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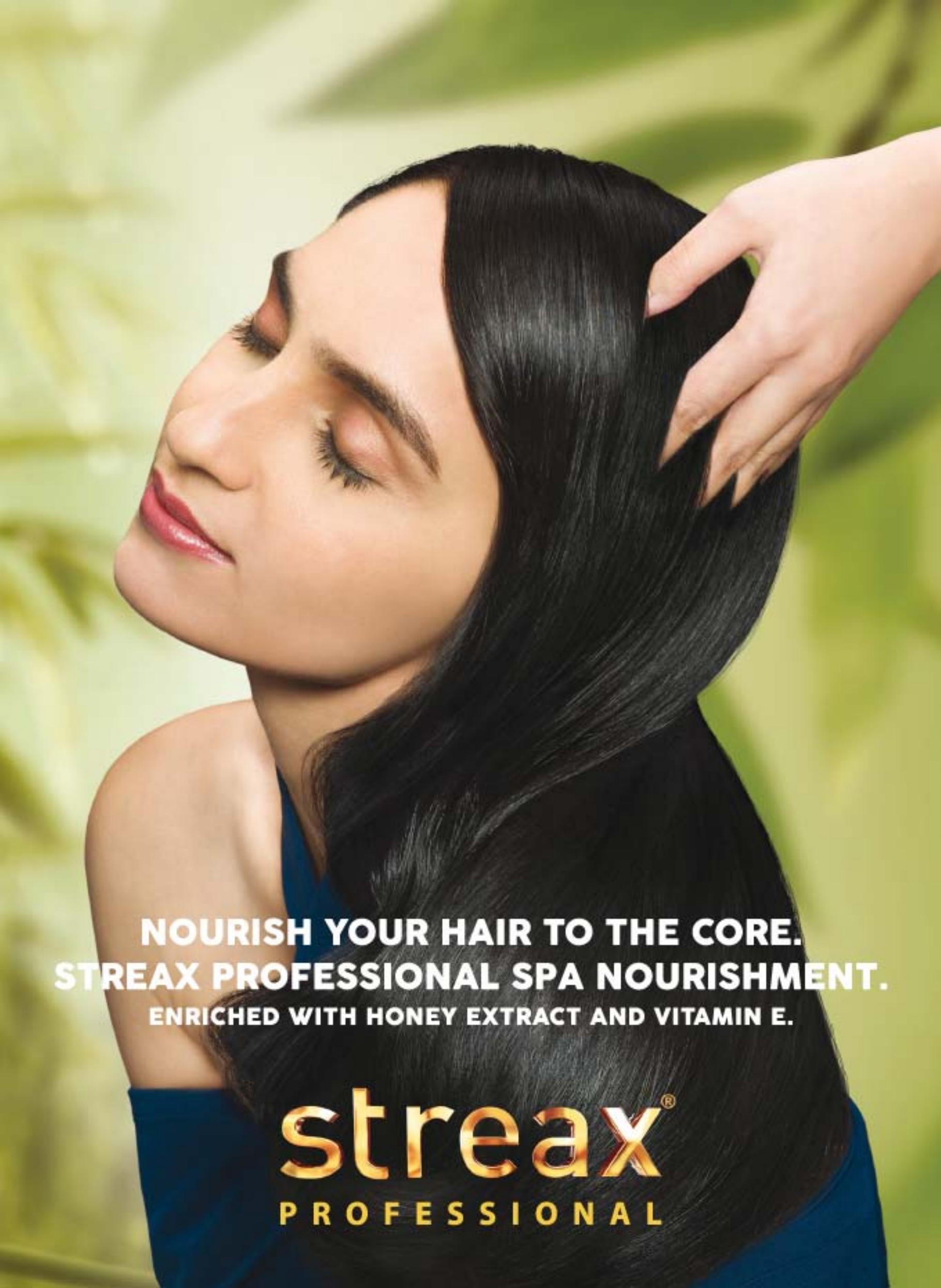
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August. The eighth month in the Gregorian calendar, fills each one of us with anticipation and optimism. Of wanting to get things done and having them moving. Of reaching the fag end of the year feeling we have done the job well and the numbers have been cinched. Incidentally, there are many films and songs that have used the name in their titles. *English August*, *The Teahouse of the August Moon*, *Rhapsody in August*, and so on; Neil Diamond's performance, *Hot August Night*, at the Madison Square was a testament, as well. What's more – we celebrate our Independence Day, too, in this very month!

You must be wondering where this is going, so let me share with you one more special connecting trivia about August. The phrase 'in August company' applies to this issue's cover story on Customer Service and its relevance in the beauty and wellness industry. Translated it means that we, as stakeholders, need to be mindful of our customer, and bestow care and respect on them before and after the service, maintain their visit records, pamper them enough with quality care and service that they remain loyal always. Industry experts such as Shahnaz Husain, J Tara Herron, Spa Director at the Imperial Spa and Salon, Sanzeev Bhatia, General Manager, Metropolitan Hotel, Vishakh Narendran, Director Marketing, Sanghvi Brands, among others, share words of wisdom on exemplary Customer Service.

In the Hair section, we interview international celebrity hairstylist, Pauline Heap-Williams, who owns salons in Wales and has bagged several prestigious awards, and is also a member of British Hairstyling Team. She shares with us her journey and her plans for the future. We also feature the master of hairdressing, Eugene Souleiman, Global Creative Director of Care and Styling with Wella Professionals. At the NYFW, he created some of the most inspiring and creative hairstyles for designers Jeremy Scott, Thom Browne and Ellery. We present to you a breakdown of the looks, techniques and products used. On the homefront, we meet Amit Yashwant, who has recently launched his own salon and is the personal hairstylist to stars in Bollywood.

In the Beauty section, we meet up with Manpreet Sohal, Hair Educator with the A N John Academy in Kolkata and Director at Shadows n Blush. She shares with us her initiation into the make-up business, views on the importance of education, and more. Irfan Memon, Director of the 30 year old skin care brand, Olivia, shares his success story. In the Spa section, The Spa at the Palazzo Versace Dubai is luxury redefined. The architecture and layout of the spa is based on the neoclassical lines and the high end materials used, reiterate the fact that no stone has been left unturned by the architect. Dr Manisha Rakesh Hadke, Spa Manager at U Santé Spa at U Tropicana Alibaug, reveals the secret of a spa's success.

So, pick up a copy of *Salon International-India* to know where India's beauty and wellness industry is heading. We love to share knowledge with our readers, and appreciate our 'August company'!

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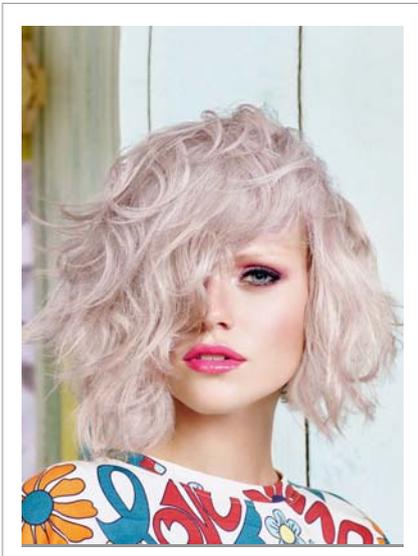
LONDON
FASHION
WEEK



Brilliant Blonde

All Year Round





Hair: Luc Pesant Paris, France, International Technical Manager
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 Photo: Jonas Bresnan

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- 44-52 **In focus** In the salon and spa business per se, Customer Service plays a critical role, as it adds immense value to your business and builds lasting relationships. It takes on a new meaning, in the beauty and wellness space, because of the personal nature of services offered. We speak with industry experts and present their views on steps taken, scope of improvement, challenges faced, and more in the Customer Service area
- 55-64 **Beauty** Hair Educator at A N John, Kolkata and Director of Shadown n Blush, Manpreet Sohal, aims to present well trained make-up professionals to the industry; Irfan Memon, Director, Olivia, shares the brand's USP and business strategy; Acclaimed dermatologist, Dr Kiran Lohia, gives an insight into the Korean skin care market; Sharon Kwek, Senior Innovation and Insights Analyst, Beauty and Personal Care at Mintel, shares her views on the Asia-Pacific market for anti-pollution skin care products; Product launches in skin care and make-up
- 65-70 **Spa focus** The Spa at Palazzo Versace Dubai is a Neoclassical masterpiece with subtle traces of Arabian architecture and provides an astounding selection of treatments using high end luxury brands from across the world; Spa Manager, U Santé Spa at U Tropicana Alibaug, Dr Manisha Rakesh Hadke shares her views on the spa and wellness industry in Asia, brand's USP, future plans, and more; Lucrative spa packages
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/// NATIONAL ///



/// Intercoiffure Mondial India at 22nd ICD World Congress in Japan ///

After a string of eventful and successive years, it was all praise for ICD India at the 22nd ICD World Congress held in May in Osaka/Kyoto. The first felicitation was when ICD India was awarded with the 'Best Section' amongst its peers for the last 10 years at the congress. Dr Blossom Kochhar was bestowed with the prestigious 'Knight Award' for her contribution to the world of beauty and hair, as well as her continued efforts towards strengthening ICD India's position at the international level. Samantha Kochhar was also announced as the Ambassador EFL-India at the congress. Dr Kochhar was declared Vice-President Oceania Region by Klaus Peter Ochs at the congress. ICD India member Richa Agarwal was applauded with the 'Highly Commended Award' at the congress.



/// O2 Spa expands in Chennai ///

O2 Spa continued its aggressive expansion by announcing the launch of two new facilities at prime locations in Chennai. A recent investment of \$15 million was made for the Indian market in order to grow to 200 outlets across 30 cities from the current 100 in 24 cities. The announcements of the new facilities today are a part of this phase of investment. The new facilities located in Express Avenue Mall at Club House Road, Royapettah and at Novotel Hotel, will look to serve the commercial belt and residential blocks surrounding areas. Commenting on the launch, Ritesh Mastipuram, Founder and Managing Director – O2 Spa said, "We have seen tremendous opportunity in Chennai as a market and are excited to serve the needs and requirements of this city. We are excited to be leading the game changing dynamics and look at bringing about a wellness revolution."



/// MyDermacy - India's first aesthetic App ///

MyDermacy, India's first and only platform dedicated to online consultations with qualified dermatologists, introduces their latest offering called BeYouPlus, an application available on all Android and iOS devices. After receiving their second round of funding from Cyber Carrier, a Chinese Venture Capital Fund, BeYouPlus allows people to discover and buy treatments that have been standardised to ensure the highest quality of services, using the best technologies available globally at a transparent pricing model. Services include Laser Treatments for Permanent Hair Reduction, Acne Scar Reduction, Hair Regrowth Treatments, Sun Tan Removal, Rejuvenation, and Hair Transplants, besides others, and are available at selected co-branded clinics across Delhi NCR.

/// The Tree of Life Resort & Spa to be launched in Varanasi ///



The Tree of Life Resorts and Hotels are all set to expand in Varanasi with the launch of The Tree of Life Resort & Spa - the latest luxury addition to the brand's chain of hotels and resorts. It is conveniently located halfway between the airport and the city and connected to Sarnath via the new Ring Road. The 18 Junior Suites set in two acres of serene land provide the much needed solace. The brand boasts of a collection of boutique experiences and each of their properties are set in calm and serene handpicked locations, away from the hustle and bustle of city life. The 'Tree of Life' stands for space and privacy, coupled with personalised services. The resort and spa will continue to provide clients with personal, friendly and refined services at their latest venture in Varanasi.



/// Smashbox Cosmetics launches in India ///

Los Angeles-based cosmetic brand, Smashbox Cosmetics has made its India debut. Davis Factor, Founder, Smashbox is excited to bring the experience of his make-up brand to India and said, "Namaste India! I am so excited for you to experience everything Smashbox is about - energetic, trendy, creative and colour obsessed. From LA to Mumbai, lets get this colour story started." Adding to brand's philosophy, Factor said, "The brand believes make-up should bring people together and is an amazing and accessible creative outlet for everyone. It punctuates individuality. It makes us see ourselves in new ways every day. That is why we do what we do and we love it too." The brand is available in Sephora outlets in Mumbai and Delhi.

/// INTERNATIONAL ///

/// The first edition of Cosmoprof India to be in Mumbai ///



The international network of Cosmoprof Worldwide Bologna is on a roll post celebrations of its 50th anniversary in March. Cosmoprof Worldwide Bologna with its spin-off events Cosmoprof Asia in Hong Kong and Cosmoprof North America in Las Vegas reinforces its role as B2B leading format for the business development of the beauty sector. More than 340,000 professionals and 6,000 companies in the world take part in all the three events. Among the new initiatives for 2018, Bologna Fiere Group has announced the first edition of Cosmoprof India, to be held on 10th and 11th September, 2018, at the Sahara Star Hotel in Mumbai. The exhibition will be organised by Cosmoprof Asia Limited, a joint venture between Bologna Fiere and UBM. The Indian beauty market is constantly evolving, with an annual growth which remains regularly in double figures. Cosmoprof India will be a new opportunity for visibility and economic development for companies focused on finished products, especially on skin care, body care and hair care.



/// Moroccanoil appoints Bryce Scarlett as their Celebrity Hairstylist ///

Bryce Scarlett has been appointed the newest Moroccanoil celebrity hairstylist. With a loyal client base that includes Gigi Hadid, Margot Robbie, Brie Larson, Naomi Watts, Natalie Portman, Michelle Williams and Lily Aldridge, among others, Scarlett brings a fresh, modern aesthetic to the red carpet looks he creates. Carmen Tal, Co-founder, Moroccanoil, said, "Scarlett is one of the most talented, dynamic forces in hairstyling today. His magnetic personality and unique approach to styling is of great inspiration and we are thrilled to have him join the Moroccanoil family." Commenting on this association, Scarlett said, "I am proud to partner with the iconic brand and Argan oil innovator, Moroccanoil, and look forward to collaborating together on celebrity looks, seasonal trends and unique opportunities to inspire women." Scarlett will turn to Moroccanoil hair products for his celebrity hairstyling needs as well as lend his expertise for trend forecasting and content creation.



/// UK to ban microbeads in cosmetics ///

The UK Government is all set to ban the sale and manufacture of microbeads in cosmetics and personal care products from 2018 in an effort to tackle tonnes of plastic waste dumped in the ocean which are huge threat to marine wildlife. Sharing his views, Michael Gove, Environmental Secretary, said, "Eight million tonnes of plastic are discarded into the world's oceans each year, putting marine wildlife under serious threat. Last year, the Government launched a consultation on banning microbeads in cosmetics and personal care products, which have such a devastating effect on marine life. We are responding to that consultation today and we will introduce legislation to implement that ban later this year."

Architectural Concepts

Adlib Salon / Mumbai

Designed over 450 square feet, Adlib Salon was launched by eminent hairstylist, Ramesh Sharma in June, who wanted to provide a unique and customised experience for his clients. The salon boasts of plush and comfortable interiors. Commenting on it, Sharma says, "The salon aims to offer a complete beauty experience, so we do not operate in sections or rooms. For instance, our Nail Bar is right across the



Style Bar, where a team of trained artists work on providing the best hair treatment and looks for our clients. We have a separate space for foot reflexology, as well.



We also have walled off areas for services such as, body spa, daily grooming services, and more."

On the salon's USP, he says, "The motto of the brand, 'Change Yourself' is only achievable through ultimate client satisfaction provided by our team of qualified professionals, who cater to the various aspects of beauty and wellness experience." On the future plans, he says, "While our long-term plans are about creating a legacy that is defined by our clients, for the next six months, our focus is on spreading the word and building a strong client base."

Colour combination:
Black, white and red

Products used:
L'Oréal Professionnel for hair; Rémy Laure for skin; Ivi and Glam for nails; Anita's Aromatics for manicure-pedicure

Lighting:
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Flooring:
Italian marble

Architect:
Ramesh Sharma



Owner:
Ramesh Sharma

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Products to expect:
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Lights:
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Flooring:
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Architect:
Arch Lab, Chandigarh

Homegrown bespoke Ayurvedic beauty brand Just Herbs, has entered the retail space with the launch of its first company-owned outlet. Designed over 300 square feet, the store follows the small-format retail concept and is envisaged to be an



experiential zone in line with the brand's omni-channel strategy. The store reflects the dominant colours of white and gold to convey the elegance, luxury and purity that the brand stands for. As per the brand ethos, eco-friendly materials such as marble, glass and wood have been used in the store's interiors. It is well equipped with skin care, hair care, bath and body, and gift sections.



Commenting on the store, Arush Chopra, CEO, Just Herbs, says, "Initially, we adopted a lean start-up strategy and entered the market as an online-first venture through our e-store. The client response has been phenomenal owing to the fact that we are one of the few natural skin care brands whose products are safe as well as effective. However, omni-channel is the way forward and that is why we have decided to venture into the offline retail space, as well. Basis the client response to our store, we plan to launch at least three to four stores annually so as to gradually expand our offline reach in all major cities of India." 📍

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PAULINE HEAP-WILLIAMS Multifaceted Talent

Owner of Phoenix Hair & Make Up in Abergele, Wales, Pauline Heap-Williams' career took her into working in television and competing nationally and internationally as a member of the British Hairstyling Team. She shares her journey with *Salon India*

by **Aradhana V Bhatnagar**

How did it all begin?

I have grown up in the hairdressing industry as my parents owned a salon. I was 9 years old when they bought it and my older sister, Jacky, also joined as a stylist. Hence, to take the legacy forward, I have done courses in Hairdressing, Advanced Hairdressing as it was called then, Salon Management, and Make-up artistry from the Llandrillo College, which is our nearest collage. Apart from that have also studied Introduction to Teaching from the Wrexham College, Theatrical and Media make-up, and a Post Graduate Certificate in Education, which means I can teach 16 year olds and over in a college; Deeside College IOSH, which is an intensive health and safety certificate on how to do risk assessments. I have done many courses with L'Oreal on colouring and cutting, and the core programme of 365 Day Hairdressing twice, which is a business degree.



In my professional life, I have had several mentors! The first was Jacky, who taught me the basic hairdressing skills. Later on when I got in to the British Hairdressing team, Frank and Liz Shipton, and Mark Coray, Mark Hill, and Stephen Way. They shared their knowledge and have been an inspiration to me to this day. I am known for dressing hair and photographic make-up.

What were the challenges you were up against?

When I was in the British Hairdressing team, I had to travel extensively for training sessions. I used to leave home at 6.30 on a Sunday morning and either drove to Bristol or took a train to London to be at work at 10 am. Also fitting in the training sessions during the week with my model was a big challenge. Many weekends were taken up competing nationally or internationally. This included Mondial Coiffure Paris in France, Golden Tulip Utrecht in Holland, and Seoul in Korea. It was tough training for these competitions and you do have to be totally dedicated and driven to do it. As I live in northern Britain, it is challenging as I don't want to shift to another location; it is hard to get respect from southern hairdressers. Running a business in a recession in 2008, taught me how to handle money and as a result, we got through it. I love my photographic work and spend months researching fashion and art, which is a challenge in itself.

What is your current responsibility?

I am busy spinning plates all the time as I teach, work on the shop floor, manage the salon and prepare for competitions from creative and business perspectives.

What are some of your professional accomplishments?

My business is proud to have won the Investors on People award. We have got through to the finals of the apprenticeship awards for small business/ training awards; and the regional finals of the L'Oreal Colour Trophy in 2017, 2015, 2014, and 2012. We did not enter last year, as I was too busy with personal matters. I also won the Manager of the Year 2014 Network She, and Small Business of the Year at the Conwy Business Awards.

What are you inspired by when it comes to creating hair looks?

Firstly, I think of a theme and then start looking at fashion and art work, and then do it my way. The Internet is always a good starting point to look at new trends. My favourite tool to use for these looks has to be the big bristle brush for bouncy blowdrys. I also love Paul Mitchel products for styling, the Super Sculpt for smoothness, Super Strong shampoo and conditioner for weaker hair, and L'Oreal Dust for volume in the roots for blowdrying or dressing hair.

What is a normal day in the life of Pauline Heap-Williams?

My days vary, but generally I arrive at 9.30 in the morning and stay at the shop floor till 2 o'clock; then meetings and admin, and am back on the floor from 4 to 6 o'clock.

What is the advice you would like to share with aspiring hair artists? What are your future plans?

I would always advise to have your training in a reputed salon to gain valuable experience only a top salon can give. My plans are to keep busy growing the salon with homegrown stylists. I will hopefully win a major hairdressing competition. 🍀

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We live in exciting times! As the world is coming closer and we are now part of the digital era, we are witnessing a paradigm shift especially in the standard of living. Today and resultantly, consumers are choosing to become more discerning and uniquely individualistic not only in the way they appear, but also in how they are perceived. Gone are the days when one size-fit-all worked, now whether it is food, fashion, or cosmetics, 'bespoke' is everywhere.

Série Expert offers customisation

With the relaunch of Série Expert, L'Oréal Professionnel aims to extend the benefits of customisation to the hair care industry, as well. Every hair is different – depending on origin, gender, type, or need – and in order to reveal its perfect and unique beauty, it needs to be in optimal health. With this in mind, Série Expert has created the all new Série Expert Powermix – the first-ever personalised professional masque, which is highly concentrated in active ingredients and instantly restores the health of hair. The

L'Oréal Professionnel hairdresser will provide a personalised hair consultation to determine your primary and secondary concerns. After the consultation, he or she will proceed to give you the Powermix treatment, and rest assured, the result will be instant personalised hair transformation.

The Powermix difference

The mix is created using a base and one of the four Série Expert Powermix additives, depending on your hair need, having dosed the required amount of formulae to the nearest milliliter. Two liquids transform into an unctuous personalised masque – a spectacular metamorphosis, a visible translation of the personalised in-salon protocol. These professionally concentrated masques are personalised and freshly mixed in front of the client to instantly treat any concern. The science behind the Powermix is the Micellar Technology that allows a new combination that has never been achieved before! Rich conditioning agents for deep treatment combined with a water base bring lightness and shine. 🌀



MATRIX PRESENTS

Shortcuts to Luxurious Locks

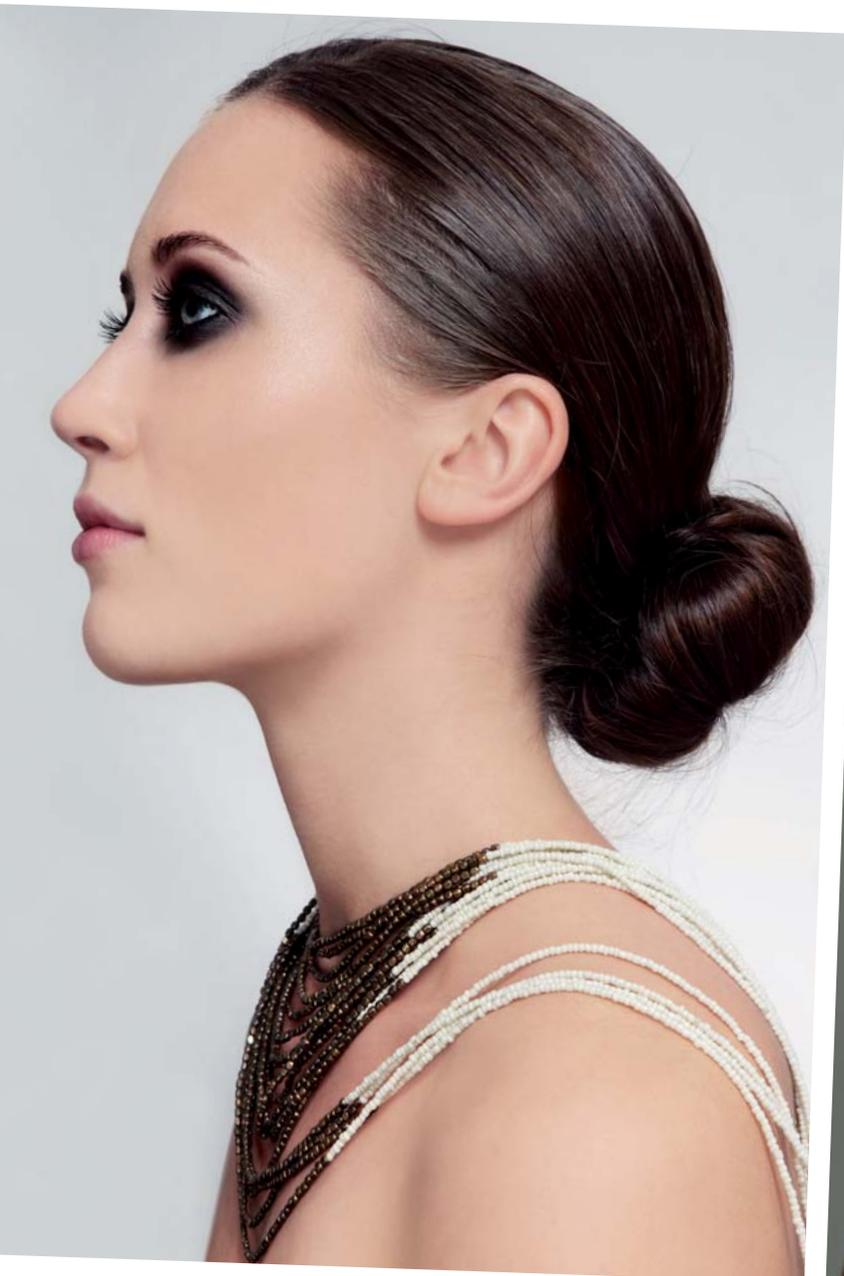
Make your clients rule the red carpet this fall as Melroy Dickson, General Manager, Education - MATRIX India unveils two looks for the day and night in an easy to follow step-by-step guide

With the onset of fall, clients often find their schedules getting busier than ever. From juggling work, social commitments, and personal life, there is not enough time left to opt for intricate hairstyles. Yet, looking good round the clock is the need of the hour. Celebrity influences are big these days and clients often go for couture gowns and dazzling diamonds to look like their favourite celebrities. However, they are likely to feel incomplete without fabulous hair to go with. The red carpet is the place to witness trendsetting hairstyles transform to reality.

MATRIX, the world's leading American professional brand, is here to take this one step further with its Style Link styling range by giving professional tips to replicate these looks on clients within minutes. MATRIX Creative Guru, Melroy Dickson, presents a step-by-step breakdown of the trendiest looks of the season.

Get the look

To get gorgeous and lustrous hair, start by giving your clients a Supreme Shine and Protect BLACKSPA from the Opti.black range for extra dazzling shine. This range is powered by Antioxidant Vitamin E which enhances the natural brilliance of hair, and lends them a soft nourished feel. Post the BLACKSPA, choose between any of the two styles:



LOOK

Elegant low bun for the evening

- ▶ Comb your hair into a low ponytail which sits on the neck at the nape.
- ▶ Now, right behind the rubber band, divide hair into two sections and create a gap with your fingers.
- ▶ Take the ponytail from below and twist it into the gap, depending on the length of your hair, continue to twist it till you get a bun.
- ▶ Finally, secure the hair with loose bobby pins and keep it in place using MATRIX Style Fixer Spray.



LOOK

Super glam ponytail for the day

- ▶ Divide your hair into two sections at the crown.
- ▶ Tie the top section into one ponytail.
- ▶ Tie the lower section into a ponytail right below the top one.
- ▶ Take a small section of your hair from your bottom ponytail and wrap it around both the ponytails.
- ▶ Secure the loose ends with bobby pins and keep it in place using the MATRIX Style Fixer Hair Spray.

Pro Tip

Make two ponytails instead of one to avoid slackening.

Harmonize your skin with the True Botanical Powerhouse

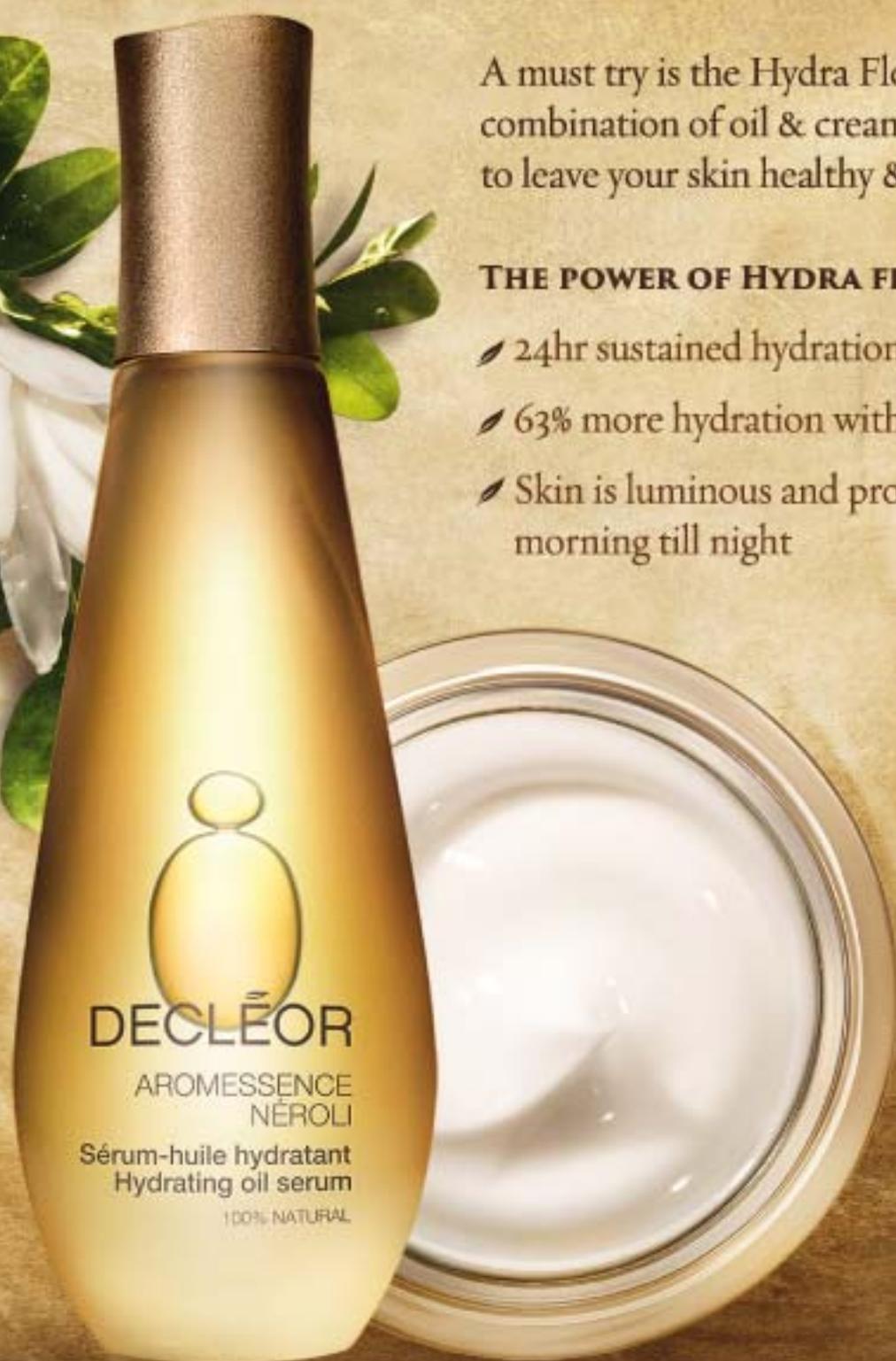
Born in France in 1974, Decléor is the world's first aromatherapy skin care brand. Decléor masterfully blends 100% pure Essential Oils & Botanical Oils to deliver targeted benefits for every skin type. These potent elixirs, when combined with unique Tai-Chi inspired massage gestures, will leave one's skin feeling refreshed, rejuvenated and healthy!

To prolong the Ritual benefits, Decléor introduces the unique Aroma Duo regime with just 2 steps to radiant, luminous skin!

A must try is the Hydra Floral Aroma Duo - a power packed combination of oil & cream enriched with extracts of Neroli to leave your skin healthy & glowing!

THE POWER OF HYDRA FLORAL AROMA DUO

- ✦ 24hr sustained hydration
- ✦ 63% more hydration with the oil
- ✦ Skin is luminous and protected from morning till night



"Beautiful skin needs sustained, continuous hydration, both in-depth and at the surface. To achieve this, we created Aromessence. It fuses with and "locks in" your moisturising cream to slow down its evaporation. And that's how Aroma Duo came about."



Solange Dessimoulie
Founder of Decléor

DECLÉOR

AROMESSENCE
NÉROLI

Sérum-huile hydratant
Hydrating oil serum

100% NATURAL

DECLÉOR
PARIS

SKIN · BODY · MIND

Each Aromessence Oil can be complemented with any of the Decléor creams to provide your skin with a tailor-made combination!

Step 1

AROMESSENCE OIL SERUM

Aromessence Oil Serums are powerful skin enhancing concentrates of active essential oils. Each serum is a unique cocktail of masterfully blended essential oils to treat and ensure best results on your skin. With over 150 actives in each drop, these 100% natural oils are the perfect antidote to urban skin woes!



Step 2

DAILY MOISTURISING CREAM

With a delicate silky texture and subtle floral fragrance, our daily creams provide all day hydration and protect the skin from morning till night. Use after your Aromessence Oil for best results!



While the cream alone moisturises the skin, leaving it supple & luminous, when combined with a few drops of Aromessence Oil, it can reveal exceptional results.

Discover skin care Rituals and home care in 5 areas of expertise

WHITENING | ANTI-AGEING | HYDRATION | SOOTHING | RADIANCE

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Aura Botanica

With 97%
Natural Origin
Ingredients

EXPERIENCE LUXURY, NATURALLY

With Aura Botanica by Kérastase, nature's raw power becomes a refined experience. Kérastase has combined the expertise of the most experienced hairdressers with the knowledge of scientific teams to create a new category - Natural Origin Haircare. The new range of shampoo, conditioner and oil, is the ultimate in naturally luxurious hair care

The new Aura Botanica range is meant for the woman who wants to lead a healthy lifestyle and who is concerned about the environment. She wants to use natural products whilst being assured of performance quality at the same time. This evolved woman, wants products that enhance the natural beauty of hair. She wants her hair to be healthy and glow from within.

97 per cent natural origin ingredients

For the first time Kérastase uses nature as the driving force to create revolutionary formulas. Kérastase has used only active ingredients that have been scientifically proven to have positive effects on the hair fibre. Coconut oil penetrates the hair fibre and anchors itself within the cortex to provide nutrition and strength. Argan Oil's rich Omega 6 and 9 fatty acids resist oxidation and leave the fibre light and resplendent. The range does not contain silicones, sulfates or parabens..



4xmore Shine*
Weightless feel
Natural touch

**Instrumental test post application of Shampoo+Conditioner+Concentrate*

AURA BOTANICA'S NATURAL RANGE

Bain Micellaire: A gentle aromatic shampoo, it is free of sulfates or silicones. Cleansing comes from natural and foaming active ingredients found in coconut oil. There is no added weight, coating or oiliness. Priced at ₹2,200, it is available at Kérastase salons.



The ritual: Apply to wet hair. Lather, rinse, repeat. Gentle cleansing removes all impurities, preparing the hair fibre to receive the optimal benefits of Soin Fondamental.



Soin Fondamental: The moisturising deep conditioner, lightweight and creamy in texture, instantly melts into the hair fibre. It offers 48 hours of deep durable nutrition leaving hair smoothed with an uncoated natural touch. Detangling, even without silicones, is easy thanks to a high concentration of coconut, argan and sunflower oils. Priced at ₹2,500, it is available at Kérastase salons.

The ritual: Apply to wet, cleansed hair. Leave on for up to five minutes, then rinse. Your hair is strengthened from within, and left smooth.

Concentré Essentiel: This solution is packed with 99 per cent natural-origin ingredients. Avocado oil, rich in Omega 6 and 9, adds softness and shine, whereas Jojoba oil, with its velvety, dry-to-the-touch feel, enhances the sensory allure. Frizz is tamed and nutrition is boosted. Dosage can be personalised as per requirement. For fine hair, add four to six pumps to Soin Fondamental before use, and for medium and thick hair, add four to eight pumps.

The ritual: Massage into a dry or tight scalp before shampooing for added nutrition. For normal to thick, sensitised hair, massage into hair length or ends before shampooing. Blending a few drops into Soin Fondamental, using a 10:1 ratio, adds intense conditioning to sensitised hair. It can also be used as a body oil on normal to dry skin.



**in-salon
 exclusive**

*To experience the true benefit of Aura Botanica,
 the shampoo and conditioner must be used together.*

Aura Botanica goes the extra mile

Sustainability in the salon: Kérastase is working with partner salons throughout the world to encourage sustainability actions, such as not leaving water running in the sink to encouraging recycling. The brand is enhancing the luxury experience with a strong sense of engagement.

Design and packaging: Aura Botanica's packaging has a lighter design that has significantly reduced the use of plastic, with the cap alone saving 45 tons of plastic a year. Aura Botanica's Bain Micellaire is the first Kérastase product to be packaged in 100 per cent PCR plastic.

Coconut Oil from Samoa: Every product in the Aura Botanica range contains organic and responsibly sourced coconut oil. In Samoa, the NGO 'Women in Business Development (WIBDI)' is working to assure that Samoans continue to co-exist with the coconut tree. The cooperative supplies around a hundred local women with the equipment and knowledge to produce high-grade organic coconut oil. Bringing revenue and a sustainable way of life to the nation's indigenous communities will help preserve their unique culture. It is also helping Samoa reach its goal of becoming an 'organic island'.

Argan Oil from Morocco: Targanine is a community project that helps local Berber women to provide for their families. Several cooperatives have up to 50 members, hence making it possible to offer literacy classes and nurseries for young children. The project perpetuates the traditions of village life, while helping to preserve the fragile ecosystem of the Argan forest, which is a part of a UNESCO Biosphere Reserve. 🌱





Eugene Souleiman, Wella Professionals Global Creative Director of Care and Styling created looks for fashion designers Jeremy Scott, Thom Browne and Ellery for Autumn/Winter 2017 show at the NYFW. *Salon India* brings to you a detailed breakdown of the looks created, along with products and techniques used



WELLA PROFESSIONALS

Eugene Souleiman

Master at Work

Credit info:
Hair styling by Eugene Souleiman,
Wella Professionals Global Creative
Director of Care & Styling



JEREMY SCOTT

Style: Unisex singularity. Eugene Souleiman brushes back a cropped coif on a braided mullet.

Inspiration: "The show this time was really different. In the past seasons we did one look, but this time everyone is an individual. It is so incredible to watch a show where you never know what is coming round the corner. No more carbon copies on the catwalk. Each model has different hair and thinks differently and that is where we are at the moment. So the show was all about clothes and hair that express that mentality of different flavours of character," shares Souleiman.

Technique used: Eugene wanted to create a range of 'playtime, I don't want a job-type hair looks' without cutting it. "A look that was a personal favourite was one that is a take on Angie Bowie from the 70s and 80s with her gorgeous off-kilter, voluminous hair. Very coiffed up top, but then quite textured through the back, and finished with a cheeky braided rat-tail," says Souleiman. He prepped with Perfect Setting to pump up existing texture with moisture, and Perfect Me and spray to hold flicks and layers in place. "I used Perfect Me to rehydrate the coloured hair here and add a little shine. Then went in with Perfect Setting in the roots and a blowdry with a round brush to create volume, lift and direction to support the hairstyle to give an aerodynamic quality," says he.

Brushing the hair back to create a duck's anatomy style that is very Lady Di, he added texture and softness with a curling iron and then dried from underneath to make it nice and wide, spritzing a little spray and braiding that mullet.

The finished look had one foot in masculinity and one foot in femininity recalling young Americans and Bowie. Not androgynous, not feminine, not masculine.

Products used: EIMI Perfect Setting, EIMI Perfect Me, EIMI Stay Firm.



GET THE LOOK



THOM BROWNE

Style: Modern Monochrome. Souleiman threads wool into a side-part.

Inspiration: "When you go to a Thom Browne show, you need to prepare to inhabit a new world. You literally step into his imagination and he just lets you in. But there is a level to his design that is very high-end, refined and clever, even when it is full of quirky little ideas. And we tried to be clever with the hair here too. What a joy to do a show like this," shares Souleiman.

Technique used: "Essentially this look is two hairstyles – a straight slicked down hairstyle with real hair, and then a braided and threaded hairstyle with wool, each with its own steps. The first step is to flatten the hair, blowing it out with Perfect Setting and running straightening irons through it."

"Next, I used hair spray like you would a gel because it dries so much faster. I combed gel on top of this, painting it with brush into the front of the hairline to flatten it down to the mould to give a cast-like, almost synthetic feel to the real hair. I love this idea of mixing different fibres, embellishing a hairstyle with something imitating hair."

"Then I tied the bottom of the hair down and built in a braid into the side parting where we thread through all eight feet of the wool that will hit the floor as they walk. The wool comes in white, black and grey to match the three segments of the show with three different, very modern monochrome hair looks," reveals Souleiman.

Products used: EIMI Perfect Setting, EIMI Stay Essential, EIMI Sculpt Force.



ELLERY

Style: Chic with a Twist. Souleiman says that it was traditionally a ladylike styling, and he gave it a modern makeover.

Inspiration: "I wanted the hair to look like it could have been perfectly done at some point, but then the model had been out, maybe in the rain, so the hair ended up with rawness and texture," shares Souleiman.

Techniques used: Overly ladylike grooming was the last thing Eugene was aiming for, stressing that although the hair should look chic, he also wanted it to be masculine. This meant a more traditionally feminine French pleat at the back of the head, combined with tougher, more boyish styling at the front. Eugene started that toughness by liberally applying EIMI Perfect Setting at the roots.

"Blowdrying with EIMI Perfect Setting created some guts in the roots of the hair. It helped us to manipulate the hair and get it going in the direction we wanted it to go. I combed it through and then did a little bit of back-combing to support the insides of the hairstyle. Just a light touch on the back-combing so that the hair stayed back," says Souleiman. Then, using his hands rather than a brush, Souleiman flattened and pinned the hair to one side, ready for the start of the pleat.

"This is one of those hairstyles that you have just got to pick up and grab. Brushing would have made it look too bourgeois and ladylike. Don't be afraid to get your hands in there and enjoy the process – coax it in the direction you want it to go," says he further elaborating on the look.



In a nod to the traditional, Souleiman twisted the hair around his fingers and pinned it up into the pleat. The front was not so conventional. EIMI Extra Volume Mousse was applied to hold the hair back, making it tough and graphic - not what you would expect at the front of a traditional up-do.

"I really like how this hairstyle travelled. As it moved across the head, it started to evolve into something different. It had both a fluidity and a sharpness to it, which felt modern to me. It is not perfectly finished, but that is what is really nice about it."

Products used: EIMI Perfect Setting, EIMI Extra Volume Mousse. 📍







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We have packed 3X power into a superpowerful patented miniature motor to give you the cutting performance of a conventional big trimmer in an unusually compact and neat pack. At just about 144gms and the power of a 6600RPM motor this is a compact powerful monster. Can be used for all round trimming and cleanups. It's a one lethal weapon in your kit.

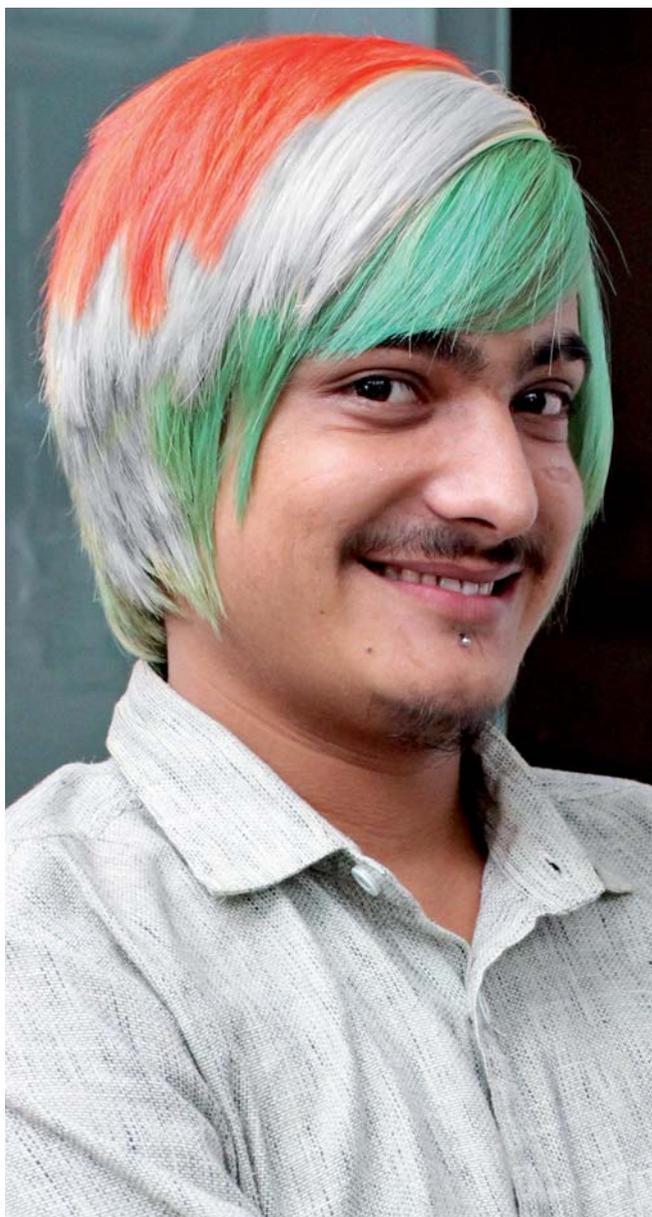
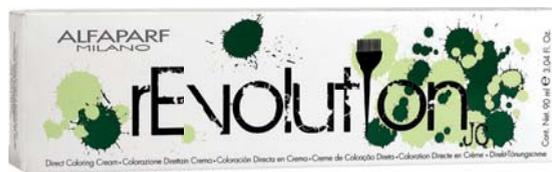
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ALFAPARF MILANO

Celebrating Independence Day

Hair colour can now play a pivotal role in celebrations. This Independence Day, how about having sporting the tri-colour in your hair?



Afsar Khan, Area Technical Trainer and Chris D'mello, Technical Trainer coloured their hair as per the Indian national flag. Here is a quick step-by-step guide for you to do the same

- ▶ Wash hair with Alfaparf Milano Semi DiLino Diamond Illuminating shampoo.
- ▶ Towel dry the hair. Blowdry upto to 100 per cent.
- ▶ Mix Alfaparf Milano Equipment Supermeches with Oxid'O Developer 40 volume and apply it on the hair section by section. Go from the roots to the ends globally, and wrap a foil on the sections made.
- ▶ Leave it on for 40 minutes and wash with Alfaparf Milano Semi DiLino Diamond Illuminating Shampoo.
- ▶ Towel dry. Blowdry upto 100 per cent.
- ▶ Divide hair into three circle sections and apply Alfaparf Milano Revolution Color in an orange shade. You can get the shade by mixing yellow and pink in the ratio of 1:1. For the green colour, you may mix Clear and Pure Green.
- ▶ Leave the colour on for 40 minutes and wash section by section, from the darkest colour to green to the lighter one. Use Alfaparf Milano Semi DiLino Diamond Illuminating Shampoo followed by Alfaparf Milano Semi DiLino Diamond Illuminating Conditioner.
- ▶ Towel dry. Blowdry upto 100 per cent.
- ▶ To finish the look, you may apply the Alfaparf Milano Semi DiLino Diamond Cristalli Liquidi for smoothness and shine. 📍



“It was wonderful to see the Educators and Trainers be so excited about creating the look! The team discussed and came up with different concepts to create the national flag-inspired colour on themselves. I am proud to have such talent on the job.”

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

PIGM ENTS

ALFAPARF MILANO

TIGI LOOK BOOK

A Game of Tresses

Audrey D'Souza, TIGI Educator, present three looks from the *Game of Thrones Season 7*, the popular television show, to make sure you are at the centre of attention

There have been very few television shows that have united the world like *Game of Thrones*. We are watching the newest season of the show, and a new season surely calls for a change in style.

Daenerys Targaryen



Courtesy: daenerys.tbo.com

- ▶ Blowdry your hair into soft waves, draw a middle part and spray Bed Head Headrush to add shine and eliminate frizz.
- ▶ Next, section off the top one-fourth of hair, and tie away the rest. Create the inside-out French braid, aka Dutch braid on one side by crossing each section under the centre strand, instead of over. Repeat this inside-out braid on the other side of the head. Once both the braids have been created, connect the two sides together with a clear elastic at the base of the head.
- ▶ Take a section from the bottom of the ponytail, spritz it with the Bed Head Masterpiece hair spray, and comb it to distribute the spray evenly. Then, wrap it around the elastic.
- ▶ Repeat the first three steps with the remaining hair. Gather the top section and both bottom braids together, and secure the entire bundle with an elastic about two or three inches down from the first ponytail. Take another small section of hair from underneath the ponytail, spritz on some hair spray, comb it through, and wrap it around the base.



Jon Snow



Courtesy: gameofthrones.wiki

- ▶ Shampoo and condition hair with Bed Head Charge Up shampoo and conditioner. Towel dry.
- ▶ Mix together Bed Head Power Play Gel starting from the nape, apply it by scrunching it into the hair in sections. Make sure you don't drag your hand through the front of your hair, as it will only pull out the curls.
- ▶ Add some extra product to the roots in the front. Finally, break up any clumps by twisting the curls into each other. At the ends apply Bed Head Matte Separation to lock the look.



Arya Stark



Courtesy: arya.stark.welpaint

- ▶ Wash and condition with Bed Head Epic Volume for voluminous hair.
- ▶ To prep the hair, apply Bed Head Small Talk with 3-in-1 thickifier, energiser, and styler.
- ▶ Separate the hair into a middle parting and create a tight simple braid towards the top front of your head. Roll the braid into a mini bun and secure using an elastic band. To ensure the bun stays in place, spray in some Bed Head Flexi Head.
- ▶ Repeat the process on the other side. 🌀





BIOTOP PROFESSIONAL High Standard of Professionalism



Made in Israel for India, Biotop Professional is a new entrant in the hair segment. Saandiip Shah, Managing Director, Biotop Professional India, shares his plans for the brand with Salon India

The beginning

I started my career in 1998 as a distributor for professional brands. Currently we are the master distributor for Biotop Professional – a hair care brand made in Israel for India. I was inspired to start my own setup when I interacted with creative people and professionals in this industry, and realised that it is critical to do things in a different way. My core responsibility is to usher in products with new technology in the professional hair care space.

USPs of the brand

To continue meeting the changing needs of our valued customer, the Biotop Professional products are at par with the current cosmetic industry standards. The core revolutionary ingredient Quinoa, is a super food which contains 70 per cent protein and Keratin Ttype B, which is from seaweed. We also assure safety in every product keeping them pure and free of harmful ingredients. The highly pure water used increases the efficiency of the formula, which serves as a courier for all our high performance ingredients to deeply penetrate into the hair strands in the purest manner for optimal results. We support the vegan culture and keep away from unethical animal testing. No animal derivatives are used in the products.

About the brand

Currently, there are around 60 SKUs namely 911 Quinoa series, 007 Keratin series, 69 Curl series, 20 Volume series, Scalp series which has 04 Shedding series and 02 Dandruff series. The products are correctly priced and suffice it to say they fall in the premium category, but remain economical. We are the first in India to introduce 330ml and

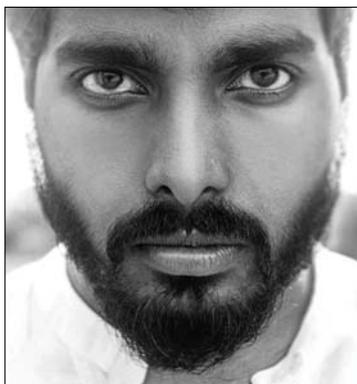
500ml in shampoo and conditioner (retail size) with economically priced with high performance ingredients. The products are available at salons such as, Lakmé, Juice, Kromakay, Savio John Pereira, Rene'e Melek Salon, Butterfly Pond, Shalzrox, The Blowdry Bar, amongst others.

Marketing strategy adopted

We are relying on both offline and online media to reach our target customers and social media to create awareness and knowledge of the ingredients in the products. We have a strong focus on conducting events for the salon and branding at the same time. The most important aspect is to educate and train salon professionals on our current offerings. As we have started operations in 2016, we are currently in western India, however, soon we will be present in other major cities as well. We value planning and hence an organised distribution network and valued partners is critical for growth. There are revolutionary launches, too, in the pipeline, so keep watching this space!

View on the industry

We believe that the hair care industry is growing with innovations and learnings, which is the key to success. As a brand Biotop Professional will ensure to continue innovating and keep our customers happy and satisfied. The future of the hair care industry is bright and growing. We have amazing talent, and skilled professionals are taking an initiative to take the youth to a different level of professionalism. Most of the academies are doing well and as a whole, the industry is on its way to create high standards of professionalism



AMIT YASHWANT

In Pursuit of Excellence

Celebrity hairstylist and Co-owner of Manemaniac Salon in Mumbai, Amit Yashwant has been in the industry for over two decades. From being a personal hairstylist to Tiger Shroff, styling for fashion shows to micro-managing his newly-launched salon, he has his hands full. Yashwant feels learning is the only way to success in this industry

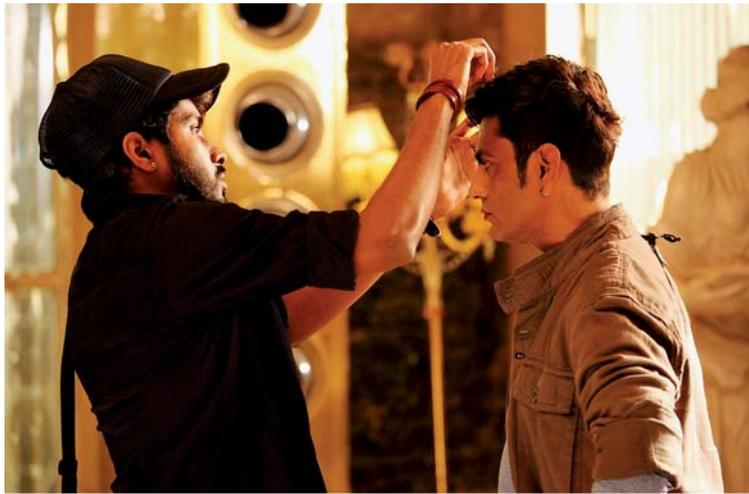
by **Shivpriya Bajpai**

Glorious start

I started my career from a one-chair barber shop in Ratnagiri and followed fashion magazines to replicate hairstyles. Through all this, I was inspired by eminent hairstylist, Dhruv Abichandani, and always wanted to work with him. Hence, I moved to Mumbai and initially worked with small scale salons. My persistence, however, paid off and my dream of working with Dhruv was realised. I was at the Drama Salon for six years, and learnt a lot. Then I decided to educate myself and went to the Vidal Sassoon Academy in London and completed a Diploma course in Advanced Pursued Hairdressing. This opened a floodgate of opportunities in the film industry. Today, I travel, explore and meet international artists, and learn new skills and hone the existent ones.

Mentor

I feel passion and a great mentor are the prime elements to become successful. Initially, I had to struggle due to lack of skills, which I took up as a challenge and worked on. My association with Drama Salon gave me the opportunity to work with Dhruv, who further pushed my limits. I honed my basic hairdressing skills under his guidance. As a reward for my hard work, he let me work for Kunal Khemu, which started my career in films.



Overcoming challenges

When I started my career, I could not communicate in English, and was judged by everyone around. There was a time when clients refused to get styled by me owing to this communication gap! I was determined to overcome this weakness and learned the language with the help of my clients and friends. My passion for hair sailed me through all odds. I believe learning is a never ending process and one should never miss an opportunity to learn.

Current preoccupation

I am the personal hairstylist for actor, Tiger Shroff. I have worked his look in the film, *Munna Michael*, and will soon start his new projects, *Baaghi 2* and *Rambo*. Also, I have launched my salon, Manemaniac and am working hard to build a clientele.



“For men, the undercut, quiff, and pompadour fade with trimmed sides with heavier top are trending. I like the slicked back look for summer, but you need the right matte paste to pull it off. Textured hair, plaits and layered bobs are the hottest hair trends women. In colour, go for cool and matt tones, and rock the look with Balayage and colour melt techniques.”

Hairdressing for different platforms

Hairstyling for films needs research on the characterisation of actors. From outrageous styles to simple boy or girl-next-door looks, Bollywood is full of surprises. I need to keep myself updated with global trends and techniques to stay relevant. Editorial shoots and fashion shows are always theme-based and as a stylist one needs to understand the theme and ensemble in detail, and know when to experiment with different styles and techniques.

Evolution as an artist

As a hairstylist, I get to meet people, travel around the world and experience varied cultures, and thus, I have evolved both personally and professionally. I have become more sensitive and sensible

which reflects in my work. Also, the various platforms that I get to work on such as, Hindi cinema, editorials shoots, shows, to name a few, have helped me exchange ideas, observe other stylists and stay abreast with trends and techniques.

Favourite products

Dyson Supersonic hair dryer is one of the best dryers I have come across. It gives a smooth finish and amazing shine. Matte paste by Quai, Root Lifter by Bumble and Bumble are the best for styling men's hair. Also, I love how the traditional coconut oil moisturises hair inside out.

Views on Indian hairdressing industry

The industry is booming and has opened up diverse avenues to explore. Expertise, education, professional product ranges, creativity, raised awareness, hairdressing awards, avant garde styling, are some of the important factors driving it today.

Advice to newcomers

Understand what you do, be curious, practice and think out-of-the-box. Try to reinvent yourself all the time.

Future plans

Currently, I am focused on building the brand value of my salon, and working towards launching my own range of products. I am sure my passion for hair will take me to new heights. 📌

NATURAL INDULGENCE

OGX Ever Straight Brazilian Keratin Therapy



OGX brings a revolutionary concept for hair with its Brazilian Keratin Therapy range. The Keratin Protein lends a brand new feeling to your hair. It is an exclusive blend of antioxidant rich organic Coconut Oil, along with rich Keratin proteins to strengthen the hair, while organic Avocado Oil and Cocoa Butter smoothen the cuticle for straight, strong hair, adding a brilliant glow and luminescent shine. The range comprises of a shampoo, conditioner and an oil mist.

Brazilian Keratin Therapy Shampoo and Conditioner: This rich, sulfate-free formula smoothes and strengthens curly or wavy hair.

Brazilian Keratin Therapy Shimmering Keratin Oil Mist: This is a rich, weightless mist that tames fly-aways, instantly hydrates and adds shine for a glistening radiant glow on the hair.

USP

OGX is for those who aspire to make better choices and are aware of the integrity of ingredients. The exotic active ingredients ensure an indulging experience for the clients that invigorates their senses. The formulas are free of paraben and SLS. Also, the products are not tested on animals and are packaged in eco-friendly bottles which are manufactured from materials containing recycled post-consumer resin.

Price and availability

The range of OGX Ever Straight Brazilian Keratin Therapy is priced at ₹750. It is available with selected retailers and salons in major cities across India. 📍



“OGX - the ultimate ‘food for the hair’, is our premium hair care range. It caters to curly or wavy hair with Keratin Protein being the main ingredient, which holds the cuticle and makes it smooth and straight. The miracle ingredients, namely, Keratin Protein, Coconut Oil, Avocado Oil and Cocoa Butter restore moisture without clogging the follicles, hence smoothening, strengthening the hair, and reducing frizz. If it is hair, it has to be OGX.”

SHERAAZ KAUSHIK,
Senior Technician,
Natural Indulgence



“Natural Indulgence, has a special product in the form of OGX Brazilian Keratin Range of shampoos and conditioners. It makes the hair silky smooth and adds shine to dull hair. I highly recommend it to my clients, especially when the hair needs utmost care and nourishment due to damage caused by harsh shampoos or chemical treatments.”

ROHAN PAGAR,
Owner of All about You
Salon, Mumbai

Market Watch | **Hair Care**

● **Spa nourishment by Streak Pro**

Spa Nourishment, enriched with the goodness of honey extract, is a nourishing hair spa which softens and detangles hair, and helps reduce static and breakage. The honey extract has rich antioxidant properties which helps prevent damage, and keeps hair healthy. It also contains Vitamin E, which helps smoothen, revitalise dry hair, treats split ends, and lends an amazing shine. The spa coats each strand, and locks in moisture for silky, smooth hair through all the seasons. It is available at select salons.

Price: On request



● **Hair curling iron by Vega**

Get lustrous locks with great ease with the Vega Long Curl hair curler. The curling iron has ceramic coated plates which give you bouncy, shiny and frizz-free curls in a matter of few minutes. The long barrel of 210mm length is ideal for faster styling results as you can wrap longer strands of hair in one set.

The barrel has a diameter of 22mm. This also has a clamp to hold the hair and create natural curls without kinks. It has LCD temperature display and you can easily adjust temperature from 80° C to 230° C, as per the styling need. Available at retail stores and online.

Price: ₹1,999



● **Beard oil by Beardo**

This Gold Edition Beard Oil is infused with rich natural minerals that tame beard hair and hydrate the skin. Made with some of the most sought after oils, this intriguing blend will eliminate any kind of beardruff and beard itch. Packed with great fragrance, the benefits of this beard oil are far and wide. So pamper yourself with this nutrient-rich beard oil because your beard deserves the best! It is available on the website and Flipkart, Snapdeal, Amazon, and other major online platforms.

Price: ₹2,500



● **Curling tong by Hector**

The 6 in 1 Curling Tong is a revolution in the line of hair equipment. It gives natural and shiny curls within 10 seconds. There are six sizes available, namely, 19mm, 18-9mm, 25mm, 25mm (spread), 25mm (bubble), and 32 mm. It has a button which you can press to change the function. It comes with a 360° C swivel cord which is free of tangles, and has a digital display, as well. For ease of handling and comfort, this curling tong has superior in-built technology. It comes with warranty for one year, and is available at www.bnbsmartshop.com.

Price: ₹7,499



● **Hair serum by BBLUNT**

The BBLUNT Intense Moisture Hair Serum is infused with Avocado, Jojoba, Argan oil and Vitamin E. It provides an extra boost of conditioning and gloss to dry hair. Available on shelves and e-commerce websites.

Price: ₹500 for 75ml





#1 Key to Your Success **Customer Service** At the Heart of the Experience

Loosely defined as all interactions between a customer and a product provider at the time of sale, and thereafter, in today's time and age, Customer Service has taken on gargantuan proportions. In the salon and spa business per se, Customer Service plays a critical role, as it adds immense value to your business and builds lasting relationships

by **Aradhana V Bhatnagar**

What do retail giants Nike and Starbucks, and e-Commerce leader, Amazon have in common with each other?

They are market leaders, who have an enviable product inventory; their persuasive marketing strategies have an altruistic and humane angle that centre around 'customer experience'; they regard their customers as partners in success and hence, display such exemplary service that when a buyer is scouting for goods, these three brands have a top of the mind recall. They replace their products even if the buyer has misplaced the invoice, and firmly have in place a 'no questions asked policy', the importance of which cannot be stressed enough! Benjamin Franklin put it right when he said, "Well done is better than well said." Truly remarkable customer service goes beyond fixing bug or handing out discounts. It is about leaving people with a positive memory of your business. Therefore, is it any surprise that Amazon.com is a leader in virtual shopping, Nike in retail and Starbucks in the food and beverage business?

Steps being taken in the beauty space

In the beauty and wellness space, effective and efficient customer service takes on a new meaning, more so because of the personal nature of services offered by the establishments such as, salons and spas. After speaking with several experts, an undisputed fact emerged and that was in order to leave every customer with a memorable experience, exemplary customer

service needs to begin from the moment a customer walks into the spa or salon. Elaborating on the matter is Dr Dinesh Dasgoswami, Spa Manger at the Siddha Spa at Hyatt Regency in Chennai, who says, "Customer service is a critical element. At our spa, we take it very seriously and go the extra mile for our customer. To retain our old customers, we add a personal touch to the spa experience and always leave them with something to talk about. We care for them like a family and create innovative concepts for a fresh experience each time."

Just as retaining old customers is important, so is attracting new ones. Siddha Spa offers scientifically formulated Ayurvedic therapies and have a massive client base, which mostly comprises of travelers. Therefore, they have gained the leading edge and have enough knowledge to regularly run promotional activities and offers, and that they are active on social media, makes it even better. They make good use of the feedback received from their guests, and turn every challenge into an advantage. For their existing clients, they have referral programmes and loyalty membership, so that the client remains engaged and interested.

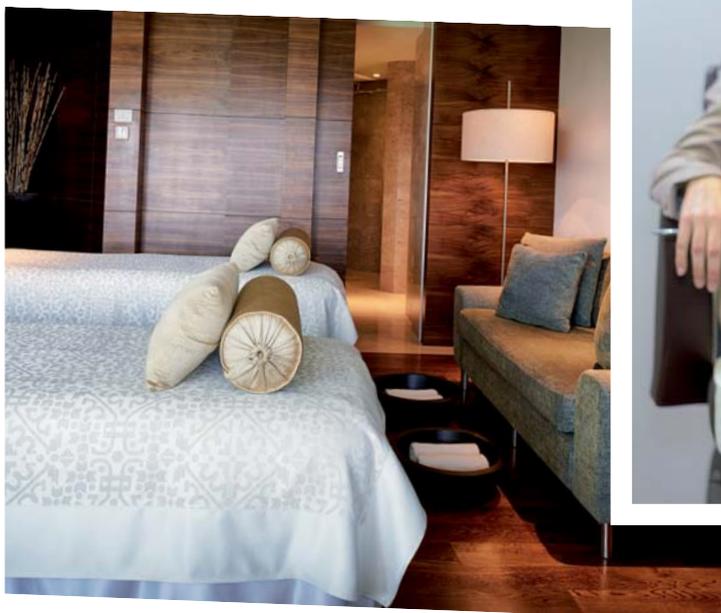
Sanghvi Brands has ushered in several well-known salon brands into the country such as, Warren Tricomi and Rossanno Ferretti. Says Vishakh Narendran, Director Marketing, Sanghvi Brands Private Limited, "We believe a happy customer is the best form of marketing, and we try our best to adhere to the highest standards in service

“CUSTOMER SERVICE IS A CRITICAL ELEMENT. AT OUR SPA, WE TAKE IT VERY SERIOUSLY AND GO THE EXTRA MILE FOR OUR CUSTOMER. TO RETAIN OUR OLD CUSTOMERS, WE ADD A PERSONAL TOUCH TO THE SPA EXPERIENCE AND ALWAYS LEAVE THEM WITH SOMETHING TO TALK ABOUT. WE CARE FOR THEM LIKE A FAMILY AND CREATE INNOVATIVE CONCEPTS FOR A FRESH EXPERIENCE EACH TIME.”

– DR DINESH DASGOSWAMI,
Spa Manager, Siddha Spa, Hyatt Regency, Chennai



T to B:
Dr Dinesh Dasgoswami,
Deepali Sen Gupta,
Sanjeev Bhatia,



delivery that keep our customers coming back to us, month after month. All our stylists are trained by internationally certified trainers, and we use some of the best beauty and spa products available to retain customers. To attract new customers, we make sure that we have events relevant to our TG across our locations.”

Sanjeev Bhatia, General Manager, The Metropolitan Hotel & Spa in Delhi is of the view that those days are over when a referral from a friend was all that was needed to drive a new client through your door. He says, “These days, the only step before the user visits your spa is by proper investigation. They will do a thorough research; will check online reviews, and access the website and social media pages to decide if you are a good fit for them. To succeed in attracting a constant flow of clients, we need to focus on a few aspects. First ‘quality’ customer service is the principal step to enhance customer experience, higher customer retention rate, and increased number of loyal customers.

“Targeting the right type of client is also important. Keep your websites updated or respond to guest comments on social

“THE SPA TEAM ENSURES THAT EVERY GUEST HAS A DELIGHTFUL SPA EXPERIENCE. WE HAVE STANDARD SPA PRACTICES IN PLACE FROM THE ARRIVAL TO THE FAREWELL OF THE GUEST. WE ALSO CUSTOMISE AND OFFER WELLNESS SOLUTIONS TO OUR GUESTS ACCORDING TO THEIR NEEDS AND STRESS LEVELS.”

– DEEPALI SENGUPTA,
Spa Consultant,
Serene Room Spa, Shalimar Hotel

platforms quickly. Although attracting new clients should be important, spa and salon client retention should always take equal precedence. One of the most popular, effective, and easiest, way for local spa and salon owners to grow a strong base of repeat clients is through a client loyalty programme. Be accessible, today’s discriminating consumer can and will seek out reviews, whether or not you point them in that direction. So, these were a few crucial and powerful tools to help attract new clients more proactively and efficiently.”

Deepali Sen Gupta, a Spa Consultant with The Serene Room Spa, shares, “At The Shalimar Hotel, we believe that the genuine care and comfort of our guest is our ultimate mission. Hence, the same ethos and principles are the driving force in all our service outlets including The Serene Room Spa. Since the inception of the spa in 2009, we have followed and adopted unique wellness solutions for our guests. This has immensely helped us in building a strong customer base and retaining them. In fact, our very first spa guest is still a regular at the spa.

“Thoughts and practices that help us to retain spa guests in most of the cases vary. We have learnt through our experiences in these years that spas are not only about big spaces, we need more of soul, energy and purpose. This learning has helped us in retaining many of our guests and we consistently try to enhance the spa experience for them. There is no substitute for excellent customer service. The spa team ensures that every guest has a delightful experience. We have standard spa practices in place from the arrival to the farewell of the guest. Apart from them, we also customise and offer our guests wellness solutions according to their needs

and stress levels. Impeccable hygiene and sanitation standards are maintained in the entire hotel. We take pride that our regulars rave about the cleanliness and hygiene standards. As per research, one of the prime criterion for a spa guest to choose a spa over another, is hygiene. Our spa therapists play a major role in retaining guests, as they are the ones responsible for creating a rejuvenating experience. Our team of therapists have been carefully

FOR NEW ENTREPRENEURS

- ▶ You will need to craft a referral programme, give your current customers the opportunity to earn rewards for bringing in friends, family, and even strangers.
- ▶ Offer them discounts on services or free products, or consultations - anything to get new people in the door.
- ▶ Upsell your existing clients, as they can provide the most bang for your buck.
- ▶ Offer new services and products, you can earn more money per customer and attract new clients by constantly revising your offerings. Ask your clients what they want/need - always rely on client feedback when it comes to altering your services and offerings. Invest in your staff, as your staff is your store, and they are the ones who are creating the experience for your clients, they are the ones that are selling your products, they are the ones on which your business rises or falls. It is your responsibility to cultivate them and reward them for excellent performance.
- ▶ Build on the best and forget the rest. In order to run a successful business, you constantly need to build its best aspects such as, customer service, product offerings, and marketing in order to carve out your market share.

- By Sanjeev Bhatia, General Manager,
The Metropolitan Hotel & Spa, Delhi



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chosen and trained. They are the essence of the spa, each one of them has unique qualities and healing techniques. They all follow standard spa massage techniques however, they add their unique touch to enhance the guest experience. After all, every guest has a different stress level.

"In the past eight years to get new guests to try our spa services, the most effective advertising has been through 'word of mouth' publicity. It is successful because when you create an excellent experience for one guest, there is a good chance that they will share their positive story with friends and family. We request guests to share their experience on Google or the hotel website. Courteous treatment will make the guest a walking

simple way to find information and give consistent answers to the customer every time. It is true apps enable faster problem resolution with an easy-to-use knowledge base. In order to optimise customer service management, apps allow customers to open and track service requests and the opportunity to update customer information. Software like this can contribute to creating a more collaborative environment and make every stakeholder more proactive, solving problems quickly and efficiently."

"We only use Zenoti at the moment and believe it is an integral part of our business," says Narendran.

As per Bhatia, "There are many apps and software for customer service and their

review and feedback. We have been awarded by them and appreciations coming from these sites are extremely important, as they will only acclaim you if the guest's review is good. Hence, it automatically adds more. Therefore, in my view, it is great that these apps and software are there, as they contribute in building the trust with a guest and helps us to enhance our services."

Says Sengupta, "Many spa apps and software are available, however, we need to make a choice depending on our requirement and budget. A thorough research must be done before we tie-up with an app or install software. Some apps promote spa offers and deals to a wider audience, and hence, can create new



ambassador of one's brand. Spa deals and offers for first visits on various apps or websites is important. Our Front Desk interacts with hotel guests and special deals and discounts are offered to in-house guests only."

Technology to back the service

Since we are in a heavy tech age, it is only pertinent to mention that technology can and has been harnessed well to make super successful spas and salons. Reveals Dr Dasgoswami, "Customer service applications with fast access to a cloud-based client database are useful both for the user and the consumer. They offer a

usage varies from one industry to another. In our case, NeoVeda Spa comes under a five star deluxe property, so we have our hotel website as one of our main medium of communication with our guests, or for revenue generation. We convey our offers, deals or promotions principally through it. We also use our social media platform to share the deals and offers, and share guest's feedback, as well. We often post guest feedbacks on social platforms be it, Facebook, Instagram, Youtube, and so on. Also, apps or sites like Tripadvisor helps us in gaining the trust of a guest, and they honour the organisation based on guest's

footfalls for the spa. We have tried this option few times, however, it has worked out well, and at times, there is hardly any response. We do give out deals and offers on selected apps, however not throughout the year. In software, we have recently tied up with a spa management software and it is helpful in guest data management, reports, and marketing campaigns. We promote spa deals and offers via marketing text campaigns through the software. We can also have automated messages to win back guests who have not visited us recently or to wish them on their birthday or anniversary."

Challenges

There are advantages and challenges in every situation, and hence, is the case in the spa and salon industry, too. Says Dr Dasgoswami, "Communication is the key factor. We need to make sure that we deliver the experience we are talking about to the guest. An experience can help in both retention and attraction of guests."

“THE CHALLENGES THE SPA INDUSTRY FACES TODAY ARE NUMEROUS. THERE IS DEARTH OF SPA TRAINING SCHOOLS DUE TO WHICH THERE IS LESS TRAINED MANPOWER. THE MAJOR ISSUE IS TO ATTRACT HIGHLY TRAINED AND SOPHISTICATED STAFFERS, WHO EMBRACE THE LIFESTYLES THAT SUPPORT THEIR PROFESSIONAL ADVICE.”

– SANZEEV BHATIA,
General Manager, The Metropolitan Hotel & Spa, Delhi

Narendran feels at times customers can be tricky because they do not know what they want! Says Bhatia, "The challenges the spa industry faces today are numerous. There is dearth of spa training schools in the industry due to which there is less trained manpower. The major issue is to attract highly trained and sophisticated staffers, who embrace the lifestyles that support their professional advice. It becomes a challenge to retain the trained employees without increasing your man power cost."

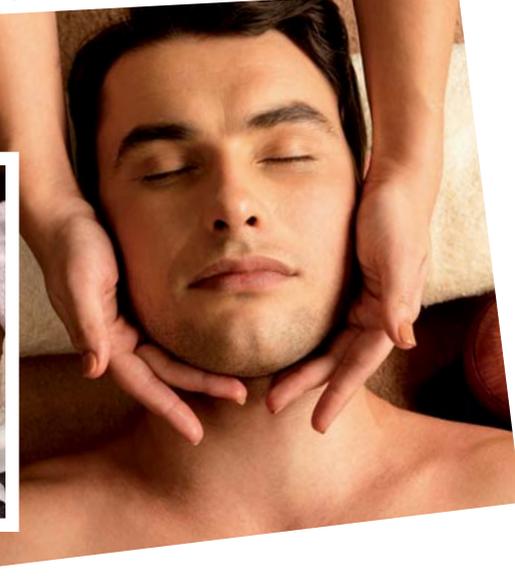
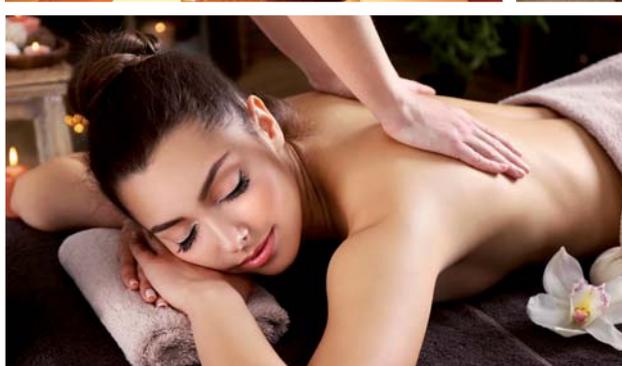
Says Sengupta, "Spa staffing remains by far the most difficult responsibility for many spa and hotel owners. With dramatic changes taking place in the spa industry, owners are finding themselves facing complex situations every day. However, over a period of time, we have managed to develop and nurture a great spa team. The spa industry in India is still an unstructured industry. There is a requirement of a regulatory body to monitor the functioning of spa operations and validation of procedures."

Training imparted on customer service

In the spa and salon business, training of therapists is of immense value. Says Dr Dasgoswami, "Trying to get others to relax, can be a tough job. Customers have many options to choose from when they are looking for spa or salon service. When a customer decides to visit our location, it is important that our staff is trained to turn every visit into a recurrence. We focus on the ability to personally connect with our customers; how to welcome guests from the moment they step inside; how to up sell appropriately and consistently; advance request fulfillment; how to follow up to ensure satisfaction with their service; how to present and sell associated products and services before customer departs."

Says Narendran, "We have several refresher trainings and follow ups which allow our therapists to keep abreast with industry standards and best practices. They always have access to a wealth of knowledge from our trainers, which helps them deliver international standards in service delivery."

Says Bhatia, "Knowledge is power. Clients today, are looking for a therapist's expert advice and recommendations on what magical treatments your spa or salon has to offer. Your client may come in seeking a one-hour Swedish massage session, but what that client really wants is release of stress, or relief from pain and stiffness that



“ WE HAVE SEVERAL REFRESHER TRAINING AND FOLLOW UPS WHICH ALLOW OUR THERAPISTS TO KEEP ABREAST WITH INDUSTRY STANDARDS AND BEST PRACTICES. THEY ALWAYS HAVE ACCESS TO A WEALTH OF KNOWLEDGE FROM OUR TRAINERS WHICH HELPS THEM DELIVER INTERNATIONAL STANDARDS IN SERVICE DELIVERY. ”

– VISHAKH NARENDRAN,
Director Marketing, Sanghvi Brands Private Limited

your treatment will provide. As a massage expert, you can suggest the treatment best suited to the desired outcome. The difference between a good therapist and a great therapist is the ability to listen. Even the most creative, exciting treatments can become mediocre if you do not listen to your client. An exceptional massage therapist takes the time to talk to each guest before providing a service, listening to the guest's needs and expectations, and then tailoring the service accordingly. Providing exceptional customer service is: Give guests what they want."

Says Sengupta, "We give immense importance to learning and development at The Shalimar Hotel, and have a training department in place which conducts training programmes for the therapists on a regular basis. Training programmes are focused on soft skills, grooming, communication, and guest interaction."

Advice on customer service to new entrepreneurs

The motto to adhere to is that the 'Customer is always right'. Elaborating on the thought is Dr Dasgoswami, who says, "In order for your spa to succeed, you constantly need to build its best aspects, namely, customer service, product offerings, and marketing, in order to carve your market share. Identify the aspects that are not working such as, outdated scheduling template, improper or broken equipment, and outdated products, and fix or eliminate them."

Sengupta signs off by saying, "In the highly competitive and crowded spa industry, effective marketing can make or break your business. Typically, spa business tends to fluctuate from one season to the next, and from year to year. An effective marketing plan can help you get through, and make the most of the good ones. It is a growing business and opportunities are abounding. The benefits of working in a spa are great, but be prepared for an emotionally charged atmosphere with some guests that have high expectations. Learn how to improvise on the spot and find humour in difficult situations. Invest in training, and think of unique wellness solutions, to create a distinctly adroit differentiation factor to beat competition. Quality in a product or service is not what we put into it. It is what the guest gets out of it consistently." 📌

GUEST SERVICE

Essence of the Experience

by J Tara Herron



When given the title for this article I was delighted because the very notion that recognizes that the 'Heart' is at the heart of spa customer service is what motivates and inspires me as the Director and teacher. Without the sensibility of the connection and empathy that the spa professional and guest must have, in any area of the spa journey, the quality of the experience is reduced beyond measure. In fact, in creating the Imperial Spa, I chose the Sufi theme because the message of the Sufi is to honour the guest as 'God'; as the embodiment of the divine that spontaneously brings teachings and wisdom. Sufi mystics are servants of humanity, who seek the secret to their own liberation through the service and healing of others, no matter who they are or where they come from. Free of judgment and conditioning, the heart becomes the seat of the mind from which true service emanates. In the words of the great Sufi Jalaluddin Rumi from his famous poem *The Guest House*, "Be grateful for whoever comes, because each has been sent as a guide from beyond."

I do prefer the term 'Guest service' to 'Customer service' simply because it puts the situation on a different footing, immediately elevating the relationship to one of hospitality and generosity of spirit, rather than a bargain. The power of the service lies in the passion of sharing something the giver believes in, and simply wants to give because they wish to give it and are honored to be able to. They have love and kindness in their heart. They are free of any previous misconceptions about the person, and simply serve with a purity of spirit. 'The Zen of Giving' or 'The Zen of Service' if you like, is when the notion of being a 'Human Being' rather than a 'Human Doing' relieves the situation of any preconceived value and puts it in a place of discovery. Each service is a service for the 'first time', each guest the first guest, the 'most important person' in that moment.

From the minute a guest contacts our team, we express gratitude and appreciation for their interest in our facility and service. The first point of contact is very important in order to set the tone of our approach and authenticity. Humility and confidence are two sides of the same coin and that coin is professionalism. To be a professional, your guest service should exude respect with understanding in equal measure, being sensitive to how the guest can best be served. Listening carefully to what the guest is requesting is key to responding in a befitting manner and offering an experience that improves their overall wellbeing, often exceeding their expectations.

Gathering factual information about the guest is essential in order to ensure that all health and safety measures are met, and to this end the guest is required to complete a Wellness Consultation that allows us to review any contra-indications to a chosen treatment or product in order to maintain optimum results. This also provides, both guest and service provider, with the opportunity to know the boundaries of the experience from all perspectives, giving both parties the space to share additional knowledge, if necessary, such

as, how best to prepare for the treatment in hand. This adds further enrichment by giving knowledge that the guest may not be aware of that enhances their overall experience.

"The process and the goal are not separate, they are one" ... these immortal words by Mahatma Gandhi teaches us that every step of the journey is as important, as the destination so that we are mindful to nurture every step of the way.

Spas can be quite intimidating if one is not familiar with the rituals and etiquettes that these environments present. Hence, extra care is always needed to make sure the guest knows where to go, what to do, and is mindfully supported in every area. The balance of making sure comfort and discretion are matched is also an art of the spa professional and can make all the difference to the overall success of the experience. If the guest feels embarrassment for any reason, it may make him or her conscious and constrained from enjoying the benefits. Spas are deeply personal places where our humanity is leveled out by the anonymity of robes and slippers, of faces stripped of make-up and the nakedness of the story. Understanding this is a heartfelt connection that comes from common sense as much as from good spa training.

Our training programmes not only focus on techniques, skills, rituals and management, but also on the quality of the touch and the mindset of the therapist. Personal development through classes in meditation, yoga, exercise, and correct nutrition is essential knowledge for the spa professional. Once in a while I may hear from a guest that they were not 100 per cent happy with a service, and when I inquire why it was so, it was because they felt the therapist was not 'present' or they did not feel a 'connection' to them. It is never about the skills, but the consciousness, presence, feeling, the heart of the therapist being evident within the service.

Different cultures also have varying taboos, such as people of Asian origin may not mind or indeed may expect help with dressing and undressing, whereas for a westerner the changing room area is a private place. Westerners generally do not like to be watched in this environment, therefore understanding these behaviours and expectations is of utmost importance.

Guest service also extends beyond the spa itself into the home. The aftercare experience is a vital touch which shows that there is consideration and care of prolonging positive results. Once the connection has been made with a guest, an understanding of their health and beauty aspirations can be supported by recommending other therapies and products they would benefit from. Training a young team to think in this way is often the toughest challenge because they may not have the confidence or experience to make recommendations, but we teach them to understand that guests appreciate such advice and thought for their wellbeing. Thinking like a true therapist, serving the guest beyond the boundaries of the treatment room, beyond expectations, is an ongoing journey which matures over time. It is the heart of the matter. 

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

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CUSTOMER CARE Critical for Spas and Salons

by **Shahnaz Husain**



You must have heard the common slogan, 'The customer is always right'. I was not really surprised to know the origin of this saying that has today become a hard and fast rule in marketing. It was Gordon Selfridges, the founder of the famous London department store, Selfridges, who coined this term. No wonder Selfridges is such a success story! The slogan term is a motto in marketing, not only for employees, but also for customers. It takes for granted how important the customer is for the organisation... and the sooner the employee learns the value of the customer, the better it is!

The importance of Customer Service lies in the fact that this department is the face of the organisation. The employee in Customer Service maybe the first person the customer comes in contact with. The satisfaction of the customer, and the good impression that the customer forms, can lead to a long association. As far as the salon and spa business is concerned, success depends on customer or client satisfaction. At the same time, the customer also expects a lot from the Customer Service department.

Customer Service in the salon or spa business not only means achieving the satisfaction of the client, but also includes troubleshooting and dealing with challenges, if and when they occur. In fact, experts say that Customer Service should also care for the emotional wellbeing of the client. It seems this is what makes for a long relationship between the client and the organisation. Customer Service personnel must be chosen with care and given appropriate training.

Customer Service is not a one-time service. It comes into play before, during and after the service. In the salon or spa business, it helps in building a client base, the way it also does in retail. Customer Service caters to existing and new customers, as well as

potential customers. I believe that gaining the customer's trust goes a long way in building one's clientele. Trust builds up through the experience of good customer care.

I can say from personal experience how important Customer Service is as I did not rely on commercial advertisements to enhance my business. I relied on 'word of mouth' and my belief that a satisfied customer is the best advertisement. For this, you need to provide the best Customer Service, so that your customer tells others how good you are. Feedback from customers is most important.

Our beauty therapists and sales personnel are trained in customer care. They learn about receiving and dealing with customers, cultivating charm and pleasant manners, ethics and respecting the privacy of clients, displaying good conduct, and humane attitude. Their professional duties and ethics are, of course, most important. The customer or client is happy to visit again and again, as a result of the good salon and spa treatments made available, and also good customer care. The training also includes how to receive customers. Since we have sales outlets at our salons, we provide special training to our sales personnel, too, who are our Beauty Advisors, but actually deal in customer care. They are provided with thorough knowledge about the products and how to relate them to individual needs, thus building customer loyalty and trust.

Good customer care is all about radiating positive feelings. The real test is how one deals with concerns. It is not as if issues will never arise. Even a perfect enterprise faces problems and complaints from customers. It is how one deals with the problem that really helps to build customer loyalty. Customers should be allowed to speak about their complaints. In fact, this is invaluable feedback. If they are put at ease and the complaint is handled properly, they will be encouraged to come again to the salon, spa or retail outlet.

I always say, "Be confident, but not over-confident." One should come across as being helpful, caring and reassuring, but being brash or pushy can give the wrong impression, and put the customer off. Avoid showing your own feelings of impatience, or annoyance, no matter how much time the customer takes to decide on the treatment or product. Be courteous, tell her about new products and treatments, being as helpful as you can through the entire process. The fact remains that in order to make your enterprise successful, there should be an increase in sales, so that you can build a loyal customer base.

Today, branding is all important and Customer Service is an important aspect of brand identity and brand recognition. In fact, it is the reason why customers want to be associated with the brand. **S**

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

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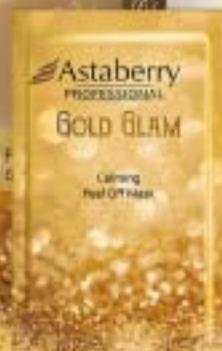
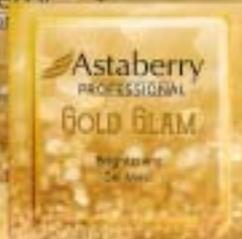
Astaberry Gold Glam Kit is an advanced facial that brings long lasting glow to the skin. Astaberry has created this facial using revolutionary technologies like the scrub 2 creme and the alginate peel off mask.

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

**INSTANT
RESULTS
LASTING
BEAUTY**



For enquiries contact : Ph no. 011-27233763
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Inocorp and Alfaparf Milano Present **Fantastic Hairdresser Awards Asia 2017**



Slated to be held from 11th to 15th September at the Goregaon Convention Centre in Mumbai, the Fantastic Hairdresser Awards Asia 2017 (FHAA) is a platform for hairstylists from across India, Thailand, Singapore, Malaysia, Vietnam, Indonesia, Taiwan, and Sri Lanka to showcase their skills



Driven by enthusiasm, Italian brand leader – Alfaparf Milano, takes its beauty mission seriously. The passion to give back to society and the community, has led to the concept of ‘FHAA: Fantastic Hairdressers Awards Asia’. FHAA debuts in India and it is going to be a spectacular affair. Alfaparf Milano Fantastic Hairdresser in association with Alan Austin-Smith, offers salons a unique concept of presenting their unique creative and business propositions. The awards also give salons an opportunity to show their potential and confidence as they win amongst the best from the industry.

The concept

The idea is to give local hairdressers, from all over Asia, a major boost and an enviable opportunity to showcase their skills. In July, the photographic finalists were pre-selected from a number of competing Asian countries, namely, Thailand, Singapore, Malaysia, Vietnam, Indonesia, Taiwan, Sri Lanka, and India.

The process

All the entries followed strict contest regulations and inspirations in terms of products and ratios to be used, as well as being accompanied by a precise step-by-step breakdown of the work in progress. This is to help the Jury to evaluate the entries on the basis of techniques and strategies adopted by the applicants, while they work towards creating their final look. All the entries are inspired by Alfaparf Milano’s most recent collection called Desaturata. The shortlisted entries will be sent to Italy. Out of them, one finalist per category per country will be selected. There will be three finalists, who will showcase their creativity on stage at the FHAA.

Award categories

The categories have been broken down into three – the Junior Hairdresser Award, who is under 25 years, the Senior Hairdresser Award, above 25 years, and the Contemporary Bridal Upstyle Award.

The Jury

The Jury Members comprise of Kenneth Frost, International Technical Educator, Alfaparf Milano, and other Alfaparf Milano international experts.

Prizes

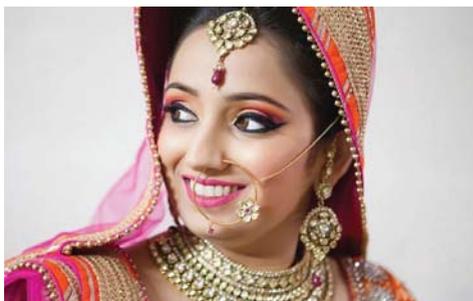
There will be an all-expense paid trip of Asia; a workshop and an invitation to Alfaparf Milano Asia 2018 event. Also there will be products from Alfaparf Milano for the lucky winners. Needless to say, there will be a blitzkrieg of promotion of the event and the winners on Social Media, especially the FHAA Facebook Page, print magazines, and more.

The event

For the five day event, the Alfaparf Milano Styling Team (APM) has been invited from Italy. On the opening day, there will be a presentation by Attilio Brambilla, President, Alfaparf Milano. Post that there are likely to be live performances by the APM Styling Team. On the last day, the deserving will be honoured at a glittering event that brings to life the vision of the salons, their creativity from the International Artistic Team. Excited on bringing the Awards to India, Vivek Jain, Head – Brands at Inocorp Marketing Private Limited says, “FHAA 2017 promises and ensures a platform that not only recognises, talent, but promotes it to all the counterparts. It is strategically designed so that all benefit from the winning experts and expertise. We cannot wait for September to arrive!”



BEAUTY



MANPREET SOHAL

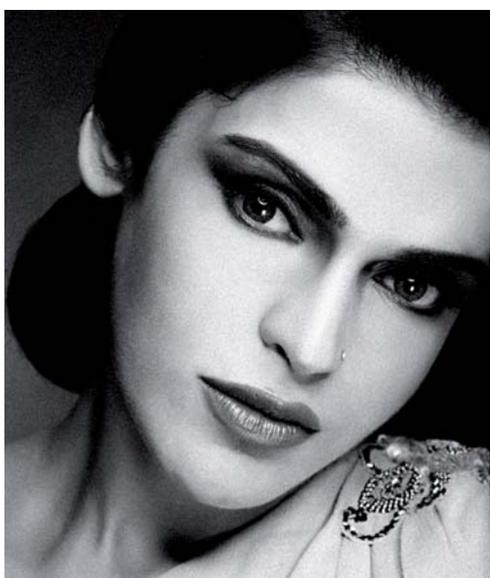
Elevating **Education**

Manpreet Sohal, Hair Educator with the A N John Academy in Kolkata and Director at Shadows n Blush, has made a mark in the make-up and hair industry. Intensely passionate about her craft, she aims to elevate the level of education currently being provided in the industry

by **Shivpriya Bajpai**

Getting started

I have done my basics in make-up from VLCC, advance course from Make-up Studio Training Center, fashion make-up from Hong Kong, permanent make-up from Dubai, and have attended several seminars. I started my career as an independent make-up artist, and later joined Revlon, the international make-up brand. I consider my association with Revlon to be the turning point in my career, though the best is yet to arrive. I have been an educator for almost a decade now, and educate myself constantly on the latest trends and techniques. Learning is a life-long process that gives one ample scope to enhance themselves.



Challenges faced

I am from a small town, and like most parents, they, too, wanted me to be an engineer. But I always had make-up on my mind, so it was difficult for me to convince them on my career choice. My mother trusted me and funded my initial training, and later, I used to save money from my salary for further education. Today, everyone supports me, as they have witnessed my growth curve in a short span of time.

Current role and responsibility

I am associated with A N John Academy as their Hair Educator, and call the shots at my studio, Shadows n Blush, wherein I teach make-up and offer make-up services for different occasions. I believe being an educator is a big responsibility, as you are trusted to build the future of many students.

In trend

Fresh and glowy skin paired with bold eyes or bold lips is the most sought after make-up trend. Cream blushers with graphic eye liners are big. The newly launched primer by NYX - Honey Dew Me Up is infused with golden flakes that impart a golden shine. You can use it on top of your make-up by dabbing it on your cheekbones, bridge of the nose and chin for a glamorous evening or party look.

Make-up for different platforms

Firstly, make-up artists need to analyse the face structure, texture, complexion, and flaws of their clients; secondly, they need to keep in mind the occasion before implementing a look and technique. For instance, in media and television make-up, giant HD screens are the viewer media, so elaborate looks are incorporated; in fashion make-up, there is a distance between audience and models, who are wearing make-up, and looks are usually theme-based; and in bridal and party make-up,

“ Fresh and glowy skin paired with bold eyes or bold lips is the most sought after trend. Also, cream blushers and graphic eyeliners are in vogue. ”

clients have to stand next to the crowd, so the make-up look should be subtle, yet elegant. Client interaction is important to know what the client wants and then to strike a balance between their expectation and your knowledge. A bride should be comfortable on her D-day, and for photo shoots and editorial make-up, artists need to research on the theme and come up with looks. Make-up is all about blending irrespective of the platform an artist is working on.

Evolution as an artist

Beauty is universal and make-up is one way to let it shine through. My USP lies in my versatility as a make-up artist. I do not follow one style or technique, and it reflects in my training sessions, too. I enjoy experimenting and learning from my mistakes. Starting as an independent artist and now educating aspiring artists, the journey has been a fulfilling one, yet I have a long way to go.

Advice for aspiring make-up artists

My first advice for aspiring make-up artists would be to invest time and money on education. Practice is the key and there are no short cuts to hone your skills. Learning from professionals is important to get your basics right and evolve with time. Assist senior artists, but be original at the same time, and do not copy anyone. Develop your own sense of style to make your own mark in this industry.

Views on Indian make-up industry

India is full of opportunities and you just need to grab one. The industry has come a long way. Factors such as, new trends, techniques, collaborations, education, raised awareness and demands, product innovations, among others, have played a significant role in the evolving dynamics of the industry.

Future plans

I want to evolve further as an artist and keep up the process of learning. I plan to launch a make-up boutique and academy in the future. My aim is to transform the industry by providing well-trained professional make-up artists and offer best in class make-up services to make people beautiful in their own unique way. 📍



OLIVIA From Strength to Strength



A pioneer in the beauty business for the last 30 years, and going strong, Irfan Memon, Director, Olivia, shares the USP and plans for the brand in FY2017-18 with Salon India

When and how did brand Olivia come into being?

Olivia Healthcare started its operations in 1987. Ever since its inception, Olivia is known as a superior brand that offers value-for-money products. Our first product was the Olivia Fairness Bleach Cream. Delivering quality products backed by extensive research and domain expertise, the brand witnessed tremendous growth and forayed into other product categories such as, skin care, hair care, and cosmetics. The choicest materials and goodness of herbs soon made Olivia products a must-have. In 2012, the brand marked 25 years and was transformed into a household name in beauty and cosmetics.

What was the inspiration behind creating it?

Olivia gets its name and inspiration from the ever so fascinating fruit, the olive. For centuries, women have fancied it for the nourishing and beautifying properties. With an aim to carry these exceptional qualities forward, Olivia has laid emphasis on herbal and natural ingredients in all its products.

What is the product portfolio?

In skin care, we have Face Wash in three variants; Facial Kits namely, Pearl Whitening, Apple Strawberry, Anti-Tan, Papaya Di-Pigmentation, Diamond Skin Polishing and Gold Anti-Ageing; Bleaches, namely, the Herb Bleach is signature product, Fruit , Gold, Oxygen, Fairness and Shiner; Hair Removers, namely, Herbal, Strawberry and Sandal; Massage Creams; Scrubs and Face packs; Moisturisers, namely, Honey Almond, Strawberry; and Cleansing Milk. In hair care, we have Herbal Shampoos; Conditioners with Aloe Vera. In cosmetics, we have Liquid Foundation; Waterproof make-up – the concealer stick; Waterproof Pancake; Compact powder; and Kajal.

How many SKUs are there?

We have more than 100 SKUs.

What is the USP of the brand?

Our USP is our Research and Development, which we consider to be our backbone as the skin care and hair care industry demands stringent quality control measures and up-to-the-mark research processes. Our in-house Analytical and Microbiological Lab, is well equipped to handle testing and analysis of input

as well as output products. All the products are safe for consumers.

What are the marketing strategies?

To increase consumer awareness, we do promotions, and give product education to through seminars to the salon segment.

How does the brand stay ahead of competition?

The products at Olivia are value-for-money. Unlike other brands, we deliver quality products for mass consumption at affordable prices through our strong distribution network.

What are some of the challenges faced in marketing and distribution?

The only challenge is to tap the vast potential for beauty products in our country and abroad. Olivia products are available in the entire Indian Subcontinent across all states and a few overseas markets such as, UAE, Malaysia, Fiji, Mauritius, Port of Spain, and more. Our marketing and distribution team comprises of 350 professionals. We also have over 2,000 distributors all over India, who make certain that the brand is available at cosmetic, medical and general stores, as well as beauty salons.

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

Our future plan is to introduce a new range of products in the professional segment, and further strengthen the professional division.

What is your view on the skin care market?

With the changing needs and preferences of the consumer, cosmetic companies are modifying their product portfolios, which are fuelling the demand of skin care products. The variants like skin whitening, anti-ageing, sunscreen, moisturising lotions, and anti-acne products are actively bought as they address their skin care needs. The demand for herbal cosmetics is also increasing, especially among those who prefer natural home-made products. Further, creams and lotions occupy the largest share in the skin care market, which is one of the leading segments, preceded by hair care, in the Indian cosmetic industry. In the future, although creams and lotions are expected to lead, face wash is expected to attain the fastest growth rate in the segment. 📌



Facts About the Korean Skin Care Market

Being a dermatologist in Delhi is tough, but rewarding nevertheless. Staying beautiful in a city where pollution levels are among the highest in the world, the climate is hot and harsh, monsoons bring a host of new acne-causing bacteria for several months of the year, and diets are laden with carbohydrates and dairy, is beyond hard. Delhi encompasses everything bad for your skin, hair, and health. Hence, I have to think out-of-the-box when I am prescribing skin care regimens to my clients. This requires me to be up on the latest beauty trends and skin care sciences to ensure I am prescribing the best, most updated regimens. To further understand the derma space, I decided to get out of town to learn hands-on which beauty routines are trending around the world. And what could be a better city than Seoul, the beauty Mecca of South Korea!

Seoul is my beauty spirit animal. Their skin care industry encompasses everything that is good and pure in the beauty world, and my dream would be for everyone to take their lead. Not only do they have several skin care stores, which are at a distance of 5 feet from each other, the quality of their products is far too superior. Even in their low-cost stores, they stock products that are infused with the purest of ingredients and trendiest of extracts, for example the snail extract. And, what are the products free from? Harsh chemicals and fortifiers that are seen even in international brands. As for the range of products, you will understand it easily when you review the famous Korean 10 Step Skin Care Regimen.

For those who are unaware of the K-Beauty Regimen, let me break it down step-by-step. Step 1 of the routine is to apply an oil cleanser. The addition of oil to your face wash routine actually helps break down existing oil on the face, as well as removes make-up. Step 2 add a foaming cleanser for a deeper cleanse. Step 3, use an exfoliator to unclogg stubborn pores and remove dead skin, and for added glow and de-tanning. Step 4, use a toner to prime the skin for application of the next set of products. Step 5, use an essence, which is at the heart of the Korean skin care regimen. An essence is a water-like toner, but targets concerns such as, fine lines and pigmentation, and is similar to a serum. It is not typically as strong as a serum, which is why step 6 is reserved for serums, boosters, and ampoules. These aggressively target problematic skin concerns such as, acne, redness and inflammation, dermatitis, and so on. Step 7, use a mask meant to target your specific skin care need, be it dryness or inflammation. Step 8 works on under eyes concerns such as, pigmentation and puffiness, so choose a cream accordingly. Step 9 is for application of a face cream that will lock in all the goodness from steps 1 to 8. Lastly, step 10 concludes the regimen with SPF. Use it to protect the skin from UV rays, whether you are indoor or outdoor. Remember a clear glass window is as damaging and does not offer protection from the sun.

I researched and looked up products from all the 10 steps. While I do not believe in toners and essences, I was impressed with the efficacy of oil cleansers. Every shop I entered boasted not only oil cleansers, but cleansing balms, cleansing lotions, gently foaming cleansers, exfoliating cleansers and every type of cleanser in between! The variety of masks Seoul had to offer was amazing - from clay to sheet masks, there was one to treat acne, dryness, and more. The efficient and available brands are Laneige and Dr. Jarts+ as they offer a host of incredible serums and boosters, as well such as, the Dr. Jart+ Cicapair line for red and irritated skin. 📌



▲ *Dr Kiran Lohia is an acclaimed dermatologist with over a decade of experience. Her clinic Lumiere Dermatology in Delhi, is known to offer innovative skin care treatments.*

(Part I of a series of articles on Korean Skin Care)

Anti-pollution Major Draw in Beauty

Consumers across the globe are becoming increasingly concerned about the effects of pollution on their health, creating space for the beauty industry to step in with solutions. The World Health Organisation describes global air pollution as a 'public health emergency'. The European Union estimates that life expectancy could be increased by 22 months in the most polluted cities, if WHO guidelines were met.

Air pollution regularly hits the headlines around the world as authorities and consumers worry about unsafe levels of emissions from factories and cars. Despite this, anti-pollution claims have appeared on only 1 per cent of global beauty launches in the last four years, according to Mintel Global New Products Database (GNPD). However, the number of new anti-pollution ingredients queuing to hit the market indicates that a new wave of launches is only a matter of time. Given the levels of pollution across the global markets, India and China bear a significant amount of potential for anti-pollution beauty.

The opportunities within Asia Pacific

Asia Pacific has some of the biggest facial skin care markets as well as the highest levels of PM2.5 pollution, which offer huge sales potential for brands. According to Mintel GNPD, in 2016, 38 per cent of global beauty product launches with an anti-pollution claim were launched in Asia Pacific, up from 28 per cent in 2015. In fact, certain markets in Asia Pacific are racing ahead in terms of anti-pollution beauty innovation.

China, for instance, has started to recognise the potential with 2 per cent of beauty launches between July 2013 and June 2017 featuring anti-pollution-related claims. India and Thailand are also strong markets for anti-pollution products.

India reportedly has the second highest rate of pollution-related deaths in the world, and according to Mintel GNPD, 2 per cent of Indian beauty launches carry an anti-pollution claim. Although above average, this figure does not reflect the level of potential for pollution-proof products in the country, especially as Mintel research has revealed that close to half of consumers in India aim to live a healthier lifestyle.

The growing middle-class will enable more prestige brands to enter the Indian market as the consumer's ability to pay for added value products increases. However, the real boost to the market will come as soon as mass market brands produce more affordable products to suit the local consumer's pocket.

Due to its level of air pollution and relatively affluent middle-class, Thailand is another market with considerable potential for anti-pollution beauty. In the four years between July 2013 and June 2017, some 3 per cent of Thai beauty launches held an anti-pollution claim.

Looking ahead

Anti-pollution is still a broad term within the beauty space, and in certain Asian countries, there is still more that can be done to raise awareness. As consumers become more informed about the damage caused by the environmental factors, brands will need to be more specific with the pollutants the products are offering protection against, like PM2.5, electromagnetic particles, and dust, for example.

In addition, in any given scenario, centering a product or its messaging around a consumer's personal experience will always be a good leverage. In this case, the change in a consumer's skin or hair condition when exposed to pollutants or pollution, is worth capitalising on. It is also an effective way to help build awareness on anti-pollution in beauty and personal care.



Mintel_Copyright_Pentaprisim_RhysNgo_277 - Sharon Kwek

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

Moving forward, in a bid to convince consumers, tests to prove product efficacy will become a necessity with every new launch of a beauty and personal care product that comes with an anti-pollution claim.

Brands can also address the consumer's pollution concerns with products designed to block, filter or repair damage caused by these different elements, either individually or as a bundle of benefits.

For instance, hair care brands are targeting pollution-conscious consumers by championing ingredients such as, Moringa Seed, to communicate the 'pollution-proof' nature of their products. Moringa Seed, commonly seen as a pure, natural ingredient, is also widely

used as an active ingredient in a number of high-end cosmetics, thanks to its ability to deeply cleanse the hair, and protect it from harm caused by polluted air and water.

Anxiety about polluted water also raises potential for products that contain either little or no water, or that do not need to be used in conjunction with water. This is noted by Mintel's Beauty and Personal Care 2025 trend 'Water: the new luxury', which discusses how water is set to become a precious commodity as consumption outstrips supply – and the more consumers become aware of this, the more beauty brands will need to change how they manufacture and formulate products to limit their dependence on water. 

Indian beauty launches with anti-pollution claims



JOVEES, SILK FOUNDATION

The Silk Foundation from Jovees is described as a daily use, lightweight foundation with SPF 15 that is enriched with Argan Oil, Olive Oil, Vitamin E, and other precious ingredients. The foundation claims to help improve skin radiance, creates an even, uniform tone, hydrates the skin, protects the skin from environmental pollutants, and does not clog the pores.



JOY PURE ALOE, MULTI-BENEFIT SKIN CREAM

The product is formulated with natural moisturisers and skin protecting actives to offer six active actions: moisturisation, soothing, fairness, anti-ageing, anti-pollutant, and UV protection.



POND'S PURE WHITE, ANTI-POLLUTION + PURITY FACE WASH

This face wash is formulated with activated charcoal. It claims to extract pollutants and impurities, while leaving the skin pure and glowing.

ALL NATURE HAIRINA, HERBAL HAIR STIMULATOR

The non-sticky aqua concentrate is designed to prevent hairfall and promote growth, and is described as a fortified ayurvedic hair tonic. It is made with trusted botanicals, flower extracts and essential oils, and offers solutions to common hair problems. The product also claims to protect from pollution and UV rays.



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.

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Market Watch | **Make-up**

● **Nail enamel by *FACES Canada*** →

The Hi-Shine Nail Enamel Autumn collection is sure to make your autumn bright and vibrant. It gives an immaculate finish and an intense shine to your nails, just with a single stroke. The superior quality of the brush offers smooth application to get that perfection of a salon. With shades, namely, Blue Midnight, Rich Orange, Red Maple, Mustard Leaf, Orange Love, Green Grass, Blue Sky, Teal Motif and Peach Perfect, glam up your attire any day of the week in a jiffy. The collection is available in major metros and Tier I cities, at cosmetic retail stores and online through Flipkart, Nykaa, Purple, Shopclues and Shoppersstop.

Price: ₹229 each



● **Lip pencil by *NYX Professional*** →

Draw out your pout with a stroke of rich colour with the classic Slide On Lip Pencil. This artistry must-have is now available in 14 shades ranging from Dark Soul, Bedrose, Pink Canteloupe, Brick House, Rosy Sunset, Flourescent, Disco Rage and Nude Suede Shoes, and more to fill every colour dream. It is waterproof and glides on smoothly to deliver a highly pigmented matte finish. It is available at all retail outlets.

Price: ₹800



● **Lipsticks by *Masaba for Lakmé*** →

The all-new Lakmé Absolute lip pouts, co-created by the face of line and fashion designer, Masaba Gupta, is inspired by the theme of Candyland. The easy to use crayon format makes it a stylish accessory. The lipsticks have five different quirky packaging creatives and 10 shades - whether it is the burst of colour we get from the tangerine pouts or the rich chocolatey browns from the toffee-inspired ones, these lipsticks will win your hearts. You can choose from the bold red hues from the sweet candy cane-inspired pouts to the hot pinks from the bubble gum one. Look out for the cola-inspired gorgeous purple shade! The collection is available at all cosmetic retail stores.

Price: ₹750



● **Eyeshadow by *Kiko Milano*** →

The Water Eyeshadow is marked by the instant colour release and its dual wet and dry usage, making it a must-have for this season. Its prominent manufacturing enables it to be blended easily and at the same time offers immediate release of perfectly even colour. The Water Eyeshadow is available in an exclusive three-dimensional shape featuring a special ergonomic design that facilitates product uptake, making it quick and easy. In 32 luminescent shades, the creamy texture and brightness is perfect for an effect ranging from sheer to full and intense, offering a highly adjustable finish. It is available at exclusive Kiko Milano stores in DLF Mall of India, Noida, DLF Promenade, Vasant Kunj and Ambience Mall, Gurgaon.

Price: ₹1,050



● **Illuminating powder gelée by *Estée Lauder*** →

The new limited edition Illuminating Powder Gelée, is designed to sculpt and highlight, and deliver a naturally illuminating glow for a flawless, healthy-looking finish. Developed using Prisma Technology, a tri-brid of liquid, powder and gel, it delivers a smooth, even application with incredible colour projection. The luxurious formula uses a unique suspension of pigments and pearls with a crystal clear system to create a spectrum of finishes that provide an impeccably natural glow. It is available at signature stores.

Price: ₹3,500





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Jerome Calonne
Development Leader
KIABI INDIA



toy store

Mark Handley
CEO
Toy Store



Metersbonwe
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Market Watch | **Skin Care**

● **Vitamin E cream by Skintruth**

The Vitamin E Enriched Cream is infused with Patchouli extract and Vitamin E, which is a renowned antioxidant that leaves the skin smooth and supple. Vitamin E is also beneficial in the treatment of scars and, when used daily, is likely to even the skin tone. It comes in two sizes, 225 ml which is the home care range and 450 ml, the professional range. Available in India through leading salons or write to Headstart International at info@headstartinternational.in.

Price: ₹1,275 for 225ml; ₹1,475 for 450ml



● **Ease away wrinkles by Skeyndor**

Skeyndor Corrective Line for women counters the effects of ageing on the skin and is scientifically formulated to treat deep wrinkles and expression lines both quickly and effectively. It has four products which offer an alternative to surgical treatments, namely, the Instant Wrinkle Filler Cream, Expressions Lines Serum, Eye Expression Lines Eraser, and Instant Lip Contour Filler. By incorporating the synthetic viper's venom, this range works as an innovative treatment. Available at leading salons, derma clinics and online at www.skeyndor.in.

Price: Instant Wrinkle Filler Cream for ₹3,990; Eye Expression Lines Serum for ₹2,270; Instant Lip Contour Filer for ₹1,840 and Expression Lines Serum for ₹3,450



● **Body care by MoroccanOil**

Drawing on life's pleasures and the essence of the Mediterranean, the MoroccanOil Fleur de Rose collection is formulated with unique, proprietary blends of the highest quality ingredients to instantly soothe the mind and body. The collection offers a complete regimen and includes the MoroccanOil Body Buff, which is a gentle exfoliating body scrub infused with rose petals that polishes away dead skin cells to instantly help revitalise the skin. Featuring a unique blend of Argan, Sesame, Grape seed, Avocado and Sweet Almond oil, it nourishes skin with deep, long-lasting moisture. The MoroccanOil Body Soufflé, MoroccanOil Body Butter, and the MoroccanOil Hand Cream are also part of the collection. They are available at fine salons, spas and at Moroccanoil.com.

Price: On request



● **Fairness glow by Astaberry**

Astaberry Biosciences has launched the Diamond Bleach Crème, to enhance the glow of the skin, while lightening facial hair. Infused with the richness of diamond, it provides peel treatment to the skin and gives a youthful radiance. Moreover, it reduces age spots, acne scars and sun-damaged skin while improving the complexion. The glow appears within 10 to 15 minutes and the lasts for 20 to 25 days. Astaberry Diamond Bleach Crème is available at leading departmental and online retailers across the country.

Price: ₹75 for 35gm



● **Toner by Lotus Herbals**

A clarifying and balancing toner, the BasilTone works effectively on oily and combination skin. It is a dynamic blend of Basil Leaf and Cucumber extracts, as the Basil Leaf extract is a powerful natural astringent, while the Cucumber extract helps tighten the pores and removes any residue of make-up, excess oils, and effects of pollution. This innovative toner restores the natural PH balance of combination or oily skin, as a result skin becomes clear, clean, and feels fresh. It is available at Lotus Exclusive Brand Outlets and select premium beauty and departmental stores across the country.

Price: ₹285 for 100ml





SPA FOCUS



Spa at **Palazzo Versace Dubai**

LUXURY AT ITS BEST

Reminiscent of a 16th century Italian Palace, Palazzo Versace Dubai is a Neoclassical masterpiece with subtle traces of Arabian architecture. Featuring a striking entrance, high ceilings, landscaped gardens, and a range of well-crafted Italian furnishings, the hotel is truly symbolic of the Versace lifestyle



Year of opening: November, 2016.

About the spa: Set in the heart of the Culture Village precinct and surrounded by landscaped gardens and access to Dubai Creek pedestrian promenade, the Palazzo Versace Dubai is few minutes' drive from Dubai International Airport and less than 10 minutes away from the Burj Khalifa and Downtown Dubai. Located on the ground floor, The Spa is spread over almost 10,700 square feet of wellness, and typifies the stunning boutique spa. Its marble floors of Granito Nero Assoluto match the grey degrade mosaics and the white birch wood walls with mother-of-pearl details. The lighting is dim, and very relaxing. The spa pools are designed with vibrant turquoise mosaics. The motifs in the décor belong to the sea world: cornucopias interlaced with small seashells and embellished curlicues. The Spa offers dedicated male and female thermal suites, each containing a plunge pool, sauna, steam room, relaxation lounge, spacious changing facilities, a luxury Moroccan hammam sanctuary, and even a nail studio.

About the treatment rooms: The Spa includes seven luxurious treatment rooms and one exquisite spa suite complete with its own private Jacuzzi, monsoon rain shower, and full changing facilities.

About the therapies: The Spa at Palazzo Versace Dubai provides an astounding selection of treatments using high end luxury brands from across the world. The offerings include result-driven facials, luxury holistic massages, softening and energising body treatments, Moroccan hammam, and luxury manicure and pedicure.

The signature therapies

The Ultimate: You will enter a world far away from Dubai's bustling city life and reappear relaxed, refreshed and feeling amazing. The Ultimate package begins with a chauffeur driven car picking you up from your home in Dubai ensuring you arrive in style for breakfast at Giardino. Your spa treatments will begin at 10am, starting with the Signature Hammam ritual followed by the Ceremonial Massage. A delicious two-course lunch will be served in either Vanitas or a private cabana by the pool. The Radiance Facial begins in the afternoon followed by a blowdry and a luxury Manicure and Pedicure with a glass of champagne or mocktail of your choice, to complete your day. To make sure your journey home is as special as your arrival, the chauffeur will be waiting to escort you home.

Rejuvenating Rose: An exquisite facial comprising of honey and rose elixir especially made for The Spa. Your journey starts with a deep cleanse and beautiful bamboo peeling exfoliation. A rejuvenating massage, with an application of nutrient-rich serum and essential oils, defies all the signs of ageing.

USPs of the treatments: A rose serum is exclusively made for The Spa by Dr Pauline Burgener and is used for the Rejuvenating Rose facial. 24k gold treatments have been tailored by Carol Joy team especially for Palazzo Versace Dubai's guests.

Products and brands used: Neom for the body massage; Ila for body massage; Carol Joy for the face and body; Burgener for the face and body; and MarocMaroc for the hammam.

Architect or firm: Versace.

Address: P.O. Box 128431, Dubai, United Arab Emirates

For reservations: +971 4 5568750

Website: <http://www.palazzoversace.ae>

(AVB)



DR MANISHA RAKESH HADKE **Personalising** Experiences

Dr Manisha Rakesh Hadke, Spa Manager at U Santé Spa at U Tropicana Alibaug shares her views on wellness with *Salon India*



Please tell us about your professional background.

Having completed my doctor's degree in Ayurvedic medicine and a Post Graduate Diploma in Panchakarma, I have 16 years of experience in the Spa and Medispa industry. I began my career with Arya Vaidya Sala Kottakal, the leading Ayurveda company. I also worked with established corporates such as, the Yash Birla Group and Ayush Hindustan Lever. I entered the Hospitality industry in 2011 with Taj Wellington Mews Mumbai, and then moved to Taj Bangalore, as the Spa Manager.

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

Being a doctor I used to deal with patients and thus understood that prevention is better than cure. Spa and wellness helps us to maintain equilibrium between physical, mental, and spiritual health and so, helps prevent various ailments through a relaxing and rejuvenating experience. This inspired me to get into the spa and wellness industry.

What are the therapies offered at the spa?

At our spa, we offer both Ayurveda and Non-Ayurveda therapies. Our spa menu also consists of Foot Therapy, Head Therapy and Back therapy. In the Beauty section, we provide treatments such as, clean ups, facials, body scrubs and wraps.

What are the preferences of your clients?

The people who visit our hotel spa are HNIs and well-heeled travellers aware of wellness-related concepts, spa treatments, and so on, and opt for treatments and therapies that help them relax, revive and rejuvenate.



How does the spa stay ahead of competition?

Our expert therapists pamper our guests with wonderfully rejuvenating treatments that care for your mind, body and soul. U Santé Spa, as the name suggests, is a complete toast to your health, and offers luxury spa facilities with private treatment rooms and massage therapies that embrace the most effective Indian and Asian styles of massages to promote a sense of wellbeing and nurture the spirit. Choose from U Santé signature massages like Traditional Balinese massage, Lomi Lomi Massage, Aroma Therapy massage, body scrubs, and masks.



We also offer the 'Open to Sky' treatment, amidst the clean air, serene environment and natural settings. Every treatment starts with consultation wherein there is a detailed chat with the assigned therapist. It is important that there is comfort level right from the beginning of a treatment, as the process is private and personal.

The Ayurveda treatment room is the USP of spa. We offer treatments like Abhyanga, an Ayurvedic oil full body massage and Udhavarthana, the anti-cellulite powder massage. We also have a special 'Couple Treatment Suite' where you can enjoy a couple's massage followed by a relaxing time at the Jacuzzi.

How do you educate clients on the importance of wellness?

We offer personalised treatments to all our clients and guests based on their needs, requirements, health issues and specific focus areas. During this one on one consultation, we define wellness to them, suggest the best spa treatments, explain different wellness-related concepts and also have a conversation about the importance of wellness in today's world.

What are the main challenges that you face?

We do not compromise on this and is kept at a premium level due to the composition of each treatment, the various types, duration, proper settings, oils used, and the skill of the therapists.

What are the future plans for the spa?

We plan to host more 'Wellness Weeks' at the property like an 'Ayurveda based holistic week at U Tropicana Alibaug' where guests will have access to luxurious accommodation at the property, nutritious food, Ayurvedic therapies, Yoga, Meditation, and Doctor's consultation. Our next plan is to also introduce special Ayurvedic therapies in our treatment menu so that guests can avail of Ayurvedic therapies any time they wish. We would also be more focused on Wellness and holistic programmes which would cover three, five or seven day journey, including a wellness diet, nutritionist at the resort to speak to, yoga, and of course, the pampering that goes along with it.

What are your views on the growing wellness industry?

These days, consumers are well travelled and more aware of the wellness industry and services. Recently, there has been a shift towards adopting a healthier lifestyle. People are choosing healthier substitutes, and are incorporating more wellness related concepts into their daily routines and lifestyles. From eating healthy food or opting for a workout once a week, there is a focus on holistic wellbeing which revolves around mental, physical and spiritual health to maintain equilibrium between the body, the mind and the soul. Responding to the flourishing consumer demand for wellbeing facilities, 'the spa' has firmly established itself in the hospitality industry today. Spas have also become an indispensable part of upscale and luxury establishments, particularly in the leisure segment. Due to hectic schedules and increased work hours, consumers prefer visiting spas and availing of wellness related treatments and therapies that help them to unwind, de-stress and relax in a naturally healing environment. Hence, travellers and guests are incorporating spa visits while on a vacation, or even when they travel for business. These days, there are also special resorts and hotels that organise customised wellness vacations that combine spa treatments, wellness activities, diets and health consultations. 📌

Spa Solace **Lucrative** Offers

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

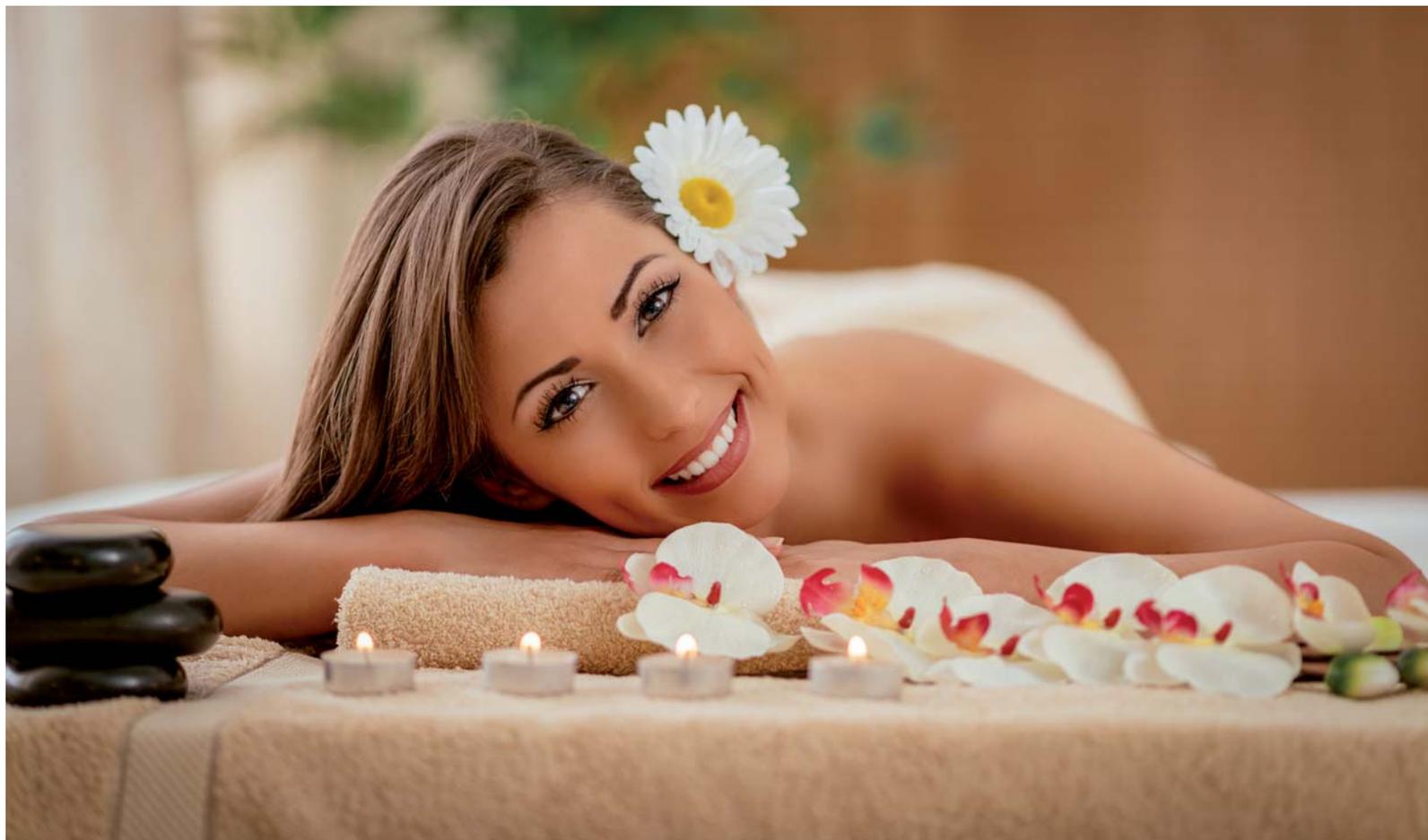


Photo: Shutterstock

THE ULTIMATE AROMATHERAPY EXPERIENCE,

Zehen Spa | Delhi

The intense massage ritual involves unique soft touch with oil to choose from and focuses on vital pressure points to release tension from every part of the body. It deeply relaxes and rejuvenates the body while the oil invigorates senses. This therapy is drawn from a fusion of eastern and western techniques enabling the therapist to harmonise your mind, body and soul.

Duration:

60 minutes and 90 minutes

Price:

₹3,700 + taxes for 60 minutes and ₹5,200 + taxes for 90 minutes

THE SOTHYS HYDRO FACIAL,

Palms Spa | Mumbai

This regime uses Sothys intensive Hydroptimale moisturising facial treatment to provide three dimensional hydrating treatment. It hydrates the skin reducing dullness, and leaves it soft, smooth, and supple. This facial also reduces the appearance of fine lines, giving the skin a more youthful appearance.

Duration:

60 minutes

Price:

₹3,600 + taxes

THAI MERIDIAN BODY MASSAGE,

Woo Wellness Spa & Salon, Pullman Hotel | Gurgaon

This traditional Thai massage, developed by Buddha's physician more than 2,500 years ago, promotes a healing process and assures a feeling of sublime relaxation. A dry massage, this technique includes passive stretching and the gentle application of pressure along energy lines. It relaxes the stiff and sore muscles to ensure complete rejuvenation of the body.

Duration:

60 minutes and 90 minutes

Price:

₹5,500 + taxes for 60 minutes and ₹6,500 + taxes for 90 minutes

CHI INDULGENCE,

Shangri-La's Hotel | Bangalore

This decadent spa experience is a complete package including royal bath, followed by massage and concluded by facial. The journey which begins with a relaxing aromatic bath. Next, oriental aromatic oil is used for the Chi balance massage to release stress. Lastly, a customised facial is offered to suit the client's needs that leaves the skin with a radiant glow.

Duration:

150 minutes

Price:

₹5,500 + taxes

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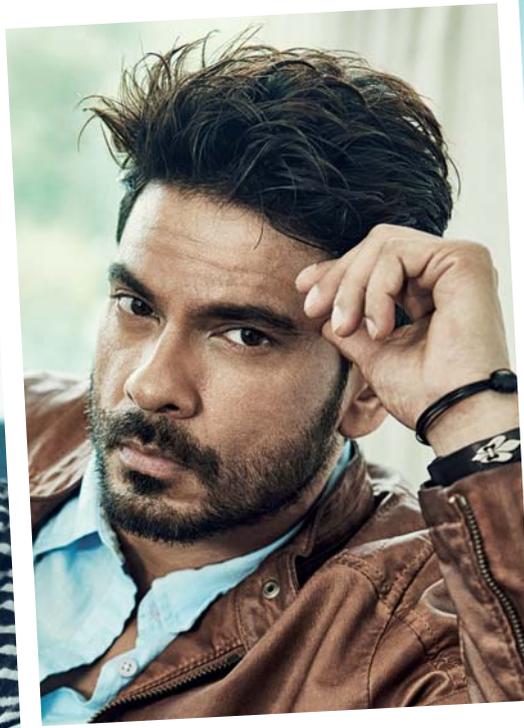
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KEITH SEQUEIRA “Suave and **Classy**”

Model turned anchor, Keith Sequeira topped all the popularity charts in Big Boss Season 8, the reality show, and took his stardom to the next level. He still continues to be a heartthrob of women across the country. With *Salon India*, Sequeira shares his fitness and grooming regime

by **Sandeep Verma**

“Personality is important”

I feel, being thought of as ‘hot’ is another way of appreciating one’s overall personality. More important than looks, it is your attitude and style that defines you. Confidence in yourself and the work you do will automatically give you a sense of being complete and you will appear as someone who is self-assured and happy. A person’s style needs to be in sync and should ideally speak for what the person believes in. This is ‘hot’ for me!

“Balanced diet is key”

I follow the basic principle of eating fresh and nutritious food throughout the day. I avoid processed and packaged food as far as possible. I drink plenty of water, as it helps me to stay hydrated. My diet includes protein shakes, veggies, and grilled chicken, which is the main source of protein in my diet.

“Staying fit”

I hardly get the time to workout, thanks to my busy schedule. Still I try not to skip the gym, and visit it for workouts whenever I get time. Occasionally, I love playing football or else hiking is a wonderful stress-buster and fun, too.

“Skin care and hair regime”

Being an actor, I need to use various products and make-up everyday, so, I resort to quality skin and hair care products. For skin, I use Clinique Moisture Surge after I have removed all the make-up. For hair, I use a mild shampoo and conditioner like Tresemmé and use argon oil at night to retain the natural health of my hair.

“Love for fragrance”

I like Hermes Terre for the night as it is spicy, and for the day, I prefer Burberry The Beat, for its citrusy and fresh fragrance.

“Style versus comfort”

I do not think one eludes the other, style and comfort go hand-in-hand. You choose clothes that define you and further enhance your style factor. Having said that, one should wear clothes that they have the confidence to carry off. So, one complements the other!

“Wardrobe essentials”

I like to keep it casual and simple. Black slim shirts, denim jeans, comfortable white t-shirts, black slim trousers, and boxers are my favourites. I prefer earthy tones and rugged shades. The colours, black and white have a timeless appeal, and can be easily styled with a pair of classic denim. I love wearing aviator sunglasses.

“Style inspiration”

Brad Pitt! His sense of style is basic yet, classy. 📌

QUIZ TIME

SCORE ON SPA AND WELLNESS

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

1) **Woo Wellness Spa and Salon at incorporates the essence of traditional Indian décor amidst modern architecture.**

- a) The Leela Palace, Mumbai
- b) Vivanta by Taj, Kovalam
- c) Hyatt Hotel, Chennai
- d) Pullman Hotel Aerocity, Delhi



2) **....., Spa Manager, Conrad Spa at Conrad Hotel Pune is an Ayurvedic physician by profession.**

- a) Dr Darshana Sawale
- b) Charu Lal
- c) Sudeshna Pal
- d) Mahima Sharma



3) **Fitness and Spa Manager, Marriott Suites Pune, believes wellness is a way of life.**

- a) Krishna Semwal
- b) Alpesh Sharma
- c) Satyajit Kawade
- d) Dr David K Ranjit



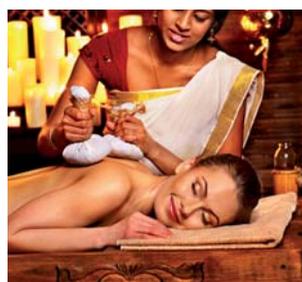
4) **..... is visually extravagant and boasts of timeless architecture inspired by the work of Edward Lutyen and offers holistic treatments.**

- a) Espa
- b) Chi The Spa
- c) Serano Spa
- d) Siddha Spa



5) **..... is the Ayurvedic massage which involves the use of a special type of rice to boost the perspiration process in the body.**

- a) Shirodhara
- b) Njavarkijhi
- c) Pizhichil
- d) Abhyangam



COFFEE BREAK

Send in your responses to:

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QUIZ TIME:

Enter the matching letter

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

.....
Name

.....
Profession

.....
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WIN! WIN!



HURRY!

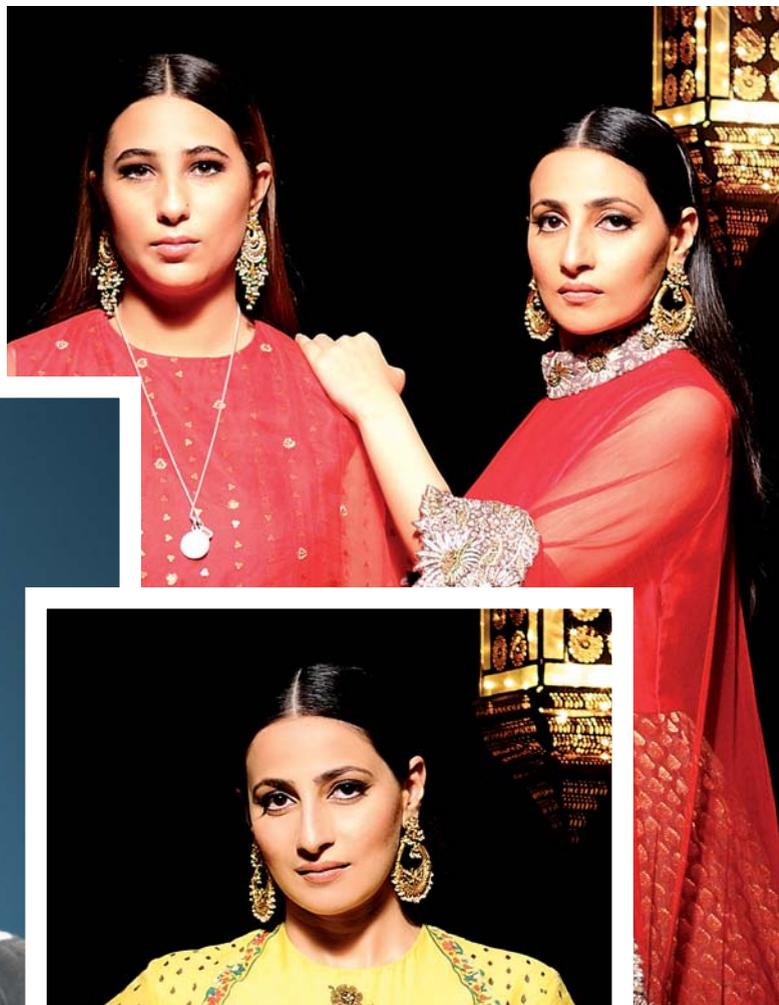
The first 10 correct responses to the quiz will get three issues of Salon International absolutely free!

Send in your answers

NOW!!!

NEETA BHARGAVA

Understated Elegance



Delhi-based fashion designer, Neeta Bhargava excels in infusing contemporary designs with traditional art. Drawing inspiration from Mughal art, Persian architecture, jewellery, graphic and Baroque art, Bhargava envisions to create a fashion house that surpasses expectations and inspires young designers

by **Shivpriya Bajpai**

Getting started

"With a raging passion for art and a determination to achieve, I entered the world of creativity with a Bachelor's degree in Fine Arts from Allahabad University. I started my artistic career in 1993 by specialising in Tanjore paintings. Later, I successfully combined my flair for the fine arts and an inclination towards fashion to launch my studio in 1994. Here I designed ensembles for stores synonymous with high fashion."

Importance are hair and make-up in fashion

"I always emphasise on make-up and hairstyles, as they can bring major transformation. I consider it to be another canvas of art, which holds the power to drastically uplift the outfit. In a way, an outfit is incomplete unless and until paired with the perfect make-up and hairdo."

Working with hair and make-up artists

"I have worked with eminent make-up and hair artists, but Ambika Pillai remains my favourite. I always discuss the looks extensively with the artists before the show, so that they are in sync with the theme. For instance, my recent show was based around the 'Unmaze the Haze' theme. For it, make-up and outfits were conceptualised in order to promote handloom over powerlooms."

Beauty and fashion as industries

"Undoubtedly, beauty industry plays a significant role in fashion and vice-versa. Both the industries have come a long way with time. The evolution can be attributed to influence of social media, raised awareness, international collaborations, to name a few."

Outrageous hair and make-up looks adopted

"The make-up looks and hairstyles adopted for my collection are based on research and worked around a theme. The chances of going outrageous are minimal. Make-up artists and hairstylists in the fashion industry, use conventions and techniques drawn from theatre and film to expand their individual styles. The result has evolved the face of fashion, ramp shows, editorial shoots, and advertising."

Fashion inspiration

"The international designer, Donatella Versace inspires me immensely, as she fearlessly embraces new ideas and techniques. I love the way she incorporates craft in couture."

Favourite muse

"I personally love Sonam Kapoor's style. She is known for being one of the most stylish celebrities in Bollywood. Also her concept of fashion mirrors my philosophy, which is 'fashion is an art'."

Future plans

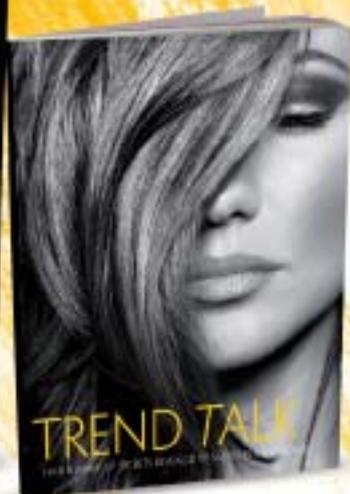
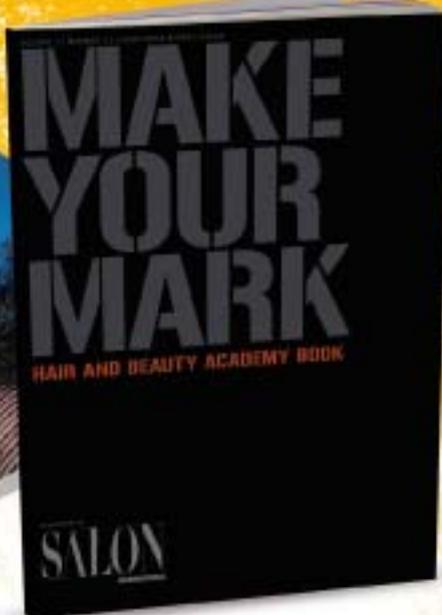
"I believe in accepting new challenges and exploring all my facets, which even I was unaware of. The beauty business is worth experiencing, though there are no immediate plans, but you never know what the future holds." 📌

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DELHI Riya Vashist Academy

Launched in 2010 by Riya Vashist, the celebrity make-up artist, Riya Vashist Salon & Academy, is spread across 500 square feet area. Vashist, with an insightful expertise of over a decade, was inspired to create a unique platform of learning for individuals, who want to learn the ropes of the beauty and hair industry. The academy boasts of state-of-the-art infrastructure, and trains students from diverse backgrounds and cultures to nurture their artistic sensitivity. Sharing her views on the USP of the academy, Vashist says, "We provide the best facilities to ensure the students get in-depth knowledge of the subjects. Our courses are at par with international standards. The faculty includes a team of professionally skilled trainers, who have relevant experience in the industry. The academy focuses on practical sessions to ensure that the students are industry ready on the completion of their courses." Commenting on the future plans, she adds, "At present, we are operational in Delhi and Gujarat, and working on opening academies pan India. Further, we are planning to add more courses to the existing curriculum and tie-up with international hair and make-up artists."

► **Courses**

The academy offers various comprehensive course modules that range from Basic to

Advance levels in make-up, along with Hairstyling. The duration varies from one to six months, and we also offer internships to the students after the completion of courses to expand their capabilities. The Basic courses are beneficial for aspiring individuals, while the Advance courses are directed at artists, who want to take their existing knowledge few notches above and hone their skills. Courses like, Bridal Make-up, Fashion Make-up, and Prosthetics are also offered for specialisation. In Hairstyling, simple to intricate hairstyles, high session creativity, wig styling, among others, are taught in detail. The professional trainers focus on interactive sessions, one-on-one interactions and guide the students to customise their kits. Portfolio shoots are facilitated to deserving students.

► **Certification**

The academy provides its own certification to the students on completion of a course.

► **Eligibility criterion**

Applicants must be passionate about the hair and make-up industry.

► **Fee range**

₹40,000 to ₹1,20,000 depending upon the course opted for. 📞



Owner: Riya Vashist **Contact person:** Mahima **Address:** Media House, Building No. 28, Block H, South Extension Part-I, New Delhi - 110049
Phone: +91-9911120415 **Website:** www.riyavashist.com **Email:** info.rvmua@gmail.com

Global Educator of ColorpHlex Jennifer Negrón was in Delhi



Jennifer Negrón, an established stylist, salon owner, educator and platform artist, started her career under the mentorship of her mother, a seasoned colour educator and platform artist. At a recent event, she demonstrated the benefits of ColorpHlex to a crowd, eager to learn about the product, its benefits and usage. Also a ColorpHlex training session was organised for the in-house educators. She spoke about ColorpHlex, as a bond builder that protects the hair, not only from the damage caused by colouring and styling, but also from pollution and sun. ColorpHlex significantly improves the results of colouring and bleaching,

while lessening damage to the hair. Negrón shared her initiation into the industry as a hairstylist and her confidence in the ColorpHlex product. She gave reasons for ColorpHlex being her only choice in bond builders, such as it being price effective, with the kind of benefits it delivers and USPs that it has. She further added, that stylists

do not need to change their formula, put in more developer or increase the processing time when they are using ColorpHlex. What is more- it is vegetarian product and free of sulphate, as well.

The Intro Kit, Professional Kit Salon Kit and the Homecare Kit are available in India.

WHAT: ColorpHlex show

WHEN: 25th to 29th June

WHERE: Pragati Maidan, Delhi

Professional hair colours launched by Godrej



Godrej Consumer Products Limited (GCPL), has now entered the professional segment with the launch of the Godrej Professional. Said Sunil Kataria, Business Head – India and SAARC, GCPL, “Given our hair category presence and know-how of Indian hair, entering the professional hair space was an obvious move. We are proud to launch Godrej Professional, a full range of scientific colour, care, finish, backwash and technical products, all specifically created for Indian hair. With this launch, we have a larger objective in mind, which is to elevate the ‘Salonists’. With industry stalwarts, we have put together a refined

skill education academy, which will be made available to Salonists 24×7 through an app. Adding to this, it is the first-ever social platform for Salonists to share work and establish themselves in the industry. The Godrej Professional offering of world-class products, skills and sharing opportunities, will take the entire salon business to the next level.”

Experts such as, Asha Hariharan, Ryan D’Rozario and Sylvia Chen, have worked closely with the brand development team to create the range. There are 21 stunning hair colour shades, along with an extensive care range, which includes shampoos, masks and styling serums. 📌

WHAT: Godrej Professional launch

WHEN: 19 July

WHERE: Taj Palace Hotel, Delhi

MESMER



a cura di Patrizia Tavasani

STEP 1:

Prepare the global colour, lighten till you obtain a platinum blonde.

STEP 2:

Apply the global colour to the base.

STEP 3:

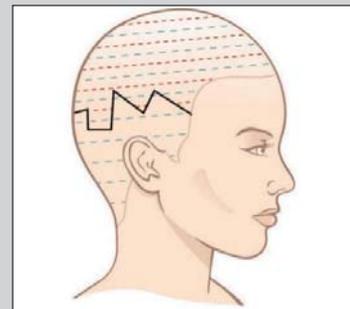
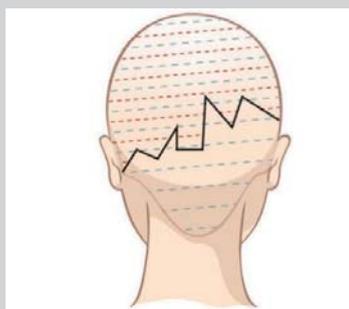
Divide the back part taking irregular rectangles. Isolate.

STEP 4:

Apply the global colour from mid length till the tips, not in the isolated areas.

STEP 5:

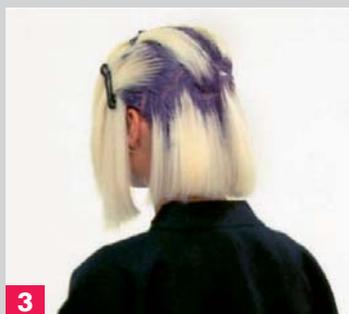
Apply the desired tone to the remaining hair.



1



2



3



4



5

Hair: Luc Pesant Paris, France.
International Technical Manager Revlon
Professional VP Global Executive
Creative Director: Miquel Garcia
Photo: Jonas Bresnan

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