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Green Science Beauty Expert

Twinkle Khanna wears her cascading layers in a soft Balayage with INOA 6.53



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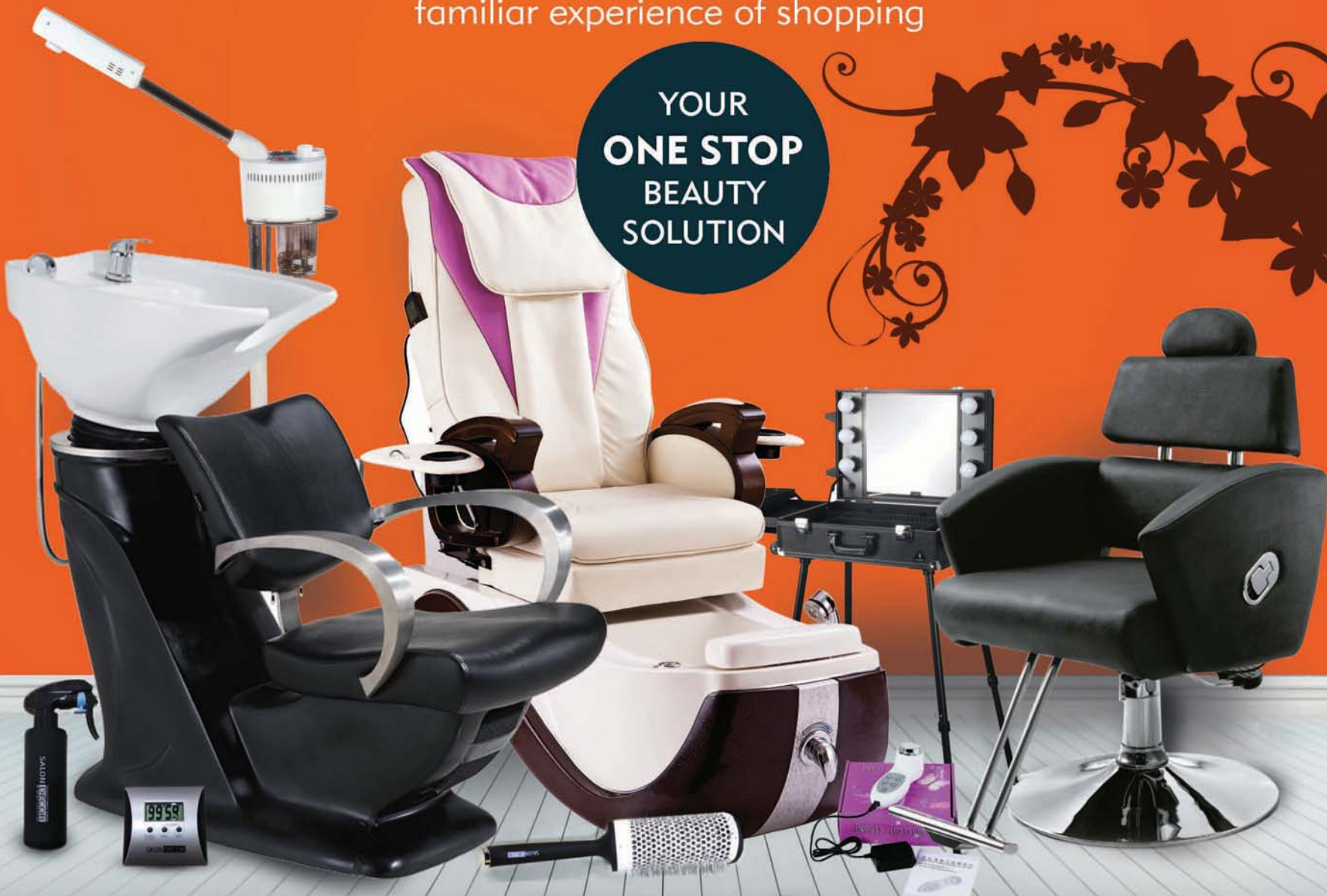
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INDIAN SUBCONTINENT | Vol 9 No 10 | October 2017 | 74 Pages

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Printed and published by S P Taneja on behalf of Images Multimedia Pvt. Ltd. Printed at Samrat Offset (P) Ltd., B-88, Okhla Industrial Area, Phase - 2, New Delhi 110020 and published by S P Taneja from S-21 Okhla Industrial Area Phase - 2, New Delhi. 110020

Editor: Amitabh Taneja

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Salon International, Italy; **Publisher:** Giuseppe Tirabasso, Editor-in-chief: Claudia Stagno
Redazione, Amministrazione, Pubblicità, M.T.E. Edizioni S.r.l.-Via Romolo Gessi, 28 - 20146
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'Tis the season of festivities and weddings and the most promising time for our beauty and wellness industry. From service menus being revised, hiring of staff to renovating the interiors and increasing footprints – stakeholders leave no stone unturned to rake in the moolah and make the last quarter of the year to be a memorable time.

We kickstart with 13 hair and make-up artists, dermatologists and brands, recommending hair, skin and make-up tips with the bride and groom-to-be. As weddings are also high stress times, our hair and skin needs utmost attention and pampering. Therefore, the who's who of the industry share pearls of wisdom with the bride and groom-to-be on hair, beauty and wellness. They are Najeeb Ur Rehman, Nitin Passi, Ritesh Mastipuram, Bina Punjani, Seema V Jerajani, Apeni George, Saloni Arora, to only name a few.

In the hair section, we interview Owner and Director of Dean Jones Hairdressing in Edingburgh, master hairstylist Dean Jones who is applauded for his skills across the world. Being a content soul, he is happy mentoring his great team and watching them grow, and in the future, plans to expand his footprint. On the homefront, we meet Vaishakhi Haira, Director at Splash – The Salon in Mumbai. She ventured into hairdressing at an early age of 17. One of the seven esteemed ID Artists with L'Oréal Professionnel, Haria is determined to educate and assist aspiring artists and provide them with a platform where they can excel. We also have the Mumbai-based Celebrity Hairstylist, Aasif Ahmed, who gave up a promising career in public relations and film marketing to pursue his passion for hairstyling. After braving many storms, he has come out victorious all thanks to the love for the craft.

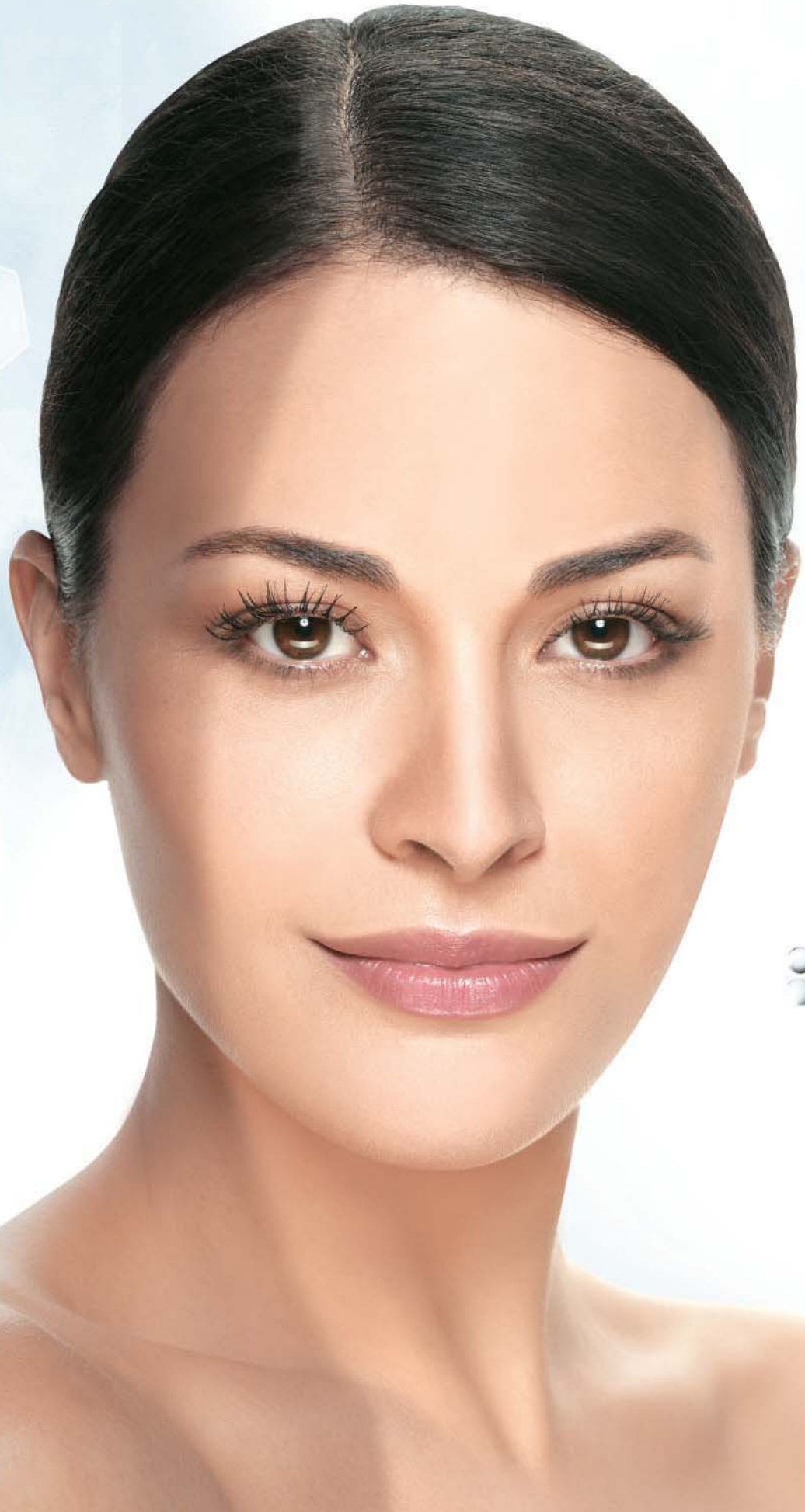
In beauty, we interview Kalpana Sharma, Make-up Artist, The Body Shop India. She has an enviable career that spans 11 years and has been associated with international brands such as, L'Oréal Paris, Maybelline New York, Chambor, and Revlon. Sharma has won accolades on both national and international platforms and continues to inspire with her journey from a make-up artist to a national trainer. Acclaimed dermatologist Dr Kiran Lohia, shares her insights into the Korean beauty trends, and Dr Soma Sarkar gives insights into Ultherapy, an aesthetic skin care procedure.

In the spa section, we bring to you the Sublime Spa at Aamod Shoghi in Himachal Pradesh which is nestled atop a hill and provides a 270° panoramic view of the valley below. With a focus on 'getaway' concept, the spa operations excels in branding, positioning, functioning and offerings. The spa has its roots in tradition that reflect in its pure rustic interiors and an array of traditional massages on its service menu. Charu Lal, Director of Spa, Woo Wellness Spa & Salon, Pullman New Delhi Aerocity, shares her insights into the spa and wellness industry in India, USPs, future plans and more.

All this and more in the October issue. May your burdens be light and coffee strong!

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Hair: Kate Earl, assisted by the Francesco Group Church Lane Team
 Styling: Jess Wilcock
 Make-up: Judy O'Sullivan
 Photos: Kerry O'Sullivan

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- 34-48 **In focus** The onset of the wedding season opens up a whole new world of opportunities for the hair and beauty industry. Today's discerning clients are breaking the stereotypes when it comes to hair and make-up for the d-day. From customised skin and hair care rituals offered by salons and spas, innovative trends and techniques employed by make-up artists, the experts have to bring their A-game forward to beat the competition. We speak to top 13 artists and brands to understand the bridal hair and beauty trends of the season
- 49-58 **Beauty** Kalpana Sharma, Make-up Artist, The Body Shop India, not only has been associated with international brands such as, L'Oréal Paris, Maybelline, New York, Chambor, and Revlon, she has also won accolades on both national and international platforms. Sharma continues to inspire with her journey from a make-up artist to a national trainer; Dr Kiran Lohia, shares her views on beauty trends from Seoul; Dr Soma Sarkar, Dermatologist and Medical Director, Skin Inn in Mumbai shares her views on Ultherapy as a trending aesthetic procedure; Product launches in skin care and make-up
- 59-63 **Spa focus** Nestled atop a hill, the Sublime Spa at Aamod Shoghi in Himachal Pradesh provides a 270° panoramic view of the valley below. The spa has its roots in tradition that reflect in its pure rustic interiors and an array of traditional massages on its service menu; Director of Spa, Woo Wellness Spa & Salon, Pullman New Delhi Aerocity, Charu Lal shares her insights into the spa and wellness industry in India, USPs, future plans and more
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NEW LAUNCHES. PRODUCTS. PEOPLE. EVENTS. SHOWS. REVIEWS. CELEBRATIONS...

/// NATIONAL ///

/// Beauty & Wellness Sector Skill Council wins awards ///

Winning two awards and being recognised as the 'Best Sector Skill Council', Beauty & Wellness Sector Skill Council is surely elevating beauty and wellness education in India. The first award, won at the Indo Global Education & Skill Expo 2017 in Mumbai, was presented by Sri Aditya Prasad Padhi, Chief Secretary & Chief Development Commissioner, Govt. of Odisha and Sri Swadhin Kshatriya, Right to Service Act Commissioner, Govt. of Maharashtra. The award was received by the Annu Wadhwa, CEO, Beauty & Wellness Sector Skill. The second award was presented at the 5th Skill Development Summit conducted by Education Network in Delhi. Last Year B&WSSC had won the award for the Best Sector Skill Council Silver Category from ASSOCHAM. Speaking on the occasion, Wadhwa said "Awards are recognition of your efforts and hard work. It indicates that we are moving in the right direction. I wish to thank my governing council members, who have always given us unconditional support and guidance. It would not have been possible without them."



/// Shahnaz Husain continues to storm the British cosmetic bastion ///



London came under Shahnaz Husain's spell once again. Shahnaz Herbals is the only Indian herbal cosmetic brand selling at Lloyds Pharmacy at Selfridges, the prestigious department store on Oxford Street. The Shahnaz Husain Group's international presence gained further momentum when recently the products touched record breaking sales at Selfridges where a one customer bought products worth £4,334 pounds in a single transaction, breaking previous sales records at Lloyds Pharmacy at Selfridges.



/// VLCC Institute partners with Capital Float ///

The alliance between VLCC Institute of Beauty & Nutrition and Capital Float, a leading non-banking finance company, will enable easy finance availability to existing and aspiring students at zero processing fee and finance cost. The students can apply via a mobile application loaded on the VLCC Institute's mobile phone. The loan can be re-paid through easy monthly installments of three, six or nine months. The minimum finance amount for the EMI is Rs15,000 and maximum is up to Rs 3 lacs. Speaking on the development, Deepanshu Khurana, Business Head-Skill Development, VLCC said, "We are excited about our association with Capital Float. It is a great feeling to see positive response from NBFCs as they understand the importance of skill development and have decided to partner with us in our journey. We are confident that this association will provide a robust ecosystem to all VLCC Institute students, and also enable to take another step towards making their dreams a reality."

/// Truefitt & Hill launched sixth outlet in Mumbai ///



The Truefitt & Hill store at Prabhadevi is the sixth store in Mumbai, while it is the 12th in the country. Speaking on the occasion, Istayak Ansari, Director & Co-founder of Lloyds Luxuries Limited shares, "Truefitt & Hill is the first high end international barber shop in India. Prabhadevi marks our sixth outlet in Mumbai and 12th pan India. By the end of 2017, we will be announcing five more outlets in untapped markets like Chennai, Kolkata, Pune, Chandigarh, Jaipur and Indore. After receiving a fabulous response, we will also be opening more stores in Tier 1 cities like Mumbai, Delhi and Bangalore until next year." Further adding to this, Krishna Gutpa, Managing Director, Lloyds Luxuries Limited states, "Our vision is to take grooming to the next level in India, with over 75 stores by 2020. At Truefitt & Hill, we believe in giving an experience and not just a service; at par with our international counterparts."

/// The Body Shop announced the first Bio-Bridge project in India ///

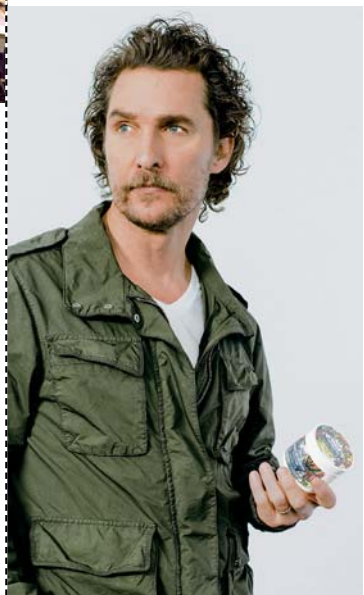


The Body Shop's latest CSR initiative for the Indian market is the Bio-Bridge project in Garo Hills in Meghalaya. TBS has pledged to help protect the endangered Indian Elephant and Western Hoolock Gibbon by constructing the Bio-Bridge with every transaction during a three months long campaign starting from September, 2017. This bridge will protect habitat for some of the world's most threatened species. Present at the event, Jacqueline Fernandez, Brand Ambassador of The Body Shop India, shared, "The Bio-Bridge perfectly demonstrates how The Body Shop is committed to making a positive long-term impact in the community where it operates. I extend my full support towards it and am delighted to be associated with such a socially responsible brand." Shriti Malhotra, COO, The Body Shop India said, "We carry forward our founder Anita Roddick's legacy of giving back to society, especially, to the local environment and communities. Having a project in India is a great platform that will benefit the Garo Hills Biodiversity, and help in raising consumer awareness about the rich biodiversity of the area, and encourage them to play their part in the conservation efforts."

/// INTERNATIONAL ///

/// Kiehl's partners with Matthew McConaughey to benefit Autism Speaks ///

Kiehl's Since 1851, the 166-year-old skin care company, has partnered with Academy Award-winning actor Matthew McConaughey to benefit Autism Speaks, a global leader in autism advocacy. In collaboration with McConaughey, Kiehl's created a video to raise awareness and spread the message 'Children with autism need your attention right now'. Kiehl's invites patrons to share this special video, and will donate \$1 per share, up to \$200,000 to Autism Speaks. The partnership also includes the



release of a Kiehl's x Matthew McConaughey Limited Edition Ultra Facial Cream, as a memento of the campaign. McConaughey's vibrant design features uplifting colours and geometric shapes, including interlocking puzzle pieces – a nod to the iconic Autism Speaks blue puzzle-piece logo. In uniting these three forces, Kiehl's, Autism Speaks and Matthew McConaughey, the campaign will raise awareness to increase understanding and acceptance of children and adults with autism, and raise funds for vital research and resources.

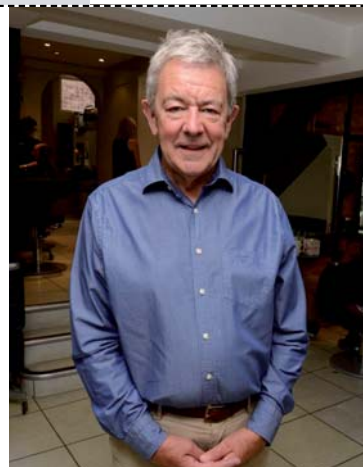
/// Rihanna launches Fenty Beauty ///

International pop-icon, Rihanna has launched Fenty Beauty, her make-up line. The range targets women of all skin tones, championing that 'women everywhere would be included' in the brand that has developed 40 different hues of foundation and more than 20 correcting 'match stix' concealers. Rihanna unveiled the line herself at Sephora in New York and the range will be available online in 150 countries. The products are affordably priced between £13 and £26.



/// Peter Prosser retires after 52 years in the hair industry ///

Founder of the Peter Prosser Hairdressing Group in Hereford, Peter Prosser retires after 52 remarkable years in hairdressing. The salon group has been bought by Avant Garde, a Worcester-based salon business founded by husband and wife duo of Ian and Naomi Beswick. On his retirement, the British Hairdressing Award-winning hairdresser commented, "It was a tough decision to retire as I have had an incredible time and enjoyed many wonderful experiences. However, having met both Ian and Naomi, I feel confident that the business will continue to flourish under their guidance. They will retain our very loyal workforce, so it will be 'business as usual' not only for my team, but also for our extremely loyal clientele. I will miss the industry very much, but feel that the time is right to step down."



Architectural Concepts

Innisfree / Mumbai

The second store in Mumbai, Innisfree is designed across 893 square feet area, and is equipped with ranges in skin care, make-up, My Body, mask sheets and hand cream, sun care, hair care, and for men. The brand has used empty bottles for the decor to imbibe their eco-friendly vision. It boasts of a small vertical garden which signifies freshness and natural elements. The store was revamped with visual merchandise to make it look lively and give the Jeju Island effect.

Sharing his views on the occasion, Doyoul Lee, Managing Director, Innisfree India, said,



“We are encouraged by the appreciation and overwhelming response that Innisfree has received from its consumers right from the time we opened our first store at Phoenix Marketcity in Kurla. At Innisfree, our endeavour is to provide our clients with the magical powers of Jeju Island and touch the lives of our million consumers. We are very happy and excited to launch the second store and plan to launch the third store by the end of this year. We hope our clients in Mumbai enjoy the time and feel the pristine naturalism at our stores.”

Colour combination: White, green and patterned wood to give the natural feeling of Jeju Island

Products kept: Skin care; natural make-up; masks, capsules, and a lot more

Lights: LED lights

Flooring: Grey tile to give the grey basalt feel of Jeju Island

Architect: Design by Innisfree HQ



Spokesperson: Doyoul Lee, Managing Director, Innisfree India

Address: Seawoods Grand Central, UG-50, Plot R-1, Sector 40, Seawoods Railway station, Nerul Node, Navi Mumbai - 400706

Phone: 022-39686280

Website: www.innisfree.com/in/en/



Juice Salon / Mumbai



Owner: Nitin Kalwani, Owner & Managing Director, Juice Hair Marketing Private Limited

Contact person: Afeeya Kaazi, Business Partner

Address: 56A Patel Heritage, Sector-7, Next Hiranandani Complex, Kharghar, Navi Mumbai-410210

Phone: 022 - 27749627 / 9321102228

Email: afeeyakaazi@juicekharghar.com

Colour combination: Grey, white, off-white, rust, olive green

Products used: L'Oréal Professionnel, Moroccan Oil, TIGI Bed Head for hair; Rémy Laure, Repêchage USA, Sothys Paris, Eminence Organics Hungary for skin; LYN, OPI for nails; MAC, Kryolan, Temptu High Definition, Chanel, Bobbi Brown for make-up

Lights: White and yellow LED lights

Flooring: Grey matte tiles

Architect: Harsh Manrao, Figments



Spread across 1500 square feet, the newly launched branch of Juice Salon in Kharghar, Navi Mumbai, is known to be the most lavish one. Plush interiors, vibrant décor and an upbeat vibe complete the elegant ambience of the salon. There are professionally trained hair and beauty experts, who deftly deliver services in hair, beauty and nail categories. There are different sections and stations for various services, such as, hair styling and backwash areas, colour bar and beauty corners, nail extension, manicure and pedicure counters along with a retail counter. There is a dedicated bridal room for customised bridal services and packages.

Commenting on the USP of the salon, Nitin Kalwani, Owner & Managing Director, Juice Hair Marketing Private Limited says, “The Juice salon chain aims to bring the latest fashion trends and cutting edge technology to their customers in a comfortable and sleek environment, using the best international products in the market. Our hairstylists believe that beauty is different for every person which is why



they tailor-make a look, keeping in mind an individual's features when conceiving their cut and colour.”

PIGMENTS

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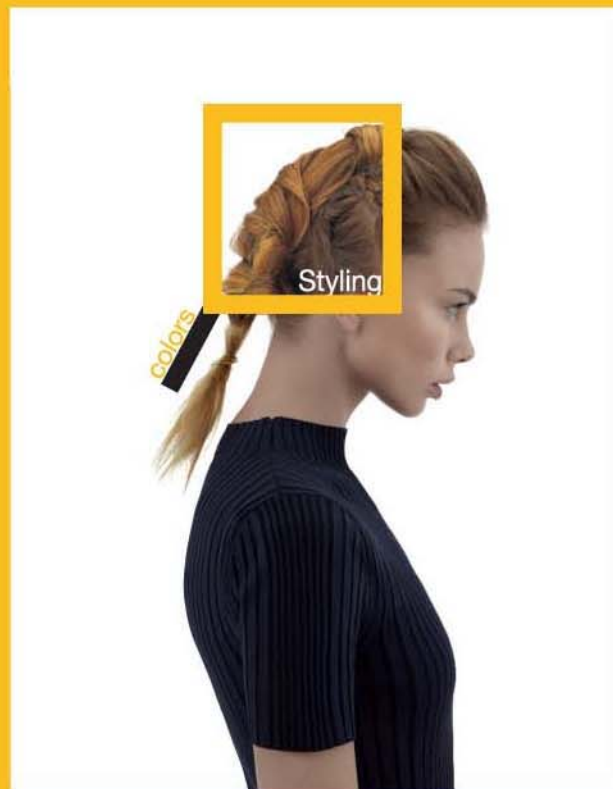
Red



.4 COLOR

Cp

Copper



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Reparative

.3 COLOR

Gd

Gold



.35 COLOR

Gm

Golden Mahogany



Care

Hd

Hydrating

.13 COLOR

Ag

Ash Gold



Dean Jones

Passion Paves the Way

Owner and Director of Dean Jones Hairdressing in Edinburgh, master hairstylist Dean Jones is a content soul. With an exhaustive experience of over 28 years, Dean is applauded for his skills across the world. He has plans to expand his footprints, but for now, is happy mentoring his great team and watching them grow

by **Aradhana V Bhatnagar**

Interest in hairdressing shone through

In college I tried different subjects and over time I ended up liking electrical engineering. However, I had to cut that short as, soon I realised that I wanted a career which had creative freedom. I loved fashion and art, and hairdressing allowed me to combine both the passions. My first job was in a small local salon in Fife, Scotland. It was great, but I always knew I wanted to experience much more than the hair industry had to offer at that time.

Education plays a role

I have been lucky to be involved in many different courses that vary from colouring, cutting to hair-ups. This year, I am taking up a new course, which is the Master Colour Program from Wella. I am excited about it and looking forward to broadening my colour knowledge and upgrading the techniques.



Mentor blessings

The hairdressers I have both worked with and worked for during the course of my career have definitely shaped my journey. I have learned so much from them! My first employer was Dom Miguel from Miguel Experience; Alison Stewart from Alison Stewart Hairdressing motivated me 100 per cent. Her insight into fashion trends and hairdressing were really sharp.

Challenges along the way

I feel the biggest challenge of all was deciding that I wanted a career in hairdressing! As soon as I realised that it was the industry I wanted to be a part of, everything fell into place. Back then, it felt more like an adventure than a challenge. Another challenge was when I took on my first managerial role – I had to learn another aspect of the job.



Forté as a hairstylist

I think precision cutting is my main strength. I love the work of Anthony Mascolo, one of the main men who formed Toni&Guy. I enjoy seeing his work and love the intricate cuts from the commercial to high end couture work.

Role and responsibility today

As a salon owner and director, I am responsible for the running of my salon and my brilliant team. Even though it is a lot of hard, I love it. As I have a motivated team, working with them is a joy – it does not feel like work!

Association with British Hairdressing Awards

I have always followed the BHA through social media and stay informed on the happenings and the people who are there. As a hairdresser, it is important to be aware as well as feel inspired by other fellow hairdressers.

Awards and accolades

We just recently won the 'Best Edinburgh Business Award' and the 'Scottish Business Awards' which was a huge honor, especially for only being in business for three years.

Inspiration behind the looks

I can be inspired by anything around me. Recently, I wanted to create images that are accessible and inspirational, not only for the hairdressers, but also the consumers. I have been keeping my editorial work on-trend and commercial so that women can imagine my collection images as a style of their own.

Preparing the team

I always explain exactly what I have in mind through mood-boards and hair trends and types (ie. short, mid, long, texture), and try to get the team to understand my vision. They then give me their personal feedback and thoughts, and we all collaborate to create the final looks. Everyone works amazingly well together.

Favourite hair look

It is from our Collection Would Be Paighton. I love how the team created a beautiful clean blonde that complimented the shape of the cut I had created. It is the first image clients see when they walk into the salon and the feedback on it has been amazing.

Favourite tools and products used

We work with Wella, Sebastian and Nioxin. My favorite would have to be System Professional Luxe Oil as it is so versatile! I use it before styling the hair and it makes such a difference.

Normal day in the life of Dean Jones

I am not sure there is such a thing as a 'normal' day for me. Every day can be really different. I am usually in the salon working with my team and/ or working on my regular and new clientele.

Future plans

I love where I am in my career at the moment. I opened my salon three years ago and I am still adjusting to the role of a salon owner. Hopefully I will be able to grow my business in the future, but for now I am very content.

Advice for aspirants

You need to have lots and lots of passion to be able to commit to hairdressing. If you do have enough love for it, the only other skill you will need is patience, as you really have to work your way from the bottom to the top.

View on the hairdressing industry of India

I think hairdressing in India is of a brilliant standard. The work I have seen has been very intricate with traditional accents flowing through. Indian hair is so glossy and dark, and the images they create are stunning. 🌟

Hair Colour is The New Make-up

Discover Iconic Looks with L'Oréal Professionnel

Inspired by quintessential French beauty, L'Oréal Professionnel showcases three iconic hairstyles from its #FrenchBrowns collection with Twinkle Khanna, to replace the need for make-up and highlight your client's personality and facial features

New Hair Colour - New Make-up

A statement hair colour always gives you an edge, makes your client's hair stand out in the crowd and define their personality. Just like make-up, the hair colour can enhance your overall personality or even facial features without worrying about touch-up everyday. With a multitude of hair colour choices and techniques from Ombre to Contouring available in salon, craft the ultimate creative expression for your client.

Hair Colour Trend 2017

Taking the hair colour trend further, L'Oréal Professionnel has recently launched the #FrenchBrowns Collection with Twinkle Khanna. Inspired by stunning lights of Paris and the quintessential French approach to beauty, the collection offers a wide range of shades to attain an understated brunette look that is modern and chic. This assortment of warm and cool browns from Majirel and INOA has inspired stylists to create three signature looks.



COCOA CHERIE

Bespoke Contouring in Rich Hazel Hues. Taking the monument of love, that is the epitome of Paris as its muse, Cocoa Cherie is designed with the classic French fringe – an homage to the city and the classic French girl style. The hair is contoured in a cool shade of INOA #6.23 from the French Browns palette and styled with tousled effortlessness, reminiscent of the city's sophisticated lifestyle.

▼ CARMEL BELLE

Soft Balayage in Dark Gold Honey Tones. The atmosphere at the Moulin Rouge is electric, intoxicating even! Waiting in breathless anticipation is the Carmel Belle. Styled in cascading layers enhanced by voluminous curls, the hair is a work of art with INOA #6.53 painted with the Balayage technique.



▲ AUBURN MUSE

Delicate Babylights in Violet-tinted Auburn. Steeped in history, the magnificent Louvre is a dichotomy of classic French aesthetic and avant-garde allure. The exquisite geometry of the structured bob are highlighted delicately with Majirel #6.52 using the trending Babylights technique. The Auburn Muse carries the finely balanced composition to perfection!

Get personalised browns in salon

Hair colour interprets the overall personality and helps to create unique looks with the use of trendy hair colours #FrenchBrowns. The palette incorporates the perfect blend of cool and warm reflects to match all skin tones! This festive season, as a L'Oréal Professionnel colourist, experiment with your clients' hair and give them a unique style with icy reflects or warmer tones of mocha, honey and golden browns. Match their skin complexion and eye colour to customize for bespoke results!

Post care regimen

In order to prolong the colour radiance while nourishing, conditioning and boosting its shine at home, L'Oréal Professionnel Série Expert Vitamino AOX range is a must-have. Formulated with 'Anti-oxidant Technology', Série Expert Vitamino Color A-OX shampoo helps preserve colour radiance. It fights the fade, gently eliminates residue and helps protect colour treated hair. The Série Expert Vitamino Color A-OX Conditioner makes coloured hair easier to detangle and smoother in texture. Série Expert Vitamino Color A-OX Gel-Masque targets weakened and damaged areas of coloured hair and wraps them with a lightweight film to protect against every day wear and tear. In order to maintain the colour treated hair, the in-salon Powermix Radiant Color Protection Treatment should be availed at regular intervals. 🕒





MATRIX Presents Ethereal Garden Bride

Creative Guru at
MATRIX, Melroy Dickson
decodes a step-by-
step process to get the
nature inspired, regal
and elegant hairstyle,
Ethereal Garden Bride

With the concept of destination weddings becoming an increasingly popular trend in India, the brides-to-be are emphasising on adorning a look that blends perfectly with the surroundings. Destination weddings bring together the richness of the nuptials and beauty of the venue. Apart from choosing the ideal location to tie the knot, a bride must put together the best look for her bridal allure. The process of narrowing down to the perfect hairstyle and look, is a long and tiresome one. It is important for a bride to take a moment and choose the correct hair and make-up that complements her perfectly, in the aspiration to look and feel her beautiful best.

Hair colour is becoming as essential as make-up for every bride to-be, as more and more brides today are choosing hues which not only enhance their features, but also bring out their personality. They aspire to look their radiant best on the d-day, and hair colour being the new make-up adds to their overall appearance, enhancing their features. It brings out the personality of the bride and makes her stand out.

Helping brides adorn the finest look for their wedding day, MATRIX, the world's leading American professional brand, brings forward a myriad of bridal hues with its Destination Brides Collection. For a beautiful garden wedding among lush greens and sprawling flora, MATRIX expert, Melroy Dickson, General Manager Education, MATRIX India, helps brides to-be with a look breakdown of the 'Ethereal Garden Bride'.

THE LOOK Ethereal Garden Bride

Inspired by nature and all its floral glory, this look is the perfect for the bride who enjoys lush green outdoors. Nature is the Ethereal Garden bride's best friend - her dream wedding is warm and bright; lush gardens form the backdrop of her radiant nuptials, with her nearest and dearest to cheer her on.


Hairstyle: Modern Messy Bun.

Colour palette: Red.

Color Technique Used: Slices creating highlights with dimension and depth using dark and light SoColor shades.

Steps:

- ▶ Create a round section on top of the crown and make a ponytail-braid.
- ▶ Place a doughnut in the round section and secure with pins. Wrap hair around the doughnut.
- ▶ Mould and blend the hair in the doughnut.
- ▶ Finish off with MATRIX Style Link Style Fixer hairspray

Products used: This look has been created with colours from the Red Palette of SoColor, using free hand painting on the tips with SoColor #4.62, #6.62 and SoRed RV. 





Impeccable Care for Coloured Hair

Kérastase Reflection Chromatique

What does your hair colour say about your personality? Are you an extrovert, an individualist or a trendsetter? Kérastase Reflection Chromatique gives you the freedom to express your personality by preserving your deep, radiant colour that promises '40 days of colour protection and shine'*

When a woman colours her hair, she is choosing who she wants to be, right now, in this particular moment of her life. For her, her choice of colour is the ultimate luxury. Colouring becomes an inherent part of her personality. Kérastase understands this fact and with its renovated Reflection Chromatique offers 40 days of colour protection and shine!

Science behind it

Through continuous innovation, Kérastase was able to identify the biggest enemy of coloured hair; Water. Three particles in water namely, Chlorine, Copper and Calcium are responsible for causing dullness and dryness.

The renovated range is a fusion of sodium citrate with yuzu and lychee extracts that neutralise water particles. Other ingredients, Rice Bran Oil nourishes the fibre surface; UV Filters + Vitamin E protect colour from oxidation, and Zinc Gluconate significantly reduce fading.

The new range

Newly formulated products from the Reflection Chromatique range offer effective, luxurious, at-home or in-salon, colour-care personalisation. Tailored, easy to follow rituals have been designed to cleanse, treat and prolong the beauty of coloured hair. The result is an incomparable softness, bounce and mirror-like shine, with colour intensity and brilliance proven to last up to 40 days*.



“For those colouring their hair and concerned about colour maintenance, Kérastase has come up with the perfect solution with their new Reflection Chromatique! Through advancements in technology, Kérastase now guarantees 40 days of colour protection and shine!”

– VIKRAM BHATT,
Founder & Director,
Enrich Salons

1
Bathe

Bain Chromatique for colour-treated or highlighted hair.

Price: ₹2,200

Bain Chromatique Riche for very sensitised or highlighted colour-treated hair.

Price: ₹1,800



2
Treat

Masque Chromatique is available in two versions - fine hair and thick hair, for sensitised colour-treated or highlighted hair.

Price: ₹3,000 each



3
Texturise

Elixir Ultime Radiance Beautifying Oil leaves hair looking radiant and glossy with a sensual softness.

Price: ₹2,600



IN-SALON REGIME

Seal-in the colour

On the day you colour your hair, ask your hairstylist for a shot of Fusio-Dose. It will lock in colour and give five times more radiance. This quick 15-minute ritual is a great go-to for regular nourishment and protection of coloured hair. It is recommended every 15 days.



To find your nearest Kérastase affiliated salon, visit Kerastase.in or call toll-free on 1800- 22247. Follow Kérastase on Facebook.com/kerastaseIndia and on Instagram @kerastase_official

*Instrumental tests, Bain+Masque Chromatique



In 2012, Inocorp Marketing Private Limited ushered into the country, the leading hair care and colour brand from Italy, Alfaparf Milano. The brand has since then been garnering appreciation in the market and was officially launched in 2016. In a span of a year, Inocorp Marketing added another feather to its cap by successfully introducing a popular property – the ‘Fantastic Hairdresser Awards Asia 2017’ (FHAA) to India on 13th September 2017, the third edition that lit up the Convention Centre at Goregaon in Mumbai. The event kickstarted with the ceremonial lamp lighting by Ashok Chauhan, MD, Inocorp Marketing, Shruty Gupta, Director, Inocorp Marketing, Andrea Tomasoni, Export Manager, Alfaparf Milano, Alex Kung, Asia Business Head, Alfaparf Milano and Vivek Jain, Head – Brands and Vice President, Inocorp Marketing. Amidst thundering applause, the show began with a glimpse of the product launches, and a bevy of internationally acclaimed hairstylists set the stage on fire by demonstrating unique and intricate hair looks. Time stood still when the winners of FHAA 2017 were announced, and they were Sahil Anand from India, Terence Yong from Malaysia and Fefriana Erta from Indonesia, winning the Junior Hairdresser Award, Senior Hairdresser Award and Open Contemporary Bridal Award, respectively.

FHAA 2017

The Winners and Key Drivers

ASHOK CHAUHAN

MD, Inocorp Marketing Private Limited



At 16, he was pursuing graduation and also had a career. Years later, he went on to establish a leading FMCG distribution house in Karnataka. Today, he has more than 87 national companies under the banner, 900 stockists and distributors across the state.
Brands introduced: Valera, Toni&Guy, Kraft, label.m, Jessica Nails, Alfaparf Milano, Mr. Gleam.

Clockwise: Sahil Anand from India won the Junior Hairdresser Award; Terence Yong from Malaysia won the Senior Hairdresser Award; Fefriana Erta from Indonesia, won the Open Contemporary Bridal Award



JO GAGLANI

Owner, ReMedi Salon, also the Alfaparf Milano Academy



A visionary entrepreneur with an experience of over five years in the industry, Jo Gaglani is well versed with Asian skin, product formulations, and has a deep understanding of the wellness market. She was previously a Communications Consultant to high profile clients such as, British Telecom, Accenture, Vodafone, and many more.

Core vision: To bring innovative brands that deliver exceptional results to luxury spas in India and across the world. She has successfully launched beauty brands in hotels like JW Marriott, The Four Seasons, The Leela, Westin Hotels, Radisson Blu, amongst others.

ANDREA TOMASONI

Export Director (Europe / Asia), Alfaparf Milano



He has a keen eye for hair care and skin care businesses, sharp at sales and works around business opportunities. He is also knows how to deal with new markets and implement growth strategies. Tomasoni has supported direct sales in the Italian professional hair care market, and also the regional distributors in the Italian professional hair care market.

Other major roles held: Export Manager (EU), Trade Marketing and Italia Healthcare.

ALEX KUNG

Asia Business Head, Alfaparf Milano



He has a background of working in the cosmetics and food industries.

Key skills: Business planning, channel strategy, new market penetration and expansion and a passionate team leader. Blessed with multi-lingual talent, Kung can speak fluent Italian, English, German, Spanish, and Chinese (basic level).

Focused upon: Alfaparf Group hair care division, skin care division as well as launched new businesses in Korea, Myanmar, India, Vietnam, Pakistan, Malaysia, and Philippines. He opened the first Asian Alfaparf Group Academy in Singapore in March 2016.

VIVEK JAIN

Head Brands and VP, Beauty Division, Incorp Marketing Private Limited



An insightful career that span 22 years, 19 years of business understanding, and 9 years of expertise in the grooming industry, Jain is closely associated with hair colour and care, colour cosmetics, skin care, personal care as well as tools and appliances brands. He is passionate about the Hair segment. He has headed sales for brands like label.m, Rusk, BabylissPro, Jaguar, Alfaparf Milano, label.m, Essence, and Bodyography.

Qualitative attributes: Believes in discovering strengths, crisis management, active critic, and solution provider.

Vaishakhi Haria Train to Inspire

Director at Splash – The Salon in Mumbai, Vaishakhi Haria ventured into hairdressing at an early age of 17. One of the seven esteemed ID Artists with L'Oréal Professionnel, Haria is determined to educate and assist aspiring artists and provide them with a platform where they can excel

by **Shivpriya Bajpai**



Getting started

After completing junior college, we had summer holidays for four months. To kill my time, I decided to take up a course in hairdressing. I did not know then that I would start loving a hobby so much! After completing the course and a year-long stint as a trainee, I realised hairdressing was my calling. I then approached my parents with a plan to open a salon, to which they immediately agreed. And we launched Splash – The Salon in 2009.

Professional insights

I did my graduation from Narsee Monjee College of Commerce & Economics, Mumbai and later pursued a post-graduation from Welingkar Institute of Management Development & Research in Mumbai. In hairdressing, I have done a Cut & Style course from Toni&Guy in Hong Kong, Salon Creatives from Vidal Sassoon in London, and Cut & Style and Creative Styling from the TIGI Academy in New York. I have had the privilege of being trained by many international portfolio artists such as, Laurent Decretton, Julie Eldrett, Bertram K, Rush Salons, Trevor Sorbie, and others.





Mentors

In the beginning I did not have any mentor, but my family has always been very supportive. I am so happy to be a part of this industry as it gives me the joy I always wanted from work.

Challenges faced

Starting out at 17 can be very challenging as the industry is flooded with experienced artists. Building trust among clients can be another challenge, but as they see your passion towards work, they start believing in you, and age just becomes a number.

Association with L'Oréal Professionnel

My journey with L'Oréal Professionnel has been more than amazing. The brand is a world of opportunities in itself. After I was approached by them to be a part of the 'ID Artists' project, I did not look back. As a hairdresser, it was also my dream to spread as much knowledge as I could throughout India. L'Oréal Professionnel provided that platform and helped me to fulfill my dream.

Current projects

Presently, I am focused on highlighting our salon's image. We renovated the salon last year and it has kept me busy since then.

Preparing for projects

Every project is different. Each look is portrayed differently depending on the platform. Styling for editorial shoots is different from weddings. We have to keep in mind a lot of factors like the lights, outdoor/indoor location, clean work, precision, finishing, and much more.

“Anything that is minimalistic and easily wearable is the current requirement of my clients. People love to flaunt their hair in the most natural form, and perhaps, add a spark with a dash of colour.”

Evolution as an artist

It started off as hairdressing, but has now become my life. I have evolved and grown from being a hairdresser to a trainer, a mentor and now I am trying to inspire as many budding artists as I can.

Favourite products

L'Oréal Professionnel Techni Art Constructor and Techni Art Wild stylers - Crepage de Chignon are my favourite products.

Views on the Indian hair industry

The hair industry is growing and has impacted today's youth to such an extent that they dream of a career in hair and aspire to become hairdressers. It is a world of exciting opportunities for budding artists. In the last five to seven years, there has been a tremendous change in the way people think of the hairdressing industry. I am waiting for the day when hairdressing will be added to the curriculum of schools and colleges, and be a formal degree course.

Advice to newcomers

To all the aspiring artists, I would like to say one thing – follow your passion and break boundaries. Do not stay in your comfort zone. There are countless opportunities, and you must be ready when it knocks on your door.

Future plans

After winning the Young Colourist Award at IHA (Indian Hairdressing Awards), the next plan is to participate in a global platform whenever the opportunity arises. 📍



Enrich Salon & Academy The Most Admired Retailer in the Health and **Beauty Segment**

At IMAGES Retail Awards 2017, Enrich Salon & Academy, the leading salon chain from Mumbai, was declared the winner of the prestigious 'IMAGES Most Admired Retailer' in the Health and Beauty segment. Known for its trailblazing initiatives for its employees and customers alike, the 20 year-old salon chain has taken several noteworthy steps to regulate their business, which in turn have helped in standardising the overall industry. Recognising these efforts, a jury of independent and accomplished members, deemed Enrich Salon & Academy as a deserving recipient of the award

At the recently concluded IRF 2017, held in Mumbai, Enrich Salon & Academy, the leading salon chain in India, was judged to be the 'Most Admired Retailer in the Health and Beauty' segment. India Retail Forum is unquestionably the foremost knowledge and networking platform when it comes to retail in India. Pitted against distinguished players such as, Lakmé Salons and Naturals, and others, receiving the top honour is indeed, laudable, considering that the jury members were among the top tier in management across retail verticals.

Today, Enrich Salon & Academy has emerged as a major player in the beauty space with 57 salons spread across Mumbai, Pune, Ahmedabad, Bangalore and Vadodara. The brand delivers exemplary hair and skin services, along with after care products to a discerning audience. Enrich also operates in the education sphere through its world-class academies located in Mumbai, Pune, Ahmedabad and Bangalore, all of which are accredited by various national and international educational associations. These academies run programmes for fresh entrants, as well as advanced programmes to upgrade existing practitioners in the hair and beauty industry.

Philosophy and beliefs

Enrich, as a company, believes that great customer experience, delivered consistently, makes for a profitable business. With this as a philosophy, Enrich follows a systematic approach which provides a foundation for strong growth. This has led to the counter-intuitive

practice of 'Employees first, Customers Second'. Here are some more of the unique initiatives undertaken by the brand:

- ▶ **Employee Assistance Program:** Enrich has tied up with a third-party company which provides counselling services over call/email/in person to help their employees to cope with work pressure. This is completely discreet and accessible for 24 hours all seven days.
- ▶ **Five-day work week:** In the interest of good work-life balance, Enrich employees work for five days of the week. This allows them to relax, recharge, and be raring to go when work resumes.
- ▶ **Grooming services:** Enrich wants its employees to look their best, and to experience what their own customers experience. Hence, the brand allots a certain amount towards its employees, every month, which they can use towards getting their own services done at an Enrich salon.
- ▶ **Planet Enrich:** An expression of the power of the collective, Planet Enrich is a word coined for the employees of Enrich. It works as a support to each and every employee in their time of need, or even otherwise.
- ▶ **Employee Passport:** This is a handy passport look-alike and contains details of the employee's achievements, trainings, employment, and more. Enrich hopes to make it standardised and regulated for the industry, so that it can improve the overall customer experience.

These initiatives, along with others, have resulted in Enrich having the lowest attrition rate of 15 per cent for technicians. This is remarkable in an industry where attrition generally falls between 50 to 60 per cent.

Collaborating with vendors

Enrich places great importance on its relations with its vendors and product partners. Years of collaboration with brands such as, L'Oréal Professionnel, has given Enrich an insight on how to work best with them for mutual benefit. Since Enrich is the closest point of contact with the consumer, it makes sense for the product partners to consult with Enrich to understand the requirement and how it can be further refined. Enrich works with vendors to co-develop services which it renders in its salons. It has developed more than 10 such services. Similarly, it has also developed private labels in some services, which are a part of its home services repertoire. Apart from this, Enrich has also worked with vendors to standardise material requirements, and accordingly developed custom mono-dose packaging. This has helped in optimising expenditure for both the vendor as well as Enrich. Such close working relations have benefitted both the parties immensely.



Technology adoption

To compliment the application of its technical expertise and product quality, Enrich effectively uses technology as an enabler. Many back-end operations are automated, which improve accuracy, data collection, speed of operation, expenditure, and more. In fact, some applications of technology are unique. The examples are:

- ▶ **Online feedback link:** Enrich has its feedback system online. Now, a customer can expect an almost immediate response, within an hour, from senior authorities, without any fear of missing the feedback. This covers email, social media, call, and so on. The belief clients have in this system is evident from the fact that more than 15 per cent clients share their feedback, and that Enrich has more than 4,000 reviews on its Facebook page, which is an industry high.
- ▶ **Free Wi-Fi:** Complementing its service experience, Enrich has free Wi-Fi in the salons so that the customers can stay connected even when the beauty regimen is going on.
- ▶ **Employee Productivity App:** This allows on-the-go updates about ongoing and upcoming appointments, expected sales, monthly targets, and more.
- ▶ **Use of iPads:** Salons are equipped with iPads which allow ease of consultations, stock-taking, setting expectations of service results through service videos, and other administrative work.

Marketing strategies

The promotions at Enrich are tailored to offer more than what the consumer is paying for in place of price cut deals. Value addition packages of upto 30, 40, 50 per cent are among the most popular among consumers and are received enthusiastically. The Enrich loyalty programme, YouFirst, offers benefits worth more than what the client is paying for. To make it easier for clients to reach the company, Enrich has a virtual front desk, named Reach Enrich, through which clients can book appointments, share feedback and make enquiries. Known for horizontal and vertical initiatives, Enrich launched Belita in 2016, a specialist vertical that delivers a select set of services at the consumer's home or place of convenience, with an Enrich Salon experience.

All these efforts and best practices were deemed sufficient by the jury to rank Enrich as the best in its industry, and worthy of recognition. Enrich prides itself on being a trailblazer in various aspects of its business, such as technology adoption, setting up systems and processes, and other unique initiatives. Enrich measures its own progress, however, being recognised by an external body lends more credibility and belief to the effort it is putting in to grow, and make an overall difference to the beauty and wellness industry. 📍



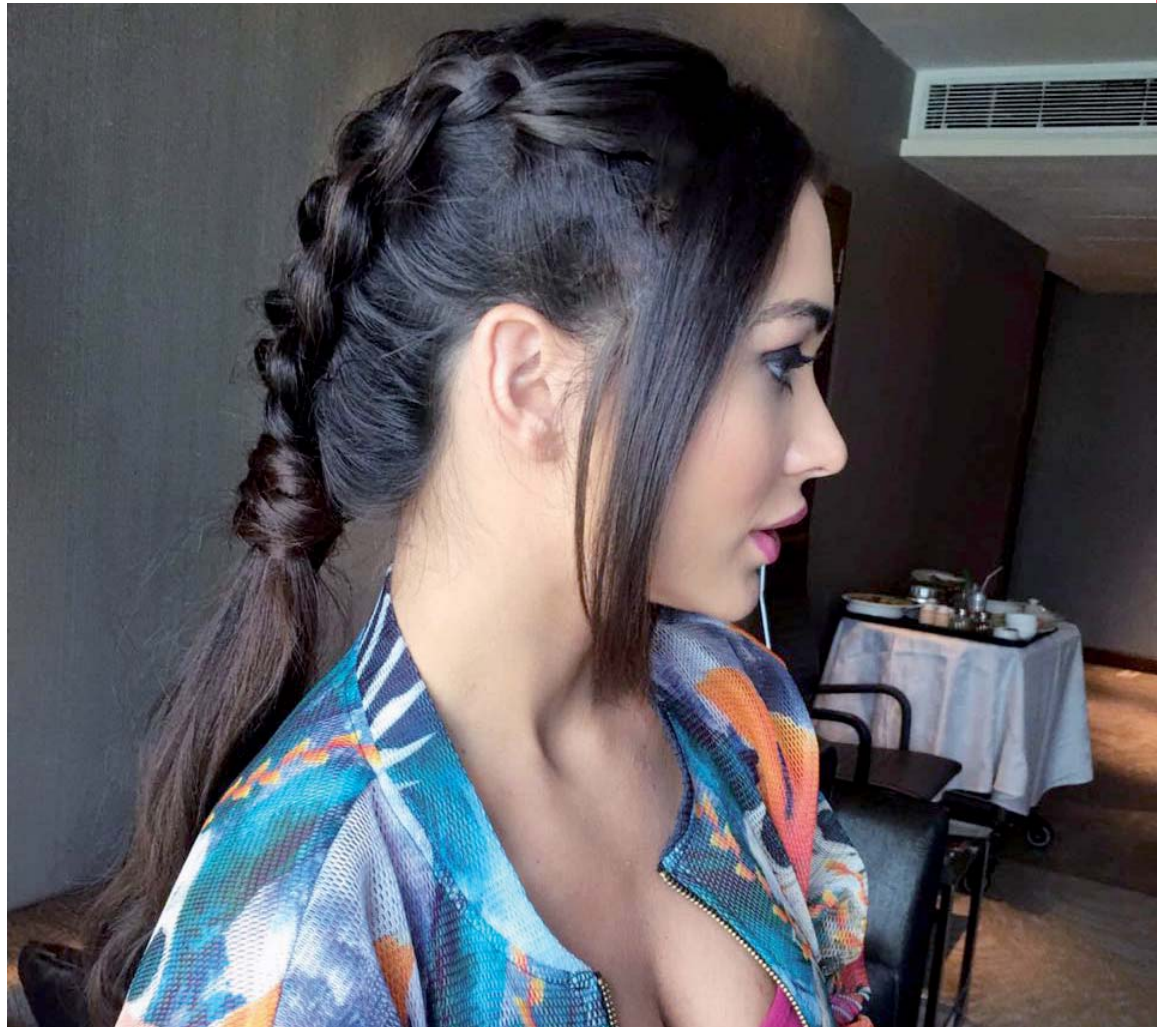


Aasif Ahmed

Ode to an Intricate Craft

Meet Mumbai-based Celebrity Hairstylist, Aasif Ahmed, who gave up a booming career in public relations and film marketing to pursue his passion for hairstyling. With an expertise of seven years in the industry, he has braved many storms, but come out victorious all thanks to the hard work he has put in. With A-listers such as, Sania Mirza, Kriti Sanon, Aishwarya Rai Bachchan, Jacqueline Fernandez, Alia Bhatt, to name a few, there is no stopping him now

by **Shivpriya Bajpai**



Glorious start

After graduating with a Bachelor's degree in Commerce and a certification in software programming, I started my career as a celebrity manager and film marketeer. However, I took my job as an option because my heart was set on hairstyling. Soon, I gave it all up to follow my passion. I got into the industry like it was my destiny – I was hired as a replacement for a hairstylist and for a day created a promotional look for an actress. My work was much appreciated and I was signed up for the entire promotional phase.

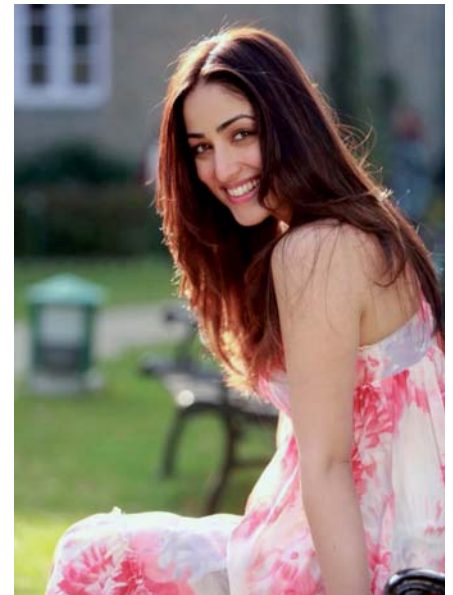
Inspired to achieve

Intricate hairstyles have always fascinated me and as a child, I tried creating my own hair looks. I admired the way my mother would blow-dry her hair – so my true

inspiration has to be my mom. In the initial years, my fellow glam team member and make-up partner, Adrian Jacobs and his mother, Irene Jacobs, who is a veteran hairstylist, guided me on ways to perfect my technique.

Challenges faced

When I started, I had to face a lot of competition. Working in the corporate sector assured job security, but the hair industry is a different ball game. It is flooded with talented professionals and back then, it was tough to make my mark. I have loved the journey, and has been a learning experience. One should not give up on their dreams, rather work hard to pursue the same. Choose your close friends, stick to them for encouragement and you will be stronger in meeting challenges with the right amount of support.



Different platforms

For Bollywood, there are a lot of factors that need to be taken into consideration like the weather, temperature and humidity, as hair gets oily due to excess humidity, whereas a breeze may spoil the hairstyle. During shoots and promotional events, we do not get enough time to give the end result because maybe we are running behind schedule or are constantly on our toes for touch-ups. We usually spend a day with the celebrity in order to maintain that style throughout, and it gets quite

difficult. Editorial shoots are fun! There is so much to do and you have all the creative liberty to exercise. Convincing someone on your ideas becomes easier and the vibe is completely different. For ramps, there are specifications that we need to stick to according to what the designer likes, and the looks are highly fashion oriented.

Evolution as an artist

It has been phenomenal! From someone who was working in a corporate set up to be able to love and be thankful each day for doing what I unabashedly love, which

“Unless you sport a pixie or a bob cut you will have nothing to complain about in the rainy season. For mid to long hair, you will dread monsoons. You can neither avoid humidity nor the frizz that tags along. Give your hair a stylish, yet, practical twist to avoid bad hair days. Do not tie your hair until it is dry as this will increase hair fall. Simple, loose ponytails and braids are good for this season.”

is hairstyling, is a dream come true. The appreciation that comes along is a definite indicator of moving in the right direction.

Favourite products

A good heat protector, a muse and a hair spray.

Views on the Indian hair industry

The industry has come a long way. Right from the 50s' braids and curls to the 70s' famous bouffant, cut to 2017 – natural, open hair with various styles, the Indian hair industry is on a remarkable journey. Keeping in mind the colour and texture of Indian hair, the way we have grown in terms of the products available, and further demand that we are witnessing, the growth trajectory has been phenomenal.

Advice for newcomers

Be prepared for the best and the worst. Each day in this industry is going to be new, make it count like it is your last one. Be inspired to work harder than yesterday.

Future plans

I would love to launch my own brand of products! 📌

Market Watch | **Hair Care**

● **Beer shampoo by Denver** →

The Anti-Dandruff Beer Shampoo has an exclusive formulation which guards against dandruff and promotes healthy hair growth. It is infused with Vitamin B, particularly Biotin, protein, magnesium and iron, which are all needed to keep the scalp in good condition. Biotin prevents hair loss and promotes healthy hair growth, also keeps dandruff away; Sucrose and Maltose found in beer strengthens hair cuticles so that the hair appear shiny and full of volume. It is available at leading departmental and major online retailers across the country.

Price: ₹160 for 200ml



● **Dry and damaged hair care by label.m** →

label.m Lab Remedy is an exclusive, targeted treatment range that reaches deep inside the cells of the hair to reverse protein deficiencies. It nourishes and protects, from the inside to the outside i.e. from the scalp to the tip of the hair. It also restores hydration and balances moisture levels inside each individual hair while repairing damage, thereby lending a healthy texture and shine. While it instantly repairs heat and environmentally-damaged hair by providing inner strength, its hydration properties leave hair smoother, softer and more manageable. Available in India exclusively through Inocorp Marketing Private Limited.

Price: ₹12,000 for 24x10ml



● **Leave-in spray by Schwarzkopf Professional** →

The Bonacure Color Freeze Spray Conditioner provides instant brilliant shine and nourishment to coloured hair, while protecting it against colour fade. It also instantly detangles and improves comb-ability. Infused with a nourishing combination of hydrolyzed keratin that fills structural gaps in the cortex to the outer layer of the hair, the spray improves elasticity and the strength of colour-treated hair. A high proportion of deeply caring oils immediately improve comb-ability and add brilliant shine. It is available at leading salons in the country.

Price: ₹950 for 200ml



● **Scalp care by Biotop Professional** →

As a part of the Scalp Series, the 'Shedding Shampoo' prevents hair loss by strengthening the hair structure. It contains milk proteins that improve the quality of conjecture in the stage of hair growth and stabilises the interconnection of conjecture to the root. The shampoo adds shine and softness while moisturising it as well. Based on delicate cleansers, the 04 Shedding Shampoo is available in packs of 500 and 1000 ml at salons across the country.

Price: On request



● **Hydrating shampoo and conditioner by Moroccanoil** →

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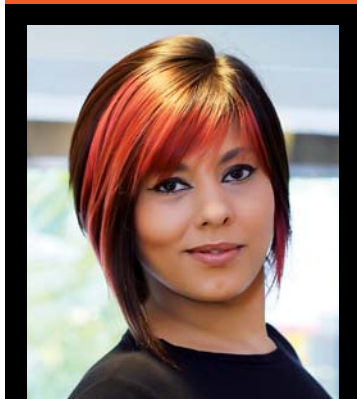
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TOP 13 Brands Recommend Bridal Hair and Beauty Trends

by **Aradhana V Bhatnagar**

BINA PUNJANI HAIR STUDIO | Bina Punjani, Celebrity Hairstylist & Owner



- ▶ **Trends recommended:** I see a lot of texture when it comes to bridal, especially styles that are glamorous, yet undone, and easy. Another trend is experimental braids with soft curls, and those that are created around the head, rather than down. Colour makes any hairdo stand out. It works very well with colour dipped ends for a sun kissed look.
- ▶ **Zeroing on the look for a bride:** We individualise looks for the bride and it depends on the face shape, hair parting, and the functions planned. We keep their preferences in mind, and are constantly conversing with the brides to zero in on a look that is stylish.
- ▶ **My personal touch:** It varies from bride to bride, but I do love to embellish a hairstyle to make it stand out. We also try to bring in elements of modernity to every look.
- ▶ **Favourite products:** Dusting powder, hairspray, mousse, working spray, colour pigments, and more.
- ▶ **Do's and don'ts in pre bridal hair care regimen:** Do not mess with your skin, so avoid bleaches, and go for home remedies, or soft-luxurious products; a good diet is important for healthy hair; colour your hair 15 days before the wedding; test your hairstyle before the wedding, and make sure you keep the weather in mind – curls do not hold well in humid weather; research your stylist, and make sure your styles match.

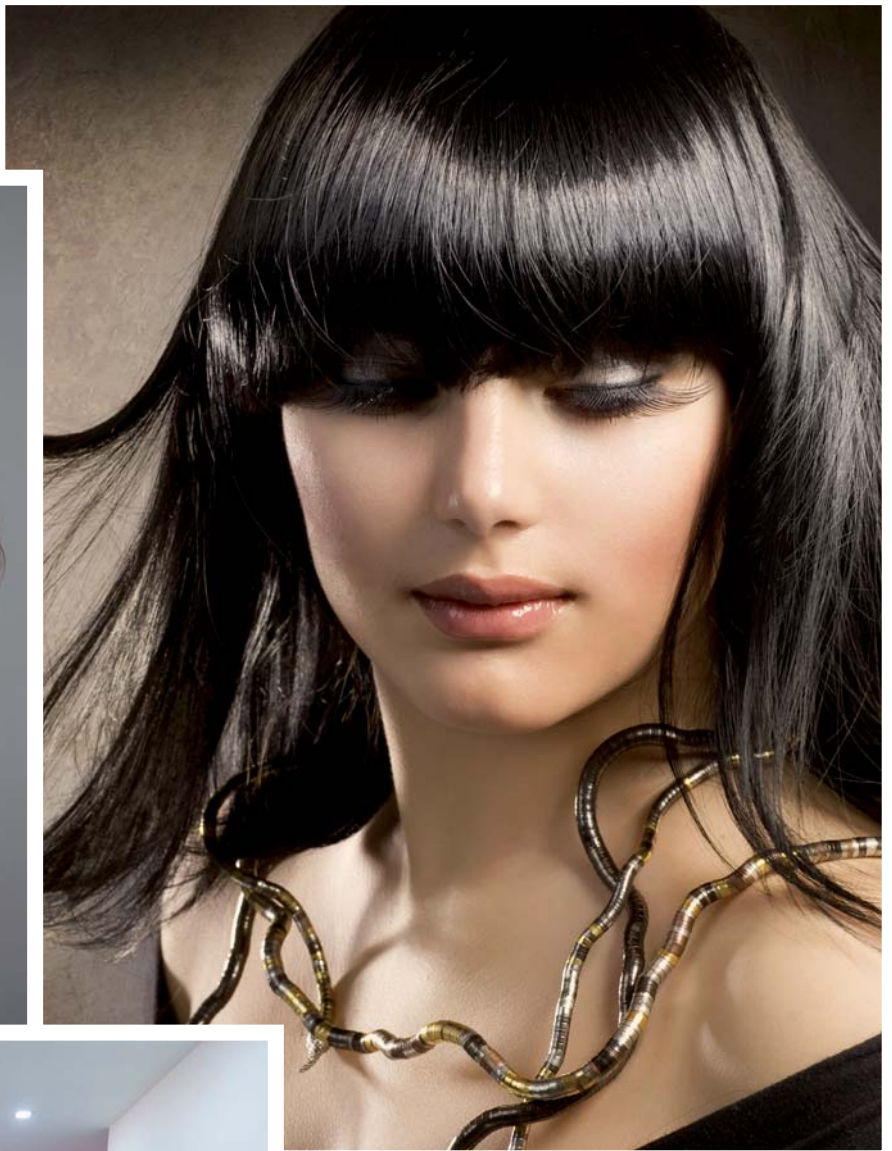


SVJ ACADEMY Seema V Jerajani, Hair & Make-up Artist, Owner

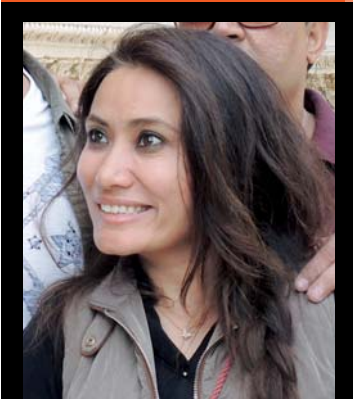


- ▶ **Trends recommended:** I would definitely recommend growing your hair out before the wedding. Long hair allows for more room to experiment with styles. Also, a one-length cut is very well suited for styling. In terms of make-up, I personally love the nude and subtle look; but the Arabic style of make-up is becoming popular. However, I prefer mixing the two to give the bride a subtle, but glamorous look.
- ▶ **Zeroing on the look for a bride:** It depends on a number of factors, but the most important is the outfit, the theme, and the venue.
- ▶ **My personal touch:** I prefer modifying international trends from the middle east and the west to make them subtle, and Indian.
- ▶ **Favourite products:** I love the TIGI Queen day thickening spray; for make-up, I use a blend of professional brands like Krahl with luxury brands like Chanel and Bobbi Brown.
- ▶ **Do's and don'ts in pre bridal regimen:** For skin care – Do not get your skin chemically peeled; if you are trying something new, do not experiment right before the wedding – test it at least three weeks before; deep condition your hair for lustre and shine.





APENI GEORGE Celebrity Hairstylist



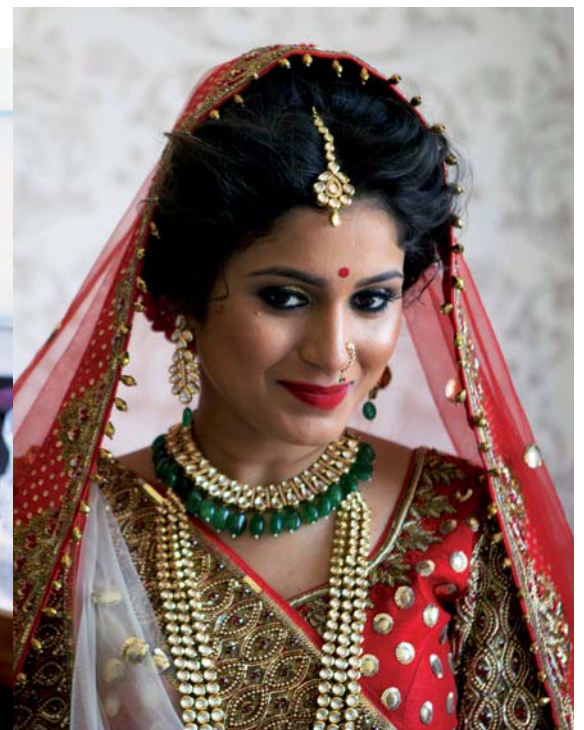
- ▶ **Trends recommended:** In cuts, I recommend keeping classic styles, with not too much layering. Also, if you have short hair, try colouring it. This will give any outfit an edgy look. When colouring your hair, try to stay away from jarring colours like platinum blonde.
- ▶ **Zeroing on the look for a bride:** I try to understand what the bride wants. Then I break the look down to understand if it would require any colour, is the length right, will extensions be required, accessories, and other things. Apart from that understanding the outfit, venue, and above all, the comfort of that is very important.
- ▶ **My personal touch:** I like to keep the looks simple, and natural. I prefer effortless looks.
- ▶ **Favourite products:** I love products that feel light on the hair, especially hairsprays and waxes.
- ▶ **Do's and don'ts in pre bridal hair care regimen:** If you are colouring your hair, do it 15 to 20 days beforehand; do not leave anything for the last minute; also, the hair looks natural when the colour has been in it for a while.

SANKY EVRUS Celebrity Hairstylist



- ▶ **Trends recommended:** For cuts – layering is needed to create volume and texture in any length. This is something that every hairstylist recommends to the bride. In colour – shading your hair enhances your personality. I suggest the Ginger Tea, which is a mix of copper and blonde highlights; Mahogany Maiden looks good both on light and dark coloured attires. L'Oréal Professionnel has the best shades of mahogany; Mousy Brown creates an illusion to your entire look when a bride is wearing golden attire; Honey Delight is brown hair with blonde and apricot strands and makes the hair look clean and smooth. In style – I recommend brides to go for polished updos whether sleek or textured. Sleek updos are a big yes since the wedding attire has so many elements on it. Texture polished updos never go wrong. Delicate hair accessories are a cherry on the cake which lift the entire look if they are used proportionally.
- ▶ **Zeroing on the look for a bride:** It takes a lot of time when it comes to selection or creation of the look. We keep in mind the bride's choice, attire, the trend, and finally, the aesthetics. And, then we come to one conclusion which is a balanced result.
- ▶ **My personal touch:** I have always loved experimenting and that is how I learned hairstyling. I try to mould these current trends according to the client's requirement and also keep in mind aspects like hair quality and the face shape. 'Transformation' is the key word for my style.
- ▶ **Favourite products:** I believe in 'less product' theory like Moroccanoil's Root Boost literally lifts the entire hairstyle for a good blow-out look, Moroccanoil's Luminous Hair Spray smells good and is light on the hair; Framesi's Strong Hold Styling Spray does not make your hair looks greasy no matter what amount you use; label.m's Texturizing Spray to create beachy, matt texture for boho looks; Bed Heads Matt Paste is marvelous for men and to settle baby hair; MATRIX opti.black Serum to create super shiny poker straight hair; L'Oréal Professionnel's Mousse to tame frizz while braiding the hair; Batista Dry Shampoo removes all the oil from the scalp to make your hair ready for styling.
- ▶ **Do's and don'ts in pre bridal hair care regimen:**

Do's	Don'ts
Hair consultation is the most important thing to do.	Do not wash the hair on the same day of styling.
Sharing all the details with your stylist about the attire, choice of the look, and more.	Work on your hair health for few months in advance.
Invest in good hair extensions which could be styled.	Do not take any risk right before the wedding.



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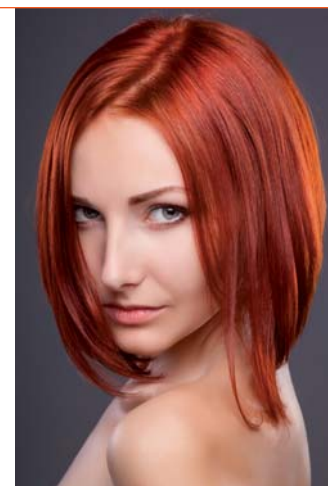
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THE BLOWDRY BAR Kinjal Ganatra, Director



► **Trends recommended:** In cuts – Get one at least three weeks prior to the big day. Do not experiment since you have the option to play with styling, and you need to be confident and happy with the way your hair looks. For long hair – knock off the dry dead ends, keep the layers long with texture and movement so that your hair artist can work a variety of styles from braids to waves through the functions. For medium hair – ask your stylist to add lots of movement enhancing the natural texture of the hair. For short hair – go for a pixie or a bob to keep the look modern and edgy. A lot of styling can be done with shorter lengths, too. In colour – a general colour palette for a bride would be warm browns and gold, however, now a lot of brides are opting for cooler tones of ash browns and burgundy reds. If you are wearing a traditional red attire, I would advise against bright red tones. A great way to change things up is by playing with colour placement. I like to go beyond the traditional highlights and use colour blocking or Ombre and Balayage techniques for brides. It is the versatility of the placement that really makes your hair colour stand out. Keep in mind your skin tone while picking your shade. In style – movement and volume are the key words this season. Big loose waves, classy chignons, simple updo's and extensions add glamour, as are accessories, fresh and faux flowers, 'jadau' hair pieces big.



- **Zeroing on the look for a bride:** I like to plan my look well in advance and understand my bride's outfits, jewellery and the overall vibe of the event. Her face structure is of prime importance – for a round face, I will add height to the hair, and for a square face, the hair will be voluminous for a contouring effect. The most effective way to zero upon a look is to go for trials well before the functions.
- **My personal touch:** My brides need to be comfortable with their hair and make-up, and feel beautiful. For me, it is about understanding the bride's personal style and taking it to the next level.
- **Favourite products:** Those brands or products that suit the bride the most are important. It would depend on the hair type, the look for that particular day, and so on.
- **Do's and don'ts in pre bridal hair care regimen:**

Do's	Don'ts
Keep your hair healthy with regular hair spas before and after the big day to restore the health of your hair.	Do not use too much heat a month before.
Drink a lot of water throughout the month for a shiny glowing mane.	Do not shampoo more than thrice a week.
Get a good cut and colour three weeks prior. Invest in a good hair care regime, including shampoo, conditioner and leave-in serum.	Do not leave dry dead ends in your hair since that will make it hard to style it on the occasion.





ELVIS & REEMA SALON Reema Bajaj, Owner

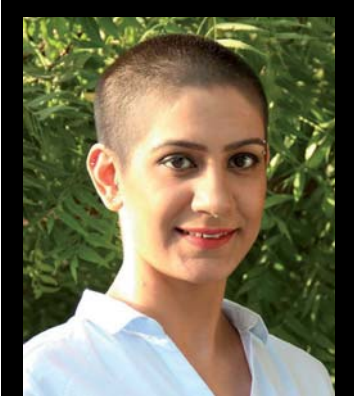


- ▶ **Trends recommended:** In cuts – we recommend lobs as they give a chic open hairstyling and at the same time there is length to pull up the hair in an updo or a low chignon; in colour – go for soft browns or brunettes preferably highlights using Balayage technique. The colour is then concentrated more on mid-lengths and ends leaving the roots slightly darker. This gives perfect depth and dimension to the hair and also enhances the hairstyle; in style – classic updos or boho down-dos. The style needs to be edgy but, also the look needs to be timeless so that looking back at your pictures does not make you cringe.
- ▶ **Zeroing on the look for a bride:** A lot depends on the theme of the wedding. The hairstyle should complement the brides dress and jewellery and not compete with them. If the bride is wearing a head piece, the style should effectively blend in. So, basically we start by creating a mood board and then have a few trials with the bride well in advance. Some other things we keep in mind is the client's personality and the shape and features of the face.
- ▶ **My personal touch:** Personal touch can be added keeping in mind the uniqueness of the client's personality. We use accessories that best describe the client's nature - such as fresh flowers for the soft and calm ones, big ribboned and boho accessories for the fun and flirtatious, and Swarovski crystals for the elegant and exquisite bride.
- ▶ **Favourite products:** Texture dry sprays like Crepage de Chignon from L'Oréal Professionnel and salt sprays like Beach Waves from L'Oréal Professionnel are big hits in creating the desired natural looking texture; the Session Spray, OSIS Magic and Sparkle Spray from Schwarzkopf for the perfect finish; Moroccanoil Lite for the sleek and shiny style.
- ▶ **Do's and don'ts in pre bridal hair care regimen:**

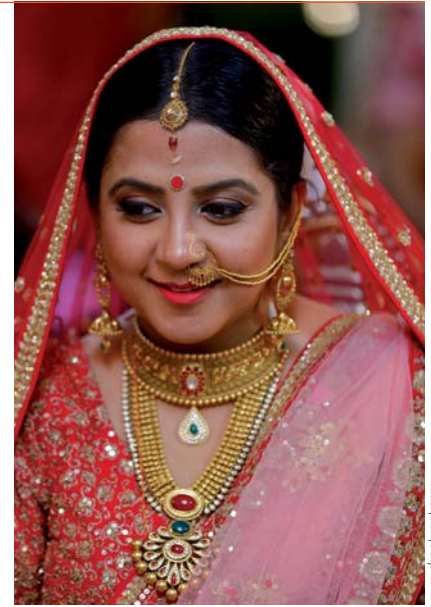


Do's	Don't's
Start the hair care regime at least six to seven months prior to the big day. This includes eating right and regular nourishing treatments and bond repairing treatments.	Do not over treat your hair with chemicals and heat styling for few months before your wedding, as you do not want to compromise on the lustrous healthy looking hair.
Go for two to three trials with your stylist to choose your hairstyle. Try hair extensions if needed much in advance.	Do not get a haircut and colour just before the wedding day. Instead, do it two to three months before for the cut and style to settle. Also, you will have time to fix something, if required.
Do choose the stylist who understands you and your hair well.	Do not forget to decide on personalised accessories.

MAKEUP MAFIA **Saloni Arora, Make-up Artist & Owner**



- ▶ **Trends recommended:** For base/ foundation – minimalism is the key. Dewy and luminescent skin is trending; full and youthful eyebrows with pastels or monochromatic eyeshadows paired with lush lashes; red lips and little eye make-up.
- ▶ **Zeroing on the look for a bride:** Understand the mood and taste of the bride to make her feel comfortable in her own skin. Analysing the looks according to her facial features and the bridal couture is important. I go for personalised moodboards to create the look.
- ▶ **My personal touch:** Blending is my cardio, the more you blend the more subtle and realistic your art is on the face; and, you achieve the picture perfect skin.
- ▶ **Favourite products:** Anastasia Beverly Hills Glow Kit as the sheer, creamy and smooth texture gives a sophisticated glow; NARS lipsticks keep the true colour locked into place.
- ▶ **Do's and don'ts in pre bridal skin care regimen:**



Do's	Don'ts
Use a cleanser that removes make-up and impurities every time you wash your face.	Try any new treatment or product within three months of the wedding.
Exfoliate twice a week to slough off dead skin cells and reveal fresh skin.	Get peels, facials or use harsh exfoliating treatments within a month of the wedding.
Use SPF every day, even in winter months.	Do not get your first-ever bikini wax just before wedding.
Use a night cream before bed for extra hydration.	
Brighten dull skin with a Vitamin C serum daily.	

India's Bridal Market: Changes and Innovations



Over the years wedding looks and fashion trends have changed in India. It is not just the rich and famous, the amount spent by the middle class too is increasing year after year. According to statistics, the Indian wedding industry is between ₹100,000 cr to ₹300,000 cr and growing at 25 to 30 per cent annually. The estimated cost of a wedding with no expenses spared could be between ₹5 lakh to

₹5 cr, in India. Naturally, in the metro cities one spends more on weddings than Tier 2 and Tier 3 regions.

Over the years the bridal look has also changed. Designers dictate the trend, but it is Bollywood, which influences the make-up trend. A salon makeover for brides is the order of the day. Most salons offer bridal and pre-bridal packages, with top-to-toe grooming, exclusive facials, manicure, pedicure, waxing, hairstyle and make-up for the engagement and the wedding. Packages are booked well in advance. Some can stretch over a week or more, while charges are ₹10,000 to ₹30,000. Make-up charges for ceremonies like the engagement, and the wedding

are extra depending on the kind of make-up one opts for, from high definition, to airbrush and soft make-up. These are the new techniques. High definition allows the make-up to look flawless, especially in photographs and close-ups. Rich in pigments, it suits a variety of skin tones. Soft make-up, is a minimal, natural make-up look, with a naturally flawless and non-shiny skin texture and natural colours. Airbrush make-up is sprayed on, rather than applied with sponges and brushes. It is said to be faster to apply and easier to remove. Make-up charges may vary from ₹7,000 to ₹15,000.

Apart from professional help with bridal wear and make-up, personal grooming courses are becoming popular. Beauty and grooming schools hold courses in personality, etiquette and grooming. The bride-to-be learns of the make-up that suit her. She is taught how to walk and carry herself on the wedding day, especially wearing her heavy bridal attire. The professional help and practice give her more self-confidence. Like with the grooming of beauty queens, professional grooming for brides seems to be becoming a trend. Traditional weddings are very much a part of Indian life, and will always be there. But, our mindset is changing and this influence is being felt in each aspect of life, including traditional Indian weddings.

By Shahnaz Husain, Chairperson & MD, Shahnaz Husain Group of Companies



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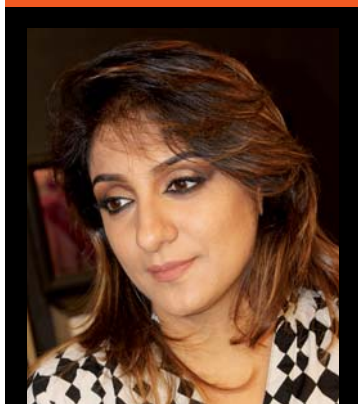
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ZORAIN'S STUDIO Zorain Khaleeli, Make-up Artist & Owner



► **Trends recommended:** Base/foundation – keep it flawless and real. As we head towards winter, the skin could be a bit more dewy as compared to the summer trend of matte. Airbrush is the new perfect bet; for the eyes use more of nudes towards tones of champagne and pale pink; dreamy wide eyes with white kohl; liners and smokey eyes in deep colours are in vogue; bronze gold takes a backseat; since the eyes are dreamy, the lips can add to the story with pastels in pinks and peach for the subtle brides to the bold evergreen pinks and reds, but with a deeper undertone. For the experimental bride, the wines and deep plums can add zing.

► **Zeroing on the look for a bride:** While choosing the look it is important to consider the theme, ambience, location, clothing, the number of events. You want to ensure that every look is different for all the functions. Most importantly, comfort of the bride is prime.

► **My personal touch:** I add a hint of subtle colours in matte pinks and peaches to the eyes and cheeks to enhance the look. It is also a season of festivals, so a dash of fine glitter can lift the spirit. For the lips, add deep undertones by creating 3D lips.

► **Favourite products:** For hair, I recommend the Schwarzkopf Moisture Kick Spray for instant moisture boost; L'Oréal Professionnel Constructor Techni Art adds lustre while adding volume and providing heat protection; Shine Spray from OSIS From Schwarzkopf to keep the hair in place while providing a healthy glow.

► **Do's and don'ts in the pre bridal skin care regimen:**



Do's	Don'ts
Moisturise your skin minimum twice a day even if you have oily skin.	Avoid any new skin treatment like dermabrasion or chemical masks too close to the wedding. There is no guarantee your skin will not react to it. Treatments can be started earlier, if desired.
Gently scrub your face, avoid anything too abrasive. Natural ground oatmeal with yogurt would help get rid of dead and dry skin.	Do not step out without a sunscreen, especially, while you shop for the wedding. Remember even a cloudy day could tan your skin.
Sound sleep and water are basic essentials that ensure good skin.	Avoid sleeping with your make-up on as it will block the pores and not let your skin breathe. Doing so will lead to acne and skin damage.

O2 SPA Ritesh Mastipuram, Founder & MD



- ▶ **Treatments/ therapies offered for brides and grooms-to-be:** The different treatments/ therapies offered for brides and groom to be are Aromatherapy massage, Deep Tissue Massage and Swedish massage. Additionally, there are hair spa services, spa waxing and spa manicure and pedicure, body scrubs and body wraps.
- ▶ **Therapies for men especially:** All the therapies, like Aromatherapy massage, Deep Tissue Massage and Swedish massage are available to the male patrons. Deep Tissue Massage is generally chosen by men as it relaxes the muscles from the physical stress and focuses on realigning deeper layers of muscles.
- ▶ **Star therapies:** Deep Tissue Massage and Aromatherapy because the latter combines soothing massage techniques with the use of essential oils. These oils are extracted from plants and have been used for thousands of years to benefit physical and mental well-being.
- ▶ **View on the bridal market:** Anything that is connected or related to weddings in India has a big opportunity for the service providers as well as the consumer. The bridal category, therefore, has immense potential as we are in an age where the consumer is informed and has wide options. From a spa and salon perspective, we see brides that come with very personal requirements, each requirement is majorly determined by the time they have to groom and how much they are willing to spend. In that perspective, we ensure services are designed to suit each bridal requirement. Overall, the bridal market has an immense scope and a range of offerings for the bridal couple.

THE WEDDING CLINIC Dr Sonia Tekchandani, Medical Director



- ▶ **View on the bridal market:** The market is huge and growing at an unprecedented rate, however, bridal skin care market is quite ambiguous. I do not think it even has a share of the pie! There is a clear need for specific solutions keeping in mind the diverse needs. We see more and more cases of brides complaining that the stress of the wedding has taken a toll on their skin and in many cases, even their general wellbeing.
- ▶ **About:** The Wedding Clinic (TWC) is a multi-specialty skin care clinic that offers advanced aesthetic services for all your beauty and skin care needs. A division of Tender Skin International, Mumbai and Dubai, TWC is constantly evolving innovations and medical grade products, to give your skin care an edge that ushers you with confidence. Solutions ranging from derma facial to hair treatments to anti-ageing, TWC celebrates the true essence of beauty. TWC specialises in unique pre-bridal skin care procedures and is the go-to for a bride to-be, groom and their families. You can unwind and relax with our skin managers who will ensure that you are being taken care of for your perfect day.
- ▶ **Inspiration behind TWC:** To educate the bride and the groom that skin care is an intrinsic process and needs to be internalised by making it a part of your routine, months before the d-day.
- ▶ **Treatments offered:** TWC offers aesthetic services for all your beauty and skin care needs. Solutions ranging from derma facial to hair treatment to injectables like botox, fillers, TWC celebrates the true essence of beauty. Services offered are especially curated to treat not just the skin of the bride and groom, but also the physiological stress they maybe undergoing. Laser hair removal is the most sought after procedure and also radio frequency for face contouring; then there are Peeling & Polishing, Medi-facials, Laser-facials, Body Treatments and Hair Treatments, surgical manicures and pedicures, too. For men, we have the above and seaweed based treatments.
- ▶ **Star therapy:** In the Aquamarine Relief, we infuse the skin with serums rich in antioxidants, nutrients, vitamins, and more to cleanse, exfoliate, nourish and pampering. It is topped up with an organic chocolate or wine mask to make the experience surreal.
- ▶ **Innovative treatments:** The Body Medi-spa is a luxury four hour ritual that uses seaweed based products and sea salt from the Dead Sea. The Mylar Sheet Seaweed Mask is a must try!
- ▶ **Planning in the future:** We think it is about time there is a dedicated skin care space in the pre-bridal segment. We see the trend is moving to becoming a niche and more focused concept. The plan is to make TWC 'the place to be' on every bride's checklist. We plan on bringing it to Mumbai first before spanning out to other cities.



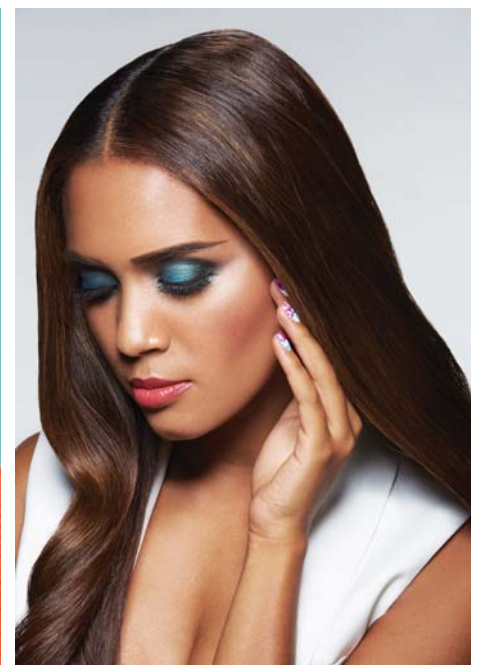
BRANDS IN THE BUSINESS

KRYOLAN INDIA

Sarjun, Product Specialist & Trainer



- ▶ **View on the bridal market:** Bridal market is a separate entity in the Indian industry. It is now transforming from the more traditional to trendy and fashionable with theme concepts. This provides vast opportunities for growth and business development, as well.
- ▶ **Size of India's bridal market:** In a year, approximately 100 million weddings happen in India. When it comes to make-up, we assume an average spend of ₹4,000 per bridal make-up, hence, the market size grosses to ₹400 billion.
- ▶ **Market share captured:** Our concealer/camouflage products occupy 90 per cent market share when it comes to coverage of under eyes, blemishes and skin discolouration. The industry calls our Dermacolor product a must-have product for all make-up artists.
- ▶ **New product offerings from Kryolan:** We are offering peach tone from our shadow range called Pure Pigments and bold eye products from our HD Cream liner in sparkling black colour.
- ▶ **USP/ innovation:** The wedding industry loves the word 'high definition'. Being shot in HD cameras, normal foundation or pigments are not suitable. Kryolan's innovation on micronising pigments has led to an industry that is compatible with the HD product line.
- ▶ **Effort to make it in-trend:** The industry artists have made these HD products in-trend. We educate them on our products and make them available. Several times in a year, Kryolan also creates 'Trendlooks' to showcase the upcoming global trends in make-up.
- ▶ **Marketing strategies employed:** Our foremost market strategy is to have continuous education programmes through seminars and workshops that are conducted by our international and local make-up artists and social media imprints.
- ▶ **Planning in the future:** For years, the Indian make-up industry was focused on bridal, but evolving fashion trends are demanding more creative artistry like the 'Avant Garde' looks. We even find body painting to be trending with creative artists. To support these looks, Kryolan has a special product line from its airbrush system named Nebula. We are focusing on moving our users to Nebula as this is also 4K and 8K compatible, when it comes to camera resolution.





LOTUS PROFESSIONAL Nitin Passi, Director



- ▶ **View on the bridal market:** The wedding industry in India is flourishing and statistics corroborate. So, in the days to come we expect the market to grow remarkably. In this season, beauty care is given a lot of weightage and it is the peak business period for our channel partners.
- ▶ **New product offerings:** Our revolutionary bridal range, the Ultimo, has already been introduced to the market. The range has been extremely well received and is in great demand across salons during the wedding season. More recently, we introduced our spa facial range, DermoSpa which also has a lot of applications during the wedding season. The DermoSpa range consists of rare and time-tested beauty ingredients from around the world like Japanese Sakura, Bulgarian Rose and Amazonian Rain Forest. These exotic ingredients are an integral part of this beauty solution.
- ▶ **USP/ innovation:** Ultimo, the ultra-premium skin care treatment based on 'precious metals' was the only product in its category in India. It is a luxurious range of facial treatments that includes the Platinum Facial which contains pure platinum, an Anti Ageing Treatment, the Gold Facial that contains 24 karat gold, a brilliant Radiance Treatment and the Oyster Pearl Facial made with real pearls which is an effective skin brightening treatment. Especially during the wedding season, the Ultimo Gold – 24 Karat Gold Facial Treatment is much in demand. It is a brilliant radiance treatment that contains 24 karat pure gold that helps in exfoliation of old keratin, clears stagnant melanin and enhances skin's natural moisturising ability. The presence of gold particles helps the nutrients and moisture to penetrate into the skin's deepest layers and tends to give an illuminating sheen to the skin that stays for a longer duration. This facial helps brides look radiant and beautiful all through their wedding functions.
- ▶ **Effort to make it in-trend:** Education is one of our primary tools to propagate information about these revolutionary products; we impart technical training to salon staff and beauticians. Also, we create awareness among our TG through articles and advertorials in relevant forums. Other promotional vehicles are salon branding, advertisements in print publications, and digital campaigns that form a part of our marketing campaign.
- ▶ **Marketing strategies employed:** We have a robust distribution network with a reach of around 16,000 salons and spas across India. Our marketing campaigns enable us to create a pull factor for our products which in turn increases footfall in the salons and leads to consumption of the Lotus Professional range.
- ▶ **Planning in the future:** Lotus Professional always believes in introducing new concepts in the market, and our concepts keep customers and our salon partners at the focal point. In the near future, you can expect other revolutionary firsts in the market of beauty regimens from the Lotus Professional range.



SCHWARZKOPF PROFESSIONAL Najeeb Ur Rehman, PPS Director



- ▶ **Market share captured:** Schwarzkopf Professional is one of the top three professional hair brands in India.
- ▶ **View on the bridal market of India:** The bridal market in India is growing at a healthy rate. While the focus has always been on beautiful clothes and jewellery, we are now seeing an increased interest in the hair, make-up and overall styling. Each different function now has a dedicated look and styling. The styling is no longer restricted to the bride – the entire bridal party is involved. Increased interest in men's grooming is also a positive sign.
- ▶ **New product offerings:** For the upcoming wedding season, we have an exciting range for salons and stylists. The bridal season is characterised by rich hues, opulent designs and intricate looks in the clothes and now increasingly in the hair and make-up, too. For this season, we have new launches in colour services as well as styling. In colour, we are launching two exclusive looks aptly called the 'Opulent Collection' in rich, luxurious shades inspired by the colour palette of the renaissance artists. These shades create an illuminated hair effect – a deep, rich range of colours perfectly suited to Indian skin tone and hair types. These will complement the colours of the Indian wedding season. The looks can be created using both IGORA as well as Essensity shades, so the client can select what works best for her. Our Essential Cocoa look, created exclusively with Essensity, combines natural-looking shades of brown with a touch of gold, making this a perfect look for the season; in styling, we are relaunching our high end styling range OSiS+ Session Label. Two favourites in this range, namely, the Strong Hold Spray and Flexible Hold Spray are being relaunched as Super Dry Fix and Super Dry Flex, respectively, with new technology that will make them the must-haves for all hair dressers when styling for the brides and the bridal party. We are also bringing back OSiS+ Dust It - a lightweight mattifying volume powder for strong, rough and matte results. The lightweight powder provides long-lasting hold, strong control and strong texture for 24 hours of volume control. This will be ideal for the men, with the ability to create different hairstyles that will help them stand out this season.
- ▶ **USP/ innovation:** The new, revamped Session Label range capitalises on the latest lightweight, superdry texture trend. The new formulation hairspray collection with a micro fine spray dispersion offer strong control are non-sticky and easy-to-brush out. They provide super styling performance, even when working on the finest hairtypes thanks to premium super light formulas using state of the art styling technologies offering more precision and maximum control. Dust It, a mattifying powder, provides long-lasting hold and volume along with strong control and texture. Its innovative composition with Silica is responsible for the strong, rough feeling. The matte effect and volume it gives makes this product unique. You can create a variety of styles with this product making it a must have for men's styling in the wedding season.
- ▶ **Marketing strategies employed:** We will be using our regular distribution channels to ensure that the products are available at all our partner salons. We are doing dedicated training seminars for the new looks and colour techniques.
- ▶ **Planning in the future:** The bridal season is one of the biggest seasons for our industry. We aim to keep bringing out the best looks and products to help our stylists and partner salons create stunning looks for their clientele. 📌



BEAUTY





Kalpana Sharma

Education to Elevate Talent

Professional insights

Artistry and make-up has been my passion, and I think I was born to be an artist. My journey in make-up artistry began in 2006. After completing a diploma in make-up from NSK (Nirmala Shiksha Kendra) in Delhi, I did a course from the School of Makeup in Singapore. My first big break came in 2010 from The Body Shop where I won the national make-up competition, and subsequently participated and won the international make-up competition held in Singapore, as well. I had to compete with 11 APAC countries!

Association with The Body Shop India

From a store make-up artist to national make-up trainer, the journey has been long and interesting. There has been a lot of learning and new responsibilities with new accountabilities. I love every aspect of my role! As a trainer, it is my responsibility to grow the category on to the next level, and give outstanding customer service.

Current trends

Graphic liner for bold eyes; statement lip for a luscious effect; and for face, enhance it, but with minimal coverage.

Favourite products

The Fresh Nude Foundation by The Body Shop which gives a fabulous coverage, Lip and Cheek stain which gives me freedom to use it as a blush and lipper, and the Brow and Liner kit to define the eyes.

Make-up for different platforms

Always keep the facial feature in mind when you begin to work on a canvas. Every skin is unique

and deserves a special look by highlighting the eyes, using pop colour on the lips, contouring and highlighting to enhance the features, and more. Wedding make-up should look fresh throughout the day and night. For fashion and editorials, I would recommend focusing on the eyes which express the holistic look.

Evolution as an artist

I have experienced the various swings and trends of this industry. Considering that make-up artistry has no definite rule, I believe in focusing on customising an international trend on Indian features. My evolution, as an artist, is an ongoing process.

Advice to aspiring make-up artists

A make-up artist should be creative, crazy, outspoken and thinking out-of-the-box. Put your thoughts on canvas and play with your brushes which inspire others to do same. Be an inspiration for others.

Views on the make-up industry in India

Make-up is all about colours to enhance beauty. Worldwide make-up trends keep on changing, but in India people stick to their look for ages. It is our responsibility to encourage them to experiment. To take our industry on global platform, every one should be open to embrace a creative outlook towards make-up.

Future plans for the brand

We are working as a team to create a new perception about the brand as a one-stop destination for make-up solution. 📌

Kalpana Sharma, Make-up Artist, The Body Shop India has an enviable career that spans 11 years.

Not only has she been associated with international brands such as, L'Oréal Paris, Maybelline New York, Chambor, and Revlon, she has also won accolades on both national and international platforms. Sharma continues to inspire with her journey from a make-up artist to a national trainer

by **Shivpriya Bajpai**

Aroma Leaf 24CT Gold Skin Radiance Range



PRICE AND AVAILABILITY

The range of Aroma Leaf 24CT Gold Skin Radiance are available in 100ml tubes. The face wash is priced at ₹195 while both the scrub and pack are priced at ₹245 each. It is available with major online retailers across India

Aroma Leaf, the leading manufacturer of herbal skin and hair care products, offers a range of products which are effective to get instantly glowing and healthy skin. The brand has revolutionised the concept of skin care with its 24CT Gold Skin Radiance range which includes a face wash, scrub and pack, and are known to lend natural radiance, while improving the skin tone.

Aroma Leaf 24CT Gold Skin Radiance

Face Wash: This is enriched with 24k gold dust and mulberry extract, which provides an even skin tone and deep cleanses for a fresh and glowing skin. Nourished with the nectar of natural honey and gold dust, this face wash brightens the complexion and the rich formula removes tan and protects against dryness.

Aroma Leaf 24CT Gold Skin Radiance Face Scrub:

This is an amalgamation of 24k gold dust and pearl protein that works as a mild scrub to maintain the pH-balance while exfoliating and deeply cleansing the pores of impurities. The gold granules in the scrub penetrate the skin and help in it looking younger, and effectively reduce the appearance of wrinkles and fine lines.

Aroma Leaf 24CT Gold Skin Radiance Face Pack:

It is made of a unique combination of precious gold dust carefully blended with skin rejuvenating Ayurvedic herbs, natural clay and aroma oil which ensures spotless and long-lasting radiant skin in only 15 minutes.

USP

Aroma Leaf has a diverse range of products which treat dull and rough skin. The products are especially designed for the woman who wants instant and long-lasting glow and fairness. The products are meant for every skin type, whether it is dull, rough, blemished or tanned. Says Pramod Jha, CEO, Aroma Leaf, "We believe that the herbs in Aroma Leaf found in India make a real difference, as compared to other brands in the category. Our products are fully backed by a modern scientific approach and originate from well established and authoritative traditional practices which assure quality excellence." 📍



“We believe in offering quality products, and have advanced treatment-based products to meet the market demand. The 24CT Gold Skin Radiance range is enriched with the goodness of gold dust. The products guarantee a radiant and fairer complexion. With regular use, dark spots, blemishes, acne marks are also reduced, and signs of ageing are definitely delayed.”

– PRAMOD JHA,
CEO at Aroma Leaf



“Aroma Leaf has effective and quality rich products. The response for Aroma Leaf’s 24CT Gold Skin Radiance range is wonderful. As the desired result is long-lasting, the demand for it has increased among my clients; They are really happy with the results!”

– PAULUMI MUKHERJEE SINGH,
Proprietor at Newly Mirror Beauty Parlour,
West Bengal

Skin Care Myths Debunked by Cheryl's Cosmeceuticals For Radiant Bridal Glow



Cheryl's Cosmeceuticals debunks skin care myths and presents professional solutions for all brides-to-be. Kick off this bridal season with customised skin care rituals available at all Cheryl's salons

Cheryl's Cosmeceuticals, India's leading professional skin care brand, has the perfect bridal package that will make your clients look radiant on their big day and provide them with a complete bridal regime. At Cheryl's, we understand the importance of skin safety and sensitivity, and that brides-to-be need reliable and professional care before their

wedding day. Thus, the brand provides customised skin diagnosis and care from the best of skin experts, before proceeding with the bridal treatment.

This fall get glowing and radiant skin with Cheryl's, as the experts debunk skin care myths with the best solutions to give your clients that radiant bridal glow.



Myth #1

A good scrub keeps pimples at bay.

Fact: Oil, dead skin cells, and bacterial growth cause acne. Excessive scrubbing dries out the skin which prompts extra oil production and therefore more breakouts.

Solution: With Cheryl's SensiAcne treatment, bid adieu to pimples. This treatment effectively works on sensitive skin with no harsh chemicals.



Myth #2

Cracked heels and calluses go away with time.

Fact: This is far from true. Cracked heels and calluses require care to restore. It is important to get rid of it from your feet, and keep them soft and moisturised.

Solution: Cheryl's introduced the HeelPeel Treatment, which helps repair painful calluses and cracks revealing soft and pampered feet in just 20 minutes.



Myth #3

Washing face several times a day, keeps acne and oily skin at bay.

Fact: Washing your face with an ordinary soap may not be enough to clear one's skin off grease and acne. If skin is inherently oily, it can be treated to balance the oil level required for healthy skin.

Solution: Avail Cheryl's ClariGlow facial to eradicate excess oil without removing moisture from the skin.

Myth #4

Getting a good amount of sleep cures dark circles.

Fact: This is an extremely common myth, but dark circles are not only caused by lack of sleep, but can also be caused due to excessive sleep, eye irritations, stress, allergies, and more.

Solution: With the I-Brite Roll on, brides-to-be can forget about dark circles! This roll on reduces capillary permeability and swelling, preventing blood clots and leakages which causes dark circles.



Bridal regime by Cheryl's

- ▶ Find out your skin type and condition.
- ▶ Know the concerns that bother you the most like, dullness, acne, oily, sensitive, and more.
- ▶ Get a manual examination by experts who may use machines such as a Wood's Lamp and Hydrameter to check the oil and moisture levels of your skin to get customised treatments.
- ▶ Start skin care facial and home care regimen three months before the d-day to give the skin ample time to recover from any concern.
- ▶ Cheryl's bridal package are available for six months, three months or one month before the d-day. 📞

Cheryl's Treatments are available exclusively in salons

From Seoul Beauty Trends to Embrace



▲ *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 now been three long months since my magical holiday to the beauty metropolis of Seoul, South Korea. The sights and sounds from the glimmering city are starting to fade away and I slowly feel myself falling into a Delhi slump. I miss the booming aesthetic and beauty scene of Seoul. I long for quaint but orderly streets lined with cosmetic stores and aesthetic clinics and the smell of udon noodle soup filling the air.

I follow the age-old advice to 'save the best for last' and this month have my favourite findings regarding Seoul to discuss: Korean Beauty Trends. When I say 'beauty trends', I am not referring to the Korean Sheet Mask we are all familiar with by now, instead I am talking about trends, from surgeries to semi-permanent make-up, that have amazed me.

First I want to talk about two treatments that are literally eye-opening. The first treatment was not new to me, and there is a good chance it is not new for you either. Called Blepharoplasty, it is a common surgical procedure to open up your eyes so they appear wide. What was new is the sheer number of men and women who had undertaken the surgery! Upon further research and interacting with locals, I learned that Blepharoplasty, and Rhinoplasty (surgery done to enhance the nose), are traditional birthday presents for those turning 18. It is literally the equivalent of saying, "Here is a new handbag for your birthday!"

However, if you are wary of getting Blepharoplasty done, there is a non-surgical alternative that I had never heard of prior to visiting Seoul – it is Plasma Skin Tightening. By using a small device, similar to the ones used during cautery, electrically charged gases are delivered to a small, targeted areas of the skin, which in return, immediately contract the fibre within it. When used on the eyelid, this method tightens the skin leading to wider, and often more aesthetically pleasing, eyes. It is a super quick process, requires less downtime than surgery, and is a great option for those looking for a wider view of the world, so to speak.

My next two favourite beauty trends in Seoul fall under the realm of semi-permanent make-up. The first is semi-permanent BB cream application. I am not referring to the blemish or beauty balm you pick up as a light, moisturising alternative to foundation. I am talking about a BB cream that gives you full coverage and a dazzling glow for up to one week! Through the process of microneedling, semi-permanent BB cream is implanted into the skin at a shallow depth. There is minimal downtime associated with the treatment, and many promoters describe it as no more uncomfortable than rubbing your face against the scruff of your unshaved husband or significant other. And the result? They are totally worth it. The treatment leaves your skin looking luminous, hydrated, blemish-free, and is perfect prior to any big event or wedding.

A BB'd to perfection face compliments semi-permanently pigmented lips stunningly, which is the second beauty trend I am so excited to discuss. Although I had heard of semi-permanent lip tattooing before, and even had the intention of studying it while in South Korea, I had no idea that I would love the results! In one of my meetings, all of the local women surrounding me had had the treatment done. Their lips ranged from a perfect bubblegum pink pout, to a poppy coral, to a sultry red pucker. Can you imagine your favourite shade of lip tint staying put, without a single reapplication, for up to four years? That is right... the treatment lasts up to four years! But if you want to skip the commitment, there is no need to stress. The colour can be easily altered if you get tired of the coral you thought was so in-trend a year ago. It can also be used to correct uneven lips or make slender lips larger by drawing the tattooed outline outside of your natural lip.

Like semi-permanent lip tattooing, there are so many different beauty treatments with an abundance of applications I learned about during my time in Seoul. However, there would never be enough space to write about all of them. The above four are truly some of my favourite takeaways from the trip and I cannot wait to watch them trend worldwide. Check them out soon, but, as always, make sure it is in the hands of a trained professional; new treatments come with novice practitioners trying to learn the trade. 📌

(Part III and the final article on Korean Skin Care)



Cosmetic Treatment Recommended by an Expert

Ultherapy, as an aesthetic procedure is creating quite a buzz. *Salon India* speaks exclusively with Dr Soma Sarkar, Dermatologist and Medical Director, Skin Inn in Mumbai, to understand the process and technology used



Ultherapy by Dr Soma Sarkar

About: It is an ultrasound treatment where waves are used to treat the deepest tissues of the skin in order to achieve younger looking skin with no down time. Those in the age group of 20 to 70 year can avail of this treatment. Ultherapy works from inside out to lift and tighten the skin simultaneously and without any invasion. Unlike lasers and radio-frequency devices which work from outside, Ultherapy bypasses the surface of the skin, delivering focused ultrasound energy up to 4.5mm depth, to the same foundational layer typically addressed by the surgeons to give the same lift. It works on three depths of the skin – the deepest being 4.5mm, 3mm and 1.5mm.

Process and technology: Sound waves are used on microfocused mode to create thermal zones at the deepest level of the skin like smas layer. A micro wound is created, which further initiates the body's natural mechanism to regenerate collagen, thus lifting and anchoring the skin.

USP: This treatment can be used to treat superficial fine lines, wrinkles, laxity and sagging of the face and neck. In some countries, decollatage is also covered by it. Trials are going on for full body treatment, the results of which will be clearer by 2018.

Teamed with other treatments: Ultherapy can be combined practically with any treatment, but there must be enough time of three to four weeks between the sessions. Clients can achieve the correction or the enhancement of the skin right from the surface to the muscles and fat. Also, the face can be corrected keeping in mind the 3D approach where texture, tone, lift and sculpting are taken care of.

Sessions required: The time taken for the procedure is 60 to 120 minutes and depends on the doctor, too. The results are visible after three months and lasts for almost 15 months. I recommend my client to go ahead with this treatment once in a year. Younger patients require longer period of interval before next session. For a visible difference, one annual session is enough, however, one can repeat it, if required in six month's time.

Educating clients: I use tools like images of the previous clients and testimonials to educate the client. I make them aware of the technology and equipment involved, plenty of hand holding is required as the results show up only after three months. If possible, I take the clients through the video of the procedure and get them to speak to other clients who have benefited with the treatment. Further, I provide reading material as well as links to them to check online. I try to be as transparent as possible in the degree of correction possible.

Side-effects: There are no serious side-effects, however, associated symptoms include pain in the jaw or headache, which are transient. The treatment should be done under a trained specialist to avoid nerve palsy.

Pre-treatment measures: Not applicable.

Post-treatment measures: Client should be regular with home care, which includes, application of sunscreen and moisturiser, and be in consultation with the doctor at regular intervals. Try not to put on weight as it might increase the fat content of the face, which may interfere with the results.

Future: Ultherapy is much in demand in the metros, but being a premium therapy, tier II cities are yet to be exposed to it. One requires to understand and intergrate the therapy accordingly. 📌



Market Watch | **Lipsticks**



HD lipgloss by **NELF USA** ●

The High Definition Metallica Lip-gloss is lightweight, non-sticky and waterproof in nature and reflects an alluring metallic shine. Its cushiony texture not only locks the lip colour, but also keeps the lips moisturised. With a high-shine, high-pigment metallic range the NElf HD Metallica lip-gloss is 100 per cent vegan, cruelty-free, lead-free and infused with minerals, Jojoba Oil, Almond Oil, Castor Oil, Pearl and fruit extracts, and Vitamin E. The products are dermatologically tested and are non-comedogenic. It is available in an array of 10 exclusive shades at www.nelfusa.com, Nykaa, Purple, Flipkart, Amazon, and 285 leading stores and over 3,500 retail counters in 19 states.

Price: ₹1,050

● Candy lip colours by **Kiko Milano**

The Candy Split collection comprises of fun pastel shades that are inspired by desserts and confectionery. This peppy and irresistible collection has products that lend different effects. It is available at signature stores in DLF Mall of India, Noida, DLF Promenade, Delhi and Ambience Mall, Gurgaon.

Price: ₹890



Vegan lipsticks by **Paul Penders** ●

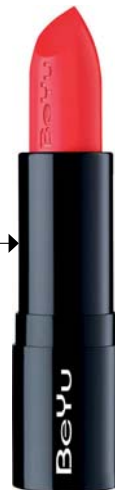
Paul Penders has a range of creamy matte lipsticks. The presence of natural and organic pigments and Ricinus Communis provide a smooth application, while leaving the lips feel nourished and hydrated throughout the day. Free of free of harsh chemicals and heavy metal colouring, they come in nine different shades from neutral to vibrant colours. Available at www.paulpenders.in.

Price: ₹1,350

● Lipsticks by **BeYu**

Pure Color and Stay Lipstick offer a long-lasting matt finish. Enriched with natural waxes the lipstick offer an even and smooth application. BeYu products are available at Lifestyle, Health & Glow, Central, New U and top beauty stores.

Price: ₹1,150



Matte lipsticks by **FACES Canada** ●

The Glam on Velvet Matte lipsticks glide on the lips leaving a smooth velvety touch with a semi-matte finish. In 12 shades that range from nudes like Desert Rose, Day Dream and Sweet Amber, to rich red like Firecracker and flirty pink like Play Pink, to sensuous Black Currant and Plum Plum, the range is available at 14 EBOs in major metros and Tier I cities, 600 cosmetic retail stores, Shopper's Stop, Lifestyle and New U; and online at nykaa.com, purple.com.

Price: ₹549

● Lip colour by **Lakmé Absolute**

Lakmé Absolute Luxe Matte Lip Color, infused with Moroccan Argan Oil, delivers intense colour which leaves a nourished and comfortable feel. It comes in a trendy slim stick format that is a first from Lakmé. From 15 colours to choose from, it is available at Lakmé Absolute salons and leading beauty stores across the country.

Price: ₹800



Astaberry

PROFESSIONAL

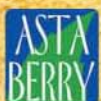
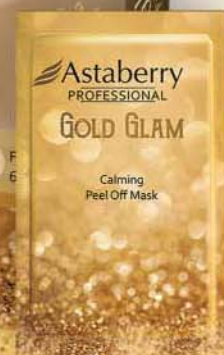
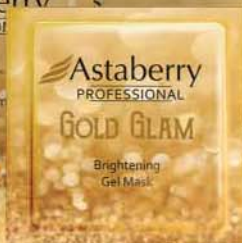
Astaberry Gold Glam Kit is an advanced facial that brings long lasting glow to the skin. Astaberry has created this facial using revolutionary technologies like the scrub 2 creme and the alginate peel off mask.

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

**INSTANT
RESULTS
LASTING
BEAUTY**



For enquiries contact : Ph no. 011-27233763 ,
Email: info@astaberry.com , Web: www.Astaberry.com



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Market Watch | **Skin Care**

Day cream by Epique →

The Active Regenerating Day Cream is packed with Phyto-Concentrates that has the secret radiance renewal and fortifying formula which provides hydration. EpiqueLab's powerful Regenerating Day Phyto-Concentrate complex in the cream contains concentrated plant molecular extracts of pure Bosewellia Serrata Resin and Glycrrhiza Glabra Root that helps in fighting cutaneous photo-ageing and helps with loose skin, while protecting and boosting the skin's natural defense against daily environmental attacks. It offers face care and helps in renewing the surface cells and removes dullness for a fresher and flawless complexion, while also offering the benefits of an anti-ageing cream. It is available online at www.myequipe.com.

Price: ₹3,500 for 50ml



Fairness pack by Oshea Herbals →

The Oshea Glopure Fairness Face Pack is enriched with Licorice extract, Alovera and Papaya extracts. Collectively the ingredients enhance the skin tone and reduce the appearance of pigmentation, scars and tan. It also reduces the melanin production, which is the a cause of skin discolouration, and promotes healthy and glowing skin. It is available at leading beauty stores, and online, across the country.

Price: ₹195 for 120gm



Facewash by Astaberry →

The Neem & Aloe Face Wash promises to shield your skin from pimples and acne, while improving the skin tone. It claims to deeply cleanse the skin while removing excess oil and impurities from it. Moreover Cucumber, Lemon and Basil extracts in the face wash revitalise and make the skin look young and healthy. It is available at leading beauty stores, and online, across the country.

Price: ₹85 for 100ml



Anti-wrinkle concentrate by Kiehl's →

Kiehl's Powerful-Strength Line-Reducing Concentrate is formulated with a high concentration of 10.5% Pure Vitamin C (L-Ascorbic Acid) known for its affinity with skin and its powerful ability to improve the appearance of skin ageing. With continued use, this treatment has a significant and progressive effect on the marionette lines around the mouth and sub-orbital wrinkles in the eye area, as well as other facial lines and wrinkles. In addition, the skin shows a noticeable improvement in texture and radiance. It is available at signature stores across the country.

Price: ₹5,500



Pro-Collagen facial oil by Elemis →

The Elemis Pro-Collagen Marine Oil has been formulated with three seaweeds – Padina Pavonica, Golden Seaweed and Roaring Water, and are specifically chosen for their impressive marine-charged properties that support moisturisation and visibly reduce the appearance of fine lines and wrinkles. It is suitable for all skin types, and delivers plumping moisturisation and nourishing omegas, all in a luxurious, velvety yet lightweight, easily absorbed facial oil. It is available at Elle Spa & Salon in Delhi and Noida, Levo Spa & Salon in Gurgaon and Warren Tricomi Salon & Spa, Goa.

Price: ₹5,390 for 15ml





SPA FOCUS



Sublime Spa, Shoghi **Deep Seated Tradition**

Nestled atop a hill, the Sublime Spa at Aamod Shoghi in Himachal Pradesh provides a 270° panoramic view of the valley below. The spa has its roots in tradition that reflect in its pure rustic interiors and an array of traditional massages on its service menu

by **Aarti Kapur Singh**



Size of the spa: Approximately 1000 square feet

Time taken to complete construction: 2 months

Architect and Interior Designer: Tarangan Design Team

Number of treatment rooms: Two individual treatment rooms; one couple treatment room with Jacuzzi, additional areas for steam and sauna, and outdoor sitting areas.

About the spa: Set in tranquil surroundings in the land of lush greens and enchanting mountains, silent valleys and bubbling creeks, towering coniferous trees and the sweet scent of fruit, the location of the spa is idyllic. Sublime Spa at Aamod Shoghi is situated on the highest location within Aamod Shoghi. Its location, at the zenith of a mountain top is definitely its USP because it provides a 270° panoramic view of the valleys and hills surrounding the resort. The spa is divided into a reception, two single treatments rooms and one couple treatment room with a Jacuzzi; steam and shower in every treatment room, a Sauna room and outdoor areas to relax in.

About the services: Holidaying is about unwinding. And what better way to unwind than to succumb to an invigorating time at the spa. Sublime Spa at Aamod welcomes you to an experience that will reconnect your mind, body and spirit with nature and awaken your senses. The spa offers a holistic and earthy blend of relaxation, detoxifying, revitalising and beautifying therapies and treatments. Soak in the serenity of nature, while indulging in a luxurious array of specialised spa therapies. From Ayurveda to aromatherapy, from mud wraps to seaweed scrubs, the massages available at Aamod transform you instantly to a world called bliss. Care is also taken to customise therapies as per guest requirements. One can also choose from 30-minute express therapies to target specific body parts such as, head, neck shoulder, arms, legs, back and feet. The essence of the full body massage is 'Sparsh' or touch. So according to individual needs one can choose from Swedish, deep tissue, Balinese or Ayurveda, and the oils used for massages can be customised. The most popular is definitely the 'Divinely Deep Massage' that combines elements of various different massage techniques for a relaxing experience.

Taking cue from the goodness of nature, and to focus on fresh ingredients, the scrubs are also specific to seasons. So Mango Butter Scrub and Cucumber Scrub are popular in the summer months, and Coffee Scrub is great for winter. Pamper yourself in nature's embrace and embark on an adventure infused with delightful sensations to inspire and refresh you.

The open Jacuzzi overlooking the mountains is a must-experience and provides the perfect way to let the body soak in the goodness of ant therapy.

Address: Sublime Spa, Aamod Resorts at Shoghi, Village Shahlaghat, P.O. Kaithlghat, Tehsil Kandagha, Shimla, Himachal Pradesh 173215.

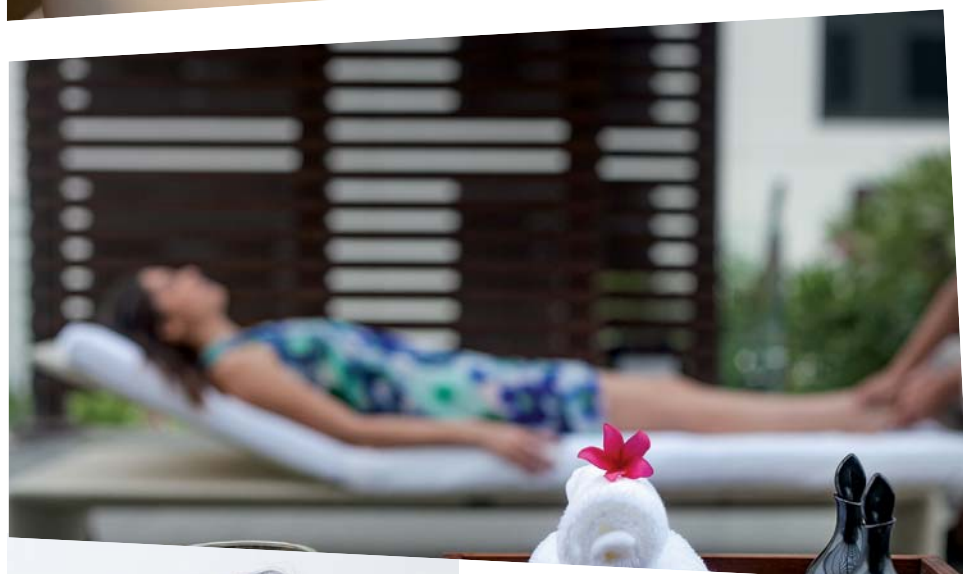
Contact details: 098731 59470

Website: www.aamodatshoghi.in



“At Aamod Resorts Shogi, we focus on the 'getaway' concept. This is translated in the branding, positioning, functioning and offerings at the Sublime Spa. Therefore, there is a simplistic approach to services. Having said that, the focus is on technique and how they add to the overall spa experience of the guests. The geographical location of the resort and then the location of the spa adds to it. We are proud to say that guests experience complete rejuvenation at the spa.”

– HARISH SHARMA,
General Manager, Aamod Resorts Shoghi



Director of Spa, Woo Wellness Spa & Salon, Pullman New Delhi Aerocity, Charu Lal shares her insights into the spa and wellness industry in India, USPs, future plans and more

Charu Lal Commissioning Client Engagement

Professional background

I have a decade of rich experience in spa and wellness. My career began in early 2007 with Jaypee Vasant Continental Hotel in Delhi where I was appointed as Spa Business Development Manager for Pevonia India. Later, I moved to Forest Essentials, (Mountain Valley Springs Pvt Ltd) in 2009 as the Senior Spa Manager. I worked with The Taj Mahal Hotel in Delhi for six years as Director of Spa. This breadth of experience has helped me maintain the world class hospitality and spa service standard.

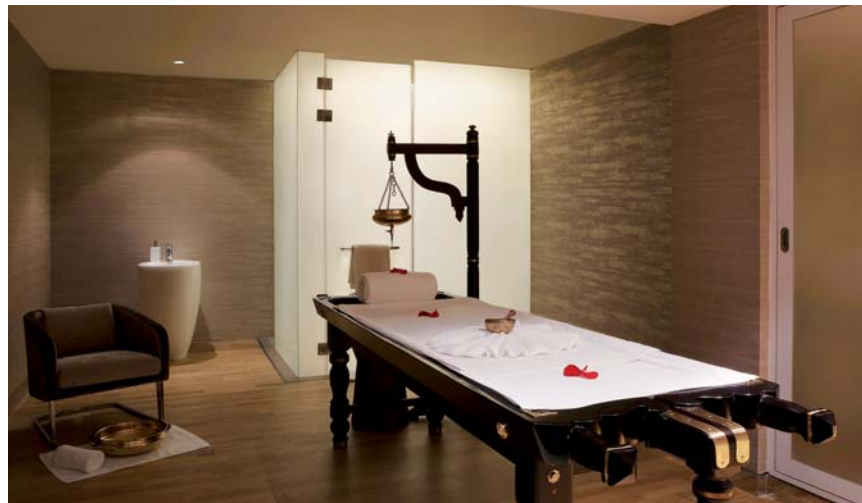
Inspiration to be a part of wellness

The spa and wellness industry offers plenty of international opportunities. This industry is awash with experienced professionals who want to share their knowledge and cultivate new talent. There is

scope for growth as a professional. I love my job and enjoy access to the services and products I promote. The work environment is clean, safe, and beautiful and it has the ability to truly impact the lives of those around you. I was immediately fascinated by products and ingredients and learned so much from that experience – from how to manage a team to how to make the customer's experience memorable and positive. The spa and beauty industry appeared daunting as it was exciting, but, I knew it was the industry for me.

View on the wellness industry in India

The urban salon market is small by international standards, but growing at a rapid pace. Indeed, the KPMG Wellness Sector report released in April this year predicted the size of India's beauty and wellness market to nearly double to ₹80,370 cr by



USPs of the spa

Our USPs lie in our professional services, great ambiance, warm and hospitable staff and a plethora of spa treatments to choose from.

Therapies offered

The popular therapies offered at our spa are, massage rituals, Ayurveda, body treatments, spa indulgences, facial rituals, hair rituals, hand and feet rituals, salon services, to name a few.

Client engagement programmes

As a team, we focus on one-on-one interaction with our clients by active listening, building trust and developing rapport. This leads to better communication. We also do a lot of promotional activities and client engagement programmes that help us to educate them on the importance of wellness. While we offer gym partnership and spa membership all through the year, aqua yoga and swimming classes are the highlights in the summer months. Additionally, we also indulge our guests in 'WOW' experiences where we extend exceptional pampering experiences for our guests.

Challenges faced

One of the major challenges encountered is the inadequacy of highly skilled professionals. We hire skilled therapists and further upskill them to bridge the knowledge gap.

Future plans

I believe the future of spa and wellness industry is very promising. I am looking forward to the opportunities to develop and imprint larger footprints for Woo Wellness Spa and Salon in the markets of Delhi NCR. 📍

2017-18 from ₹41,224 crore in 2012-13. The growing business has attracted private equity firms, large number of domestic entrants, and international players. Established players are pursuing revenue maximisation through product and service diversification, and are exploring new global and domestic markets. Franchise business model is emerging as a popular option for scaling up. Companies are actively seeking public and private equity investments to fuel their growth. While there is strong optimism about future growth prospects, recovery of investments may spread over a longer horizon than anticipated.

Staying ahead of competition

One needs to put in conscious effort to match the competition. I am blessed with excellent staff to take care of our guests. We treat our guest well which makes the repeat guest ratio very high. Also, we have affordable and competitive pricing. I believe in planning things so that we are able to render services in a better way. For instance, we have an annual calendar where yearly promotional activities are planned in advance. Not to forget, the space and décor of the entire spa is one of the best in Delhi to 'WOO' our guests to stay and visit us.

DELHI Euro Chroma Institute of Cosmetology



Established in the year 2016 and spread over 3,000 square feet, Euro Chroma Institute of Cosmetology (ECIC) is well equipped with digitalised classrooms and modern labs to develop the skills of their student. There is a host of skilled, internationally trained full-time faculty who emphasise on hands-on training with a flexible and module-based, industry-oriented curriculum specially designed for training linked to employability. It is the only institute in India to be supported by Kryolan, the professional make-up brand; and has other international brands like, Teotema and Oligodermie as their knowledge partners.

Commenting on the vision and USP of the academy, Nalin Verma, Co-founder and Director, ECIC, says, "The goal of ECIC is to provide quality education and training in the fields of professional make-up and cosmetology that enables students, amateurs and working professionals to become successful in a competitive industry at domestic and international levels. The faculty, in consultation with the global support partners, is dedicated to innovate and continuously raise the standard of ECIC's education programme to keep abreast of the latest international trends and techniques."

► Courses

The academy offers Award, Certificate and Diploma courses in make-up, beauty and skin care, spa and wellness, nail design, and hairdressing.

Make-up: Certificate in Professional Make-up is a six-weeks course that covers the principles of make-up, corrective make-up techniques, bride and groom makeover, and more. Diploma in Professional Make-up is also a six weeks course. It covers media make-up, HD and airbrush make-up, editorial and fashion make-up, and more.

Beauty and skin care: Certificate in Beauty Culture is a six weeks course that covers principles of skin care, basic facial techniques, essential beauty care, electrology facial techniques, hand and foot beauty care, and paraffin beauty treatment. Diploma in Beauty Culture is also a six weeks course, and covers skin care science, anti-ageing treatment, acne therapy, pigmentation treatment, and more.

Spa and wellness: Diploma in Western Spa Therapy is a four weeks course, and covers spa science, aroma spa therapy, and geo-thermal stone therapy. Diploma in Oriental Spa Therapy is also for four weeks course, and covers Indonesian spa therapy, Thai spa therapy, deep tissue spa therapy, and hand and foot spa therapy.

Nail design: Certificate in Nail Enhancement is a two weeks course, and covers gel nail sculpting, acrylic nail sculpting, and nail art and design. Diploma in Nail Enhancement is a seven day course, and covers lower and upper form acrylic extension, chrome nail design, airbrush nail design, and more.

► Certification and affiliation

Certification is provided by the institute, supported by Kryolan. It is also accredited with Vocational Training Charitable Trust, United Kingdom, and is aligned with its requirements.

► Eligibility criterion

Students, amateurs and working professionals can apply for the Certificate courses. Prior knowledge is mandatory for the Diploma courses.

Fee range

Award courses are from ₹10,000 to ₹30,000; Certificate courses from ₹30,000 to ₹1,00,000; and Diploma courses from ₹40,000 to ₹1,50,000.



Contact person: Nalin Verma, Co-founder and Director **Address:** 35 Link Road, Lajpat Nagar 3, New Delhi – 110024
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Kanika Kapoor

Fuss-free and Natural

Meet Kanika Kapoor, the woman with a golden voice who's songs have been hugely popular and remained on top of the charts for months on end. The girl with a peaches and cream complexion, shares with *Salon India* her hair and skin care regime



“Idea of beauty”

For me, beauty is being comfortable in your own skin, to be able to feel confident. In real life, there is no such word as ‘perfect’. True beauty comes from within and need not always show on a beautiful face. An ‘ideal’ beauty standard is not the universal truth, but a cultural and societal concept.

“Diet and fitness”

Fitness along with diet gives my skin a radiant feel. My metabolism is on point and I stay energised through the day. I do yoga and feel fresh every morning and my skin reflects it. Fitness and diet go hand in hand. If you are inactive, the lethargy shows on the face. Fitness is the first step to looking and feeling good.

“Hair care”

I travel a lot so I am exposed to harsh air and hard water all the time. To keep my hair healthy, I look out for spas, and experiment by making my own Ayurvedic hair packs using oil and vegetables. When I am home, I just wash my hair and let it air-dry. To make sure it stays healthy, I massage my scalp and hair thoroughly with a good oil, preferably coconut oil, at least twice a month. When I am rushing to work, I tend to put my hair into a hair tie and stay stress free about it. I google the latest hair trends and find the half bun to be quite interesting. The best food for hair is Amla, as it strengthens it, clears dandruff, and fights hair fall.

“Skin care”

On waking up, I drink a glass of hot water which has honey and lemon in it, as it helps in detoxifying the skin. Then I use the Valmont cleanser and toner. I change the products every two years. I also exfoliate my skin. I apply sunscreen to protect my skin against the sun and hide some small marks. I cannot do without my lip balm and wet wipes to protect my skin from the heat and dust.

“Make-up wise”

I am not a fan of make-up, however, on a daily basis, I use a concealer, kohl and a tint on my lips.

“Beauty icon”

My mother will always be my icon! She taught me to believe in my natural self without being dependent on products. 📌



QUIZ TIME

SCORE ON BEAUTY

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

1) unveiled the Couture Bridal Look of 2017 that brought together Indian designers and Indian and international make-up artists together.

- a) Alps Academy
- b) Kiko Milano
- c) Lakmé
- d) VLCC



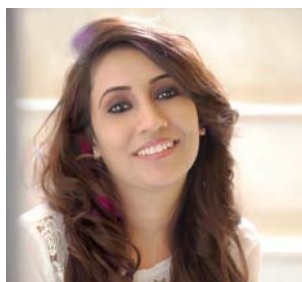
2) is the Founder of Alanna, a brand offering natural skin and hair care products at affordable prices.

- a) Rashi Bahel
- b) Dr Kiran Lohia
- c) Aditi Gupta
- d) Charu Lal



3), Director at Shadows n Blush in Kolkata, has made a mark in the make-up and hair industry

- a) Gauri Kapur
- b) Sohni Juneja
- c) Manpreet Sohal
- d) Deepti Mohinder



4) Lotus Beauty Carnival 2017 was held in, was attended by over 100 leading salons from India and Nepal.

- a) Paris, France
- b) Madrid, Spain
- c) Milan, Italy
- d) Budapest, Hungary



5) The winner of the National Award for the film *Nanak Shah Fakir* and the IIFA winner for *Haider*, both in 2015, is a make-up artist par excellence.

- a) Preetisheel Singh
- b) Nidhi Kaushal
- c) Anu Kaushik
- d) Zohrain Khaleeli



COFFEE BREAK

Send in your responses to:

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QUIZ TIME:

Enter the matching letter

- 1 _____
- 2 _____
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WIN! WIN!



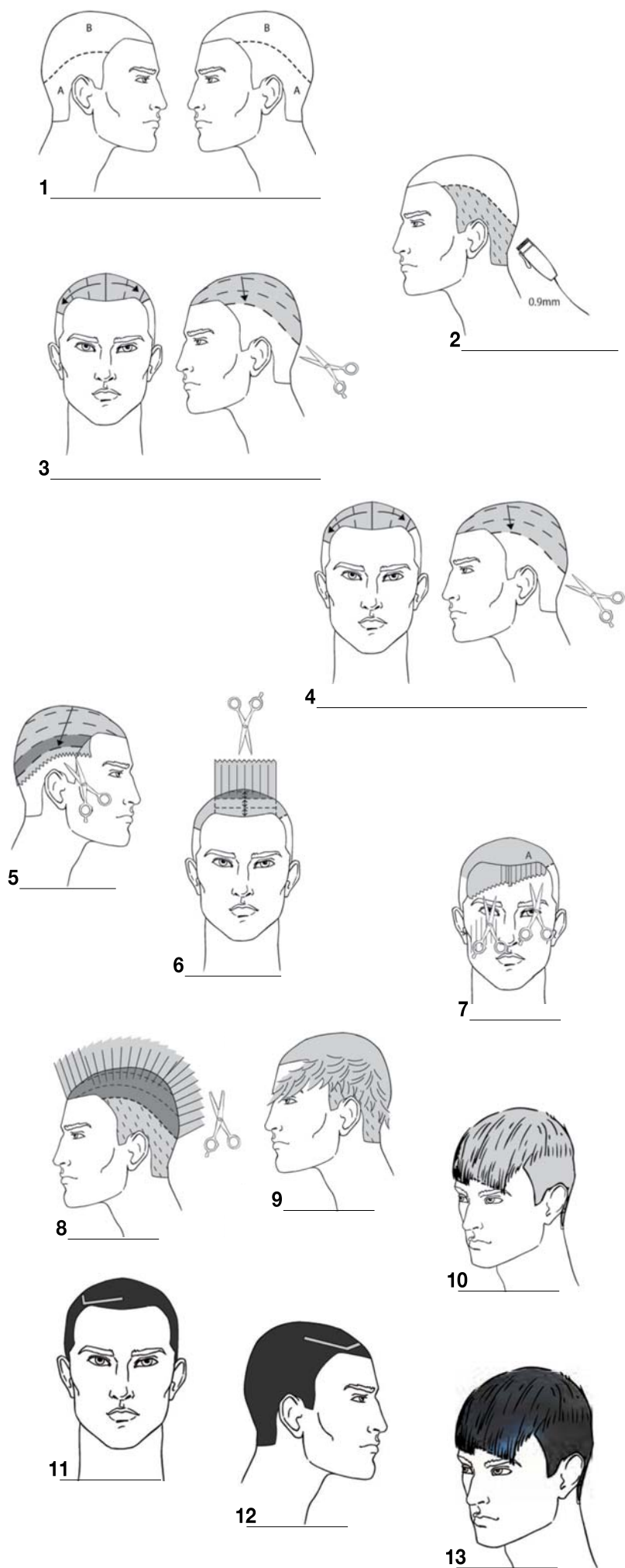
HURRY!

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

Send in your answers

NOW!!!

Kimmi



STEP 1:

Sectors A and B: Draw a line following the roundness of the head, starting 1 cm under the crown area on the left and reaching the tip of the right eyebrow passing 2 cm over the occipital bone.

STEP 2:

Sector A: Using the machine, cut the hair at 0.9 mm length with an exit movement on the partition line.

STEP 3:

Sector B: Draw a central line.

STEP 4:

While making partitions of about 1 cm, cut the left side in fixed guide taking for reference the length upon the partition line of sector A and keeping your fingers towards yourself.

STEP 5:

In the right sector, create a guide length cutting the hair 1 cm under the partition line of sector A and with a light diagonal towards the eye angle.

STEP 6:

Now, making partitions of about 1 cm, cut in fixed guide keeping your fingers towards yourself.

STEP 7:

Remove the surplus in the crown area making horizontal subdivisions and cutting in Point Cut and in perpendicular guide.

STEP 8:

After drying the hair, comb the front zone in natural fall and create a fringe with two different, winding perimeters cutting in Point Cut:

- From 1 cm under the crown line till inside the left eyebrow
- From 1 cm over the previous arrival point till the right eye angle.

STEP 9:

Repeat the steps of the cut in Dry Cutting and with the clogged scissors, lightening the volume from mid length till the tips.

STEP 10:

Define the hairline graphically on the left side.

COLOUR

STEP 11:

Separate a section at L shape of 1 cm thickness, between the right eyebrow and the right ear tip, remaining 1 cm over the front hairline and 1 cm over the crown line.

STEP 12:

Give the desired tone to the base and the root of the isolated section.

STEP 13:

Decolour till level 9 the isolated section and tonalize.

Hair: Italian Style Energy
Make-up: Silvia Dell'Orto



Paul Penders now in India

America's leading vegan beauty and personal care brand, Paul Penders has been launched in the Indian market. Paul Penders, founder of Paul Penders Botanicals spoke on the virtues of the brand, while Celebrity Make-up Artist Namrata Soni, imparted various organic beauty tips. The brand caters to women, men and children, and draws inspiration from Pender's grandmother's 22 herbal concoction, which is the base material for every product.

Said Paul Penders, CEO and Founder of Paul

Penders Botanicals, "The launch of Paul Penders is a great opportunity for beauty aficionados, and we have brought and will continue to bring a plethora of organic beauty products for various skin types. We hope for a great response in India since all the products are cruelty and chemical free."

Sargam Dhawan, CEO and Director, Paul Penders Botanicals India, "At Paul Penders, we are incredibly focused on the current beauty needs in the market. We feel equipped to deliver the best organic beauty products to our



L to R: Paul, Namrata Soni, Sargam Dhawan & Paul Penders

consumers. Through this venture, we aim to redefine vegan beauty standards in India, to better meet the

needs and lifestyle of our potential consumers."

WHAT: Make-up brand launch

WHEN: 22nd September

WHERE: The Claridges, Delhi

Inter Coiffure Mondial presents Hair Fashion Show



WHAT: Hair fashion show

WHEN: 6th August

WHERE: Cleopatra Spa Salon & Makeovers, Chandigarh

The city of Chandigarh witnessed the world of hair fashion and introduced hair trends and inspirational styles by Intercoiffure Mondial

for 2017-18. Industry veterans, such as, Richa Aggarwal, Owner, Cleopatra Spa Salon & Makeovers, Dr Blossom Kocchar, President, Intercoiffure Mondial

Indian Chapter, and Malika Gambir, Beauty Expert, Persona, teamed up to set a new benchmark of dreamy silhouettes in hair and unveiled new trends. The collection was about futuristic styles, a colourful palate of vivid shades, innovative cuts, wavy locks and streamlined hair-dos. Models adorned exquisite ensembles by Buzjay Fashion Studio and Patiala Couture.

Commenting on the occasion, Aggarwal said, "We are overwhelmed to offer a dazzling display of intricate styles, fascinating trends and best of hair craft today. These versatile looks resonate with young women, who are fashion forward-thinking and independent."

Dr Kocchar said, "New trends by Intercoiffure Mondial celebrate the joy and happiness of life and are surely going to catch your fancy. With fresh trends, we endeavour to ensure that hairstyles enhance your mood and inspire. The preview had a hair trend forecast revealing vivid silhouettes of happiness in terms of fashion." Gambir said, "I feel privileged to be part of this glamorous event. Today, we have teamed up to present most exquisite and captivating trends of hair designs in tune with fascinating makeovers. In the future, too, we plan to introduce many such trends with global appeal that will set a benchmark."

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Biotop Professional at a meet



The first ever Brands and Bloggers Meet (BNB) was a fashion, lifestyle and hospitality event, which saw the participation of 15 brands in the presence of 15 popular and influential fashion and lifestyle bloggers from Delhi and Jaipur. The hair care brand, Biotop Professional sponsored hampers for the bloggers. Tangerine, the Jaipur-based boutique salon is on a mission to create 'hybrid hair', to strike a balance and uses natural resources to withstand the chemical processing and the rigors of daily styling. Their goal is to turn stylists and salons into empowered ambassadors and work together to build a salon exclusive brand.

All Biotop Professional products are Sodium Chloride, paraben and SLS free, and are manufactured using lab purified water and locally sourced ingredients. They are not tested on animals, gently fragranced and do not have any of the 27 allergens listed by the UN.

WHAT:
Beauty event

WHEN:
10th September

WHERE:
The Grand Uniara, Jaipur



Sports Massage Therapy At the Imperial Spa

Meel Cash, Founder, London School of Sports Massage, was at The Imperial Spa recently. During the course of his stay, he conducted a five-day training programme on Sports Massage Therapy for a group of eighth experienced therapists/students of The Imperial Spa. The spa now offers Fitness Massages for resident guests. The therapists have been trained in fitness/ sports massage to understand and apply pressure and pain as per their physical issues.

Elaborated Cash, "Sports Massages also addresses lifestyle issues of posture, back and neck pain. When we sit for long hours, our



abdominal muscles are used inefficiently which leads to tightening of back muscles and eventually back pain. Massage helps in evading the symptoms, but along with that, posture and lifestyle changes are also a must, which includes reducing weight and increasing mobility. Even for neck pain, Sports Massages tear the

symptoms and relieve the unpleasant tension, and offer relief. It addresses all sorts of medical conditions including Arthritis."

Sports Massage is a preventive therapy and is applicable for all – from an athlete to a not-so-active individual. Said Cash, "All the massage moves in this deep tissue therapy are based on Taichi –

credited as effective treatment for relieving pain and uses energy, rather than force. We, as sports massage specialists, are practitioners, and also do psychotherapy to understand the issues of the patient, and assist in the recovery of the affected muscle, symptomatically."

WHAT:
New therapy introduced

WHEN:
20th September

WHERE:
The Imperial Hotel, Delhi



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