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INTERNATIONAL



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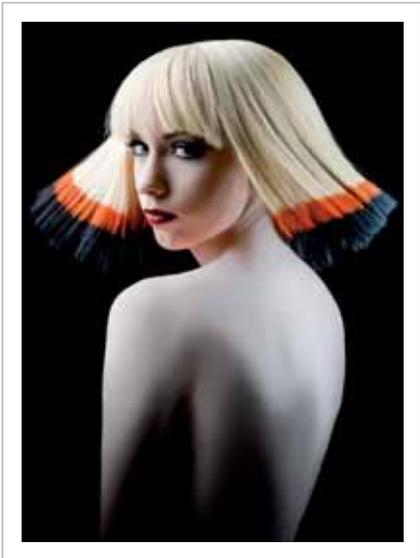
Says Henry Ford, an American industrialist, "A business absolutely devoted to service will have only one worry about profits. They will be embarrassingly large." I think succinctly, he has defined the beauty and wellness industry of India!

In the first quarter of the new financial year, taking inspiration from the great personalities around us, we have penned the cover story. It will give you an insight into the fresh and novel ideas of how the business is being done. We have come a long way from being an unorganised sector, to one that is fast moving and changing the landscape dynamically. There is more focus and more effort that our players are making to reach heights in their space and in turn, instilling the smart and aware customer, with more confidence with global trends and offerings. There is prompt service and tailor-made treatments with innovative brands taking the lead. Technologically too, we are moving ahead with Apps being in vogue! Read all about the new initiatives being taken here!

In the interview section, we meet Marlo Steenman, winner of NAHA'15 in the Hair Colour Category, who harmoniously blends style, passion and creativity. Steenman believes in constant learning and taking inspiration from fellow artists to perfect her craft. She shares her NAHA journey, future plans and more with us. Reto Camichael, the Sebastian Design Artist of global fame, shares his perspective on life and rewards of being an intrinsic part of the hair dressing industry. In a glorious photo essay, Nicola Smyth, who set foot in the hair dressing industry at 14 and was a pro at 25, shares her enigmatic collection Rebellion Culture. Kanruethai Roongruang, Vice President/Executive Director-Spa Operations, Banyan Tree Spa and Gallery, shares the essence of Banyan Tree Spa chains, future plans and more. On the home front, we showcase the skills and dedication of Roger Peter Ross, Area Trainer - Karnataka for Green Trends Unisex Hair and Style Salon. In make-up and beauty, we have Sohni Juneja, independent make-up artist, who has persevered to reach where she has after overcoming several challenges. She shares her victorious journey with us, which will undoubtedly, be a motivation for aspirants to enter the field of bridal make-up.

In trends, we have MATRIX, America's number one professional hair colour brand, who have now introduced the Hair Strobing technique and encourages clients to walk in, try it and walk out looking like new with such a beautiful hair colour. TIGI presents four new hairstyles to celebrate spring summer 2016. Go for them and watch heads turn!

We showcase Sohum Spa & Wellness Sanctuary in Kochi, the spa has design elements from south India that justify the Ayurvedic therapies offered. All this and lots more in this issue. Do keep writing in and hey, looking up our FB and Twitter pages!



Hair: Marlo Steenman
 Photographer: Jake Thompson
 Make-up artist: Ashly McKessock

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- 52-58 **In Focus** The beauty and wellness industry has decided to take the lead as far as getting noticed is concerned. Whether it is by launching academies, having convenient 'apps' or providing online assistance and introducing out-of-the box offers, 2016 shall see more players from across the world jump onto the bandwagon and forge their way to success
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new launches. products. people. events.
shows. reviews. celebrations...

/// NATIONAL ///



Kiehl's and Neha Dhupia to partner with Teach For India

To commemorate its fifth anniversary in India, Kiehl's has partnered with actress Neha Dhupia and Teach For India to establish 'Kiehl's Gives', an ongoing global initiative to promote philanthropy. For the first time in India, the brand will retail a special edition of their Ultra Facial Cream, the world's favourite moisturiser, 100 per cent net proceeds from which (up to ₹7,00,000), will go straight to Teach For India to educate underprivileged children in the country. The special edition bottle echoes with Neha Dhupia's sentiment to 'give where you live' to eliminate educational inequality in India. Purchasing 10 jars of Kiehl's Ultra Facial Cream will help bring excellent education to one child in a Teach For India classroom for one year. Smira Bakshi, General Manager, Kiehl's India, said, "The brand has a long standing heritage of working to further the cause of children. This association with Neha Dhupia will help Kiehl's to continue this important philanthropic work with Teach for India."



Kaya Limited raises stake in Iris Medical

Marico Group's company, Kaya Limited along with a local partner, increased stake to 85 per cent in Abu Dhabi-based Iris Medical Centre LLC, by acquiring 10 per cent additional stake. Kaya Limited forayed in the Middle East in 2004 with its first clinic in Dubai. It is now operating over 21 skin clinics across UAE, Saudi Arabia, Kuwait and Oman. It operates more than 100 skin clinics and over 100 skin bars across 27 cities in India. This raise in stake by Kaya Middle East DMCC, a foreign subsidiary of Kaya Limited was through MoA and Assignment of shares of Iris.



Shraddha Kapoor, the new brand ambassador of Veet

The depilatory brand, Veet, has recently appointed Bollywood actress, Shraddha Kapoor, as their new brand ambassador to launch the new and improved hair removing cream, Veet Silk & Fresh. MahaChangez, Brand Manager, Veet, reportedly said, that the brand is excited with this association with Shraddha Kapoor to launch the new Veet. She further added that the new silk and fresh technology will give salon-like smoothness in five minutes. It will be available in three sizes, 25gms, 50gms and 100gms, for normal, dry and sensitive skin.

Nykaa.com to raise ₹100 cr funds to expand reach

FSN e-Commerce Ventures lead Nykaa.com is seeking funds to expand business. Nykaa is expected to launch its signature kohl, lipsticks, perfumes and other cosmetics range soon. As per Falguni Nayar, Founder, Nykaa, the firm will end this year with sales of ₹80 to ₹100 cr and is likely to report revenue of ₹240 to ₹300 cr by March 2017. The brand's first offline store is at the Delhi airport and will launch three more stores in Mumbai, Bangalore and Delhi in the next quarter.



Fusio-Dose by Kérastase Luxe and Instant Conditioning Hair Ritual

Transform your hair with Fusio-Dose, the only in-salon Ritual that simultaneously caters to your primary and secondary hair concerns simultaneously to transform your hair in just 15 min.

Transform limp, dry or over-worked hair to healthy glamorous locks within minutes with the new Fusio-Dose from Kérastase! A clever bespoke cocktail for your hair, Fusio-Dose instantly rejuvenates hair like no other in-salon service.

A revolutionary customised instant conditioning treatment designed to nourish, repair and restore your hair. Working its magic by fusing together highly concentrated doses of active ingredients meticulously selected for their fast action on the fibre, it provides deeply penetrating replenishment, nutrition and protection. Fusio-Dose is the only made-to-measure conditioning Ritual, based on a range of combinations as per your individual hair requirements that are 'prescribed' by your hair stylist during your consultation. Visit a Kérastase salon and ask your Ambassador for a hair and scalp consultation with the Kérastase camera. This diagnostic camera zooms into scalp and the hair up to 600 times. Based on the diagnosis, your Ambassador will create an ultra-precise hair and scalp profile to identify your primary and secondary needs.

The primary need reflects the current condition of the hair based on the diagnosis and determines the choice of concentrate. The secondary need is related to more personal expectations from your hair, enabling selection of the booster. These two hair needs give rise to a unique combination that appears on the camera's screen allowing you to target multiple concerns at the same time. Four concentrated care formulas are fused with five powerful boosters' ingredients offering 20 possible combinations for a highly customised treatment to instantly and lastingly transform the hair.



MATRIX Presents Rock 'n' Strobe Strobing for Hair

This Spring Summer, Rock 'N' Strobe features Hair Strobing, a highlighting technique used to play up your favourite facial features using MATRIX SOCOLOR. Pick from the five trending techniques to highlight your hair and be the talk of the town

Rock 'N' Strobe features Strobing, the latest highlighting technique created to put the spotlight on your favourite facial feature. Strobing originated in make-up as the placement of highlights on key areas of the face to enhance your best feature! This trending technique is the inspiration behind MATRIX's Spring-Summer 2016 Color Collection called Rock 'N' Strobe. Inspired by iconic American Rock n' Roll, it is all set to bring out the rebel in you with the trendiest and most fashionable hair looks this season.

About hair strobing

Hair strobing is the latest highlighting technique everyone is talking about. Trending internationally, MATRIX is the first professional brand to own strobing. The look is accomplished by applying wider strips of colour for dimension and contrast. Unlike dyeing your hair an all-over solid colour, or placing highlights and lowlights at random, strobing caters to your face shape and natural hair formation. So if you want your hair to complement your face or desire that extra 'pop' in your hair colour, ask your stylist to customise your look to suit your natural hair colour and skin tone to bring out the best in you!

Five strobing techniques using Matrix SOCOLOR

MATRIX introduces five strobing techniques using the Color with Confidence brand, SOCOLOR, which include, Cheek Strobe, Eye Strobe, Jaw Strobe, Full Strobe and Profile Strobe.

Before



CHEEK STROBE ▲

Put the spotlight on your cheek bones! The cheek strobe elevates the rock star in you by putting highlights around the centre of your face. Created using SOCOLOR 6.62 and SOCOLOR Highlight 12.



Nicola Smyth presents Rebellion Culture

About the artist

Nicola Smyth had her first brush with hairdressing when she joined her aunt's salon at age 14. She grew and progressed quickly in the salon and was winning awards at 17 and named the most profitable stylist year on year and in the industry winning the Goldwell Color Zoom at 24)– i had surpassed hairdressers twice my age and experience. By the time I was 25, I'd been at my Auntie's salon for over 10 years and wanted to spread my wings and be my own boss. I'd saved up a deposit for a house, but was determined to create my own destiny so spent it all on buying hair colour and products and rented space in a salon instead! When I outgrew that in 12 months, I moved to a larger space, but quickly outgrew that one too, so had to find a bigger challenge. Encouraged by my clients, one night I came home to my partner Dan and said I was ready to open my own salon. I didn't let the fact that I had no formal business experience stand in my way. With Dan's support, and a lot of internet research, I put together a 36- page business plan and that along with my ambition, convinced the bank to give me a loan. After searching night and day for a location, I found an old tile shop in the centre of Leamington Spa, got the keys in April and opened six weeks later in June 2012.

The collection

The Rebellion Culture collection was about uncovering unity and strife with an unpredicted style clash of sophisticated elegance, contrasting colours and extraordinary shapes that reveal a rebellion culture. Looking at cultures and fashion heritage, I wanted to create contradicting style clashes and shapes by mixing up rebelling colours and reinventing them with a modern twist of sophisticated elegance.

The inspiration

The inspiration came from cultures and fashion heritage, looking at ways we could keep our looks sophisticated, but mix this with different cultures and clashes and bring the collection to life with colour and shapes.

Techniques and products used to create the looks

We worked with back to back directional slicing in diamond shapes concentrating on key areas for the looks. The focus was on global colouring and toning. We used Goldwell Color, Goldwell Elumen, Topchic and Colorance and Goldwell styling products.

Next plan

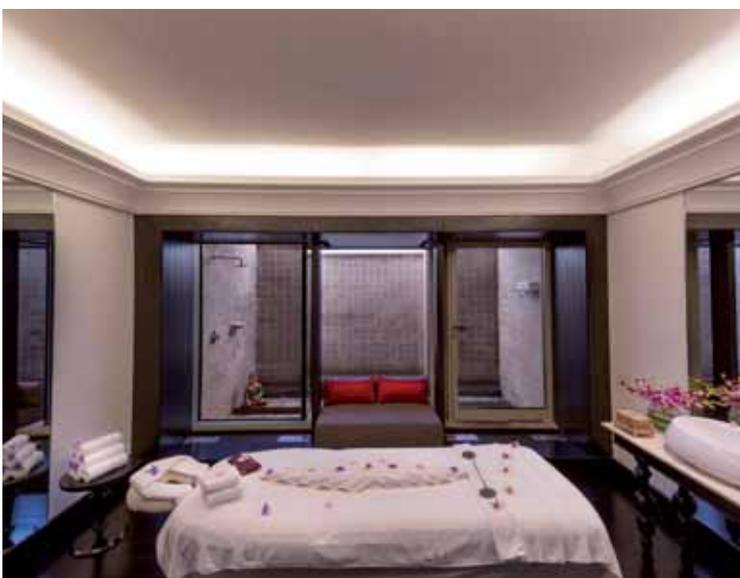
We have big plans for the future, looking to do more international work and also enter our first British Hairdressing Awards, investing in our young talent with education and creating opportunities for them, growing our brand, academy and salons. 📍

Sohum Spa & Wellness Sanctuary Kerala Southern Accent on Design



The interiors of a spa set the mood for the treatment to follow and have a lot to contribute to the overall spa experience. Sohum Spa & Wellness Sanctuary is the perfect example

by **Aarti Kapur Singh**



Size of the spa: 5164 sq ft and an open terrace garden of 8500 sqft for yoga and meditation

Time taken to complete construction: 1 year

About the spa: Located at the Crowne Plaza in Kochi, Sohum Spa & Wellness Sanctuary contemporises ancient south Indian architecture. It is one of the largest hotel spas in Kerala with 25,000 sq ft of dedicated area. The textures of old stone, old timbre, beaten copper and painted surfaces come together to caress the senses. Local design is seamlessly blended with modern convenience to create a truly unique ambience. The facilities include seven treatment rooms for Ayurveda, Western and Oriental therapies and each room has a foot ritual chair, authentically made wooden massage tables, dedicated work area and attached shower and steam facilities. There is one couple suite with private jacuzzi, steam room and relaxation area. Five out of the seven treatment rooms have the open shower facility.



Kanruethai Roongruang Staying True to the Asian Art of Touch

Kanruethai Roongruang, Vice President/ Executive Director-Spa Operations, Banyan Tree Spa and Gallery, shares the essence of Banyan Tree Spa chains with *Salon India*

Please tell us about your professional background.

My association with Banyan Tree Spa started in 2000, when I joined as the organisation as a Spa Manager in Bangkok. Later, I handled the exciting project of setting up Oberoi Spa by Banyan Tree outlets in India. Upon returning to Thailand in 2002, I was given the charge of the operations of Angsana Spas at Allamanda and Sheraton Grande. Eventually, I was promoted as the Senior Spa Manager in 2004 and Angsana Spas at Dusit Thani and Laguna Beach Resort. Juggling the roles of Area Manager, Assistant Vice President, and more, I was further promoted in January 2015 and presently oversee the operations of all Banyan Tree Spa and Gallery outlets as the Vice President/ Executive Director-Spa Operations, Banyan Tree Spa and Gallery.

What are your views on the growing wellness industry globally?

In the past, spas were commonly an extended facility of hotels and the clientele was mainly in-house guests. Current travel trends reveal a convergence of health, travel and hospitality. The spa industry is emerging to fulfill these needs by embracing wellness and focusing on experiences. Visiting spas has become a popular activity for many in their quest for a healthy and balanced lifestyle. Consistent international high standards of spa treatments and services of professional well-trained staff are the expectation of modern spa-goers and these demands point towards the importance of having a premium spa facility, especially for high end luxurious properties and developments.



What are the USPs of the Banyan Tree Spa chain?

Banyan Tree Spa pioneered the tropical garden spa concept with Eastern therapies and holistic focus on spiritual, mental and physical harmony. As the first luxury spa in Asia, Banyan Tree Spa prides itself in re-introducing an exotic blend of time-honoured health and beauty practices. We have a strong emphasis on the human touch and use of natural ingredients. All our therapists are formally trained at the Banyan Tree Spa Academy, and besides training and development of spa therapists, the Academy is tasked with research and development to introduce innovative spa experiences. When creating the menu for each of our spas, a strong emphasis is placed on the use of indigenous products and ingredients of that country to impart a local flavour.

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