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Lotus Beauty Carnival 2017, marked its success this year at Madrid, Spain. With an overwhelming response of more than 450 salons across India and Nepal, the event was a mega hit. Held from 22nd - 25th July 2017, at the luxurious Madrid Marriott Auditorium Hotel & Conference Center, the event celebrated the victory of winners of prestigious Lotus Beauty Star Contest 2016-17.

This year, the carnival witnessed the launch of cutting-edge products from the Lotus Professional stable which were unveiled by Mr. Nitin Passi and Mr. Dipin Passi, Directors, Lotus Herbals Pvt. Ltd. The event was followed with an exuberant performance by a Spanish group of artists performing Flamenco and Bollywood.



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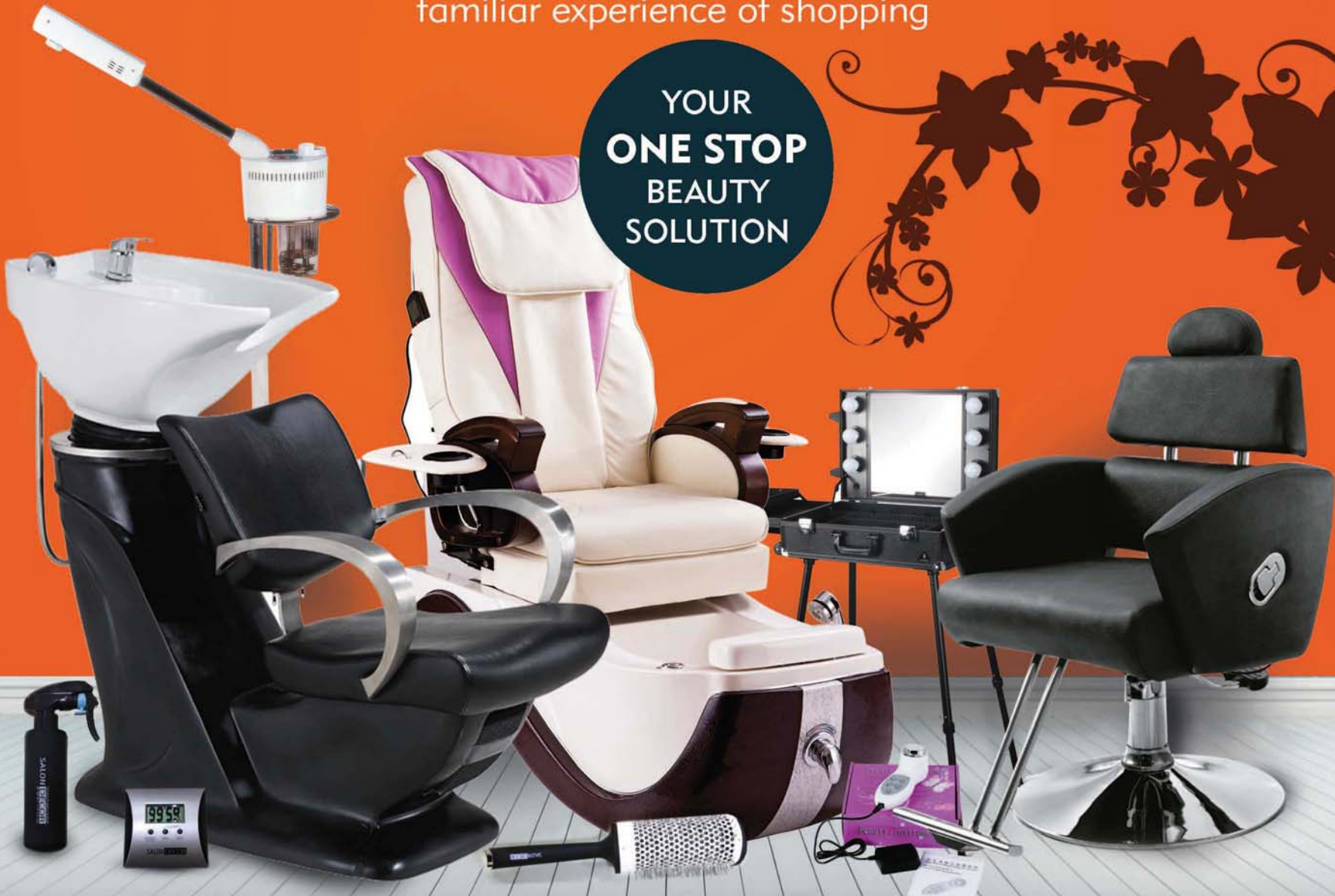
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The furniture industry is one of the fast growing markets in the world. Steady growth of the Indian economy, a boom in the hospitality sector, an increase in spending power coupled with lifestyle changes, have fueled the growth of the furniture market in the country. The market is characterised with a large number of small players, accounting for nearly 80 per cent of the domestic production. However, with the onset and growing popularity of online furniture market, the industry is likely to witness consolidation. E-tailing of furniture has not only provided greater choice for consumers, but also opened up plethora of opportunities for the small players to sell their products.

Research conducted by Madras Consultancy Group, based in Chennai, reveals that the furniture market in 2014-15 in India was estimated at ₹720 billion, and is forecast to reach ₹1,510 billion by 2019-20. Taking a cue, we speak to a few top furniture distributors and manufacturers in the beauty and wellness space on the challenges and opportunities in the business.

In the hair section, we meet International Guest Artist of L'Oréal Professionnel and Director, Co-Owner of the multi-accoladed Sloans Salon brand, Scott Sloan who is redefining hair education globally. AHFAs Creative Colourist of the Year 2015 Finalist and FAME Team Australia 2015 Winner, Sloan's experience, knowledge and passion make him one of the most respected names on the international stage. On the homefront, we interview Santino Tamang, Owner of Hairport Salon in Pune, a style prodigy who left behind initial criticism to carve a niche in the industry.

In the beauty section, we interview Preetisheel Singh, a celebrity make-up artist par excellence who won the prestigious National Award and IIFA for her exemplary work for the film *Nanak Shah Fakir* and *Haider*. She has given extreme makeovers to celebrities like Ranveer Singh, Deepika Padukone, Shahid Kapoor, Nawazuddin Siddiqui, among others. Singh believes India has a long way to go in prosthetics; right exposure and word of mouth will lead the way. Founder of Alanna, a brand offering natural skin and hair care products at affordable prices, Rashi Bahel shares the brand's USP, product portfolio and marketing strategies.

In the spa section, the Falaknuma Spa in Srinagar, nestled in the valley best described as 'heaven on earth', is located on the top floor of one wing of the hotel overlooking the entire city. The theme of the spa depicts the elegance of Kashmir's fabled chinar tree, where it appears as a leitmotif, especially in the woodwork and furniture. The spa offers a plethora of services taken from European, Eastern and Ayurvedic traditions. Ramesh Chauhan, Spa Head, The Golden Flower Spa, The Golden Tusk Resort, shares his views on the growing wellness industry, USP of the spa, and more.

All this and more in this issue of September. Do not forget to 'like' us and 'share' on Facebook. Keep reading and writing in!

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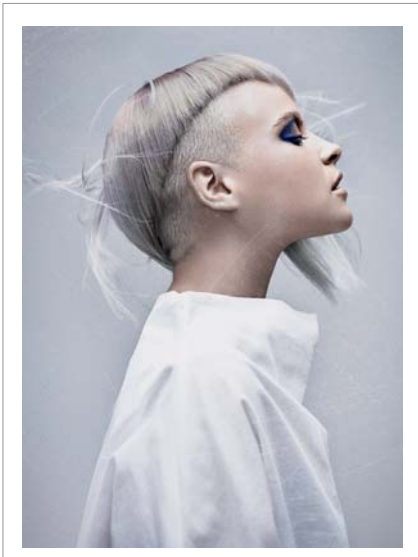
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Hair: Travis Bandiera
 Hair Colour: Travis Bandiera
 Photography: Daniel Knott
 Make-up: Chereine Waddell
 Styling: Danielle Soglimbene
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/// NATIONAL ///



/// Denver ropes in Shah Rukh Khan as its brand ambassador ///

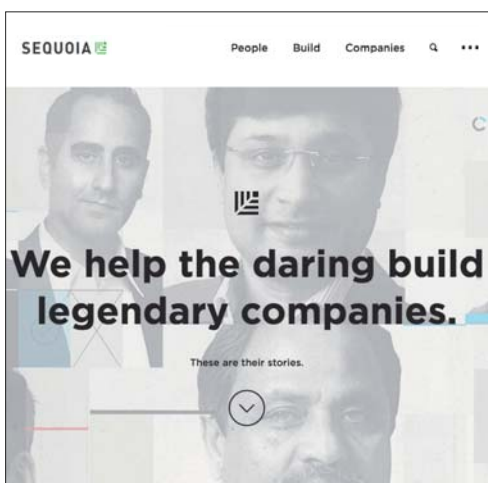
Denver, the leading deodorant brand from the manufacturing hub Vanesa Care Private Limited, has signed up Shah Rukh Khan as their brand ambassador. Saurabh Gupta, Director & CMO, Vanesa Care Private Limited stated his vision for Denver, "We were not just looking for a celebrity face, but someone who is recognised for the same

values as Denver. Shah Rukh Khan is one such person, whose success has not come easy. He went through multiple and continuous obstacles to become the cornerstone of success, not just in Bollywood, but across the world by raising the bar with sheer dedication and hard work. Hence, he is the perfect synergy to match our brand ethos. In addition, his sense of style, aura and connect with the millennial will surely help our brand to further strengthen our positioning as a premium player in deodorant and men's grooming category."



/// Sassoon Academy presents Cuts & Style Collection in India ///

The world's leading hairdressing academy, Sassoon in association with Trending Beyond Solutions, showcased its latest Cuts & Style Collection across the four cities of Ludhiana, Kolkata, Bangalore and Ahmedabad for the first time. Sassoon Experts, Alessio Matta, Senior International Creative Director and Zsolt Nagy, International Cutting Instructor, conducted the sessions with signature Sassoon cutting techniques. As part of the collection 'Underpass', six latest cuts and styles were presented on stage with detailed explanations on the techniques involved. The sessions were moderated by renowned hairstylist, Abhay Girdhar in Ludhiana, and Celebrity Hairstylist, Ity Agarwal at the other three locations.



/// Sequoia India acquires FACES Cosmetics ///

Venture Capital firm, Sequoia Capital India is set to acquire Canada-based make-up, personal care and skin care company, FACES Cosmetics from Everstone Capital for a net worth of \$40 million. Post the acquisition, FACES will continue to drive the business forward under CEO, FACES Cosmetics, Sharmili Rajput, and there are plans to increase the number of outlets from 900 to 1,200 by FY2022, and reach 100 cities. Abhay Pandey, Managing Director, Sequoia Capital India Advisors, commented on the occasion, "The colour cosmetics market is the fastest growing category in personal care, and we see a huge opportunity for the FACES brand. The Sequoia team will work with the FACES management to make significant investments and deploy operational expertise to unlock the brand's full potential, as well as expand its portfolio and reach." Rajput added, "Our aim is to grow our revenue five times over the next five years, through strengthening our geographic coverage, deepening our distribution, expanding the portfolio, and extending our iconic brand to adjacent skin care categories."

/// Nailspa Experience launches four new outlets in Mumbai ///

Nailspa Experience, known to offer one of the of the widest range of manicures and pedicures to choose from in Mumbai with seasonal treats, relaxing therapies, and more, has launched outlets in Bandra, Malad, Napean Sea Road and Powai. Their main attraction being Candle Therapy Manicure and Pedicure and the recently launched Gold Aura Manicure and pedicure for the brides-to-be. The highlight is the launch of permanent make-up services in Malad, which will also host an academy for complete nail service training. The new stores have a similar architecture and ambience to their former stores to maintain uniformity. With new outlets in near vicinity, the brand is extending its reach and becoming more accessible to its clientele.





/// Madonna launches MDNA Skin in US ///

International pop icon, Madonna brings her skin care line, MDNA Skin to the US. Launched three years ago in Japan, the range will hit Barneys New York counters on Madison Avenue and Beverly Hills, and barneys.com, and is expected to be available on additional Barneys' outlets later this fall and in the spring of 2018. The range currently includes a face wash, rose mist toner, serum, eye serum, eye mask, and a clay mask/skin rejuvenator. The next in the product line will be a finishing cream which is slated to launch in Japan and US in November, followed by a Reinvention Cream and an Onyx Black Beauty Roller. In an exclusive interview with WWD, Madonna said, "It is a line I can use every day. I use few products when I do not wear make-up and not doing shows, and others are specifically good for having to apply make-up and be on stage under lights. I developed it for me specifically, but it also feels universal."



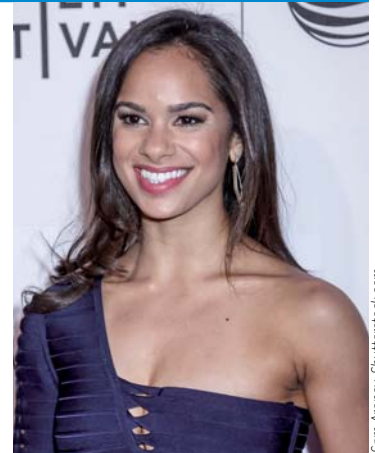
/// Kérastase launches institute in NYC ///

World's leading hair care brand, Kérastase Paris, launched the Kérastase Institute at the Samuel Shriqui salon in New York. The institute addresses and treats hair concerns, and complements the cut, colour, and styling services offered at the salon. Spread over 1,200 square feet, the institute is well equipped with two glass walled treatment rooms, two diagnosis stations and eight styling stations. Clients receive expert hair and scalp diagnosis at first followed by customised Fusio-Dose treatment and is concluded with a session with one of the stylists from the salon. The staff has been extensively trained on the services provided by the brand and are proficient in prescribing products and services to their clients.



/// Jen Atkin's Ouai to launch at Sephora ///

Celebrity hairstylist, Jen Atkin's hair care brand, Ouai will soon be available at Sephora. The Kardashian's go-to hairstylist, Atkin launched the hair care line a year and a half ago. The brand's expansion with Sephora in US, Southeast Asia and Dubai, is expected to bring to least \$15 million in net sales for 2017. Highlighting the brand's social media networking strategy, Atkin shares, "We start having meetings and putting them on Instagram Stories, and initiate the conversation by asking people to directly message on Instagram. Once the product is settled, the next step is influencer marketing. We start talking about what our mailer would look like, the influencers we think would really connect with this product. This is followed by educational video content, which is released about two months prior, and then about three weeks later the influencer mailers are shipped to start getting some user-generated content ahead of the product launch."



/// Misty Copeland, the new face of Estée Lauder perfume ///

Estée Lauder announced Misty Copeland, principal ballerina at American Ballet Theatre, as the new global spokesmodel for the brand's Modern Muse fragrance. Sharing her views, Stephane de La Faverie, Global Brand President, Estée Lauder, said, "When Estée Lauder launched the Modern Muse fragrance in 2013, we embraced the idea of women as muses, living life on their own terms, achieving great things and inspiring everyone around them. Copeland has challenged the status quo to achieve her dreams and inspired so many young women along the way. She will bring the fragrance concept to life through her unique story." Adding to this, Copeland says, "I am so honored to represent Estée Lauder Modern Muse. My two passions are dance and giving back, and I love passing on knowledge to the next generation. I also have a strong connection to the scents I wear when I perform. The Modern Muse campaign is the perfect way to see another side of my story."

Architectural Concepts

ReMedi Spa and Beauty Lounge / Mumbai

Designed over 800 square feet, ReMedi Spa and Beauty Lounge is the latest venture of Jo Gaglani, a wellness evangelist, who is known for her ability to predict future trends in beauty and wellness. The spa is equipped with three treatments rooms and a beauty lounge. It boasts of best in class



services provided by trained professionals, who ensure customised solutions. Sharing the USP of the brand, Gaglani says, "Skin and hair care industries have evolved to a great extent wherein taking care of oneself is extremely important. Being the exclusive distributors of pioneering



brands like Margaret Dabbs and Germaine Decapuccini, along with eShave and Alfaparf Milano, ReMedi Spa and Beauty Lounge is sure to provide an experience like no other. On offer are services like the Margaret Dabbs London medical pedicure, Germaine de Capuccini prescriptive facials and therapeutic body treatments, hair spas from Alfaparf Milano, luxurious shave from eShave, and make-up using MAC products, to name a few. She further adds, "Our focus is on client service and we aim to deliver our 100 per cent. We also offer beauty and spa treatments for patients suffering from cancer and other ailments, along with result-driven anti-ageing and skin whitening treatments."

Colour combination: Black, white, turquoise and yellow

Products used: Alfaparf Milano for hair; Germaine Decapuccini for skin; Margaret Dabbs London for nails; eShave for men's grooming; MAC for make-up

Lights: LED lights and chandeliers

Flooring: Cream tiles for minimalist look

Architect: Not disclosed



Owner: Jo Gaglani, Director

Address: 19, Vasan Udyog Bhavan, Sun Mill Compound, Lower Parel, Opposite St. Regis Hotel, Mumbai - 400 013

Phone: +91 7506658099

Website: www.remedi-spa.com

E-mail: jo@ssaw.in

Blossom Kochhar Aroma Magic Unisex Green Spalon / Noida



Owners: (L to R) Abhishek Goel Vibhor Goel

Contact person: Debleena Chatterjee

Address: P - 12, 4th Floor, Sector 18, Noida

Phone: 011 - 41609488

Email: debleena.chatterjee@aromamagic.com

Website: www.aromamagic.com

Colour combination: White and wooden along with a natural green wall

Products used: Blossom Kochhar's Aroma Magic for skin; L'Oréal, Wella, K Fusion for hair; Sally Hansen, OPI for nails

Lighting: White and yellow eco-friendly LED lights

Flooring: Natural flooring with a raw cement look

Architect: Samantha Kochhar

Designed over 1100 square feet, the Unisex Green Spalon under Blossom Kochhar Aroma Magic Franchise (BKAM), is the fourth salon in the chain of BKAM Franchise Green Spalons. Owned by Abhishek Goel and



Vibhor Goel, the salon has several eco-friendly measures. Energy efficient lighting ensure less electricity consumption and less heat emission. Therapists are trained to control water and electricity wastage while servicing their clients. It is equipped with hair cut and wash stations, beauty rooms for facials and body massages, along with spa room and hair colour bars. Skin care products from Aroma Magic are used that are 100 per cent free of parabens, alcohol, harmful chemicals,



artificial fragrance and colours and promote an organic way of lifestyle. In addition, the salon has partnered with the best eco-friendly brands in hair and nails, too. Sharing the future plans of the brand, Samantha Kochhar, MD, Kochhar Group of Companies, says, "It is our endeavour to provide responsible beauty solutions to our consumers; for the same we are aiming to create the country's biggest Franchise Green Salon Chain in the next few years to come." Says Abhishek Goel, "I am close to nature and was looking for a brand which is also keen on environmental and health prospects. I could not resist myself from being a part of it. The journey so far has been good, looking forward to attain new heights with this brand." 🌿

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The beginning

I have always wanted to be a hairdresser. It did run in my blood as many of my relatives are hairdressers. I have been in this industry now for over 25 years and have pursued several courses in my journey. It feels amazing to be a part of diversity, have the access to travel the world, and to top it all – to be able to do what you love is energising in itself! Education, I feel, is one of the most important aspects in being a hairdresser.

Mentors in the journey

I have been influenced by the amazing Sharon Blain, one of the Australian hairdressing industry's most important and influential figures. I learnt a lot from her about the fundamentals of running a salon. My good friend, Kirstie Stafford, continues to inspire me every day. From an educational standpoint, I have worked closely with the wonderful Leesa Smith, who is also a great sounding board for creative content. I trust her simplicity.

Challenges faced

The main challenge I had was growing up in a small country town in rural Australia. The opportunities available in terms of hairdressing education were not exactly overflowing. If you want to succeed you have to work hard at it, especially when you do not have the advantage of education on your doorstep. This fact made me more determined to succeed than ever!

Scott Sloan Unrivalled Creative Vision

International Guest Artist at L'Oréal Professionnel and Director, Co-Owner of Sloans Salon, Scott Sloan is redefining hair education globally. AHFAs Creative Colourist of the Year 2015 Finalist and FAME Team Australia 2015 Winner, Sloan's experience, knowledge and passion make him one of the most respected names at the international arena. On a recent visit to India, Sloan shares his journey, association with the brand, views on education in India, with *Salon India*

by **Shivpriya Bajpai**



Forte as a renowned stylist

My precision cutting is among the best in Australia, and so, have been selected to mentor the Australian FAME Team.

Association with L'Oréal Professionnel

I am an International Guest Artist for L'Oréal Professionnel, and conduct seminars, workshops and courses across the globe for my colleagues at L'Oréal Professionnel. This enables me to travel and provide education and creative inputs for the brand. Recently, I travelled to Paris to shoot the SS-2017 trend collection with Jordan Hone, my colleague and business partner. I have had the privilege to educate in Vietnam, Singapore and now, India. In addition, I have represented Australia in creating the brand's seasonal trend collection, which I then took to Amsterdam to present to 50 global trainers. It was a large-scale project of which I am very proud.

Normal day in Scott Sloans' life

I work on the salon floor thrice a week. It is important as a salon owner to connect with my clients and ensure that the brand is delivering operational excellence. Then, I could be educating hairdressers in rural Australia which is close to my heart or I could be jetting off to Europe or Asia. Fashion has a large role to play in my life so, I am often found behind the scenes at fashion shows. I thoroughly enjoy being the Community Ambassador for Starlight Children's Foundation, bringing smiles to the faces of sick children in hospitals around Australia.

Views on Indian hairdressing industry

The hairdressing industry is dynamic in India. Indians are not afraid of hard work and take on everything with enthusiasm and positivity. Brands like L'Oréal Professionnel are offering amazing education opportunities in the country. Hairdressing services, such as, Keratin treatments, permanent blow-waving and thermal shine treatments are huge, and colour is a big business over here. There are opportunities galore for Indian hairdressers to be successful in the business.

Advice to newcomers

It is an amazing profession, and like me, you will not have a moment's regret! My advice will be to learn as much as you can, take every opportunity that comes your way and work as hard as you can. Hairdressing is a career that you have to work hard at to set yourself apart from the rest. Hard work brings its own rewards and you will find that the opportunities are endless.

Future plan

I think it is more important to be satisfied in the present. However, my plans are to continue working with L'Oréal Professionnel, travelling the globe and providing education. I will definitely continue my passion for working in the fashion arena, once again working at Perth Fashion Festival later this year. Growing my salon business and continuing to offer my clients the best hairdressing services we can, will always remain a priority! 📌

“A lot of choppy or wavy longer bobs can be seen. People seem to be taking long hair to just above the shoulders – it looks much fresher. Pinks and pastels continue to be big news in terms of colour, but it is all about conditioning. L'Oréal Professionnel's Smartbond is changing how people look after their hair.”



Série Expert Volumetry

Range by L'Oréal Professionnel

BESPOKE CARE FOR FINE HAIR

Discover tailor-made hair care for flat and fine hair with L'Oréal Professionnel's reinvented iconic hair care range – Série Expert Volumetry

Meet the new Série Expert

As we advance towards the digital era, the world is witnessing a sudden rise in the standard of living. Consumers are becoming more discerning and progressively individualistic. From food, to fashion, to cosmetics, 'bespoke' services are everywhere. Every woman's hair is unique and demands a tailor-made solution for her problems depending on hair type, past treatment and beauty routines.


Created to bring out the beauty in every woman's hair and offer personalised hair care solution, L'Oréal Professionnel has reimagined its iconic range of hair care – Série Expert. The innovative range offers ideal solutions for every hair care need with the revolutionary Powermix – the first ever bespoke professional masque, freshly mixed for your clients at the salon to provide instant restoration of hair health. The all new Série Expert at-home range comes with a new packaging that is modern, premium and environment friendly.

New bespoke in-salon treatments with Powermix

Powermix is the first in-salon personalised masque highly concentrated in pure ingredients, freshly mixed at the last minute to instantly transform hair. L'Oréal Professionnel hairdresser are trained to provide a hair consultation to determine primary and secondary hair concerns of the client. After the consultation, the hairdresser will proceed for a Powermix treatment and creates the mix in front of the client, using a base and one of the four Série Expert Powermix additives, with the required amount of formulae to the nearest millilitre. Two liquids transform into an unctuous personalised masque. The result is instant personalised transformation of the hair.

Volumetry range for at-home hair care

L'Oréal Professionnel has innovated once again by creating a revolutionary hair care product that works on your clients' hair to make it more beautiful every day. Série Expert delivers professional hair care solutions with exclusive formulas and active ingredients for all hair needs.

For hair that is flat and limp, the Série Expert - Volumetry range is a must-have to add volume, hydrate and bring sheen to your tresses. The Volumetry shampoo, enriched with Salicylic Acid and Hydralight gives an anti-gravity effect and that perfect bodified look. Salicylic acid gently purifies the scalp, purges oily build-up and reduces risk of hair fibre collapse. Hydralight known for its lightly moisturising properties, helps retain water and hydrate hair. The Volumetry conditioner brings nourishment and volume together. Fine hair is left looking denser and volumised. 



The at-home hair care range for flat hair is available at select salons and comprises of Shampoo, and Conditioner.

MATRIX Presents The Modern Maharani Bride

Melroy Dickson, General Manager - Education, MATRIX India, presents a step-by-step breakdown of the most elegant, luxurious and regal hairdo, The Modern Maharani Bride

Hair and make-up are the two most important aspects for every woman to look her gorgeous best on her wedding. Just like make-up, hair colour and style enhance facial features, and makes the overall look glamorous and beautiful.

Inspired by the latest trend in destination weddings, MATRIX, the leading American professional brand has launched this year's colour trend collection Destination Brides. There is a certain charm about exotic locations, exquisite décor and luxurious wedding trousseau, all of which play a great role in making a bride's d-day most special. MATRIX understands that the hairstyle and look on your special day is most important and should complement your chosen destination perfectly. Melroy Dickson, Creative Guru at MATRIX decodes a step-by-step process to get the most regal and elegant hairstyle, inspired by one of the three looks for Destination Brides - The Modern Maharani Bride.

Taking the trend, 'hair colour is the new make-up' forward, MATRIX helps every bride-to-be with fabulous styles and the right hair colour palette to perfect the ultimate bridal look.

THE LOOK

Modern Maharani Bride

The Modern Maharani is royalty personified, and nothing short of a heritage haveli will do for her wedding. She is strong and feminine; her look classic and timeless, yet vibrant and contemporary. Inspired by the concept of palace weddings, the Modern Maharani is a royal bride who is rooted in traditions and yet has a modern outlook towards life. She relishes everything that adds elegance to her personality. The look is inspired by royalty and ornate palaces. This Modern Maharani Bride is all about elegance and regal warmth.


Hairstyle: The Braided Swirled Chignon.

Colour palette: Gold.

Colour technique used: Sun-kissed Highlights and Lowlights technique is used to add dimension and bring out the sunny hues of the gold in one's hair.

Steps:

- ▶ Take a side parting that suits your face shape.
- ▶ Create the bun at the back and wrap the hair around it.
- ▶ Create a 3-strand twist braid, along the side into the bun.
- ▶ Up-twist on the other side and blend it into the bun.
- ▶ Finish off with MATRIX Style Link Style Fixer hairspray.

Products used: This look centres around the Gold Palette from SoColor. The stylist has used sweeps of colour woven through the hair to create sunny highlights and lowlights with SoColor #5.3, #7.3, #12.35. 





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 Dessimouille
Founder of Decléor

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.

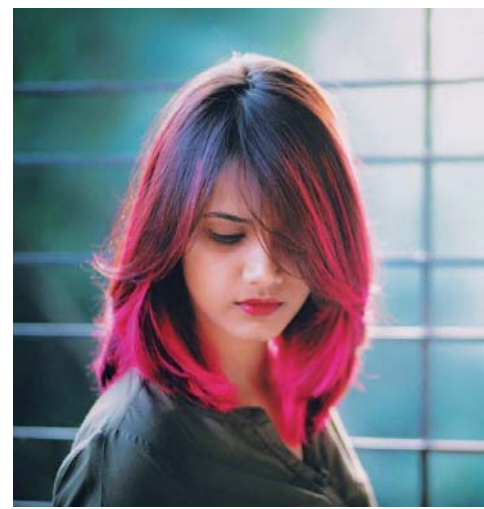
Discover skin care Rituals and home care in 5 areas of expertise

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Santino Tamang

Passion to Perfection

Meet Santino Tamang, Owner of Hairport Salon in Pune, a style prodigy with more than a decade's expertise in the hair industry. Leaving behind initial criticism, he has worked his way up with patience and hard work. Tamang is a true inspiration for all those who believe in creativity and want to make a mark in this industry

by **Shivpriya Bajpai**



Glorious start

I have been inclined towards the creative arts and wanted to be a part of media and fashion, however, I was confused and indecisive about it. My aunt, hairstylist in China, suggested to my mother to enroll me in a hairstyling course so that it can work as a platform and be a step towards the right direction. My mother has been the biggest inspiration in my life, and I agreed to her suggestion. I joined the L'Oréal International Academy and after completion started to work as Senior Stylist with Juice Salon and later, the IOSIS Salon.

Body of work

I have worked for television events, award ceremonies, and film projects, such as, Housefull 2, Golmaal 3, Malamaal Weekly, Joker, and a few episodes of Comedy Circus and Comedy ka Muqabla, commercials including Airtel for Shreyas Talpade, among others. With more than a decade's experience, I have had the privilege to educate aspiring hairstylists on hair colour in several seminars conducted in Pune.

Challenges faced

When I started, hairstyling was not considered to be much of a profession. Hence, I was criticised and was the butt of jokes among friends. But, during my training, I noticed that there were people from different walks of life, who had quit their jobs to pursue their dream. This thought so motivated me and was my reason to be a part of this industry. Today, it is amusing when I say I am a hairstylist,



I suddenly attract a lot of attention, especially from women! So, it is a win-win situation for me.

Inspiration behind the salon

As an artist, it is important that you identify your strengths and weaknesses and work on them. Initially, working with other salons limited my creativity, and I personally do not believe in commercialising the art, hence it was necessary for me to ensure that my creativity was not curbed. So, that is when the thought of creating my own brand, the Hairport Salon, came

up. I create new trends and my creativity has a free hand.

Current role

I manage the creative part along with my siblings, Eric, who is a hairstylist and Dolma handles Finance and Management. Together we ensure operational excellence and 100 per cent client-centric services.

Favourite brands

I work with L'Oréal Professionnel for hair colour and Schwarzkopf for chemical treatments, such as, smoothening.

Success mantra

I follow Sir Winston Churchill's quote, "Some people dream of success, while others wake up and work at it." There is truly no shortcut to hard work, and this industry thrives on patience, passion and a diverse outlook.

Views on the salon industry

I feel that our industry is still in a juvenile state. It has a lot of potential and we have a huge market to tap on. However, I also feel that we should not overlook creativity for the sake of business, which is the current scenario in India. We have a few good academies that emphasise on the importance of creativity. I feel, it is critical to give enough room, within technical parameters, to let their creativity and talent soar.

Advise to newcomers

I see youngsters with excellent ideas and skills and my advise to them is that they should not shy away from their instincts. Hair styling is an art, unfortunately most of them do not consider it. Do not clip your wings of creativity. Keep observing your acquaintance,

“Undercuts and Faded haircuts are in trend for men, graduated bob and asymmetrical cuts are in vogue for women. In colour, Balayage, Ombré, caramel and ash tones are a rage. Soft waves are here to stay in hairstyles.”

seniors and mentors. Practice and seize every opportunity to learn.

Future plans

I plan to try new things and create few trends without any intervention. I believe in taking life as it comes, hence I will keep on doing good work. 📌

Alfaparf Milano Presents Hair Supporters

For the wellbeing of your hair and scalp, Alfaparf Milano Hair Supporters are the go-to products during colour and bleach services

The Italian hair care and colour brand leader, Alfaparf Milano, has introduced yet another innovation. Ushered into India by Inocorp Marketing Private Limited, Alfaparf Milano Hair Supporters is a system that works on the wellbeing of the scalp and strengthens the hair during colour, bleach, and shape services. A paraben-free range, the product supports the hair by protecting the quality of the fibre and offers scalp comfort. Sharing his views on the launch, Vivek Jain, Head - Brands, Inocorp Marketing shares, "We have launched many products in the market that cater to the needs of the different hair types and requirements. But the question that constantly struck was what about the care - scalp and hair fibre needs before, during and after various technical services. And, thus we present our latest launch Alfaparf Milano Hair Supporters."



The range

Alfaparf Milano The Hair Supporter Scalp Protector

A fluid, it protects any action on the scalp, which ensures comfort during colour, bleach and shape services. It contains an exclusive mix of soothing active ingredients like Centella Asiatica and Chamomile Extract that offer comfort while relieve itching. Free from fragrance and parabens, use before performing bleach services on the scalp. A must-have for clients with sensitive scalps or who feel discomfort and itching during technical services.

Price: ₹3,000 for 12x13ml

Alfaparf Milano The Hair Supporter Scalp and Fiber Restorer

A fluid with a double action, it helps restore the standard pH level of the scalp which is altered during technical services, and restores the correct balance of the fibre, while sealing the cuticle. Offering nourishment and shine, it is infused with Biomimetic Quarternized Keratin – a revolutionary active ingredient that works specifically on deteriorated areas of the fibre. It intelligently restructures damaged hair, in proportion to the level of damage. A must use after colour, bleach and permanent or semi-permanent wave services.

Price: ₹6,000 for 250ml

Alfaparf Milano The Hair Supporter Bond Rebuilder

An extraordinary cream that helps protect the fibre during technical services, it reduces possible damage and breakage, protects internal bonds, and improves hair resistance. It is to be used during bleach services or on damaged or very dry hair during colour and shape services, and can be used individually as a restructuring service, as well.

Price: ₹9,000 for 300ml



“Hair Supporters do not alter the lightening ability or colour result, or change a product’s method of use. We expect a rage in the industry as it is required for the long life of the hair. Hair, whether at home or in salon, is exposed to a lot of chemical process or thermal styling, which over a period of time, is damaging. Thus, there is a need for a product that helps maintain strength and elasticity of the hair, even on sensitive scalps prone to allergies.”

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

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Bill Watson Training to Think

Bill Watson is the Toni&Guy International Artistic and Educational Director for Japan, and the Southern Hemisphere. As Education Director, he oversees educational development and standards within the region. Based in Tokyo, he travels extensively, joining the International Artistic Team on stage for various shows, shoots and seminars. *Salon India* meets him while he was in India to launch the Toni&Guy Academy

by **Aradhana V Bhatnagar**

Starting out

At 17, after I had completed my schooling, I got a job in Wellington at a small salon, which was run by two ladies. I was 18 then and they were 24. But they were passionate and creative women, who were really interested in the hairdressing industry. At that time, I did not realise how much this profession offered – the opportunity to travel, do shows, teach and mentor!

Inspiration

I have been inspired by the greats such as, Trevor Sorbie, Toni Mascolo, Vidal Sassoon, Didi Mélangé, Eugene Souleiman, Quido Palao, among others. I am glad I grew up before social media so I could choose my hero. There were no campaigns, nobody in your face. I am even inspired by my students, who I think are brave. They take failure so well, though am sure failures hurt, but they get up and try again. I love their energy.

Moving to London

Fortunately, I had teachers, who saw potential in me, and basis that advised me to shift to England. In the meantime, I educated myself and worked in salons and was doing well, but I was never content. Everyone wants to know if they are good enough, so I took time. At 30, I was ready and went to London. Once there, I did my entrance test at Toni&Guy and worked in the salon. Soon enough, I got an opportunity to open a Toni&Guy Salon in Birmingham as a franchisee. It was going great, but I realised that my heart was in education. After 18 months even though my branch was doing very well, I sold it to my partner and became the Academy Manager for Toni&Guy Salon in London. I was there for six years, and then Toni Mascolo asked me if I wanted to run any of the 20 schools of Toni&Guy around the world. I took that up and moved to China. After a few years, I left for Tokyo, where I am till date.”

Role and responsibility

It is to make sure everyone is on the same page and using the right terminology, right technique, that the philosophy of the Academy is understood by the students and staff. It is a business model built around education. Our way of teaching is different. I have written courses, done courses on DVD, shows and tours - anything to do with education I do. I report to Toni and his daughter. My colleague in the northern hemisphere runs all the academies there, I manage ones in the southern hemisphere. I have a team of 70 people from various parts of the world who report to me. In India, the head stylist and head technician report to me, and we work together to maintain the company's standards.

Toni&Guy Academy in Delhi

At the Academy, we are initially teaching the classics of hairdressing, and gradually will introduce more courses. We do not train on mannequins, but live models. While there is a benefit of getting the technique right, the disadvantage is that one cannot do consultation. You know how to do the cut, but do not know how to apply it to a face cut. Mannequins are fine to learn the technology. There are seven students in a class, as we are able to impart quality, which is possible if the number is kept small.

View of Indian hairdressing

I first visited India some nine years back, and I must say things have really changed. There is so much talent here! It is a massive country with great infrastructure and is surely a part of the future. Indian women have changed and they experiment more now. Men are experimenting too, and going for funky hair tattoos.

Future plans

We will be opening a new branch in Sri Lanka soon. The journey has been a dream come true. At 18, I was a shampoo boy, today I am here. This industry makes sure that if you are a good teacher, the possibilities are limitless. 📍

Hair Speak Family Salon

Driving Operational Excellence



Sanjoy Saha, Managing Director, Hair Speak Family Salon in Bangalore, shares business plans, marketing strategies, views on training, and more, with *Salon India*

Professional insights

I have studied Advanced Diploma in hair from Toni&Guy, Singapore, and done several courses from reputed colleges in Thailand, Sri Lanka, and Milan. I also hold an Advanced Diploma in Cosmetology from City & Guilds. I have worked with many reputed brands before launching my own salon and academy in 2015. I started with four salons and today, have 10 salons and an academy.

Challenges faced

The initial six months were challenging as I had to deal with manpower and establishing our brand name, as both were at a nascent stage. But, we were passionate enough to translate them into strengths.

Marketing strategies adopted

The brand, Hair Speak Family Salon, operates as a one-stop-solution for hair concerns. We cater to cut, colour, and styling along with techniques, products and in-house consultation by doctors and hair professionals. We offer solutions at affordable prices which has helped in creating our client base.

Social media in salon branding

Social media has revolutionised the business module. We have a dedicated team that updates our Facebook and Twitter pages on promotions, offers, among others.

Key aspects of salon design

All our salons are designed on the concept of 'same look and new ideas' to build a lasting brand image. The salons are spread over 3,000 square feet and have a focus on eclectic concepts. A spacious salon translates into a sense of relaxation for clients

and that is our primary objective. We have dedicated treatment rooms wherein the entire process of hair consultation, treatment and wash is executed, and clients do not need to go from one station to another for their services. The designs and kiosks are provided by our brand partner, L'Oréal Professionnel, which add to the look and feel.

Driving operational excellence

It is always advisable to assign teams for all the areas of function for smooth salon management. We have teams for training, marketing, accounts, warehouse, customer care, human resource, and others. At the end of the day, they report to me and I personally manage every aspect of the business. We have customised software for all the functions, like, billing, database, and others. We prioritise client servicing and thereby, our customer care team calls up every client for a post service feedback. This helps us to identify our strengths and work on our weaknesses.

Hiring and training

The recruitment team of the brand drives the hiring process which I micromanage. I conduct the final round of interviews to review the applicants and ensure that our philosophies and visions are in sync. For hairstylists, our prerequisite is a minimum three to five year's experience. As we are an education driven brand, once an applicant is on board, they undergo a 15-day training, post which our training team conducts sessions for the stylists every month.

Views on the salon industry

The salon industry in India is witnessing an exponential growth, and can be attributed to several factors like, growing awareness amongst people, influence of social media, raised affordability, international collaborations, global impact, to name a few. However, education is still an area of concern. More academies with skilled trainers is the need of the hour.

Future plans for the brand

We plan to prioritise on building our brand image and provide better facilities to our clients. The vision is to expand to 30 branches in Bangalore and have two more academies in the next two years. We are also working on building pan India presence by 2018. 📍



PRODUCTS

Market Watch | Hair Care

● Cold pressed oil by **Soulflower**

The cold-pressed Bhringraj Oil, with Coconut and Sesame, controls hairfall and premature greying, while adding lustre and volume to hair. The blend of Bhringraj Flower Oil, Sesame and Coconut Oil is easily absorbed by the scalp and hair. Rich in vitamins and other essential nutrients, the oil conditions dry scalps, and nourishes and restores damaged hair, protects it from the heat of hair dryers, curlers, and flat irons, and tames frizzy brittle hair. It is checked for quality and is free of synthetic colour, fragrance, harmful chemicals like hexane, silicon, and parabens. It is available at retail outlets across the nation and online at www.soulflower.biz.

Price: ₹300 for 225ml



● Home care kit by **ColorpHlex**

Designed to maintain the vitality of styled hair and restore colour treatments, the ColorpHlex Home Care Kit utilises naturally derived vegetable protein molecules. The products are composed to strengthen, condition and fortify hair from root to tip in the comfort of your home! The range includes the ColorpHlex Shampoo, which is sulfate-free and has the Color Strengthening Technology that rejuvenates weak and damaged hair. Sunflower Seed extract naturally protects and reduces colour fade, while infusing unmatched moisture balance in your hair. The ColorpHlex Conditioner locks in colour with Sunflower Seed Extract, while eliminating tangles, restoring moisture, and promoting healthier-looking, softer hair. The ColorpHlex Leave-In Treatment and Detangler helps retain salon results, prolonging their longevity for colour-treated hair, while naturally shielding colour fade from UV damage and fading. It is available at select salons in the country.

Price: ₹2,475



● Hair care by **Godrej Professional**

To ensure hair health, Godrej Professional has a complete care range comprising of shampoos, masks and styling serums. Developed with high performance formulas and infused with natural ingredients like Avocado, Honey, Argan Oil, Quinoa, and Keratin, the products help strengthen and restore hair to its original health, treats treated and dry frizzy hair. The range is available at exclusive salons across Bangalore, Mumbai, Delhi and Pune.

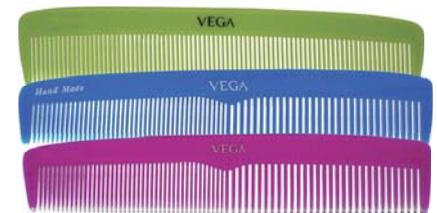
Price: ₹350 for shampoo; ₹250 for mask; ₹990 for Argan oil serum



● Coloured combs by **Vega**

The Spectra Dual colour comb range has been introduced. With 12 models in the range, these combs are handcrafted. The USP of these attractive coloured combs is that they do not hurt the scalp, hence making them ideal for sensitive skin; massage the scalp, stimulate the cuticle's natural oil, and minimise hairfall, split ends and do not damage the hair. Available at leading retail beauty stores.

Price: ₹99 to ₹250



● Thickening shampoo and conditioner by **label.m**

label.m Thickening Shampoo transforms the appearance of flat and lackluster hair. Adding volume from root to tip, the shampoo creates weightless lift right from the first use. It prevents colour fading and softens and detangles the hair. Infused with Enviroshield Complex, it protects the hair from environmental aggressors, leaving them fresh and bouncy. The NRG Complex and Time-Release Technology keeps the hair looking big and bouncy, round the clock. Available at leading salons.

Price: ₹2,000 for 300ml; ₹6,000 for 1000ml for shampoo

Price: ₹2,000 for 300ml; ₹6,000 for 1000ml for conditioner





Photo: Shutterstock

Client Retention Delightful Offers

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

GEETANJALI SALON | Delhi

The salon is offering luxury facials using products from Skeyndor at an offer price of ₹2,399. The actual price of the service is ₹3,540.

STUDIO 11 SALON & SPA | Hyderabad

Get hair straightening or smoothening or rebonding of any length along with hair wash and hair spa at a discounted price of ₹4,999. The actual price of the package is ₹12,000.

SCHNELL HANS SALON SPA & ACADEMY | Mumbai

The salon is offering facials, manicure, pedicure and eyebrow threading at an offer price of ₹1,699. The actual price of the package is ₹2,156.

HEADMASTERS SALON | Chandigarh

Get premium facials with options to choose from brands such as, Cheryl's Cosmeceuticals, Aroma Magic and Raaga along with eyebrow and upper lip threading at a discounted price of ₹899. The actual price of the package is ₹2,200.

JUICE SALON | Kolkata

Get the salon package for women comprising of hair spa, facial, threading and waxing at an offer price of ₹999. The actual price of the package is ₹2,570.

SOCIALITE SALON | Gurgaon

The salon is offering root touch-up, de-tan facial and pedicure at an exciting price of ₹1,499. The actual price of the package is ₹2,500. 📌



Turning the Tables Salon and Spa Furniture

Research conducted by Madras Consultancy Group, based in Chennai, reveals that the furniture market in 2014-15 was estimated at ₹720 billion, and hold your breath, is forecast to reach ₹1,510 billion by 2019-20. As the statistics are eye openers, *Salon India*, speaks to a few top furniture distributors and manufacturers in the beauty and wellness space on the challenges and opportunities in the business

by **Aradhana V Bhatnagar**

The furniture industry is one of the fast growing markets in the world. In India, factors such as, steady growth of the economy, a boom in the hospitality sector, an increase in spending power, coupled with lifestyle changes, have fueled the growth of the furniture market. Characterised with the presence of a large number of small players, the furniture market accounts for nearly 80 per cent of the domestic production. However, with the onset and growing popularity of the online furniture market, the industry is likely to witness consolidation. E-tailing of furniture has not only provided greater choice for consumers, but also opened up plethora of opportunities for the small players to sell their products. The market is primarily concentrated in the metropolitan cities, Tier I and Tier II cities with the major user segments being residential, office, commercial and institutional.

It is an established fact that these days, the trend in the beauty and wellness space is veering towards luxury. Salons and spas are becoming increasingly posh and give a high end feel. The furniture per se, is one of the top reasons for the luxurious feel. On cue, we have research conducted by Allied Market Research, an organisation based in Oregon, US, that reveals that the luxury furniture market is expected to garner \$27.01 billion by 2020, registering a CAGR of 4.1 per cent during the forecast period

2015-2020. Major factors owing to progress in this sector include rise in disposable income that leads to rise in demand for luxury living, which in turn, influences growth of the sector.

Luxury furniture, often crafted out of metal, glass, wood and so on, add immensely to the aesthetic value of a salon or spa. The luxury furniture division, today, significantly benefits from the rise in the disposable income, globalisation and major population shift to the urban areas worldwide. Furniture companies, concerned about reducing their carbon footprints have now started offering environment-friendly alternatives. As technology progresses, furniture designers get more innovative and daring with their designs. Low toxicity is also a priority items on customers list, when shopping for an environment-friendly furniture because they

want to reduce their negative impact on health. However, lack of skilled workers across the luxury world furniture market industry and increased cost of raw materials remains a major challenge for the industry. Out of the total furniture market share, the domestic furniture segment and commercial segment accounts for approximately 70 per cent and 30 per cent, respectively.

The health, beauty and wellness Industry in India is growing as twice as fast as that of the US and European markets. The urban salon market is small by international standards, but it is growing at a rapid pace. A KPMG Wellness Sector report released in April this year projected that the size of India's beauty and wellness market would nearly double to ₹80,370 cr by 2017-18 from ₹41,224 cr in 2012-13.

FURNITURE PROVIDERS IN THE BUSINESS

●● BEAUTY N BEYOND ●●

About you: We have been in the beauty business for the last 40 years. It was passed on to me and I am taking the story forward. For a decade now, we have been also offering furniture for salons and spas.

Inspiration to be a part of the furniture business:

We are a one-stop solution for everything required in a salon, and that had to include furniture. We are, hence, the only store in north India that has a large multi brand inventory.

Product portfolio: Pedicure stations; equipment and trollies; slimming machines; skin and hair care products; and make-up, too. We want to expand the spa furniture range.

Star product (s): Multipurpose salon chairs, as Indian salons mostly lack space. Thus, salon owners want furniture that can double up or be folded away, as the requirement may be.

Brand USP: Our extreme and varied range of quality furniture that is available at wholesale prices.

Challenges faced: Selling a product is not difficult, but it is tough to sell a service. We have faced this issue, and so, now provide free installation and one year after sale service that is free of cost anywhere in India. This is our secret of success, apart from quality and pricing.

Marketing strategy adopted: We are wholesalers and provide customers products as per their need and budget. One cannot sell A class furniture to every salon, and so, one has to keep in mind the budget.

Use of social media to attract buyers: Presence in social media is necessary in today's time, we use platforms like Facebook, Google, and others, to attract as many customers as possible and find a solution for every buyer according to their need.

Infrastructure: We have a unit under construction in Sonipat and a showroom in Delhi.

Source from: Far East and Europe.

Convincing an Indian buyer: The cost factor is important, but it cannot supercede the quality factor. The pricing is, of course, important, but we make sure that the quality is not comprised at the cost of reducing the cost of furniture.

Future plans of the brand: We would love to be the leaders in this industry, and also serve the rest of the world. I hope it happens soon!

View on spa and salon furniture business: It is one of the fastest growing industry and I think, we still need to do a lot more to be where the rest of the world is already.



Spokesperson:
Manas Nagpal,
Director, Beauty n Beyond



●● SALON DÉCOR INTERNATIONAL ●●

About you: I have an Engineering background, and have evolved myself as an entrepreneur.

Inspiration to be a part of the furniture business: The professional beauty business is booming in India, and is expected to only grow exponentially in the near future. For a new entrepreneur, it is difficult to find creditable equipment and furniture in one place that offers after sales service, too. Since there was a great vacuum in this business, especially in eastern India, I saw this as a great opportunity, and thus it was my inspiration to enter this business.

Product portfolio: Salon furniture, beauty equipment, accessories, Ultrasonic and Spot Removal, Ultrasonic Skin Scrubber, Handheld 7 Color Photon Therapy, Handheld High Frequency Therapy and Handheld Hot and Cold Hammer Therapy machines and other items that meet the requirement of establishing a new salon.

Star product (s): The jacuzzi pedicure station; salon chairs; Pelo range of hairdriers; Japanese scissors; spray bottles; roller brushes; black neck brushes; crocodile hair clips; and make-up boxes.

Brand's USP: A one-stop business hub which offers convenient solutions to the salon hardware buyer. Customers come to the hub to check out the furniture, equipment and accessories by seeing, feeling and experiencing them before buying. This is at a price which is comfortable, and has the assurance of quality and after sales service.

Challenges faced: We have always faced the challenge of pricing, as the beauty and wellness industry is an unorganised market that is flooded with products of varying quality. However, when customers face quality issues and do not get the desired after sales service, they realise that it is better to come to us as we are organised in our dealings and offer quality at reasonable prices.

Marketing strategy adopted: A combination of online and offline marketing initiatives, direct communication with our new and old customers, print and electronic media, participation in beauty exhibitions, and cross promotion with events.

Use of social media to attract buyers: We use social media to a great extent. Our Facebook page attract thousands of owners and professionals of the beauty industry as we post new and exclusive products which are contemporary and in vogue. Apart from this we have Instagram, LinkedIn and Google Plus platforms to create a buzz in the market and reach out to our target audience.

Infrastructure: Our manufacturing/fabricating unit comprises of a space of 5,800 sq ft in South Kolkata; and a business hub spread across 6,500 sq ft in one floor with a professional salon, academy and consultation rooms all in the heart of the city at a prominent location.

Source furniture from: Hong Kong, China, Thailand, and Canada.

Convincing the Indian buyer: We have a deep understanding of the customer's psyche, and so choose our product selection accordingly keeping in mind the price, variety and quality.

Future plans for the brand: To grow and reach out to territories such as, Bhutan and Bangladesh, and set up franchisee network to take Salon Décor to the next and new level.

View on spa and salon furniture business: The business has immense opportunities in the future, but it requires a great understanding and experience to harness this scope. After sales service is a key factor here and thus it requires trained, disciplined, mature manpower and also a proper logistical infrastructure to cater to the need of the customer.

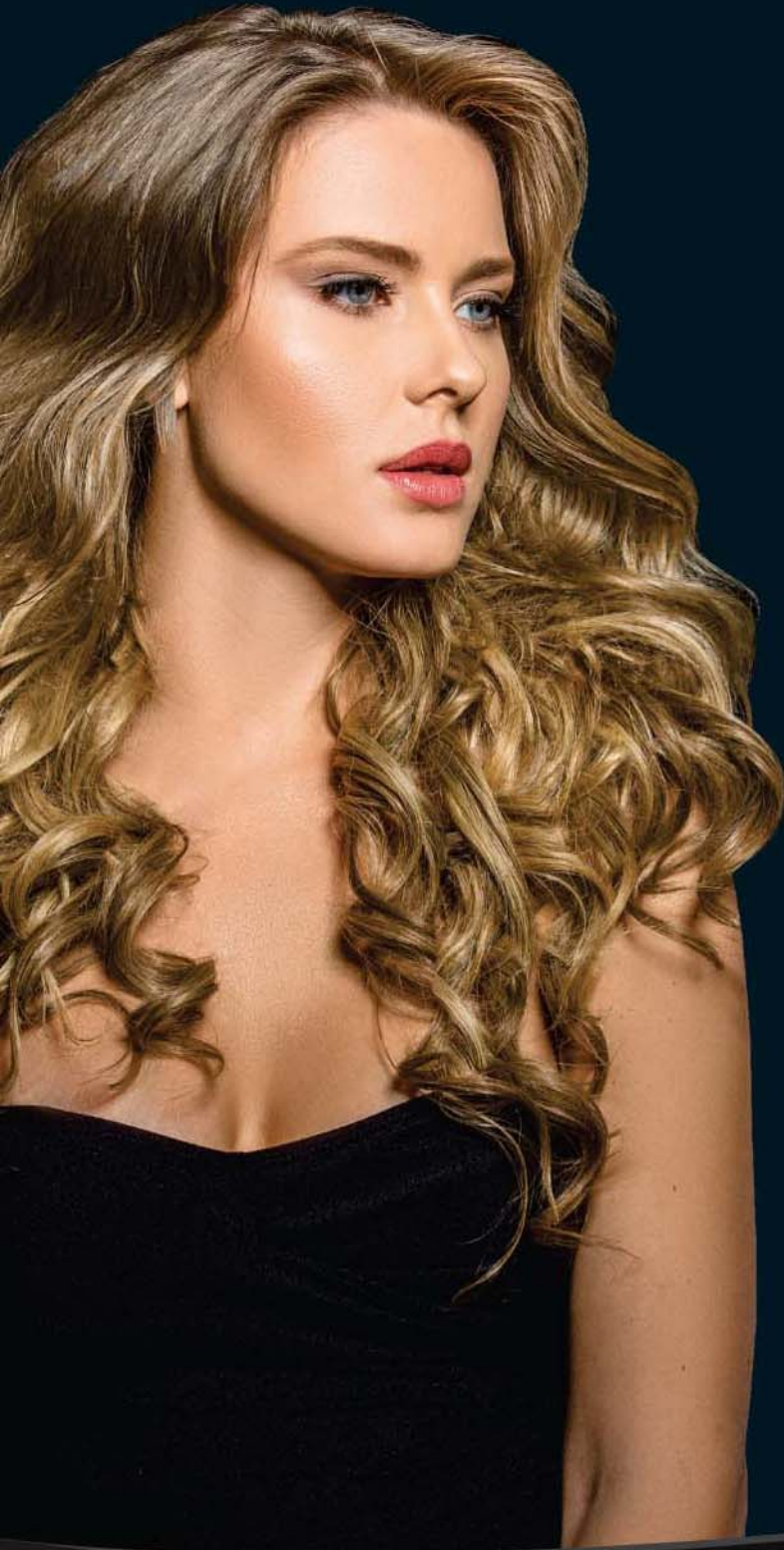


Spokesperson:
Utpal Mitra,
Founder Partner Salon Décor International





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●● **WELLNESS SPA INDIA** ●●

About the company: Established in 1998, Wellness Spa India is a 20 year old brand in the spa and salon industry. We have supplied and installed spa and salon equipment in more than 600 spas and wellness centres across India. We have installations in metros, and Tier 1-2-3 cities. Major hotel chains such as Taj, Marriott, Hyatt, Radisson, Crowne Plaza, Sheraton, have endorsed their confidence in us.

Inspiration to be a part of the furniture business: We started with the spa resort Ananda in the Himlayas in Rishikesh in 1999. At that time, spa furniture per se was primarily Ayurvedic beds for massages, and there was no company that supplied professional spa furniture of quality. It was then that we searched for quality manufacturers of spa and salon furniture and travelled to many factories abroad and partnered with some of the leading manufacturers and brands for the sale of their furniture in India.

Product portfolio: For wet areas, sauna and steam; hot tubs and Jacuzzi; experience shower; ice fountain, and hammam. For treatment rooms, beds for Ayurvedic and non-Ayurvedic massages, floating, hammam; trolleys, foot reflexology chairs; and accessories. For salons, shampoo stations; styling chairs, pedicure and manicure stations; and accessories. For the relaxation area, loungers; accessories; and waiting chairs. For spa consumables, essential oils and aroma oils; creams and lotions; scrubs and masks; nail paints.

Star product (s): Steam creating equipment and foldable massage beds.

Brand's USP: Single point company for complete spa and salon equipment supply and installation. We cater to five-star hotels to independent budget hotels, and residences. We have a huge product profile to give a spa and salon set-up solution; and exclusively represent some of the best brands in the industry, such as Nilo from Italy; Sundance Spas, Spa

Ritual and Mr. Steam from USA; B D from Korea; and Nelson from France.

Challenges faced: We had to make sure that we delivered quality products and were the latest in design. So, till we were not convinced about their efficiency, we did not promote them in India. Therefore, it was a cumbersome process to travel to different parts of the world and source the best products and bring them to India. For instance, Italy is famous for its design and looks, so we got furniture from there, Germany and USA are known for machinery, so we got wet area equipment from there, and we sourced accessories from Thailand and Bali, as they are renowned for them.

Marketing strategy adopted: This evolves every year. As more and more people are going digital, we need to keep pace with them, and make sure that we are updated constantly on social media sites and our own website.

Use of social media to attract buyers: We have had various articles and presentations on Facebook to keep people in India updated what is happening in the spa and salon industry. This is how we establish connect with people interested, and later advise them on Wellness Spa India brand.

Infrastructure: We are importers and traders of spa and salon equipment, so we do not have a manufacturing unit. We have a showroom in Saket in Delhi for display, and another one coming up in Gurgaon. Apart from this, we have dealers for home spa setup in Ludhiana, Surat, Mumbai and Kolkata.

Source from: Italy, USA, Korea, Bali, China, and France.

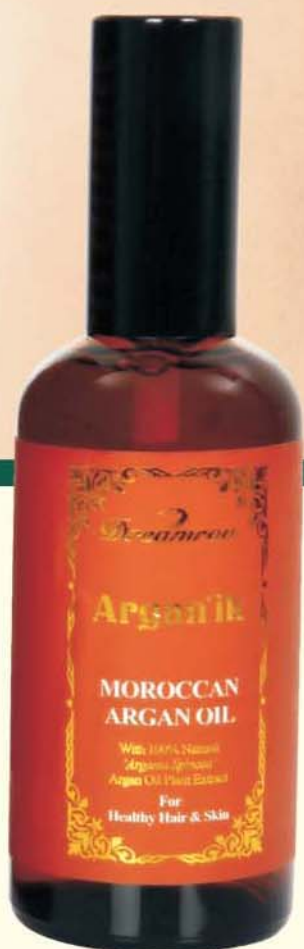
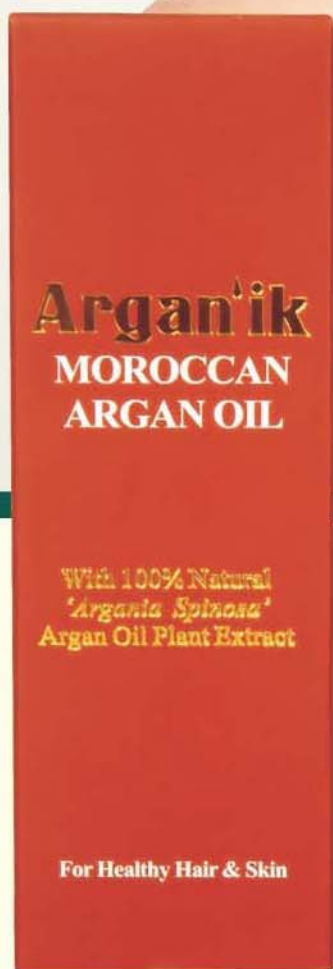
Convincing the Indian buyer: We cater to all pockets and sizes, as we have a massive range of products.

View on spa and salon furniture business: It is a growing industry, but professional suppliers and operators are limited. I feel, more exposure and education is needed in this field.



Spokesperson:

Gaurav A Halwasiya,
Founder and Partner,
Wellness Spa India



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●● PEPCO's Beauty World ●●

About the company: PEPCO, as a firm, was established in 1979. It is engaged in manufacturing, sales, service and marketing of beauty equipment, physiotherapy equipment and salon furniture. Our products are safe to use, effective and appreciated by clients for their high shelf life. Our products are extensively used in the health care industry and beauty clinics. Our sophisticated processing unit is well equipped with modern professional manufacturing equipments. Adequate knowledge of our professionals about these machines enables us to process products as per the standard laid by regulatory bodies.

Inspiration to be a part of the furniture business: As we are the manufacturers of beauty equipment, clients used to ask for salon furniture. So, we thought of being a one-stop shop where customers could find salon-related equipment and furniture under one roof, which is reasonably priced, high in quality and manufactured in India. PEPCO has introduced customisation of cutting chairs and shampoo chairs, as per the salon interiors.

Product portfolio: We manufacture shampoo stations; cutting chairs; massage beds, manicure and pedicure sofas; multipurpose trolleys; and therapist chairs. In equipment, we manufacture galvanic, ultrasonic, high frequency facial steamers; wax heaters, sterilizers, Beauty Studio (10 in 1), Combination series for instance, (HF + Gal, HF + Ultrasonic, Gal + Ultrasonic); and microdermabrasion, Electro LIF (Face Lifting). We are planning to add fibre glass shampoo chairs, cutting chairs and massage beds, as fibre glass furniture is more durable, cost effective, reliable, have a longer life than wooden furniture, and most importantly, the colour can be easily customised. We will soon be introducing a massage bed with an inbuilt shampoo wash basin for salons with space constraints.

Star product (s): At the end of the day, a star product is one which makes the customer smile and satisfied which normally our salon range does.

Brand's USP: Customisation of salon furniture that is reasonable and superior in quality as per the client's requirement. Our inventory and production system



Spokesperson:

Pooja Sharma,
Owner, PEPCO's Beauty World



allows customers to get their salon built to their specifications.

Challenges faced: The only challenge which we currently face is the time needed to manufacture customised salon furniture. Typically, a client does the interior work of the salon initially, and buys furniture a week or two weeks prior to the launch date. Within such tight timelines, it becomes the biggest challenge to deliver quality goods. So I would suggest to the salon owners to finalise buying the furniture when they start the interiors of the salon.

Marketing strategy adopted: We participate in beauty events and exhibitions to promote our products, and give special discounts. The best strategy is to have a wide range of products across price ranges. We are also planning to put our products on ecommerce website as it is critical to have an online presence, as well.

Use of social media to attract buyers: The successful mantra of attracting customers lies in staying touch and updating them on the brand. We use Facebook to attract buyers and gain visibility in the market. In order to get a positive response, we have engaging posts, and effective content marketing is a part of our marketing strategy. Social networking sites help to stay active, and respond quickly to the customer.

Infrastructure: We have a manufacturing unit that is spread over 7,000 sq ft in Thane, Maharashtra.

Convincing the Indian buyer: The customer is cost sensitive and wants products at a cheap rate. We do not import furniture from other countries, as import cost is always higher than the manufacturing cost. For the premium customer, we use quality fabric and accessories, so we look for out-of-the-box solutions, and manufacture salon furniture based on their budget.

Future plans of the brand: We are based in Mumbai, but we are planning to cater more salons in Tier I and Tier II cities.

View on spa and salon furniture business: The industry is flourishing in India, as members across all age groups want to look groomed and are conscious. This fact is fuelling the growth of salons. As salon business is growing, the salon owner has become more conscious of the looks of his or her salon. They want to give better facilities to their client by providing them comfortable shampoo chairs, cutting chairs, and sofas. Customers are drawn to those spas and salons that give them the comfort they want after a hectic and increased work schedule.

●● When buying Salon Furniture ●●

Viveck Vermaa Architects (VIVEA) is an architectural and interior design firm. The firm has completed projects of diverse scales and programmes in India and abroad. Together with associates, VIVEA provides comprehensive architectural and interior design services for a distinct clientele comprising of residential buildings, beauty salons, spas, gyms, and fitness and health clubs. Elaborating on the philosophy of his firm, he says, “The basic philosophy of our firm is total integrated design. We approach design as a merger of various elements including physical and metaphysical ones into one contiguous whole. We are constantly experimenting and exploring for solutions to our client’s needs. Though the utilitarian aspects like affordability, durability and functionality are constantly being challenged by us, we are in constant search of creating tectonic perfection. In the end it is not the designs that we create, but the experience of the very people using them, having a dialogue with them, or just being in them. Our endeavor is to create a positive difference in the lives of our clients and make living a meaningful experience.” These are the points to keep in mind when buying furniture.

Design/ Styling: Should be guided by the overall design theme of the salon. The design and layout will determine the shape, size and the styling of the styling chairs, pedicure and shampoo stations. It can be classic, modern, contemporary, vintage, among others.

Upholstery/ Colour: Should follow the overall colour palette. Most preferred upholstery is black and brown because of low maintenance, but if maintenance is not an issue, then go for any colour. The material can be leather or leatherite.

Functionality: All salon furniture comes with variations and different set of functions. Styling chairs have various functions like reclining, height adjustment and headrest. The shampoo stations have various functions like motorised seat adjustment. Pedicure stations also come in different configurations. Before ordering, assess your requirement and what works best for your salon.

After sales service: Because of the heavy use, there is wear and tear. There can be breakdowns or malfunctioning. You do not want a situation where you are stuck because of lack of repair. Thus, it is important to ensure that there is a guarantee period and good after sales service.

Budget: Every salon has a business model that defines the quality and budget. Once the qualitative aspects are determined, one can look for products that the budget permits, without compromising the quality. The Value versus Cost analysis would determine if one should go for Italian, Chinese or locally-made furniture.

Viveck Vermaa, received his bachelor of architecture degree from School of Planning & Architecture, in Delhi. He has worked with leading architects like Jasbir Sachdev and S R Sikka before establishing VIVEA. He has won numerous design competitions and awards.



Viveck Vermaa,
Architect and Interior Designer



●● K S Beauty Centre ●●

Spokesperson:

Mayur Doshi,
Director, K S Beauty Centre

About you: We have been in the beauty industry since 1928.

Inspiration to be a part of the furniture business: Earlier we were in the sale of retail and professional cosmetics, but we a lot of customers used to inquire about how they should procure furniture for their salons. We saw this as another opportunity in the same space and forayed into the furniture business a few decades ago. At that time, we were the first to offer furniture and other hardware to new salon owners.

Product portfolio: We have a wide range of salon and spa furniture and equipment.

Brand's USP: Our main USP is that we offer excellent customer service and ensure satisfaction. We individually curate the selection process for every customer to provide them the best product for their salon or spa with the best after sales service as far as possible.

Marketing strategy adopted: Our major marketing is done through our existing customers, who suggest

us to other salons and spas as they are impressed by our range and service.

Infrastructure: We have a four storied showroom spread across 8000 sq ft in Hyderabad which displays the entire range of our portfolio.

Source furniture from: Import from China and Italy.

Convincing the Indian buyer: Due to our decades old tie ups with several brands, we procure quality products at highly competitive prices, and try to convince the customer to opt for quality than price, as it defines the salon experience.

Future plans for the brand: We are planning to add more international brands to our portfolio. We plan to make the customer shopping experience easy and convenient in the future.

View on spa and salon furniture business: It is a fast-growing business in India that will continue to develop as every year one sees a lot of innovation in the industry.



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SPA FURNISHINGS

The Inner Sanctum

by **J Tara Herron**



For the purpose of this article I will focus on the furniture, ambience and set-up of the treatment room itself, as the environment of this space should show sensitivity to the privacy required for one-to-one treatments, where your therapists and valued guests interface and experience the heart of their spa journey.

The treatment room is the 'inner sanctum', a sacred space where the privacy encourages the guest to feel safe, to let go, to breathe, to trust, and feel a warm welcome of being in the right place at the right time. For most people this is a treat to give themselves the 'time out' to be pampered, de-stressed and comforted, and the treatment room needs to reflect these aspirations wholeheartedly. This is the real 'me time' where expectations are high, so the

entire focus of the room, the therapist and the treatment needs to be unwaveringly on fulfilling the guests wellbeing and exceeding expectations. Therefore on entering the treatment room all of this 'intent' should be visible and felt in the rooms' ambience and manner of your therapist

Therapy couch

Lets' start with the therapy couch, or massage bed, as for a multi-purpose spa therapy room this will be one of the most important pieces of equipment you will buy. A good couch is an investment that will see you through many years of consistent use. Your clients will be spending a great deal of time lying down and they will remember whether they enjoyed the comfort you provided.

Tips for operational efficiency and ambience

Lighting and electrics

- ▶ Dimmer switches for spotlighting or wall lighting for relaxing treatments.
- ▶ Movable spot lamp lighting for facials and other close-up treatments.
- ▶ Streamlined lighting above task area.
- ▶ Multiple socket outlets on all walls including a double socket in the floor for electric couch, plus around task/sink area.

Heating and ventilation

- ▶ Heating or air conditioning vents and fixtures should not be positioned over the couch as hot or cool air will flow directly onto the guest.
- ▶ All vents should be angled upwards.
- ▶ Thermostat control for each room within easy reach.
- ▶ Ventilation – depending on the climate and environment, the circulation of air should be carefully monitored, it should be quiet and no have any toxic odour.
- ▶ Cupboards that have electrical equipment should also be vented.

Plumbing

- ▶ Practical size and shape of sink that you can place items in if required.
- ▶ Hot and cold swivel mixing tap.
- ▶ Large drainage pipes, preferably PVC, for draining excess products that may otherwise block the system. The plughole requires a good catchment surface.

Cupboards and surfaces

- ▶ Waterproof surfaces around sinks.
- ▶ Additional surface for blending products (optional design dependent).

- ▶ All work top surfaces to be finished in durable non-stainable materials that are easy to clean.
- ▶ Hidden tops for sinks and closure of all shelves and cupboards to create an uncluttered style (optional design dependent).
- ▶ An in-room cupboard to hang guest's clothing and provide a robe.
- ▶ All exposed surfaces to have protected seals.
- ▶ Further display of attractive inspirational items and art if conceptually in tune with the overall design layout.
- ▶ Trolley and space to slide it under shelving, if desired.
- ▶ Cupboards to keep stock, disposables and equipment required for in-room treatments.
- ▶ Shelving for extra towels.

Other considerations

- ▶ Hot towel cabinet for wet mitts.
- ▶ Hot towel rail near shower, if available.
- ▶ Ergonomically designed stool or chair for therapist.
- ▶ Comfortable chair (s) for guest for foot rituals, consultation and tea, if concept allows.
- ▶ Hooks in the shower or wall to hang the guest's robe.
- ▶ Mirror.
- ▶ Step up stool to help guest on and off the couch.
- ▶ Music setup in the room or controlled from central area and piped in.
- ▶ All doors to be sound proof, hinges be well oiled to avoid creaking, and closure of doors to be quiet on shutting.
- ▶ Some form of symbol or item on treatment room door informing that the room is in use. Contemporary rooms may have a special floor light that comes on when occupied, or a bead mala or tassel could be hung on the door handle.
- ▶ Extra blanket, cushions. Bolsters are an essential accessory for guest comfort and safety.

There are a vast choice of suppliers who sell excellent ready made designs and many are able to customise your couches to suit your requirements of budget and size, as well as design, colour, depth of padding, and accessories for face positioning, arm rests, and more. The varied range allows you to choose the style and functionality that is right for your treatment menu. From earthy wood frames with simple adjustments to metal, hydraulic or electric couches that have many modes of movement to comfortably support different parts of the body, as well as the height of the couch for the therapist's ease and safety. You can either go to the supplier's showroom or some vendors will come to your premises and advise you on the best option.

Make the right choice

The following points are important to help you make the right decision for your set up before buying.

- ▶ Chose a wide width couch (32") that gives the client excellent shoulder/arm support whether lying on their back or front and is better for larger people. However, if the couch is too wide it can be difficult for the therapist. So chose carefully.
- ▶ If budget allows have medium to deep internal couch padding for maximum comfort during longer spa therapies.
- ▶ There are soft latex and faux leather surfaces that create more flexibility. So inquire about the varying textures available and whether they clean well. Choose a colour that fits in with the décor and design.
- ▶ An adjustable height couch will allow more than one therapist to use the couch and also facilitate more treatment options. For health, safety and best practice for the therapist, their knuckles should reach the top of the couch when they are standing with arms relaxed at their sides to give well-balanced massage therapy.
- ▶ Wood frame couches are better to conduct energy for holistic treatments.
- ▶ All couches need to have a head rest that is also a face hole for good alignment of the neck and general comfort. I recommend a removable head rest that has the ability to adjust the angle and inner flexibility against the face. This can also be removed for facials.
- ▶ Electrical and hydraulic couches are excellent when the treatment room is being used by different therapists' during the day so that height adjustments can be made quickly and easily.
- ▶ Electric couches need to be plugged into a socket in the floor beneath the couch so that leads and wires are not a health hazard, and also help the room look tidy.
- ▶ Couches that have electrical adjustments for knee support and back rest, are useful when long aesthetic treatments are offered; and hand and foot treatments.
- ▶ If the couch has pegs to adjust the legs, it is best to have one therapist per room per day.
- ▶ Most couch suppliers will also provide bolsters, couch covers, step up stools to suit your couch.



Basic treatment room guidelines

Whatever design you choose for your treatment rooms, make sure there is a continuity of style and colour, and the fabricc are easy to clean and maintain with a sense of order, harmony and comfort.

If the décor is too 'busy' and products look chaotic and disorganised, it will not allow the guest to have confidence in your service or relax.

The absolute minimum size for a treatment room that contains a therapy couch is 12' by 14' which, of course, does not include showers or foot rituals and additional relaxation areas. An in-room shower is essential to facilitate multi-purpose use with a washroom where possible, as wraps and other purification therapies require extra facilities for comfort and efficiency. In luxury spa suites, space is created for bathing, relaxation, dry floatation beds and other equipment, such as, Vichy Showers, Jacuzzis, Steam and Sauna for an all-round personalised experience that gives pre and post hydro-therapy and relaxation .

Therapists will need at least 2.5' around the couch in order to work comfortably. Very small rooms are restrictive for multi-purpose use and hence, are not advised. Guests often feel cramped and unhappy about receiving expensive treatments in them unless it is a simple waxing or something along those lines.

Double treatment rooms

When couples and friends come for spa breaks and have booked a few treatments, they may find themselves apart for much of the time. Consequently double couch treatment rooms are preferred, and so should be available, wherever space allows. Even in small spas it is recommended to have one room large enough to facilitate two couches, keeping in mind the dimensions needed for the therapists to work effectively around each couch.

Floors

Floor surfaces for most holistic therapies are best made of wood as this material is easier for therapists to work on as it is receptive and earthy. However, when the room is also used for body treatments and wet therapies, there are other alternatives available, such as, slate, stone, tiles, marble, cushioned rubber or other forms of gel or contemporary materials. This is also a design and functionality feature, so consider your room usage carefully so that the floor is long lasting, cleans well and maintains the ambient comfort zone you envisage. 📍

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



Credit

Hair: Travis Bandiera

Hair Colour: Travis Bandiera

Photography: Daniel Knott

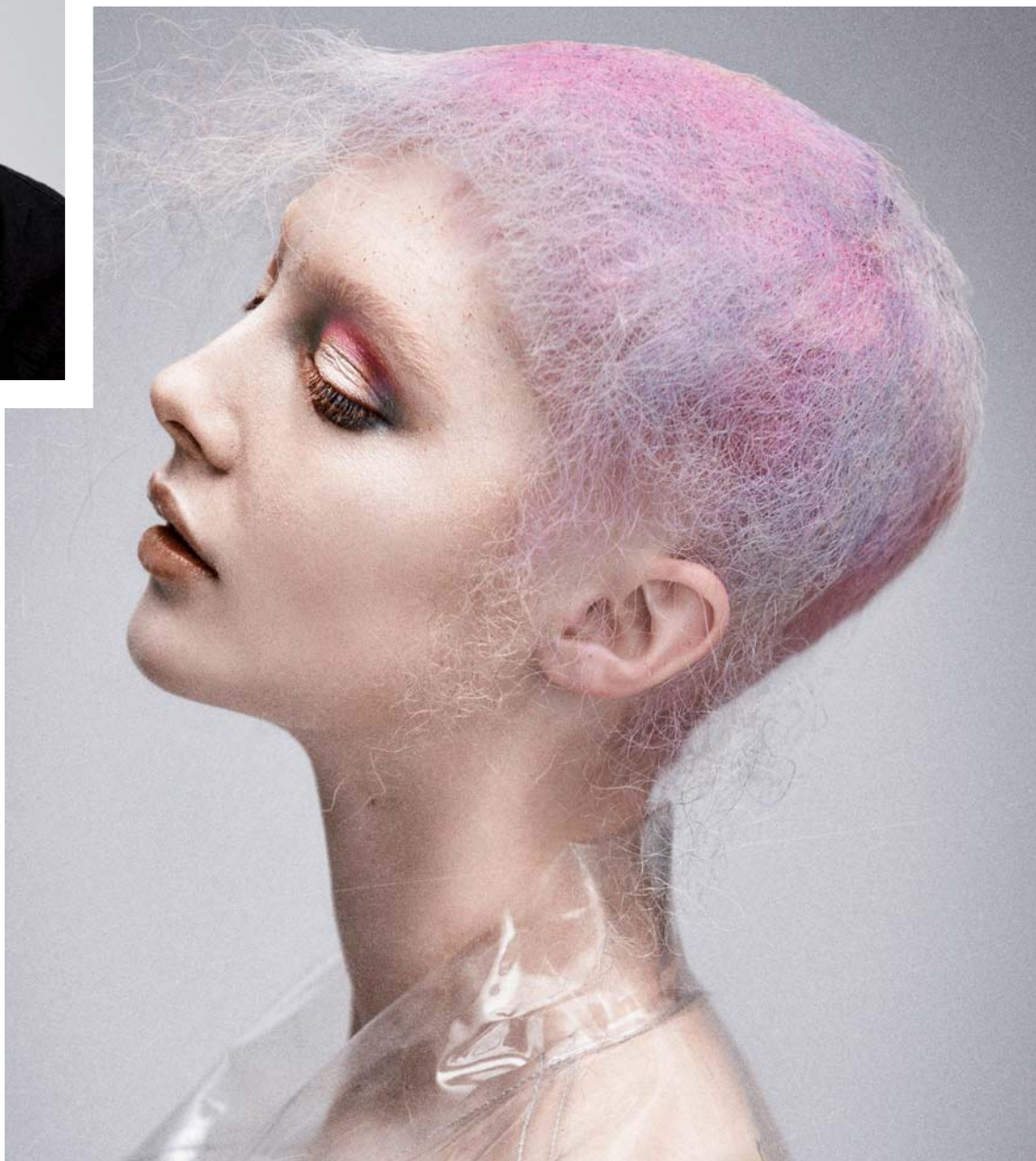
Make-up: Chereine Waddell

Styling: Danielle Soglimbene

Salon: Royals Hair Sydney



IRIDESCENCE BY Travis Bandiera



About the hairstylist: The Finalist at the 2017 Hair Expo New Creative Force, Hairdresser of the Year Winner of the 2017 Hair Expo NSW/ACT, Outstanding Hairdresser at 2016 Hornsby Local Business Awards, among several other awards, Travis Bandiera has been working on solidifying his name within the industry as one of Australia's top colourists and stylists to watch. A true overachiever, he is dedicated to sharing his passion as part of GHD Education and is a key member of Revlon Pro Australia's education team. Since becoming part of the Royals Hair team in 2009, and with the help of owners, Mary and Adam Alamine, many amazing opportunities have come his way, and he has worked with them to concrete a pathway in the hair industry and community through education, social media, assisting in photo shoot campaigns, and working backstage at runway shows.

Says Bandiera, "It has been my mission and vision to produce unique original art that inspires others to travel their own creative road and in turn create their own artworks that exceed limitations.

The ability to produce works that explore new concepts and techniques and that have been embraced by the industry on a global level, fuels and encourages me to keep learning and pushing my own mindset. I am passionate about educating my team and the industry, pushing them to see beyond their own boundaries and discover their own unique style and flair for creative hair concepts."

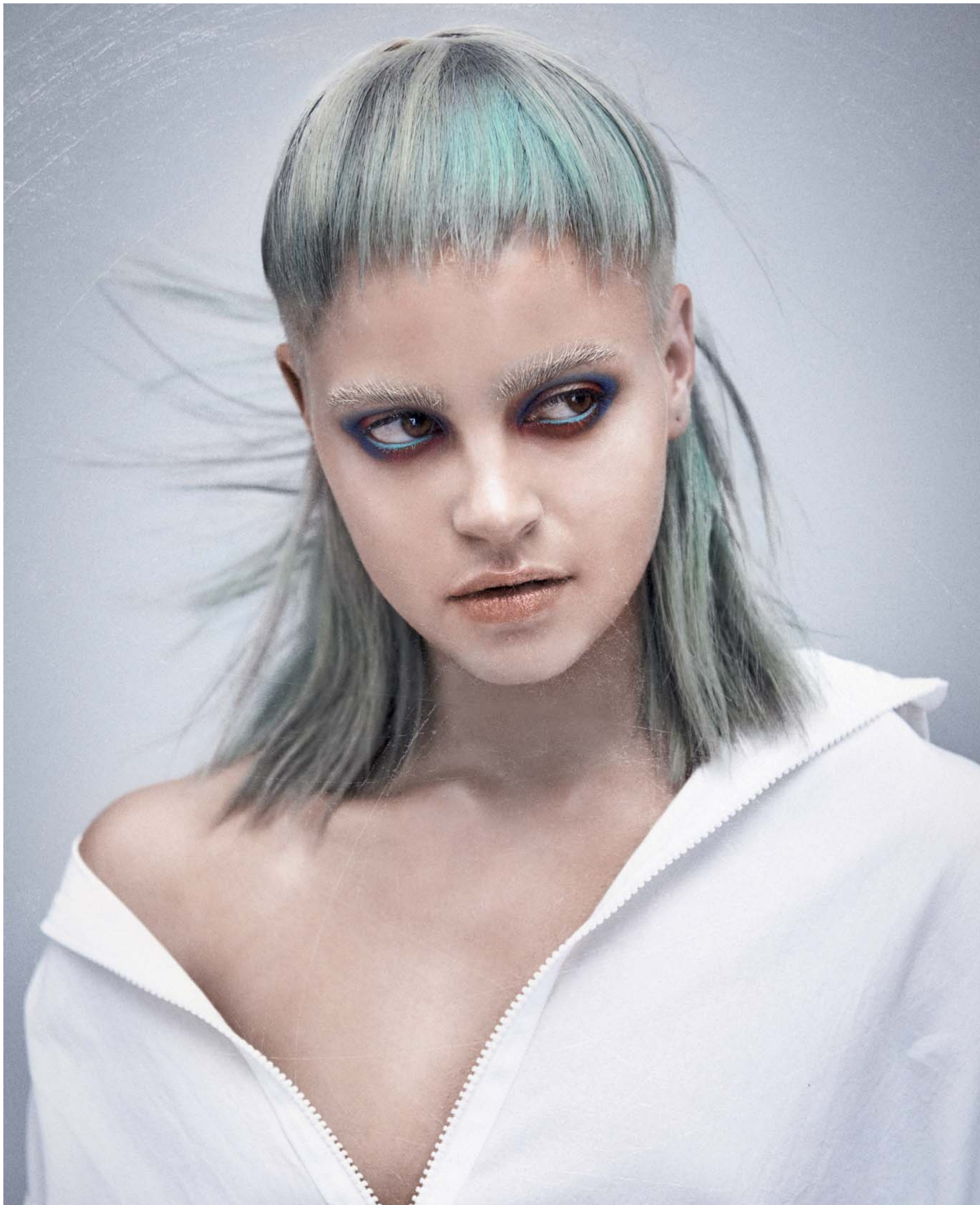
About the collection: Iridescence (also known as goniochromism) is the phenomenon of certain surfaces that appear to change colour as the angle of view or the angle of illumination changes.

Bandiera's interpretation of iridescence translates especially to colour for obvious reasons. He uses the idea that different surfaces/minerals create different tones due to density and using this on certain styles and haircuts, for example; a lighter texture such as a bubble would feature lighter tones directly translating to lighter hair literally with hair colour, movement and free-flowing styles. Darker tones with a heavier density like an oil spill would be harder, with a more structured/finished aspect to the hair and reflect a 'cooler' variation of colour tones. With the collection, he decided to stick with a very strict colour palette.

Make-up: Make-up was not to be too busy. We focused on a lighter, vibrant palette with a high shine/gloss finish to certain parts of the models' faces. For example, creating a wet look finish on the models' eyelids, cheekbones or lips.

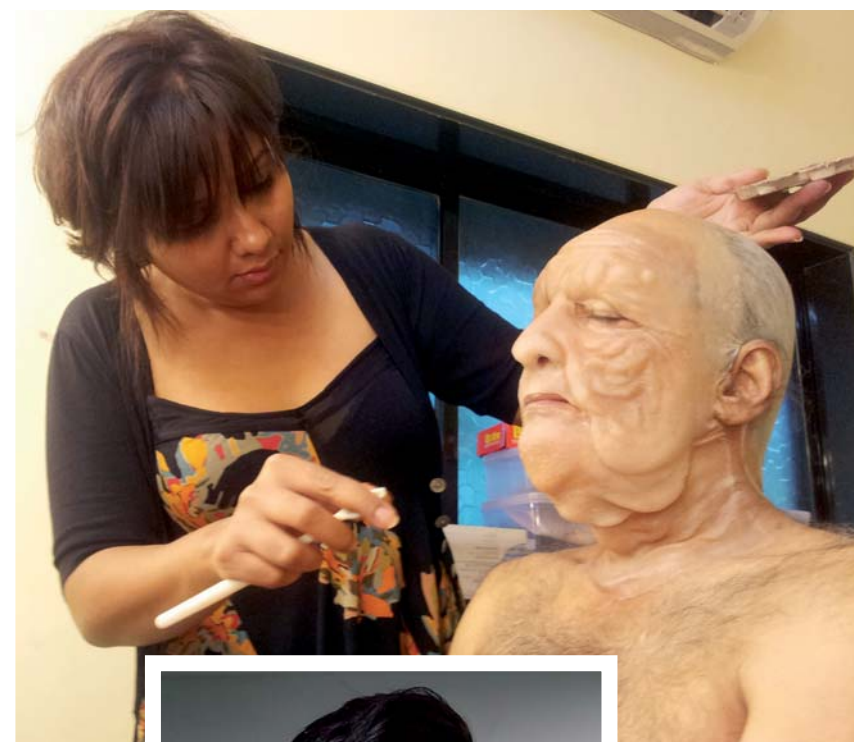
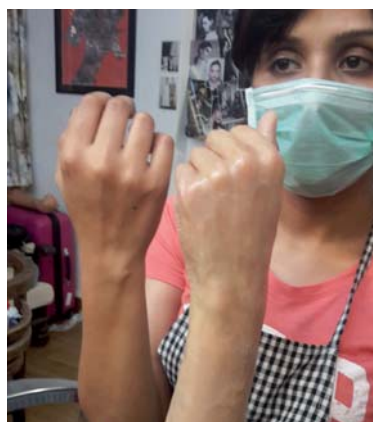
Styling: For the styling the direction was to have all items of clothing and accessories be white and truly offset the make-up and yet not distract from the collection and the hair as a feature.

Lighting: Simple lighting was utilised, so as not to overkill the images resulting in them looking complicated. A grey background, rather than a white one, features to create a contrast and highlight the styling and overall looks without being too much. 📸





BEAUTY



Preetisheel Singh

Looks of a Winner

The rightful winner of the prestigious National Award in 2015 for the film *Nanak Shah Fakir* and the IIFA winner for *Haider*, Preetisheel Singh is a make-up artist par excellence. The talented young lady has given extreme and realistic makeovers to actors, such as, Sajal Ali and Nawazuddin Siddiqui in *Mom*, Amitabh Bachchan in *Shamitabh*, Ranveer Singh and Deepika Padukone in *Bajirao Mastani*, and more. With *Salon India*, she shares her passion for the craft, and the resultant rise in Bollywood

by **Shivpriya Bajpai**

Glorious start

Bollywood films have always excited me, even as a child. By education, I am a software engineer, however, I was curious to know what it takes to create a fantasy or fictional character. Fortunately, while working in the USA, I got an opportunity to learn about prosthetics, which was used in films. Going by pure instinct, I bid adieu to a flourishing career in the IT industry, and enrolled into the Master Make-up Course from Cinema Make-up School in Los Angeles. The rest is history.

First big break

The film, *Nanak Shah Fakir* directed by Sartaj Singh Pannu, was my big break for which I won the National Award in the Best Make-up category. All my effort had finally paid off!

Challenges faced

After the completion of the course in Los Angeles, I moved to Mumbai and had no clue about the film industry and how things worked here. I used to look for addresses of production houses and visited them on a daily basis to share my portfolio. Initially, it was difficult as the industry already had many make-up artists. As I specialised in prosthetics, I did overcome the struggle by proving myself with *Nanak Shah Fakir*. Sheer hard work and patience has etched my career graph. Now, I get recognised for my work and it is deeply satisfying for me.

Source of inspiration

The ability to transform people fascinates me, and prosthetics allows my creativity to soar as there is ample scope.

Bollywood projects

Nanak Shah Fakir was my first solo project for which I bagged the National Award. I won the IIFA award for Haider. I am very lucky to have worked with big names and personalities in the industry with projects like Bajirao Mastani, Finding Fanny, Parched, Shivaay, Brothers, 24, Ghayal Once Again, Hawaizyada, Talvar, Houseful 3, Mom, to name a few. I am currently working on projects like Padmavati, 102 Not Out. I just finished working on Bhavesh Joshi and Mom, which released in July.

Team work

Whenever I take up a project, I first read the script, study the characters, research, and then design every character based on the script. These designs can be in the form of photoshopped images or sketches. Post that I share designs with the director and finalise. During look tests, I brief and guide my team so that it is easier for them to execute the same on the set.

Evolution as an artist

As a make-up artist, growing and learning is an ongoing process. One gets to learn new techniques and aspects in make-up on a daily basis. Everyday I am learning something new and grow with it. Every project teaches me something new and I joyously look forward to it. The Internet, too, has helped disperse information and knowledge at great speed!

Current trend

From fresh dewy make-up to the smudged-eye look, and going bold with daring range of colours, make-up trends are more diverse than ever. The 80s are definitely back in fashion leaving its mark with the use of bold colours and big hair which is merged with different styles of braids.

Advice for aspiring make-up artists

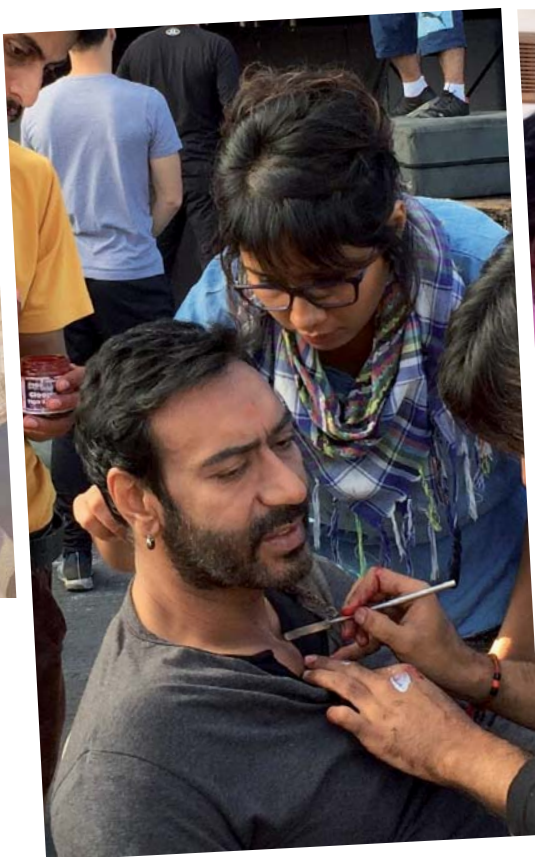
Be enthusiastic, inspired and keep pushing yourself to the edge. Treat everyday as a new day in your journey, and remember practice is the key to perfection.

Views on the Indian make-up and prosthetic industry

The industry has started taking make-up design seriously. As far as prosthetics is concerned, not every one knows that this art is available here in India. My aim is to spread the news, transform actors, and show the industry that India is full of talent. Artists need a platform to prove themselves.

Future plans

I start every day with a new vision, like a new character design in my mind, or an out-of-the-box concept. I plan to educate myself and my team in technology and techniques that can make a difference to the film industry. There are many film projects in the pipeline, too. Someday, I would like to educate and share my knowledge with those who are interested in the art. 📍



“Prosthetic education is being taught at a very basic level in India. Once people accept it as an art, there is a possibility that its popularity may rise, thereby urging make-up schools to take it more seriously as a courseware.”

Alanna

Affordable Luxury in Natural Skin and Hair Care



Founder of Alanna, a brand offering natural skin and hair care products at affordable prices, Rashi Bahel shares the brand's USP, product portfolio, marketing strategies, and more, with *Salon India*

When and how did Alanna come into being? What was the inspiration behind creating it?

The brand Alanna is into handmade 100 per cent natural skin and hair care products. It was launched in August 2015 and offers a varied range products, such as, cold processed soaps, SLS-free shower gels, face packs, among others. I realised that as natural ingredients are sourced from nature, so, it should be a right, and not a luxury for every earthling to be able to access the natural benefits, and thus Alanna was born.

What is the product portfolio?

Alanna has 28 personal care products across eight categories that are infused with essential oils, fruit and nut extracts with natural misty fragrances. The brand follows a full disclosure policy which means a consumer knows every ingredient used in a product. The shelf life of every product is 18 months or more, however, they are best consumed within six months of unpacking.

What is the USP of the brand?

The brand offers affordable skin care luxury products which are 100 per cent natural and effective. Alanna's recipes are derived on the basis of skin concerns and not from a single traditional method, and the ingredients are plant derived. Each product addresses a certain skin type and concern.

What are the brand's marketing strategies?

Our product packaging has a unique strategy. Alanna is a 'Make In India' brand and all our products have key ingredients, which are sourced from different parts of the country. Each product box has an illustration of a famous monument of the state from where its key ingredient is sourced. For instance, our Rose and Grapeseed Face Mist has an illustration of the Ajanta Caves, as grapes are mostly found in Maharashtra. We are present online and on all social media platforms, and will soon be present offline.

How does the brand stay ahead of competition?

We believe in creating our own market and rarely worry about competition. Our aim is to provide the best version of our brand to our consumers making natural skin care an affordable luxury. Alanna is also PETA approved which makes us a cruelty-free brand. Also, to ensure the highest quality standards, every product of Alanna is approved and tested by FDA, QMP and ISO.

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

I have realised that there is a gap in the skin care product segment available across the Indian market. Consumers are bombarded with chemical infused products, and on the other hand, most of our competitors in the market are offering natural skin care products at a premium price. The unorganised players offer Ayurvedic products, which does not connect with the urban consumer. When we entered the market, our clients were surprised to learn the affordable price range offered by a brand that did not compromise on the natural ingredients. We have kept our formulations simple and use ingredients, which are rich in properties, but low in cost.

What are your plans for the brand?

We aim to reach out to a maximum number of consumers, and create an omni-channel presence.

What are your views on the skin care market in India?

The skin care market is huge. While people are used to cosmetic giants, I feel, the dynamics are changing and there is a change in the mindset of the younger audience. We now see big players like, HUL also coming up with more natural products. The best part for SMBs like us is that the consumer today is well informed and willing to try new brands that can be an alternative. I feel the natural, Ayurvedic and organic skin care market has just begun to grow, and has major potential for expansion. Over time, I am certain, Alanna would play a vital role in making natural skin care an affordable luxury. 📌



From Seoul Cosmetic Care Trends for Men



▲ *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 and hair care treatments.*

It has been two long months since my trip to Seoul, South Korea and I still find myself reminiscing about their skin care and beauty scene. I soaked up every moment of my week there and learned so much I could write a book about their innovative contributions to the industries of beauty and personal care. Here, I give you a glimpse at another side of Seoul Beauty I have not yet touched upon: men's aesthetic trends in South Korea. I wanted to switch it up and focus on the gentleman for once.

The first trend for men I noticed was that of microblading. While I was there, I took up an advanced microblading course in order to learn new tips and tricks to bring home with me. In class, I asked if men come in to get their brows done often... and I got a resounding, "Of course!" from my translator and teachers. My translator came back with, "Who wants to date a man with scanty eyebrows?" and everyone in the room cringed, then giggled, in unison. This got me thinking: most men really do look best with thick, full eyebrows... so why are media outlets only talking about microblading for women?

Microblading is a great, natural looking choice for men, too. It uses a sharp blade dipped in pigment to create hair-like strokes on the brow area that perfectly mimic natural eyebrow hair. A trained professional can choose a pattern that works best with your facial shape and even make the hair look a bit more unruly than usual for a more masculine appeal. For men seeking better brows, this is a low maintenance, long-lasting option that is more convenient than the alternative, which is filling in your brows with make-up each day. Most men I know would prefer an hour long treatment that lasts one year to make-up any day.

The second treatment is micro-dotting or micropigmentation. It is the process of using semi-permanent tattooing techniques to create hundreds of dots on the scalp. This gives the appearance of an almost clean shaven head, similar to a 5 pm shadow. You can do this on the entire scalp, or just to fill in areas where hair is receding. At first, I was not sold on this treatment. I did not believe that a bunch of dots on the scalp would create a worthwhile transformation for men suffering from hair loss. However, I saw many examples of micropigmentation in South Korea that proved me wrong. The training centre I went to performed miraculous transformations through this simple treatment. Not only did it completely camouflage receding hairlines, it also made men who had undergone the treatment, look significantly younger.

This same micropigmentation technique can be used for beards and moustaches, as well. However, I would not suggest you use it to treat large areas of the face, such as, giving yourself a full beard. From my experience, micropigmentation for the moustache and beard looks best when used to fill in pesky, coin-sized or smaller areas of no hair. When used on larger areas, I have seen many examples of it looking artificial which is not what you want on your face.

Back to hairline, if you are a male with longer hair, but want to improve your hairline, there is hope for you! You can use the same microblading technique you use on the eyebrows in place of micropigmentation. This technique can be especially beneficial if you suffer from hair loss on the crown area or are seeking a smoother hairline. For this, the same method is used as microblading. First, a pigment is chosen to match your hair colour, then strokes are made with a fine blade dipped in the pigment to mimic your natural hair. When performing microblading on the scalp, strokes follow the natural pattern and direction of your hair and are typically longer than microblading strokes used on the brows.

All of the above techniques are relatively new in the beauty world. So, while they can make significant improvement to your appearance, make sure you are in the hands of a well-trained practitioner. With every new trend comes a slew of new technicians who are trying to learn the art. The last thing you want is to pay to be someone's practice model. Also, make sure wherever you go, it is clean. Most of the tools used in these techniques are for one-time use only, and therefore, should never be reused between clients. The handles of the microblading tools should be properly soaked and sterilised with UV light. Once you have found a clinic you are comfortable with and have researched their sanitisation practices, you can happily get on your way to thicker hair, beards, and brows. Be sure to check out my third and final installment on South Korea next month! 📍

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

Salon Facials According to Skin Type

Facials are probably the most popular treatments, which are geared towards protection, maintenance and improvement. Of course, the beauty therapist has to learn the various steps of the facial and take practical training. It is also necessary to know why the various steps are advocated – i.e. the theoretical aspect is also important.

Salon facials have several benefits that are both physical and psychological. They help the skin to perform its functions more efficiently. I would say that the most important benefit of facials is that they definitely protect and preserve the youthful qualities of the skin, keeping it supple and delaying the manifestation of ageing signs, like lines and wrinkles. Also, skin and facial muscles are toned, thus firmness and elasticity are maintained. They also help deep cleanse the skin, improve blood circulation and lymphatic drainage; the oil-moisture balance and acid-alkaline balances are maintained. And most importantly, facials help to induce relaxation and thus help in reducing stress and fatigue. Therefore, weekly facials, after the age of 25, help to delay ageing signs and enhance the beauty of the skin.

One of the first responsibilities of a modern cosmetic therapist is to determine the skin type and the kind of treatment it requires, i.e. the facial treatment should be according to skin type, whether it is normal to oily, normal to dry or combination. Knowing the skin type is the basis of regular skin care, so that you can select the products according to the individual needs of the skin. There are problems that are typical to skin type and dealing with them is an integral part of modern skin care. The feel and look of the skin is a good indicator of the skin type. Most people know that skin types fall into four major categories – normal, dry, oily and combination. There are also exaggerated versions of these major skin types, like dehydrated skin, sensitive skin, problem skin with pimples, rash or acne, and ageing skin.

The classic salon facial includes Cleansing, Exfoliation (cleansing of dead cells with scrubs), Massage (both manual and/or with gadgets), Mask, Toning, and Protection (use of protective coverage). A galvanic gadget may also be used. If it is a combination skin, specialised gadgets are used to create a germicidal environment. For oily skin, facial massage with cream is not given. Clean-up treatments are given with deep pore cleansing methods and exfoliation. Blackheads are extracted, if necessary. The masks and other procedures help to remove oiliness, shrink the pores and make the skin smooth and translucent. For oily/combo skin, and related conditions, therapies to purify the skin are provided. Specialised formulations are applied, which help to decongest oily skin. For acne-prone skin, medicated and soothing products are used. For sensitive skin, scrubs and grainy masks are not used. Protective creams are applied after the facial, along with moisturisers, according to skin type.

The skin around the eyes is thin and delicate, requiring a very light touch, following specific direction and movement of the fingers. Different strokes, movements, directions and pressure are applied to different areas. Special massage techniques are used for the delicate region around the eyes. The massage stimulates blood circulation and lymphatic drainage. Masks are applied, in order to complete the cleansing process and also improve cell renewal. During facial treatments, special gadgets are also used, which help to increase the skin's absorption ability, so that the products can penetrate the skin better.

The therapist should provide dietary advice and daily skin care routine to follow. Advise the client to cleanse the skin twice a day with the appropriate product; to apply sunscreen lotion before going out in the sun; to drink six to eight glasses of water daily and exercise regularly. Remind them that regular care pays rich dividends and that neglect accelerates ageing more than anything else. So, if you want your client's skin story to have a happy ending, tell them these skin facts and basic rules. 📌



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

Market Watch | **Make-up**

● **Strobe palette by BeYu** →

The new All in 1 Strobe and Define Palette has the advantage of contouring, strobing and defining for optimum facial feature contouring and highlighting. It is enriched with Vitamin E and comprises of four different strobing and contouring shades to match your skin tone and you will not require foundation, blush, concealer or the face powder. It has a Contour shade to add depth to your face, Strobe Matt shade for application under the eyes and forehead, and a Strobe Pearl Powder that offers a pearl finish to lend a blush with a soft powdery finish. It is available at Lifestyle, Health & Glow, Central, New U and top beauty stores.

Price: ₹1,450



● **Nail enamel by StudioWest** →

Texture Play is the new and extensive range of nail products of StudioWest. From metallic finishes to iridescent glitters, bubbly confetti to glossy shimmers, Texture Play has 12 nail polishes to suit every season. It is available across Westside stores in the country.

Price: ₹195



● **Longwear lipsticks by FACES Canada** →

The latest from FACES Canada, the Ultime Pro Longwear Matte Lipstick is enriched with Vitamin C and E that are natural antioxidants and moisture preservatives that prevent skin ageing. With six new vibrant shades from racy red to sophisticated nude, it has an expansive palette of colours. The super gliding and non-drying matte formula delivers bold colour, and as it is waterproof, sweat and water do not diminish the intensity of the colour. It is available at signature stores and Shoppers Stop, Lifestyle and New U; online at flipkart.com, nykaa.com, purple.com, shopclues.com, and shoppersstop.com.

Price: ₹749



● **Hydrating foundation by Lakmé Absolute** →

Give your skin the ultimate dewy finish with the new Lakmé Absolute Skin Natural Mousse- Hydrating. Inspired by the trends at Lakmé Fashion Week, the Lakmé Absolute Skin Natural Mousse- Hydrating, a mousse foundation that hydrates your skin while giving it an even tone finish. It is enriched with a unique formula which is supplemented with 34 per cent water, this composition gives your skin a feather light texture and keeps it moisturised throughout the day! It is available in four shades of Ivory Cream, Natural Almond, Velvety Beige and Honey Dew, you can find it at leading beauty stores.

Price: ₹750



● **Lipsticks by Maybelline New York** →

The Color Sensational Loaded Bolds is all set to change the way you color your lips. The formula, enriched with honey nectar, leaves the lips hydrated and makes them feel light and comfortable. From deep and mysterious to bright and striking shades, these lipsticks are available in 13 shades ranging from Wickedly White, Chocoholic, Audacious Blue, Fearless Purple, Smoking Red, Pitch Black and more. It is available at leading retail outlets.

Price: ₹550



Market Watch | Skin Care

● Under eye gel by **Soultree**

A light, soothing and moisturising, the Under Eye gel is prepared with traditional Ayurvedic recipe that helps treat dark circles, fine lines and puffiness. Certified 100 per cent 'natural' by BDIH, the German hallmark for natural beauty products, this pomegranate and almond oil Under Eye gel is specially formulated to revive and make delicate under eye area firmer. Pomegranate, Almond Oil and organic Honey work together to minimise the appearance of wrinkles and brighten the skin tone. Green Tea leaves present in this gel contain antioxidants that helps protect skin from damaging toxins and also improves blood circulation to reduce the puffiness under the eyes. It is available at www.soultree.in.

Price: ₹575



● Face washes by **Olivia**

Olivia, the renowned cosmetic brand, has launched three variants of face washes, namely, Ultra Fresh Fairness with Saffron, Milk and Licorice for brighter skin, Herbal Acne Repair with Neem, Tulsi and Aloe Vera for clear skin, and Golden Glow with Gold, Chandan and Turmeric for radiant skin. The products are available in all leading cosmetics, medical and general stores across India.

Price: ₹15 to Rs60 in 15ml and 60ml



● Facial scrub by **Astaberry**

Astaberry Biosciences, the leading manufacturer of Ayurvedic cosmetics has launched the Rice Bran Scrub with granules that effectively exfoliate dull skin. Made with Rice Powder and Rice Bran Oil, it works as a skin whitening formula that reduced skin tan and blemishes. Cucumber juice and Olive Oil shield the skin from the harmful effects of the sun and nourish the skin's surface. Its soft exfoliating beads exfoliate the pore clogging dead surface skin cells and ensure a fairer skin tone. It is available at leading department stores and online.

Price: ₹75 for 100ml



● Face pack by **Aroma Leaf**

Aroma Leaf Pearl Fairness Face Pack revitalises the skin and makes it look fresh and healthy. Pearl extracts help prevent melanin development that cause freckles and dark patches and consistent use eliminates blemishes, pimples, age spots, acne marks and scars. It is available at leading department stores across the country.

Price: ₹195 for 100ml



● Facial scrub by **Oshea Herbals**

The Oshea Aprifresh Apricot Scrub works to gently exfoliate dull skin. Infused with Apricots and Walnut shells, herbs and granules, it removes dead cells and cleanses clogged pores to reveal smooth, refreshed and glowing skin. It is available at major department stores and online retailers across the country.

Price: ₹135 for 120gms



● Eye cream by **Epique**

The Intensive Revitalising Eye Formula for mature skin is a deep conditioning restorative eye cream made of a Phyto-Concentrate formula that comes with an advanced automatic massage applicator. The nourishing intensive eye cream contains molecular extracts of pure Boswellia Serrata resin and Centella Asiatica leaf that help stimulate micro-circulation, reduce fineness of skin and hyper-pigmentation in the delicate eye area. It is known to visibly diminish dark circles, puffiness, fine lines and wrinkles around the delicate under-eye area, and relieves any form of strain. It is suitable for all skin types. It is available at signature stores in Ambience Mall, Delhi and online at www.myepique.com.

Price: ₹3,200



Astaberry

PROFESSIONAL

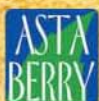
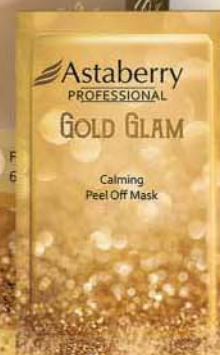
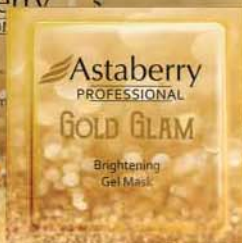
Astaberry Gold Glam Kit is an advanced facial that brings long lasting glow to the skin. Astaberry has created this facial using revolutionary technologies like the scrub 2 creme and the alginate peel off mask.

Astaberry Gold Glam kit contains natural ingredients that penetrate into the skin and give radiance. This kit heals and repairs the skin, makes complexion lighter, works on blemishes and gives a velvety feel.

GOLD GLAM

Facial kit

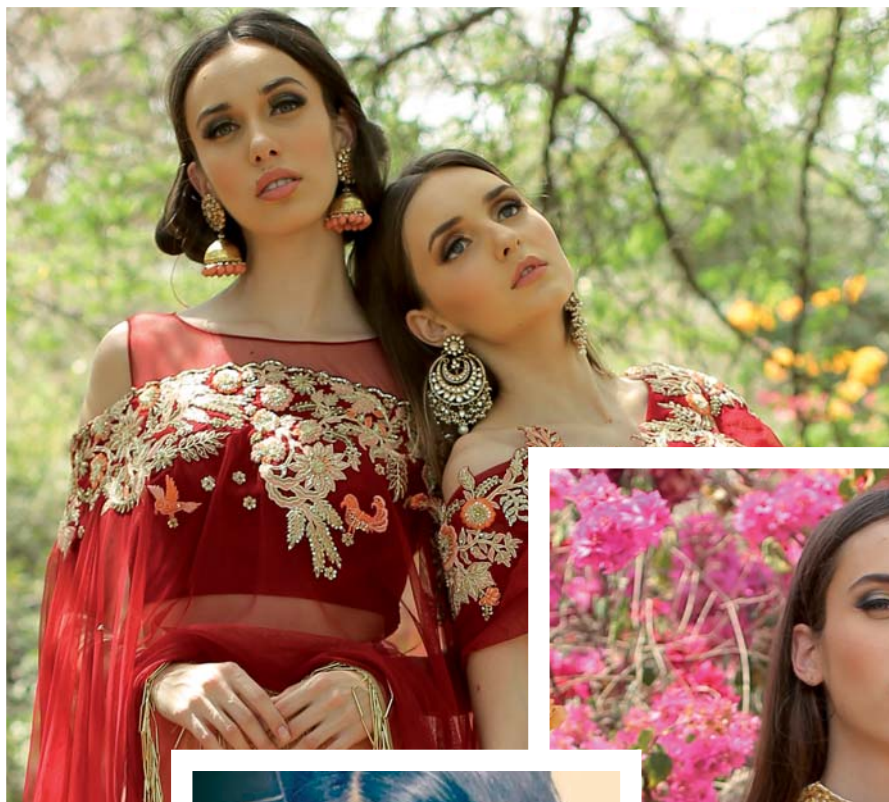
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Aditi Gupta Eclectic Designs

A pioneer of unique style in design and niche couture collections, Delhi-based designer, Aditi Gupta seamlessly weaves different cultures into her design, while staying true to her roots with her label, Azalea. Gupta shares her views on the importance of hair and make-up in fashion, the Indian beauty and fashion industry, and more

Getting started

I loved playing dress-up since childhood and draping my mother's sari was a hobby. The art of matching colours and style was in me since then. With a desire to pursue a career in fashion, I studied design from the Pearl Academy of Fashion, and on completion of the course, I joined the renowned designer duo, Shantanu and Nikhil. Travel and nature inspire me to bring the essence of multi-culturism into my work. Being a contemporary-wear designer, my collection is attached to the Indian craftsmanship, but has an international appeal.

Importance of hair and make-up in fashion

I feel an exquisite ensemble will only be justified with perfection in hair and make-up. Being a designer, blending the three aspects are important to translate my theme and inspiration.

Views on Indian fashion and beauty industries

The fashion industry, today, has become really versatile, every day the trends are changing and people are

ready to adapt to the evolving trends. In beauty and hair, the entry of international brands and awareness created by social media, has helped in educating people about their beauty staples.

Working with hair and make-up artists

I have worked with several artists, and celebrity hair and make-up artist, Mehak Oberoi is a favourite!

Fashion inspiration

I adore world-class fashion designer, Coco Chanel for her timeless appeal. I love the way Chanel translates classic into edgy.

Favourite muse

I love Hollywood actress, Sienna Miller. She is another, trend-setter, who is full of life. I personally admire her effortless style.

Looks adapted in make-up and hair

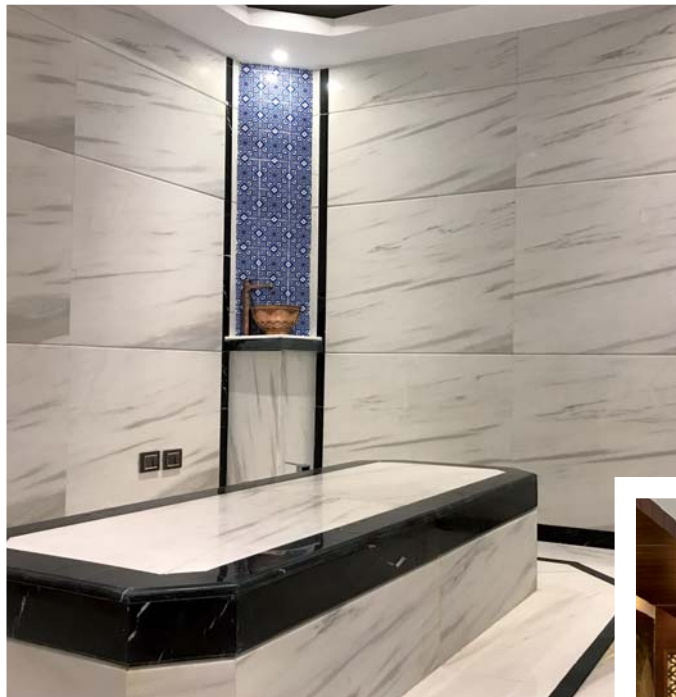
Hairstyles and make-up looks play an important role when it comes to ramp or a photoshoot, depending on the inspiration I want to showcase at that point of time. I love the nude look with smokey eyes and flat hair with dramatic eye lashes.

Future plans

My focus will remain in building my brand image. Also, I would love to be associated with the growing hair and beauty industry, as it is in sync with fashion. 📌



SPAFOCUS



Nestled in the valley best described as 'heaven on earth', Falaknuma literally means 'mirror of the sky' or 'sky like'. As the spa is located on the top floor of one wing of the hotel overlooking the entire city, it has been christened 'Falaknuma'. The theme of Falaknuma depicts the elegance of Kashmir's fabled chinar tree, where it appears as a leitmotif, especially in the woodwork and furniture

by **Aarti Kapur Singh**

Falaknuma Spa, Srinagar

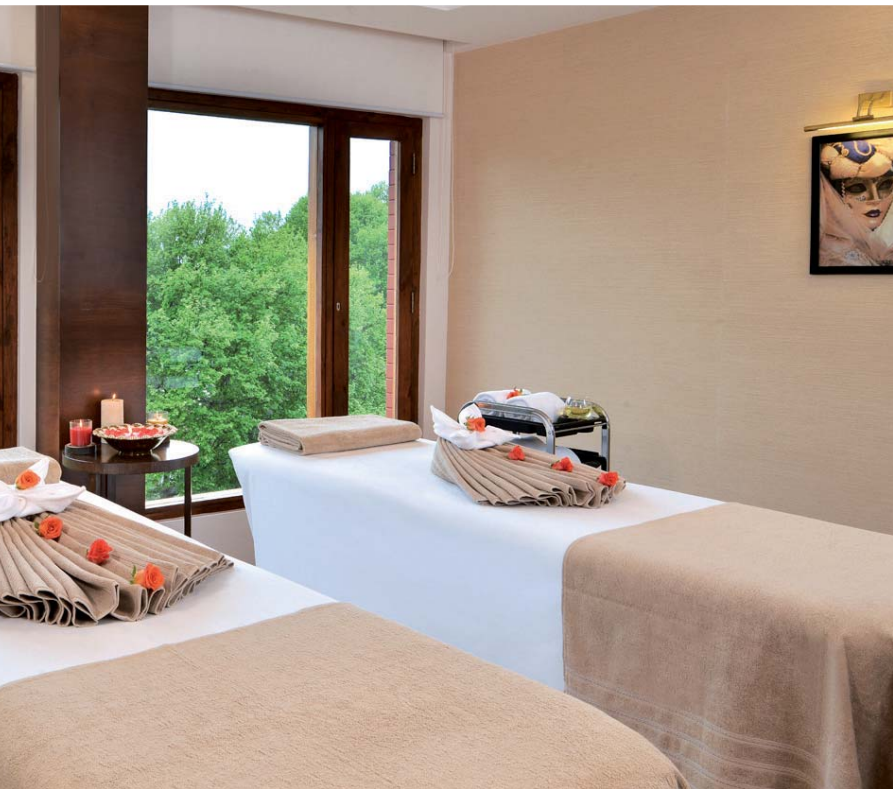
Timeless Appeal of the Chinar

Size of the spa: 1843 square feet

Time taken to complete construction: 8 months

About the spa: The spa is divided into a dedicated reception, two single treatments rooms, one couple treatment room with panoramic views, steam and shower in every treatment room, a sauna room, a steam room, a Turkish Hamam and a unisex salon. The wood flooring and artwork work as the proverbial icing on the cake.

About the services: Drawing upon the inspiring landscape of Kashmir, Falaknuma offers spa experiences that are sophisticated, timeless and personalised. Step into the spa and the instantly energising fragrance of the signature relaxing oil blend with jasmine, cardamom, sandalwood, and ginger will engulf you. The calm colours, the dim lighting and flickering candles set the tone for a transformational experience. It combines the best of the world therapies with the finest quality ingredients and



skin care advances to offer a unique holistic experience. The concept is to offer European, Eastern and Ayurvedic inspired treatments in a modern contemporary environment. The spa offers treatments that are individual and specific and inevitably each experience is tailor-made. The philosophy is focused upon enhancing an individual's lifestyle in a way that is both holistic and versatile.

There are variety of treatments to suit your need. From customised herbal remedies, therapeutic massages, intensive facials to signature treatments. Some of the must try signature treatments are Day by the Chinar; Ayurvedic Shafa Massage; Thai Yoga Massage; Turkish Kashmiri Hamam Fusion; and the Deep Tissue Massage. Several other treatments are available to combat environmental, physical and mental stress of modern day living.

Architect and interior designer: Indrani Sen

Address: Falaknuma Spa, Hotel RK Sarovar Portico, Gupkar Road, Sonwar, Srinagar - 190001

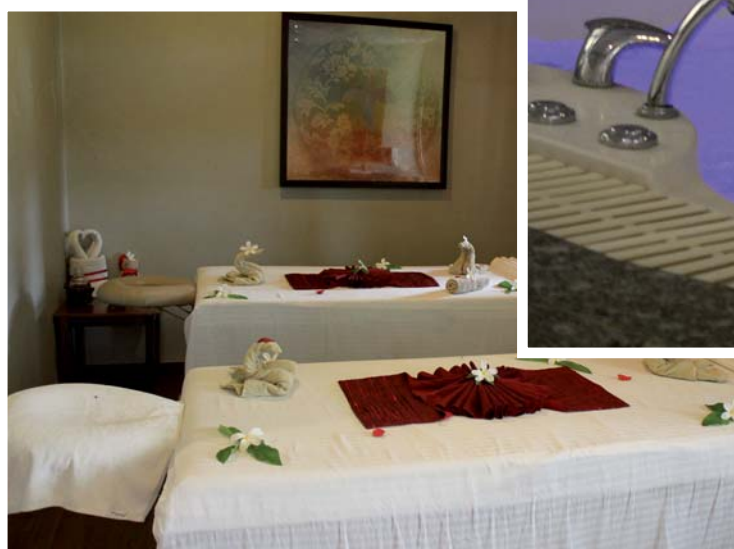
Contact details: +91-8715000173

E-mail: spa@rksarovarportico.com 



“ In Kashmir, there are only a few hotels which have a spa facility available. Our property has come forward and even launched a Turkish Hamam. At Falaknuma, we wish to make each visit of our guests a meaningful experience, complete with relaxation, rejuvenation, wellness and a sound balance of energies. The Falaknuma is designed to be an urban sanctuary offering personalised spa experiences taken from European, Eastern and Ayurvedic traditions. We use natural, effective and ethically sourced skin care products. Our team of therapists is highly trained to understand and evaluate guest requirements and personalise the treatment experience for them. ”

– SADDAM ZARCU,
Managing Director, Hotel RK Sarovar Portico, Srinagar



Ramesh Chauhan, Spa Head, The Golden Flower Spa, The Golden Tusk Resort, shares his views with *Salon India*

by **Aarti Kapur Singh**

Ramesh Chauhan

Well-trained Therapists are the Backbone

Please tell us about your professional background.

Coming from Rajasthan, the land of warriors, I have always been attracted to fitness - not just physical, but also mental and internal. After pursuing studies in this field, I started getting inclined towards wellness tourism. I have experience of almost a decade in the spa and wellness industry, and am interested in aromatherapy and hydrotherapy, and believe these are two branches of therapy that hold a lot of possibilities.

What are your views on the growing wellness industry?

The roots of wellness industry lie in India as this is a concept that has also become varied with the passage of time and growing demands. Earlier wellness dwelled around Ayurveda and Yoga, but today, it is a part of modern lifestyle with the focus shifting to health, nutrition and relaxation. When we talk about a wellness destination, it means a perfect place that provides an array of therapies from Ayurveda, aromatherapy, hydrotherapy, nature cure, Yoga, and meditation.

The growing demand of wellness has placed India right in the centre of global attention. The increasing number of international and domestic wellness travellers is a testimony for the same. Presently the wellness industry in India is mainly focused on resort spas and the type of spa popularity is based on regional preferences. While Ayurveda is the mainstay in Kerala and South India; body massages, skin treatments, beauty and hair treatments, hydrotherapy, manicure and pedicure, and others, are more popular in the metros and urban areas. India's spa market is still considered niche with great opportunities for investments in day and destination spas.

What are the preferences of visitors that come to your spa?

Effective healing and guidance for a balanced lifestyle. At The Golden Flower Spa, treatments are created using world-class, safe and non-toxic products that help in rejuvenating the skin. The spa

offers its patrons a calm retreat to provide overall wellbeing, health and relaxation to promote a sense of inner calm and balance.

What are the USPs of your spa?

I take immense pride in sharing that our spa is one of the largest in the region. It contains its own jacuzzi and therapy rooms. Its location, away from the busy humdrum of the resort, gives it a truly relaxing environment.

What are the therapies offered?

The therapies are designed to enhance the wellness quotient with supreme quality treatments that are customised to cater to a guest's specific need. The constitution of the various elements in the body are as distinct as one's appearance. Therefore, our qualified therapists are trained to understand and identify one's unique requirement and suggest a therapy accordingly.

Our therapists are trained to use rhythmic strokes to stimulate lymph drainage, boost circulation and restore balance that encourage mental and physical wellbeing. Treatments available include international massage therapies, hydrotherapy, body scrubs and wraps, Ayurvedic therapies and customised Aroma experiences.

What are the main challenges faced?

The growing number of unauthentic day spa deals that offer spa and wellness services at a lucrative price act as a major distraction for wellness enthusiasts. They tend to spoil the market and take the sanctity of real wellness away.

What are the future plans of the spa?

Destination wellness programmes for maintaining physical, mental and emotional health of travellers to the Jim Corbett region are on the anvil. We also plan to incorporate local know-how and therapies into our well appointed service menu. 🌿



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Spa Solace **Lucrative** Offers

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



Photo: Shutterstock

RELIEVING BODY POLISH, SAMA SPA,

Marriott Hotel | Bangalore

The natural exfoliation body polish service includes natural sea salts, essential oils and fresh orange. The salt is obtained from natural seawater then dried under the sun and wind, steamed, crushed and refined without chemicals. It is rich in magnesium, calcium and trace elements, and is highly recommended for pollution and sun exposed skin.

Duration:

30 minutes

Price:

₹2,500 + taxes

SANDALWOOD MINERAL WRAP, HEAVENLY SPA,

Westin Hotel | Mumbai

This rejuvenating body wrap uses the medicinal properties of sandalwood to impart a radiant glow to your skin. The cooling and soothing properties of sandalwood help to treat sunburn, and various other skin problems. It also helps to eliminate toxins, exfoliate dead skin and makes the skin soft and supple.

Duration:

30 minutes

Price:

₹3,250 + taxes

COCONUT SCRUB, AHELI SPA,

The Roseate | Delhi

A wonderful mixture of dried coconut and essential oil is used to deeply cleanse the skin without drying or removing the skin's natural moisture. This decadent scrub further stimulates blood circulation, helps drain the lymph nodes, and detoxifies the body internally. It leaves the skin look fresh, rejuvenated and youthful.

Duration:

45 minutes

Price:

₹4,000 + taxes

MARINE PRELUDE, SPA BLUE,

Radisson Blu Hotel | Pune

This is an ultra-exfoliation wrap that combines natural sea salts and marine mud from the Dead Sea. It eliminates dead skin cells, helps smooth skin, refines the skin's texture and invigorates the entire body by activating micro-circulation. This exfoliation and mud wrap incorporates foot reflexology, as well.

Duration:

60 minutes

Price:

₹2,500 + taxes

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

QUIZ TIME

SCORE ON HAIR

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

1) **Série Expert Power Mix** by is the first-ever personalised professional masque known to instantly restore the health of the hair.

- a) Wella Professional
- b) L'Oréal Professionnel
- c) MATRIX
- d) Schwarzkopf



2) is Wella Professionals' Global Creative Director of Care and Styling.

- a) Eugene Souleiman
- b) Bill Watson
- c) Ken Picton
- d) Chrystofer Benson



3) **Yiami Tungshang** is the Senior Hairstylist at in Mumbai.

- a) Enrich Salon
- b) Truefitt & Hill Salon
- c) Savio John Pereira Salon
- d) Jean Claude Beguine Salon



4) is the revolutionary range of hair colours developed by the brand, **Alfaparf Milano**.

- a) Streak
- b) SoColor
- c) Supermeches
- d) Pigments



5) **Celebrity hairstylist and Co-owner of Manemaniac Salon in Mumbai**, is a personal hairstylist to **Tiger Shroff**.

- a) Amit Thakur
- b) Amit Yashwant
- c) Ribu Dewan
- d) Mihir Limbachiya



COFFEE BREAK

Send in your responses to:

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QUIZ TIME:

Enter the matching letter

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

.....
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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!!!

CELEB STYLE



CHARLIZE THERON

True Blue Atomic Blonde

At 42, Charlize Theron is a great combination of looks, intelligence and guts. Hollywood's independent woman, arguably the finest actress of her generation, had won the Academy Award a decade ago for her chilling portrayal in *Monster*. She shares her beauty and fitness tips with *Salon India*

by **Aarti Kapur Singh**

The South African model-turned ballet dancer-turned actress and producer has never looked better! Her statuesque body, all-over golden glow, and icy blue gaze only get better with age. Ask her about her extreme film makeovers, such as shaving her eyebrows for *Monster* or going bald for *Mad Max*, Theron replies in a single breath, "The more I talked to George Miller, my director, about my postapocalyptic character, the more I realised there was no way around it. He did not want to be the bad guy and just ask me to do it, so I finally called him and said, "I need to shave my head, right?" So, I did it myself. Simply buzzed it with a razor. It actually felt great, you know. I had just finished two press tours, and my hair was destroyed from heat damage, so I was glad to get rid of it. I was also a new mom and loved the idea of not having to style my hair every morning. The timing was perfect."

"To be happy is to be beautiful"

"My mom always told me to just be happy. Be happy with your life and the way you want to live it. I think it was empowering for me to grow up with a mother who said that, and still says it. When I am struggling with something she says, "When you are happy and at peace, it is there in your eyes. It cannot be manufactured. A cream cannot give it to you. It has to come from your heart and soul."

"I adore the way my beauty icons carry themselves"

"I am a huge fan of Kate Moss. There is something so real about her and I love that. Susan Sarandon, Jessica Lange and Frances McDormand are some of the sexiest people. They are so inspiring."

"I am not paranoid about being in shape"

"I do not have a rigid routine. It helps that I live in LA as people there are very active. I do Yoga thrice a week, and Spinning, also, thrice a week. Unless I am getting ready for an event, I am not too hard on myself. I want that hour and a half each day."

"Skin saviours make my day"

"I am not into face masks, but I do get a good facial every few weeks from the Mila Moursi Skin Care Institute in West Hollywood. When I am short on time, the La Prairie Cellular 3-Minute Peel comes to my rescue. I literally plop it on, wash it off, and my skin looks amazing. I use the La Mer Cleansing Gel; Dior's Instant Gentle Exfoliant; Dior's Prestige line has this Le Nectar De Nuit serum has an incredible rose scent; and end the routine with Dior's L'Or De Vie La Crème moisturiser, or the Prestige La Crème. In winter, I use Crème De La Mer. As a matter of practice, I use lip balm and sunblock from La Mer and La Roche-Posay, respectively."

"I am least bothered about my hair"

"I get excited about changing my look, but do not do a ton of glamorous things. I use products that are free of sulphates. I love the Kiehl's Tea Tree Oil Shampoo, and VO5 Hot Oil, as a serum when my hair feels dry."

"I am partial to red lips"

"I love Dior Addict Extreme Incognito, which is shiny, and lasts a long time, too. With red lips, I keep everything else bare. I apply a very nude eye liner on the bottom lid, and a few strategically placed individual faux lashes, and I am good to go. I have become more experimental with my make-up, and wear fuchsia lipsticks. Why confine a lip balm to just the lips? I have used one on my eyelids. I love the 'buildability' of the Diorshow Black Out Mascara. Whether I apply one coat or three, it looks natural. I cannot imagine putting mascara on without an eyelash curler. Similarly, if you are feeling a little dull, dab Fresh Sugar Honey-Tinted Lip Treatment on your lips to get a glow." ❶



Charlize Recommends

- ▶ J'adore by Dior perfume.
- ▶ Cetaphil face wash.
- ▶ Cherry chapstick.

Charlize's Beauty Tips

- ▶ **Cut back on styling tools:** When I am not working, I do not use a blow-dryer. It gives my hair a break from heat.
- ▶ **Embrace spray-on make-up:** It is really, really light. I do not like foundation that is cakey or heavy.
- ▶ **Be nice to your eyes:** If I do not get all my mascara off, I put a little bit of eye cream around my eyes, then gently wipe it with a Q-tip. Rubbing the eyes with a make-up remover is too harsh.
- ▶ **Get the glow:** I use loose luminescent powder, instead of a compact.

DELHI

Academy

Schwarzkopf

Located in an upscale area, the Academy Schwarzkopf was first launched in 2002, but revamped and updated with the latest state-of-the-art facilities in June, 2017. ASK Education, derived from 'Academy Schwarzkopf', embodies the brand's belief in the power of knowledge to shape one's future. Using the latest learning tools, backed by excellent products, the academy equips hairdressers with technical and business skills that are much needed for professional success. The academy is also operational in the metro cities of Mumbai, Chennai, Bangalore and Kolkata. Sharing his views on the inspiration behind the academy and its USP, Kartik Kaushik, General Manager, Henkel Beauty Care, says, "The grooming and beauty industry in India is growing and evolving at a healthy pace. The evolution has brought the focus back on quality products, training, and services, where Schwarzkopf excels at all levels given the high standard German lineage of the brand. Sound technical education and exposure to global standards, thus have become business imperatives for salon owners and operators." Kaushik further adds, "ASK also stands for Attitude, Skills and Knowledge, which are the key values that define a top hairdresser. The fully integrated global system delivers quality skills in cutting, colouring, forming, and styling to empower salon owners and their teams to drive their business forward."

► Courses

The curriculum is designed by the global hair expert team of the brand, and there are multiple courses for different skill levels and training needs. As a part of the educational offering for 2017, hairdressers can also enroll into the new e-Academy programme,

where they get 24x7 access to trend reports, look books, 360° guides, as well as personalised training programmes. Some of the popular courses are:

Colour Buzz: This one-day course is for professional hairdressers to upskill their hair colour knowledge. Using the Schwarzkopf range of products across the colour spectrum, the training teaches hairdressers to leave behind traditional palette and create unique colour mixes for their clients.

Essential Looks: This advanced skill level, one-day course guides hairdressers to learn the latest looks straight off the ramps of Paris, New York, London and Milan with the expert trainers. Create the biggest hair trends for the next season and learn how to customise them in-salon for your clients.

Royal Master Academy: This 10-day, top skill level course is the gold standard in colour education. The training combines practical coaching with hands-on experience to help them translate the hottest fashion trends into wearable styles.

► Certification

All workshops are designed and conducted under the ASK Education guidelines. The academy offers a wide range of training workshops which include certificate courses and participation workshops.

► Eligibility criterion

The courses and workshops are for passionate hairdressers who want to stay ahead of the curve.

Fee

On request. ☎



Kartik Kaushik, General Manager, Henkel Beauty Care

Contact person: Arya Choudhary, Academy Coordinator **Address:** FF 07, 1st floor, Salcon Rasvilas, Saket District Centre, New Delhi-110 017
Phone number: 011- 40575155, 9650347992 **Website:** www.schwarzkopf-pro.com/education

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Lotus Beauty Carnival 2017

Recognising Talent in the Industry



T to B: Nitin Passi and Dipin Passi, with National Winner, Head Turners Next, Kolkata; With first runner-up Geetanjali Salon, Delhi; With second runner-up Petal Touch Salon, Pune; With National Budding Star Tress Style Salon, Sikkim; Flamenco dance performance

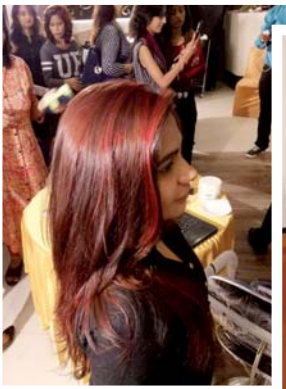


Lotus Professional, the professional skin care brand from Lotus Herbals Limited, hosted the Lotus Beauty Carnival 2017 in Madrid, Spain recently. The beauty carnival, now in its seventh year, has gained immense popularity amongst aestheticians and salons within the professional beauty care industry. This one-of-its-kind beauty carnival was attended by over 100 leading salons from India and Nepal, and celebrated the victory of the winners of the prestigious Lotus Beauty Star Contest 2016-17. The carnival witnessed the launch of cutting-edge products like, LACTO De TAN and PROBIO+, from the Lotus Professional stable. After the product launch, a group of Spanish artists performed the famous Flamenco ballet and added their own twist with Bollywood moves. The evening continued to be a fun filled affair as the guests were also given a short lesson on flamenco dance form.

The awards to the lucky winners were handed over by Nitin Passi and Dipin Passi, Directors, Lotus Herbals. The first prize, in the national awards category, was won by Head Turners Next, Kolkata and a cash prize of ₹1,00,000 was awarded; the first runner-up award went to Geetanjali Salon, Delhi NCR with a cash prize of ₹50,000; and the second runner-up award was given to Petal Touch Salon, Pune with a cash prize of ₹25,000. The award for National Budding Star was won by Tress Style in Sikkim. The award for the Best Upcoming Salon Chain for North, West, East and South went to Headmasters Salon, Chandigarh, New Style Salon, Gujarat, Head Turners, Kolkata, and Pearls Beauty Parlour, Chennai, respectively. They were awarded a cash prize of ₹50,000, each. Awards were also handed out to Salon of Excellence – Facial Services, Body Services, Home Care, Salon of Technical Excellence, and a Special Award for Preferred Partners to previous National Winners and City Winners from participating cities across the country.

The Lotus Beauty Carnival 2017 was a celebration of the Lotus Beauty Star Contest 2016-17. This innovative contest was initiated in January 2017 and carried on till March 2017. The contest, now in its seventh year, received a tremendous response from over 450 salons across India and Nepal. The Lotus Beauty Carnival is a testament of the brand's commitment to honour and award aestheticians and salons from the professional beauty care industry in India. Today, the brand is a driving force in the beauty care arena and the Lotus Beauty Carnival is setting new benchmarks of excellence year after year.

WHAT: Lotus Beauty Carnival 2017 **WHEN:** 22nd to 25th July **WHERE:** Madrid Marriott Auditorium Hotel & Conference Center, Spain



Inocorp's Cut and Colour Seminar in Indore

Inocorp Marketing tied up with the Indore Beauty Association to organise a Cut and Colour seminar in order to create awareness about brand Alfaparf Milano amongst the salons connected with them. Ajay Kumar, Area Business Manager at Inocorp Marketing introduced the organisation, team and structure to the audience. Jigar Amreliya, Regional Technical Trainer at Inocorp Marketing introduced colour practically. For the demo, models were styled on stage. One model had hair that was completely chemically processed with no elasticity in the hair; another one was chosen for global colouring. On first model, Evolution of Color in Platinum Series 11 was chosen to deliver the desired performance for highlights. Parting the hair in zigzag segment, hair was alternative coloured to give a highlight. For the second model, Evolution of Color in Rosso Violetto was chosen to give the hair a dark brown global colour lift.

The colour segment focused on Revolution Colors. The third model, chosen for this segment, wanted to colour her hair pink. As her hair was thick and curly, before applying Revolution Color in

Pink, her hair was first pre lightened using Eq Supermeches with Oxid'o 40Volume quantity Developer. Then Revolution Colors in Pink was applied globally, rinsed and blast dried.

For the last segment, the fourth model with long hair was chosen. The session began with a haircut leading to colour and style. Her hair was also pre lightened with Eq Supermeches with Oxid'o 40 volume quantity Developer, twice. It was rinsed and blast dried for the application of Evolution Color in Metallic Silver 9ms with Oxid'o 20volume quantity Developer. For all the models, the finishing process included an application of Semi DiLino Diamond Cristalli Liquidi and styling, as desired.

Vivek Jain, Head – Brands at Inocorp Marketing shared, "It is always wonderful to see your team taking charge and making strangers excited about your brand. The team always takes the Education and Training sessions seriously and ensures the attendees not only take back an amazing brand, but also the innovation and correct method of using a product."

WHAT: Cut and colour seminar

WHEN: 25th July

WHERE: Hotel Raj Shahi Palace, Indore

VLCC unveils the Couture Bridal Look of 2017

The premier beauty and wellness brand, VLCC set the trend by unveiling the VLCC Couture Bridal Look of 2017. VLCC Make-up 'Simply Awesome' was the first-of-its-kind, pathbreaking event that brought together the best of Indian designers and international and Indian make-up artists on one platform. Renowned Bollywood actress and the showstopper of the event, Esha Gupta, set the ramp on fire as she revealed the 'Couture Bridal Look 2017' created by VLCC. The celebrated Bollywood make-up artist, Shaan Muttathil, along with international make-up artist, Catrina Chiari, and the VLCC make-up team designed and unveiled the looks. The event witnessed an exciting ramp show that showcased a stellar line-up of four different make-up looks, namely the 'Vintage Look', the 'Dramatic Look', the 'Red Carpet Look' and the 'Bridal Look'. Veterans of the fashion industry like Rina Dhaka, Samant Chauhan, Arjun and Anjalee Kapoor, and Nikita Tandon associated with VLCC for this event. The artists wove magic on the ramp with their

masterpieces. The event witnessed the upcoming global trends fused with high energy and creativity that set new benchmarks in the make-up and fashion industry.

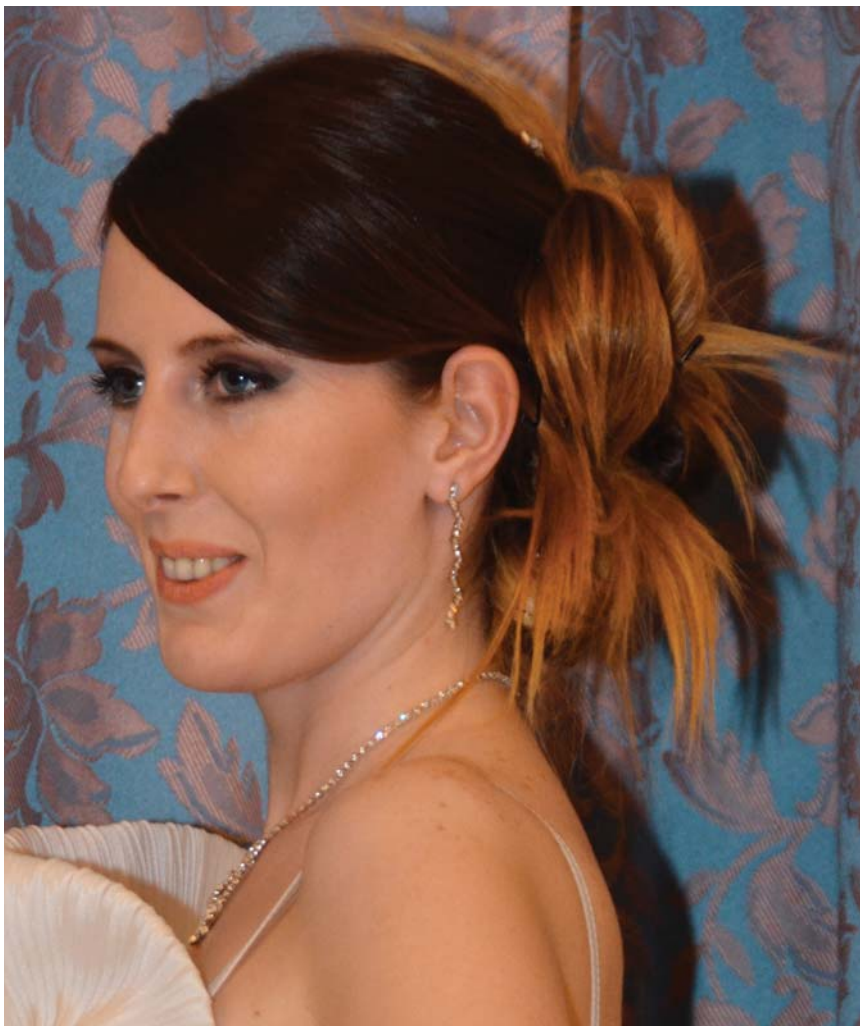
Speaking on the occasion, Ashutosh Bharadwaj, Chief Business Officer - Wellness Services, VLCC said, "We, at VLCC believe that make-up is an extension of one's personality. Keeping in mind the upcoming wedding season, VLCC today unveiled the 'Couture Bridal Look of 2017' for our gorgeous Indian brides-to-be. We had collaborated with four renowned fashion designers and I am extremely delighted to have laid out a catalogue of some of the best curated make-up looks for the upcoming wedding season that will compliment every bride and make her look like a million dollars on her special day, reflecting her inner beauty on her face."



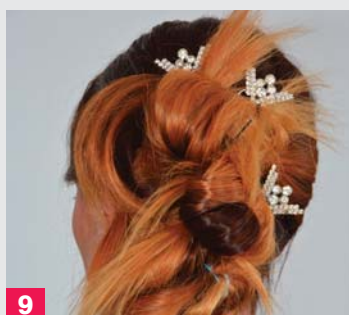
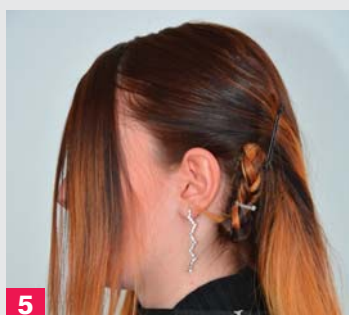
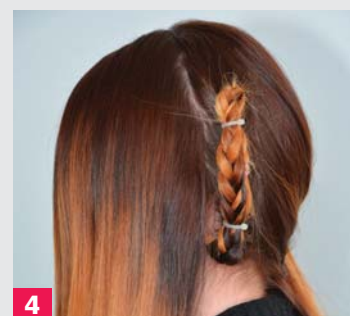
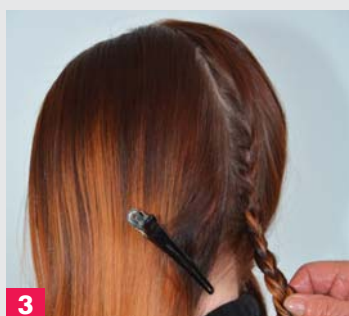
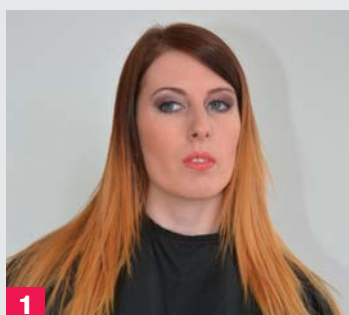
WHAT: Make-up look launch

WHEN: 12th August

WHERE: Roseate House, Aerocity, Delhi



Alessandra



Hair: Nico Donadelli
 Hair assistant: Gonta Diana e Vilma Kosdhelej
 Photo: Nico Donadelli
 Make-up: Diana Gonta
 Vestiti Sposa: Maratana Couture Montaler (MO)

STEP 1:

Prepare the hair both with the colour and the structure to make the hairdressing at the best.

STEP 2:

Divide the hair for $\frac{3}{4}$ of the nape.

STEP 3:

Create a plait at the skin in vertical.

STEP 4:

Refold the plait into two parts and fix with two strips.

STEP 5:

Carry a band of hair lateral of the lock upon the plait and fix with pins, the plait will support the hairdressing.

STEP 6:

Create three locks tied in half with stretch.

STEP 7:

Pass to the opposite side, divide the three locks tied with strips.

STEP 8:

Develop the knots in a graceful way, let the tips of the locks free to enhance more the shatush colour in contrast with the root and the length.

STEP 9:

We are finishing the asymmetrical hairdressing, like the dress she is going to wear with clear asymmetry.



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Wardrobe Courtesy: Neeta Lulla

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