

# SALON

**INTERNATIONAL**

# SALON<sup>®</sup>

**INTERNATIONAL**

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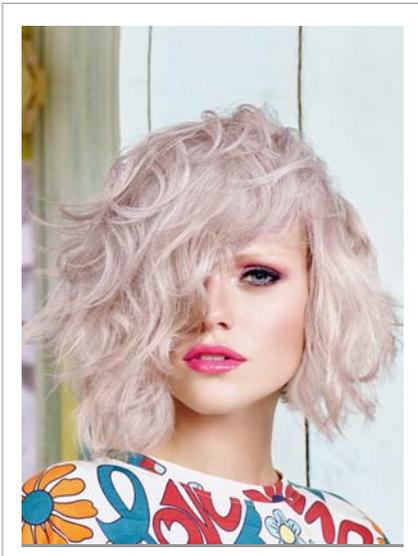
August. The eighth month in the Gregorian calendar, fills each one of us with anticipation and optimism. Of wanting to get things done and having them moving. Of reaching the fag end of the year feeling we have done the job well and the numbers have been cinched. Incidentally, there are many films and 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'!



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



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

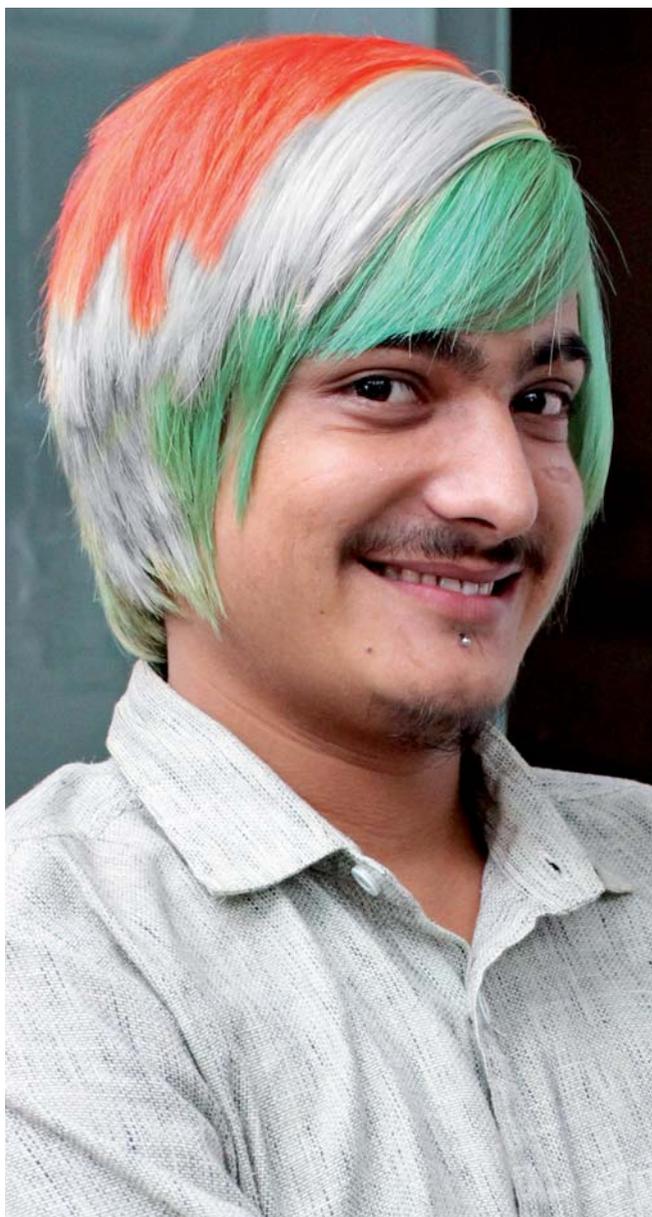
Credit info:  
Hair styling by Eugene Souleiman,  
Wella Professionals Global Creative  
Director of Care & Styling



# 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.”

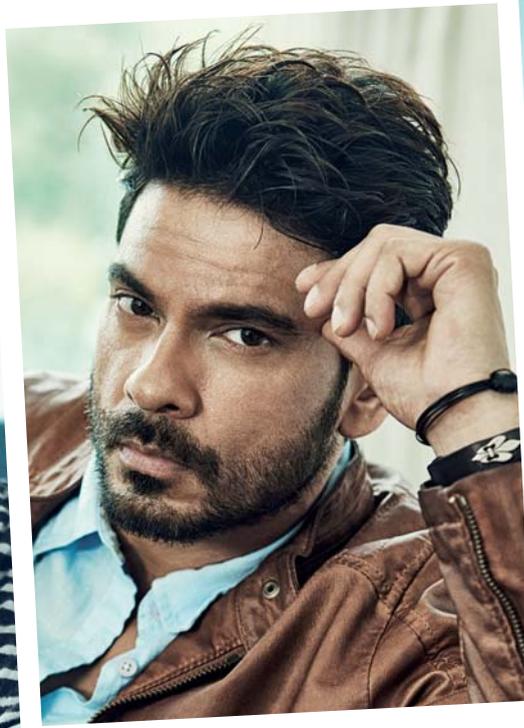
— VIVEK JAIN,  
Head – Brands at Inocorp  
Marketing Private Limited



# #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**



# 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”

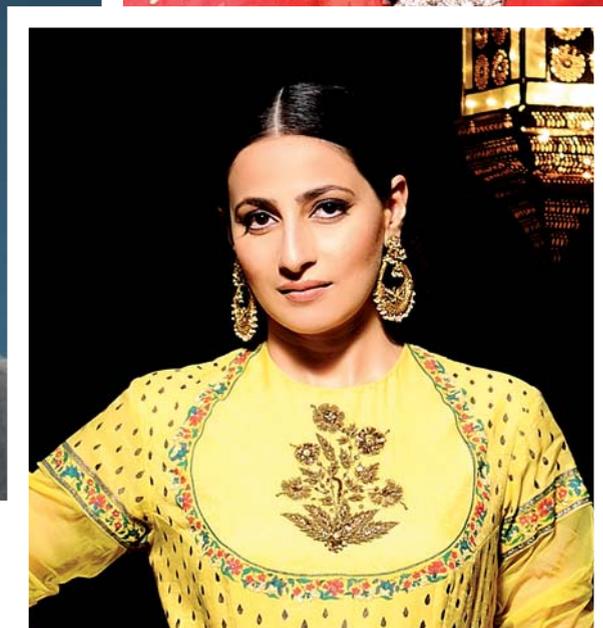
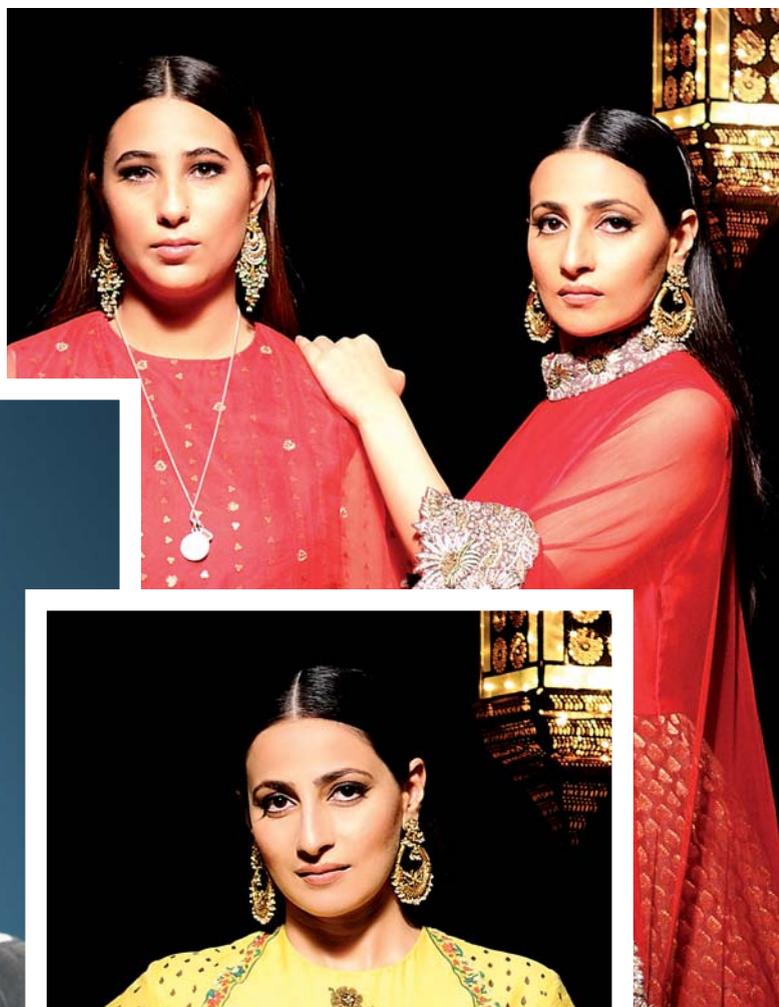
I like to keep it casual and simple. Black slim shirts, denim jeans, comfortable white t-shirts, black slim trousers, and boxers are my favourites. I prefer earthy tones and rugged shades. The colours, black and white have a timeless appeal, and can be easily styled with a pair of classic denim. I love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

### “Style inspiration”

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

# 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." 📌

## Global Educator of ColorpHlex Jennifer Negrón was in Delhi



**J**ennifer 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



**G**odrej 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

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