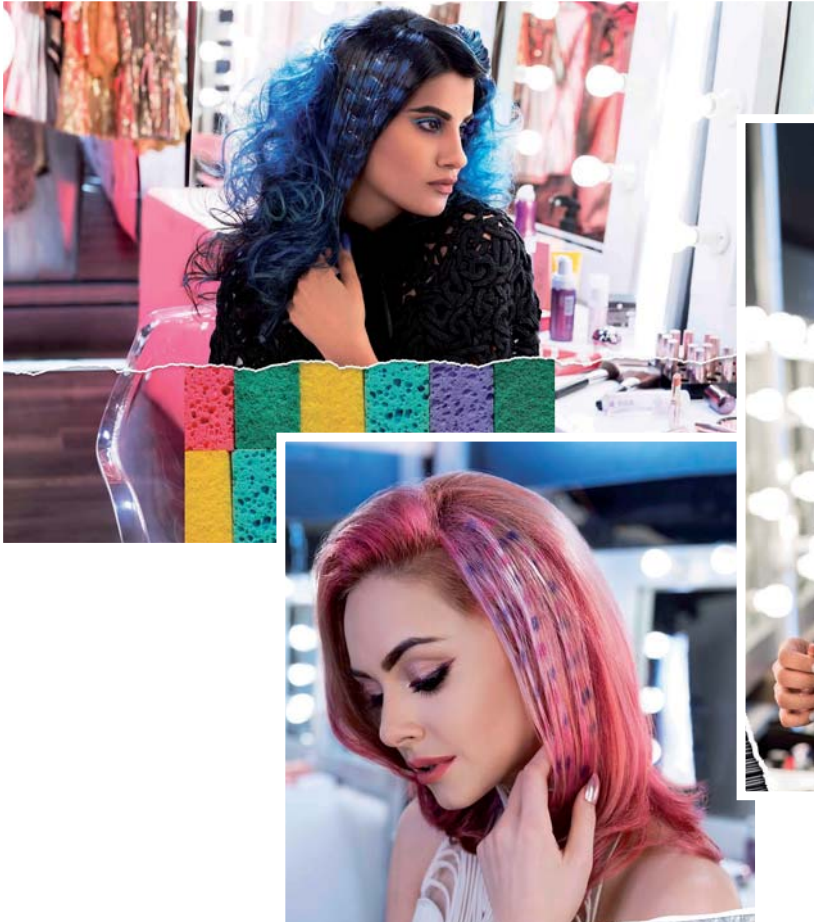
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expert speak

Pushkaraj Shenai,
CEO, Lakmé Lever



Pushkaraj Shenai reveals, “The young Gen Z consumers are extremely quality conscious and experience driven. Since innovation is at the centre of our growth philosophy, catering to the youth’s needs takes place almost automatically. We believe in constantly bringing a range of innovation services across services categories, and as such innovation services contribute to 25 per cent of our revenue. A great example is our newly launched ‘Junk Spunk’ - the hair colour collection aimed at the eco-conscious Gen Z, who is not afraid to express themselves. To maintain our customer loyalty, we aim at constantly providing them with the best service through our professionally trained hair and make-up experts. A large segment of our target audience consists of Gen Z’ers.”

On the preferred services that Gen Z goes for, Shenai reveals, “At our Lakme salons, basic grooming services, such as, bleach, clean-up, pedicure and waxing are the most popular due to their nature and regular consumption. Other equally popular services stem from our innovation category, such as, the Candy Crush and White Tea Vitality pedicures because they keep consumer interest intact, add to their image of self and keep stress at bay. These services are curated to bridge the gap between a consumer’s need and the constantly evolving trends, making it popular with the modern generation. In Tier II markets, bridal make-up for young brides aged between 21 and 25 years, is in demand.

“Our services are reasonably priced to appeal to maximum consumers, and have offers that keep the consumer’s interests

and price points in mind. Since students form a major part of our clientele, we have special student discounts of up to 50 per cent to make the services pocket-friendly.

“Launched during Lakmé Fashion Week, the hair and make-up services comprise of the Show Stopping Collections and is complemented by some amazing off the runway looks. They feed into our offline and online marketing communications where we talk to our customers about our backstage expertise and the cutting-edge portfolio of services.

“The services are brought alive in salons through various forms of visual communications – menus, window displays, smartly placed POS branding collaterals which capitalise on the use of space and interaction as an effective marketing tool. The trend collections are also amplified across digital media where our customers are spending more and more time, with more engagement driven content.

“Another critical component of the marketing leg at Lakmé Salon is the Runway Rewards loyalty programme which ensures members enjoy constant benefits and rewards each time they visit any Lakmé Salon. These incentives, along with an unmatched salon experience, ensure that members keep visiting the Lakmé Salon for all their beauty and styling needs. With the loyalty programme, our communication with our consumers is multi-dimensional across channels, allowing us more ways than one to converse with customers and get feedback at every point.”

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Aseem Kaushik,
Director- Consumer Products Division,
L'Oréal India



Aseem Kaushik shares, “Gen Z is fascinating to work with, particularly for NYX Professional Makeup, as we are from the same generation. We are a digital brand at heart and are as crazy about make-up and selfies as they are! We get a lot of inspiration from our social media community, and are constantly exchanging and facilitating passionate conversations about make-up amongst our fans, from the unicorn trend to festival make-up and strobing tips. They definitely keep us on our toes we absolutely love them for that.

“Gen Z grew up during the digital and social media revolution. They spend a large amount of time on platforms, such as, Facebook, Instagram, Youtube and Snapchat, and use them to follow global and Indian trends directly from brands and celebrities, such as, Deepika Padukone

or Kylie Jenner, learn and experiment with styles and looks and share the results on their own page. The pressure to be selfie-ready at any given time has never been stronger. They are willing to experiment and look for trend-based products that give instant results, multiple benefits and allow them to effortlessly recreate looks.

“They are definitely brand conscious but have a very individual take on brands. They look for experience and genuine storytelling to which they can relate and not about only product performance. This story telling is strengthened by the experience shared by global and local influencers, the reviews that they read online and what they see on social media. That is why globally, we are seeing the emergence of niche independent brands that grew popular purely through social media.

“Gen Z customers are constantly looking for newness, trends and immediate results. They read, watch and create an enormous volume of digital content. For that reason, they are also seen as the most savvy generation in terms of trends and are often

the go-to-person in the family for make-up or styling advice. Keeping up with them means offering new on-trend products at a fast pace, while keeping them engaged through educational and aspirational content.

“NYX Professional Makeup has been a favourite amongst make-up junkies and make-up artists since the brand was created in 1999. We started with our Jumbo Eye Pencils and they are still amongst our most loved products. Now, with more than 1,000 products to choose from, every beauty lover and professional can find their favourite. Amongst them our Soft Matte Lip Cream liquid lipsticks are all-time hits. Our Strobe of Genius palette and our Wonder Stick make strobing and contouring effortless. We also have products that Indian Pros love, such as, glitters, glitter primer, brushes, and HD foundation. The range of palettes, such as, our Highlight and Contour Pro Palette, Conceal, Correct and Contour Palettes and the range of Lip Palettes, are perfect for debuting and seasoned make-up artists, alike.”

NYX Professional Makeup was created to give make-up artists and beauty enthusiasts, professional quality make-up products at an affordable price. Elaborating further Kaushik says, “We want to empower make-up lovers to experiment and express their creativity through make-up every day. That is why most of our products are priced in the ₹300 to ₹900 range.”



Amyl Manji,
Director, Nailspa Experience



Amyl Manji reveals, “In a social media driven world, the day-to-day routine of Gen Z is different from the generation before them. These young adults are more conscious of their image and engaged in the nail and beauty category. As the definition of beauty continues to evolve, we have been leading the nail segment in terms of introducing new trends each season. This generation expects to stay on top of our game, and I feel, their brand loyalty is only as far as they do not get something better. This is a challenge for any business. We do not face any challenge as such, but at times in terms of nail trends, we do feel that they do not want to repeat their nail art, or colours, so they are always on the lookout for something new. This urges us to keep pace with them.

In my opinion, they are not brand conscious, as they are not spending as much as their parents. Gen Z also tends to trust individuals more than big institutions. Their relationship with a brand is different, also they spend their money differently. At our nails spa, we offer nail art, manicure-pedicure, and hair services to young girls between 16 and 25 years of age. The Nail spa is our most popular service and we have many services, such as glitters to the trending Chrome Nails. This age group likes to experiment with nails and hence, we keep introducing new trends, and the latest is Cat Eye nail art and Shatter Glass. As a brand, we focus on giving the maximum value to our clients and are pricing is kept with that in mind. The basic nail art starts from ₹500; Gel nail extensions service has the maximum number of takers.

Aashmeen Munjaal,
Celebrity Hairstylist and Owner, Ashmeen
Munjaal's Star Salon 'n' Academy



Aashmeen Munjaal points out that boys and girls in the age group of 15 to 25 open to experimentation, given they have passed out of school. She shares, "As they are fresh in college, they want to try out new fashion ideas to look unique and confident. Vibrant hair colours like pinks, neons, and teal blue, apart from classic blondes and hazel colours, work well with them. Boys opt for hair tattoos and the girls like to flaunt their hair in a fancy braid or any other casual, yet attractive style. Creative colours that are popular are inspired from eclectic sources such as, young celebrities and even nature. In hair colour, ombre hair is a hit, as it can be carried easily, and can be subtle or wild. It grows from a subtle root to a visibly vibrant end. The youngsters are brand conscious and aware of leading cosmetic and hair care brands in the market. To cater to their pockets, we have deliberately kept our pricing low to moderate and it varies from ₹2,000 to ₹6000 depending on the nature of service and time it takes to get done.

"However, the challenge is making them understand that hair colour is an investment that needs to be maintained with good home care. The best way to educate them is through the word of mouth. Trust factor plays an important role and it is strengthened when a friend tells them about a good service taken at a salon. As a customer, this age group has major potential, given a stylist knows their taste and can produce desired results in a limited budget. Understanding the requirement accurately is very crucial and a healthy interactive consultation really helps."

Dr Chiranjiv Chhabra,
Dermatologist and Owner, Skin Alive



Dr Chiranjiv Chhabra shares, "We focus on external and internal factors, and to our Gen Z'ers, suggest the importance of nutrition, sticking to a skin regime of creams, cleansers and sunscreens, and the service best suited for their skin type. For example, if a young girl visits us for an acne treatment, so we also try to help her improve her diet by drawing out a diet plan. In case she has PCOD, we educate her to manage with a proper diet and exercise routine.

"Gen Z'ers are well aware and educated about treatments and issues. As they are independent and opinionated, they start the treatments soon, hence they are the potential clients from a business perspective. They are pragmatic and conscious about their looks and usually have concerns related to acne, acne scars,

excess or unwanted hair growth, tanning, sun burns, and dark circles. We suggest that they go for painless laser for hair reduction using technologies like NdYAG and Soprano, which deliver promising results. It can be introduced to any girl after a year of her starting the menstrual cycle. Laser hair reduction is very commonly opted by boys as well for beard shaping, brow shaping and underarms.

For skin, the ozone therapy with oxy infusion, to heal acne and facial rejuvenation, diamond polishing with oxy infusion for acne scars, tanning, dark circles and improving skin clarity is suggested. Also the NdYAG Laser can be used to treat acne and eliminate acne scars, revive the skin tone, the Medlite C6 laser is good for acne scars, tanning, skin lightening and reducing dark circles. The oxygen facial is

the most popular among all the services. It is gentle, effective therapy where we cleanse skin with an aromatic oil cocktail, deep exfoliation with micrdermabrasion, blend natural extracts like papaya, aloe vera, orange, cucumber, neem, and more, with massage. Almost 98 per cent pure oxygen is passed through special serums that are infused into the skin and it helps to improve the complexion.

"The challenges faced with Gen Z are not as stressful as they were with earlier generations. This is because both the parents and children are open about trying out new services. The youth is no longer conservative and are highly informed about treatments. They want the best quality and we offer them the same, leaving no chances of complaints and issues. Such honest and open qualities make it easy to deal with them." ❁

Cosmetic Care and Generation Next

by **Shahnaz Husain**



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

Today, when we talk of Generation Z, we are referring to those who are in the age group of about 15 to 25 years. Of course, each generation has its set of values, beliefs and trends. However, the previous generations have not experienced the many changes that the Gen Z of today has. Today, it is the age of revolution in technology and communication. There is advancement in almost every field, especially in terms of new techniques and trends. It is a time when personal computers, cell phones, tabs, instant communication, are a given and so, Gen Z is certainly more aware. There is heightened exposure to global trends.

Gen Z is aware that beauty and cosmetics are not about synthetic and chemical substances, but about ingredients that are real. For example, the talk is about 'cosmeceuticals', how antioxidants make a difference to the skin, 'serum' is one of the buzz words along with like BB, CC and DD creams. Cosmetic laser treatments are also more popular than ever before. From acne treatments and skin resurfacing to hair removal, more and more members from the younger generation are willing to try it out. Concerns such as, facial hair, blemishes, acne scars, and even tattoo removal is being done by laser. Laser is effective, mainly because it influences the deeper layers of the skin. It may work on the top layers of the skin, or can be focused to deeper layers of the skin, without damaging the top layer. Therefore, they are more effective than treatments like chemical peels. Unlike dermabrasion or peels, laser light targets the area precisely and workw by vaporising damaged skin. Laser treatments are also used to minimise acne scars and blemishes.

Recently, creams are going alphabetical and we have seen the emergence of BB, CC as well as DD creams. These are an alternative to make-up foundations and also perform other functions. BB creams stand for anti-blemish or Beauty Balm. They may be light in texture with SPF and help to cover blemishes. CC creams stand for Complexion Care or Colour Correction, are a more specialised version of BB Creams and also have SPF. They help a dull skin look healthy and radiant. DD or Daily Defence creams perform many functions and with SPF, they provide sheer coverage and moisturise the skin. A BB cream is lighter than a foundation, but maybe suitable for moisturising the skin. Some BB creams are formulated to soothe and moisturise the skin after a skin treatment, like a peel treatment. However, they cannot really be a substitute for make-up, but have SPF, antioxidants, collagen, and have the ability to cover blemishes. CC cream is a more specialised version of a BB cream, and add colour to pale skin or soothes redness and corrects the colour and therefore the look of the skin. They also contain SPF.

One of the new ingredients that Gen Z has been trying out is activated charcoal. You may be wondering how 'coal' can be used for beauty? Basically, activated charcoal is carbon that has been treated with oxygen which results in a fine black powder. It has the ability to absorb toxins and chemicals that ultimately lead to cleansing and purifying the skin, and adding radiance. It is also an advantage for oily skins, which are prone to blackheads, enlarged pores, pimples and acne.

Today, it is about 'organic' beauty care products and the international cosmetic industry is learning about holistic and Ayurvedic beauty care. Today, Gen Z is informed about the ingredients in the product, the kind of preservatives, whether they contain parabens or sulfates or not.

Gen Z is stepping into a new world of discovery of oneself, especially in relation to others and to the world. It also means becoming more aware of how they look and how others perceive them. Basically, it means finding one's place and being comfortable in one's own skin. The good news is that the aim of beauty care has become more holistic. It includes seeking a balance of body, mind and soul for total wellbeing. 🌿



MODERN

EVY PROFESSIONAL PRESENTS Evy Moods

Australia's Evy Professional is a complete hair tool and product range brand that understands that hair plays a pivotal role. Created by stylists for stylists, it is all about starting with the basics and making sure that hair remains strong, healthy and vibrant. It puts the ultimate hair tools in your hands to empower you with hair that is healthy, shiny and über-stylish.

About the collection

The 2017 campaign called Evy Moods showcase styling versatility and a definite mood or feel in each look. The looks are Glamorous, Timeless, Elegant, Confident, Sensual and Modern. Says Tracey Bazzano Lauretta, Evy Creator and CEO, "Our Evy Professional tools ultimately help women, and men, enhance their best self, and we have always been there to help you capture the essence of your mood. We wanted the shoot to reflect the Evy woman, who is classy, down-to-earth, super chic and always has beautiful, healthy hair."

About the team

The campaign shoot brought together the creative talents of Evy Professional's Sam James, Creative Director and David Mannah, the globally renowned photographer, to capture the different moods of Evy! Says James, "Our brief from Tracey was to encapsulate the essence of the Evy woman (and man!), who is timeless, individual, classy, elegant and sensual with beautiful healthy, shiny hair – all enhanced by our Evy Professional styling tools and brushes." Evy Professional is the new generation in advanced ion-powered hair tools that deliver hair-loving minerals to the hair shaft to rehydrate, recondition and restore moisture as you style.

Technology used

The complete hair tool and product range harnesses Hair Hydrating Technology. It all started from post volcanic minerals from a remote region in Japan, where for centuries locals have enjoyed the benefits of strong, healthy hair and youthful skin. Evy has taken these highly beneficial ionic generating minerals and infused them into their hair tools. They are the first to feature an impressive over 32 hair hydrating and strengthening minerals along with added features. Other hair tools may feature one or two minerals at the most!

Post-volcanic ingredients impart negative ion and infrared energy, which work to micronize or break down water molecules so they are better able to penetrate the hair follicles. The result is pure inner hair hydration. It is hair that is shiny and healthy, even if you use Evy tools frequently. No more dry, brittle hair from overuse of dryers or irons, as hair heaven has arrived! 🌀



Credits Confident

Creative Director: Sam James (Evy Creative Director)
Hair and Make-up: Sarah Laidlaw
Stylist: Lydia Jane Saunders
Photographer: David Mannah
Company: Evy Professional

INTERNATIONAL STYLIST

CONFIDENT



GLAMOROUS



THE ELEMIS EXPERIENCE

Defying Gravity Facial

by **Aradhana V Bhatnagar**

Levo Salon is located in the super-busy by-lanes of a city that is known to move at a frenetic pace. On a hot summer day, I decided to experience the salon's offerings in the facials segment. On entering, the effect of the world outside was immediately washed away. A spacious and aesthetically designed salon, I was greeted by a pleasant lady. She politely asked me to wait for the skin consultant, and sipping on fresh iced tea offered, I let my eyes roam around the place.

Consultation

Sonia, my therapist for the facial session, was warm and welcoming. Being a senior therapist at the salon, she scanned my face and noticed it was in dire need of hydration and detanning.

Diagnosis

After a few elementary questions on my lifestyle habits, she suggested the Defying Gravity Facial from Elemis. This specific facial is known to hydrate the dermis, yet work effectively to revive it from beneath.



Treatment: Defying Gravity Facial

Duration: 60 minutes

Price: ₹4,000 + taxes

Location: Levo Salon, Gurgaon

Editor's comment: Unique combination of technique and products used

THE PROCESS

STEP 1

The treatment room did not have any strain of music, which was novel and a relief! It was quiet, cool and I was comfortable. As I lay down, the therapist rubbed an aromatic salve on her palms, and then gently applied pressure on my temples, chin, and chest.

STEP 2

The face was carefully cleaned with the Elemis White Flowers Makeup Remover.

STEP 3

A grainy scrub called Elemis Pro Collagen Cleansing Balm was then applied. The pressure was kept light.

STEP 4

A warm towel was placed on the face to open the pores and make sure that the ingredients are able to penetrate deep into the skin.

STEP 5

The Elemis Rehydrating Gel was applied to keep the skin supple.

STEP 6

Black and whiteheads were gently removed. The face was wiped with a soft facial tissue. The Elemis Rehydrating Ginseng Toner was applied.

STEP 7

The face was now ready for a scented massage using the Elemis Amber Massage Facial Balm. The therapist started by turning my face first to the left and using her palms in deft strokes, massaged the area in circular motion. The pressure was just right for me to appreciate it. She did the same on the right side of my face. Lightly pinching my forehead and nose, the massage came to an end in 15 minutes.

STEP 8

A cotton roll dipped in cool water was applied to the face. For intensive hydration, the Elemis Japanese Camellia Body Oil Blend was applied lightly.

STEP 9

Over the gel, the Elemis Hydra Active Soothing Gel Mask was applied. It was a peel-off mask which is known to infuse the skin with moisture, and more importantly, lift the skin and make it firm. It was left on the face for 15 minutes. The eyes and lips were not covered by the mask, instead the Elemis Pro Definition Eye & Lip Contour Cream was applied.

STEP 10

Now, the masked was peeled off, while the excess gel was massaged right back into the skin. At this point, the face was wiped with cotton dipped in cold water. On the eyes, the Elemis eye cream was applied.

STEP 11

The Elemis Pro Collagen Marine Cream was lightly massaged into the facial skin.

STEP 12

The neck and chest region was massaged with the Elemis Lifting Treatment Neck & Bust cream.

STEP 13

The facial came to an end with the application of a sunscreen.



My take on the therapy

It was such a sensorial experience! Products from the house of Elemis, undoubtedly, lift the spirit and calm the body. I have to give full marks to the therapist, as the method she used to massage the face was unique and incomparable. I was informed later that she had been duly trained by the Elemis experts from London. The products used packed in quite a punch as the different fragrances came together to rejuvenate and energise. Therefore, it was no surprise that the combination of perfect technique and products, indeed gave 'real results' in an 'exceptional experience'.



About Elemis

The #1 British skin care brand, Elemis began its journey in 1989. After celebrating 25 years in 2015, the brand was ushered into India by Sanghvi Brands in 2016, as today the audience in the country is ready to embrace a brand that is superlative in performance. Dedicated to the philosophy of having only the best interest of the client at heart, Elemis therapists harness the power of nature and science to create ground-breaking formulations that genuinely transform skin. 📌



BEAUTY



ANU KAUSHIK

Elevating Beauty Education

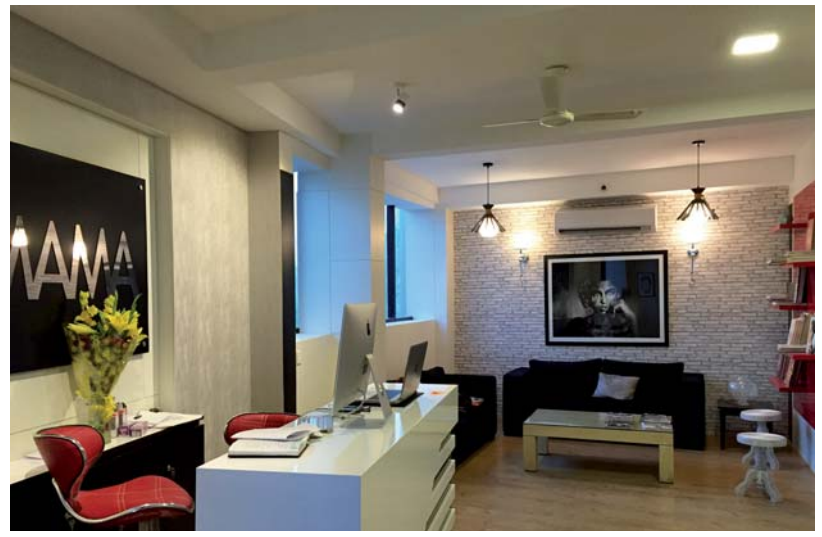
Anu Kaushik, Celebrity Make-up Artist and the brain behind Masters Academy of Makeup Art (MAMA), is a sought after name. Kaushik learns every day, despite the jaw-dropping experience of three decades. *Salon India* speaks with the maestro for an insight of her journey, craft, and more

by **Shivpriya Bajpai**



Glorious start

I recognised my passion for make-up at 16 when I enrolled for a grooming course. I was fascinated by hairstyles and make-up and their ability to transform the entire look of a client. At this juncture, I decided to pursue make-up artistry, as a career, and went on to study Airbrush training from Kett Cosmetics in New York, and Hollywood hairstyling from the Delamar Academy in London. To keep pace with the international influence, I attend workshops abroad to learn the global trends and techniques. However, I am relentless in my pursuit and put in a lot of hard work, which has greatly helped me carve a niche in the industry. My first big break was signing up with Elite Model Management as their first make-artist in 2004. I did hair and make-up for the Elite Calendar, which was much appreciated. I was the Hair & Make-up Faculty at The Elite School, and now am a guest faculty at NIFT, Delhi. With an experience of over three decades, I have had the privilege to work with the best names in the industry.



Tough situations

Initially the challenge was the limited availability of quality products in make-up and hair, and tough to work with limited resources. Now, it is different owing to easy access and of course, the Internet.

Collective passion to educate

In 2006, I met Liz Gruszka, my academy partner, on a Canadian film project titled *Amal*, where I headed the hair department and Gruszka looked after make-up. She was teaching make-up at George Brown College in Canada. We became friends. In 2014, when she came to India, we discussed the gap in make-up education and teamed up to collectively offer what was sorely needed - a lethal combination of education which would comprise Hollywood make-up



and Indian fashion, bridal and Bollywood make-up and hair. We then launched MAMA two years ago, and today, we are doing our best to train and guide aspiring make-up artists to be successful with knowledge and hands-on practicals.

Beauty education in India

Due to the rise in awareness and acceptability has led to the launch of renowned beauty academies pan India. Make-up brands are regularly roping in international celebrity artists to impart education. Digital media, like YouTube has given easy access to learning and connecting on a global platform. Therefore, there is a heightened sense of awareness about beauty now.

Current trends in make-up

Contouring and highlighting has been done to death! The new trend is to achieve fresh and glowy skin with either bold lips or bold eyes. Three dimensional lips or shamelessly shiny and glittery lips are new runway trends. A strong boyish brow is in vogue. The imperfect liner and nearly every colour of the rainbow can be experimented with for eye make-up.

Make-up for different platforms

Fashion shoots or editorials have always been my favourite platform as it offers complete creative freedom to the make-up artist, but the key is to be a team player. Fashion make-up is more about trends and creating something out of the box. When it comes to Bollywood make-up, there is a lot of pressure in terms of continuity, location,

character, to name a few. For film shoots, the focus is on characterisation and features need to be enhanced without using too many products. While, media coverage, stage and ensemble need to be considered for red carpet looks. Bridal make-up is a big responsibility, as the client trusts you on her big day. I discuss the expectations and scope with the bride-to-be and meet them in person to check their skin, hair type, outfit, jewellery, and other aspects. Then I work on the look keeping in mind their desires and inputs. I like my brides to look naturally beautiful. I work on flaws and bring out their best features. Airbrush make-up is good for brides as it stays longer and is photograph friendly.

Advice for aspiring artists

There are no short cuts to success. Patience and hard work will take you places. Look for inspiration but, at the same time, work on your individual style. Creativity has no limit, so do not hesitate to experiment and learn from your mistakes.

Taking stock of the situation

This is the best phase for the make-up industry of India. There is a pool of talented artists, best brands are available, and education on the subject is there! As an artist, the scope for creativity and experimentation is wide. You can call the shots, earn money without being stuck in a 9 to 6 routine. Presently, I am working on a film project and am the key make-up and hair artist for Rani Mukerjee. My next plan is to attend Val Garland make-up classes in Portland in November. 📍



MET Gala 2017

GET THE LOOK

In an easy step-by-step guide, Celebrity Make-up Artist, Prasenjit Biswas decodes three make-up looks sported by A-listers



Kendall Jenner

Face: Choose a good primer according to your skin type and prep up. Use a concealer to hide dark circles, blemishes and other pigmentation marks. Next, apply foundation and blend it well to avoid the cakey look. For contouring, use a powder or cream contour kit. I prefer powder ones as they are easy to blend. Finish the base by applying colourless powder on the T-zone.

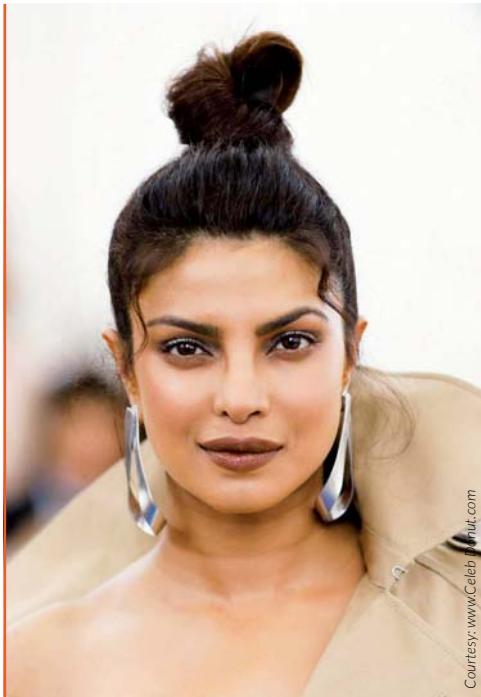
Eyes: Opt for a neutral golden shadow with light brown contour on the crease and blend it. Apply a generous coat of nude colourless mascara and false eyelashes. Fill the eyebrows with a brow gel or powder.

Cheeks: Opt for a blush depending on your skin tone and blend well.

Lips: Use a red colour lipstick.



Prasenjit Biswas' expertise lies in creating diverse make-up looks for editorials, fashion shoots and regional cinema. A self-confessed workaholic, Biswas is based in Kolkata



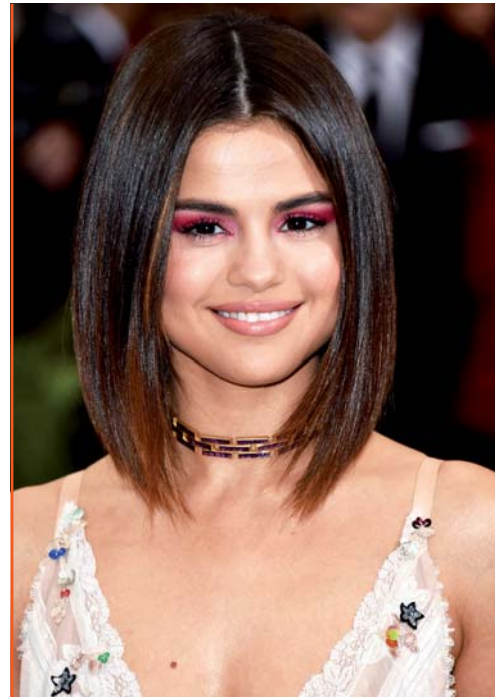
Priyanka Chopra

Face: Start with a clean and well moisturised face. Prep with a good primer. Cover any pigmentation spots and dark circles with a concealer. I prefer a shade darker to conceal the under eye. Opt for a matt foundation and blend it well. For contouring, use a powder or cream contour kit. Finish by applying colourless powder on the T-zone.

Eyes: Fill your eyebrows. Contour with a brown eyeshadow and apply in dabbing motion on the crease. Use a silver metallic eyeshadow and smudge it. Blend well to avoid harsh lines. Apply a generous coat of mascara and false eyelashes to make the eyes pop.

Cheeks: Use a bronze highlighter on the apple of the cheeks for this glamorous look.

Lips: Use a lip liner in the shade of brown. Fill it up with a brown lip colour in matt.



Selena Gomez

Face: Prep your skin with a good primer. Cover the dark circles, blemishes and other pigmentation marks with a concealer. Next, apply foundation and blend it well. Use powder or cream contour kit to contour the cheeks, bridge of the nose and jawline. I prefer powder ones as they are easy to blend. Finish the base by applying colourless powder on the T-zone.

Eyes: Colours are big this season. Take a reddish pink eyeshadow and apply it on the outer corners of your eyes, and smudge it to the inner corner. Use a silver pearl colour on the inner corner of your eyes. Apply a thick coat of mascara and use false eyelashes. Fill the gaps in your brow or define them with a brow gel or powder.

Cheeks: Apply a peach blush on the apple of your cheeks.

Lips: Apply a glossy nude lip colour for a subtle look, as you need to let the eyes pop. Avoid colours in matt, as that would lend a dry and dull look. ❏

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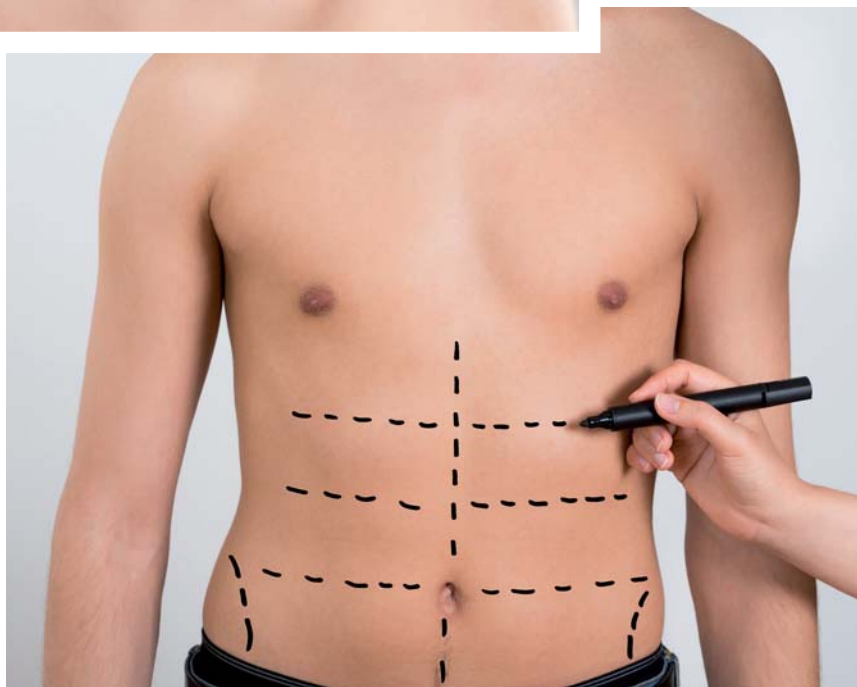
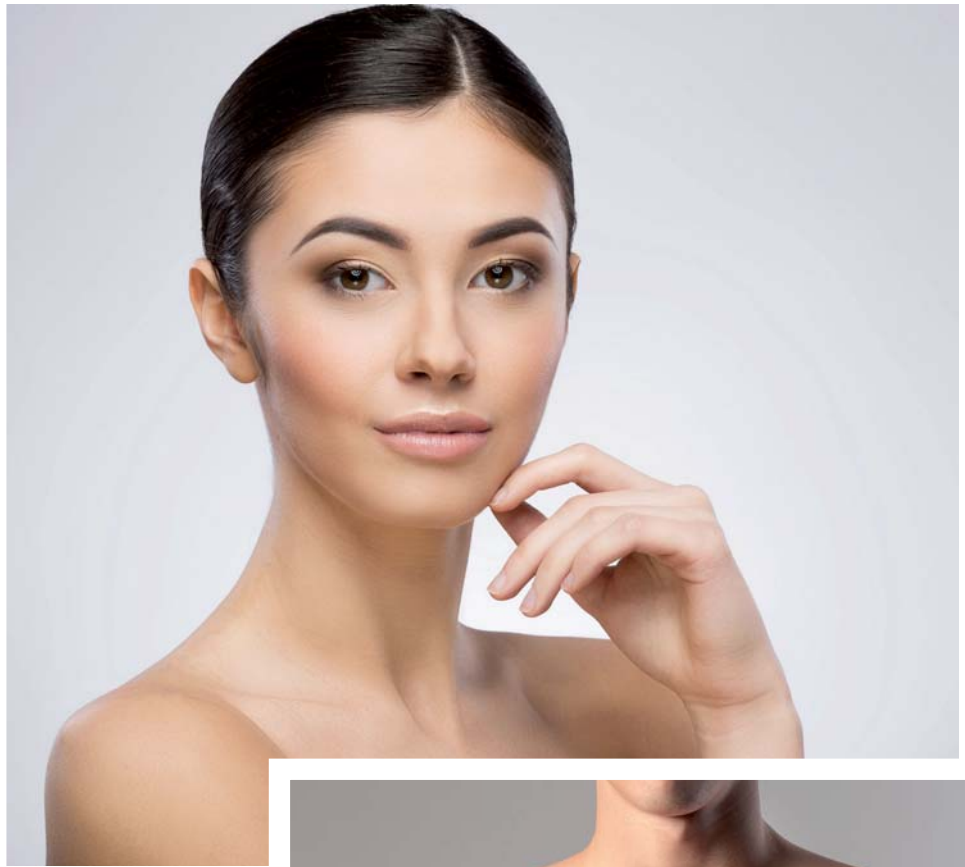


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COSMETIC TREATMENTS Recommended by **Experts**



Cheekbone Enhancement and Male Breast Reduction Surgery as aesthetic procedures are creating quite a buzz. *Salon India* speaks exclusively with Dr Soma Sarkar, Medical Director & Dermatologist, Skin Inn and Dr Viral Desai, Cosmetic & Plastic Surgeon, DHI & CPLSS, to understand the process and technology used



DR SOMA SARKAR ON CHEEKBONE ENHANCEMENT

About: Cheekbone augmentation is about correction of a sagging face, naso labial folds, and undereye grooves, and instantly lifts face. It helps to give the face an anterior projection, cuts shadows, and further helps in achieving a sculpted look. Mid-face correction can be done by surgical and non-surgical methods, both. While non-surgical methods are quick, effective and the results last for almost two years, surgically the results are long-term, but entail a longer down time.

Process and technology: The science is to correct sagging skin, give a volume boost, to fill the groove and to sculpt the face. The dermal layer and the subacute layer of the skin is corrected, hence lifting the SMAS (Superficial Muscular Aponeurotic System) layer of the skin for the desired correction. It can be categorised into mild and severe, wherein in mild cases, only one or two indications require correction, in the severe form, more than two indications are approached. It is done using Hyaluronic Acid (HA) fillers, botulinum toxin, threads, radiofrequency and ultrasound. The best results are achieved by combining threads and HA fillers or HA fillers and toxins or ultrasound and fillers.

USP: The target areas covered are the tear troughs, volume loss of the cheek, naso labial folds and the corners of the mouth, and are advised to almost 80 per cent of the patients male and females, both, and we emphasize on prevention. So, if the client starts early, there is minimal correction.

Teamed with other treatments: It can be combined with peels, lasers and gives overall correction, as with the lift and rejuvenation, the tone and texture is also taken care of. In my clinic, I mostly prepare a skin care calendar for my patients and advise them on treatments season wise.

Time taken: The procedure takes one to two hours.

Sessions required: Depends upon the severity of the descent and correction, but one to two sessions after a gap of four weeks are necessary.

Educating clients: I take the help of images, brochures and patient education material, also give detailed information on the procedure. I counsel them thoroughly on the expected results, importance of the time frame and regular follow ups.

Side-effects: I would say they are minimal associated factors. Redness, swelling and bruising are temporary, whereas the serious side-effects such as, vascular complication, is rare.

Pre-treatment measures: Strict skin care routine has to be followed, which includes wearing a sunscreen. The skin has to be kept free of any infection.

Post-treatment measures: For two days there should be no vigorous exercise or facial. One needs to gently wash the face after four hours of the procedure, and follow the skin care routine.

Future of the treatment: It is pacing up well in metros, but it is still at a nascent stage in tier II cities due to lack of education on it.



DR VIRAL DESAI ON MALE BREAST REDUCTION SURGERY

About: The Male Breast Reduction procedure reduces abnormally enlarged breasts that occur due to hormonal or genetic reasons.

Process and technology: Excess fat and glandular tissues are removed to create a flat and firm chest that compliments a masculine contour.

USP: Breast reduction is usually performed for physical relief and cosmetic improvement. Young men suffering from this condition are emotionally and psychologically disturbed by it and the surgery helps in boosting one's confidence.

Teamed with other treatments: It is commonly done with fat removal from stomach, sides, back, axilla, double chin, body lift procedures, to name a few.

Time taken: The surgery lasts for over an hour and one can resume daily activities in two to three days.

Sessions required: A single session is enough.

Educating clients: People sign up for plastic surgery to look younger or to change an undesirable feature. The decision is personal and plastic surgery will not, by itself, change one's personality, but, it may lift the self-esteem and add to a sense of wellbeing. If a patient is undecided, I recommend them to think about their expectations carefully. I always make sure that client is in good health and understands the risks involved.

Side-effects: Risks are rare, but include infection, fluid accumulation, injury to the skin, rippling or bagginess, and asymmetry.

Pre-surgery measures: Client should be more than 18 years of age, fasting for eight hours before surgery and should inform the doctor if they are suffering from any allergy, illness or are on any medication. Smoking, alcohol and medicines such as, blood thinning tablets, vitamins, and others should be stopped a week prior, and minimum six hours sleep is mandatory before the surgery. Relevant blood tests should be carried out to rule out hormonal issues and compatibility issues. Lastly, a well informed written consent is mandatory.

Post-surgery measures: Clients are prescribed to take a week-long course of medicines and wear a corset for six weeks. Exercise to be avoided for three weeks.

Future of the surgery: Prevalent conditions and lifestyles induce hormonal imbalances. This surgery is expected to grow exponentially owing to fast recovery, dramatic results in a single session, and increased awareness. It is a surgery with high rewards and negligible risks. 📌



SILKBERRY PROFESSIONAL Dermomask

Dermomask is a step up from regular sheet masks. It is a deep cleansing facial mask that firms, hydrates and detoxifies the skin by removing impurities from underneath the skin. The perfectly balanced cream texture stays moist on the skin. It is available in 5 different variants

Dermallure Youthful Skin Formula: The key ingredient is Vitamin C and it helps fight pigmentation and anti-ageing, while making the skin luminescent.

Dermaequal Sebum Balance Formula: Charcoal being the key ingredient, this mask treats acne, blemishes and detoxifies the skin.

Dermaqua Skin Hydration Therapy: Cocoa Chocolate is the main ingredient of this mask. It has anti-wrinkle properties and moisturises the skin, while adding radiance to it.

Dermashine Skin Whitening Therapy: The key ingredient is Arbutin which not only removes tanning, but aids in skin whitening, too.

Dermaequal Skin Soothing Formula: This mask contains Aloe vera, Vitamin B3 and is known to smoothen, cool and rejuvenate the skin.

USP

Parben free: Natural ingredients are used to give ever-lasting results. The Dermomask is free of harmful parabens.

Five variants: Each variant has a key ingredient and key benefit to match the client's requirement.

Cooling effect and hydration: All the products leave the skin supple and hydrated, making it feel refreshed.

Price and availability

Silkberry Dermomask is priced at ₹210 for single use and ₹2,199 for up to 20 uses. It is available at salons and professional beauty stores pan India. 📍

“Dermomask is a cocoon for the skin. It is a revitalising mask that moisturises, exfoliates, treats pigmentation and blemishes, and imparts a radiating glow. I recommend this product to everyone to try at least once.”

— ANURUP SINGHAL,
Director of Silkberry Professional, a unit of Vian Healthcare



“We have been using Silkberry Professional Dermomask for almost a year now and found it to have hydrating effect that is accompanied with a soothing glow.”

— RACHNA SHARMA,
Owner, Blue Salon, a Unit of Blue Healthcare Private Limited

Bold and Chic

SUMMER NAIL TRENDS

Simar Sukhija, Owner of Simar's Nail Bar in Delhi, shares the top four nail trends for summer exclusively with *Salon India*



1



2



3

4



1 STONE GEL

Stones are big this season and can be experimented with varied nail art designs. Opt for stones in cool pastel shades to go with the sultry season. It lasts for about a month and has to be professionally removed by a nail technician.

2 AZTEC

Aztec designs are trending and are considered to be one of the most creative methods of nail art, as the expert can experiment with abstract designs and shapes. One can play with different colours; bright colours are perfect for the summer look.

3 BLACK ACCENT

Black polish is here to stay and one can experiment extensively with it. Matte or shine, vertical stripes, curved around the cuticle, or painted at the tip, black accents lift a simple look to be classy and elegant.

4 NEUTRAL AND FLORAL

This trend sets the perfect vibe for summers. Shades of neutrals like, peach, nude, coffee, and powder pink on manicured nails when combined with floral patterns, add a feminine touch to the overall look. 🌸

MARKET WATCH

Skin and Body Care

Spa facials by Lotus Professional

Lotus Professional has launched dermoSpa Skin Spa facials in three variants of Japanese Sakura Skin Whitening & Lightening Facial, the Bulgarian Rose Glow & Brightening Facial and the Brazilian Anti-Ageing Facial. Suitable for all skin types, this multi-step Skin Spa Facial, cleanses, exfoliates and nourishes the skin, while also supporting good skin health. The Japanese Sakura Skin Whitening & Lightening Facial treatment combines Japanese Sakura with White mulberry extract which promotes melanin synthesis and keeps the skin bright and clear; the Bulgarian Rose Glow & Brightening Facial kit helps in unclogging and hydrating skin as well as calming sensitivity and tiredness, and the Brazilian Anti-Ageing Facial has ingredients such as, Murumuru butter and Shea butter, which have anti-ageing and skin firming properties. This facial kit is enriched with powerful anti-oxidants, improves skin moisture levels and provides natural sun protection. There is also a follow-up home care range that consists of a face wash, day crème and night crème for all three variants. The dermoSpa facial treatments are available at select premium spas and salons across the country.



Price: ₹3,495 each

Sunscreen by Aroma Leaf

Exposure to harmful UVA/UVB rays causes serious concerns such as, wrinkles, tanning and dull skin and it takes several months to get rid of the detrimental effects. Aroma Leaf, the manufacturer of herbal beauty products, has launched Sunscreen with SPF 60, which has a natural sun guard formula to protect the skin from harmful effects of the rays. Aroma Leaf Sunscreen SPF 60 creates a foundation-based protective layer, which shields the effect of sun and pollution to give a bright and flawless skin tone. Formulated to meet all skin types, it is available at leading cosmetic outlets across the country.



Price: ₹295 for 50gms

Face wash by Astaberry

Astaberry Biosciences, the manufacturer of Ayurvedic cosmetics, has launched Fruit Face Wash, which gives your skin a healthy and brighter glow. Infused with the pulp of fresh fruits such as, strawberry, green apple, orange and watermelon, this face wash deeply refreshes the skin while cleansing the texture and tone. Moreover, the cocktail of fresh fruit extracts deliver skin nutrients, which nourish, hydrate and bring relief to the skin. Astaberry Fruit Face Wash is available at leading cosmetic outlet and major online retailers.



Price: ₹95 for 100ml

Astaberry

PROFESSIONAL

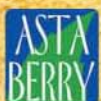
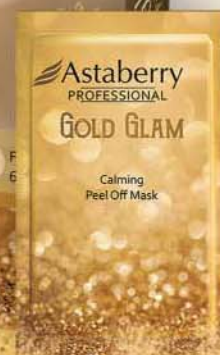
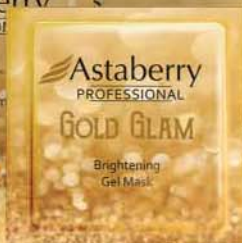
Astaberry Gold Glam Kit is an advanced facial that brings long lasting glow to the skin. Astaberry has created this facial using revolutionary technologies like the scrub 2 creme and the alginate peel off mask.

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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Foot care by Skintruth

The luxurious Foot Care range comprises of four products which work towards repairing and rejuvenating your feet. The essential products are the Foot Soak, which is formulated with essential oils to soothe and relax sore feet; the Foot Scrub is a special treatment to slough away dead skin; the Peppermint and Aloe Vera Heel Repair Cream penetrates deep into the skin to relieve cracked, callous prone feet; the Revitalising Spray, inbuilt with deodorisers and essentials oils, cools and revitalises and is ideal for tired feet. Blends of essential oils, plant extracts, and Tea Tree Oil help to soothe, cool and revitalise the feet. The Skintruth Foot Care range is a self-care as well as an in-salon professional treatment, available in India through leading salons or Headstart International at info@headstartinternational.in.

Price: ₹875 onwards each



Facial kit by HVM

The MicroActive Facial Kit with Passion Fruit Oil and Jojoba Oil by Vedicline is based on the latest Probiotic Technology consisting of exclusive Passion Fruit Oil and curd extract. Firstly, clean the skin with a cotton pad dipped in a toner. Massage with MicroActive Cleansing Cream for two to three minutes and wipe with moist cotton pad. Gently massage with MicroActive Scrub for one or two minutes, use a toner and clean well. Next, massage with MicroActive Gel, till it gets absorbed, follow by a massage with MicroActive Massage Cream focusing on the pressure points for 10 to 15 minutes. Apply the MicroActive Pack evenly and when it is semi-dry, spray a toner and remove it. Lastly, apply the MicroActive Serum. Available at www.vedicline.com and modern stores.

Price: ₹4,800



Wax by Dreamron Professional

Dreamron Professional has introduced liposoluble depilatory wax called Waxkiss. Using innovative techniques and a fine blend of ingredients, Waxkiss Professional comes in variants of White Chocolate, Dark Chocolate, Aloevera and Honey Gold. Infused with the goodness of natural extracts and science, the wax is known to remove tan and is gentle on the skin. It is available at major salons across India, in tin and cartridge packs of 800gms and 100ml, along with pre-wax lotion and after-wax lotion in 250ml.

Price: On request





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CLIENT RETENTION

Delightful Offers

Salon India updates you on the seasonal offers and deals to retain existing customers and attract new ones



Photo: Shutterstock

Kaya Skin Clinic, Delhi

The clinic is offering doctor consultation and one session of laser hair reduction on underarms, upper lip and chin at a discounted rate of ₹199. The actual price of the package is ₹3,000.

Strands Lounge, Chennai

Get hair rebonding for shoulder length hair at an exciting price of ₹2,480. The actual price of the service is ₹3,500.

Cloud 9 Salon, Ahmedabad

The salon is offering hair rebonding, smoothening or straightening by L'Oréal Professionnel and Schwarzkopf Professional for any hair length, along with hair wash and haircut at a discounted price of ₹2,970. The actual price of the services are ₹8,000.

Blussh Spa & Salon, Mumbai

Get 12 foils of hair highlights at an exciting price of ₹1,470. The actual price of the service is ₹3,000.

Pearl Beauty Salon & Spa, Bangalore

The salon is offering 50 per cent discount on services like, facials, haircuts, manicures, and more.

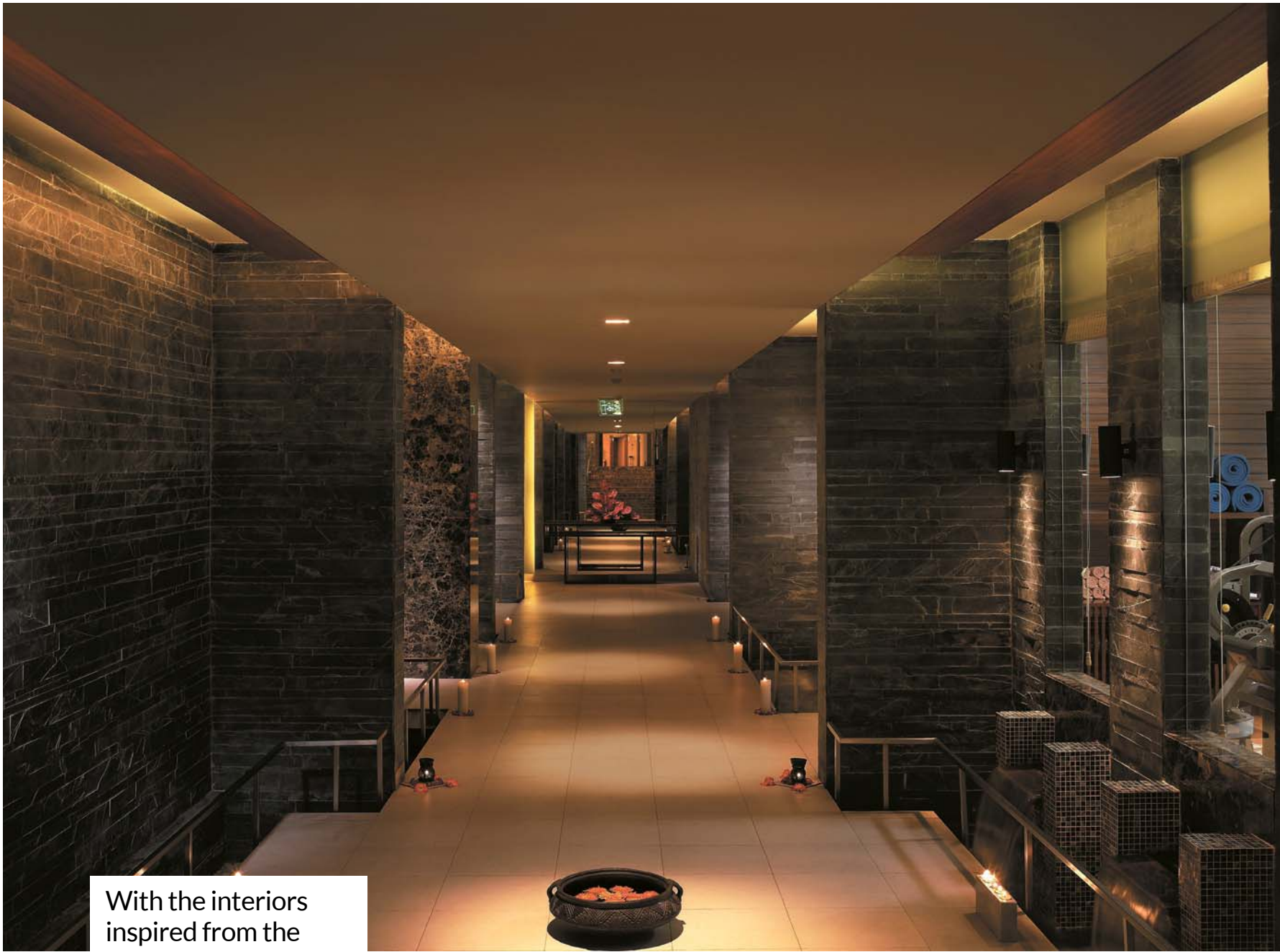
Silver Scissors Unisex Salon, Noida

Get waxing (full legs, full arms and underarms) along with threading (eyebrows and upper lip) at a discounted price of ₹399. The actual price of the package is ₹1,599.



SPA FOCUS

CHI, THE SPA Of Asian Accents



With the interiors inspired from the traditional Asian architecture, it is all about warm tones, wooden accents and dim lighting. Chi, The Spa at Shangri-La's Eros Hotel in Delhi, offers services based on the Chinese philosophy to ensure a serene escapade for their clients



Size of the spa: 20,000 square feet.

Time taken to complete construction: It took around three months to upgrade to the award-winning, signature spa brand of Shangri-La Hotels & Resorts.

About the spa: Nestled in the heart of the city, Shangri-La's Eros Hotel is one of Delhi's finest and most eminent five-star properties that boasts of sprawling lawns and timeless architecture inspired by the work of Edward Lutyen. The spa is an extension of the hotel's visual grandeur, and it got its name Chi, from the word 'chi' or 'qi', which means the universal force that governs wellbeing and personal vitality. It is an oasis where holistic treatments based on traditional techniques are shared by Asian cultures. It offers classic journeys such as the Shangri-La Journey rendered in a luxurious, yet serene setting, which is designed to restore balance and harmony to the mind and body. Skilled therapists and authentic treatments ensure that clients find tranquility and the true essence of Chi. The interiors take inspiration from the traditions that lie in Asian ancient rituals through the use of unique accents reflecting local architecture and materials, as well as the subtle use of Asian art and accessories. Warm tones, wooden accents and dim lighting create an ideal ambience for revitalising one's body and spirit. The spa is well-equipped with steam and sauna rooms, indoor and outdoor jacuzzi, gymnasium, fitness studio, outdoor swimming pool, tea station, and a welcoming reception area.

About the services: A wide range of therapies and services ranging from Ayurvedic to contemporary international treatments, have been carefully designed to provide a luxurious and relaxing spa experience. The services, along with a luxurious product range are based on the Chinese philosophy of the five elements, in which metal, water, wood, fire and earth are in balance with the positive Yang and negative Yin energy within the body. The restorative powers of natural oils and herbs combined with Asian healing philosophies are at the centre of every ritual.

Address: Shangri-La's Eros Hotel, 19, Ashoka Road, Janpath, Connaught Place, New Delhi - 110001

Phone: 91-11-41191220

Website: www.

Email: healthclub.slnd@shangri-la.com



“The USP of the spa is the fact that it follows the lineage of Chi, The Spa and its location. The therapies involve only organic products, which are free from chemicals, artificial fragrances and have zero allergic reactions. The spa follows high standards of hygiene and we aim to provide our patrons a tranquil escapade from the daily hectic routine and rejuvenate their mind, body and soul. The future prospect is to popularise the spa by highlighting its wellness aspect, like the fitness studio, which is a hub for yoga, ballet, martial arts, aerobics, and more.”

— SUDESHNA PAL,
Spa Manager,
Shangri-La's Eros Hotel, Delhi





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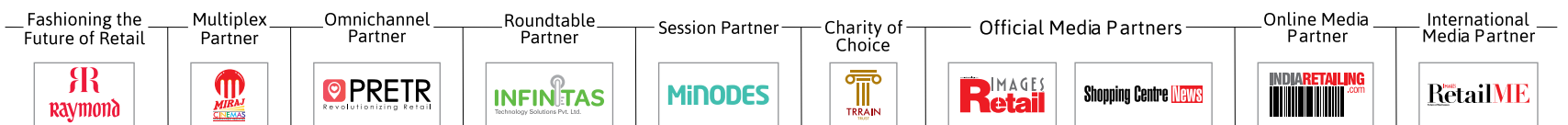
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SATYAJIT KAWADE Driving Operational Excellence



Satyajit Kawade, Fitness and Spa Manager, Marriott Suites Pune, shares his views on the wellness industry, brand USP, future plans and more

I have a decade long experience of working with various fitness clubs including ABS Fitness and Wellness Club. I am a Certified Fitness and Personal Trainer from the ABS Academy, and also hold certification on Special Population Fitness Program, which is also referred to as training the elderly.

Source of inspiration

I wanted to be exposed to the essential sectors of fitness and that is how my association with the wellness industry began. I involved myself in various hotel spa operations and enhanced my skills by learning about the different therapies and their benefits, and translating them into fitness regimens.

USP of the spa

Our trained masseurs are the USP, who ensure that our clients experience the best every time and keeping returning to us. The kind of therapies we offer are extremely effective pertaining to our discerning client. Our Deep Tissue and Thai therapies are most sought after.

Therapies offered

Apart from Deep Tissue and the Traditional Thai Therapy, we also have on offer Aroma Therapy, Jet Lag Massage, Foot Reflexology, Head Massage, Aroma Scrub, to name a few.

Client engagement programmes offered

To a dynamic client base, who believes in juggling their work and play. So, keeping that in mind, we first understand their preferences by interacting with them and then deliver the services accordingly. From a wide range of therapies, yoga sessions, swimming classes and monthly educative workshops, we never pass up any opportunity to keep our clients engaged and motivated. After the therapy, hot shower is

followed by soothing green tea. On entering the spa, the uplifting aroma fills one with serenity.

Challenges faced

The lack of more treatment rooms is a concern that we are working towards by expanding our current space.

Meeting competition

I have been associated with the Marriott Suites Pune since the last one year, and the differential in the spa revenue and footfalls has changed drastically. Most of our clients return due to word of mouth, and we feel that our strategy of keeping up-to-date with the latest therapies and equipment helps us to garner a popular reputation in the market. Client satisfaction is our priority in order to attain operational excellence.

Educating clients on wellness

Today's lifestyle choices have not left clients with much option if they want to lead a healthy life. Usually people spend eight to twelve hours at work and as the competition is getting stiffer, the stress levels are also on the higher side. We play an important role by conducting regular Yoga sessions and wellness workshops, wherein we educate our clients about the importance of good health and leading a stress-free life.

Future plans for the spa

We are working on a bigger space and introducing new therapies in the future.

Views on the wellness industry

People are opting for a healthier lifestyle globally with raised awareness acting as a catalyst. I think wellness is booming and there is a rapid growth in client base, which in turn is leading to an increased demand of fitness and wellness programmes. 📌



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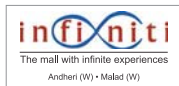
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SPA SOLACE

Lucrative Offers

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



Ultimate Blliis Facial, **Blliis by Ravissant, Delhi**

This ritual involves a combination of essential oils with Eastern and Western massage techniques that improve circulation, lymph flow and skin oxygenation. It further detoxifies the skin, nourishing its deepest layers. It is ideal to achieve clear skin, smooth away wrinkles or maintain an even complexion.

Duration: 60 minutes

Price: ₹3,850 + taxes

Be Nirvana, **Space The Spa, Bangalore**

It is an absolute relaxation and de-stress therapy that will transport you to a serene escapade. It includes a body scrub, massage and a body wrap. The products used for this ritual are custom-made Rose Cocktail or Lavender Cologne. The massage is either Swedish or Aromatherapy and can be customised, based on the client's choice. It involves moderate to deeper strokes on the back, neck, legs, and arms, targeting muscles and tissues to offer maximum relaxation.

Duration: 90 minutes and 120 minutes

Price: ₹3,600 for 90 minutes and ₹4,000 for 120 minutes + taxes

Papaya and Pineapple Body Polish, **Club Prana, Hyatt Regency, Kolkata**

This complete package comprises of a Papaya Pineapple body scrub followed by the same aromatic wrap. The scrub restores natural skin health by removing dead cells, and the wrap provides hydration and nourishment. Nourishing and repairing, this exquisite tropical treat counteracts premature ageing and sun damage by delivering wrinkle-smoothing and rejuvenating benefits.

Duration: 100 minutes

Price: ₹5,000 + taxes

Lemon and Walnut Scrub, **Aroma Thai Spa, Pune**

An intense scrub that works well on dry skin types, it exfoliates and cleanses with the astringent properties of Sea Salt, Lemon and Walnut Oil. It soothes and imparts lustre to dry skin with its oil content, and stimulates energy with the special massage. After this cleansing ritual, an enriching masque or oil treatment is done to pamper the skin a little more, and is highly recommended.

Duration: 45 minutes

Price: ₹2,350 + taxes

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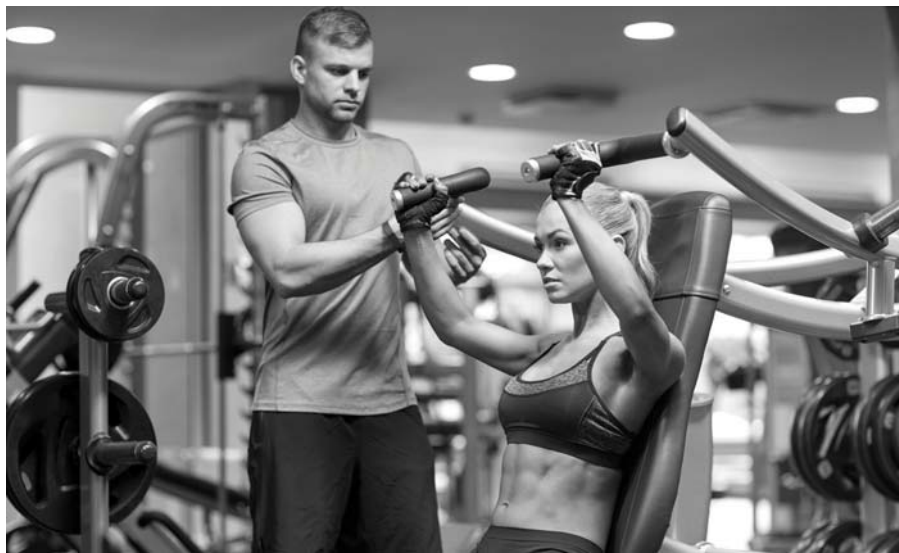
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NAINA JAIN

Ethnic Elegance

Meet Kolkata-based fashion designer, Naina Jain, who's eponymous label effortlessly blends traditional weaves into a contemporary style



Getting started

I have always been creative. When it was time for me to launch my own line, it was easy. I was already working with a friend in Jaipur, who owned the label called Bandhej Sarees. My mother-in-law and grandmother were pillars of support when I was a newcomer. I took up a small space initially, and today, we are present in Kolkata and Delhi.

Importance of hair and make-up in fashion

Undoubtedly, hair and make-up play an integral role, and add the glam factor. A well-done hairdo and make-up define and complement the feel of the garment.

Working with hair and make-up artists

We believe in working with those artists who best understand our sensibilities. It makes our work easier and simpler.

Views on the fashion and beauty industry of India

Global fashion and beauty influences are on the rise, which has led to innovation in both the fields. Designers and beauty professionals are ready to follow the latest trends and aspire to incorporate the same. We strive to meet our western counterparts through the collections.

Hair and make-up looks adapted

We opt for traditional looks in hair and make-up, as that goes with the attire. We stick to basics, for instance, the make-up and hairstyle should be subtle and compliment the ensemble. We have a lot of weaves, embroideries, chikankari, to name a few, and we enjoy experimenting with different colours to glam up the whole look.

Fashion inspiration and muse

We want to remain close to our Indian roots and look out for inspiration. I admire Kirron Kher's style and aesthetic sensibilities.

Future plans

We are currently working on expanding to other cities, and being available at multi-designer stores is our priority. Keeping the wedding season in mind, we will be launching an exclusive collection which would be a concoction of Benarasi and Bandhej, but with a twist. 📌



RICHA CHADHA

Living Healthy

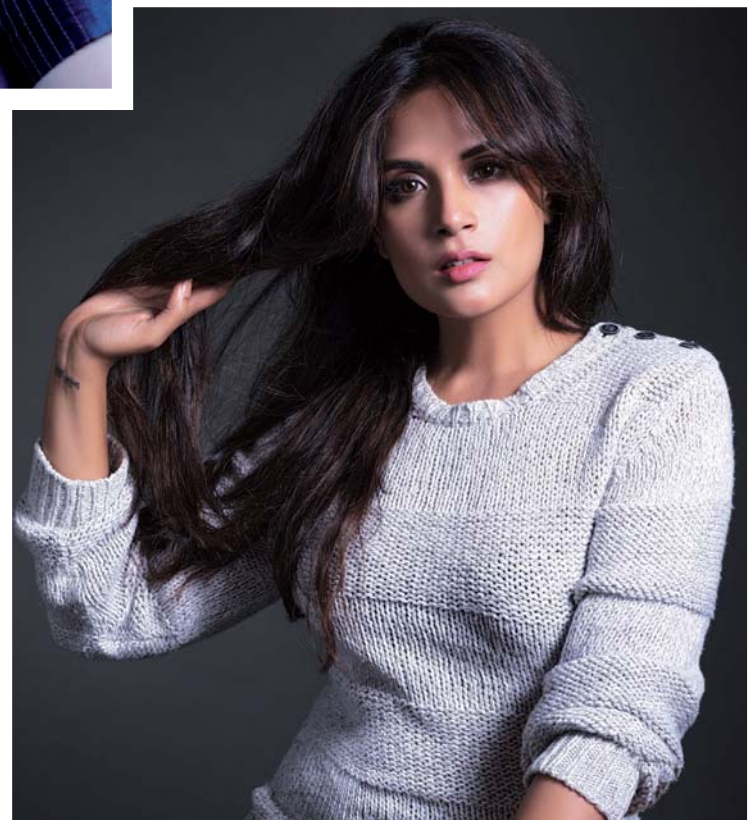
by **Jaideep Pandey**

Actress Richa Chadha needs no introduction, but recently she has debuted as a producer of a short Punjabi film titled *Khooon Aali Chithi*. She leads a hectic life, but still finds time to practice a healthy lifestyle. *Salon India* in conversation with the B-Town girl on beauty, grooming and more



“Grooming and styling is key”

For me, beauty lies in the personality. I think it is all about the way we carry ourselves and the level of confidence we project. If you look at our top stars today, I do not know if they were beautiful or handsome when they started out. It is the grooming or styling that has made them as attractive as they appear, and it plays a critical role.



“Healthy lifestyle reflects on your face”

It is critical to maintain the health of your skin, hair and nails because no amount of cosmetics can correct them. If you sleep and wake up on time, do not drink or smoke, or do it in moderation, you can live well and it will reflect on your overall health. To be fit, you need to exercise regularly, eat right and stay stress-free.

“Different exercises keep me fit”

I do Yoga, weight training as well as swimming, but not on a daily basis. I try to exercise at least five times a week, but when you are shooting, it becomes difficult as one does not sleep properly, and also the meals become erratic.

“I follow my nutritionist’s advice”

I eat healthy food, but do not obsess about the nutritional aspect and follow the basic guidelines given to me by a nutritionist. To stay lean you should have a consistent diet otherwise when go on a diet, you lose weight, but gain it back after sometime. Discipline and consistency are most important to stay lean. I prefer to eat flowers and vegetables, and avoid processed food.

“Hair care”

I do not stress about my hair as I am blessed to have a good hair texture. I oil it weekly and wash it three to four times a week, and use a leave-in hair conditioner.

“I use cruelty-free make-up”

When I am not shooting, I do not wear make-up. However, in my make-up kit, you will find an eye liner, lip gloss and a concealer. I try to buy products that have not been tested on animals. I read up the labels to know the ingredients used and that the product is also free of chemicals. I think herbal and Ayurvedic products work well, so I recommend them to everyone.

“Message for the readers”

Do not overdo anything. Take care of your body, and eat responsibly. 🍷

HYDERABAD

Lucas Academy & Salon



Launched in 2011, the Lucas Academy & Salon is the brainchild of eminent hairstylist Lucas Chinappa and Yasmin, his wife. The academy is spread over 1200 square feet area and well equipped with workstations for haircuts and chemical services, along with a therapy room, manicure-pedicure, and hair wash stations. It boasts of the highest professional standards in beauty therapy and the finest training facilities that include highly skilled and qualified trainers to provide a comprehensive curriculum. The course module is at par with international standards to equip students to be equal with some of the best hairstylists and beauticians in the business.

Sharing his views on the inspiration behind the academy, Chinappa says, "Our salon received an overwhelming response for quality-centric services and we had clients queuing up. One of my friends suggested that I also start training passionate individuals and turn them into professional artists with extensive knowledge in hair and make-up. I was inspired by the idea of nurturing raw talent and it led me to launch the academy." Citing the USPs of the academy, he says, "We train three students at a time to ensure the learning is effective. I personally conduct classes and highlight the strengths of the students to later work on them. We believe in hands-on practice and focus on communication, too, which in turn helps them in understanding the client's requirement." On the future of education in India, Chinappa opines, "Presently, the hair industry is scattered and in dire need of trained professionals. Organised and affordable medium of education will make this a rapidly growing industry with world-class professionals."

► Courses

The course modules are designed keeping effective learning in mind and cover varied aspects of hair and make-up. The detailed topics ensure that the students are well versed with global trends and techniques. The academy offers two courses in hair and one course in make-up.

- **Kickstart Hair Course:** This is a 12-week course is the beginners guide and includes different types of haircuts, in depth knowledge of colour, techniques, product knowledge, chemical hair services, personality development and self grooming, among others.
- **Master in Hair Course:** This is a 15-week course which includes advance haircuts for both men and women, advanced techniques and trends in colours, chemical services, creative haircuts that compliment face shape, to name a few.
- **Advance Make-up:** This 6-week course is aimed at make-up artists to hone their existing skills. It includes history of make-up, colour theory and application, theoretical study of face shapes, eye and lip shapes with practicals.

► Certification

The academy has its own certification which is highly valued at leading salon chains in India.

► Eligibility criteria

Applicants must be passionate about the hair industry and minimum 10th grade pass by qualification.

► Fee range

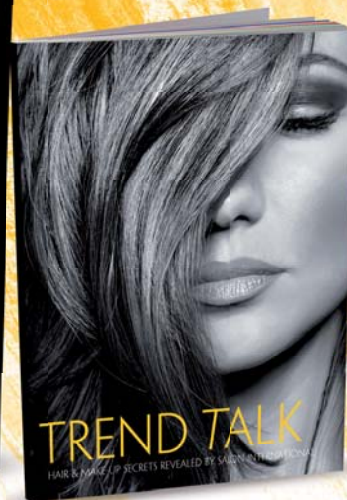
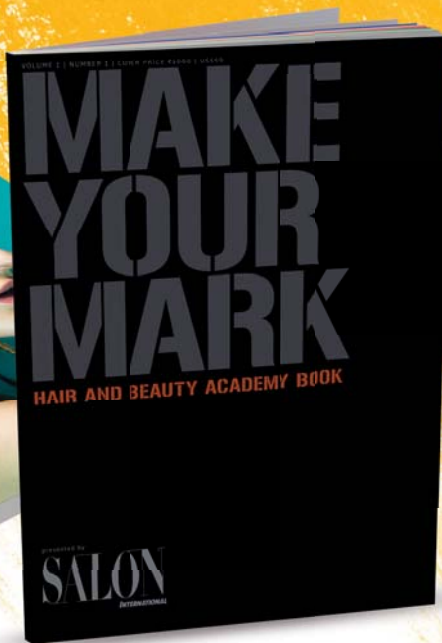
The hair courses are priced between ₹90,000 to ₹1,50,000; the make-up course is priced at ₹75,000. 📞



Owner: Lucas Chinappa **Contact person:** Mike **Phone:** 040-2355514 ; +91-9703972666 **Address:** 4th Floor, Fortune Atrium, Road No. 36, Jubilee Hills, Hyderabad - 500033 **Website:** www.lucassalon.com **Email:** info@lucassalon.com

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New range unveiled by Macadamia Professional



To an aware and intelligent audience, the new lines of Macadamia, namely, Weightless Moisture, Nourishing Moisture and Ultra Rich Moisture were launched by Esskay Beauty Resources and it saw the presence of several well-known salon owners from Delhi-NCR. The International Educator for Macadamia, Kristel Neevel, Education Manager Europe-Africa along with Imke Van Der Wijst, Sales Representative, Macadamia were present and introduced the new brand concept in India. Macadamia Professional offers salon quality hair care and treatment products that address the unique moisture levels in hair. The three care treatments infuse optimal moisture into every hair texture along with the benefits of the Pro Oil Complex, a unique blend of Macadamia and Argan Oil.

The event started with the lamp lighting ceremony conducted by Vinay Virmani, Managing Director, Esskay Beauty Resources, Ankit Virmani, Director, Esskay Beauty Resources, Subham Virmani, Director - Sales & Strategy, Esskay Beauty Resources and the international team of Macadamia Professionals consisting of Krystal and Imke Van Der Wijst. An interactive session with the audience helped in sharing success of Macadamia Natural Oil, hence giving a boost to the new range of products. A session on in-salon retailing gave valuable insights to all.



Clockwise: Sonia Rai of Khubsurat Salon; Vikas Arora of Hair Cafe; Neelam Harish of Neha Salon with Kristel Neevel; Anil Mahajan of Kenzo Salon; Pranita Mehendiratta of Style n Xs; Sakshi Virmani, Director Marketing, Esskay Beauty Resources; Subham Virmani, Director - Sales & Strategy, Esskay Beauty Resources; Ankit Virmani, Director, Esskay Beauty Resources; Ishika Virmani, Director, Training & Education, Esskay Beauty Resources

WHAT: Launch of hair care products **WHEN:** 23rd May **WHERE:** Hyatt Regency, Delhi

Lotus Professional's new dermaSpa range launched

At a glittering evening, India's leading natural professional beauty brand, Lotus Professional unveiled the new dermoSpa Skin Spa facials in three variants. For the first time in India, the hidden potential of Japanese Sakura, Bulgarian Rose and Amazonian Rainforest ingredients have been unlocked in a premium range of facial treatments. Made with rare and time-tested ingredients, the products are suitable for all skin types as they cleanse, exfoliate and nourish the skin, while supporting skin health. Said Nitin Passi, Director, Lotus Herbals on the inspiration behind the range of products, "Different parts of the world have specialist ingredients which have existed for centuries and have been used by the local people for various beauty treatments. These ingredients have stood the test of changing times and are still very potent, whilst being safe. Lotus Professional dermoSpa is a dedication to the world's best-kept beauty secrets and for the first time in India, a professional skin care brand has introduced such exotic, yet powerful ingredient-based treatments and products." Elaborating on the plans to go nationwide, he said, "Within a span of 30 days, we have rolled out the new dermoSpa range pan India, and customers can now experience dermoSpa facials in leading salons and spas in major metros and cities, and even in Nepal."



Said Charvi Gupta, VP - Technical Services and Products, Lotus Herbals, "dermoSpa is an experience that is way beyond facials that are available currently. Not only have we used rare, exotic and time-tested beauty ingredients from around the world, but we have introduced three signature massage techniques, such as Dry Brush Face massage, Stimoint, and Liftour. In about a month, the feedback that we have received from our associates is very encouraging as all the three variants of dermoSpa have shown strong visible results."

WHAT: Launch of skin care spa products **WHEN:** 24th April **WHERE:** Sheraton Hotel, Saket, Delhi

Toni&Guy Hairdressing Academy now in Delhi

Toni&Guy opened its doors to India's first ever Toni&Guy Hairdressing Academy. Set to provide budding hairdressers and aestheticians a unique experience that includes exclusive and professional education, the Academy will educate and train the internal team in the first year before opening to the public.

Bill Watson, International Artistic Director at Toni&Guy shared, "Toni&Guy's principle philosophy is embedded in the mere notion of education, which serves as a strong foundation of the brand. One does not join Toni&Guy only to make money, but to chase dreams. For us, education exceeds technology. Eversince the launch of our very first Toni&Guy Academy in Japan, education has served as a breeding ground for international and local talent. It encompasses all our brand values and ethics. Education is Freedom - freedom to dream, to inspire and to learn. It is the heartbeat that drives all the other facets of the brand to fall into place."

Said Sonali Bhambri, Master Franchise and Director at Toni&Guy, North India, "We see a great potential in India and the brand has been well received by our customers. This has led us to launch India's first ever Toni&Guy Hairdressing Academy. It is the education, which has been passed down for generations, that has helped us to become what we are today. We fervently provide our hairdressers with the respect that they deserve. The pillar of education still stands strong entrenched in tradition, which defines the culture of Toni&Guy."

WHAT: Academy launch **WHEN:** 25th May **WHERE:** Toni&Guy Salon, M Block, Greater Kailash Market-II, Delhi



MARY

STEP 1:

Formula A is applied in fine back to back slices 1.5cm away from the roots to mid lengths and ends.

STEP 2:

Continue each panel by working methodically.

STEP 3:

Complete application of Formula A on mid lengths and ends full all across.

STEP 4:

Remove the foils and apply a fresh mixture of Formula A to the roots.

STEP 5:

Apply Formula B. Let it develop for 20 minutes.



Hair and Photo by Mazella & Palmer



a cura di Patrizia Tavasani

BECAUSE COLOR MEANT FOR HAIR ON THE HEAD IS UNSAFE FOR TINTING EYEBROWS & EYELASHES



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