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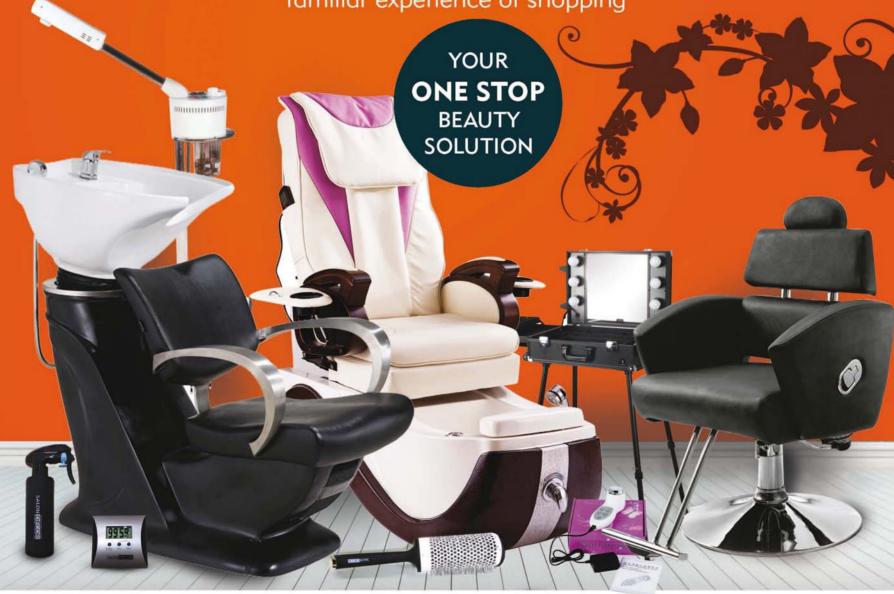
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For subscriptions: subscription@imagesgroup.in For feedback/editorial queries: letter2editor@imagesgroup.in The beauty and wellness industry of India is estimated to touch ₹80,000 cr in 2018. But did you know that the last guarter of the year is said to be the most promising for revenue generation, as festivals and the bridal season set the cash registers ringing? With this thought as a backdrop, we speak to the topmost brands who have shared their classic marketing strategies which have proved to be successful for their businesses. Wella Professionals, Dermalogica, Chi, The Spa, Kama Ayurveda, amongst others, launch special products and services in order to draw more clients in this season, as almost 35 to 45 per cent of their annual targets are achieved in this season.

In the Hair section, we interview international celebrity colourist and educator at Alfaparf Milano, Marijana Svetec, who owns a salon in Croatia. She shares with us her academic interests in the line of hairdressing, the mentors she is grateful to and her plans for the future. We also feature Kate Earl, who was assisted by the Francesco Group Church Lane Team, for the compilation of the Pagan Collection. Earl, a university graduate, began her career in hairdressing when she decided to take a different journey in life. She wanted to use her creative vision and found hairdressing to be a great partner to use her skills.

We present to you a breakdown of the looks, techniques and products used. On the homefront, we meet Mallika Pirani and Mamtaa Joshi who have their own salons and are successful entrepreneurs in their own right. So inspired are they by their craft that they have both decided to launch their own platforms to encourage the youth of the country to study, perform and excel in the field of hairdressing.

In the Beauty section, we meet up with Adrain Jacobs, who after a short stint as a cabin attendant, became a self-taught make-up artist. With A-listers on his client list, Jacobs aspires to launch his own make-up academy in the near future. He shares with us his initiation in the make-up business, views on the importance of education, and more. We interview Ajay Ghooli, Managing Director of Kaunis Marketing, who has introduced brands such as Malu Wilz and BeYu in India.

In the Spa section, we feature Explore Spa nestled in Le Méridien in Mahabaleshwar. It is inspired by the expansive sanctuaries of the Victorian era. A sprawling property drenched in the colour white, which further adds to a sense of space and serenity; Archana Dinager Pillai, the Spa Head at Aura Spa in The Park Hotel Hyderabad, shares her insights into the spa and wellness industry in India, USPs, future plans, and more.

All this and lots more in this issue. Happy reading, liking and sharing on FB, Twitter and Insta!



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Hair: Hair by Crazy Color Photographer: Tony Le-Britton Make-up: PJ Maxwell

Content

Francesco Group Crurch Lane Presents
The Pullan Colection

We shall be shal

- 12 Snippets Latest news and updates of the beauty and hair industry
- 14 New openings Salons and spas across the country
- **Main interview** International Technical Educator for Europe, Middle East and Asia at Alfaparf Milano, Marijana Svetec is translating her expertise to provide a platform for aspiring hairstylists globally. Svetec never leaves an opportunity to learn and aspires to progress within the Alfaparf team
- **Role model** Mallika Pirani, Creative Director, Vannilla Salon, is a talented L'Oréal Professionnel ID Artist who calls the shots at her salon. In the future, she aspires to provide a platform to inspire hairdressers pan India
- **Success story** Mamtaa Joshi, Co-founder and CEO at Orange Tree Salon Mumbai, is inspired to achieve operational excellence by propelling client-centric services at her salon. Joshi shares her insights into successful salon management
- 32-43 In focus The beauty and wellness industry of India is estimated to touch ₹80,000 cr in 2018, and it is the last quarter of the year that is pegged at being the most promising for revenue generation, as festivals and the bridal season set the cash registers ringing! We speak to the topmost brands to who have shared their marketing strategies which when implemented have proven to spell success for their businesses
 - **Influencer** Delhi-based fashion designer, Swatee Singh is at the forefront of global fashion trends. The designs from her eponymous label are synonymous with excellent craftsmanship
- **Beauty** Celebrity make-up artist, Adrian Jacobs, worked hard and found his calling in make-up. A self-taught professional, Jacobs aspires to launch his own make-up academy in the near future; Ajay Ghooli, Managing Director, Kaunis Marketing, shares his views on introducing Malu Wilz, the German skin care brand to India; Dr Rajeshwar K Talwar, Cosmetologist, shares his views on Tribeam Premium, the aesthetic procedure used for tattoo removal; Product launches in skin care and make-up
- **Spa focus** Inpsired by the expansive sanctuaries of the Victorian era, Explore Spa nestled in Le Méridien in Mahabaleshwar, is a sprawling property drenched in the colour white, which further adds to a sense of space and serenity; Spa Head, Aura Spa, The Park Hotel Hyderabad, Archana Dinager Pillai shares her insights into the spa and wellness industry in India, USPs, future plans, and more
 - **Celeb style** The unrivalled 'Badshah' of Bollywood, Shahrukh Khan has an effortless sense of style, and yet, he does not believe he is suave. He shares his grooming and style secrets
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/// NATIONAL ///



/// RB expands the reach of flagship Dettol Harpic Banega Swachh India campaign ///

Reckitt Benckiser announced an expansion of its flagship Dettol Harpic Banega Swachh India Campaign by adding another layer of intervention to address the issue of water and air pollution. In keeping with the tradition of enhancing and expanding its initiatives around hygiene and sanitation, this year's BSI initiatives will focus on Swachh Zameen, Swachh Hawa aur Swachh Pani. RB is adding a new layer to the BSI initiative with 'Mere10Guz' - a drive to keep 10 yards around one man clean and unpolluted. Commenting on the same, Nitish Kapoor, Managing Director, RB India said, "Banega Swachh India has been creating awareness and driving behaviour change for the last three years. The programme has been able to create a positive impact with the school curriculum reaching 4.5million children and the community and partnerships making 200 villages ODF. This year we aim to educate everyone that not only land, but also the water and air are our responsibility. Air and water pollution are immediate concerns and need to be nipped in the bud."

/// Beauty & Wellness Sector Skill Council organises job fair ///

Beauty & Wellness Sector Skill Council organised an exclusive job fair for the beauty and wellness professionals where trained and certified beauty professionals, hairstylists, make-up artists. spa therapists, and more, participated. It was inaugurated by Vandana Luthra, Chairperson, Sector Skill Council in the presence of Anand Mohan Jha from NSDC, Sougata Roy Chaudhary from CII and veterans like Dr Blossom Kochhar, Gurpreet Seble, Sangita Chauhan, to name a few. There were 30 employers from the beauty and wellness industry and 2000 candidates out of which 700 were shortlisted. Sharing her views, Luthra, said, "It is our earnest endeavour to ensure skilling our young and deserving talent, and this job fair is just the perfect culmination of our efforts. I am so happy to see the industry



rally together to provide ample employment opportunities to the youth. The Beauty & Wellness Sector Skill Council aims to make this first of its kind job fair the right platform to match talent to demand. With the success of this event, we hope to increase the frequency of these fairs to help in placements of our pass-outs."

/// Shahnaz Husain crowns winners at Mrs India UK 2017 pageant ///

Shahnaz Husain was the Guest of Honour at the first-ever Mrs India UK 2017 Beauty Pageant which was held at London Marriott, Regents Park, recently. HE Dinesh Patnaik, Deputy High Commissioner of India was the Chief Guest. The Mrs India Beauty Pageant aims to motivate married Indian women and celebrate their talents. It is a journey of inspiring Indian women all over the world to embrace themselves, their beauty and their values. Husain crowned Prad Punekar, as



the winner of Mrs India UK, and Priyanka Kanvinde, as Mrs India UK Universe. Speaking on the occasion. Husain said that she had followed her dreams and made her own destiny by selling India's ancient civilisation in a jar to the western world. Motivating the contestants, she added, "You can make your own destiny. You can be what you wish yourself to be."

/// O2 Skills bags recognition by Ministry of Rural Development ///

O2 Skills, an initiative by O2 Spa, was recognised as one of the five most successful Project Implementation Agencies (PIA) under its flagship skill development programmes by the Ministry of Rural Development. Speaking on the occasion, Swetha Arikatla, Director, O2 Skills said, "We are immensely thrilled with this recognition that has come our way. O2 Skills was primarily conceptualised to help meet the shortage of quality and skilled manpower in the spa and hospitality industry and also to create career opportunities for those with scope but without an outlet. Our goal is to encourage the youth across India in

understanding there are ample opportunities for them apart from daily wage work."



/// L'Oréal partners with Carbios for bio-recycling of plastic ///

Cosmetics giant, L'Oréal joins hands with Carbios, a pioneer in the bioplasturgy field, to found a consortium for bio-recycling of plastic on industrial scale. Companies from other sectors will be able to join the consortium in an effor to reduce plastic waste from the environment. Carbios has developed an innovative enzymatic bio-recycling process for plastics that breaks down polymers to the basic components - monomers, which can be recycled to produce new plastic without a costly recycling process, L'Oréal, along with other manufacturers in the consortium, will be the first to benefit from Carbios innovation and will be first in line to receive the first available units. While designing its new packaking, L'Oréal will use the bio-plastic and promote other companies and industries to follow suit. Sharing his views on this, Philippe Thuvien, Packaging & Development VP at L'Oréal states, "It is a wonderful opportunity to protect the environment, and this consortium will also help boost the circular economy."



/// Unilever to invest in Beauty Bakerie ///

Unilever Ventures announced \$3 million round of investment for the purchase of US-based make-up brand, Beauty bakerie. Founded in 2011 by Cashmere Nicole, Beauty Bakerie describes its cosmetics as 'cruelty-free' and inspired by world confectionery. The products are a hit among millennials and has over 400,000 followers on Instagram. The brand's cosmetics are sold in over 100 countries including the US, Canada, the U.K. and Brazil. Nicole said. Commenting on the occasion, Anna Ohlsson-Baskerville, Director at Unilever Ventures, said, "We have been impressed by Beauty Bakerie's e-commerce-led model and consistent digital growth as well as the strong engagement of the brand's millennial consumer base." Further adding to this, Nicole said, "Capital was not a necessity at this time, but we want to accelerate Beauty Bakerie's growth trajectory in a meaningful way. The cash will fund marketing efforts, inventory management, and other needs."



/// Moroccanoil appoints Jue Wong as the new CEO ///

The global leader of argan-oil infused hair care, Moroccanoil has appointed Jue Wong as the brand's Chief Executive Office. Wong will spearhead research and innovation within the brand and drive increased sales to the professional salon channel to pave the way for a diverse omni-channel consumer experience. Sharing her views on this association, Wong, says, "Moroccanoil is trailblazing the beauty industry through argan oil-infused innovation, and I am thrilled to come on board at such an exciting time in the evolution of this iconic brand. I am looking forward to implementing the next phase of our multi-pronged growth strategy through innovation, multi-media digital advancement and a creative omnichannel approach." Further adding to it, Carmen Tal, Co-founder, Moroccanoil says, "It is an honor and privilege to welcome Jue Wong to the Moroccanoil family. The timing could not be better for the brand to embrace new leadership as we gear up to celebrate 10 years of oil-infused innovation in 2018. Her unrivaled expertise in market expansion coupled with her passion for innovation makes her the perfect match in taking Moroccanoil to the next level as a complete lifestyle beauty brand.



/// Patrick Cameron presented with Legend Award ///

International hair maestro, Patrick Cameron was felicitated with the Legend Award at the Alternative Hair Show in Salon International, London. Cameron was invitied to present some of the awards by the Alternative Hair Show founder, Tony Rizzo, and was called onto the stage where industry icon, Robert Lobetta presented him the award. Following in the footsteps of Vidal Sassoon, Annie Humphreys, Robert Lobetta and Klaus Peter Ochs, Cameron has now joined the unique club of industry legends. The Legend Award highlights the respect Cameron commands the world over for his innovative and imaginative hair work. Sharing his thoughts, Cameron says, "I feel very grateful to have been chosen to receive this incredible award. I love what I do and I love to give back to our wonderful industry, to be acknowledged for this makes me feel very humbled and truly honored." Later at Salon International, Cameron presented the International Trend Vision Final for Wella in the Salon Live Auditorium, where he also launched his new collection called 'Easy Classics'.



Architectural Concepts

Manemaniac Hair Studio / Mumbai

The Manemaniac Hair Studio was launched by the celebrity hairstylist duo Amit Thakur and Amit Yashwant, and boasts of exclusive hair only services including cut, colour, styling, chemical treatments and post service consultation. Built on a quaint studio concept, the salon has a cosy feel with its minimalist and urban interiors. The all-white décor, with hints of grey and a red brick wall, adds the right amount of quirk to the space. The flooring and the workstation wall in grey concrete balances the colour tone and the black and white collection of frames with pictures of both the stylists' film





and editorial work, add character. The team of professionals headed by Thakur and Yashwant ensure 100 per cent client centric services.

Sharing their views, Thakur and Yashwant say, "This studio is our collaborative setup and is more like a creative space where we experiment with looks. We wanted to translate our knowledge gained from Bollywood styling to the in-salon clients. All our services and looks are much in demand with the millennials and the interiors of the studio are in sync. We are working on building our brand image and want to carve a niche as an exclusive hair studio."

Colour combination: White and grey along with a red brick wall

Products used:

Nashi, Bedhead by TIGI, Schwarzkopf Professional, Kérastase. Bumble and Bumble, L'Oréal Professionnel for

Lighting: White and yellow LED lights

Flooring: Grey concrete flooring

Architect: The White Art



Co-founders Amit Thakur and Amit Yashwant

<u>Contact person:</u> Vikram Jahangirdar, Senior Stylist

Address:

Manemaniac Hair Studio, Khar Link Road, Mumbai -400052

Phone: +919967067603

amityadav9124@gmail.com

Smashbox Cosmetics / Mumbai

David Factor, Founder, Smashbox Cosmetics

2nd floor, Palladium Mall Pedestrian Walkway, Lower Parel, Mumbai, Maharashtra 400013

Phone: 022-4970 4020

combination: Black and white with bright red and pink art panels

Products used:

Lipsticks, primers, foundations, highlighters, eye shadow palettes, contouring palettes, and more

Lighting: White and yellow LED lights

Flooring: White tiles

Architect: Not disclosed



Energetic, trendy, creative and colour obsessed, Smashbox Cosmetics represents the true essence of India. A cool, new playground for digitally savvy millennials, beauty pros, it features state-of-the-art studio lighting, a custom designed flat lay table with fun, interactive props for the consumer and her friends to snap and share their beauty experience. The store is equipped with a lip bar, product discovery area with digital screens that streams tips

and tricks from the Smashbox photo studio, make-up stations and custom-designed flat lay tables.

Sharing his views on the brand's USP, David Factor, Founder, Smashbox Cosmetics, says, "Everything grows out of the studio. It is the nucleus of our creativity and energy. Our mission was to develop make-up that is photo-finish inspired, solves problems, looks flawless in every kind of light, and feels great to wear every day." §

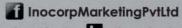


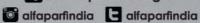
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SMOOTH YOUR WAY













Marijana Svetec Roots in Passion

International Technical Educator for Europe, Middle East and Asia for Alfaparf Milano, Marijana Svetec is translating her expertise to provide a platform for aspiring hairstylists globally. Wearing multiple hats as an educator and salon owner, Svetec never leaves an opportunity to learn and aspires to progress within the Alfaparf team

by Shivpriya Bajpai



My philosophy

I have become a hairstylist mainly to make people around me look more attractive and beautiful. It is also a part of the fashion industry that interests me in a wider spectrum. Hair has always been the centre of my attention, and when I was choosing my profession, it was the only option I had wished for.

Courses undertaken

I attended seminars in Italy and London by Vidal Sassoon, Mazella & Palmer, Saco, Alternative Hair Show, Mahogany, to name a few. But, I am proud to work with our stylists Mimmo Lasera, Francesco Arancio and Ramiro Mata.

Mentor

In the beginning of my career, I competed in a hairdressing competition in Croatia, where I was noticed by Luka, a top stylist, who gave me a platform to hone my skills. While working with him and his team I learnt a lot and that learning was my base.

Challenges faced

After working for four years in Croatia, I wanted to take my passion to a different dimension and so, launched my own salon. There were initial challenges, but everything inspires and encourages me to take risks and give the best of my abilities. It has been 15 years since its inception and my salon has been running successfully.



Association with Alfaparf Milano

I started my collaboration with Alfaparf Milano in 2009, initially as a technical consultant in Croatia, my country, and later in Europe and Middle East. At present, I am the International Technical Educator with Alfaparf Milano for Europe, Middle East and Asia. Through the segments of education, I present different levels of seminars and cooperate with over 30 countries. As a colourist, I have participated in different Alfaparf events and projects. By cooperating with our best stylists, we have found solutions to the collections that we represent. I am honored to have the opportunity to judge and participate in international projects and competitions under Alfaparf's leadership.

Hair education in India

I visited Mumbai for the first time this year with 10 technicians who are responsible for each region. The belief of Inocorp Marketing Private Limited that the secret to success in the market lies in education, is in sync with our mission at Alfaparf, and to back this ideology, there is a strong team of technicians, too.

Forte as a renowned stylist

My strength lies in my unwavering will and focus to achieve my goals. My passion and creativity give a special signature to my work. Lastly, the support of my family helps me to strike the work life balance, which is responsible for my evolution.

Dominant metallic colours, crazy colours from vibrate hues to pastel tones are to be looked forward to in this season. The all-new range of Pigments from Alfaparf Milano helps you to get there. Healthy and nourished hair never goes out of fashion. And to keep your hair in good shape, we have a wide range of shampoos, conditioners, masks, and more.



Advice to new-comers

You are entering the world of fashion without borders. In every moment you can find inspiration. So never give up! And, not to forget, with hard work you can achieve a lot.

Views on the Indian hairdressing industry

The hairdressing industry is constantly changing in India, thanks to the available virtual content. The idea of beauty in both men and women is evolving. The team led by Vivek Jain, Head Brands and Vice President, Inocorp Marketing Private Limited, along with Alfaparf Milano, is on the right path. Also, we have a platform for hairstvlists across Asia, namely, Alfaparf Milano Fantastic Hairdresser Awards Asia, which is a stepping stone for all the lovers of this industry.

Future plans

We are working towards contributing the best result for the brand by strengthening the education system. The brand Alfaparf Milano stands for educating our clients and upgrading our knowledge. Exceptional results and new plans learnt from our mentors will help us achieve top results. My plans are related to being an intrinsic part of numerous education and advanced training programmes. I have chosen this path to accomplish all that I have, and now I wish to prosper in the same. §

Range of Professional Serums by MATRIX

For Nourished and Lustrous Hair

This festive season, MATRIX presents a range of serums to help girls-on-the-go to look and feel their gorgeous best. Be it long luscious locks or a cute bob; bring in the festivities with perfectly healthy and styled hair

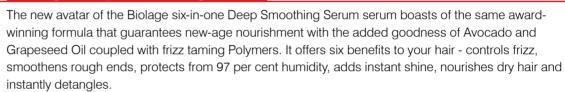
he festive season brings with it a busy social calendar filled with excuses to rock that hair and make-up. Given the number of social outings lined up this season, a proper hair care routine is a must to keep those locks lustrous and healthy. MATRIX, the world's leading American professional

brand, has got solutions for all the girls on-the-go with their range of miracle serums which work wonders for instant care and styling!

The current range of smoothing serums on offer include, Biolage Deep Smoothing Serum, Opti.care Smooth Straight Serum, Opti. black Dazzling Shine Serum, Biolage Advanced Scalppure Serum.

RANGE OF SERUMS BY MATRIX

Biolage Deep Smoothing Serum



Usage: Work a small amount of product in hand and apply evenly through damp hair. Blow dry or style as desired. The serum can be reapplied throughout the day for added shine and frizz control.

Price: It is available in 100ml and priced at ₹295.

Biolage Advanced Scalppure Serum

As winter approaches, dry scalps are no longer a cause of concern with the Biolage Advanced Scalppure Serum - first multi-correcting scalp leave-in serum, powered with ingredients that help reduce excess sebum and instantly soothes and hydrates the scalp.

Application: Take a small amount of the specially created scalp serum and apply gently to your scalp to remove dryness.

Price: It is priced at ₹460.

Opti.care Smooth Straight Serum

Perfect for taming errant flyaways, the Opti.care Smooth Straight serum works wonders on chemically straightened and smoothened hair. The Shea Butter infused formulation gives the hair a straight, shiny appearance without weighing it down, thanks to its non-greasy and light texture.

Application: Use a small amount on damp chemically straightened hair, especially at the tips for a soft, smooth and shiny result.

Price: It is available in 100ml and priced at ₹445.

Opti.black Dazzling Shine Serum

The Opti.black Professional Shine Enhance Serum is the one stop solution for all types of dark coloured hair vying for a dazzling shine while protecting its colour from the harsh sun for up to 24 washes when used with its shampoo and conditioner.

Application: Use a small amount on damp hair for smooth, soft and shiny hair. Price: ₹445.







MATRIX

opti.care





Arpit Jain, Founder of Auraine Botanicals, has launched GKhair, the leading professional hair care brand, in India. He shares his views on the product portfolio, marketing strategies, and more

GKhair Set to Make a Mark

When and how did GKhair come into being? What was the inspiration behind introducing it to India?

Gkhair was started in 2007 with a vision to revolutionise the traditional hair smoothing treatments. The founding team did a lot of R&D to create a breakthrough technology and patented ingredients, such as Juvexin, which transformed the hair by making it smoothe, strong, healthy, and manageable. The brand received a lot of attention and positive reviews from salons and consumers worldwide. I started gathering more information about the brand, and finally decided to partner with GKhair for distributing and marketing the products in India, as we at Auraine Botanicals work tirelessly to create and

distribute the best, innovative, high quality products to our clients and salon partners, and help the grooming aspirations of millions of men and women in the country.

What is the USP of the brand?

GKhair is the first and only company to harness the beauty benefits of Juvexin. It is a special blend of proteins and peptides that are enhanced specifically to protect and restore the hair back to its youthful state. Hair Taming replenishes the natural Keratin back to the hair, by filling the damaged parts with Keratin proteins, and then sealing the topmost layer of the hair by forming a protective covering against environmental damage. **GKhair Hair Taming System**

(Keratin) is available exclusively at select salons in India.

What is the product portfolio?

Our signature product line is the Juvexin infused Hair Taming system, also called as Keratin Treatments. It is used and recommended by salons in over 80 countries.

We have introduced the latest products from GKhair such as, a range of Keratin-based shampoos and conditioners, from balancing, colour protection and UV protection; leave-in sprays; dry shampoos, and the Argan oil serum. In addition, our product portfolio is proudly represented by the industry's most respected hair stylists and educators.

How many SKUs are there?

Presently, we have introduced 15 high end home care products. Also, we have our best selling and professional products, such as The Best and Resistant Hair Taming system which are for salon use only.

What are the marketing strategies adopted?

GKhair is a marketer and global distributor of the most advanced professional hair care products. In India, we have tied up with premium salons.

How does the brand stay ahead of competition?

Competition has now become part of a long-term marketing strategy, with social media playing a huge part in driving awareness and engagement. Our R&D team is working overtime to develop new formulations and continues to add innovative new products in the portfolio, as we understand the fast-changing consumer needs and interests of our salon partners. We are aggressive in adopting new age marketing strategies which motivate our clients and keep them

connected to the brand. It is important to differentiate your product with others, like we have Juvexin and UV protection products that no other brand in India has so far introduced.

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

Initially, the biggest challenge was the stock management and logistics since all the products are manufactured in US and imported into the country. However, now with our efficient stock forecasting mechanism and country wide distributor network, we are able to serve our clients within 24 hours of their order requirement.

What are your views on the hair care market of India?

The hair care industry posted growth of 8 per cent in 2016, with sales reaching Rs192.8 billion. In recent years, the focus of the people has increased in beauty and grooming. Now the clients are more aware of the harmful effects of chemicals, and are willing to spend more on products that they perceive to be made of natural or herbal ingredients. Earlier people did not experiment much with their hair and nor did they try out new products. In recent years, so many technologies have been introduced, such as, nanotechnology, bio-technology and others, which were unheard of earlier, but are now being used by premium brands across the world. At present, the hair care industry is booming.

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

We are working round the clock to emerge as the hair care brand that caters to the client's needs. Besides topping the business charts, we would appreciate our customers and employers, to feel privileged in being associated with us. §

Série Expert Inforcer by L'oréal Professionnel

Bid Adieu to Hair Breakage



Inforcer – the new Série Expert innovative line

Strong and healthy hair is on everyone's wish list, but in our quest for beauty, we end up sacrificing and damaging our tresses. Strong use of chemicals, heat, and no protection against external pollutants can cause havoc to our mane. Dry and damaged hair is weak and tends to break easily leaving hair looking unhealthy and frizzy and eventually, hair fall ensues.

To address these ever-growing hair concerns, L'Oréal Professionnel has launched the Série Expert Inforcer – an all new innovative line dedicated to antibreakage treatment. Hair strengthening ingredients such as Biotin and Vitamin B6 present in this range are known to work on 100 enzymes while stimulating production of Fatty Acids and synthesis of Vitamins that ensure stronger and healthier hair follicles.

New bespoke in-salon treatments with Powermix

Created to bring out the beauty in every woman's hair and offer personalised hair care solution, L'Oréal Professionnel has reimagined its iconic range of hair care – Série Expert. The innovative range offers ideal solutions for every hair care need with the revolutionary Powermix – the first ever bespoke professional masque, freshly mixed for you at the salon to provide instant restoration of hair health. The Powermix Inforcer Anti-breakage Treatment is specially designed solution for fragile hair. This treatment strengthens hair fiber and promises easier detangling with greater shine and conditioning.

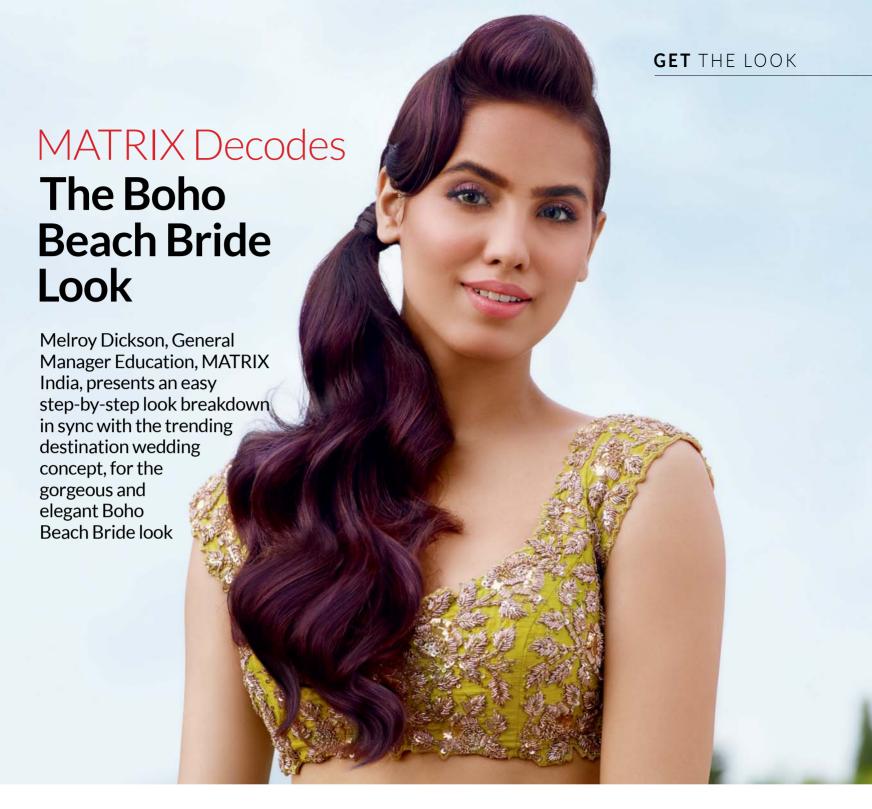
Powermix Force

The active ingredients in this freshly created Powermix play an effective role in hair growth and stimulate the production of components that ensure good hair quality. Hair feels more resistant and stronger.

Extend the anti-breakage care at home with the Série Expert Inforcer range

L'Oréal Professionnel has once again innovated to create a revolutionary hair care product that works on your hair to make it stronger and healthier than before. The Série Expert - Inforcer has been crafted to combat the weakness and damage caused to the hair follicle. Formulated with 'active ingredients', the Inforcer Anti-Breakage Shampoo is infused with Vitamin B6 and Biotin, for instant reduction of breakage. Hair feels more resistant and stronger with continued use. Inforcer Anti-breakage Masque helps in intense conditioning of the mane.

The at-home hair care range for damaged hair is available at select salons and comprises of Shampoo, and Masque



s the concept of destination weddings is becoming an increasingly popular trend in India, so is the bride's emphasis on adorning a look that blends perfectly with her beautiful surroundings. 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 their personality. Brides-to-be aspire to look their radiant best on their big day, and hair colour being the new makeup, adds to their overall appearance.

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.

THE LOOK

The Boho Beach Bride

Serene one moment, energetic the next, the beach is the perfect setting for the Boho Beach Bride. She is free spirited and playful, enjoying and cherishing each moment in life. Inspired by the beach, this look celebrates the woman who is limitless and unrestrained. The look has been created using the wine palette of hues. This bold palette's interplay with LightMaster brings out the best of our bride to-be. The hair style allows the bride to enjoy with her loved ones

unabashedly. It is stylish, easy to carry and makes you look amazing!

Hairstyle: The Textured Down-do.

Color palette: Wine.

Color technique used: A mix of Strobing and Balayage.

Cut: Long layers for texture.

STEPS:

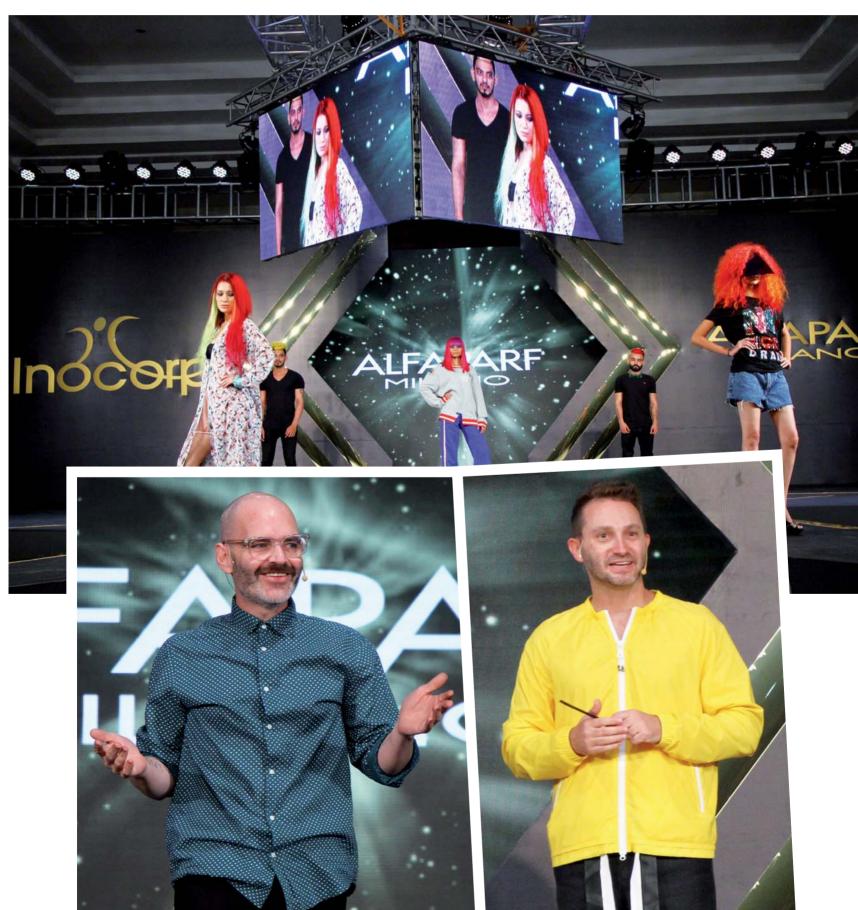
- ▶ Apply Style Link Volume Builder evenly on towel dried hair.
- ▶ Blow dry and then curl your hair with a tonging iron section by section.
- ▶ Brush all the hair into a side ponytail, maintaining the curls for movement and texture.

Products used: This look has been created using MATRIX's flagship colour brand - SoColor's Wine Palette - #6.28, LightMaster and Style Link Style Fixer Hair Spray.

FHAA 2017

Immaculate Line Up of Experts

Inocorp Marketing Private Limited brought to India Alfaparf Milano in 2012. The brand has since then been taking giant strides in the market, and added a feather in their cap by successfully hosting the Fantastic Hairdresser Awards Asia 2017 in Mumbai on 13th September, 2017. The enviable line up of experts, who showcased their skills on the stage, was as awe-inspiring as it was immaculate







nocorp Marketing Private Limited brought to India Alfaparf Milano in 2012. The brand has since then been making its place in the market and was officially launched in 2016. Within a span of one year, Inocorp Marketing was successful in hosting the FHAA 2017 to Mumbai. With international experts, a glimpse into the product launches of 2018 as well as the Indian team of the brand, FHAA 2017 became an evening to cherish.

FHAA is a platform driven with enthusiasm and is a beauty mission to reward the creativity of passionate hairdressers. Alfaparf Milano wanted to give back to the society and so curated FHAA. Every year the brand brings a few of its renowned international experts to showcase their talent at this platform. This year India was enthralled by experts, namely, Ruslan Tatyanin, the Official Creative Partner, Alfaparf Milano Russia), Rod Anker, Brand Ambassador, Alfaparf Milano India, Kenneth Frost, Asia Technical Director/FHAA, and Emanuele Vona, Head and Creative Director-MOD Academy, Rome. Tatyanin, the 'Master of up styling', has his roots in Russia. While he showcased four updos for the wedding season of India, Vona, presented his own cut and colour styles around exclusivity displaying 'Collection Shadow'. It was inspired by contemporary art and the girls of the 60s, and 'Collection Fabric', which was inspired by women of strength.

The event also saw Anker and Frost working on the 'Desatura Styles' as well as Neon Colours. While Desatura is the latest collection of hairstyles from Alfaparf Milano, and defines elegance and modernity, Neon Colours illuminate in the dark, and reflect the bold personality that does not hide.

Closing on a remarkable note, Vivek Jain, Head Brands and Vice President, Inocorp Marketing, said, "This was a huge platform for us and especially because we managed to bring FHAA to India the very next year of its launch in 2016. Our effort of 365 days and passion towards the brand has paid off today. This is a moment to thank Andrea, Alex, Kenneth Frost, Emanuele Vona, Rod Anker, and Ruslan Tatyanin. A special thanks to every member of the Inocorp Family, who has worked towards making the event a success as well as the ones who round the year keep delivering great numbers in the market."

Excited about the success of the event, Ashok Chauhan, Managing Director, Inocorp Marketing, said, "This all looks like a dream come true! From the time we started to plan FHAA 2017 in India, we cannot tell you enough of the excitement that we have had. Amidst a lot of hard work, preparation and planning, I am proud of the core team pulling off the event. As a proud owner of the company, I could not have asked for more than such a successful event and happy guests." §

Harmonize your skin with the True Botanical Powerhouse

Born in France in 1974, Decléor is the world's first aromatherapy skin care brand.

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

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

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

THE POWER OF HYDRA FLORAL AROMA DUO

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

DECLEOR

AROMESSENCE
NÉROLI

Sérum-huile hydratant
Hydrating oil serum

"Beautiful skin needs sustained, continuous hydration, both in-depth and at the surface. To achieve this, we created Aromessence. It fuses with and "locks in your moisturising



cream to slow down its evaporation. And that's how Aroma Duo came about."

> Solange Dessimoulie Founder of Decléor

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

Step 1

AROMESSENCE OIL SERUM

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



Step 2

DAILY MOISTURISING CREAM

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

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

Discover skin care Rituals and home care in 5 areas of expertise
WHITENING | ANTI-AGEING | HYDRATION | SOOTHING | RADIANCE

EXCLUSIVELY IN SALONS

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Mallika Pirani **Educate to Elevate Talent**

Creative Director, Vannilla Salon, Mallika Pirani is a talented L'Oréal Professionnel ID Artist. While studying science in college, she realised it was not for her, and instead enrolled into the BBLUNT Academy to pursue hairdressing. Today, she calls the shots at her salon, and in the future, aspires to provide a platform to inspire hairdressers pan India

by Shivpriya Bajpai



Getting started

I was pursuing a bachelor's degree in science from Bhavans College and was on my way to becoming a doctor, but it felt forced and my heart was not in it. Deep down I wanted a creative career, and after graduation, I enrolled for a diploma course from BBLUNT. I excelled in each assignment, was selected as a regional finalist for the Colour Trophy competition as an academy entry and stood first in the course. This was enough proof that my calling lay in hairdressing, and it soon became a passion that I wanted to pursue further.

Professional insight

Apart from the year long full-time Diploma in Hairstyling, I have done several international short courses from Toni&Guy in Singapore,

Vidal Sassoon in London, Terenzo in South Africa, Trevor Sorbie from UK, Lauren Decreton from France, client communication course with Julie Eldrett from UK. I have attended a couple of artistic seminars, look and learn and master classes of various artists from across the globe. I believe that learning is a lifelong process, and so I am planning to take up new courses in wellness and healthcare management.

Inspired to succeed

I am appreciative of everything creative! Be it hairstyles, beauty, fashion, and so the glamour industry attracted me. I find a new story to inspire me daily. While I do not have any formal mentors, I do follow L'Oréal Professionnel's international artistic team and am entralled by their creativity.

Challenges faced

There were many challenges! It was was a tough to even enroll for a hairstyling course when I was actually a B Sc student, and had little support from my peers. When I planned to start my own salon, there was resistance from several quarters. While I had basic knowledge of the business, my business acumen and management skills were not enough; to face cut-throat competition and standout as successful entrepreneur was one of the biggest learnings I have had, so far. My first year in the industry was the most important and now, when I look back, I would like to call it learnings, and not challenges.

Association with L'Oréal Professionnel

Right from my academy days, I have been associated with L'Oréal Professionnel. I do not look at L'Oréal as just a hair brand, as an ID artist, it is a platform of knowledge sharing and an opportunity to inspire hairdressers from all over India. The brand has also given me a chance to showcase my talent on the Indian Hairdressing Awards, for which I am grateful.







Hairstyling for different platforms

While styling for Bollywood, we design cuts and styles that are wearable and commercial as many people follow the celebrity styles. For ramp shoots, hair is designed as per the designer's requirement and it is dynamic, based on the number of ensemble changes the model has to go through. Ramp and shoot hairstyling allows us experiment and be creative. Editorial is also fun, as the atmosphere at shoots is different. But for all the platforms, speed, mood boards, ideas and team work is key.

Evolution as an artist

It has been a journey full of passion, learnings, entrepreneurship and creativity. My profession has taught me to first be bold and then develop a style of my own. I am still growing and learning as an artist this is a creative journey and evolves with time. I also realise I have come quite far from being a student in 2007 to now being an educator and advisor in the field. While I am extremely pleased with my progress, I would still like to keep evolving my craft.

Favourite products

L'Oréal Professionnel products like the Elnett Spray, Wild Stylers Beach Waves, Hot Constructor and Wild Stylers Crèpage de chignon are my favourites.



The style where the hair length hits past the shoulders with grown-out fringes is to watch out for. Romantic braids with flat beach waves are taking over the up-do styles. In colour, platinum hair with pastel reflects is gaining popularity; the Ombré technique is here to stay.

Views on the Indian hair industry
People over time have become more
aware of the trends and the importance of
hairstyling, and are willing to invest time and
money. They were aware of the basic care
regime, but there has been a rise in styling
and retail products over time. This industry
is growing at 20 to 25 per cent annually, and

Advice to newcomers

Work only if you love what you do! Please do not run behind money. Keep educating

how I see it, the numbers will only go up.



yourself and give your best, and money will pour in automatically.

Future plans

I aspire to expand my brand 'Vannilla' at a global level and also assist high end beauty brands in creating the right products for the Indian market. In the near future, I plan to take up advertising projects and shoots. I will keep learning and upgrading myself and take my brand 'Vannilla' to new heights.





Mamtaa Joshi Vision of an Expert

Co-founder & CEO of Orange Tree Salon in Mumbai, Mamtaa Joshi, is inspired to achieve operational excellence by propelling client-centric services at her salon. Joshi shares her insights into brand management, role of social media, salon design, and more with Salon India

Getting started

I was pursuing a bachelor's degree in Microbiology, but was drawn towards the creative fields. My interest in the salon business was triggered by personal experiences. I had visited many salons across the country, but somewhere, I was never satisfied with the service I received and everything fell just a little short each time. I realised the yawning gap for a salon that kept quality of service, staff training, ambience, and inventory, in mind and decided to fill it. With the sole mission to offer great and quality services keeping the client's satisfaction in mind, I launched Orange Tree.

Marketing strategies adopted for brand management

The salon industry has witnessed a paradigm shift owing to the raised awareness in clients. Among salons, there is stiff competition and so, industry stakeholders have got their act together to stay ahead of the rat race. One strategy that always works is when salon owners start to think like a client - the service needed, staff training and other factors have to be remembered. Also, your employee is a reflection of you, therefore, they are important. A recent study done by the University of Warwick found that happiness

leads to a 12 per cent hike in productivity. while unhappy workers prove to be 10 per cent less productive.

Role of social media in salon branding

Social media has redefined the concept of branding, and is the best way to increase the brand's visibility. We have a professionally designed website for round the clock access to our clients. Most salons use Instagram to build brand loyalty by showcasing their product lines, services, and deals, and client reviews. An impressive Facebook profile allows you to reach a larger audience in less time.

Focus on salon design

The design concept of a salon plays a pivotal role in building the image of the brand. The interiors should be in svnc with the brand's vision. It is mandatory to create a sense of space as the ultimate goal is to ensure that clients feel relaxed and rejuvenated. A well lit space with enough natural light; a minimalist and calming décor, unhindered water and power supply are the basic requirement. Brick or concrete walls should be opted for instead of partitions, as the former is a stronger base for wall-mounted tools and accessories. The reception area should be clean, warm and welcoming as it is the place noticed first by a client.

Driving operational excellence

The four aspects driving operation at Orange Tree Salon are, hi-tech software to maintain records of stock and CRM without much hassle, skilled professionals ensuring class-apart services, training sessions and employee engagement programmes to upskill the staff, and lastly, regular feedback to serve better.

Brands offered

L'Oréal Professionnel, Wella Professionals for hair; Kiko Milano for make-up; O3+, Visage, along with homemade packs like oats honey, papaya orange, tulsi-yogurt for skin.

Success mantra

Success is not a destination, it is an ongoing process. It depends on the interest and intensity with which one wants to achieve the desired goal. Success has to be measured qualitatively.

Future plans

We will continue to offer client-centric services and focus on introducing hair and skin treatments using natural ingredients. We are also working towards expanding our brand reach and launch more salons in the future. §



PROFESSIONAL MAKE-UP

Leading USA Professional Make-Up Brand Now in India



HD Glamour Crème™



Anti-Shine



Pro Powder™ Blush Compact



Volumizing Mascara Jet Black



Luster™ Creme Makeup Dish



Shaping Futures by Schwarzkopf Professional

Seven Years and Going Strong

Leading professional hair care brand, Schwarzkopf Professional's empowering social initiative, Shaping Futures, arms socially disadvantaged young adults by introducing them to the craft of hairdressing

The initiative

Since its launch in November 2010, Schwarzkopf Professional and its global network of trusted hair professionals embarked on a philanthropic journey with 'Shaping Futures'. Since then, the brand has successfully trained more than 1,800 students in over 28 countries arming candidates with confidence and a valuable skill set that offers them a career in hair care. From job-related orientation to hands-on training and apprenticeships and placement, the initiative is focussed on transforming lives through hairdressing. Kartik Kaushik, General Manager, Henkel Beauty Care India, shares, "Shaping Futures is very important to our entire team at Schwarzkopf Professional. We truly believe in 'giving back' to our society and through this initiative, each one of us gets a chance to help transform the lives of young candidates from socially disadvantaged backgrounds. Our team looks forward to setting it up each year."

The programme 2017

Held at Schwarzkopf's ASK Academies from September to October, the programme trained 40 students across Mumbai and Delhi. In its sixth year in India, the programme 2017, Schwarzkopf Professional joined hands with Plan India to select and train deserving candidates. The four weeks full-time, intensive training programme covered the basics of hairdressing, including cut, colour and styling, Naieeb Ur Rehman, Professional Partnership Service Director at Schwarzkopf Professional India, led the team in Delhi, while Bony Sasidharan, Regional ASK Manager led the team in Mumbai. Both were supported by experienced international volunteers committed to providing a chance to deserving candidates to unlock their potential and improve their situation in life.

Success stories

Manashi, SOS Village, 2012: Manashi has

already achieved more than she had ever dreamed of. Growing up in a SOS children's village, the 19 year-old stood on stage at the Essential Looks World Tour in Berlin to demonstrate her knowledge gathered during the Shaping Futures trainings in Chennai. She was then placed at Naturals, one of the biggest hair salon chains in India. Rajat Malhotra, SOS Village, 2012: Rajat works as a product trainer in a reputed hair professional cosmetic company where he trains hairdressers everyday. He believes the Shaping Futures programme has not only given him his current job, but also his career and exposed him to the hairdressing industry, as well.

Shyama Namdeo, Plan India, 2016:

Shyama participated in Shaping Futures in Delhi after which she worked at a reputed salon for a few months. The course and internship has given her the confidence to start her own salon, and today, she is a successful entrepreneur. §

Market Watch | Hair Care

Finishing crème by **Sebastian Professional**

Sebastian Professional has always been the best in the business when it comes to styling products. Used regularly on international runways, the range is expanding into the Indian markets for not only stylists, but consumers as well. With this in mind, Sebastian Professional launches its new Sublimate, a super smooth finishing crème that is the best of its kind finishing product. It has styling much more effective and convenient, as the invisible crème comes with anti-frizz properties and tames fly-aways effectively. It locks in the style one wants to sport without weighing one's hair down. This innovative product is used only on dry hair making the whole process less messy with more effective results. The product has shown better styling benefits like better forming ability, better definition and easier style creation. It is available at all leading Wella salons in the country.

Price: ₹1.650



Dry shampoo by **Shahnaz Husain**

The Dry Shampoo, based on Ayurveda, is especially formulated for men and women on the go! Infused with plant ingredients, it cleanses the hair instantly without water, and quickly absorbs oil and impurities. In a spray form, it is easy to use and leaves the hair looking clean, fresh and healthy.

It is available at Shahnaz Husain shops, salons and leading stores across India.

Price: ₹299 for 100ml



Hair scrub by The Body Shop

Now you can refresh your scalp with the Fuji Green Tea Refreshingly Purifying Cleansing Hair Scrub. A new, nature-powered approach to hair care, scrub is a blend of Japanese green tea, mint menthol, salt crystals, and Community Trade honey. Massaging this silicone-free formula helps stimulate blood flow and whisks away impurities such as dust, smoke, sweat, and styling residue. In a wash or two, you can feel your hair and scalp to be cleaner and purified, your hair has a healthy-looking shine, is non-drying, and leaves no residue. It is available at all signature stores across the country.



Price: ₹1.995

Hair taming by **GK Hair** -

The Best is simply one of the best ways to tame and manage your hair. A professional product, it rejuvenates while strengthening hair and it also maintains the curls, if someone does not want straight hair. The USPs of the product are that it eliminates frizz, leaves hair soft, smooth and full of shine, 40 to 60 per cent of the hair are natural and relaxed, and the curls are also there, and it lasts

up to five months. It is available at leading salons in 300ml and 1000ml sizes.

Price: On request



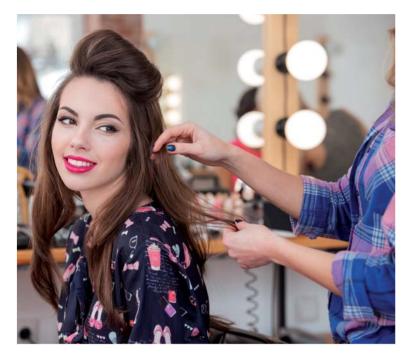
Travel pack by Oshea Herbals -

The Oshea Travelcare Pack adds zing to your make your travelling even more amazing and hassle-free. The pack has four different products, out of which two are for healthy and glowing skin and the other two are for shiny and bouncy hair. The Oshea Heenashine Conditioning Shampoo controls the harsh weather effects on hair and ensures total protection from UV rays and pollution. Heena as the active ingredient in the shampoo provides natural conditioning to the hair while making hair follicles stronger and healthier. The Oshea Avoshine Hair Conditioner has Aloevera, Hibiscus, Avocado and Cherry extracts and it strengthens the hair and protects against environmental damage.

The pack is available at leading cosmetic outlets and online.









Capitalising on the Season

With Innovative Marketing Strategies

The beauty and wellness industry of India is estimated to touch ₹80,000 cr in 2018. But did you know that the last quarter of the year is said to be the most promising for revenue generation, as festivals and the bridal season set the cash registers ringing? We speak to the topmost brands who have shared their marketing strategies which have proved to be highly successful for their businessesses







WELLA PROFESSIONALS



P K Hariharan, General Manager India, Consumer and Professional Beauty

- ▶ View on business done during this season: This is actually still an ongoing season for us. The months of September, October, November and December are season time since they are dotted with festivals in India.
- Target for this season and target achieved: Every brand sets out with a target at the onset of the financial year. We typically consider our season as September to December as this reflects the peak in salon-going consumer's spending. This covers Ganesha Chathurti, Navaratri, Diwali, Christmas and the wedding season. The industry's major business, as high as 45 per cent, comes during these months. We obviously hope to capture our share and more from it.
- Market share captured: We do not have audited numbers that would reflect this right now so we cannot answer this accurately.
- Marketing strategies employed: Our primary agenda is to enable our partner salons and stylists to better serve the consumer during this busy period. Apart from driving consumer awareness, we also empower our stylists by educating them on relevant festive trends and services.
- Product launches especially in this season: We launch new products or concepts during season time to leverage the consumer's spending pattern. This year we are kicking off by launching our two new products from Sebastian Professional, our Prestige styling range called Drynamic+ and Sublimate. Drynamic+ is a matte texturising and refreshing spray to be used at any time and at any place. Sublimate, on the other hand, is a super smooth finishing crème that is the best of its kind finishing product.
- ▶ Optimising social media: We use social media portals for our brands that women frequent, such as Instagram, Facebook, YouTube, blogs, and we have plans that have been created specifically for these months. We also collaborate with magazines and bloggers to create more current, and on trend consumer relevant content.
- ▶ Steps to stay ahead of competition: Our stakeholders, the consumer, the stylist and the salon, play an important role here. We involve them in every plan that we come up with to push our brands and promotions.
- ▶ Plans for the future: We believe digitisation is key. Since everyone is Internetenabled, we aim to improve our engagement with our stakeholders via this platform.







well

Amit Sarda. Co-founder and Managing Director, Soulflower

- View on business done during this season: The footfall in the market has been low and customers have been cautious regarding their approach towards buying products that they need for their daily use. The solution-based products are doing quite
- Target set and achieved: We have achieved 85 per cent of our target.
- Market share captured: We have a market share of 55 per cent.
- Marketing strategies employed: We present pure and natural solutions to common skin and hair-related problems like dandruff, hair loss, fine lines, acne, and more.
- Products launched especially for this season: We have already launched our new products and they are in the market.
- Optimising social media: We use social media as a way to engage and communicate with our customers. It is a fantastic platform to comprehend the problems faced by our clientele.
- Steps to stay ahead of competition: We believe in distribution, visibility and focusing on the benefits of the product.
- Plans for the future: We plan to expand our reach in the European market.



TT & HILL



Krishna Gupta, Managing Director, Lloyds Luxuries Ltd

- View on business done during this season: Due to a few external factors, we have seen a slight slowdown in business as compared to previous years, however, in the festive season, business is looking up and we hope to get a better response in the coming months.
- Target set and achieved: Marketing budgets are always 1 to 2 per cent of the turnover.
- Market share captured: The men's grooming market is at the growth stage, which will grow at 25 per cent to 30 per cent over the next 10 years. Most of the brands are only product oriented and mass. We are the only luxury brand which offers both services and products. So, the competition and market is totally different. It is very difficult to share exact percentage on the share captured.
- Marketing strategies employed: We work heavily on Corporate and Diwali gifting. The new packaging is created during this time and we send out exclusive e-mailers to our HNI guests. Also, we work extensively with social media, such as Facebook and Instagram. We avoid mass marketing and try to keep it exclusive and on request only. We focus on selling experiences to our customers and want more people to experience our brand. Hence, we carry out strategic partnerships with brands of similar stature to get more men to come and experience the Truefitt & Hill experience.
- Products launched especially in this season: Truefitt & Hill is a British brand and all our products are made in England. Truefitt & Hill does innovate new products every now and then, and recently we have a new range of styling products for beards and hair, as well, which have gained popularity. We have also launched customised gift sets, which are a hit in the gifting season.
- ▶ Optimising social media: We carry out targeted advertising by reaching out to our specific target audience in various locations via Facebook and Instagram. We have seen a rise in our online traffic, as well as, sales in stores and a rise in Gifting orders for our customised gift sets.
- ▶ Steps to stay ahead of competition: Currently we do not have direct competition, since we are the only luxury barbershop that sells 150 and the best grooming products for men. Any other international salon caters majorly to women, around 80 per cent on average, thus making us unique and a brand that has created a new segment in India.
- ▶ Plans for the future: Currently, we have 12 barbershops, with two recently added in Prabhadevi in Mumbai and Sindhubhavan Road in Ahmedabad. We are looking to open more stores in Jaipur, Kolkata, Pune and Chennai by January 2018, and 10 more barbershops strategically placed in key cities in India. We have also signed up with a franchise in Bangladesh, which should be ready in January. We are looking at Sri Lanka, Vietnam and Myanmar in the coming year, as well.



HEADSTART INTERNATIONAL



Biju Anthony, Chief Eexcutive Officer **Headstart International**

- ▶ Target set and achieved: The beauty business in India across, both professional and retail products, is centered around festivals and the marriage season. A good half of the business happens during these two seasons which are spread over four months in the year.
- Market share captured: We have niche brands that solve a particular concern for consumers. In some of these categories there is little competition, so we obviously have a large market share. For instance, Supersilk is a silk worm protein smoothening treatment. There is no other product in the market that can compete with this.
- Marketing strategies employed: Digital, print and on-ground schemes are run to capitalise on this
- ▶ Products launched especially for this season: For this season, there are no new launches.
- ▶ Optimising social media: Social media influences marketing and it is the largest shift we have seen in the beauty industry. Hence using the power of influencers on social media platform is the most effective medium to increase business. Every month we share new products with influencers to try and via YouTube. Instagram, Twitter and Facebook, they share their experiences and feedback.
- ▶ Steps to stay ahead of competition: We have multiple brands, both in professional and retail, and each brand has various marketing strategies. We implement both ATL and BTL activities to promote these brands.
- ▶ Plans for the future: We are expanding both our professional and retail portfolio.



LANNA NATURALLY BEAUTIFUL



Rashi Bahel Mehra. Founder, Alanna Naturally Beautiful

- ▶ View on business done during this season: The business during this season for most industries is great as the customers are in a festive mood, and in turn, are on a buying spree. However, there is no specific season for the skin care industry as it is a daily routine to take care of the skin.
- Target set and achieved: ₹20 lakhs. We have achieved 60 per cent of our target.
- Market share captured: Less than 1 per cent.
- Marketing strategies employed: The season from October to March has some of the biggest festivals and also involves a lot of weather changes. In the skin care industry, this is the peak season. Some of our marketing strategies involve product sampling, new launches based on the season and innovation, special offers, contests, and more.
- Products launched especially in this season: Yes, we do have a plan to launch a few innovative products, but we cannot share information before the actual launch.
- Optimising social media: Today's consumer uses social media to share their experiences, be it for travel, food or any product that they use. We have specific targeted campaigns that we plan for our social media pages. Apart from this, we also plan to send our products for reviews and share that feedback with our customers.
- ▶ Steps to stay ahead of competition: We believe that India is a big market and there is room for multiple players. The consumers are increasingly getting aware of the benefits of using safe products on their skin and this has raised a demand in the market. As a brand, we believe mostly in word of mouth and genuine reviews. Having said that, we will be incorporating the marketing strategies mentioned above.
- Plans for the future: We aim to reach maximum consumers in this year, create a strong digital presence, along with foraying into offline space, and overall, have an omni-channel presence.



CLEOPATRA SALON & SPA, CHANDIGARH



Richa Aggarwal, Beauty expert and Owner, Cleopatra Chain of salons and Makeovers

- ▶ View on business done during this season: Demand for beauty, skin care, make-up and hair styling certainly increases during the festive time. The interesting part is that at this time clients are more demanding and experimenting about their looks. This really makes us happy and propels us to bring in more creativity and innovation.
- Marketing strategies employed: Constantly launching beauty services that are in tandem with global standards and creating awareness about them with marketing, advertising and social media remains our priority. We have customer loyalty programmes that are part of our marketing initiatives, with this we are constantly in contact with our loyal patrons and they are given added beauty treats and special discounts. We have tried to tap the social media to a great extent which is the linchpin of marketing in in today's context. It has proved well and increased the penetration of our brand.
- ▶ Services launched especially in the season: The festive season calls for bringing smiles on everyone's face, and for our patrons and clients, we launch special deals, bumpers and complementary services, diet counselling, free skin and hair counselling, and more are offered. During festive time we have special services for instant glow and instant results as this is the time when one wants to look the best in a jiffy. We launch express packages, and are focus is on green beauty routine, organic skin care, organic producst and special style counseling from experts on looks and styling.
- Optimising social media: Social media is playing an important role in making people try various looks. We have a dedicated team to make the creatives, new trend forecasts with advanced updates being posted on social media.
- ▶ Steps to stay ahead of competition: We prefer to work on an appointment basis, even though we have adequate manpower to serve clients. We have always believed in quality experiences and innovations, such as, there are packages from head to toe that take care of skin, make-up, hair and overall styling. Under one roof one can go for transformation. We also capture their images and gift them in special frames and packaging for fond festive memories.
- ▶ Plans for the future: Green skin care beauty, new organic beauty product line of Cleopatra, adding an array of spas and salons, training more aspiring professionals to be skilled are some of our crucial plans. Three years down the line, we plan to be Pan India, and will opt for the franchise route to realise this vision.

























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PERSONA SPA & SALON



Mallika Gambhir, Beauty Expert and Owner, Persona Spa & Salon

- View on business done during this season: Festive time ushers in the bridal season, too. This is the best time to do brisk business and showcase our skills as people are willing to experiment and
- Marketing strategies employed: We launch the most lavish and innovative packages and our marketing strategies are more aggressive with number of events, activities and promotions taking place. Yearly packages receive an overwhelming response and are sold largely during this time.
- Services launched especially in the season: Festive trends and inspiration from forecast for future trends remain the core of our services. The client's preference for the hair and make-up look is kept in mind, and elements of innovation and creativity are added. The latest in hair colours and cuts, hair and nail accessories, a change in season are the other determining factors that showcase innovation in services.
- ▶ Optimising social media: Social media has been very helpful in the promotion of new launches, advancements, announcements, promotions and events. We are largely connected with groups on social media who are updated with regular updates. Be it makeovers, beauty and cosmetic packages of other deals, from presentation to package everything is conveyed at the click of your mouse, and people look for attractive offers. Social media plays a pivotal role in disseminating information to our target audience.
- ▶ Gearing up for the season: We work in double shifts with extra professionals who are on our panel to meet the high demand of the season.
- ▶ Steps to stay ahead of competition: We pay keen attention to what is happening in our surrounding areas and how receptive a client is to different deals and packages offered. We offer them better choices and innovation remains our core interest. In terms of pricing and packaging, the offer has to be attractive enough to get them to our outlet.
- ▶ Plans for the future: We plan to go Pan India through the franchise route in tier II cities. We have rcently launched Persona in Indirapuram, and we will soon be in Gurgaon and Delhi. In addition, we will also increase the number of our beauty academies.

DERMALOGICA



Avni Amlani. International Skin Expert & Consultant, Dermalogica India

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- View on business done during this season: The season has started strong and we have seen consumer confidence strengthening again. October to March is the time for festivities and peak wedding season, so it is the busiest period the beauty industry that generates maximum revenue. During this season, personal grooming is a necessity and not an option!
- Target for this season: Demonetisation and GST has caused some disruption in the industry, due to lack of clarity and confusion with the processes to follow. We experienced a little setback earlier in the year, but are now back on target for this season.
- Market share captured: Within the niche market Dermalogica enjoys 60 per cent of the market share within this category. Dermalogica is available through selective A+ and A grade salons, spas and skin clinics
- Marketing strategies employed: We focus on consumer engagement during peak season through promoting GWP's (gift with purchase) and salon events. Additional consumer activities are undertaken using social media and consumer publications to increase awareness and consumer participation. We capitalise on Dermalogica products winning awards from the two most prestigious consumer Beauty Awards event held by Vogue India and Elle India. We create marketing activities around the winning products, especially during the season.
- Products launched especially in the season: New product development and innovation have always been the key drivers for Dermalogica. We have almost three to four new launches a year using innovative ingredients and technology to maximise skin health. 2017 has seen some of the most innovative products launched, such as, Daily Superfoliant (antipollution exfoliant), Stress Positive Eye Lift and Overnight Retinol Repair 1%. Nytec is proud to share that these three products have won awards. In October, we launched the PreCleanse Balm make-up remover, just in time to prep the skin for the season's parties. We will be launching a few more products before the end of the season.
- Optimising social media: Social media is used to create more awareness about the brand. The objective for Dermalogica is to educate consumers on skin health and how to achieve FIT SKIN, which is a campaign that we are running on Facebook and Instagram pages. We support our partner salons with social media activations, guidance with regular postings about events, offers, new launches, and more, and help them engage with their social media followers.
- Steps to stay ahead of competition: Dermalogica will continue to focus on launching innovative services and products to meet the ever-growing demands of the consumer, focusing on providing rapid results, as most clients are time starved. Nytec recently launched Dermalogica Skin Solver and Face Fit, which are 10 minute services to target a specific concern. For instance, Detox Face Fit addresses the effect of pollution. These can be value add-on services for a salon to generate revenue. We will be introducing the new Pro 30 and Pro 60 treatments this season, the ultimate

customised facial using advanced products, techniques and technology for maximum impact and visible results. We are also continuing to expand on our successful introduction of Dermalogica Luxury Manicures and Pedicures. Nytec keeps ahead of competition through a customised and

> tiered Dermalogica Education programme, which is a win-win solution for both our business partners and Nytec.

> ▶ Plans for the future: Our key focus for the future is to close the gap in revenue from beauty services versus retail. Consumers now understand



the importance of using recommended retail products at home to enhance the effects of regular treatments. Again, dedicated trainings will be the key driver to increase retail sales. Nytec would like to expand its FITE (Financial Independence Through Entrepreneurship) India programme to other cities in the future. FITE India is a Dermalogica India initiative successfully launched in 2014, where we provide free six weeks of skin care training to young women from underprivileged background and then assist them with job placements.

KAMA AYURVEDA



Vivek Sahni. CEO and Co-Founder, Kama Ayurveda

- ▶ View on business done during this season: It is a good time to be in the business. Age old Ayurvedic practices are quickly gaining momentum, becoming a part of beauty rituals for both the Indian and the world consumer. With the growth of the discipline, it is momentous to remain relevant in this ever-growing market. Our abiding purpose is to promote authentic Ayurveda and beauty rituals that go back to our roots. In this season of festivals and weddings, the traditions of beauty becomes even more sought after.
- Target set and target achieved: Overall for the beauty category, the winter months also coincide with our biggest festive period and are hence considered to be a peak season. Most beauty brands would do anywhere between 30 to 35 per cent of their annual sales in this quarter.
- Market share captured: At Kama Ayurveda, we do not chase numbers or shares. We believe in authentic, natural and efficient products. The rest is all a derivative. We are fortunate to have received significant love from our consumers in little time.
- Marketing strategies employed: We continue to be a product and word of mouth driven brand and we are proud of our journey this far. We have created a loyal consumer base which is both domestic and international. For the festive season specifically, we have created a limited edition collection of aift boxes
- Products launched especially in this season: Every year for the Diwali season we launch limited edition gift boxes for our consumers. For all of us at Kama Ayurveda, Diwali is a celebration of tradition and togetherness. Not only is this a time for festivity, it is also an opportunity for a brand to tell new stories by reviving our rich traditions. This season, our limited edition Diwali Gifting Range reflects just that. Our especially curated collection consists of three exquisite gift boxes – Shubh, Kannauj and Madurai – and is a celebration of the beautiful ingredients that are intrinsic to our Diwali rituals since time immemorial. Infused with the captivating aromas of Rose, Jasmine, Sandalwood and Tulsi, among others, our Diwali gift boxes have received much love from consumers across the length and breadth of the country.
- Optimising social media: Social media as a platform connects us directly with our consumer community. This year our Diwali campaign #Mykindofdiwali is amongst the top trending social campaigns of the season.
- ▶ Steps to stay ahead of competition: One of our major differentiators has been our focus on authenticity and purity. The consumers trust our products, see the effective formulations and come to us for solutions to genuine issues. Our visual aesthetics play a very important role in brand differentiation. The creative branding and the packaging of our limited edition gift boxes are authentic, innovative and contemporary. The understated elegance and charm of the brand sets it
- Plans for the future: The on-going plan is to set up more stores, increase the retail footprint and extend our online presence. We are aiming to bring the brand to newer consumers and focus on online marketing to bolster our e-commerce.





















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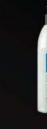












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Sudheshna Pal, Spa & Health Club Manager at Chi, The Spa at Shangri-La Eros Hotel, New Delhi

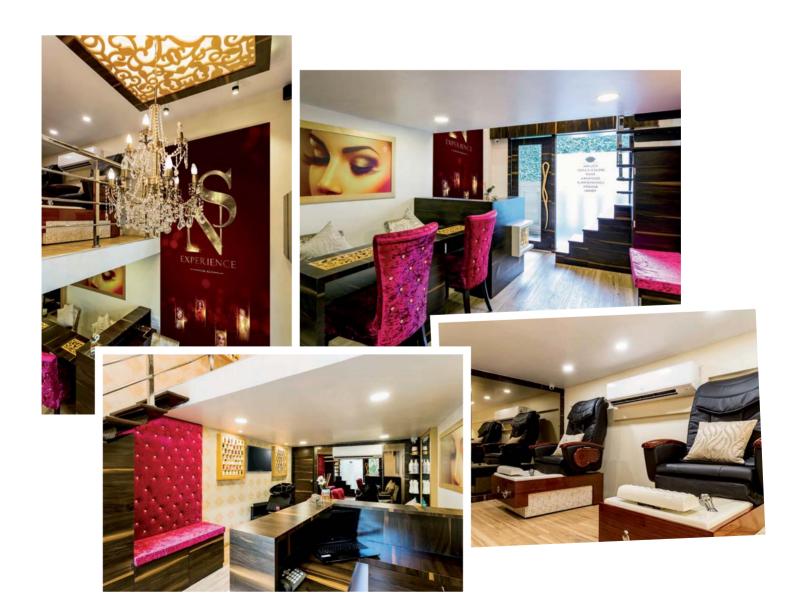
- View on the business done during this season: It is very important to sustain business during this season because of the competitive atmosphere. Chi, The Spa has opened only recently and within a short span of time, we have managed to have a loyal base of in-house clients and members. The festive season has just begun and the progress seems favourable.
- Marketing strategies employed: October to March is the time when festive season is at its peak and is a very good opportunity for brands to capitalise on business. To benefit from the season, we have introduced a special festive offer 'Glow Ahead with Chi' where a guest can pick one service from the spa and salon each at a special festive price. Social media marketing generates instant buzz and helps to reach out to the target audience. It is cost efficient and the return on investment is greater.
- Services launched especially in the season: After making its mark in more than 44 countries, Chi, The Spa - the award-winning signature spa brand from Shangri-La Hotels and Resorts - is now pampering patrons in Delhi. Our festive offer 'Glow Ahead with Chi' is specially curated to leave the body glowing and mind de-stressed. The spa treatments include body scrub, which is a scrub rich in salts to rejuvenate and radiate the skin; body wrap which is a moisturising treatment ideal for sensitive skin to smoothen the skin. The salon treatments include a refreshing facial, which is a time efficient facial suitable to all skin types; hair spa with Moroccan oils for natural and silky tresses; manicure and pedicure to pamper hands and feet. One of our most popular pre-bridal treatments is the Kalp Shringar. This is a journey, which begins with a series of decadent beauty rituals comprising of full body waxing, spa manicure and pedicure, and hair treatment. This is followed by a unique aroma rose essence scrub along with a 'tanlep' of sandalwood that unveils your new skin and a relaxing body massage with a refreshing facial. Finish this experience off with a Rani Padmawati milk bath, which leaves your skin balanced and revitalised.
- Optimising social media: It is all a matter of getting the word out and staying relevant by offering assistance and insight to consumers about the brand's offerings. Social media information about products and services has a significant impact on consumer's behaviour and results in their loyalty to a brand.
- ▶ Gearing up for the season: We never compromise on service. Our skilled therapists and authentic treatments ensure that the guests find tranquility. A wide range of therapies and services ranging from Ayurvedic to contemporary international treatments have been carefully designed to provide a luxurious and relaxing spa experience. We are committed to providing the best invigorating, revitalising and therapeutic services.
- ▶ Steps taken to stay ahead of competition: Though the competition is stiff, we have our own in-house clients and members. The aim is to provide our patrons the guintessential Shangri-La experience with best quality of service, premier quality organic products, clean and hygienic environment and treatments practiced by skilled therapists.
- Plans for the future: The future prospect is to popularise the spa by highlighting its various other offerings like the fitness studio, which is a hub for activities like yoga, ballet, martial arts, and more. Chi follows the concept of channeling the universal force that governs wellbeing and personal vitality. We aim to popularise this concept, while developing the brand further.

NAILSPA EXPERIENCE



Amyn Manji, Director, Nailspa Experience

- ▶ View on the business done during this season: Generally the business is 30 to 40 per cent higher. Customers are excited and the team and salon owner's are happy!
- Marketing strategies employed: We source new products and lay the trends for the season. Exciting glitters and diamontees in various colours are available at our salons. We have rolled out various packages for the brides-to-be. We offer bespoke services for the brides to match their trousseau.
- ▶ Innovative services offered: Glitters are the favourite during the season. We have innovated great designs with colourful stickers and diamontees.
- Doptimising social media: Social media is a great platform to create awareness and brand visibility. We plan to engage with our customers and regularly update our followers with pictures and videos of services done during the day.
- ▶ Gearing up for the season: We hire additional team to ensure all our clients are catered to well and services are not compromised at all. We extend the timings of the salons to ensure we get more time to attend to our customers. The appointments are well planned and everyone in the team is told to work with efficiency.
- ▶ Steps to stay ahead of competition: As the market leader in nails and eyelashes, we are always focussing on getting new trends and services to keep us ahead of competition. We have the best technicians using world class products to ensure best quality service to our clients.
- Plans for the future: Currently, we are in an expansion mode. In Mumbai, we have added four new locations within three months. In 2018, we plan to have Pan India presence. §





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MIRABELLE SPA & SALON, HYDERABAD

The salon offers 60 per cent discount on hair services including, hair cut, hair spa and hair colour using products from premium brands.

BHARTI TANEJA ALPS COSMETIC CLINIC, AHMEDABAD

Get ₹1,000 off on beauty and hair services valid on a minimum bill of ₹3,000. package.

BLOSSOM UNISEX SALON, DELHI

Avail 50 per cent discount on party and bridal make-up packages. The actual price of the bridal make-up package is ₹14,000 and the party make-up package is ₹5,000.

ESSENTIALS SALON, MUMBAI

The salon is offering highlights (any length), hair cut, hair spa and threading at an offer price of ₹1,680. The actual price of the package is ₹3,990.

PRISM SALON, DELHI

Get hair rebonding or smoothening for medium length hair at a discounted price of ₹2,980. The actual price of the package is ₹5,500. •

Francesco Group Church Lane Presents The Pagan Collection



Collection and inspiration behind it

'Pagan' is based on a Viking television series which is set many centuries ago, and features the incredible Katheryn Winnicks. We took inspiration from the warriors in the Nordic and Germanic regions where women and men, both, battled harsh conditions, whilst worshipping the multiple

The hairstylist

Kate Earl, who was assisted by the Francesco Group Church Lane Team, are based in the UK. The team has been successfully creating photographic collections as part of their annual company awards, and have achieved great success internationally with their images. Earl, a university graduate, began her career in hairdressing when she decided to take a different journey in life. She wanted to use her creative vision and found hairdressing to be a great partner to use her skills.

Techniques used

Roping – a technique not often seen in modern day hairdressing, but seen more in avant garde collections or within the fashion world. Braiding, a favourite in the salon, can take a hairstyle to another level. From small braids to large chunky braids, the opportunities to change a style with one creative technique is fantastic.

Products used

A selection of the products used were Wella EIMI Absolute Set Hairspray, Wella EIMI Grip Cream, Wella EIMI Shimmer Delight and Wella Colour.

Future plans

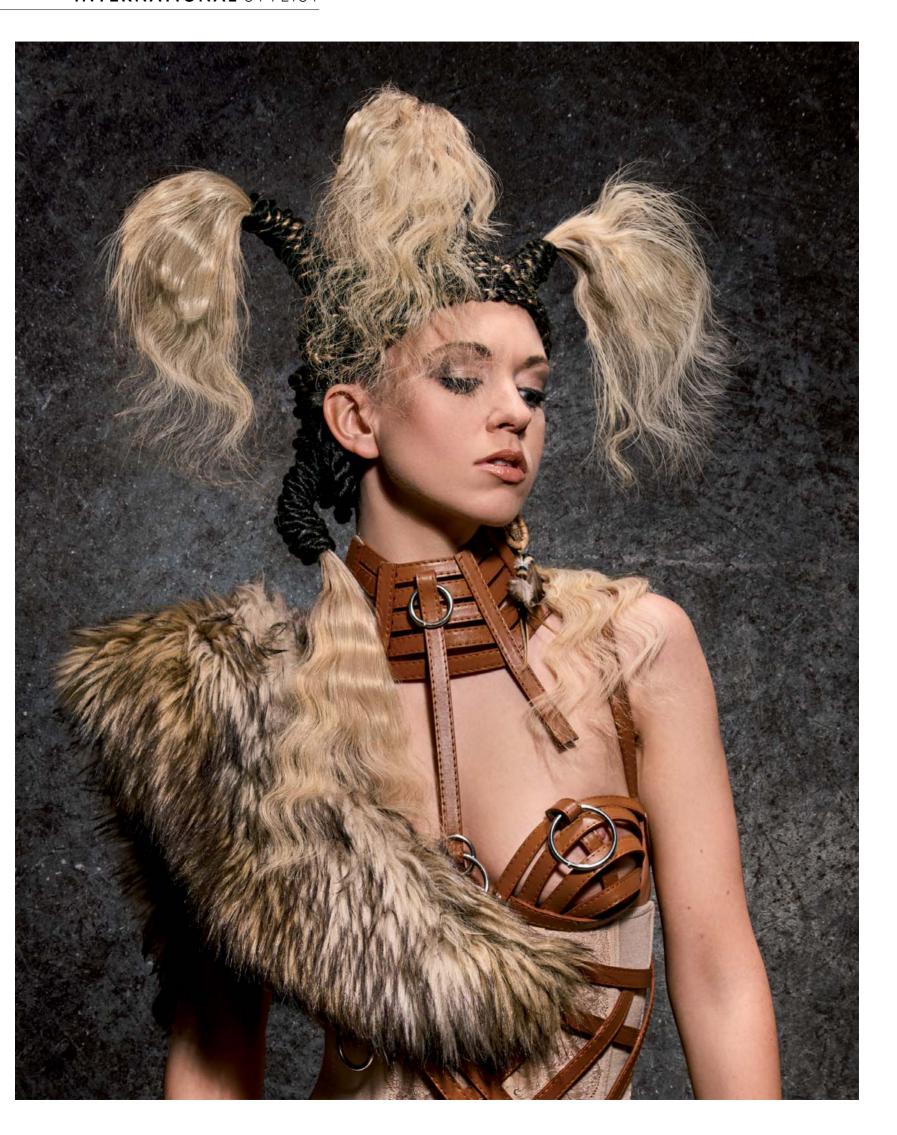
The Francesco Group Church Lane team are always on looking for ways to progress. At the company awards, the team is picking up awards for their creative work and business skills, and Kate Earl, Head Stylist, is known for winning Salon Stylist of the Year at the British Hairdressing Business Awards. The only way is up for the Francesco Group Church Lane team! §













Credits:

Hair: Kate Earl, assisted by the Francesco Group Church Lane Team

Styling: Jess Wilcock Make-up: Judy O'Sullivan Photos: Kerry O'Sullivan





Delhi-based fashion designer, Swatee Singh is at the forefront of global fashion trends. After years of honing her skills in the industry, Singh launched her eponymous label in 2014. The designs are synonymous with excellent craftsmanship, and a favourite among cine fashionistas such as, Parineeti Chopra, Shraddha Kapoor, Jacqueline Fernandes, to

Swatee Singh **Timeless Aesthetics**

How did you get started in the fashion business? What was your source of inspiration?

I am from a small city, where I grew up watching elements of glamour on television. My favourite used to be the award nights. Years later, I came to Delhi to pursue my dream career in fashion. Colours inspire me and are an integral part of my collection.

How important are hair and make-up in fashion?

Hair and make-up are accessories of fashion. Through collaborative and creative processes, designers, hairstylists and make-up artists work together as a team to create inspiring looks for the forthcoming seasons. I think make-up artists lend their own creative touches to fashion and characterise the collection.

What are your views on the fashion and beauty industry of India?

Fashion in India has many years of tradition and culture behind it. For instance, every state has a unique sense of dressing. We also have a rich textile heritage and impeccable craftsmanship. Now with every passing year, we have more and more fashion weeks that are of international standards and showcase the best of Indian fashion. The beauty industry in India is a natural corollary of the fashion industry. Here, too, we have a rich tradition, as Ayurveda and beauty treatments have mentions in history. Travel and television, the two incredibly influential media today, have made people more aware and conscious of the trends prevalent around the world, be it in fashion or beauty.

Which international designer is your inspiration and why?

Giambattista Valli. The collection is every woman's dream. It has a contemporary feminine elegance and poetic romanticism.

Who is your favourite muse and why?

Princess Diana was the epitome of elegance and a glamorous fashion icon. In the '80s, people across the world were influenced by her sense of style. I admire the way she struck a balance between contemporary fashion trends and royalty.

Which is the most outrageous look in terms of make-up and hair in your collection?

For our Fall Winter 2017 Catalogue, we had a goth look. It was a plum shade for the lips paired with slicked wet look for the hair.

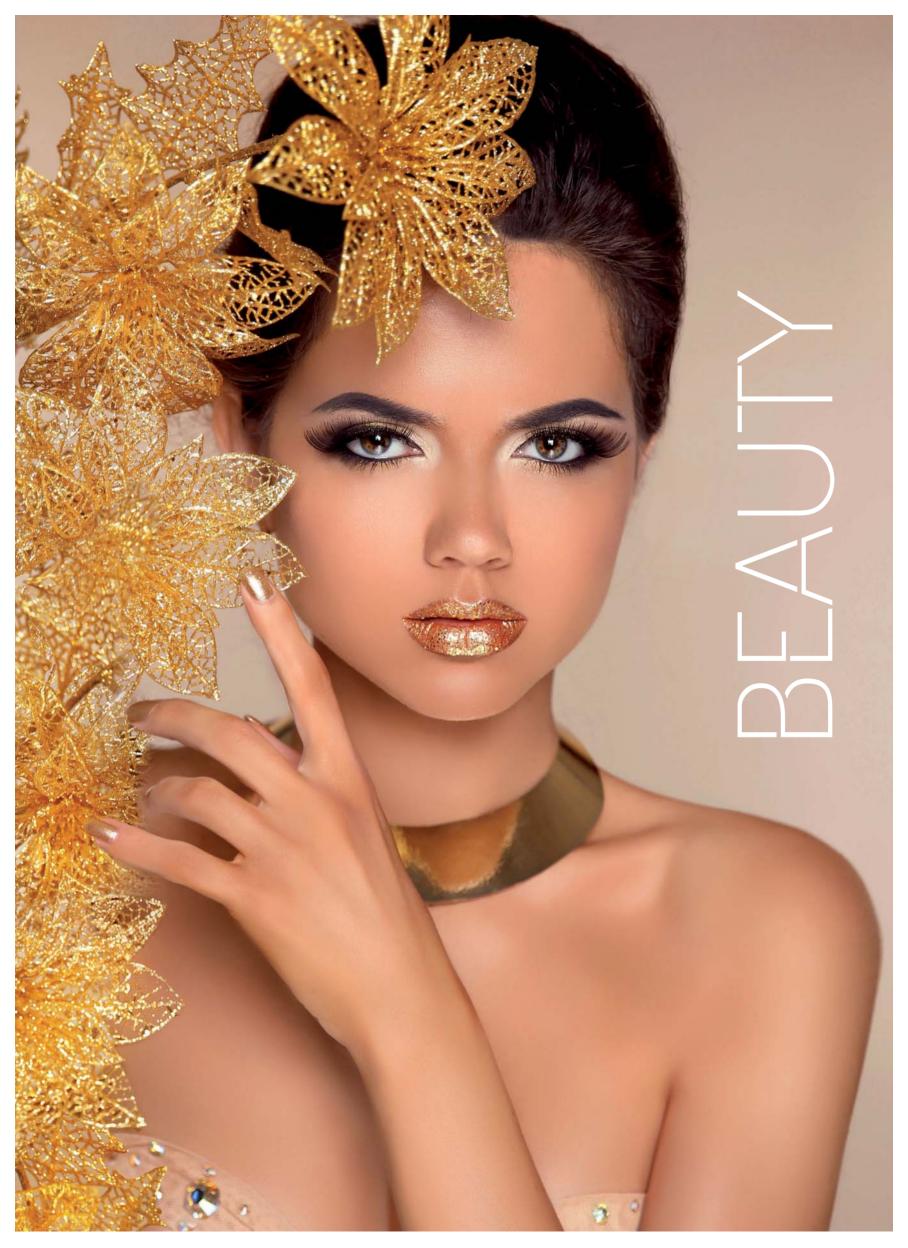
How do you incorporate beauty and hair styles in your collection and on the ramp?

I discuss the theme of my collection in advance with my hair and make-up artists to get their views on the same. We then brainstorm before zeroing upon a particular look. We also keep in mind the season we are working on while considering hair styles and hues of make-up.

What are your future plans? Do you plan to be involved in the beauty and hair industry of India?

My plan is to have a standalone store soon and build my brand image. Also, showcase my collection at the fashion weeks. In make-up, personally I cannot do without a lipstick, so may be, in the future I can collaborate with make-up brands to highlight the core of my collection. §

name a few









Adrian Jacobs Skills to Inspire

After a short stint as a cabin attendant, Adrian Jacobs, the Mumbai-based celebrity make-up artist, worked hard and found his calling in make-up. A self-taught professional, Jacobs aspires to launch his own make-up academy in the near future

by Shivpriya Bajpai

How I got into make-up artistry

I was a cabin attendant with Virgin Atlantic, but soon they stopped their operations in Mumbai. At this time, I got an opportunity to explore my true passion for make-up. I enrolled for a make-up course from Bharat & Dorri, and joined MAC as a make-up artist. I learnt the ropes here, and later, Bollywood proved to be the right platform for me to learn and evolve.

My first break

My first Bollywood client was Mahie Gill, and was appointed for various projects that she was working on. I was also signed up as a make-up artist for Rajshri Productions which was my first full-fledged Bollywood project.

My gurus

I do not believe in the concept of 'mentors' as I do not have one. I look up to the work of other make-up artists, but I do not wish to replicate what someone else is doing. I want to hone my own identity.

Challenges faced

I have never assisted an established makeup artist. Since I did not have a strong background, naturally, my evolution was slow,

which turned out to be my only challenge. Initially, I did not have enough money to buy all the products. So, I had to be creative within a limited budget. Here my passion for the art and to be fresh kept me going.

My client list

Aishwarya Rai Bachchan, Kajol, Sridevi, Alia Bhatt, Parineeti Chopra, Yami Gautam, to name a few. Down south, I have worked with Tammana Bhatia, Kajal Aggarwal and Amala Paul.

ff The trends are constantly changing. Instead of black smoky eyes, we now have a lot of red and orange being used around the eye. Black is now mixed and smudged with these colours, even the liners are being smudged. Instead of kohl, people are now using nude shades. The new trend is to focus on making your skin healthy, and then applying make-up that is subtle and natural.

Make-up for different platforms

Make-up for ramp shows offers creative liberty as one can afford to go a little loud on the eyes and lips or alternatively keep it natural. But, the same does not apply to bridals, especially for Indian brides. Here the lips have to be popped with colour, ensure that the bride does not sweat, however, prep and prime has to be on point. Bollywood make-up, on the other hand, is different. One has to always keep touchingup for the look to remain intact. The director's guidelines, story, and character have to be kept in mind while etching the look of the actors. Editorial is most fun as you get to experiment, and one can refer to iconic looks.

My advice to newcomers

My advice to aspiring make-artists would be to never give up. You will have to believe in yourself and be passionate about your work. You have to be unique and then for sure, this industry will give you emple opportunity. There is a lot happening that you can be a part of. Just keep going!

Views on Indian make-up industry

India has witnessed a paradigm shift in the beauty and wellness sector. It is the right time to explore the umpteen opportunities that come your way. In Bollywood, actors are ready to experiment with their looks. Also, social media provides the right platform for your work to be seen and appreciated. People have become more accepting of the diverse beauty standards.

The future holds

I am working towards launching a makeup academy for aspiring artists. I want to provide a knowledge sharing platform globally.

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ndia's leading skin care brand, Cheryl's Cosmeceuticals gives your client the ultimate skin care guide and a list of do's and don'ts this winter to get perfectly healthy and moisturised skin.

Winter ready skin regime by Cheryl's

In winters, your clients need a skin care regime that keeps the skin hydrated, improves blood circulation and boosts collagen levels, maintains elasticity of the skin, helps it to repair itself and controls dryness while maintaining the water-oil balance. Cheryl's presents the ultimate solution to dry skin in winters. Along with targeted and professional diagnosis and treatment, Cheryl's Hydrameter is a tool designed to measure the amount of moisture your client has. Post analysis, the expert suggests proper care and treatment that needs to be done. For the best solution to keep your skin winter ready, Cheryl's presents professional skin care guide for your clients:

Chervl's HvdraMoist Treatment

The HydraMoist treatment is designed with Thermal Hydrate Technology that soothes dry skin with hydration. The treatment is a mix of potent oils including, Olive Leaf Extract, Jojoba, Shea Butter, Wheatgerm Oil and Avocado oil which along with moisturising agents, keep your skin protected, hydrated and supple. These

oils replenish the skin and reduce the dryness. Alantoin, Bisabalol, Willow Bark Extract, Green Tea are some of the moisturising, Anti-oxidant and soothing agents used in the treatment, to take care of dry skin concerns.

Home care range

The home care range by Cheryl's ensures to retain the results of the in-salon treatment for longer duration. The range includes HydraMoist Moisturiser – a powerful, quick absorbing, lipid balancing moisturiser that protects the skin's natural oil-moisture balance to promote healthy and radiant skin. It softens the surface of the skin, while lightening and smoothing along with hydration.



To keep skin hydrated this winter, a daily skin care regime is a must! Encourage your clients to use a moisturiser that helps skin lightening and smoothing along with keeping it hydrated. Cheryl's HydraMoist is suitable for all skin types and ensures your clients to have healthy, glowing skin through the cold winter months.

GUNIAN IAIN,

National Education Manager, Cheryl's Cosmeceuticals.

- Moisturise: During winter, the outer layer of skin becomes very dry therefore it is important to keep the skin moisturised. Even those who have oily skin must use light moisturising lotions after cleansing to keep the skin
- Be sun safe: People like to enjoy the sun during winter, but it can hasten ageing. Therefore, one must use a sunscreen 15 minutes before going out to allow the skin to absorb it and reapply for prolonged exposure.
- Healthy Eating: Eat nuts and fruits for naturally glowing skin, as they are rich in Anti-oxidants and Omega 3,6,7,9 fatty acids. Do exercise as it increases the blood circulation in the skin. which makes it soft and supple.

HydraMoist

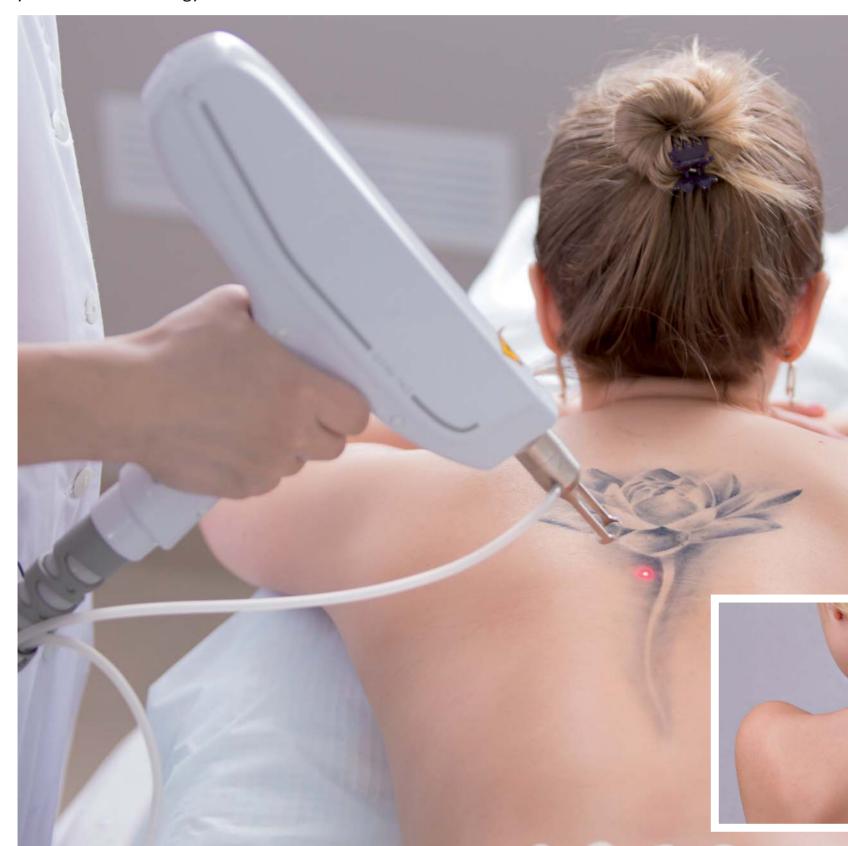
- Avoid hot water: A hot water bath appeals in cold days as it soothes the senses, but it wears off the natural oils of the skin, making it drier. So, it is recommended to bathe in lukewarm water instead of steaming hot water to keep dryness at bay.
- Avoid wiping oil from face with water: Do not wash your face 10 times a day to get rid of the oily shine, instead quickly remove excess oil by cleansing and moisturising your oily skin for a healthy skin.
- Do not dehydrate yourself. Drink lots of water as hydration is necessary for a healthy glow.

Cheryl's services are available across all Cheryl's Salons.

Tattoo Removal

Recommended by an Expert

Tattoo removal procedures are often known to be extremely painful due to which clients choose to live with a 'bad tattoo' instead of removing it. Tribeam Premium, an anti-pigmentation procedure, comes to the rescue as it can also be used to remove tattoos. Salon India speaks with Dr Rajeshwar K Talwar, Cosmetologist, Dr Talwar's Skin, Hair & Laser Clinic, to understand the process and technology used







Tribeam Premium by Dr Rajeshwar K Talwar

About: Tribeam Premium is a Q-Switch Nd Yag Laser aided technology that is backed by safety measures and is known to be efficient, too. It is used to treat any kind of pigmentation on the skin. With anti-ageing benefits in tow, this technology has zero downtime, except in the case of tattoo removal where there is downtime needed. Tribeam Premium has unique Gaussian mode for tattoo removal which targets tattoos of different colours like, black, blue and red.

Process and technology: Lasers release powerful energy that are absorbed by pigmented cells. The heat breaks down the pigments, which are then flushed out by the body. The laser energy feels like multiple tiny hot dots on your skin. The discomfort is greatly reduced, but not eliminated, by a stream of cold air that is directed at the spots during treatment. Tattoo removal without anesthesia is very painful, so we always attempt to anesthetise the area beforehand.

USP: This technology can be used to correct any kind of pigmentation including tattoo removal, laser toning, skin rejuvenation, acne reduction, pore reduction, to name a few.

Teamed with other treatments: Tribeam Premium can be combined with other treatments, but not on the same day or on the same area, as the Q-switched laser develops heat during the treatment.

Time take for the treatment: It depends on the degree of pigmentation and may vary from 15 to 45 minutes.

Sessions required: Once in 45 days or once in six to eight weeks. Educating clients: We explain the mechanism of action and how it is going to help in treating his or her condition. In addition, we also make sure that we explain the downtime and the side-effects of the procedure. We also make the patient sign a printed consent explaining the above.

Side-effects: A red or brown spot may appear when the pigmentation is treated and the crust heals. Although, this new spot is temporary and usually goes away on its own, it can be treated if it persists. Infections and/ or scars are rare. Clients must follow proper skin care regime and avoid sun

Pre-treatment measures: Avoid sun exposure as much as possible before the laser treatment. Shave the hairy areas in advance to prevent loss of hair colour. Cleanse the area using alcohol before applying an anesthetic cream. Apply anesthetic cream 30 minutes before treatment for anesthetising the skin's surface.

Post-treatment measures: On the day of the treatment, protect the area so that it does not get wet. Do not rub the area. Apply antibiotics in the morning and evening and use a cooling pack, only if a blister is formed. To avoid scarring, avoid ultraviolet rays after the scab peels off in one week or so, and apply sunscreen with more than SPF 30+. Avoid excessive exercise, such as, swimming or sauna, as this will cause moisture to weaken the scar, thereby resulting in untimely peeling off. Post inflammatory hyperpigmentation is common if the treatment area becomes darker than the surrounding area three weeks after the treatment. It can take about six months for the pigmentation to completely disappear. It is advisable to treat the area with a gel or cream-based sunscreen.

Future: Tattoos are a part of Indian tradition and folklore. In a number of cases, the tattoo is not done properly and the patients want the tattoo to be removed. Also, for admission in the Special Forces and certain Government jobs, tattoos are not allowed. So, the market for tattoo removal in India is pretty big and the application of Tribeam Premium technology for tattoo removal is relevant. Tribeam Premium has a bright future owing to the excellent results that this platform has provided in a number of indications. It is considered to the best Q-switched laser platform in the world. §

Malu Wilz

Brought to India by Kaunis Marketing



Malu Wilz, the premium German skin care brand, has debuted in India. Ajay Ghooli, Managing Director, Kaunis Marketing shares the USPs of the brand and the, strategic plans with Salon India

Please tell us about yourself.

I have industry experience of 23 years across various departments such as sales, distribution, marketing and operations in India and Africa. Prior to heading Kaunis, I was the Vice President -Consumer Insights and innovation at Nielsen, where I led a team across Greater India (India, Sri Lanka, Nepal and Bangladesh) and was responsible for Data Acquisition across industries. I have been associated with brands such as L'Oréal, Garnier, Maybelline, Lakmé and Ponds.

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

As a child I was always attracted to colour, and I believe they are an integral part of a woman's personality. Even the smallest inclusion of colour can accentuate her personality further. This was the trigger for me to be a part of the beauty industry.

How did Kaunis Marketing come up?

It was the gaps in the beauty industry which led to the genesis of Kaunis, which came into shape in 2016. We, at Kaunis, aim to address the challenges faced by the beauty industry. With BeYu, the colour cosmetic brand, and now Malu Wilz, we act as an anchor and devise and implement strategic plans that cover all the spheres of their business, and define the roadmap ahead for their development. We plan to do this by creating presence and providing end-to-end services, right from marketing, distribution, sales, and operation management. It will also ensure the brand's smooth marketing through various franchise and shop-in-shop and kiosk formats.

Please tell us about Malu Wilz.

With 30 years of expertise, Malu Wilz - Feel Your Beauty has products which are a combination of traditional methods and active ingredients. There are cosmetics and specialised treatment concepts for consumers, beauty institutes and spa centres. Its state-of-the-art innovations in dermatological research is testimony to its broad-based care concept in the areas of High Effective Skin Care, Medical Skin Care and Cocooning Skin Care. The product line, which starts from a young care range and goes up to a regeneration range, caters to a wide spectrum of needs. There are six categories that address different audiences, namely, Young Care Range, Hydro, Balance, Energy, Regeneration and Concentrates.

The average selling price is ₹2,400, and the range will be available at our kiosks, modern trade and top general trade outlets. The brand chose to enter the Indian market now, as today, consumers are acknowledging and accepting premium quality brands due to their higher spending power.

What is the brand's USP?

Malu Wilz is a dermatologically approved skin care brand, unlike others which are dermatologically tested. The products are of premium quality and infused with the latest technology.

Indian skin types are very different from the others – so what all considerations has the brand kept in mind while formulating products for India?

The brand has a varied range of over 100 SKUs, for India, we have shortlisted 78 SKUs, which we feel are best suited for the Indian customers.

What are the marketing strategies used?

We will be focusing on driving the brand through sheer experiential marketing wherein our major focus will be on inducing product trials through sampling. In line with the same, we will create brand awareness through print and social media. In Germany, it is present in over 1,000 studios and

> has distribution reach in 28 countries. In India, we will tap the metros and mini metros in the first guarter of FY2018-19.



Currently the beauty industry faces challenges like service levels, retailer relationship management, consumer engagement, employee engagement; to name a few. We will be focusing on providing solutions to these challenges to be ahead in the category. We would also bring in the best talent which can provide appropriate consultation to the consumers, which will work in our favour. Our next quarterly plan is to increase our reach and offer customer trials.

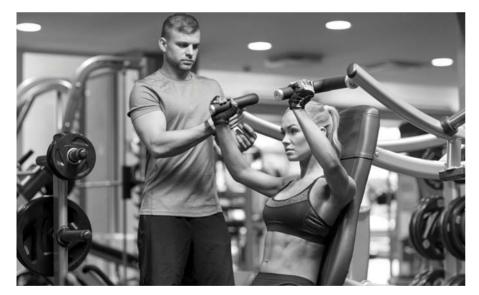






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Market Watch | Skin Care

Instant effect facial by O3+

O3+, the leading Indian professional skin care brand is revolutionising the skin care industry with its unique and novel intervention - the Fluid Facial. The facial includes high impact agents like ascorbic brassion, Amino 11, C 11 and Beta, and does not have emulsifiers, parabens, sulfates, fragrance and colour. The facial penetrates deep within the skin by use of Oxy Jet Spray, and the results are therefore high impact and instant. The facial range comprises of Treatment Fluid Facial, Lifestyle Fluid Facial and Lifestyle Fluid Clean Up, each of which is devised scientifically to address a distinctive skin need. It is available at leading salons across the country.



Price: On request

Blemish-free skin by Aroma Leaf

Aroma Leaf has launched papava-based products that include a face wash, a scrub and a pack, The Aroma Leaf Papaya Exfoliate Face Wash deeply cleanses the skin and reduces the appearance of acne, pimple and blemishes. The Aroma Leaf Papaya Exfoliate Face Scrub has granules which penetrate into the skin and remove the dead skin cells. It also controls excess oil secretion while maintaining the natural moisture level. The Aroma Leaf Papaya Exfoliate Face Pack is a unique amalgamation of papaya, Almond Oil, Aloevera gel, Liquorice and precious herbs which lend the skin a healthy glow. A set of three products is available at leading departmental stores across the country.



Price: ₹195

Soothing masque by Kiehl's

Specifically formulated for all skin types, including sensitive skin, Calendula & Aloe Soothing Hydration Masque leaves skin feeling hydrated, soothed and refreshed after only five minutes - making it a quick and simple addition to any skin care regimen. It can be used regularly up to three times a week, or as an instant skin pick-me- up after a long flight, a stressful day at work, or a sleepless night. Its calming, yet revitalising properties make it beneficial for skin that is dull, tired, or dehydrated. Chamomile and Lemon Essential Oils add a soothing, fresh aroma to the paraben and colorant free formula. It is available at signature stores across the country.



Price: ₹4,500

Face wash-cum-scrub by **Astaberry**

Astaberry Biosciences has launched the Orange Face Wash Scrub which promises to exfoliate dead skin and ensures a fair skin tone. Infused with orange peel and Neem extracts which are good sources of Vitamin C, this face wash cures dark spots and blemishes, while soothing the appearance of fine lines and wrinkles. It is available at leading departmental stores across the country, and online.



Price: ₹95 for 100ml

Skin cleanser by **Dermalogica**

The new PreCleanse Balm is a water-activated formula that transforms from a balm to an oil, and is an innovative take on Dermalogica's iconic, top-selling PreCleanse oil. Ideal for normal to dry skin types, PreCleanse Balm features a natural Biolipid Complex that locks in hydration and reinforces the skin barrier while Apricot Kernel Oil helps nourish the skin. It has a double-sided, ergonomicallydesigned mitt for enhanced cleansing and exfoliation. The balm can remove almost anything, including waterproof mascara, long-wear foundation, sunscreen, lipstick, eyelash glue, hair removal wax, costume make-up, and even chewing gum from the hair! It is available at authorised Dermalogica spas, salons, skin centres, and online at dermalogicaindia.com.



Price: ₹3,250

Astaberry

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.



Astaberry

OLD GLAM

Facial kit









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



Market Watch | Make-up

Colour correction by Maybelline New York

The Maybelline New York Master Camo Color Correcting Palette is designed to neutralise skin tone issues. conceal imperfections and under eye circles, as well as brighten facial features. For troublesome spots that cannot be eliminated with the help of a concealer in skin tone shades alone, the Master Camo Color Correcting Palette, curated for fair and medium tones, is a game changer! Each concealer palette has a total of six colour correcting shades that correct, conceal and highlight the face. It is available across all modern retail outlets.

Price: ₹950



Blusher by Revion

The Revlon Insta-Blush is a sheer, blendable stick blush designed for mistake-proof application anytime, anywhere. The perfect finishing touch to your highlight, contour or non-tour, the new collection boasts two shades, namely. Rose Gold Kiss and Candy Kiss, Each product features a luxurious cream-to-powder formula, with unique mica-coated pigments to diffuse light, leaving the cheeks looking naturally flushed and beautiful. Available through 'Revlon Exclusive', leading retail outlets and renowned online partners.

Price: ₹1,100



Lipstick by NYX Professional

Lip Lingerie, a luxurious weightless liquid lipstick with a plush, matte finish is the latest offering from NYX Professional. Now available in 24 nudes inspired by the colour-kissed hues you know and love. Each stunning shade is infused with Vitamin E to nourish the lips in luscious and lightweight colour, making the perfect matte lip of your dreams a reality! It is available at retail outlets across the country.

Price: ₹650



Lipstick by FACES Canada

The Ultime Pro Liquid Matte are intensely pigmented liquid matte lipstick available in eight vibrant shades. From beautiful nude to striking red, to happy pink and tangy orange, there is a shade for everyone. The lipstick gives high coverage lasting for hours, keeping your lips fresh throughout. A one-stroke application, it dries within seconds giving an extreme matte look. Its soft and creamy texture melts onto your lips, feels comfortably light, and stays for long hours without cracking them. With the non-bleeding formula, Ultime Pro Liquid Matte lipstick has even precision. Not only that, the unique applicator helps in shaping your lips. It is available at signature stores, retail outlets and online.

Price: ₹899

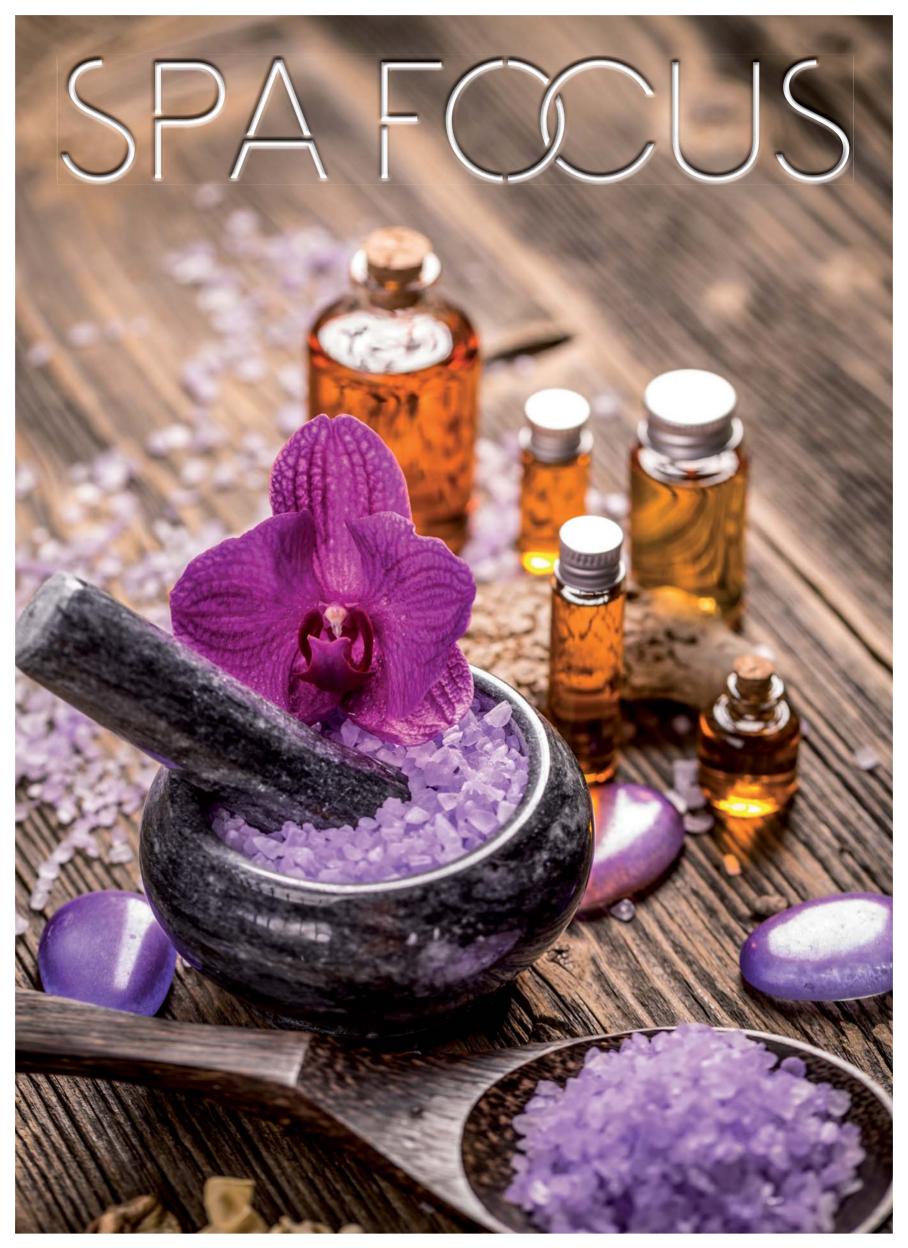


Make-up remover by Biotique

Bio Berberry Hydrating cleanser is a refreshing, non-foaming make-up remover. It is blended with Berberry, Red Sandalwood, Fenugreek, Lodhra bark and Almond Oil to dissolve make-up and grime. Post application, the skin is left feeling soft and smooth. It is available at departmental stores across the country and online through www.biotique.com.

Price: ₹175 for 120ml



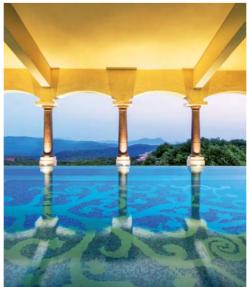


A Peak into Victorian Lines and Design

Inpsired by the expansive sanctuaries of the Victorian era, Explore Spa nestled in Le Meridien in Mahabaleshwar, is a sprawling property drenched in the colour white, which further adds to a sense of space and serenity

by Aarti Kapur Singh







Size of the spa: 5245 square feet approximately

Time taken to complete construction: Three years

About the spa: The architecture and design of Explore Spa is inspired by the expansive sanctuaries of the Victorian era. The fact that the spa is designed in pristine white almost entirely adds to the feeling of space and adds a sense of brightness. The idea behind an all-white look was to evoke a sense of airiness and upliftment. White being the theme, the décor features white marble tile floors, crisp white walls, and striking rattan seating. This unconventional visual dynamic also makes the spa look luxurious - something that also reflects in the treatments on offer. Explore Spa is spread over two levels and including a terrace. There are eight large and roomy treatment rooms, including a couple's room. The design philosophy of wide open spaces is a theme that runs through the designs, décor and layout of the spa - both in its interior as well as exterior. Striking views over the valley inspire an open airiness on all sides. The plunge pool fits in beautifully into this plan.

About the services

Explore Spa has a wide range of services and specialised treatments to rejuvenate the mind and pamper the body. Their most popular therapy is the Vichy Scrub Therapy in which the Vichy shower stimulates the feeling of floating on water. The pulsating massage relaxes soreness and muscular fatigue. During the therapy, the pressure of the water stimulates circulation in the body encouraging the transportation of fluids and blood to the lymph nodes and the back of the heart. The Hammam scrub with exfoliation is one that combines deep exfoliation with an oriental aromatherapy bath is also extremely popular. In fact, there is a predominant focus on water as a source of treatment and wellness at Explore Spa. In the plunge pool, patrons are encouraged to

soak for as long as they like is an extension of this philosophy. The Renewing Couple Package is perhaps the most decadent. The three hour therapy allows you to renew your inner balance with a body polish followed by a Swedish massage. This treatment is completed with a luxurious 'Classic European Facial'.

Architect: KTGY Inter Associates Ltd

Interior Designer: P49 Design And Associates Co Ltd

Address: Le Méridien Mahabaleshwar Resort & Spa. 211 / 212 Mahabaleshwar - Medha Road, Mahabaleshwar, Maharashtra, 412806, India

Contact details: +91 - 2168 262222

E-mail: explorespa.mahabaleshwar@lemeridien.com §

We are an award winning spa set in the serene hills of Sahyadri. Our invigorating therapies like Hammam Bath, Vichy Shower and Signature Discovery Massage offer mind and body alignment. The all-white interiors promote serenity in the walled rooms and lead a guest to experience a journey into wellness. Our staff is well-trained, approachable and friendly, and ensure the perfect experience for our patrons.

SIAMI 70RFM.

Spa Manager, Explore Spa, Le Méridien, Mahabaleshwar





Archana Dinager Pillai

"Guest requirements are actually quite basic"

Archana Dinager Pillai, Spa Head, Aura Spa, The Park Hotel Hyderabad, shares her point of view with Salon India

by Aarti Kapur Singh

Please tell us about your professional background.

I have more than 18 years of work experience behind me that has enriched me as a spa professional. I am well versed with all the aspects of spa operations, including execution, administration, and supply chain. I have trained under the Ananda Spa Institute & Spa Management Training with Raison D' Etre, a Swedenbased Spa Consultancy.

What are your views on the growing wellness industry?

India has always been the seat of wellness and focused on well being. There was always a strong belief in 'wellness' as a concept since ancient times, as we have introduced wellness practices such as Yoga, Ayurveda, and so on. Even globally, Aromatherapy, massages, soaks in natural hot water springs for healing purposes, as well as, physical and physiological needs have been popular. Today, with advances in technology, products and multidimensional services, the focus on wellness has blended with luxury. This is definitely a paradigm shift in the wellness industry globally.

What are the USPs of your spa?

Aside from providing clients with complete wellness solutions, we are constantly striving to customise each therapy. In addition, our sound therapy sessions, handcrafted body scrubs for specific skin types, body wraps with 21 different types of Indian herbs, and using the purest form of Aromatherapy blends are definitely our USP. We have had customers give positive feedback to continually improve our services, and not rest on these USPs. Customer feedback has always been encouraging.

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

Our guest preferences are the same as they would be from any quality spa. It is important for spas to realise that guest requirements are actually very basic: quality products, peaceful surroundings, well-trained staff, clean linen, excellent customer service at spa reception – and we endeavour to provide it.

What are the therapies on offer?

We offer a plethora of body and beauty therapies, such as, massages, wraps, facials, traditional Champi, head massages, scrubs, and more.

What are the main challenges that you face?

At the moment and immediately, the current volatile economic situation that is prevailing, in addition to the GST and CGST taxes is definitely posing to be a challenge when it comes to pricing and commercials. It may actually reduce customer loyalty.

What are your plans for the spa?

To continue developing and introducing new therapies and technologies, and make the best possible effort to help my hotel become the best brand. §



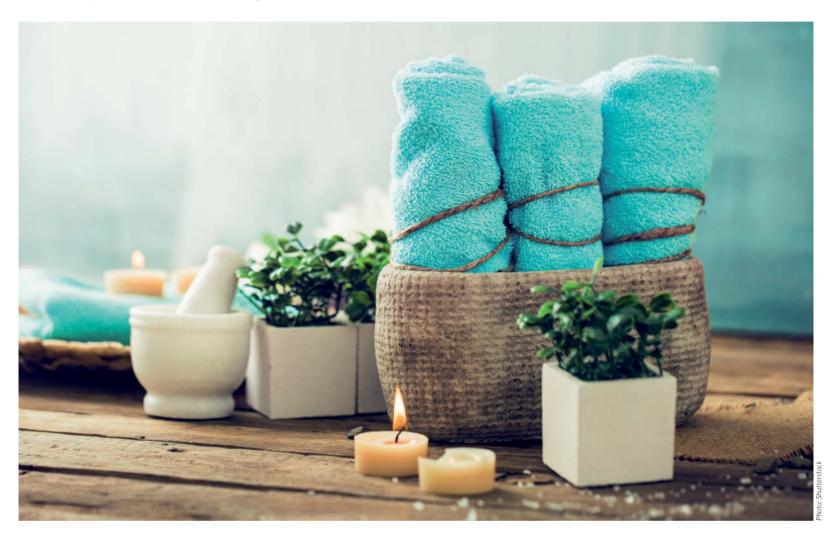






Spa Solace Lucrative Offers

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



SPORTS DEEP TISSUE MASSAGE,

Myrah Spa | Mumbai

This therapy skillfully applied is most effective for releasing muscle tension and restoring balance to the muscularskeletal system. A constant build-up of tension in the muscles from regular fitness activity leads to stress on the joints, ligaments, tendons, and muscles. This sports massage helps treat those specific problems and leave you feeling relaxed and re-energised.

Duration:

55 minutes; 85 minutes

Price:

₹3,850+taxes; ₹4,850+taxes respectively

CORAL CHORUS,

Amatrra Spa | Delhi

The spa offers one-of-its-kind body wraps to nourish the skin inside out. It starts with gentle skin brushing and exfoliation, which is then followed by an enzyme and mineral-enriched seaweed algae gel wrap, followed by a luxurious deep scalp massage. It is known to boost the metabolic rate and eliminate toxins.

Duration:

60 minutes

Price:

₹4,400+taxes

FLORAL CHIC,

Angsana Oasis Spa & **Resort** | Bangalore

This signature treatment gives your body an ultimate treat that combines all of Angsana Spa's classic therapies. Take in the invigorating scent of the flowers, which is sure to brighten your day. It starts with a Angsana massage to work on your body's key pressure points, followed by a nourishing body wrap to rejuvenate the skin. Next, a floral pouch scrub is applied to exfoliate the skin, and lastly, you are treated with a choice of facial for a radiant glowing skin.

Duration:

180 minutes

Price:

₹4.900+taxes

TRIDENT EXPERIENCE,

Trident Spa, Trident Hotel | Jaipur

This signature massage brings together a palette of various techniques and works to release mental, physical and emotional stress. It focuses on the vital pressure points to heal muscle soreness. It also accelerates breathing, centers, and allows the continuous 'dhara' flow to calm overactive mental activity.

Duration:

75 minutes

Price:

₹4,500+taxes

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



Shah Rukh Khan The One and Only

It has been 25 years since most Indian women lost their hearts to his dimples and molten amber eyes. Whatever looks he may have sported, Shah Rukh Khan has an effortless sense of style, and yet, he does not believe he is suave. With Salon India, he shares his grooming and style secrets

by Aarti Kapur Singh

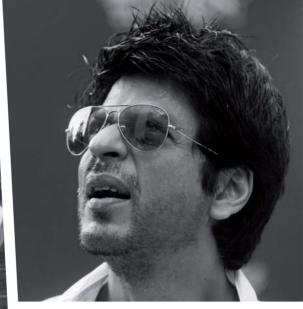
"I am not stylish, I try to be so"

You think I am stylish? Oh boy! The truth is, I always try, but fail miserably. My father was really stylish and he is my style icon. He did not have to dress up to be stylish. The way he walked, even the way he stayed silent, I wish I could have even a fraction of the charisma he had. Main toh kitna bhi kar loon, I just do not look good. I have improved under the influence of my stylists, hairdressers, make-up men, friends such as Karan Johar, and of course Gauri, my wife. I must give her credit as it is thanks to her that I try out new designs to stay in sync with trends.

"Casual lived-in style"

Inherently, I am a jeans-t-shirt-sneakers person. A classy pair of blue jeans and a slim-fit white shirt is my idea of style. To be formal, I would probably wear a black coat. Rick Springfield and Bruce Springsteen are my ultimate style icons because they wear white t-shirts and blue jeans! I am very finicky about the fabric and the fit of my jean. If I like a pair, I buy two or three of the same kind. My wife tells me I have more than a thousand pairs, which is the reason I have not bought any for the last five years. So, when you see my torn jeans, they are not designer wear, they have just worn off. And yes, I am judgmental about guys who wear skinny jeans. Jeans have to be loose, though I get put off by ill-fitting jeans. In Rab Ne Bana Di Jodi, the jean was so uncomfortable! I would remove it and wear my own after a shot was over. I think I went bananas over denims while shooting for Om Shanti Om as I wore jeans from two time periods - retro and now. And guess what? I kept all the pairs! I am happiest working with directors, who will let me wear jeans from my own wardrobe.





"My first memories of style are thanks to Eid"

We used to wear starched *kurta-pyjamas*, which I used to hate. I would wear pants instead of the pyjamas. But my mom would force me to wear it, which is how I got into the habit. Now I force my kids to wear them. I sell the achkan to them by saying they are like Matrix outfits from the film.

"For my hair"

I am lucky as both my parents had very thick and luscious hair. My mother would run her fingers through my hair - even though it was rough and unruly then. I remember when we were shooting for Billu in Pollachi, the water was very hard, and I added to the woes of the unit by asking for mineral water for my shampoo. During my early days, a lot of people made fun of my hair calling it unkempt. One director referred to me as 'bhalu jaise baal wala', perhaps in jest. I like to take care of my hair and only allow Natasha Naegamwala to touch, cut or colour it! I use the products she recommends and do not experiment outside of her advice to me.

"Fitness wise"

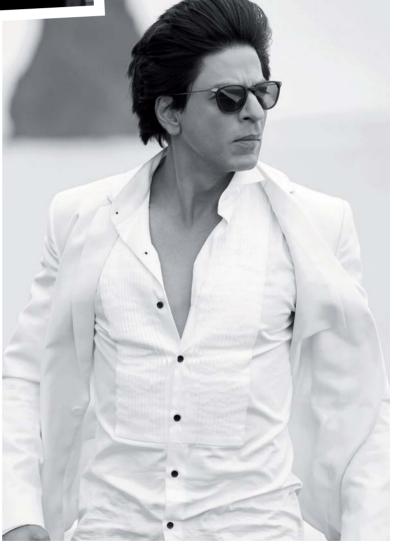
I am lazy about working out! I exercise post midnight and end it around 3 am. I work out about thrice a week depending on work. I remember my father used to walk or cycle to stay fit. I, too, enjoy cycling. Pushups or pull-ups are good too, especially if you want the efforts to yield more permanent results.

"I am obsessed with perfumes"

I think my nose is prominent for a reason. I love perfumes, aftershaves, deodorants and anything that announces your presence. Johar chides me, but I like to spray two or three perfumes at a time. The fragrance is so strong that it gives Gauri a headache!

"A stylish, vertically challenged lover"

After 25 years of working about 16 hours a day, what keeps me going are the choices I have made as an actor. My next untitled film where I am essaying the role of a dwarf has an interesting narrative.



We are discovering new aspects with every shot, even technically, as I am playing a dwarf. I cannot do the hands-outstretched pose because my hands are appearing too long. Aanand L Rai, the director, thinks I am a great lover, but still said, "Can we take every bit of 'Shahrukhness' away, and yet, make you a romantic hero?" So for me, playing a vertically challenged person and still be the greatest lover, and perhaps, the most stylish, is the challenge. I hope I am able to charm you enough - regardless! §

Mumbai

BHI Make-up & Hair Academy



Launched in 2015, the BHI Makeup & Hair Academy is the brain-child of Vivek Bharti. He wanted to provide a world class platform to aspiring hair and make-up artists. Inspired from his frequent travels to Hollywood, Los Angeles and New York, Bharti wanted to upgrade the level of hair and make-up artistry in India. Hence, he collaborated with leading international artists to help impart the education. Spread across 1800 square feet, the academy boasts of an unique concept where training and practical classes take place in the same session, with a focus on outdoor locations to hone their skills. Students participate in regular professional photoshoots for handson experience and also get a 'video trailer' made for them to promote their skills.

Sharing his views on the vision of his academy, Bharti, says, "We at BHI, are on a mission to revolutionise make-up and hair education in India. We inspire students to showcase their best and ensure they graduate being topnotch make-up artists and hairstylists. We are committed to collaborate with the best of international artists to train our students and continuously innovate the training programmes to keep abreast with the latest global trends and techniques." On his future plan, he says, "We are working towards expanding to Dubai and Delhi."

Courses

The academy has an extensive curriculum created by a team of global experts, who provide a competitive edge to the students. 6-week Pro Make-up Course: It is a complete hands-on course that covers beauty, glamour, bridal, fashion, natural, Arabic, camouflage, corrective, men's make-up, make-up for mature skin, 3D eye make-up techniques, and more.

3.5-week Pro Hair Course: This high end professional hairstylist course is designed to cover all the techquiues, including, bridal hairstyles, fashion hairstyles, updos, downdos, braids, extensions, and more.

Certification

It is provided by the academy on completion of the course.

Eligibility criteria

Applicants must be 16 years of age and above; passionate about make-up and hair.

The fee for 6-week Pro Make-up Course is for ₹1.77.700: 3.5 week Pro Hair Course is for ₹1,00,300; Complete Make-up and Hair Course is for ₹2,49,570. The fees are inclusive of all applicable taxes. §



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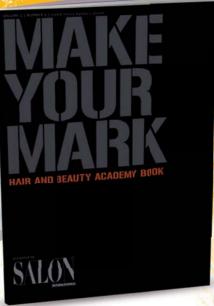


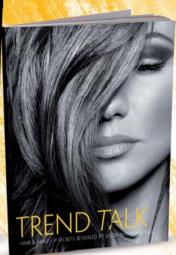


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nence now at Solace

minence, the internationally acclaimed skin care brand, has been launched at Solace. Gracing the occasion was Vandana Sundra. Master Franchisee, Eminence, who introduced the brand to India, along with well-known Bengali cinema actors, Prosenjit Chatterjee and Mimi Chakraborty, who unveiled the products at the launch and shared their personal experiences of how Eminence has enhanced their skin.

The spa offers multiple facials that incorporate Eminence products to rejuvenate the skin. The Stone Crop Brightening Peel Ritual and Anti-ageing Berries Ritual are two of the many rituals that are meant for skin brightening and firming, respectively. Also on offer is the Bright Eyes Ritual, which is aimed at reducing under eye concerns such as dark circles and puffiness.

Speaking at the launch, Yashodhara Khaitan, Director, Solace, said, "Solace has always been in the forefront in providing effective holistic wellness solutions to the people of Kolkata. Offering Eminence treatments in Solace is another step in this direction."



Sets Guinness World





Solace, 4, Sunny Park,

Kolkata

The World's Longest Manicure Bar event

WHEN: 21st October

WHERE:

3rd Street Promenade. Santa Monica, California

eading salon nail brand, OPI has set a Guinness World Record for The World's Longest Manicure Bar. The brand created a 155 feet long manicure bar where more than 50 nail technicians offered manicure services to the guests starting at 9 am in the morning. Celebrities and influencers were in attendance, including actress Peyton List, a longtime OPI fan, and Tom Bachik, Celebrity Manicurist and OPI's newest global nail ambassador. The event featured music, a step and

repeat, a selfie-station, a plush lounge, OPI treats, and more. The record was officially set and declared at 5 pm on completion of more than 500 manicures. Suzi Weiss-Fischmann, Co-founder and Brand Ambassador, OPI shared, "It was a very exciting moment for OPI to achieve a Guinness World Record for the Longest Manicure Bar. To see so many nail technicians and OPI fans come together to do something as grand and fun as setting a world record was a real treat."

QUIZ TIME SCORE ON SPA AND WELLNESS

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

- 1)in Himachal Pradesh has its roots in tradition and offers an array of traditional massages on its service menu.
 - a) Niraamaya Retreats
 - b) Sublime Spa
 - c) Amanvana Spa
 - d) Ananda Spa



- 2), Director of Spa, Woo Wellness Spa & Salon, Pullman New Delhi Aerocity, excels in commissioning client engagement.
 - a) Charu Lal
 - b) Darshana Sawale
 - c) Rekha Choudhuri
 - d) Manisha Rakesh Hadke



- 3) Spa Head, The Golden Flower Spa, The Golden Tusk Resort, plans to incorporate local know-how and therapies into their spa menu.
 - a) Gauri Kapur
 - b) Satyajit Kawade
 - c) Saddam Zaroo
 - d) Ramesh Chauhan



- 4) massage involves application of herbal paste or dried herbal powders to enhance blood circulation and release toxins.
 - a) Shirodhara
 - b) Abhyangana
 - c) Udvartana
 - d) Garshana



- 5)nestled in the valley of Kashmir, is designed to be an urban sanctuary offering personalised spa experiences.
 - a) The Khyber Spa
 - b) Falaknuma Spa
 - c) Spa at The Highland Mountain Resort
 - d) Rejuve The Spa



OFFEE BRFAK

Send in your responses to:

he Editor

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S-21, Okhla Industrial Area, Phase-II

New Delhi 110020

QUIZ TIME:

Enter the matching letter

1 ____

2 ____

3

5 _____

Name

Profession

Address

Phone

WIN!WIN!



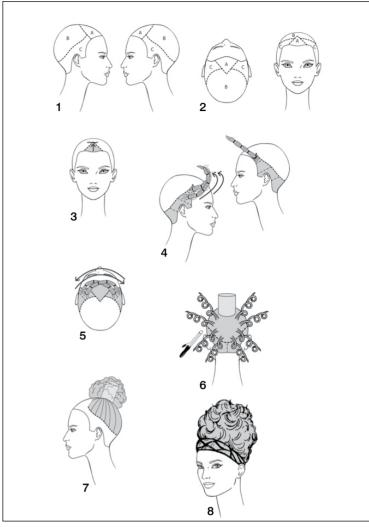
HURRY!

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

Send in your answers

Zaira





STEP 1:

Sector A: Separate a front triangle between the mid eyebrows and the top.

Sectors B and C: Draw a line along the hairlines creating a large sector of 3 to 4 cm.

STEP 3:

Sector A: Comb the hair towards back and fix it at the top of the triangle.

Sector C: Draw a central line at the back and create four sections in each side by drawing light diagonal lines.

Distribute on the hair BY Strong Shine Wax and make a tail in each section, applying a stretch on the lengths after every 4 cm.

As in the graphic, wrap a coloured string around every stretch. Now fix the tails along the hairlines, from right to left and vice versa, bordering the head.

Sector B: Position a cylindrical crepe between the top and the centre of the head. Curl the hair with the small iron and fix the hair on the crepe, opening it with the tips of your fingers.

STEP 8:

Fix and polish the hair.

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

MR. BARBER



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