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The monsoon season is upon us! Grey, rain-filled clouds make us eloquent, but this year, tax matters have gained precedence, as the historical tax reform, GST, which is likely to turn our country's economy around, has come into effect. Whether we like it or not, it is true that India is notorious for its complex tax system. GST is replacing the current complex structure of multiple indirect taxes in favour of a single tax system. A destination-based tax, in the ensuing pages, we share views from stakeholders on the implications, GST is likely to trigger in our business of beauty and wellness.

The men's grooming market in India is growing at an expeditious rate where men are seeking products to help them look young and well-groomed. Men in the age group of 18 to 25 are breaking beauty norms in their choices and depicting an increasingly youth-obsessed culture in India. Some of the factors driving this change are global exposure, social awareness, rapid urbanisation, and increased per capita income. Euromonitor International's report states that in India, per se, men's grooming has continued to register a robust performance in 2016, increasing by 10 per cent in current value terms due to an increased focus on looks and appearance by urban consumers. Taking a cue, we present an insight into the evolving trends in the men's grooming industry.

In the hair section, we meet French hairstylist, Nadia Bouchiki, who has overcome challenges that life has thrown at her to make a mark in the industry. Bouchiki is trained in the 'Pivot Point' method of hairstyling in France and shares her journey and passion for the craft with us. On the homefront, we have Yiami Tungshang, the Senior Hairstylist with Savio John Pereira Salon, at the Sofitel Mumbai BKC. He is a young and dynamic hair prodigy who believes that networking skills and being social media savvy are mandatory to carve a niche. He shares his views on the industry with us, along with a sneak peek into the hair trends for the season. UK-based hair maestro, Asgar Saboo shares tips on bridal hairdos in an easy step-by-step guide.

In the beauty section, we interview celebrity artist, Meghna Butani, who began her career by assisting make-up artists post college and today, is a rare combination of being a master at hair and make-up both. She scores quality of work and team over money, when it comes to taking up an assignment.

In the spa section, we present the Woo Wellness Spa and Salon, located at the Pullman Hotel Aerocity, Delhi. The spa incorporates the essence of traditional Indian décor amidst modern architecture. The spa offers a plethora of innovative therapies along with traditional Ayurvedic forms of wellness. Dr Darshana Sawale, Spa Manager, Conrad Spa at Conrad Hotel Pune shares her views on the spa and wellness industry in Asia, brand USP, future plans, and more.

All this and more in this issue of July. May your burdens be light, and your coffee strong!

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 Stylist: Waleria Tokarzewska - Karaszewicz
 Production: MK Production & Christophe Gaillet

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NEW LAUNCHES. PRODUCTS. PEOPLE. EVENTS. SHOWS. REVIEWS. CELEBRATIONS...

/// Enrich Salon partners with Symbiosis Skills and Open University ///

In May this year, Symbiosis Open Education Society announced the establishment of Maharashtra's first Skill Development University – The Symbiosis Skills & Open University at Kiwale. Skill education is a challenging domain and in order to meet with the requirements – here are some of the highlights of the way in which this University is planned. The curriculum will be set along the National Occupation Standards (set for Basic, Intermediate and Advance Skills) and the National Skill Qualification Framework that has set credit levels for Certificate, Diploma and Degree programmes.

There will be recognition of prior learning as well as multiple entry and exit levels – given the fact that this is the domain of skills and the target audience has a high requirement to be employed – chances are they would require the options of doing their learning in stages. Skill assessments, multiple modes of teaching pedagogy

and vocational and employment guidance will be made available.

As Knowledge Partners in the Beauty and Wellness domain, Enrich will be involved in the Infrastructure, Training, Assessment, Placement and Research.

A state-of-the-art academy is at the final stage of completion in the School of Beauty & Wellness. Qualified trainers, who would have gone through the rigour at Enrich, will be delivering courses ranging from Certificate and Diploma Programmes going up to a Graduation programme - a B.Sc in Beauty and Wellness – which by itself is a first in the country!



/// L'Oréal India receives EDGE certification for the second time in a row ///



Launched at the World Economic Forum in January 2011, Economic Dividends for Gender Equality (EDGE) is the only recognised business certification for gender equality with an assessment methodology distinguished by its rigour and business impact. L'Oréal India receives the EDGE certification in recognition for its commitment to achieving and sustaining gender equality at the workplace. L'Oréal India won the certificate for the first time in 2015, making it today the only one in India to be accredited with the EDGE MOVE Level second time in a row. Said Roshni Wadhwa, Human Resource Director, L'Oréal India, "For L'Oréal, gender diversity at the workplace is a business imperative and we are incredibly proud to be certified for the second time by EDGE. Achieving workforce gender equality is not just a cultural benefit, but also gives us a competitive edge in driving innovation and attracting talent. We are honored to receive this recognition and strive to be the role model in building a culture of equal leadership."

/// BT Colour Cosmetics by Dr Bharti Taneja launched///



Dr Bharti Taneja, Founder and Director of ALPS Beauty Clinic has launched the professional range of BT Colour Cosmetics. Director, Producer and Screenwriter, Padmashree Madhur Bhandarkar and Director Sandeep Marwah of Marwah Film Academy and Production house and Miss India Tourism and Guinness Book record holder, Ishika Taneja, marked the launch.

BT Colour products include different bases, powders, eyeshadow pigments, eye liner, mascaras, lipsticks, blusher and highlighter palettes, primers, make-up blenders, make-up brushes and silicon sponges. Each product has been carefully crafted keeping the general and professional aspects of the user and the make-up artist in mind. Special attention has also been paid on packaging to make it user-friendly and at the same time, take less space.

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/// INTERNATIONAL ///



/// Wella Professionals announces Sophie Turner as Global Brand Ambassador ///

Continuing to forge the path of creative innovation, Coty Professional Beauty, a division of Coty Inc. announces worldwide star, actress Sophie Turner, as Global Brand Ambassador for Wella Professionals. Honoring the brand's history of over 135 years of hair passion, the new partnership with Turner aims to inspire beauty enthusiasts and hairstylists to discover their true colour through the power of transformation. With 4.9 million followers on Instagram, Turner is the perfect muse for Wella Professionals' creative vision, as she consistently pushes style boundaries, making fearless and bold hair colour transformations. She inspires not only her fans, but the larger community of beauty professionals. "I'm honoured to be named the face of Wella Professionals, an iconic beauty brand that encourages women like me to be bold in their choices," said Turner. "Working with them is a great creative collaboration because it gives life to my on-screen characters and allows me to express my personality off-screen, as well." In her first activity to kick off the partnership, Turner will appear in the brand's summer fall campaigns. Behind the scenes of the production shoot, Wella Professionals Global Artist, Sonya Dove, collaborated with Christian Wood, on achieving a modern, youthful style for the campaign. Turner will also bring Wella's signature styles to life via the red carpet and has already worn looks featuring EIMI products at several appearances in early 2017.



/// Launch of 'Unstereotype Alliance' set to eradicate outdated stereotypes in advertising ///

Recognising the power of partnerships to accelerate progress, this industry-led initiative will unite leaders across business, technology and creative segments to tackle the widespread prevalence of stereotypes that are often perpetuated through advertising. The Unstereotype Alliance co-convened by UN Women and Unilever for the first time in Cannes, aims to tackle how the industry can affect positive cultural change by using the power of advertising to help shape perceptions that reflect realistic, non-biased portrayals of women and men. The Unstereotype Alliance has been embraced by businesses and organisations who have been champions of addressing gender bias in the industry. Members include ANA, AT&T, Alibaba, Cannes Lions, Diageo, facebook, Geena Davis Institute, Google, IPG, IPA, Johnson & Johnson, Mars, Mattel, Microsoft, P&G, Publicis, Twitter, The Female Quotient, UN Women, Unilever, World Federation of Advertisers and WPP.

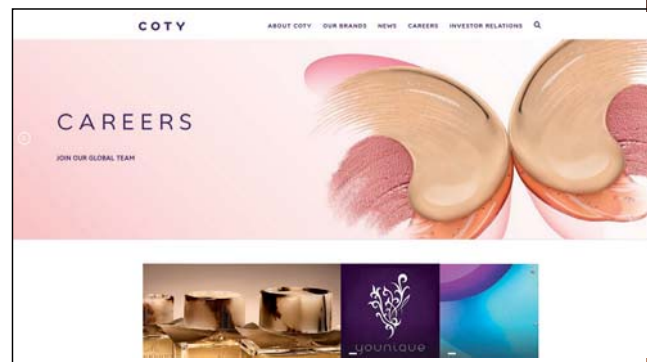
/// Dr. Hauschka adds a colour cosmetics range ///

Dr. Hauschka is leveraging its 50-year heritage in plant and mineral based products to launch a new line of colour cosmetics. The range ushers in a make-up choice that could encourage



consumers, who have been on the fence about 'good-for-you' cosmetics to take the leap. "Colour was a natural evolution because our retail partners and consumers are demanding it," said Martina Joseph, Chief Executive Officer at Dr. Hauschka Skin Care Inc., who joined the company last year from Bliss. "The customer is more informed today and does not want to trade benefits or lose the idea of good-for-you ingredients as she moves from skin care to make-up application - and she should not have to."

/// Coty and Chalhoub Group renew their collaboration in the Middle East ///



Coty and Chalhoub Group, the leading partner for luxury across the Middle East have renewed their long-standing partnership through their Coty Middle East FZCO joint venture. The agreement enables Coty to expand its go-to market capabilities and provide consumers in the region with even greater access to Coty's brand portfolio across Luxury, Consumer Beauty and Professional Beauty divisions. Following the merger of the P&G Specialty Beauty Business into Coty, finalised in October 2016, both parties have agreed to reinforce their partnership to allow the integration of the P&G Specialty Beauty brands within the joint venture, and hence have set up a revised structure to drive further growth. Both parties have signed an amendment of their shareholder's agreement. Coty will own 75 per cent of the shares of the joint venture, reflecting the increased contribution of the P&G Specialty Beauty Business.

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Architectural Concepts

SECUNDERABAD Lakmé Salon



The new Lakmé Salon, spread across 1800 square feet, has six haircutting stations, four facial stations, two mani-pedi, one bridal room and four treatment rooms. Some of the sought after services available are the newest Junk Spunk collection for the eco-conscious millennials that puts unusable materials to their best use, by creating the most vibrant shades and unique prints through dabbing and smudging on your hair; hair spas built on the foundation of strong protein based ingredients like Quinoa, Keratin, Argan oil, Vitamin A and E have been designed to ensure that rejuvenating and taking care of your hair is beneficial for every hair type; the BeautySutra Ritual, a backstage parampara in palaces across India, is your answer to radiant and glowing skin; and the Spotlight service offered consists of peels that not only reduces darkness but postpones new occurrence of pigmentation in problematic areas like ankles, underarms, knees, neck, elbow, eyes and lips. Says Harini Y, Franchise Owner, "I am extremely happy with the response the salons have received ever since I became a Lakmé Salon franchisee. Lakmé Salon's 37 years of experience in the industry amplifies our credibility in the market. As a current franchisee, I have three Lakmé Salons and I certainly intend on opening more."

- Colour combination:** Black, white, grey and pink
- Lights:** White
- Flooring:** Grey vitrified tiles
- Architect:** In-house team at Lakmé Lever Private Limited

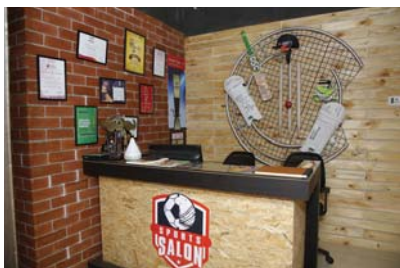
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KOLKATA Head Turners Sports Salon



Sports in India, especially cricket and football, is primarily the best source of entertainment and beauty being the top priority. Head Turners has combined these two unrelated variables and launched Head Turners Sports Salon. The innovative concept is to offer sports-related activities along with salon services to the clients. Spread across 2200 square feet, the salon is well equipped with six hair stations out of which two are dedicated for men, three shampoo stations, a separate treatment room with two stations, two manicure and pedicure stations, one room for body spa, two facial rooms, and one massage chair. Says Pankaj Killa, Director Owner, Head Turners, "Themed salons are revamping the salon industry today. Our salon is dedicated to sports lovers, who can pamper themselves while watching live screenings of matches. We have also created a special recreational area where clients can play indoor games like chess, dart, ludo, and more, while sipping coffee and getting pampered. Our team of professionally trained staff ensure 100 per cent client-centric services."

- Colour combination:** Brick walls in red, dark grey open ceiling for a cafe-like look
- Products used:** L'Oréal Professionnel, Moroccanoil, GK Hair for hair; O3+, Lotus, Babor, Cheryl's for skin; MAC, Kryolan for make-up; Bomb, Lotus Crystal, BCL USA for pedicure; Cuccio, OPI for nails
- Lighting:** White and yellow LED lights
- Flooring:** A combination of white and light brown tiles
- Architect:** Not disclosed



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NADIA BOUCHIKHI

An Ode to **Light**

A dynamic personality who has overcome many challenges that life has thrown at her, Nadia Bouchikhi, serves an example to many. Trained in the Pivot Point method of hairstyling in France, Bouchikhi shares excerpts from her life with *Salon India*

by **Aradhana V Bhatnagar**



Getting started

I have been fascinated by fashion since I was a child. As a teenager, when it became necessary to find a professional orientation, my mother advised me to choose hairstyling because it is, undoubtedly, one of the most beautiful professions in the world. During my schooling, at the age of 14, I did my training at a salon for a short while, and felt the passion for the job and the realisation that I can work in this line and be happy. So, years later, I graduated from a private hairdressing school in France where I was taught the 'Pivot Point' method. I first passed my vocational qualification for two years, and then did a specialisation in Stylist Facialist for one year. After having worked for a decade in a salon, I had the opportunity to validate my professional achievements for a higher diploma of Professional Qualification. I have met several renowned hairdressers since then. In France, I have been inspired by the hairdressers of 'Maison Gérard & Laurent', and was lucky to have worked with them for a year. I feel, it is important to learn new techniques from the masters, as they are the best. I also appreciate the work of Toni&Guy in England. During my studies, while I was interning with a hairdresser, who is renowned in the East of France, from whom I learned the cutting techniques.

Nous aussi nous avons des
TATOUAGES
Les nôtres sont naturels

I've got tattoos too, but mine are natural



Photo Credit: Daniel Pister

love. I work by myself and am, therefore, responsible for my professional future. I have produced two hairstyling collections with Wella Professionals. It is an avant-garde brand that listens to the hairdressers and customers. The styling products are perfect for photo shoots. I create my hairdressing collections, after studying all the new trends. Every fashion week in the world catches my attention and inspires me, as do the models. I am very attracted to the differences in people and draw inspiration from these specificities. In my 2017 spring summer collection called 'Shades', the point is to always work on natural and simple things. When I have set my mind on an idea, we carry out one or more briefings with the photographer and the artistic team to explain the theme, the direction and the colour codes. Everything is always done in a relaxed atmosphere so that everyone can feel free and inspired in their task. A successful photoshoot is a team effort and not a single person's effort is applauded. The devices I use are from GHD, as they are comfortable to use. The brand respects hair, which is essential for me.

Day in the life of Nadia Bouchikhi

What is exciting is actually that there is no normal day. Every day is different and inspiring. When I am not in the salon, I am on a photo project with my life partner, Daniel Pister, a fashion photographer, who is in charge of all my visuals.

Views on the hairdressing industry of India

I have always been fascinated by traditional Indian hairstyling, such as braids and buns. Hairdressing salons are growing fast in India, I think it is good news. Loving this profession and being hard working are indispensable qualities. In all jobs, if you want to succeed, you should not count the time you have spent working. I always watch the best artists, and get inspired, but I never copy them. It is important to create your own touch. 📍

Challenges faced

While I was studying, I did not face any real challenge, as I was passionate, and passion greatly helps. It has the ability to make one comfortable with practice. However, when I was working as a hairdresser, for the first time, in a studio with a great fashion photographer, I felt the challenge. I think

studio work is completely different from working in a salon, as in a studio, you have to be very responsive and change the hairstyles quickly.

Current preoccupation

I am currently working on the creation of a modern hairdressing salon. There will be screens everywhere, video projections of photos of my collections, and an open space photo studio. Service to clients will be important. It will be a top of the line salon that lets women discover the world of hairdressing and fashion, that allows them see how a hairdressing or fashion photo is taken. I think my strength is the passion I have for this job. I put all my energy into what I undertake. I do not think of it as 'work', but enjoying something I

“I support the French Association of Vitiligo, and have posed for their advertising campaign titled We've got tattoos, too, but our's are natural.”



Mythic Oil

by L'Oréal Professionnel

EXPERIENCE THE ROYAL TREATMENT

With an accent on luxury, the Mythic Oil range of oils, pamper and tame hair and leave one with an indelible feeling. Exclusively available at L'Oréal Professionnel salons, for the season ahead, the hair rituals are highly recommended by your hairstylist

A favourite among hairdressers and consumers, Mythic Oil now comes with a higher concentration of essential oils than before. The potent blends are enriched with Argan Oil, an anti-oxidant high in Vitamin E content, which is easily absorbed by hair and scalp, and easily repairs and nourishes your hair, while making it soft and shiny.

The in-salon rituals

An ode to royal indulgence, the Mythic Oil in-salon service comes alive in the form of the Royal Oil Rituals, inspired by the beauty rituals of queens. They are crafted to pamper your hair in-salon and immerse you in an oil infused sensorial experience. Indulge in the ritual that is perfect for your hair type and give your hair deep nourishment and stunning shine!

For thick hair: Pamper your hair from roots to ends with this indulgent ritual, to attain the perfect sleek finish along with deep nourishment and discipline.

Duration: 40 minutes

For normal to fine hair: Treat your tresses to this sensorial ritual and nourish them without weighing them down. It also gives your hair stunning shine!

Duration: 40 minutes

Express blow-dry: For occasions when time is running short, treat yourself to this express hair wash and blow-dry service to get luscious shiny hair with a satin-like finish.


Duration: 25 minutes

New products

Huile Richesse, previously called the Rich Oil, suits all hair types. It is enriched with Argan Oil and Apricot Oil that deeply nourish your hair and leave it with a satin-like finish, while increasing its hydration level.

Huile Radiance, previously known as the Colour Glow Oil, is meant for coloured hair. It is enriched with Argan Oil and Cranberry Oil that add a long-lasting and healthy glow to colour-treated hair, and is infused with UV filters that fortify coloured hair against sun damage.

Versatile oils

There are four ways to use Huile Richesse, namely, can be used on the scalp for a nourishing massage, with Mythic Oil Masque for stunning shine and nourishment, can be applied on the length and ends of the hair to tame the frizz and lastly, as a construction product for easy glide blow-dry. For best results, the oils can be used with Mythic Oil Shampoo and Masque Enriched with Argan Oil and Myrrh Extract. 

“Mythic Oil is the perfect indulgence for me and nourishing care for my hair.”

— TWINKLE KHANNA,
Brand Ambassador,
L'Oréal Professionnel



THE MAGIC OF MOCHA

With SoColor **by** MATRIX

MATRIX unveils four amazing shades of Mocha brown, the most irresistible hair colour of the season

Hair colour enhances the overall look by adding style, dimension, and above all; vivaciousness. The perfect hair colour flatters the skin tone and makes one stand out in the crowd. In fact, hair colour is the new make-up and the right one can dramatically up the style quotient.

The most understated yet sophisticated hair colour of all, the Mocha shade has taken the world by storm. As far as make-up is concerned, Mocha has been the go-to color. This classic palette is the iconic red carpet look for celebrities, both in make-up and hair colour. The shades complement the Indian skin stone perfectly and make it look vibrant. In hair colour, mochas light up the entire face, highlight one's best features and overall, makes everyone look chic.

Shades of Mocha by SoColor

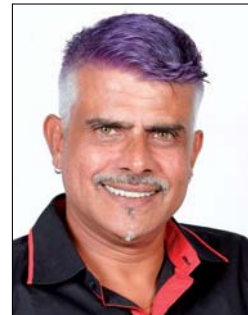
Being the 'it' color for the season, Mocha is the most followed hair colour trend. MATRIX, America's leading professional brand brings this trend to the Indian market and is set to extend its flagship SoColor Palette with its gorgeous range of Mocha shades. Perfectly

suited for all Indian skin tones, the four available Mocha shades, 4.82, 5.8, 6.8 and 7.8 from dark chocolate to raspberry truffle, are extremely versatile and go with all occasions, be it work, vacation or a casual evening.



In line with SoColor's philosophy of 'color expression made simple', MATRIX experts have crafted the Mocha Blush technique to help you and your clients use these new shades to express themselves in an elegant, classy way. Just like in make-up, the right amount of blush adds a hint of colour to the skin and enhances the look tremendously, the Mocha blush technique adds highlights of delicious mocha in your clients hair. These hints of light and dark mocha shades makes the hair look beautiful and classy. 🍷

“Mochas are the go-to colour that bring alive the hottest, most on-trend looks, and suit Indian hair perfectly. SoColor's Mocha Palette and the Mocha Blush Technique are sure to make everyone's hair look stylish!”



— MELROY DICKSON,
General Manager-
Education, Matrix India

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Removes Tan

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Prevents Tan

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COSMECEUTICALS
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MATRIX

ADVICE FOR SEASONAL HAIR AND SCALP WORRIES

For your hair and scalp to remain healthy, a specific regime needs to be followed, especially during the monsoon. This is the time when there is an increase in concerns such as, frizz, dandruff, hair loss, and scalp infections

Monsoons are known to create havoc for hair and scalp. Dandruff, hair loss and unmanageable hair often takes a toll on the clients. The high humidity levels and moist weather conditions makes the scalp prone to infections. The experts at MATRIX, America's leading professional brand, recommend products to alleviate these concerns.

PREP YOUR HAIR IN THE SHOWER

It is ironic, but true – our hair needs to be monsoon ready, and the first step is to use a shampoo and conditioner that is specifically formulated to fight frizz, such as BIOLAGE Smoothproof. A range created with Biomatch technology, it is infused with the goodness of Camellia flower that helps control and smoothen frizzy hair for up to 72 hours, giving a sleek and polished shine.



SEAL THE CUTICLES

It is advised to the clients to not towel dry hair roughly in order to keep the cuticles smooth. Apply a light smoothing serum that acts as a barrier between the strands and the moisture in the air. Experts recommend the popular BIOLAGE Six-in-one Deep Smoothing Serum, which is infused with Avocado, Grapeseed Oil and frizz-taming polymers. It is known to keep the hair intact even in up to 97 per cent humidity, and should be kept handy in monsoons.



TAKE CARE OF THE SCALP

Moist weather conditions, humidity and dirt can make the scalp itchy and greasy, which lead to dandruff and hair fall. For gentle yet effective cleansing, the multi-benefit BIOLAGE Advanced Scalppure Treatment is highly recommended. It is formulated with Bergamot and Zinc Pyrithione that purifies the scalp, prevents dandruff, itchiness and odour.



NOURISH THE HAIR AND SCALP

Hair needs nourishment in the monsoon and MATRIX experts recommend the BIOLAGE Oiltherapie Biospa that is infused with Olive Oil. It reaches deep into the scalp, nourishes the hair and restores its lost shine and lustre. The home care range, which includes an oil, shampoo and conditioner, helps the results of the in-salon treatment to last longer.

PRO TIP

Avoid touching the hair too often, as dirt and sweat from the hand can push moisture into the hair shaft, causing the cuticles to swell and appear more frizzy.

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- ✓ Perfect for all hair textures
- ✓ Color safe

IN SALON SERVICE
AVAILABLE AT LEADING SALONS

lasts up to **8** Weeks

before

after

before

after





YIAMI TUNGSHANG

Inspired to **Succeed**

Meet Yiami Tungshang, the Senior Hairstylist with Savio John Pereira Salon, at the Sofitel Mumbai BKC. He is a young and dynamic hair prodigy, who believes that networking skills and being social media savvy are mandatory in order to leave a mark in this industry



Yiami Tungshang completed his training in hairstyling and hairdressing at the Juice Salon in 2007 and worked with them for three years, after which he moved to the Savio John Pereira Salon in 2009. He has earned certificates in Advance Colour and Cut from professional brands like Wella Professionals and L'Oréal Professionnel.

Getting started

"It was my childhood aspiration to be part of the fashion and hair industry, and when I moved to Mumbai, I seized every opportunity I could to achieve this goal. I learned the basics at Juice Salon, and it was definitely a life-changing experience. I owe it to them for building my foundation in this field. I have seen and worked with many experts throughout my career, but,

Salon: Savio John Pereira Salon

Address: G Block BKC,
Bandra Kurla Complex,
Bandra East, Mumbai - 400051

Tel.: 022-6117 5154

Last appointment: 7 pm

my tenure with Savio J Pereira, has been the best. There is always something to learn! There is never a dull moment and the exposure is immense, which is a bonus.”

Role and responsibilities

“Presently, I am a Senior Hairstylist working under the wings of Pereira and alternate between the two salons of Pali Hill and BKC. The designation of senior hairstylist comes with the responsibility of anticipating client needs, analysing trends and incorporating them for clients, training my junior team and of course, looking after every customer so that they leave content with their SJP experience.”



Client interaction

“There is no real trick to the trade. As a professional hairdresser and stylist, it is my responsibility to update myself on the current trends. I do have clients who come in with a sense of what they want, but as a stylist, I must be ahead. I believe, every stylist must find a way to incorporate that trend with not only the client’s facial features, but also styles that enhance their personality.”

Keep updated on trends

“The events I attend give me a glimpse of the trends that are making their way to the glamour world. It requires a lot of networking with not only other hair experts, but also other entities of the fashion industry, such as beauty editors and designers. Other than



this, with the Internet as the world’s greatest support, I am constantly browsing to learn the global trends, as well.”

Favourite hair colours and brands

“A brand that stands out is Wella Professionals. The products have always impressed me and have worked well for those I recommended it to. My favourite hair colours would be hues of red and blonde, as they lend an ample scope to experiment, and go well with the Indian skin tones, too.”

Current trends

“I recommend going short with a lot of layers or even getting a pixie cut, since maintaining it is easy. For colour, ombre looks and highlights further complement the weather.”

Client list

“My client list is extensive! I have people coming from all walks of lives and age groups. From well-established businessmen, corporates and the crème-de-la-crème of the glamour world, to youngsters who want to keep up with the latest trends, I have managed to cater to varying wants and requirements.”

Advise for newcomers

“My first tip is to always remain alert and keep your eyes and ears open, as you will never learn better than listening to what the experts of the industry have to say. Most importantly, always maintain a good relationship with your clients, as it is their faith in you that keeps you going.”

Views on the salon industry in India

“It has been growing with every season and has become incredibly competitive. There is so much to learn, especially with the arrival of international stylists and artists. Clients are more aware and know what they want, so staying informed is mandatory. Brands are flooding the market with innovative products, and as stylists, we have to garner knowledge and information when ever, where ever possible.”

Future plans

“My aspiration is to remain true to my passion for hairdressing. Hopefully, that will be enough for me to excel in the line and establish a great name.”

“I recommend going short with a lot of layers or even getting a pixie cut, since maintaining it is easy. For colour, ombre highlights further complement the monsoon season. Apart from this, my favourite hair colours would be hues of red and blonde.”





ERGO SWORD

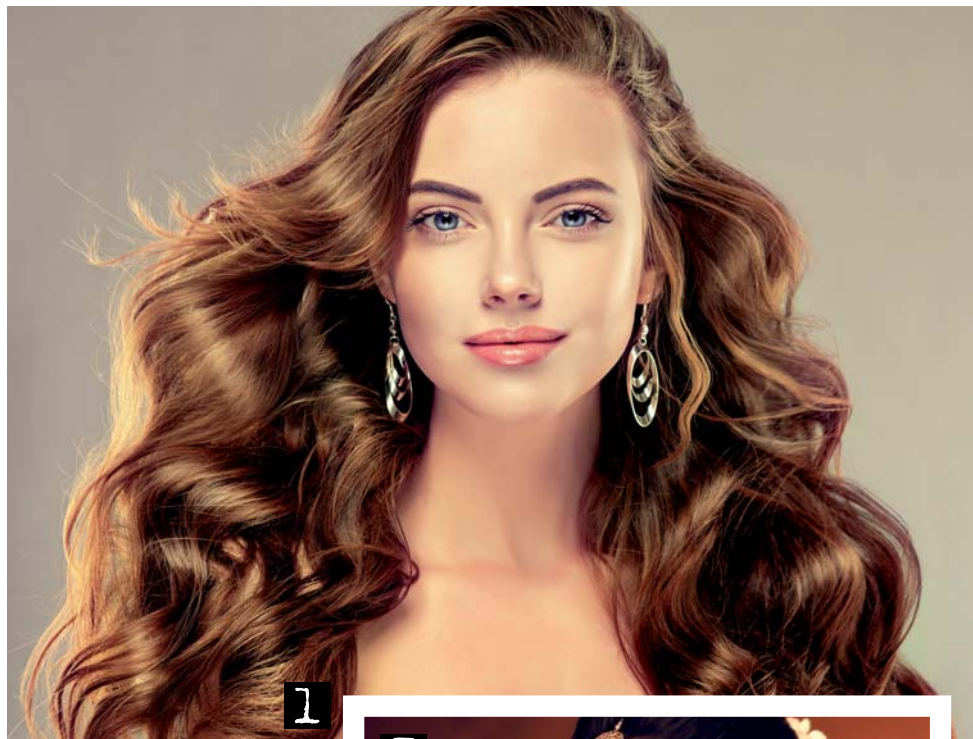
A pair of sword-shaped super sharp blades. Highly versatile. Can be used all-round cutting. Ergonomically bent thumb ring gives you the control for different cutting techniques. The valley cut on the blades gives an amazing control for precision cuts. It is a stylist's ergo-dream come true and one of the most important investments.
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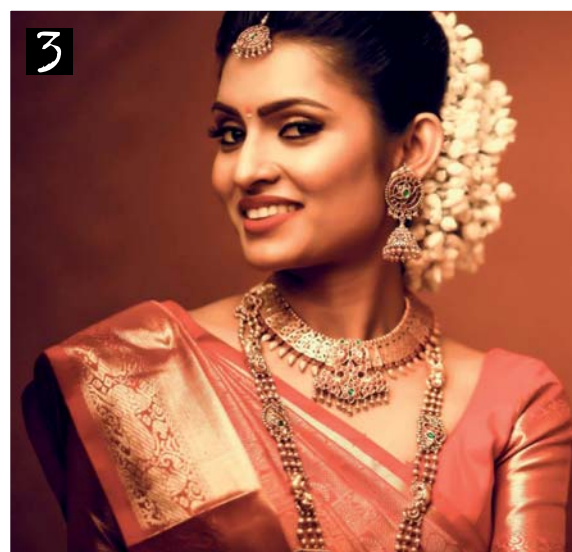


3 Classic Hairstyles

SUMMER TIME WEDDINGS



Asgar Saboo, the UK based hair maestro, has worked magic on scores of celebrities and dignitaries the world over. With *Salon India*, he shares tips on bridal hairdos in an easy step by step guide



1

SIDE SWEEPED WAVES

This look is simple to achieve, yet makes a statement. Suitable for hair that is beyond shoulder length, it adds a touch of class and glamour to your wedding look.

Get the look: Ensure the hair is brushed thoroughly and is preferably straight, as this will make styling much easier. Using a curling wand, separate 2 inch sections of hair and hold around the curling iron for 10 to 15 seconds. Leave the curls to hang loosely until all the hair has been curled. Once complete, gently shake out hair to loosen, but do not run your fingers through the curls as this will deconstruct them. Finally, sweep all the hair over your client's shoulder and spray to hold, then finish with a shine spray for extra sheen.

2

BRAIDED PONYTAIL

This is a traditional hairstyle which pairs well with Indian bridal attire. Perfect for long, thick hair, embellishments or accessories are a must to add glitz. Your preferred hairdresser can style the braid in many different ways.

Get the look: Brush the hair thoroughly and tie securely at the back of the head just above the nape of the neck. Separate a small section of hair and pin it loosely to keep out of the way. Braid the remaining hair in the style of your choice, and secure with a hair band the same colour as your hair. Take the remaining loose section of hair and wrap it securely around the top of the ponytail to hide the hair band and fasten securely with hair grips. Add as many embellishments as you dare and spray to hold.

3

BUN WITH FLOWERS

Classic buns are perfect for traditional Indian weddings. Representing true Indian culture, this look can be elegantly accessorised and when finished, looks neat, pretty and polished.

Get the look: Brush the hair back from the hairline and secure at the nape of the neck with a hair band. Begin to wrap the hair around the ponytail, twisting it as you go to ensure the layers remain hidden. Then secure the bun with bobby pins that are the same colour as the hair for a clean finish. Finally, wrap a flower garland around the bun for beautiful detailing, choosing a contrasting colour to make a bold statement. Tip: To add extra volume, separate the front sections of the hair before tying so they can later be styled into a quiff or a side fringe.

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Alfaparf Milano launches Special Pigments

BRINGING EVOLUTION AND REVOLUTION TOGETHER

Hair colour has always been a sensation. Therefore, Alfaparf Milano has launched 'Pigments' – the revolutionary range of colours that are developed by the brand itself. Designed to intensify and enrich the tone's offering, Alfaparf Milano Pigments are ultra-concentrated, adaptable, and can be combined with multiple services. They not only revive the colour on hair, but also customises the colours as per the need of the customer.

Says Vivek Jain, Head - Brands, Inocorp Marketing Private Limited, "For us, Pigments was love at first sight, and we could not wait for it to be launched in India! With no competition in this category, as of now, we wanted to be the first

ones to launch such a concept. This is not just hair colour for us, it is customer satisfaction."

Today's customer needs multiple choices. With the launch of Alfaparf Milano Pigments, the brand has raised the bar of delivering services and options to the customer. Until now, a customer had only limited colours to try, but thinking of an unlimited palette, was beyond. Its Unique Selling Property has got its definite meaning with Pigments. One does not need to separately go for a hair coloring session, as they are formulated to deliver along with most of the hair services that one chooses.

On the marketing strategy, Jain comments, "We know the reach and impact of media in India. Whether print or online, we did not want to leave any stone unturned. Starting with a teaser online with #MeraWala coming soon, we have now launched the entire communication of Pigments and that is – #MeraWalaPigments. We wanted to keep the communication simple, catchy and interesting that connotes the product in every sense. We came with this hashtag, as it cuts through the competition and clearly states that a person is looking for a special colour."

There are eight irresistible shades available in Gold, Golden Mahogany, Red, Ash Gold, Violet Ash, Gold Violet, Ash and Copper, priced at ₹5,000 (90ml) each, which are available in India exclusively through Inocorp Marketing Private Limited. 📍



“We always hear that customer is the king. We believe in it and Alfaparf Milano Pigments helps us reinforce the thought. We want to offer customers the 'mera wala colour' and provide an unlimited colour palette, and more than blacks, browns, reds, pinks and blues.”

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



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MARKET WATCH

Hair Care

Shampoo and conditioner by label.m



label.m Brightening Blonde Shampoo works to instantly brighten your hair colour, whilst enhancing tonal reflection and neutralising unwanted brassy tones. With a moisturising and nourishing formula, the multi-tasking shampoo has an Enviroshield Complex that extends the life of colour and provides protection against frizz, humidity and UV rays. Made using five exclusive botanical ingredients, such as vitamin-rich star fruit, which strengthens the hair, white pineapple, which seals the cuticle and hydrates hair, and mamaki tea, which has high levels of antioxidants to protect against colour oxidation, the shampoo also contains hops which improves shine, whilst custard apple gently neutralizes brassy tones. The label.m Brightening Blonde Conditioner softens and detangles your hair, whilst neutralising brassy tones and preventing dryness. Formulated with the same five exclusive botanical ingredients as the shampoo, the ingredients work together to reduce brassiness, enhance tonal reflection, protect against colour oxidation and leave your hair feeling stronger, softer and smoother. Meanwhile, the Enviroshield Complex extends the life of colour from the first use, whilst protecting against frizz, humidity and UV rays. It is available at select salons.

Price: ₹2,000 each

Hair conditioner by Brickell

Brickell combines organic, quality natural ingredients with advanced science to formulate the best in men's grooming products. The Revitalizing Hair Conditioner nourishes the hair to restore shine, moisture, and elasticity. Essential oils in this men's conditioner soothes the scalp, promotes hair growth, while Aloe vera and Vitamin E flood the hair cells with moisture. Available at www.beautysource.in

Price: ₹3,215



Shampoo and conditioner by Schwarzkopf Professional



High levels of humidity means sweaty, greasy, limp hair within a few hours of shampooing. The BC Volume Boost range of Shampoo and Refresher delivers volume, weightless fullness and non-overburdening root lift. It works on fine to normal hair, improves volume by up to 100 per cent, and adds lightweight moisture and strength to hair, thereby ensuring happy, bouncy hair even on the hottest of days. The Volume Boost Shampoo gently cleanses hair and purifies the scalp by removing excess oil and residue that weigh the hair down. The Volume Boost Refresher spray lifts hair roots and boosts volume. Spray directly on the roots or use as a dry shampoo. The duo is available at all leading salons.

Price: ₹799 for shampoo; ₹800 for conditioner

Jojoba oil by Desert Splendour

Jojoba Oil with Natural Lavender is an essential blend of Jojoba Oil and Lavender extracts. Extracted from fresh Lavender flowers and Organic Jojoba seeds, this natural blend is essentially meant for hair to be healthy, beautiful and frizz free. It gets rid of dandruff, split ends naturally. It is available at www.desertsplendour.in.

Price: ₹850



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MONSCOON SALON & SPA Delhi

The salon offers haircut, wash and conditioning for men and women at an offer price ₹199 and ₹399, respectively. The actual price of the package is ₹410 and ₹750, respectively.

BLANCA PALOMA SALON & SPA Bangalore

Get women's beauty package including a welcome drink, hair trim, wash, blow dry, gold or fruit facial, threading of eyebrow or upper lip, and a farewell drink at ₹699. The actual price of the package is ₹2,720.

CRYSTAL THE BEAUTY SALON Ahmedabad

Get hair spa, wash, conditioning, steam, head massage and blow dry at an exciting price of ₹349. The actual price of the service is ₹1,000.

LEMON SALON Mumbai

The salon is offering hair spa for mid length hair by L'Oréal Professionnel along with head massage, steam, hair wash and blow dry at an offer price of ₹999. The actual price of the services are ₹1,500.

RITUALS LOUNGE Chandigarh

The salon is offering a make-up package that comprises of party make-up using products by MAC, hairdo, sari draping and nail paint application at a discounted price of ₹1,499. The actual price of the package is ₹3,500.

PABLO THE UNISEX SALON Pune

Get hair spa for any length at ₹799. The actual price of the service is ₹2,000.

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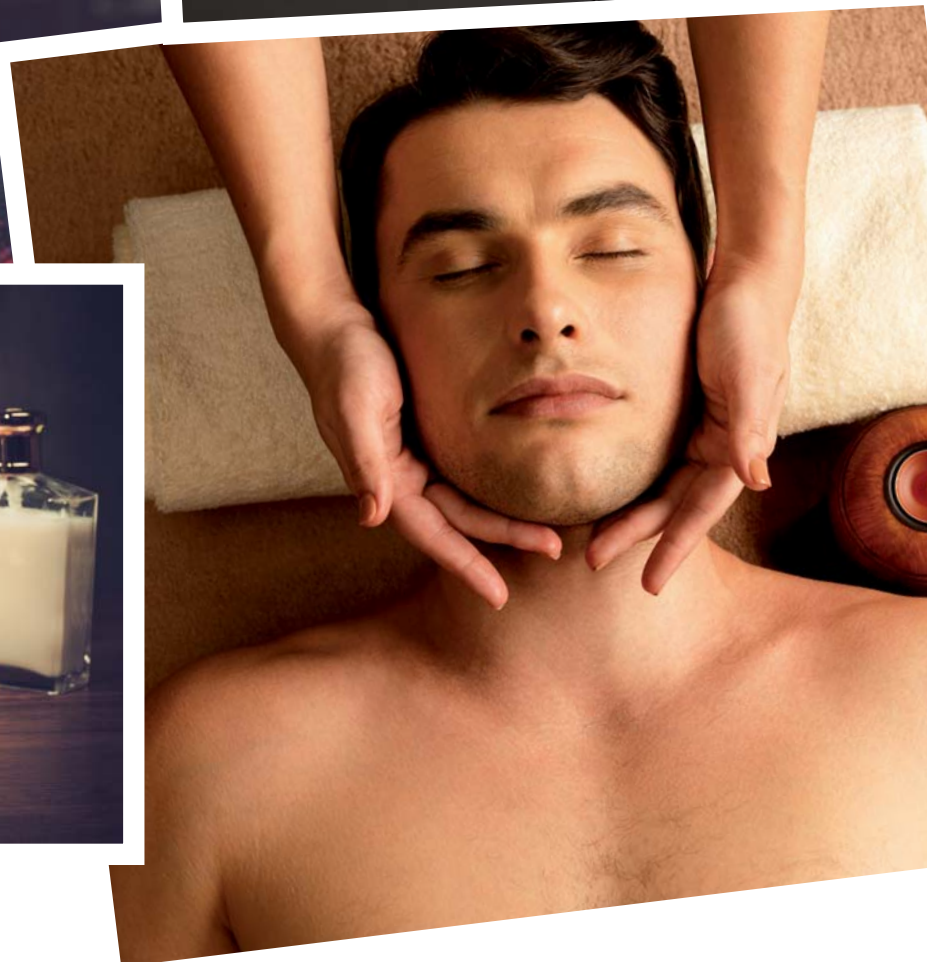


MEN'S GROOMING

The Growth Trajectory

Euromonitor International's report states that in India, per se, men's grooming has continued to register a robust performance in 2016, increasing by 10 per cent in current value terms due to an increased focus on looks and appearance by urban consumers. *Salon India* presents an insight into the evolving trends in the men's grooming industry

by **Shivpriya Bajpai**



The men's grooming market in India is growing at an expeditious rate where men are seeking products to help them look young and well-groomed owing to the exigency to remain competitive in the workforce. Male icons, such as Bollywood actors and cricketers, are endorsing brands to encourage the concept of grooming and are influencing the skin and hair care market immensely. The peer pressure is high which is forcing men to go that extra mile to use age reversal products. Young corporate professionals are equalling women and eyeing aesthetic procedures like never before. According to dermatologists, the most sought after treatments are botox, dermal fillers to eliminate fine lines and crow's feet, sagging skin, and male breast reduction surgery, among others.

Statistics of the segment

ASSOCHAM India shares, "The rise in aspiration among Indian men to look better groomed has led to a rapid growth of the market by more than 42 per cent in the last five years. Men in the age group of 18 to 25, spend more money on grooming than women in India. Due to changing demographics and lifestyles, deeper consumer pockets, rising media exposure, greater product choice, and wider availability there is a sharp rise in hair and beauty products among men, especially the youth. The salon and spa market has also witnessed a rise in the graph owing to the raised awareness. It is estimated

that about 25 to 30 per cent of total salon business comes from men's treatment."

Euromonitor says, "Men's grooming continued to register a robust performance in 2016, increasing by 10 per cent in current value terms due to an increased focus on looks and appearance by urban Indian consumers. Men in India are travelling abroad more than ever before, and there is also the impact of increasing exposure to men's grooming-related products online, which has helped drive awareness and growth of these products during 2016."

“ WITH STYLING BECOMING AN INTEGRAL PART OF MEN'S LIFESTYLE, WE SEE A GROWING INTEREST IN 'SALON FINISH' HAIR AT HOME. MEN ARE OPEN TO PRODUCT RECOMMENDATIONS AT SALONS AND ARE USING STYLING PRODUCTS MORE OFTEN TO MAINTAIN THEIR HAIRSTYLE. COLOURING, TOO, HAS GAINED POPULARITY AND IS NOW IN VOGUE AMONG MEN. ADDITIONALLY, WE HAVE OBSERVED A PREFERENCE FOR GLOBAL HAIR COLOUR TRENDS SUCH AS OMBRE, BURGUNDY OR RED HUE IN THE SUNLIGHT. ”

– HEMANI CHANDNA,
Head of Marketing, TIGI

Key Growth Drivers

- ▶ Rise of the self identifying metrosexual male with high disposable income.
- ▶ Increased acceptance of and spending on personal care cosmetics by men.
- ▶ Development of high-performance and multi-functional products.
- ▶ Growing preference for sun protection and anti-aging creams.
- ▶ Robust demand for skin lightening and skin care products.
- ▶ Expanding base of affluent middle class consumers in emerging markets.

– Global Industry Analysts, Inc.



Trends

The aspirations and requirements of today's young men are rapidly evolving. Gone are the days when men settled for unisex grooming products; needless to say, with the evolving trend in India, men are now eyeing innovative beauty and grooming products that are tailor-made for them. Luxurious products and regimes in hair and skin categories, along with facial hair care and styling are topping the charts in the urban man's list.

According to DeWolf Chemical, a US-based company that provides chemical solutions for the formulation of beauty and hair care products, men's skin care is adopting a holistic approach, where treating the skin has extended beyond combating wrinkles to improve the overall complexion such as, dark spot correctors and products to treat the eye area, as well as anti-ageing formulas, night creams and serums. Awareness of skin care products in the skin whitening and fairness category, has gripped the interest of men to such an extent that even Tier II and III cities are fully aware, when it comes to indulging in grooming products. The displayed desire by men from these areas are forcing industry stakeholders to delve deeper into the Tier II, III cities and expand their reach. Raised awareness in men has further led to an increased penetration of category cross-overs such as, skin care products with anti-ageing and sun protection benefits, as well as anti-dandruff products with anti-hair loss properties. Men are eyeing multifunctional

“THE GRADUALLY INCREASING FOCUS OF URBAN INDIAN MALES ON THEIR APPEARANCE HAS GIVEN THE MEN'S GROOMING INDUSTRY A MUCH NEEDED FILLIP. IT IS ESTIMATED THAT THE INDUSTRY REGISTERED A GROWTH OF OVER 10 PER CENT IN TERMS OF VALUE IN THE LAST FINANCIAL YEAR. BUT IT IS NOTEWORTHY THAT THE GROWTH STILL COMES FROM THE CONVENTIONAL CATEGORIES - ANTIPERSPIRANTS, DEODORANTS AS WELL AS SHAVING, AFTER SHAVE AND HAIR STYLING PRODUCTS. WE BELIEVE THAT THERE IS AMPLE SCOPE FOR GROWTH OF THE LESSER KNOWN CATEGORIES. THERE IS LITTLE AWARENESS ABOUT PRODUCTS WHICH ARE TARGETED TOWARDS THE GENERAL WELLBEING OF MEN. VLCC WOULD BE WORKING TOWARDS FILLING THESE NEED GAPS IN THE NEAR FUTURE. WE BELIEVE THAT THERE WOULD BE AMPLE DEMAND FOR THESE CATEGORIES ONCE THE AWARENESS LEVELS INCREASE.”



— NATARAJAN MV,
Chief Business Officer, Products Business, VLCC

products led by their preference for fast and effective problem-solvers, as suggested by DeWolf Chemical.

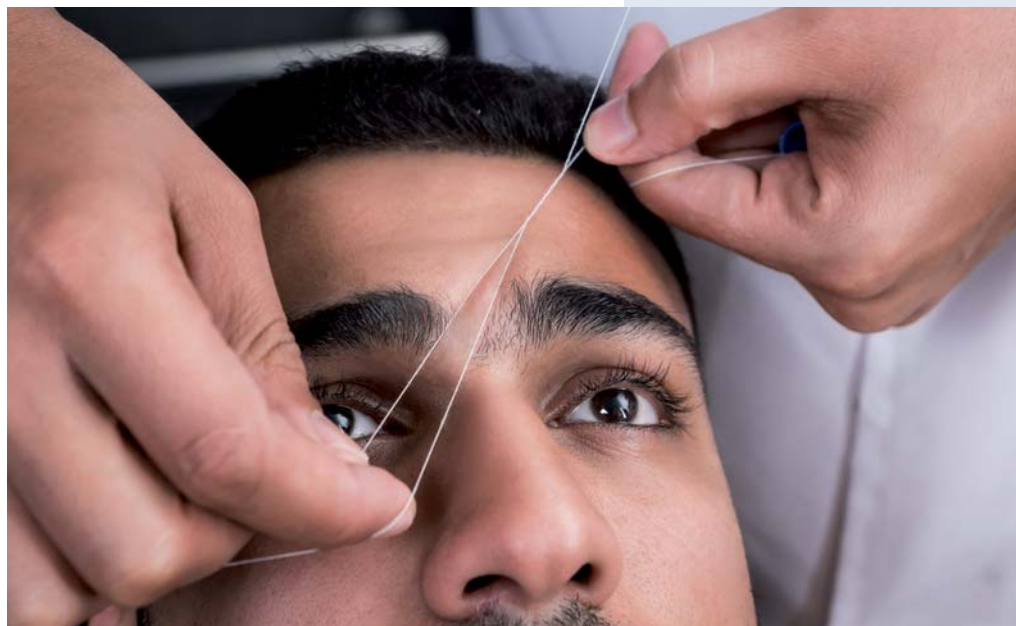
Future prospects

OMICS International, the Hyderabad-based open access journals publishing house that promotes scientific and market research, further states, “The Indian grooming industry for men is likely to augment at a rapid pace in the coming years with anti-ageing skin care taking the top spot in revenue patterns.” According to a recent Merrill Lynch and Capgemini's Asia-Pacific Wealth Report, there are more millionaires coming from the emerging markets than from the developed nations. The market is strongly influenced by cultural, social, personal and psychological characteristics.” The expected continued strong performance of the Indian economy over the forecast period will help drive consumer income levels and spending. NOVONOUS, a Bangalore-based market research company further estimates the market is set to grow at a CAGR of 22 per cent by 2020. Also, as more than 50 per cent of the population is under the age group of 30, rising urban middle class population, and improved distribution channels in tier II and tier III cities, are expected to stimulate growth in the market through 2020.

The paradigm shift witnessed in the grooming industry for men over the years, will only continue. The rapid urbanisation of the middle class population and adoption of western culture along with evolving lifestyle and awareness will further aid the men's grooming market. The demand for services and products in varied categories, including, hair care, skin care, facial hair, is expected to witness a surge in the years to come. With so many brands coming into the picture, competition is going to be neck deep and industry stakeholders must resort to technology, innovation and R&D to drive the market.

Corporates Eye the Pie

- ▶ Marico acquires 45 per cent stake in Beardo
- ▶ Havells India forays into personal grooming market with men's electronic grooming accessories as one of the segments
- ▶ Himalaya Drug Company aims at doubling its market share in men's fashwash category to 20 per cent in next couple of years
- ▶ Bombay Shaving Company raised \$600k in an angel funding in 2016



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Experts Speak

TRUEFITT & HILL, MUMBAI

Krishna Gupta, Managing Director, Lloyds Luxuries Limited



Marketing strategies adopted: “Since we are a niche brand, it required unique way to market the same. When we started out, we felt the most important way to express our services was to get people to start experiencing them. Through exclusive and selective collaborations we have been giving experiential vouchers to our target audience, which has worked out for us. As we entered the fourth year, we are focusing more on social media. Our main agenda is to create grooming videos and tips and float more content on social media. It is the easiest and fastest way to reach your target audience and the best way to interact with them.”

Client engagement programme: “We have no discount policy since we are a premium brand with a premium offering. We solely depend on word of mouth marketing. We treat our guests as our brand ambassadors and make sure they leave happy and satisfied. Most of our new guests are friends and family of existing ones. We have new products coming out that target beard and hairstyling which was great to engage with the current trend, as well. Our most lucrative offering is our ‘Annual Membership’, which allows members to use unlimited number of services for a period of one year for an annual fee. We have an average monthly redemption voucher for every member who comes to us four to five times.”

Presence in Tier II and III cities: “At present, our main focus is on Tier 1 cities since our outlets are present in them. Once we start stores in other cities, we will spread awareness by similar methods of experiential marketing and try to get the crème de la crème of those cities for an experience and let the brand convert them.”

Views on men’s grooming in India: “In the last 10 years, we have seen a dynamic change in men’s grooming. It all started with introduction of fairness creams, which moved over to other more personal care products. Clearly there was a demand and less supply. Grooming was limited to going to local barbershops and getting a haircut and a shave. There are many new brands with multiple products, which are targeting men and gaining a market share in this industry. This is all leading to an increasing awareness that allows men to try more products and see what suits them the best. This along with celebrities endorsing beards and the increased focus on grooming has led the youth to look at it with a fresh perspective.

Factors governing the rise in demand: “There was always an influence of films

and fashion, but what changed the trend was the heightened exposure to social media. Whatever you see trending, you want to try it. The purchasing power has increased over the year, but earlier men preferred to spend on watches and shoes. However, due to growth in digital media, the aspect of grooming has come to light.”

Market share captured: “We are a niche segment of an organised and unorganised sector, which is largely dominated by cheaper alternatives. With regards to products, we are like the Rolls Royce of the men’s grooming products, in a market dominated by 99 per cent much cheaper and more mass alternatives. We have grown to 10 outlets and have a large loyal customer base in a short span of time, but we will need at least 10 more years to give an actual percentage figure.”

Major Celebrity Influence

- ▶ Bollywoods icon and superstar Shahrukh Khan endorses Kolkata-based FMCG, Emami Limited’s Fair and Handsome, the men’s skin lightening range
- ▶ Garnier Men, a L’Oréal Consumer Products Division, recently roped in Bollywood actor Tiger Shroff as their brand ambassador
- ▶ The Himalaya Drug Company got the IPL team, Royal Challengers Bangalore including cricket players like, Virat Kohli, Sarfaraz Khan, Stuart Binny, and Shane Watson for a advertising campaign to promote the brand’s latest inclusion in the men’s skin care category, Pimple Clear Neem Facewash.

Future plans: “We want to expand to many cities this year and plan to open 15 outlets in Chennai, Kolkata, Pune, Chandigarh and Indore. Before September, we will be there in Ahmadabad and Prabhadevi in Mumbai. Internationally, we are looking at Bangladesh, Sri Lanka and Vietnam.”

Future of men’s grooming in India: “It is a great industry which has recently been publicised with the help of influencers. The future looks promising, as men are focusing more on their grooming and becoming particular, educated and more aware about what they want to use.”

women, men also care a lot about their looks and face creams’ consumption is increasing.”

Products offered: “We have an amazing skin control range - cleanser, moisturiser and scrub.”

TRUEFITT & HILL hair care and styling

Haircare and styling in men’s grooming: “Unlike women, men do much with colour, and is used only to tackle the grey hair. However, there is definite demand for hair styling and haircare products that deal with hair thinning and dandruff.”

Products offered: “The Coconut Shampoo; Frequent Use Shampoo, Moisturizing Vitamin E Shampoo, Replenishing Conditioner, Styling Wax, Texture Clay, and Pomade.”

TRUEFITT & HILL beard care and styling

Beard care and styling stand in men’s grooming: “At present, beard care and

styling is trending. We just launched some new products targeting beard and moustache styling, which was sold out as soon as it hit the shelves. Actually you can also see shift in corporate culture. Earlier keeping beard was not very formal and use to be considered as an unkempt look. However now well trimmed beard is accepted everywhere and is seen on virtually every influencer like, celebrities, cricket players, and more, all across the globe.”

Products offered: “Gentleman’s Beard Oil and Gentleman’s Beard Balm.”

TRUEFITT & HILL on salon

Age group of men clients: “Mostly those who are over 35 years of age, but we do have 20 to 25 year olds frequenting our salon for services.”

Preferred services: “Most preferred is our classic haircut, however in the recent months, beard styling and shaping is catching up and a lot of focus and personal attention has been given towards it.”



TRUEFITT & HILL skin care

Skin care in men’s grooming: “After personal hygiene like deodorant, skin care for men is in demand. Like

BODYCRAFT SPA & SALON, BANGALORE

Swati Gupta, Creative Director



Evolution of men’s grooming in India:

“Men are now focusing on personal hygiene and grooming. The corporate lifestyle and startup culture has created the need to look trendy. With the rise of Instagram, men are more exposed to trends and conscious about their look. The men’s style evolution also comes from the exposure to travel.”

Factors governing the rise in demand:

“The Internet generation encourages men to absorb the hygiene and grooming trends from the west. They look for the

same results here, and we stay on trend to accommodate this need.”

Ratio of men-women: “It is now 30:70 and has improved considerably from 19:81.”

Age group of men: “Men between 25 to 45 visit us, but we also see some above 50 come for cuts, trims, personal grooming, skin care and spa services.”

Preferred services: “Men usually prefer shaving, styling, manicure, pedicure and spa, skin care, and styling. Since we stock the System Professional hair care range and the Sebastian styling range, we get

a lot of male clients returning to buy the professional products.”

Brands and products offered: “We recommend the professional range of P&G products like, Sebastian and System Professional.”

Marketing strategies opted: “We are active on social media and offline media since our customer base is large. We engage with our clients by conducting Q & A, contests, posts on new launches, offers and more. Well placed collaterals and SMSs help us to communicate the ongoing offers to clients.”

Create awareness: “Men’s haircuts starts at ₹500 (tax excluded). We offer haircuts to those below 21 age at ₹299. We also offer 10 per cent off on men’s package which include cut, shave, facial and scalp massage.”

Future of men’s grooming in India: “The trend in styling and beards is already huge. We bet on the hygiene services like manicure, pedicure and facials to do better in the coming days.”

INVEDA

Harshvardhan Modi, Director, HVM Network Private Limited



Evolution of men’s grooming in India:

“Men’s grooming has evolved with time and also the mindset has changed drastically. Men are now thinking about their looks and also not scared to experiment. Various lifestyle issues, pollution and stress are all adding up to one’s skin woes. Aestheticians are recommending facials and other skin treatments to tackle skin-related issues. Men are also taking cues from celebrities, who are leaving no stone unturned to look good and flaunt healthy skin.

Factors governing the rise in demand:

Factors such as rise in competition to be better than the other, the pressure to look good and also the idea of being modern attached to being groomed. As the disposable income of male consumers rises, so does the desire in them to shop for products. The men’s grooming and personal care market in India is outpacing the Indian personal care market at large for growth. Key drivers behind recent market growth are rising disposable income,

competitive workforce environment, increasingly complex grooming routines, social media, Indian icons, such as Bollywood actors and cricket players.”

Skin care in men’s grooming: “Men are no longer shy of using creams, lotions, face scrubs, shower gels and so on meant for them. Grooming is no longer a quick shave, slapping on some aftershave and heading out of the door in India - it is growing into something more. According to a Nielsen study on the Indian male grooming segment, there is a rising aspiration among men to look better groomed, which has led to the men’s grooming market’s rapid growth of more than 34 per cent. The Nielsen study further showed that this growth is faster than the growth rate of the total personal care and beauty industry in India. The market today stands at about \$278 million. So the time is ripe for beauty and grooming brands to make most of this growing male attention.”

Market share captured: “We have captured about 3 to 4 per cent of it which will increase soon.”

Products offered: “Face wash, skin whitening and brightening cream. The USP of the products is that it is made with natural ingredients, paraben free, 100 per cent vegetarian and do not resort to animal cruelty, and the price is pocket friendly.”

Marketing strategies adopted: “We plan to take this format to other markets through exhibitions, magazines, seminars, workshops and beauty salons. Initially, there were some teething

problems, but now we have comfortable acceptance from consumers. With social media, it is now possible to increase your business manifold. Outside of the individual social media statistics, business goes up if clients read something positive about you on Facebook, an incredible 68 per cent, if they read about it on Twitter.”

Creating client awareness: “We create awareness amongst clients by sharing knowledge about the uses of Ayurvedic products to motivate them to buy products made with natural components with the help of organising campaigns, events, exhibitions and seminars. We are offering 10 per cent discount on our website and rest 30 to 40 per cent on other e-shopping portals.”

Presence in Tier II and III cities: “We see a huge potential in Tier II and Tier III cities. We focus on understanding the market needs with the help of our sales team. We have our Beauty Advisors at retail outlets, who understand the customer’s need and suggests them the best suited product as per their skin type.”

Future plans: “As the men’s grooming market is increasing at a very rapid pace, we are planning to launch a full range of men’s products comprising of face shaving gels, scrubs and masks. We also want to bring a positive change in the life of many people related to grooming, as men have an equal right to groom themselves.

Future of men’s grooming in India: The men’s grooming industry in the country is booming, thanks to the growing desire among men to look stylish and feel good.”



Social Media is the #1 Influencer

The digital age has revolutionised the beauty and wellness industry, and men’s grooming sector is no exception. Social media has a direct impact on consumerism. With platforms like Facebook, Twitter, Instagram, YouTube; the whole new world of global beauty and wellness is a click away. From, hair trends, tutorials and skin care know-how, the online platform is catapulting the awareness in men. Social media has ignited the peer pressure to look good round the clock and now, the aspiration level is sky high.

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BEAUTY SOURCE

Ragini Mehra, Managing Director

Evolution of men's grooming in India: "With the constant ill effects of a polluted environment and gruelling urban schedules, men of today know that it is important to look after themselves in the right way, beyond physical and mental fitness."

Factors governing the rise in demand: "Growth in per capita disposable income, rising urban middle-class population and the willingness of men to adopt a grooming regimen are the key factors driving growth. Due to increased distribution in small cities, the market is registering high demand from Tier II and III cities, as well. There is also a strong influence from global trends and international celebrities."

Challenges faced: "The challenge lies in offering the Indian male what he needs, as his requirements are different from those of women. Men look for products that have utility."

Brands offered: "Currently, Brickell Men's Products and several unisex brands such as Egyptian Magic, Sans[ceuticals] and the newly launched, Valentia."

Market share captured: "The market share captured is not enormous at the



moment, but is growing at a meteoric rate and has huge potential. Men between the ages of 16 to 17 and then those between 45 to 50 have accepted the trend and are shedding the notions of being tough, a stereotype carried in the market for a long time in the reminiscent past. What is interesting is that urban and small towns are equally playing a role in this new trend, which is a major positive."

Marketing strategies adopted: "We reach out to male influencers, such as fashion designers, models, and consumers, who frequent gyms and salons. Our partner salons have also received an overwhelming response from their existing clientele. Social media has played a vital role in the dynamic growth of Brickell. With 30K active followers on Facebook in a short span of time, it is easy to analyse the rate at which Brickell has been loved and embraced by men on social media platforms."

Future plans: "Our aim is to reach out to more and more customers in top urban areas as well as Tier I and II cities. We are partnering with gyms, salons and retail chains for promotions. We are also expanding our partnerships with other retail platforms online and offline, including hotels and spas."

Future of men's grooming in India: "Men are increasingly understanding that being macho does not preclude being well groomed! The industry still stands a little behind women's grooming, but I am confident that it will catch up with time."

BEARDO

Priyank Shah and Ashutosh Valani, Co-Founders



Evolution of men's grooming in India: "Men's grooming products have witnessed a boom in the past two years. Rise in disposable income of middle class and growing aspirations of people have evolved the grooming industry. Also, due to an increased focus on looks and appearance by the urban Indian consumers, men are beginning to look at innovative grooming and personal care products created specifically for them. Men in India are travelling more, increasing their exposure to men's grooming products, and the presence of international brands online have helped drive awareness."

Beard care and styling category: "Beards are in fashion over the past few years

with pop culture and film icons sporting them. For us a beard is a lifestyle and the ultimate statement of creativity and manhood. As per the research we conducted, there is a huge potential for grooming products for beards in India. In fact, India is a seller's haven - you just have to have the right product at the right time. This industry targets over 25 million users with a market size worth almost ₹2000 crores."

Products offered: "Beard wash, beard oil, beard balm, beard wax, and serum."

USP: "They are specifically created for beard hair, as the hair on your

beard and head differs. So it needs separate care."

Marketing strategies adopted: "We associate with various magazines, cafes, and influencers that share the same vision as our brand to communicate to our target audience. Social media also plays an active role in our communication as our target audience is extremely active on social media."

Presence in Tier II and III cities: "Tier II and III cities are well aware of all the latest launches as they are quite active on social

media. We are also available in over 500 stores across India besides our online platforms."

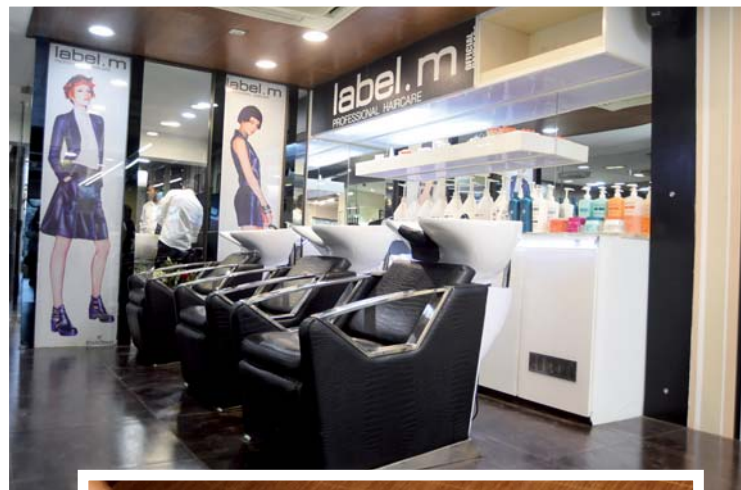
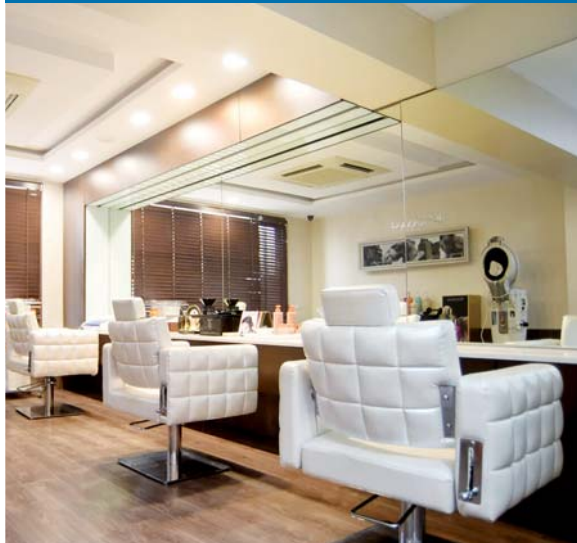
Future plans: "We are looking to expand our online operations zone wise, and spread our offline presence through exports. We are also looking to eventually launch our individual stores across the country."

Future of men's grooming in India: "Men today are extremely well aware and in sync with trends, this comprises of not only the urban men, but also men from Tier I and II cities. The emphasis on looks and style is at an all-time high and the influence of sportsmen and pop culture icons on the way and the male consumption patterns towards upkeep and skin care are ample proof."



TONI&GUY SALON, GURGAON

Abhinav Gandhi, Style Director



Evolution of men's grooming in India:

"The evolution of men's grooming can be imputed to the constantly changing perception of masculinity and the growing awareness for skin care. Since time immemorial, men's grooming has undergone drastic changes. In the last decade or so men have opted for the metrosexual look thanks to the development and access to their gender specific grooming products."

Factors governing the rise in demand:

"The reasons for the rise in demand for men's grooming are diverse and subjective. At the larger level, there is a simultaneous increase in men acknowledging the importance of their appearance, desiring to look in a certain way to represent their personality, as well as the acceptance of a man accessing a salon. Men show most concern for their hair, and the right hairstyle can set them apart. As a result, the men's grooming industry is unfairly biased towards hair care."

Ratio of men-women: "While women make up the majority of salon customers, we have noticed a growing number of male clients in the past few years, and we feel, they are more regular than the women clients."

Age group of men: "We have clients from 5 to over 50, and our adept and expert staffed are cater to men of all age groups."

Preferred services: "Beards are gaining tremendous popularity this year with eight out of 10 clients walking in the salon have beards, and rest wish or plan to have it. While facial hair is not for everyone, the best modern beard styles have really changed the game. Not only is manliness or ruggedness associated with a beard, if

you pair it with a cool haircut it brings a new level of sophistication to your look. Trending hairstyles are now combining short hair and long hair in one hairstyle. For instance, fades, undercuts, classic graduation, pompadours, quiffs, and more, are in trend. Long hair for men is in vogue, too, when styled in top knots and man-buns clubbed together with different short or long beard styles such as, razor edge, the uniform beard, short and tapered, stubble, lines, short beard with moustache, and the faded beard with handle bar. There are endless combinations, which can make every man look unique and fashionable. As experts, we customise these combinations keeping in mind different aspects like face shape, hair type, hair density, and their personal sense of style."

Brands and products offered: "Across Toni&Guy Salons - North India, we host various men's grooming services by leading brands such as, Kérastase, label.m, Olaplex, Comfort Zone, Canaan Herbs and Minerals, L'Oréal, OPI, to name a few."

Marketing strategies opted: "The Toni&Guy leadership takes marketing further with its market leading salon operation software called appGENIUS from SALON GENIUS. It is an individual customisable business app, which helps with customer engagement and the advancement of output. Other key features include, customer incentive schemes, easy salon navigation access, effective communication with customers, built-in galleries, analytic reports, and also provides business information in one convenient place with links to the website and other social media platforms."

In keeping with the growing outreach and indispensability of digital marketing, we are now focusing more on these as well as the social aspects of marketing to increase brand visibility and consumer engagement. Toni&Guy has a massive outreach on all the social media networks including Facebook, Instagram, and Twitter. Descriptive pictures and videos of the wide range of men's grooming are some of the most shared posts that attract great responses from men and women, alike."

Creating client awareness: "It is important for any brand to keep the buzz going about new launches and new developments. At Toni&Guy salons, we strategically plan and maintain this information which is spread out through various channels to our existing and new clients. We come up with various seasonal promotions, offers, deals and packages for our patrons to enjoy. Furthermore, reach out to various print and online platforms as well to spread out information on our new launches and events."

Future of men's grooming in India:

"The future seems increasingly bright. The modern man is gaining confidence to change his style determined by his hair as well as beard, as the country takes a 360° turn in its perception of a man caring about his grooming. Men are increasingly looking for 'For Men' products that work well for them instead of following the feminine range of beauty care. The clicks on video-blogs and blogs catering to the male gender's grooming is at an all-time high. The beauty industry is recognising this growth and developing gender-specific products to cater to the expanding market."

LABEL.M

Vivek Jain, Head – Brands, Inocorp Marketing Private Limited



Evolution of men’s grooming in India:

“While women have taken over the beauty tag, the connotation of grooming has come to be with men. It is a segment that has been growing, but silently. From the usual side parting to spikes followed by graphic cuts, men’s grooming is becoming a rage. As more and more men want to look good, the desire for newer trends and experimentation is catching up, and they are on the lookout for multiple options to choose from and are quite selective, as well. Another major addition to their well grooming regime is skin. Men have now become more cautious of their skin. They take care of it, eat healthy and are regular in their in-salon treatments. This is, of course, authenticated by the growing number of skin cream and sun screen products meant only for men.”

Factors governing the rise in demand:

“There are a lot of factors that are driving this rise. Confidence has long been associated with a well-groomed personality and it continues to be. The quest to look good, peer pressure at a young age, corporate rituals and most importantly, acceptance of men’s grooming in a women-dominated industry are key. Also, men have become vocal about their wish to look good. Today, this is no more a stigma in the society instead, it is well appreciated.”

Skin care in men’s grooming category:

“For men, skin is the most important in grooming services. Facials, face masks, skin care regime are also some of the constant searched content types by men.



This all began when Shahrukh Khan appeared in a television commercial of fairness cream, breaking the myth of ‘looking good is only for women’. Post this, the industry has seen a paradigm shift, where everyone started to address men by introducing products such as, skin care creams, masks, packs and lotions.”

Market share captured: “We are currently an avid provider of hair products for men as hair is the primary and the most sought after service, beating the existing skin metrics. Thus, it will be difficult to comment on the percentage of share captured as there is still a long way to go.”

Products offered and USPs: “label.m men’s Range includes label.men Scalp Purifying Shampoo, label.men Invigorating Conditioner, label.men Thickening Tonic,

label.men Grooming Cream, label.men Scalp Tonic, label.men Max Wax, label.m Men’s Sculpting

Pomade and label.m Men’s Deconstructor.” **Marketing strategies adopted:** “Marketing men’s grooming is complicated. Men today want to pamper themselves and grooming appointments at salons is a step towards it. However, it is also important to be well aware of what is right for your skin, hair, body and what is not. To balance what is known and what is offered, we look at Education and Training primarily. With the help of an energetic Education Expert team, we conduct Education and Training sessions across India. These are for both – the in-salon staff, hairdressers and also the customers. Social Media plays an important role as we have more men online than women today. Whether urban or rural, the percentage of men is more than the percentage of women using the Internet and social media.”

Create awareness amongst clients: “For the men’s range, the best way to create awareness is ‘Experiential’. Therefore, we conduct pan India sessions to offer a relaxation regime, thereby pampering them and sharing information on the new and existing products.”

Presence in Tier II and III cities:

“‘Experiential’ is the basic that we follow. However, in Tier II and III cities, the strongest network is word of mouth and that is what we generate through POP materials, salon-to-salon branding, thereby creating a viral.”

Future plans: “We are currently on an expanding spree where we have started with the launch of label.m men’s range. This consists of only hair products as of now, however, with the rise in market growth numbers and the expectations of men from the industry, we will soon be increasing our offerings, too. We are looking at adding more men’s grooming products to our portfolio, giving the target audience a wider assortment to choose from.”

Future of men’s grooming in India: “The future of men’s grooming is on the rise and is only expected to grow higher. The industry will see expansion to Tier III and IV cities. The reach of brands and products, in terms of education and acceptance is limited, and therefore, any increase in these areas would automatically surge high the demand.”



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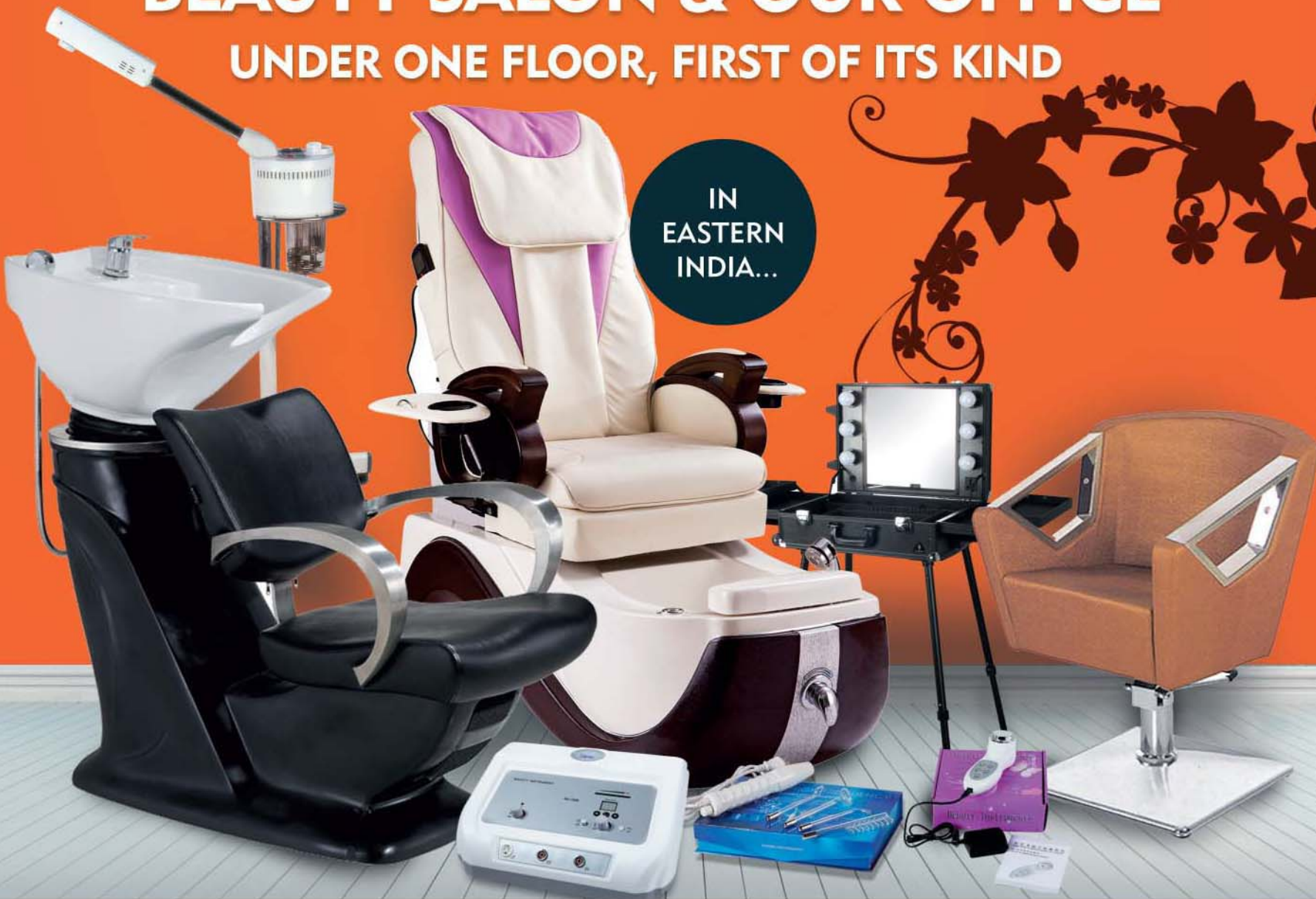
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MATT STARK

Celebrity Hairstylist

Matt has been working in the hairdressing industry for 15 years. He spent his early years learning and developing his skills as a talented contemporary stylist. Matt's love and passion for hairdressing led him to launch his first salon in 2008. Stark Style, Leigh-On-Sea is elegant and exquisite giving clients a London salon experience by the seaside. Due to Matt's success, in early 2011 he was invited to open his first contemporary men's styling suite in Harrods, Knightsbridge. The success of this has gone from strength to strength and his expertise with men's hair means he is called on for hair advice in men's titles including Shortlist.

What are the factors you keep in mind while styling men's hair?

I want the cut to suit the individual and be modern, even if it is a classic cut I will add a contemporary feel to it, men's hair should never be boring, it must always be current, making the classic modern.

What are the products you use and why?

I like my hair cuts to move so nothing too strong. I am more into light creams with shine texture and salts sprays. I take note of my experiences in fashion weeks around the world and experiment with different types of products.

What are the trending haircuts for men this season?

The modern French crop is getting more influential right now - and you can see why.

Also a kind of surfer boy lock imagine grown out floppy hair to the chin with lots of texture. Longer lengths are back.



FRENCH CROP

- ▶ Apply a short round graduation from the temples to the occipital bone
- ▶ Then lightly scissor over comb around the ears
- ▶ Cut a concave fringe using point cutting
- ▶ The take sections to that up to the crown then elevate the hair and once again point cut for that messy feel.



SURFER BOY

Slightly tailed the sides and back with structured layer Making sure you leavening length let the top area fall long and loosely connect with a razor creating a jagged finish.

Astaberry

PROFESSIONAL

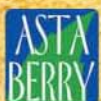
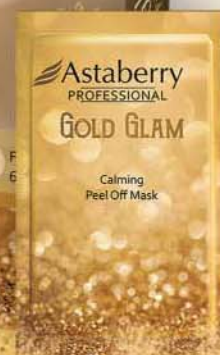
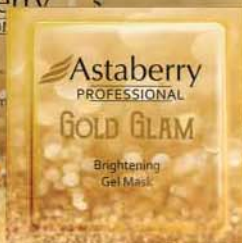
Astaberry Gold Glam Kit is an advanced facial that brings long lasting glow to the skin. Astaberry has created this facial using revolutionary technologies like the scrub 2 creme and the alginate peel off mask.

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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MEN'S FACIAL HAIR CARE IS Booming in India

by **Sharon Kwek**

Facial hair has long held an important place in Indian culture and is seen as a symbol of virility and pride. While the current trend globally is for facial hair, this movement might slowly taper away in some markets, as the preference for the clean-shaven look returns. However, in India, there is always likely to be a significant proportion of men who maintain beards in line with their faith.

More and more men in India are becoming image-conscious and are taking care of their skin and hair. Facial hair is very similar to head hair and needs to be looked after, opening up opportunities for brands to launch products that bring benefits to facial skin and hair.

For the past few years, the types of products launched have been more result-oriented, carrying claims that meet specific needs. Given the opportunities in this space, manufacturers should start identifying the gaps in the market that they can fill by formulating new and innovative products and services that cater to the well-groomed Indian male.

Taking this movement into consideration, brands could potentially roll out campaigns that are centred around the growing appeal of facial hair as well as how using their products can help to care for and maintain their look.

Male grooming is the next opportunity market in India

On the whole, India's wider male grooming category is booming. Indeed, Mintel research reveals that overall eight in 10 males in India have used hair care products in the three months leading to June 2016, rising to as many as nine in 10 of those aged between 18 to 34. This compares to 80 per cent of Indian males aged between 35 to 64; a difference that makes sense as younger men tend to be more concerned with their appearance.

There have also been reports pointing out that a significant proportion of Indian males are spending good money on grooming products and salon sessions. There is

also growing evidence of investment and growth in this segment. Some years back, Singapore-based private equity firm, Everstone Capital, invested in Bengaluru-based hair care chain R&R, which has over 25 salons under the You Look Great (YLG) brand. Additionally, London-based high-end male grooming chain, Truefitt & Hill, has several salons across India, with more to come.


Small independent companies driving the growth of facial hair care

Major consumer goods companies like Hindustan Unilever, Emami and Marico, have already launched token products in the male grooming arena. However, it is small independent companies that appear to be driving innovation in this space as they focus on specialised areas of male grooming like facial hair care, for instance.

The Man Company is a start-up founded in 2013 that sells products on a subscription model. While the company sells shampoos, beard products are the fastest moving. According to the company, beard products contribute to almost 40 per cent of sales.

Manufacturers in India should expand their ranges

Across the world, the globally recognised 'hipster' beard is no longer considered a casual look, and the trend for men's facial hair is increasingly becoming more mainstream. As such, products designed to care for moustaches and beards are also becoming more sophisticated.

These global launches can provide Indian manufacturers with the inspiration to extend their own range of facial hair care products, or tweak them in terms of claims or ingredients to make them more relevant for males in India. For instance, Zekes, a brand from the US, launched its signature Beard Wipes that claim to keep the beard well-maintained while on the go; this is an innovation that manufacturers could explore given how this format may appeal to time-pressed consumers. 

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



Recent Homegrown Launches



Bombay Shaving Company, Pre-Shave Scrub INDIA

This product is described as a black sand scrub that exfoliates and smoothes the skin. Packed with enriching vitamin E and soothing aloe vera extracts, it is said to give the skin a bump-proof shave and reduces ingrown hair to a bare minimum. This product retails in a 100gm pack.



Forest Essentials Luxurious Ayurveda Sandalwood & Orange Peel, Pre-Shave Oil INDIA

This pre-shave oil is described as a rich blend of botanical extracts, highly nutritious oils and precious pomegranate seed oil, which helps to soften beard for a nourishing and comfortable shaving experience and an improved razor glide. The antiseptic properties of turmeric and neem claim to ensure soothing and healing from razor burns. The vegetarian product is not tested on animals and retails in a 50ml pack.



The Real Man, Beard Wash INDIA

This product claims to soften and relieve itching, features a very gentle lather that is soft enough for the face, and tough enough to handle curly, coarse beard hair. According to the manufacturer, the beard shampoo is chemical, sulfate and paraben free, which improves and retains the hair's natural oils and reduces frizz over time. The product retails in a 50ml pack.



The Man Company, Argan & Geranium Beard Oil INDIA

The Argan & Geranium Bear Oil from The Man Company is packed with antioxidants, and is said to tame beard frizz naturally. The oil claims to instantly enhance manageability, shine and ensures long-lasting conditioning. The oil is also said to act as a relaxant, and its antibacterial and antimicrobial properties ensure healthy hair growth.

Source: Mintel GNPD

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

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



RIYA KODALI

Designs of Opulence

Bangalore-based fashion designer, Riya Kodali specialises in ethnic and fusion wear. Kodali has won accolades for taking traditional Indian designs to international levels and promoting Indian culture through extensive use of rich fabrics, designs and embroidery



Getting started

“My foray into fashion was born out of my desire to express myself as an artist. I grew up in a farmhouse, in the lap of nature, which inspired me to delve deeper into it. Embroidery fascinated me and as a child, I loved to make applique with material available around me.

Importance of hair and make-up in fashion

Hair and make-up are indispensable aspects of fashion. I feel one can accentuate the natural beauty by styling and make-up. Even in fashion, these two elements play a vital role in making or breaking the overall look.

Working with hair and make-up artists

I have worked with make-up artist Vinoth Raj and hairstylist Ramya Prabhakar. I love subtle hair and make-up to complement my designs.

Indian beauty and fashion industry

The beauty industry in India is growing magnificently and people are becoming more aware and comfortable with the trends around the globe. Keeping up with trends is extremely important to avoid being stagnant. Collaborations are big these days, both in fashion and beauty.

Fashion inspiration

International designers, such as Elie Saab and Zuhair Murad inspire me. I love the dreaminess they portray in their designs. They are extremely creative and bold in their expression.

Hair and make-up looks adapted

Hair and make-up looks need to be in sync with the theme and creation. I do have plans to incorporate luxury into make-up by using Swarovski crystal on the face. As a confident designer, I would love to experiment with outlandish and outrageous concepts.

Future plans

Mainstream fashion will continue to be my forte. I have taken up the task to be a one-stop-place for fashion, which includes, fashion photography, videography and fashion event organisation. I am also working towards building a team to help the destitute by giving vocational training in embroidery, so that they can work with me. I would like to organise events that will bring out the beauty in them. 🌟

G Goods and S ervices T ax

All You Need to Know

India is notorious for its complex tax system. For new businesses and startups, it becomes impossible to navigate through various direct and indirect taxes. But now, the things are set to change with the new Goods and Service Tax, commonly known as GST. *Salon India* shares views from the stakeholders on the impact, GST is likely to trigger in our business of beauty and wellness

GST Explained

We have implemented one of the largest tax reforms in the Indian economy, by way of the Goods and Services Tax, or GST. For the past few months, there has been much curiosity about it and how it would impact industries, businesses, markets and of course, the common man. To explain it simply, GST is a unified or single taxation system and is geared to replace a number of taxes on goods and services by the Central and State Governments. Experts share that GST has replaced 17 indirect tax levies.

In the beauty business, products and services, are likely to be affected. When we buy a cosmetic product, we pay VAT, but actually the manufacturing company has already paid Excise to the Central Government and that has been added to the price. The consumer does not know about this, as it is not mentioned. The State Government charges VAT on the final price. Therefore, the consumer is paying a price that includes the Excise duty to the Central Government, as well as the VAT to the State Government for the same product. If the goods cross a State border to enter another State, Central Sales Tax is collected by that State. It not only increases the cost of the product, but makes the procedure quite complex. GST is likely to make it easier to file taxes and the prices of goods will also come down.

With the implementation of GST, the consumer would be able to benefit. If the item is taxed at a certain percentage, it will include both Central Government and State Government taxes, which will make the system more transparent.

However, the rate of GST for the beauty business is still not clear. According to experts, it may be 18 per cent or less. The beauty products section is welcoming it, but the beauty service providers are not too happy. The tax for the beauty product manufacturers will come down, since they currently pay taxes of 25 to 30 per cent. In beauty salons, spas, gyms and fitness centres, 18 per cent will mean an increase in service tax. Currently, they pay 15 per cent service tax. This means that salon and spa treatments, and fitness services will cost more. Therefore, for beauty salons, which is a service-based business, GST may have a negative impact. Despite a single tax system, the cost to the customer will increase due to higher service tax.

The GST rate has four slabs of 5 per cent, 12 per cent, 18 per cent and 28 per cent i.e. Commonly used Goods and Services at 5 per cent, Standard Goods and Services at 12 per cent, Standard Goods and Services falling under second slab at 18 per cent and Special category of Goods and Services including luxury goods, at 28 per cent. Branded premium beauty products and branded salon services may eventually have to pay a higher rate of GST.

Toiletries, like toothpaste, hair oil, and soaps will now be taxed at 18 percent, instead of the earlier 28 per cent. Most of the cosmetics and FMCG brands will get the benefit of tax reduction. As far as Ayurvedic products are concerned, 12 per cent GST will be levied. Many Ayurvedic companies feel that the Government should re-examine this category, as that the Government needs to encourage and promote traditional Ayurvedic products. They are currently paying 7 per cent.

Beauty products companies, who have both Ayurvedic and cosmetic products, are still unclear about the rate of tax for the different categories and classifications that will apply.

With the implementation of GST and bringing down indirect taxes, the retail sector is expected to benefit. According to experts, "Vanishing State boundaries will reduce the complexity for retailers and increase distribution reach, as well as efficiency."



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



Experience rare beauty secrets from around the world.

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

The Skin Spa Facial Experience

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

3 types of dermoSpa facials

Bulgarian Rose Glow and Brightening Facial

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



Japanese Sakura Skin Whitening & Lightening Facial

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



Brazilian Anti-Ageing Facial (Amazonian Rainforest Ingredients)

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



Views and Impact

SALON

View on it

GST - is Giant Step Taken to make it one nation and one tax. Yes, it will take effort to implement it, but that is a small issue to take the giant step forward.

Gearing up for it

We have completed the initial documentation and received our GST registration, worked with our business associates and experts on implications, had learning sessions for our teams and are getting ready for the implementation.

Impact

There will be about 2.5 per cent reduction in our input cost, but we are still awaiting the exact details from our product partners and experts. Documentation will increase with there being registrations in every state and multiple returns will have to be filled, but here, too, we are hoping that we will learn and master this as we go forward keeping the big picture in mind.



— Vikram Bhatt,
Director, Enrich Salon & Academy

DISTRIBUTOR

View on it

GST is a bold and brave effort to bring about a drastic positive change in Indian taxation. Even though there will be teething problems initially, in the long run it will surely boost the Indian economy, and make it stronger.

Gearing up for it

We have been so eagerly waiting for it that we had taken suitable measures in April itself to ensure a smoother transition into the new GST laws. Most of our basic requirements are complete and we hope that there will be no further delays.

Impact

We all have been aware that GST would be executed soon. I am of the view that it would reduce the overall cost. This is likely to benefit the consumer, which in turn will help in increasing the base. I see an overall boom, especially for the beauty and wellness category, as it will be now more affordable to consumers. Looks like 'Acchey Din' for us!



— Ashok Chauhan,
MD, Inocorp Marketing Pvt Ltd

PROFESSIONALS

View on it

I expect that overall it will make life easier for most people. It will bring more transparency in the indirect taxes, reduce administrative costs for businesses and help in improving the business climate in the country. Overall it will give a boost to the economy.

Gearing up for it

For architects and interior designers, the GST rate will be higher than the current Service Tax rate. However, we are ready for the GST roll-out.

Impact

To my mind, the beauty and wellness industry is driven mostly by discretionary spending and awareness. As GST is expected to give a boost to the economy, the overall buying power of the consumer will increase which will be in favour of the industry.



— Viveck Vermaa,
VIVEA - Viveck Vermaa Architects

BRANDS

View on it

We at Lotus welcome such a revolutionary tax reform. We think it is positive step for the Indian economy and industry, as it will be the end of cascading effects of taxes and multiplicity of tax laws, and so on.

Gearing up for it

Our people, systems, and processes are aligned for the GST roll-out.

Impact

As you may expect with any ground shaking reform, there will be short-term challenges such as, operational issues and financial implications due to unavailable full inventory credits and compliance worries. However, these can be taken care of by the constituents through better education. The government is doing a fantastic job in spreading awareness and articulating the steps involved. GST is a long-term positive for the beauty and wellness industry, as all goods and services credits can now be taken by the service providers. It will also help organise the industry quickly and achieve scale.



— Nitin Passi,
Director, Lotus Herbals

View on it

It is great, earlier we had to deal with inter-state taxes, entry taxes and more, where half the cost of the product would go in taxes, which would considerably reduce the profit margin. Processing orders and invoicing was an added problem with additional road permit forms, and so on. There will be a few hurdles to cross before things settle down in the market.

Gearing up for it

We have been looking forward to a single tax structure for a long time. Under GST, Jojoba bulk will be taxed at 5 per cent, whereas earlier we were taxed at 12.5 per cent. Traders and intermediaries will now be able to take a credit against the 5 per cent tax that they will pay upon purchase. Retail will be slightly higher from 12.5 per cent to 18 per cent, and we will need to partly absorb this in our pricing and pass part of it to the customer.

Impact

It is fine to tax beauty at the full tax rate, however, I disagree with taxing essentials like toothpaste at 18 per cent, diapers at 12 per cent! The purchasing power for a sector like cosmetics is large and people will not be affected by a higher tax structure. If there is a cream or oil that suits someone's skin and gets rid of a certain skin condition, it will still be bought at a higher rate.



— Shiv Singh Mann,
Founder, Desert Splendour

View on it

GST is definitely a good move towards the overall economic growth of the country, and will allow better and free distribution of goods. While it will simplify various billing processes, especially from the consumer's point of view, this new change would majorly curb corruption in various sectors.

Gearing up for it

We are gearing up our logistic systems to take advantage of GST and become more efficient as well as quick in terms of product availability in retail.

Impact

GST is being implemented to bring uniformity in the whole economy and thus, it will make the manipulators go through a bad time in doing so. While we welcome the GST wave with great enthusiasm, we never expected cosmetics to be treated as a luxury. By allocating cosmetics under the highest slab of 28 per cent, we would definitely see the affected products becoming more expensive.



— Rajiv Kumar Bobal,
Director Sales & Marketing, Revlon India



▲ *Mrityunjay Kumar leads the product management and engineering functions at Zenoti, a provider of cloud-based business software to salons, spas and medispas. He is technologist by profession and educationist by heart. He graduated from IIT Delhi and has worked in US, China and India at Microsoft and multiple startups in fashion, education and payments space over last 20 years.*

Is your Software GST Ready?

Finally, GST has been rolled out. It is a big step forward for the country, and is one of the most complex GST rollouts worldwide.

While tax rationalisation and ease of doing business pan India have been touted as the main reasons for pushing this tax reform, the Government of India is taking this opportunity to bring businesses online and digital, by forcing tax filing to be done digitally, and asking for a level of detail in filing that almost forces businesses to use software for their transactions and billing.

Beauty and wellness businesses now need to evaluate their readiness level and

act accordingly. Being blissfully ignorant of the complexity of the rollout can get businesses in trouble!

Key Implications of GST Rollout

Here are the key changes businesses have to brace themselves for - Tax rates have been rationalized. Products and services have been categorized into harmonized codes (SAC and HSN) and rates are set at this level. This means modifying the tax rates for products and services and assigning right codes.

Tax invoice sequence numbers have to be strictly adhered to. If your business takes

partial payments, advance payments, offers redeemable instruments (like gift card, membership, packages), there are many complex scenarios that need to be handled as part of tax filing because each of them is treated different and thus separate returns must be filed for each.

Goods attract destination based tax. So while procuring goods, One has to be very methodical about tracking the taxes incident upon a particular delivery and collect detailed information from their vendors (including the reference numbers from their filing of tax invoice on GST portal), otherwise it will be hard to get input tax credits.

GST returns require transaction level details and matching of transactions across filings (for ex: if you collected advance payment for a service in July, and delivered the service in September, September filing of that transaction need to be tied to the advance payment filing you did in July) so you need this level of detail captured in your systems.

Receipts and invoice formats require to be changed and provide much more details than what is required today.

Being ready

There are two aspects of GST readiness: readiness of business processes, and readiness of IT systems. Given that GST lays heavy emphasis on electronic filing and transaction level reporting, preparedness of IT infrastructure is crucial. This article focuses on IT side and recommends key steps to determine if your current software can help you comply with GST easily. Given the amount of reporting required, if you do not use any software, it is time you get one, because it is going to be extremely hard to stay compliant.

Evaluating software

It would be a good idea to focus on these six areas and check if your current software can help you effectively. If you are a franchisee owner, ask your franchise owner or demand to talk to the software vendor. Also, ask your vendor to demonstrate to you, how these new functionalities are working.

Setup

A few areas where setup of master data needs to change are Right codes for services (SAC) and goods (HSN), New rates based on GST council recommendations, Invoice and receipt formats relevant for your business, Additional details for suppliers, and Purchase Order and invoice formats for your supplies. Also, talk to your software vendor and see what all changes have been done for various areas of setup and how existing information will be upgraded.

Managing customer billing

Keep in mind matters such as, how do you ensure right GST taxes are applied when a service or a product is sold by front desk? How will these be handled (whatever is applicable to your business) - partial payments, advance payments, gift cards, redemption of advances across different centers? Which receipt and invoice formats will be used in each of the different scenarios of sale? How do you ensure that all tax invoices and receipts are always sequential in all cases?

Managing supplies

You would also need to be aware of - what information is captured when receiving supplies so that input tax credit can be easily claimed? How do you ensure that supplier has filed their invoice on GST portal so that input tax credit can be claimed? How is destination-based tax applied when multiple centers (hence potentially multiple tax regions) are being served by the same supplier?

Producing data that will facilitate returns

Using data available from master data, transactions from billing and procurement, and GST logic of preparing returns, data needs to be produced that can be used for preparing returns for filing on GST portal. There are GST Returns formats (there are about eight that may be relevant to your business) that you should look at and ask your software vendor if the system

can directly generate these returns, or at least provide all the information necessary for generate returns. List down various scenarios ('sell a service', 'sell a service and three products in same invoice which have different codes', 'book an appointment and collect payment in advance', 'sell a gift card in Andheri (Mumbai) centre in July and customer redeems it for a service in Khan Market (Delhi) centre in Sept.', etc.) and ask what goes in each of these filing.

Filing returns

You can choose one of the options below to file returns - CA who takes the details and files manually or uses some accounting software), use a small business accounting software in-house to generate returns, either integrated with billing software or standalone, or use an ERP system, hooked to the billing system. Once you finalise how you are going to file returns, check whether your software can provide all the data required to produce these returns.

Handling disputes/queries

Since all records are filed digitally at transaction level, a lot of questions can be raised by tax authorities, and you need to have a system capable enough to respond to ad-hoc queries from them in a timely manner. Look through past questions you have been asked by the tax authorities and check with your software vendor/ CA to see how easy it is to get the answers and supporting data.

Summary

Businesses need to be aware of where they are and take steps to be 100 per cent ready. Software systems will play a key role in this preparedness since GST is a digital, online based tax reform. This article presented a few areas where you can examine your system or your vendor and ensure you are on right track. There are many more areas to examine, but this should serve as a good starting point. We also reiterate that having a good software system is more essential now than ever before. 📌

(AVB)

Expert Advice

MONSOON NAIL CARE REGIME

The season of monsoon calls for special care of nails to avoid infection and chipping. *Salon India* speaks exclusively with experts about their recommended therapies



Disha Meher

National Expert, Skin and Nails, Lakmé Salon

Therapies recommended: Nails get brittle during monsoons, hence extra care is needed. Lakme Salon offers Candy Crush Treatment and White Tea Vitality Treatment.

USP: The Candy Crush Treatment nourishes and detoxifies the skin. It suits all skin types, and removes dead skin. The White-Tea Vitality Treatment has antioxidant properties that reduces tanning and nourishes the skin.

Products used: For the Candy Crush Treatment, we use natural butter, pure essential oils, detoxifying bath bombs and a Peditrex machine; for White-Tea Vitatily Treatment, the core ingredient is White Tea.

Price: The Candy Crush manicure and pedicure are priced at ₹550 and ₹950, respectively; White-Tea Vitality manicure and pedicure are priced at ₹650 and ₹1,150, respectively.

Jo Gaglani

Director, Sanctum Spa and Wellness

Therapies recommended: Nails need special care in the monsoon as the humidity tends to weaken them, which leads to breakage. It is also essential to keep nails clean and dry to prevent fungal infection. Hence, the Total Manicure and Pedicure is highly recommended for this season.

USP: Both are waterless and a good treatment for the hands, feet, and the nails.

Products used: The products are from the Margaret Dabbs London brand, and key products for nails is the nail and cuticle serum, hand serum, intensive foot treatment oil, and the foot hygiene cream.

Price: The Total Manicure is priced at ₹1,200 and the Total Pedicure is at ₹1,500. The services and products are available at the flagship ReMedi Spa and Beauty Lounge and JW Marriott Hotels in Sahar, Mumbai, Delhi, Pune and Mussoorie.

Ishita Mehta

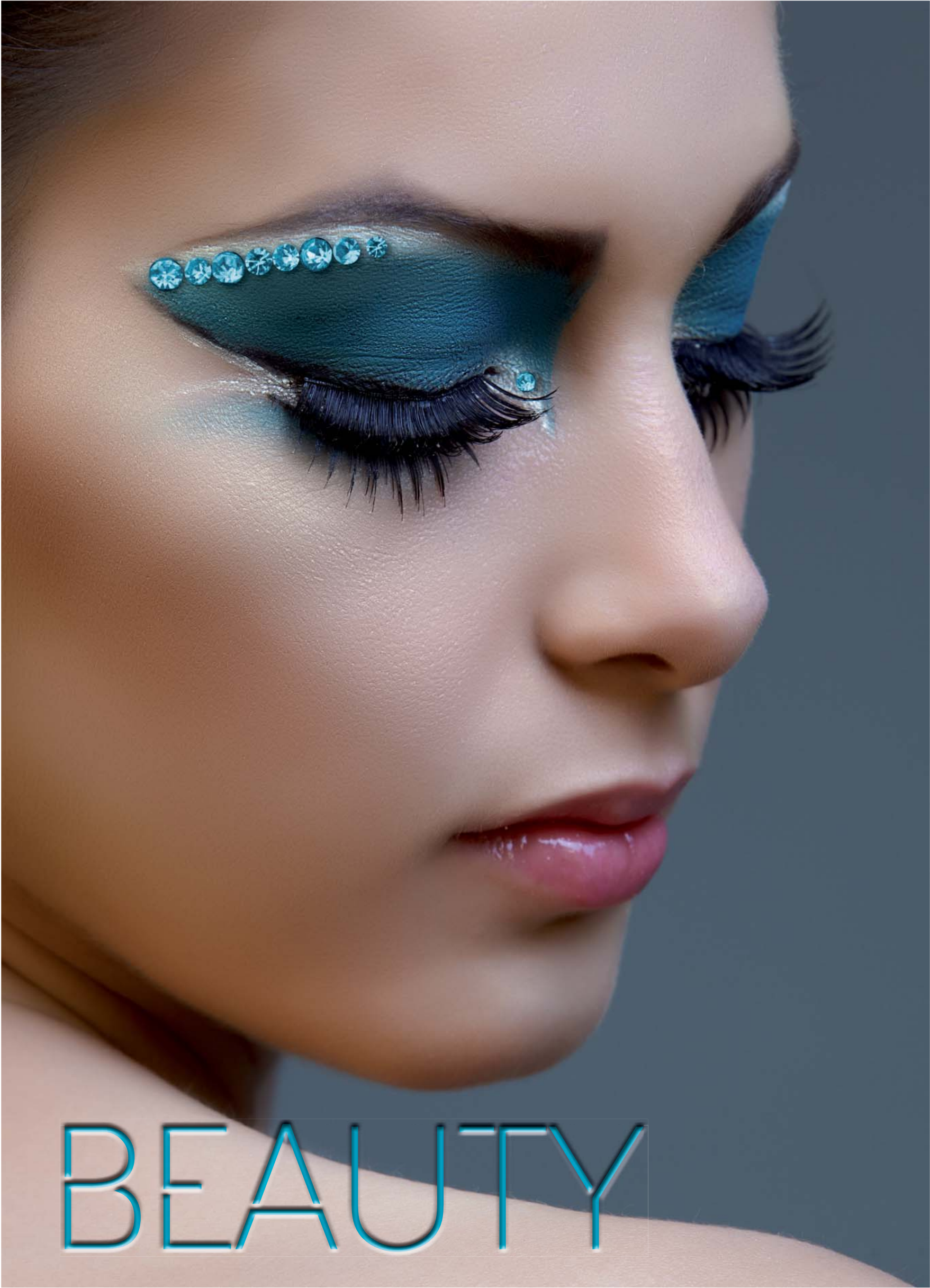
Owner, Nail & Beauty Lounge

Therapies recommended: Nails require grooming in all the seasons, however, the rainy season demands extra care and pampering. Nail & Beauty Lounge offers a range of manicure and pedicure for complete nail care - Sugarcane manicure and pedicure; Candle manicure and pedicure; Cocktail manicure and pedicure; Whitening spa manicure and pedicure; and Heel Peel treatment

USP: These services deeply cleanse and remove dead skin and dirt, while leaving the skin rejuvenated and moisturised. The Heel Peel treatment is a special designed service for the feet. It cures cracks and makes them smooth and silky.

Products used: Spa products from Anita's Aromatics and Cheryl's Cosmeceuticals are used for the services.

Price: The services are priced between ₹700 to ₹1,000.



BEAUTY



MEGHNA
BUTANI
Brush
Strokes

A graduate in Commercial Art from the prestigious JJ College of Fine Arts, Meghna Butani found her calling in make-up when, on a whim, she began assisting make-up artists post college. One assignment led to another, and today she is a rare combination of being a master at hair and make-up, both. Basking in the glory of hard work and the success that follows, her mantra remains 'money is important, but not a priority for taking on an assignment; the team and quality of work is critical'

The beginning

I have always been creative by nature, so I studied Commercial Art in college. I think, moving to make-up was also a natural corollary, though not an easy one. About 14 years ago there were no make-up schools or formal education. So, if one had to learn the basics, one would have to go to London or the US. I learnt the art by assisting other make-up artists and went for the trial and error method. I did a hair dressing course from the BBLUNT Academy, and several small courses and seminars on make-up. The first assignment where I assisted a make-up artist was the Goa Fashion Week. We had to work on 20 models over two days. I learnt a lot in that short duration! I think learning on the job, reading online and watching tutorials are highly educative. The biggest course I have ever done was just last year when I went to the US to study hair and make-up. I have learnt from my mentors, too, namely Adhuna Bhabani, Sapna Bhavnani, and Kiran Muralidharan, my mom, who is also a hairstylist.

Current preoccupation

I am working on a film, where I am doing my bride's commercial and catalogue alongside. Since I have studied airbrush face and body painting, and neon painting, it comes in handy. It is also my strength as not many artists can do that.

Challenges faced

Back then, there was no Google, no online tutorials, and no known international brands in make-up. We used to work with Kryolan, Derma, and VOV. If we travelled, we would pick up MAC, Bobbi Brown, Chanel, and others. Also there was little awareness about make-up products. We had to depend on the person we assisted to learn about products or figure it out on our own. However, I overcame these challenges by using the trial and error method.

Trending right now

Trends keep changing, but the 80s look is in! Winged eyeliner, glitter everywhere including on the lips, and sleek straight hair is back. Lip stains, pastel and burgundy lips are in vogue.

A day in the life of Meghna Butani

I do not like to be someone who has no time to breathe. I do not think it is cool to be busy 24X7, or sleeping for three to four hours. I like to pace out my work, and I do not enjoy film projects as I do not enjoy the process. I am doing one now, but it is for someone who I really like and it does not have a hectic schedule. I make sure that I am not a part of a 9 to 9 schedule that will leave me ill or sleepless! I take on work that I like and with artists whom I like. If I was not make-up artist, well, I would be working in an ad agency. For the future, I do not have a plan in place, but I would love to work on a film unit like the Game of Thrones series.

Message to newcomers

You have to work hard and assist for at least two years to learn the ropes. Try different products and see what works. Do not go blindly picking up brands, try to understand the formulae and texture, and who to use it on. I keep a mix of brands such as, Chanel, Bobbi Brown, Lancome, Armani, Tom Ford, Katvonde, Urban Decay, Benefit and Make Up For Ever. I love Lakmé, Colorbar, and Revlon.

View on the make-up business of India

It is booming! There are new brands in the market, new opportunities, and more women use make-up now than before. It is a great business to get into. 📌

(AVB)



“ I did a hair dressing course from the BBLUNT Academy, and several small courses and seminars on make-up. ”



A silhouette of a woman in a fitness pose, standing against a sunset background. She is wearing a dark, form-fitting outfit and has her hair tied back. Her right arm is extended forward with her palm up, and her left hand is on her hip. The background is a warm, golden sunset with the sun low on the horizon.

COOL SCULPTING

Recommended
by **Expert**

Known to be one of the most preferred non-surgical fat reduction treatment, Cool Sculpting is a fat-freezing non-invasive procedure. *Salon India* speaks exclusively with Dr Chiranjiv Chhabra of Skin Alive Clinics to understand the process and technology used



Researchers have found that fat cells are more receptive, as compared to nerves, to cold temperature. Furthermore, a few incidents have led to the discovery of the fact that fat cells respond more to the cold temperature. For instance, a child who eats popsicles regularly will naturally lose cheek fat, and more likely

than ever to result in dimple formation. Another incident that proves this fact is that women, who did horse riding in cold mountains noticed that their inner thighs were more toned. This incident led the researchers to think and after multiple examinations, the technique of 'Cool Sculpting' was developed.

About: At a time when there are several invasive and non-invasive therapies by which one can lose weight, Cool Sculpting is a game changer. It is known to be one of the most preferred non-surgical fat reduction treatment in the world, and is a fat-freezing non-invasive procedure. This is also the reason for its popularity. It is the only FDA cleared treatment that uses controlled cooling to eliminate stubborn fat, without one making an effort to diet and exercise. Cool Sculpting plays a vital role when we are unable to lose fat from undesired stubborn areas by diet and exercise, both.

Process and technique: The technology delivers precisely controlled cooling to gently and effectively target the fat cells underneath the skin while it leaves the skin unaffected. Through this technique, fat cells die due to the cold temperature. A cold applicator is applied on the region that targets the fat cells and crystallises them, after which, they go through the natural cell death process. Once dead, the body's natural inflammatory system flushes them out, and the process can take up to one to three months. Targeted body areas can be easily contoured - be it the abdomen, double chin, upper arms or love handles.

USP: Adults, who want to get rid of a bulge on the abdomen, flanks, love handles, arms, inner thighs, outer thighs or chin, can opt for the treatment and witness successful results.

Educating your client: Nowadays, people are informed and educated about such treatments and issues. They are open minded about the treatment and visit us for a consultation to understand the procedure, challenges and anything that could be typical for their body type. They want the best for their bodies, and that makes us offer them our best services, while educating them about the entire services and regimes suited for their body. Before the treatment, we conduct an assessment where we analyse their area of concern and suggest the future course of action, along with all the information that is pertinent to them, per se.

Teamed with other treatments: Yes, we can combine Cool Sculpting with other modalities such

as scarlet or cavitation. These are known to further enhance the results and also help a great deal in skin tightening, to ultimately give a toned look.

Sessions required: The number of sessions are decided as per the assessment of the patient's fat content in the body. As is the case with other therapies, some patients need a single session, while others may need to go for three to four sessions. However, in two sessions results are clearly noticeable.

Time taken: The time taken for the procedure depends on the area being treated, and how large or small it is.

Side-effects: Cool Sculpting is a safe and effective weight loss procedure. The safety of the device is also a pre-requisite, as it is built-in sensors. If the sensors detect that the skin is getting too cold, the system will automatically shut down. There are hardly any side effects, but temporarily one may experience numbness, redness or tenderness, which gets resolved within a matter of days or a week.

Pre and post-treatment: The procedure is extremely safe and requires no precautions to be taken. However, the patient should maintain a healthy diet and exercise regime post the session. Under the doctor's supervision, one may take supplements, if there is a dire need for them.

Future of the treatment: In India, we introduced cool sculpting around five years back. We are in a time, when people want to look good and be well shaped. In our country, we lead a sedentary lifestyle, whereas we tend to accumulate a lot of fat on our hips and stomach. As we age, there are changes that take place in the body where fat cells start depositing on stubborn areas, which are difficult to get rid of. This concern urges people to openly accept and adopt the treatment, which makes them lose fat fast, safely and through a non-surgical method, which has visibly good results. It is very promising and India is a potential market. With people becoming more conscious of their health and fitness, Cool Sculpting has a great future. People are aware, well read and open to trying new technologies as long as they are safe and effective. 📌

SOULFLOWER

Forays into Hair and Beauty



Amit Sarma, Managing Director, Soulflower shares with *Salon India* the brand's foray into hair care and beauty

What inspired you to foray into the Hair and Beauty category?

Soulflower as a brand has evolved from my love for nature, and that we can all benefit from nature. Soulflower is not just a products-based company, but a solutions-based brand that addresses the concerns and provides natural solutions in the form of products. We realised that most products available in the market in the hair and skin category were chemical-based. Also, the body and beauty products were either Ayurvedic in nature or were artificially scented, and soaps that were extremely harsh on the skin. Our hope was to make consumers aware about the ill effects of using them, and instead wanted to offer natural and organic options. Our foray into personal care was in anticipation of the need of the customer for quality products that they did not know even existed.

What is Soulflower's USP?

The idea behind Soulflower is to bring delight in people's lives through our natural personal care products. We Indians love aroma in everything, and as a brand, we noticed that it was sorely missing in personal care. We saw an immense opportunity here as people wanted to indulge in it, however, the only option that they had was heading to a spa. We decided at this point to create a range of products, which would give them the feeling of being in a spa, but within the convenience of their homes, and we coined the spa@home. Over the years, we have evolved to broadly cover hair and skin care solutions for the aspiring urban populace. The USP is not just about our products, but the way it brings smiles to the customer. Soulflower believes in designing experiences that address the health and wellness aspects of life, while adding a wow element to it.

There are several players in the beauty and hair category. How do you plan to stay ahead of competition?

A decade and a half ago when Soufflower began its journey, we had the conviction that nature has the answer to our daily personal care issues. We knew that consumers will gradually understand the benefits and value of using an all-natural product versus the chemical induced products. So today, many FMCG players have entered this segment having realised that people are re-orienting their choices towards healthy and better offerings. This trend is working in our favour, as it only reinstates our position as the pioneer in the hair and skin care category. More importantly, our existing customers have experienced the efficacy of our products and are loyal to the brand. We will continue to make products that are based on natural science and have pure ingredients, including essential and carrier oils, as against a majority of chemical-based products that have Sodium Laurel Sulfate (SLS), paraben, and ammonia.

Besides being true to our ideology, we are also reaching out to our customers by expanding our retail presence. We are already available at many of the general trade outlets including local stores, retail outlets and pharmacy stores. What was previously perceived to be as 'aspirational' is today 'need based', and Soufflower is making itself as accessible to its customers as possible.

When you were launching the new range, what were some of the challenges you were up against?

When we first launched our soaps, since they are 100 per cent vegetarian and handmade soaps, they appeared so beautiful they were misunderstood for candles by many. However, it was more of a compliment than a challenge and with the right kind of packaging, customers were able to identify with what it actually was.

What does the product portfolio comprise of?

Broadly, under personal care Soufflower's product portfolio comprises of solutions for skin care, hair care, and aromas. For each

of these, we offer an array of over 200 natural products including soaps, essential oils, carrier oils, massage oils, hair oils, oils for skin, and bath salts.

How many SKUs are there?

We have around 150 SKUs

What is the marketing strategy adopted?

The marketing pivots strongly around clearly communicating the value proposition of our products with the associated efficacy. We work on delighting consumers through experience, which begins right from the product selection stage to after having used it. We also study the behavioural patterns of our consumers based on their star signs, weather data, and more, and suggest appropriate products to them.

How have you priced the products in the new category?

The pricing across all our products including any new introductions are aggressively priced at par with the market. The economies of scale have always helped us in remaining cost competitive and pass the benefit of reduced pricing to the consumer while never compromising on quality standards.

Where all will they be available?

Soufflower products are available at Shoppers Stop, Hypercity, Westside, and One Stop stores, among other modern retail outlets. Besides these, we are gradually penetrating the market locally and

Soufflower products will soon be available at your nearest general retail outlet as well. They are also available across all popular e-commerce sites, along with our own experiential website www.soufflower.biz.

Please tell us about the manufacturing unit.

We have two manufacturing units in Andheri East in Mumbai, and Pondicherry.

There is a demand for 'organic' skin care products. What are the certifications that Soufflower has garnered?

Soufflower is Halal certified, and is compliant to US FDA, India FDA, and PETA.

What is the market size captured by Soufflower?

Since a bulk of our products is sold online, we can confirm a 25 per cent market share in the hair oil category. Also, we are the second in selling volumes at Shoppers Stop, located across India.

What are your plans for the brand in FY2017-18?

We are all set to become a household brand, and in this pursuit, we have begun expanding our market network. We plan to become available through 6,000 local stores, retail outlets and pharmacy stores, which is a first of its kind retail expansion in the segment, in the country. This will mark Soufflower's entry into new regions across India, and we aim to accomplish this goal within this financial year. We are eyeing expansion in the United Kingdom and United Arab Emirates, initially through the online channel. It is our goal that our consumers experience Soufflower at least thrice a day through our products.

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

Skin and hair care are both niche categories in the FMCG personal care segment. There is wide choice of products available, however it is unorganised. Skin care needs solutions that factor in a variety of dynamics such as the weather, the topography, the pollution levels, the types of skin of the user, among others. Many of the products available use chemicals and artificial preservatives that are toxic for the body and health. Interestingly, skin is the largest living organ of our body, but it is grossly neglected by humans and the makers of skin care products in the country. Today, the outlook of the customer is changing, and a significant percentage of people are switching to products that are better for their wellbeing. We see a huge potential in this category with products that are natural, and efficient. 🌿

(AVB)



MARKET WATCH

Skin Care



Hair remover by Astaberry

Astaberry Biosciences, the leading manufacturer of herbal cosmetics has commenced Diamond Hair Remover Crème which removes the unwanted hair growth within 3 minutes and delays hair re-growth. Added with the effectiveness of Diamond extracts, this crème brightens the dull skin and works as an anti aging formula. Moreover, Avocado and Soy Protein oils as active ingredients helps in moisturising while fortifying the skin. Pleasant and sweet perfume in the crème ensures fresh and pleasurable experience. It is available at leading departmental and online stores.

Price: ₹75 for 60gm

Skin lightening lotion by Aroma Leaf

Tanning, Dull and flawed skin has become the talk of every young divas. Excess exposure to harmful UVA/UVB sun rays, dusting and pollution takes away the skin charm and glow. To cure such skin hacks, Aroma Leaf, the leading manufacturer of beauty products has introduced new and effective solution to retain the skin glow longer. Aroma Leaf has instigated Dermaglow Shiner Lotion Bleach which lightens the dark spots while making skin brighter. Added with skin whitening agents as active ingredients, the bleach deeply penetrates into the skin and procures the real glow while improving the skin tone. Aroma Leaf Dermaglow Shiner Lotion Bleach comes with Pre-Bleach Cream which soothes the skin and makes it more applicable to penetrate the benefit of Bleach Lotion. Aroma Leaf Dermaglow Shiner Lotion Bleach is available in a jar of 200 ml along with a Pre-Bleach Cream and Powder Activator of 20 and 50 gm respectively. It is available at leading cosmetic outlets.

Price: ₹300



Anti-pimple face pack by Oshea Herbals

Effect of harsh pollution and dust particle clogs the skin pores and results to acne, pimple and blemished skin. These skin hacks makes skin dull and harsh. To cure the skin from acne, pimple and blemishes, Oshea Herbals has brought Neempure Anti Acne & Pimple Face Pack to meet the requisite of every skin type. Amalgamated with Neem and Aloe vera as an active ingredient, Oshea Neempure Face Pack exfoliates the dull and uneven skin tone. Moreover, antimicrobial and antiseptic formula helps to remove excess oil and impurities while cleansing and refreshing the skin. It is available at all leading cosmetic outlet and major online retailers.

Price: ₹175 for 120gm

Activated charcoal face wash by Beardo

While it is true that an ordinary bar of soap leaves skin parched and rigid, using a cleanser makes much more sense. A face wash is gentle on the skin, but tough on oil and dirt that gets accumulated on the face at the end of a long day. Beardo's newest charcoal face wash targets deep-down impurities to shield against every day build-up like dirt, oil and impurities for a truly deep cleanse. This face wash naturally purifies your skin, draws out and traps more dirt and impurities than a basic face wash. The activated charcoal keeps the skin tingly smooth all day. Devise a great skin care routine starting with this face wash, log on to www.beardo.in or Flipkart, Snapdeal, Amazon and other major online platforms.

Price: ₹250 for 100ml





SPA FOCUS



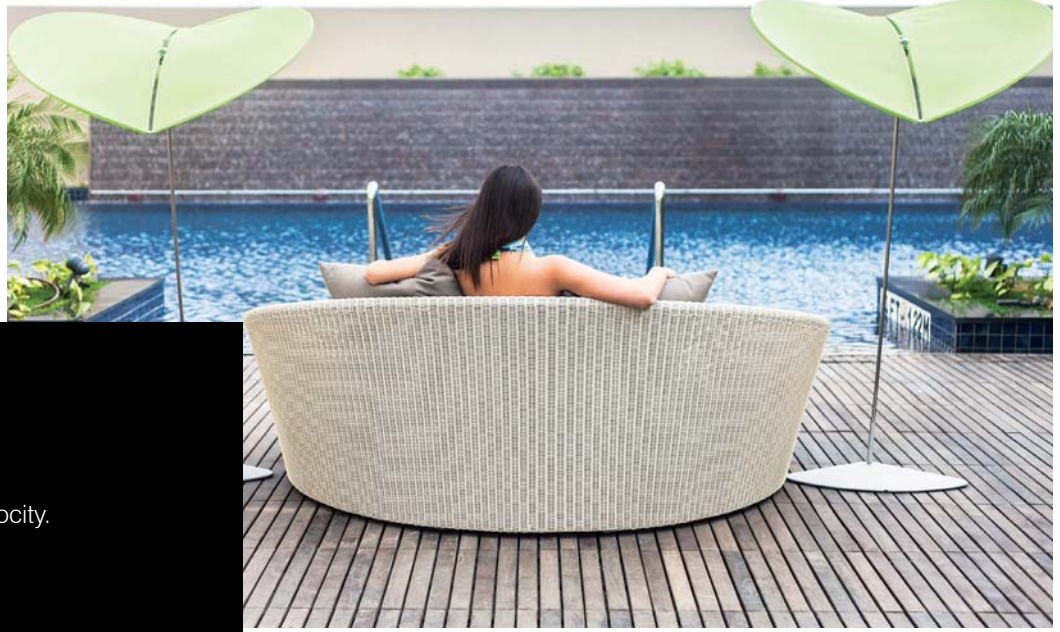
Woo Wellness Spa & Salon

SLEEK CONTEMPORARY DESIGNS

Incorporating the essence of traditional Indian décor amidst modern architecture, the Woo Wellness Spa and Salon, located at the Pullman Hotel Aerocity, provides a visual and experiential extravaganza to clients. On offer are a plethora of innovative therapies along with traditional Ayurvedic forms of wellness

by **Shivpriya Bajpai**





Size of the spa: 16,000 square feet.

Time taken to complete construction: Two years.

Owner of the spa: Pullman & Novotel New Delhi, Aerocity.

Architect and Interior Designer: Meriem Hall.

About the spa: Set against the hustle bustle of mundane life, the vision of Woo Wellness Spa & Salon is to ensure 'tranquility through transcendence' to their clients. The theme of the spa is inspired by the rhythmic style of a 'dancing peacock'. It is an intricate, interwoven story of threads and feathers, between business and leisure, where movement, energy and music create the rhythm of space. Clients can further immerse themselves in an indulgent sojourn that is an experience supported by the four cornerstones of the offered services - hydration, purification, authenticity and anti- stress.

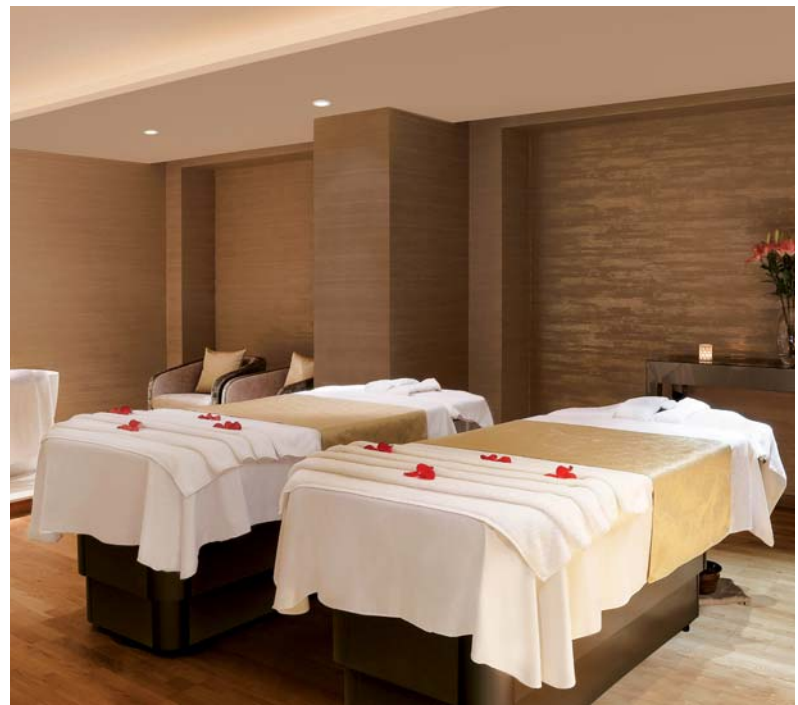
About the treatment rooms: The spa boasts of six single treatment rooms, two couple treatment rooms, two gymnasiums, salon, and an outdoor swimming pool. The rooms are named differently, to complement the offered services. Clients can revel in the bespoke environs of the sprawling space – a luxurious oasis that breathes new life into their emotional, mental and physical state of being.

About the services: The therapies and treatments offered by the spa are carefully curated to ensure a serene escapade for the clients. Ensuring an inclusive service menu, the spa has taken into consideration every aspect of life, leisure, work and temperament. Each product is painstakingly moulded using methods passed down through countless generations, while adhering to the highest standards of purity, authenticity and quality. The clients can start their day with a rejuvenating facial, and then graduate to the massage rituals on the menu that allows to revive from the physical and mental stress. The celebrated and timeless Ayurveda section offers a way of life to reduce stress level, improve sleep and delay the signs of ageing. The meticulously designed body rituals infused with the natural goodness of fresh fruits, vegetables and Indian herbs will exfoliate, purify, and heal the mind, body and soul. The spa offers indigenous handcrafted Ayurvedic products from Forest Essentials. The salon is a friendly and welcoming respite from the daily stress, and offers a variety of specialised and personalised skin care treatments for men and women, such as facials, pedicures, manicures, hairstyling, hair care, bleach, make-up, colouring, and more.

Address: Woo Wellness Spa & Salon, Pullman & Novotel New Delhi Aerocity, Asset No. 2, GMR Hospitality District, Indira Gandhi International Airport, New Delhi-110037, India

Phone: +91 11 46080808/11

Email: h7559-th@accor.com; h7559-th1@accor.com; h7559-th2@accor.com



“Woo Wellness Spa & Salon is a wellness destination where along with the use of traditional massage rituals, innovative therapies, such as vino therapy, mango and pomegranate treatments, and unique fitness options like aqua yoga, are offered. They are in the best interest of our clients. We aim to be one of the go to places in Delhi NCR for self-rejuvenation.”

– CHARU LAL,
Director of Spa, Woo Wellness Spa & Salon,
Pullman New Delhi Aerocity



Spa Manager, Conrad Spa at Conrad Hotel Pune, Dr Darshana Sawale shares her views on the spa and wellness industry in Asia, brand USP, future plans, and more

DR DARSHANA SAWALE

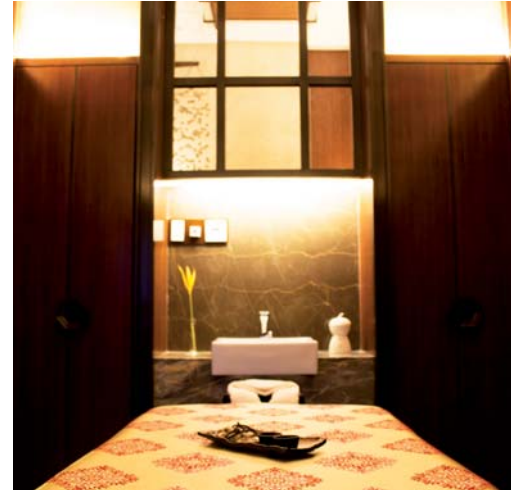
Healing the Mind and Body

Dr Darshana Sawale is a multi-faceted personality. An Ayurvedic physician by profession, she has also completed a Diploma in Yoga Teacher's Training course from Mumbai, specialised in Panch Karma from Trissur, Kerala, and done a course on Spa Treatment Training from ISAS. It does not stop there - she is also a post-graduate in Sanskrit from the University of Pune. The winner of Hotelier India Awards 2014 in the Luxury to Upper Upscale category for Spa and Fitness Person of The Year, prior to joining Conrad Pune, she was the Spa Manager at the Westin Pune, Koregaon Park, where she was responsible for creating innovative methods to increase guest ratio, profit, and even reviewed therapists. Sawale has also been a member

of the Starwood Global Spa Council and represented Starwood Spa in India, globally. Presently, she is the Spa Manager and Department Head at Conrad Pune, and her responsibilities involve customer relations, quality improvement, budget analysis, and staff training.

Source of inspiration

Being a doctor by profession, I have always been interested in wellness. Everyone is so busy that we have no time for ourselves. Spa and wellness is the only solace from a hectic lifestyle. We all need to keep some time aside from our busy schedules and opt for stress relieving therapies and massages. It is a refreshing experience that rejuvenates the mind and heals the body, which results in increased productivity.



USP of the spa

The Conrad Spa uses products from its signature spa brand, Ila, a 'beyond organic' British brand. The highly trained staff provides effective consultation and helps clients to choose the best therapy and treatment for them.

Therapies offered

The Conrad Spa offers over 25 different therapies such as, the Ananda Face Therapy, Balinese Massage, Swedish Massage, Shiatsu, Hot Stone Massage, Lava Shell Massage, Pearl and Jasmine Scrub with Amethyst Wrap, Shirodhara, Abhayanga, Kundalini Back Treatment, Conrad Signature Fusion, Ku Nye Massage, to name a few.

Preferred therapies and massages

There is an increased awareness on the benefits of spa. Presently, spa therapies have gained immense popularity. The Balinese Massage and Lava Shell treatment are the highest selling treatments at Conrad Pune along with Ila signature treatments.

Challenges faced

Getting professional and experienced therapists is one of the main challenges. All the therapists at Conrad Spa have more than four years of spa experience and are certified from the renowned institutes of India. We always do a careful reference check before hiring them.

Meeting competition

The spa menu has been designed carefully to meet the diverse needs of the clients.

Educating clients on wellness

I personally interact with our clients and advise them on the treatments. It is mandatory for every guest visiting the spa to fill in the consultation form. Guests suffering from high blood pressure or diabetes should not opt for Deep Tissue Massage, those suffering from Asthma need special care. If a back pain is very severe due to compressed nerve in the vertebrae, massage would not help much, and the guests have to be made aware of it. I personally take the anatomy and physiology lessons of my therapists to educate them on the functionality of the massages.

Future plans for the spa

We at Conrad, want our spa to be known as a luxurious destination in Pune that is the ultimate answer that relieves stress. I am working towards creating various wellness programmes to make this vision successful.

Views on the wellness industry

Asia-Pacific has the largest number of spas among all regions, and it has witnessed an increase in spa revenue since 2013. Asia's spa industry has experienced steady growth, driven by ongoing hotel and resort developments in popular destinations, as well as new businesses and chains that cater to mid-income consumers, especially in tier II and III cities of China and India. All across the Asia-Pacific region, spa visits are no longer viewed as a luxurious indulgence, but as a necessity for overall wellbeing. As more and more people want to relieve stress and chronic pain, the business and professional class, both males and females, are opting for treatments that will help them maintain vitality and a youthful appearance. 📍

SPA SOLACE Lucrative Offers

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



Kizhi Swedana, Four Seasons Spa, Four Seasons Hotel, Mumbai

This signature experience combines traditional Indian healing, with Western massage techniques for a truly therapeutic experience. Ayurvedic herbal poultices known as Kizhi are dipped into warm camphor-infused oil and then applied to the back, relieving muscle tension and enhancing relaxation.

Duration: 90 minutes

Price: ₹8,000 + taxes

Purify Touch, Angsana Spa, Bangalore

This treatment is ideal for those looking to detox. It starts with a warm ginger body polish that deeply cleanses the skin, exfoliates dead skin and enhances blood circulation. The scrub is followed by a mud mask that removes impurities and helps to rejuvenate the skin. The treatment is finally concluded with a body massage of choice in which the key pressure points are focused to relax the sore muscles and calm the senses.

Duration: 120 minutes

Price: ₹4,200 + taxes

Green Tea Polisher, Vilasa Spa by Tattva at Aloha on The Ganges, Rishikesh

Tattva Spa specialises in preparing beauty elixirs for healthy body and mind. Made from unique herbal combinations, the best tonics help in rejuvenating the body. The healing properties let you feel energised and healthy. Green tea leaves freshly plucked and crushed, are made for the therapy. The green tea is enriched with antioxidants known as Catechin Polyphenols, which help in reversing the ageing process and gives that dewy glow to the skin.

Duration: 60 minutes

Price: ₹2,899 + taxes

Prithvi Mrit, Jiva Spa, Vivanta by Taj, Gurgaon

This rich detoxifying and firming wrap is an experience in itself. It is made from a spectacular variety of 22 exotic Indian herbs and clay which cleanses the skin and makes it radiant. Suitable for all skin types, this particular therapy relies on the therapeutic properties of the ingredients to help you emerge with a healthy and youthful glow.

Duration: 45 minutes

Price: ₹3,000 + tax

For more such lucrative offers and schemes, log on to www.indiasalon.in

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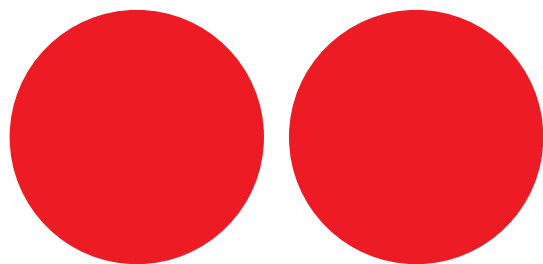
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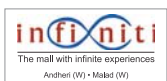
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GAL GADOT

“I hate make-up”

With *Wonder Woman*, Gal Gadot has claimed her spot in the action hero hall of fame. The former dancer and fitness instructor was an obvious choice for the physically demanding role of Wonder Woman. *Salon India* speaks to her about her fitness and beauty regime

by **Aarti Kapur Singh**

After being crowned Miss Israel in 2004, Gal Gadot carried out her mandatory military service with the Israeli Defense Force. Her experience as a combat trainer at 18 helped in preparing her for the physically demanding role as Wonder Woman. Commenting on how she feels to be the face of Wonder Woman, she says, “I feel like I have been given such a huge opportunity to show the strong, beautiful side of women.”

“Skin care comes first”

“I follow my skin care procedure strictly and have cleansing, moisturising and drinking plenty of water as the pillars. One of my best beauty tricks is to mix foundation with cream for a nice, moist finish. I always wear lip balm and carry a spray bottle with water from Evian or La Roche-Posay. When my make-up looks dry, I give my face a shower. I drink tons of water because I get dehydrated when I travel, and also freshly squeezed orange juice because the Vitamin C is really good for your body. I try to be outdoors as much as I can to get my serotonin levels up. I always pack the creams Gisele, my aesthetician in Tel Aviv, mixes for me. I also bring La Mer Cleansing Oil, because it does not dry out my skin.”

“I am not too fond of make-up”

“Make-up was the toughest part of our profession. The only thing I have grown to like is red lipstick, so it is either MAC Diva or Gucci Iconic Red. And that is it. In my make-up bag, you will find Careline mascara, which is Israeli and really good, and a blush.”

“I love pampering my hair”

“I am quite happy with and proud of my hair. So I try not to dye or go for heat treatments. I use Kérastase ampoules day and night, especially

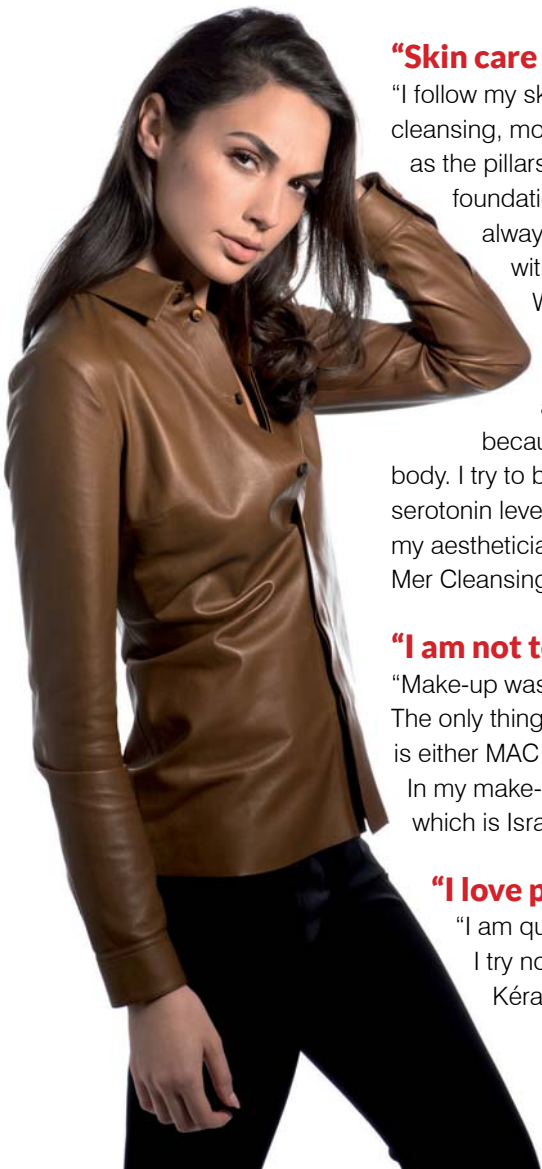
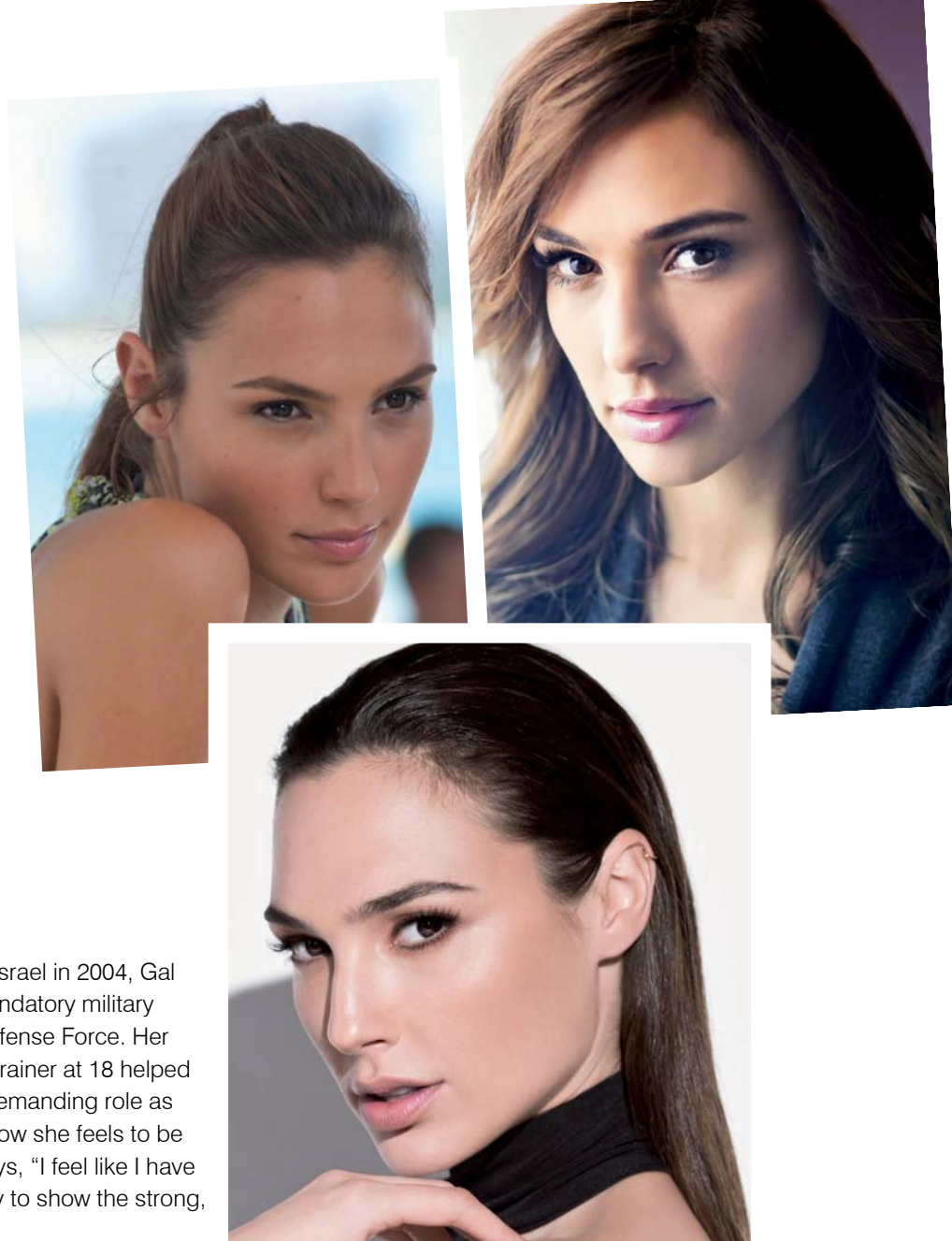
when I travel and they make the roots stronger. People keep telling me: Do not wash your hair every day, it is not good for you. But I wash my hair every day, but I let it dry naturally.”

“Work out a lot”

“I prefer CrossFit and TRX, but during the summer, I love to paddleboard. I eat healthy but forbid nothing. My mom is a gymnastics teacher, so I grew up playing sports. I was a dancer for 12 years and I played basketball, volleyball and dodgeball. Now, I try to work out at least three times a week, at least one hour each time, and do different things, like TRX or Pilates. If I am staying in a cold country or there happens to be no gym, I exercise in my room. If I am by the ocean, I swim. I love to paddleboard, as it keeps you in shape and is meditative. The meaning of my name in Hebrew is wave, so I am into anything that has to do with the sea.”

“A perfume always impresses”

“Scent gives you a stronger presence, and for me, it is like a second skin. It makes the first impression. Before you even say hello, people can smell it. Fragrance is deeply personal – the scent of the ocean and my babies are amongst my favorite smells. My favourite perfume is Bamboo by Gucci. The mix between the feminine and powerful fragrance notes - makes for an unforgettable scent.”



QUIZ TIME

SCORE ON HAIR

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

1) This Mumbai-based independent hairstylist,..... has planted his foot firmly in the Bollywood industry.

- a) Ribu Dewan
- b) Rikhil Asrani
- c) Santino Tamang
- d) Sanky Evrus



2) Siraj Muneer, Senior Hairstylist at is a true inspiration for newcomers and enjoys experimenting.

- a) Cut & Style Salon, Janakpuri
- b) Affinity Salon, Noida
- c) Geetanjali Salon, Delhi
- d) Looks Salon, Gurgaon



3) presents French Browns with their brand ambassador, twinkle Khanna.

- a) MATRIX
- b) L'Oréal Professionnel
- c) Kérastase
- d) Moroccan Oil



4) Ace Salon & Spa, a niche brand targeting the luxury segment in hair and beauty, launched a new branch in

- a) Bangalore
- b) Mumbai
- c) Chennai
- d) Delhi



5) is the proud winner of the North East hairdresser of The Year 2016 at the BHA

- a) Ross Charles
- b) Chrystofer Benson
- c) Trevor Sorbie
- d) Bill Watson



COFFEE BREAK

Send in your responses to:

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

QUIZ TIME:

Enter the matching letter

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

.....
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Profession

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WIN! WIN!



HURRY!

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

Send in your answers

NOW!!!

CHENNAI

Kolors Beauty and Wellness Academy



Launched in 2014 by D Vijaya Krishna, the Kolors Beauty and Wellness Academy is spread across 4,300 square feet and is one of the best facilities in beauty academies with a state-of-the-art training modules. According to Krishna, the Indian beauty and wellness industry is expected to grow at a CAGR of 12 per cent in the next five years to achieve ₹1,500 billion turnover by 2019-20. However, Krishna also feels India has a major skill gap, which needs to be filled to meet the projected statistics. This premise further inspired him to launch the academy and provide world-class training. The academy is presently operational in Tamil Nadu, Andhra Pradesh, Telangana, and Karnataka.

Commenting on future plans, Krishna says, "Kolors Beauty and Wellness Academy aims to provide quality training in beauty and wellness using the latest methods and techniques. The academy visualises itself to expand its services to young India targeting passionate people to stand as leaders in beauty and wellness training. Apart from offering a wide range of courses, Kolors is also helping people become partners in affiliation with the Nations Skill Development Corporation (NSDC) programmes such as, Pradhan Mantri Kaushal Vikas Yojana, National Skill Development Corporation and National Urban Livelihood Mission. We are also extending support to those who fall in 'below the poverty line' category by providing free training. We want to nurture their raw talent and turn them into future beauty professionals."

► Courses

The academy offers courses that are designed to meet international standards. Professionally skilled faculty emphasize on hands-on practice sessions to ensure students are exposed to real life scenarios, as well. The students are trained on

specific skills, behaviour and personality development, as well as salon and parlour management, and more. Here are some of the most popular ones:

Basic Parlour Services: This is a two-week course on skin care, hair therapy, and nail services.

Advanced Beauty Course: This is a six-week course that gives in-depth training on machine treatments along with knowledge of beauty products, and problems related to skin and beauty.

Personal Grooming Course: This is a short term two-day training on self-grooming, basic hairstyles, skin care regime, and nail care.

Make-up Course: This is a two to four week course that covers basic and advanced training in make-up, in-depth understanding of various high-end make-up techniques and brands.

Clinical Cosmetology: This is a 12-week course on different clinical services such as, peels, abrasions, advanced machine treatments, among others, to assist dermatologists.

Body Therapy: This is a three-week training on various spa-related services, including, aromatic treatments, basic to advanced body therapies, like, Swedish Massage, Lava Shells, Balinese Massage, Hot Stone Treatment, and more.

► Certification

The academy has its own certification along with other recognised certifications. It offers 100 per cent placement on the completion of a course.

► Eligibility criteria

Passion to learn and excel is the only eligibility criteria.

► Fee range

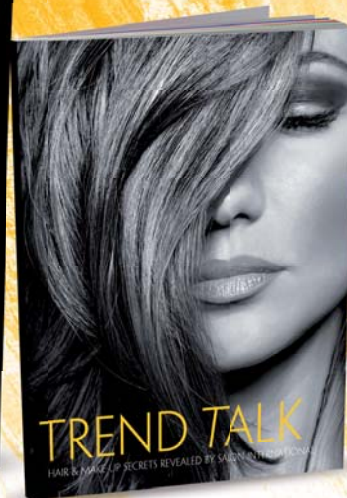
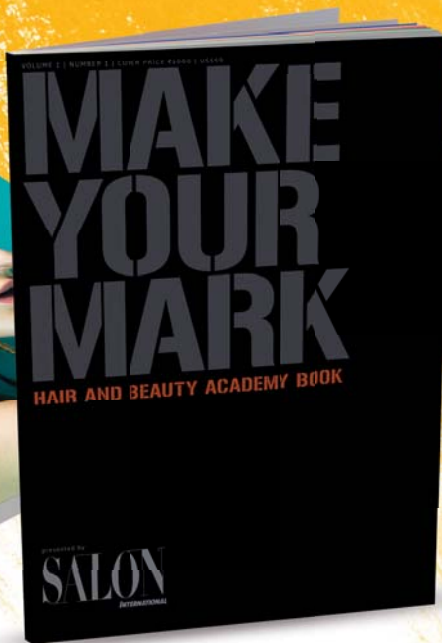
₹10,000 to ₹5,00,000 depending upon the course opted for. 📍



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LE MERAVIGLIE

STEP 1: 2: 3:

Create three pony tails starting from the forehead till the nape.

STEP 4:

Separate a part from the first lock and build a small bend on the forehead.

STEP 5:

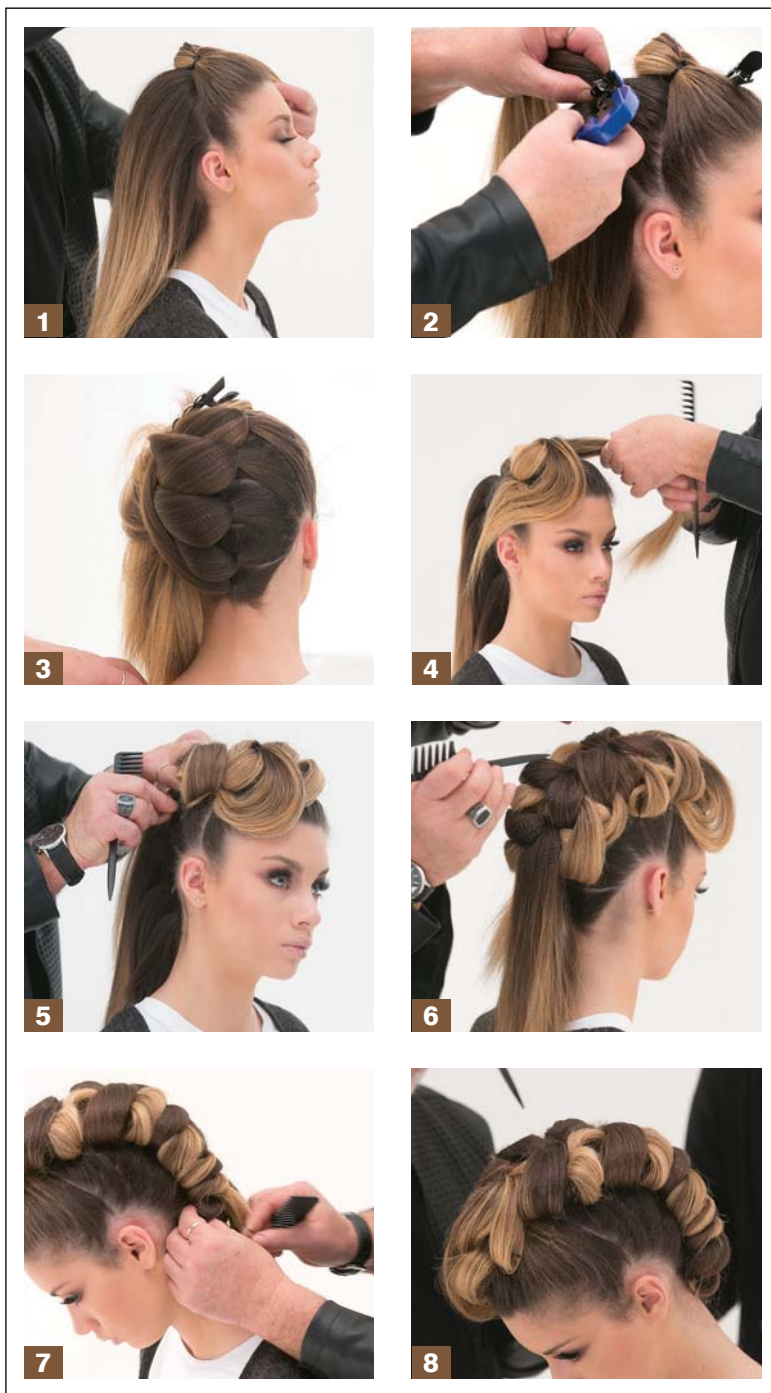
Roll and fix the lock with hairpins.

STEP 6:

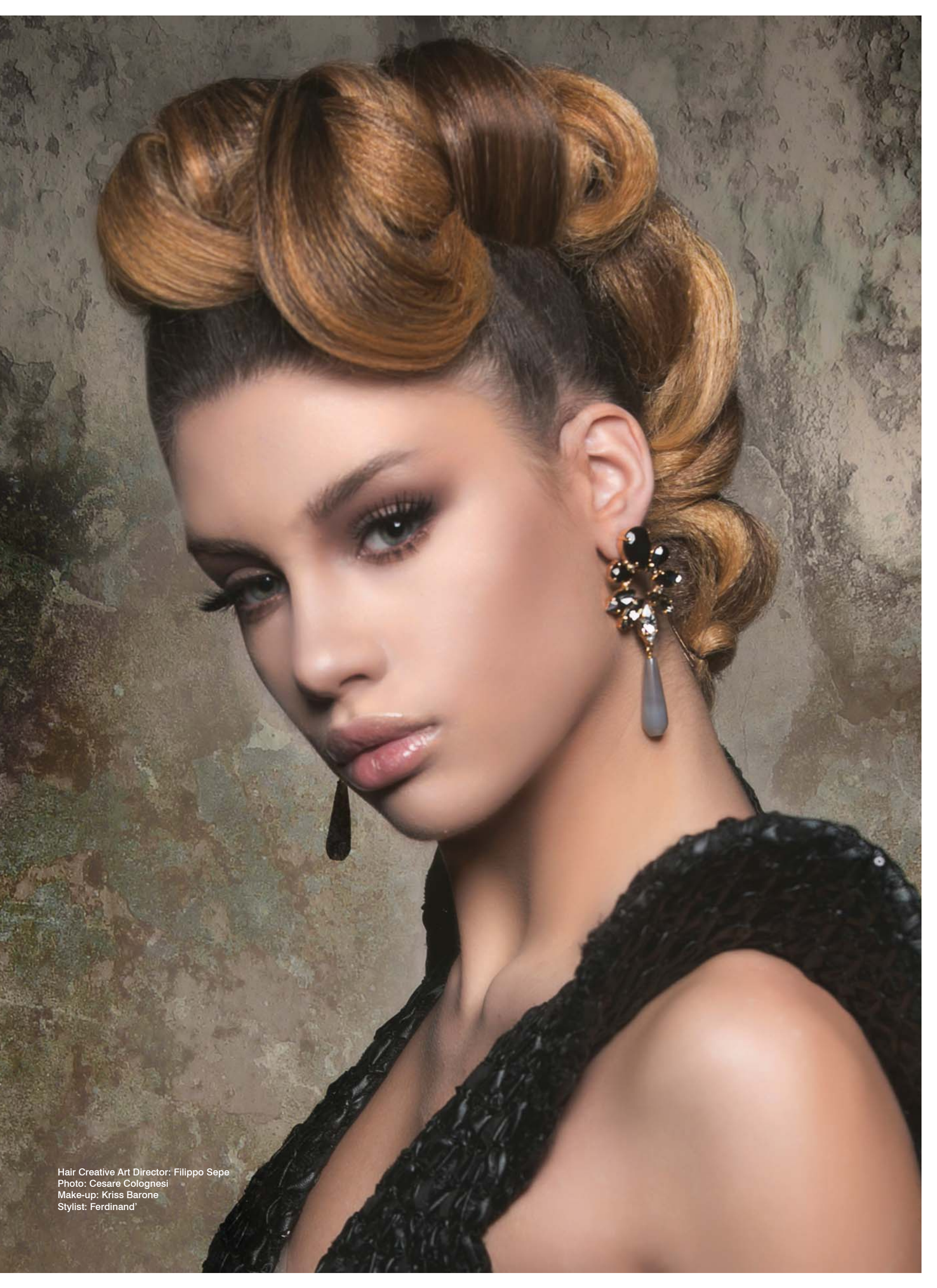
Proceed in the same way on the other side.

STEP 7: 8:

Proceed in the same way till the nape.



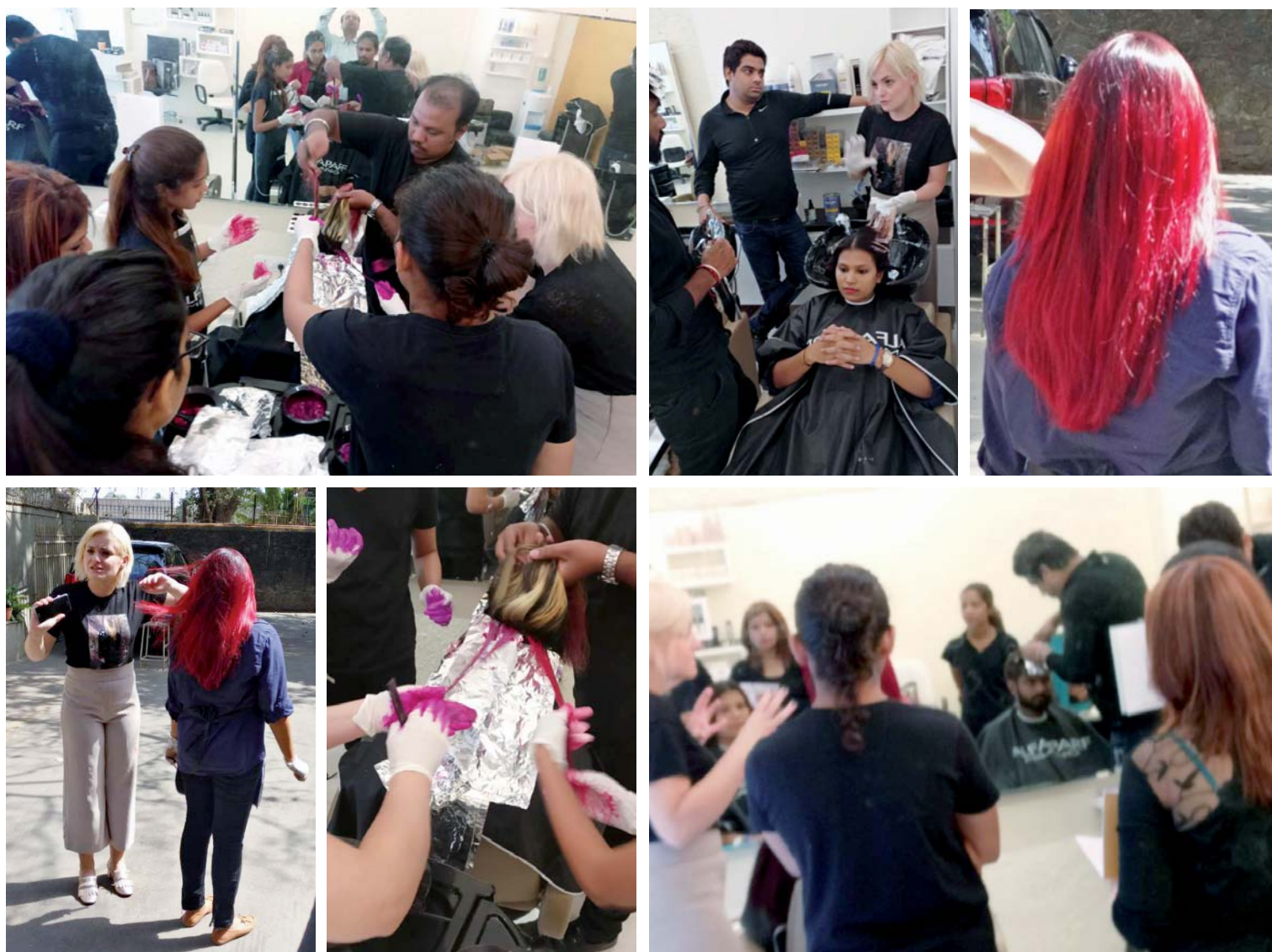
a cura di Patrizia Tavasani



Hair Creative Art Director: Filippo Sepe
Photo: Cesare Colognesi
Make-up: Kriss Barone
Stylist: Ferdinand'

Training the Trainers

New Age Colouring with Marijana Svetec



Inocorp Marketing Private Limited stays true to its commitment towards Education and Training and recently presented Marijana Svetec to train on Alfaparf Milano colours. With a focus on New Age Colouring, it was a four-day session organised for Regional and Area Technical Trainers. It was conducted to bring into focus the results that Alfaparf Milano has achieved in the year.

Happy with the training, Vivek Jain, Head – Brands at Inocorp Marketing Private Limited said, “This training was planned at a time when the performance and concerns were to be shared with the international teams. Additionally, we also wanted the Indian team to be geared up with the launches planned for the year.”

On the first day, all the products were first introduced to the senses – smell, see, feel and test. The discussion revolved around the technology with in-depth knowledge on ingredients, mixing ratios and formulae. It threw light on how it works on the hair along with different ways to use the same product.

On the second day, all the products were brought to life. From trying the different shades of hair colours and experimenting with

varied mixing ratios, in the session it was explained how hair colours react when in contact with variants like water, masks, and other treatments. Later in the day, Evolution of Colors was discussed to understand the product better and how it works on different hair types.

On the third day, the focus was on mixing two hair colours together to see how each boosts the tones of other colour. Live model were brought in and multiple hair looks were created. While the results were positive, there was a discussion on ammonia and its benefits along with its harsh effects on the hair.

On the final day, a few clients and associate partners were invited for the session. The focus was to show them the results of the four day session and help them with their concerns, if any. A small theory session was followed by a practical on various hair products.

On the training, the Regional and Area Technical Trainers said, “We loved to be trained by Marijana. She understood our mental blocks and it helped us understand the products from a different vision. It was different, enlightening and interesting.”

WHAT: Educational seminar

WHEN: 29th May to 1st June

WHERE: Alfaparf Milano Academy, Lower Parel, Mumbai



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An ode to the students by Aashmeen Munjaal

Presented and conceptualised by Aashmeen Munjaal, the renowned Makeover Expert and Director of Star Salon n' Academy, the 'Magic in Aqua & Amber' highlighted the advantage of waterproof makeovers and experimental hairstyles for this season. The beauty event was a dream-come-true for emerging make-up experts, who eagerly demonstrated their skills. As a pioneer in the field of makeovers, Munjaal left no stone unturned to make this event memorable for the participants and the audience. The unique category of Aquamber Makeover gave a platform to upcoming make-up artists, who were willing to experiment with monsoon make-up. This show gave an opportunity to the burgeoning section of make-up artists and the current experts to exhibit their work and skill under one roof.

The guests of honour included Amanpreet Wahi, Amit Talwar, Vesna Jacob, Bharat Reshma, Nikita Khattar, Sanjana Jon, Preeti Ghai, Alma Ranchal, amongst others. The evening concluded with a convocation ceremony, and the students were awarded degrees for their specific courses, which they had pursued at the Star Academy.



WHAT: Make-up and hair show **WHEN:** 30th June **WHERE:** The Kila, Mehrauli, Delhi

Mojo Salon celebrates first anniversary



Schwarzkopf Professional India hosted a hair experiential at Mojo Salon to celebrate the salon's first anniversary. The salon in association with Schwarzkopf Professional had invited their premium clients and offered them a complimentary hair makeover that included a cut, hair treatment, hair colour and styling.

Nandita Ajaonkar, Owner, Mojo Salon, said, "I have been working with Schwarzkopf Professional for many years and am glad to be associated with them once again. We celebrated our first anniversary at the salon where we hosted an interactive event with Schwarzkopf Professional and offered our customers complimentary hair services. The Schwarzkopf Professional team is very sound with technology and trends and have helped us grow and be in sync with the industry." 📌

WHAT: First anniversary celebration **WHEN:** 31st May **WHERE:** Mojo Salon, Baner Road, Pune

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