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INDIAN SUBCONTINENT | Vol 10 No 1 | January 2018 | Price ₹150

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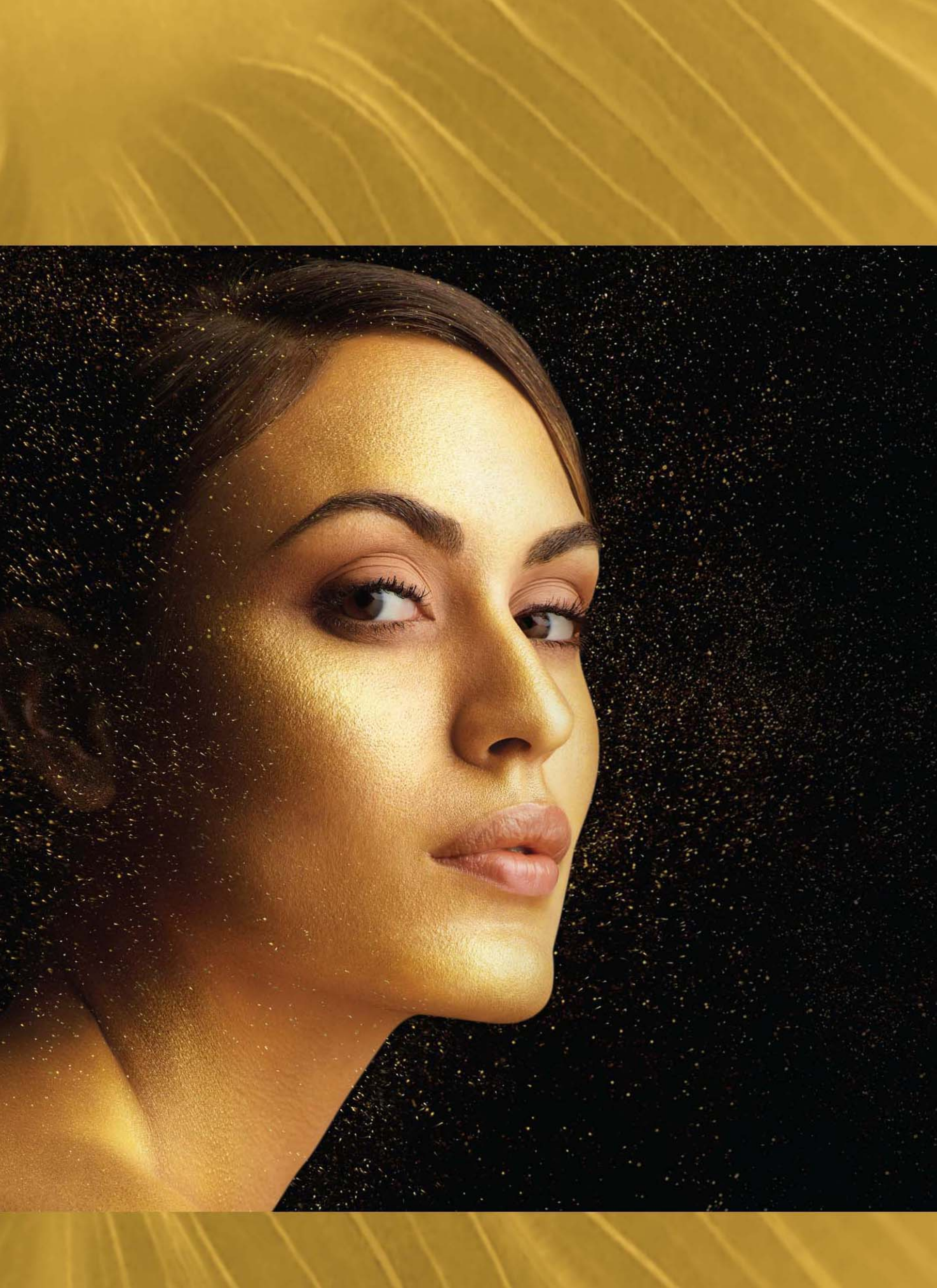
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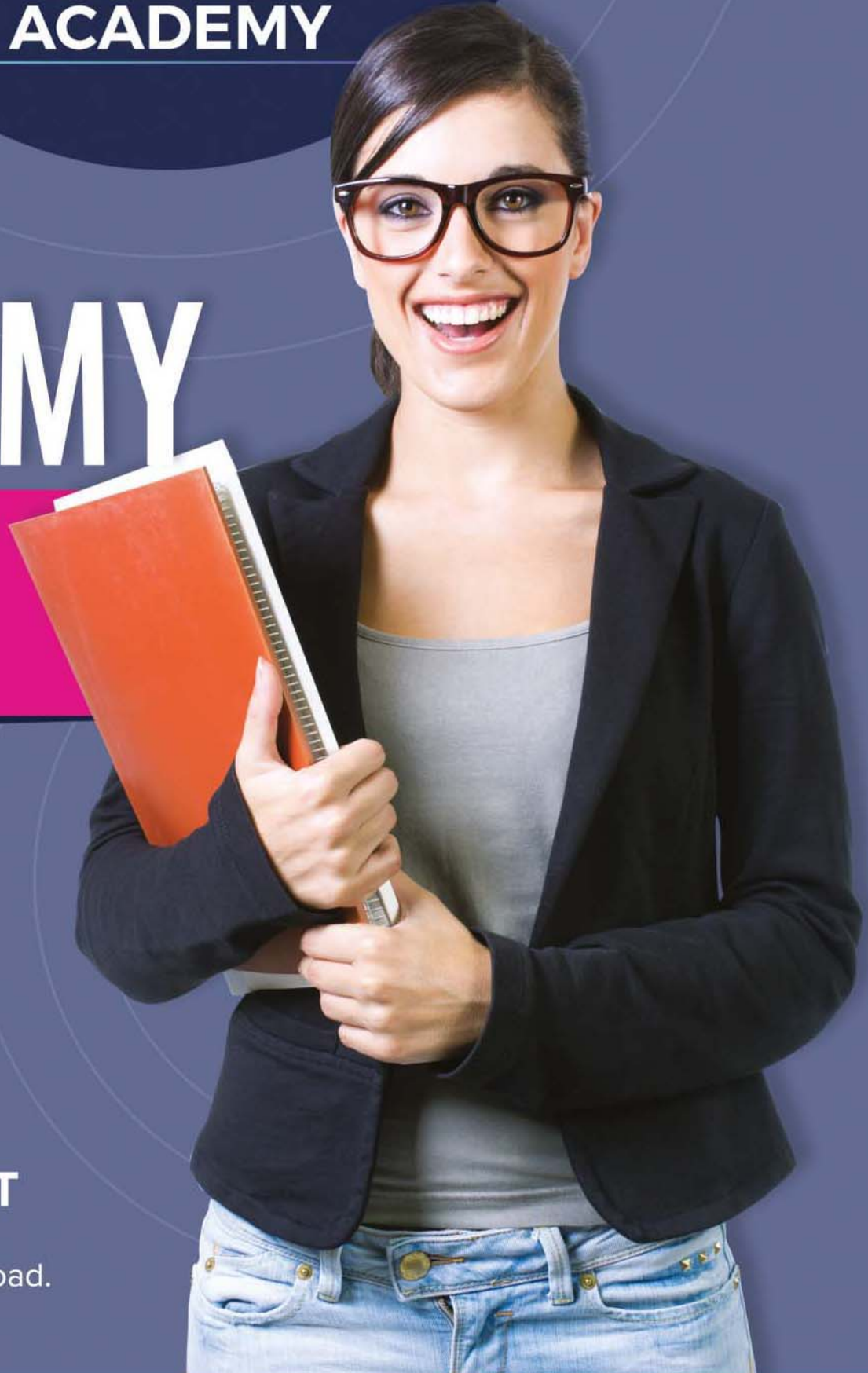
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January 2018 – a glorious start to the brand new year with umpteen hopes, promises and opportunities. It is also the month when Salon International-India celebrates its ninth anniversary. We are excited and inspired to leave no stone unturned in bringing the best in global insights on hair and beauty right here in India. In the spirit of our anniversary issue, we are thankful to the industry stalwarts, who have shared their expert views to enlighten us on the trends and issues relevant to hair and beauty industry. Sudheer Koneru, Andrew McDougall, J Tara Herron, Dr Geetika Gupta Mittal, Viveck Vermaa, Presley Coelho and Arpit Jain, share their words of wisdom.

In this issue, we applaud a few brands in the beauty and wellness industry that are unique in their offerings. In sync with the times, these unpretentious, yet ambitious brands are on the route to super success. We present a market recce. In the Hair section, we interview Silas Tsang, Creative Director at Blushes in Ottawa, Canada. The winner of Awards like NAHA, Canadian Hairdresser Mirror Awards, Contessa Awards Winning Collection, Tsang has a simple philosophy of staying true to his roots. On the homefront, we meet Natasha Naegamvala, Director, Nalini of Nalini and Yasmin Salon. As the daughter of the veteran hairstylist Nalini Naegamvala, has hairdressing in her blood. She shares her professional journey. Vipul Chudasama, Celebrity Hairstylist and Director at Vipul Chudasama Hair Education & Studio presents an eclectic photo essay of his collection Romance. In Trend Alert, we forecast the hair, make-up and nail looks for the year ahead, with sharp vision of Celebrity Hairstylist, Asgar Saboo, Celebrity Make-up Artist, Prasenjit Biswas, and Technical Director - Nails, Juice Nail Bar, Shonshon Ragul.

In Beauty, we meet renowned Japanese make-up artist, Aya Kudo, a young style prodigy who firmly believes in challenging herself to etch her expertise on the industry. Based out of New York, Kudo's outstanding work spans editorial, fashion, photography, catalogue, to name a few. Shubhika Jain, Founder, RAS Luxury Oils brings direction to almost 20 years of research and development by introducing pure and honest skin care products. Jain share her view of the Indian skin care industry, brand's USP, marketing strategies, and more. Dr Batul Patel, Medical Director and Dermatologist, The Bombay Skin Clinic, sheds light on the trending aesthetic procedure, Hollywood Peel.

In Spa Focus, we present the visual grandeur of Della Spa at Della Adventure & Resorts located in Lonavala. Kanchalika Meesuk, Group Spa and Wellness Manager, Ayurah Wellness Centre, Aleenta Phuket Resort & Spa, shares her insights into the global wellness industry, USP of the spa, business strategies, and more.

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

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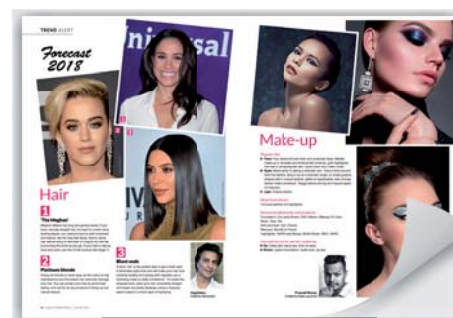
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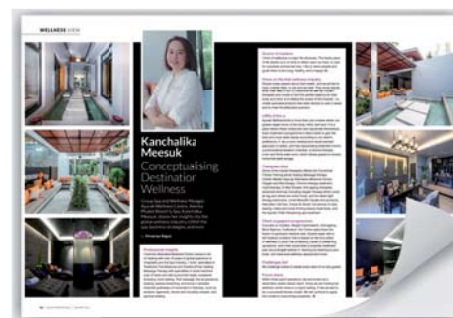
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Top Happenings of 2017

Salon India is nine years old! A time for celebrations and also a time to look back in retrospect. In the anniversary issue, we select the big and best spa and salon launches, events, happenings and top brand entries in the hair and beauty industry in 2017

TOP STORE LAUNCHES



/// Rossano Ferretti Hair Spa in Delhi ///

Spread across 4,000 square feet, the Rossano Ferretti Hair Spa is fully equipped with hair stations and manicure-pedicure stations, and has five beauty rooms. One of the most exclusive and expensive hairstylists, Rossano Ferretti, has revolutionised the hairdressing industry with his novel inclination towards the client's individual and natural beauty. His team comprises of stylists, Michele Finessi and Laurent Visco. Darpan Sanghvi, Managing Director, Sanghvi Brands is delighted to usher the brand into India, and present the best of international hairdressing to the discerning residents of New Delhi. On the location, Rossano Ferretti, Founder and Chairman, Rossano Ferretti says, "We strive to position our salons in buildings that are beautiful, have strong historical ties, and perpetuate our appreciation for art and architecture, as well as for the overall notion of refinement that we value within our brand. At Zehen at The Manor, the epitome of wellbeing, we have found an exceptional match."

/// Cheryl's launches flagship institute ///

A pioneer in professional skin care, Cheryl's Cosmeceuticals in association with Sunita Pawar, Founder, LookWell Skin and Makeup Studio, has launched India's first ever Cheryl's SkinCare Institute in Kalyan, Mumbai. The vision of the brand is to build the three transformative forces - the salon, the skin care professional and the ultimate consumer. The Institute has been created to change the way consumers experience skin care in salons today. Commenting on this initiative, DP Sharma, General Manager, Professional Products Division, said, "This launch is an international benchmark to create world-class institutes of skin care that are led with technology, expertise and beauty." Adding further, Aby George Philip, General Manager, Cheryl's Cosmeceuticals, shared, "This partnership with LookWell will further strengthen the brand's position in the professional beauty sector." Sharing her views on the collaboration, Pawar said, "This association is a perfect match to give India the best in skin care solutions with breakthrough products and services."



/// Smashbox Cosmetics in Mumbai ///

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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AWARDS AND FELICITATIONS

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

Winning two awards and being recognised as the 'Best Sector Skill Council', Beauty & Wellness Sector Skill Council is surely elevating beauty and wellness education in India. The first award, won at the Indo Global Education & Skill Expo 2017 in Mumbai, was presented by Sri Aditya Prasad Padhi, Chief Secretary & Chief Development Commissioner, Govt. Of Odisha and Sri Swadhin Kshatriya, Right to Service Act Commissioner, Govt. Of Maharashtra. The award was received by the Annu Wadhwa, CEO, Beauty & Wellness Sector Skill. The second award was presented at the 5th Skill Development Summit conducted by Education Network in Delhi. Last Year B&WSSC had won the award for the Best Sector Skill Council Silver Category from ASSOCHAM.



/// L'Oréal India receives EDGE certification for the second time in a row ///

Launched at the World Economic Forum in January 2011, Economic Dividends for Gender Equality (EDGE) is the only recognised business certification for gender equality with an assessment methodology distinguished by its rigour and business impact. L'Oréal India receives the EDGE certification in recognition for its commitment to achieving and sustaining gender equality at the workplace. L'Oréal India won the certificate for the first time in 2015, making it today the only one in India to be accredited with the EDGE MOVE Level second time in a row.



/// 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."

LOOK-BOOK LAUNCHES

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

The world's leading hairdressing academy, Sassoon in association with Trending Beyond Solutions, showcased its latest Cuts & Style Collection across Ludhiana, Kolkata, Bangalore and Ahmedabad for the first time. Sassoon Experts, Alessio Matta, Senior International Creative Director and Zsolt Nagy, International Cutting Instructor, conducted the sessions with signature Sassoon cutting techniques. As part of the collection



'Underpass', six latest cuts and styles were showcased with detailed explanations on the techniques involved. The sessions were moderated by hairstylist, Abhay Girdhar in Ludhiana, and Celebrity Hairstylist, Ity Agarwal at the other three locations.

/// Look book by Avon True ///

The Avon True Look Book was launched by Renuka Pillai, Celebrity Make-up Expert, Avon India.



At an event, women were invited to experience the Avon True range, and was attended by beauty experts and influencers. Swati Jain, Marketing Director, Avon India, said, "Avon follows the philosophy of 'beauty for a purpose'. Through this launch, we wanted to reach out to women from various strata, and invited a few to celebrate their beauty with Avon." Commenting on her association, Pillai said, "It feels great to be associated with an activity that is honouring beauty. Every face is beautiful and Avon respects it. The event is a novel approach to reach out and search for women who represent the philosophy of the brand and the book."

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CELEBRITY ENDORSEMENTS



/// Shah Rukh Khan for Denver ///

Denver, the leading deodorant brand from the manufacturing hub Vanesa Care Private Limited, has signed up Shah Rukh Khan as their brand ambassador. Saurabh Gupta, Director & CMO, Vanesa Care Private Limited stated his vision for Denver, "We were not just looking for a celebrity face, but someone who is recognised for the same values as Denver. Shah Rukh Khan is one such person, whose success has not come easy. He went through multiple and continuous obstacles to become the cornerstone of success, not just in Bollywood, but across the world by raising the bar with sheer dedication and hard work. Hence, he is the perfect synergy to match our brand ethos. In addition, his sense of style, aura and connect with the millennial will surely help our brand to further strengthen our positioning as a premium player in deodorant and men's grooming category."

/// Deepika Padukone for L'Oréal Paris ///

The leading global beauty brand, L'Oréal Paris has signed up with Deepika Padukone, the leading lady of Bollywood to be its as its new global brand ambassador. As the new L'Oréal Paris spokesperson, Padukone joins the international A-listers of illustrious women that represent the brand like Jane Fonda, Blake Lively, Julianne Moore, Susan Sarandon, and Aishwarya Rai Bachchan. Welcoming Padukone onboard, Shalini Raghavan, Chief Marketing Officer, Consumer Products Division, L'Oréal India, said, "As a youth icon and role model to many, Deepika Padukone truly embodies the brand and its philosophy of beauty with strength. Her effortless style and grace make her a natural fit for the brand. We are thrilled to welcome her into the L'Oréal Paris family, and look forward to a long-lasting association."



NEW APPOINTMENTS



/// Juice Hair ropes in Shailesh Moolya as the Technical Director ///

Juice Hair Private Limited India has appointed Shailesh Moolya as the new Technical Director - Hair. With over 18 years of experience in the hair industry, Moolya has worked with the who's who from the industry. He has trained with Vidal Sassoon, USA and UK, Toni&Guy in UK and Singapore, Schwarzkopf in Germany, and more. Prior to joining Juice, he was with Lakmé Lever as the National Creative Director. At Juice, he will be responsible for training and innovations under the hair portfolio, and spearhead the soon to be launched bi-yearly hair and bridal collections. He will also be responsible for training and recruitment of skilled personnel.

APPS AND TECHNOLOGY



/// MyDermacy - India's first aesthetic app ///

MyDermacy, India's first and only platform dedicated to online consultations with qualified dermatologists, introduces their latest offering called BeYouPlus, an application available on all Android and iOS devices. After receiving their second round of funding from Cyber Carrier, a Chinese Venture Capital Fund, BeYouPlus allows people to discover and buy treatments that have been standardised to ensure the highest quality of services, using the best technologies available globally at a transparent pricing model. Services include Laser Treatments for Permanent Hair Reduction, Acne Scar Reduction, Hair Regrowth Treatments, Sun Tan Removal, Rejuvenation, and Hair Transplants, besides others, and are available at selected co-branded clinics across Delhi NCR.



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TOP COLLABORATIONS

/// Enrich Salon partners with Symbiosis Skills and Open University ///

In May this year, Symbiosis Open Education Society announced the establishment of Maharashtra's first Skill Development University – The Symbiosis Skills & Open University at Kiwale. Skill education is a challenging domain and in order to meet with the requirements – here are some of the highlights of the way in which this University is planned. The curriculum will be set along the National Occupation Standards (set for Basic, Intermediate and Advance Skills) and the National Skill Qualification Framework that has set credit levels for Certificate, Diploma and Degree programmes. There will be

recognition of prior learning as well as multiple entry and exit levels – given the fact that this is the domain of skills and the target audience has a high requirement to be employed – chances are they would require the options of doing their learning in stages. Skill assessments, multiple modes of teaching pedagogy and vocational and employment guidance will be made available. As Knowledge Partners in the Beauty and Wellness domain, Enrich will be involved in the Infrastructure, Training, Assessment, Placement and Research. A state-of-the-art academy is at the final stage of completion in the School of Beauty



& Wellness. Qualified trainers, who would have gone through the rigour at Enrich, will be delivering courses ranging from Certificate and Diploma Programmes going up to a Graduation programme - a B.Sc in Beauty and Wellness – which by itself is a first in the country!

FORAYS AND ACQUISITIONS



/// OPI forays into India ///

The professional nail care brand from Coty, OPI is all set to enter the Indian market. The brand is committed to provide quality products and services, along with a focus on industry safety and innovation. OPI, available in over 100 countries, will now be present in India, with the rest of the portfolio gradually unfolding in the future. The lacquers can be found at leading Wella Salons, high-end departmental stores and luxury beauty portals. Sharing his views, P K Hariharan, General Manager, Coty India said, "Through the launch of OPI in India, our aim is to strengthen our presence by providing the best nail colour and care products to the Indian consumers."



/// VLCC acquires Vanity Cube ///

One of the largest home grown beauty and wellness companies in India, VLCC has acquired Vanity Cube, the two-year old on-demand beauty services provider. This acquisition is in VLCC's interest of strengthening its foothold in the on-demand beauty services platform. The brand further aims at scaling up the reported 50,000 client base of Vanity Cube to 10 cities in the next 18 months. Presently, VLCC operates in 330 wellness centres and salons across 102 cities in India and Asia. This is known to be the second acquisition by the brand, the first one being WellScience Health, earlier in April.

/// Sequoia India acquires FACES Cosmetics ///

Venture Capital firm, Sequoia Capital India is set to acquire Canada-based make-up, personal care and skin care company, FACES Cosmetics from Everstone Capital for a net worth of \$40 million. Post the acquisition, FACES will continue to drive the business forward under CEO, FACES Cosmetics, Sharmili Rajput, and there are plans to increase the number of outlets from 900 to 1,200 by FY2022, and reach 100 cities. Abhay Pandey, Managing Director, Sequoia Capital India Advisors, commented on the occasion, "The colour cosmetics market is the fastest growing category in personal care, and we see a huge opportunity for the FACES brand. The Sequoia team will work with the FACES management to make significant investments and deploy operational expertise to unlock the brand's full potential, as well



as expand its portfolio and reach." Rajput added, "Our aim is to grow our revenue five times over the next five years, through strengthening our geographic coverage, deepening our distribution, expanding the portfolio, and extending our iconic brand to adjacent skin care categories."

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Architectural Concepts

Lumiere Dermatology / Delhi



Spread across 7,000 square feet, the second outlet of Lumiere Dermatology is a state-of-the-art pied-à-terre is complete with art, bespoke furniture and a vibe of luxury and indulgence.

Well equipped with 12 treatment rooms, in addition to a variety of plush rooms to relax in before treatment, reception area and a pre-treatment waiting area, there is even a separate secret area to maintain privacy for celebrity clients. The clinic further boasts of best-in-class facilities with the most advanced lasers in the world like Pixi Pico, a separate area for microblading, bubble

lips and eyeliner and eyelash extensions designed by London's famous Everlasting Brows, a relaxation area for IV Infusions with Lumiere's coolest Drop Bar, and an entire range of facials and lasers.

Sharing her views, says Dr Kiran Lohia, New York Beauty & Wellness Expert, Celeb Dermatologist, Lumiere Dermatology, "Lumiere brings a fresh aesthetic to stimulate the eyes while rejuvenating the hair, skin and body. With constantly evolving designs, art installations and style, we believe that beauty should surround us so we can truly feel beautiful from the inside out."

Colour combination: French grey, pops of Lumiere red, and a variety of fresh wallpaper

Brands used: Cynosure, Alma, among others

Lights: Warm LED lights

Flooring: Warm deep Brazilian wood and Italian granite

Architect: Dr Kiran Lohia



Owner, Lumiere Dermatology
Dr Kiran Lohia

Contact Person:
Neha

Address:
F8/7 Vasant Vihar, Ground Floor,
New Delhi-110057

Phone:
08826329994/5

Email:
info@lumieredermatology.com

Website:
www.lumieredermatology.com



Kiehl's / Gurgaon

Address:
Ground Floor, Ambience Mall, Gurugram

Phone:
0124-4029043

Website:
www.kiehls.com

Colour combination: White painted brick tiles, paint and wallpaper for a retro ambience

Lights: Chandelier, focus lights, pendant lights, spot lights

Flooring: Wild hazel oak flooring, mosaic tiles

The Kiehl's store, spread over 727 square feet, brings the spirit of 'the store of the future' to the community and offers specific characteristics, such as, a Sampling Hub, Gifting Area, and Service Hub. The old-world apothecary aesthetic is infused with modern elements that reflect both the surrounding community and are a nod to the company's New York roots in the City's East Village neighbourhood. Historic elements are a delight reserved for visitors, including an iconic vintage Harley motorcycle and Kiehl's famed Mr Bones

skeleton. In addition, as with all Kiehl's stores, this location proudly continues Kiehl's unique 'try before you buy' sampling initiative, initially conceptualised more than 92 years ago at the original Flagship Store, as well as its long-standing money back guarantee and hassle-free return policy.

There are six sections visitors can browse through, namely, Skin care, Hair care, Body care, Men, Gifting and Customer Favourites.

Says Santosh Kumar, Brand Head, Kiehl's India, "With the launch of Kiehl's in Gurugram, we further strive to offer our beloved skin care products through the most attentive and personal service possible, in accordance with our enduring legacy that has been intrinsic to the Kiehl's brand. We feel honoured to have had the opportunity to associate with the cause of Autism for the launch of the 10th store of Kiehl's in India. Our strategy for Kiehl's in India is to build the brand strongly keeping the roots intact and develop further as we take one step at a time. 🌟



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Meet Silas Tsang, Creative Director of Blushes in Ottawa, Canada. The winner of awards like NAHA, Canadian Hairdresser Mirror Awards, Contessa Awards Winning Collection, Tsang has a simple philosophy of staying true to his roots

by **Aradhana V Bhatnagar**

Silas Tsang

Global Inspiration

How did you get interested in hairdressing?

Growing up in Hong Kong, I was always very interested in art and fashion. I turned this passion into a career by exploring hairdressing and it took off from there. My mother gave me a chance to go to London in 1985 where I started my training at Alan International, and then went to Vidal Sassoon for training. Her support and encouragement have made me the person I am today. One of my greatest mentors is John Rawson. He was one of my first hairdressing teachers, and today, he is the photographer of my hair collections.

What were the challenges that you faced? How did you overcome them?

My biggest challenge for the past few years has been finding ways to improve and maintain my craft. Creating unique hair collections and participating in hair competitions have kept me motivated and continue to push me to explore new ideas and techniques in the field.

What is your current role and responsibility?

Currently, I am the Creative Director and Owner of Blushes. I work with my wife, Dorothy, and an amazing team of dedicated stylists. At Blushes, we work as a team to run a successful salon, and together to create new creative hair collections.



What is your forté as a renowned stylist?

I think it would be my creativity. As an artist, I am always thinking about how I can re-interpret styles from the past and explore how to include different materials and textures into my collections. My favourite trend in hairstyling is textured hair that is touchable and moveable. Hair colour playing on pewter tones, titanium, and lilac are my favourite.

As the NAHA finalist, how did you prepare yourself and the team?

My team at Blushes is always exploring new ideas together. Before we take on any new photoshoot, we like to take input and feedback from them on big concepts and then narrow down our collection to five looks.

What was the inspiration behind the Blushes collection?

The inspiration behind the Blushes collection is minimalism. The representation of minimalism displayed through this collection strips hair culture to its basic ingredients. Taking everything away highlights the depth of hair itself, displaying different texture, sharps and movement. It is a bare image defining itself.

What is a day like in the life of Silas Tsang?

Daily, I am behind the chair running striving to make my clients happy, and mentoring my staff to help them and myself become better stylists. As a hairdresser, my goal is to make my clients feel happy and confident.

What are your future plans?

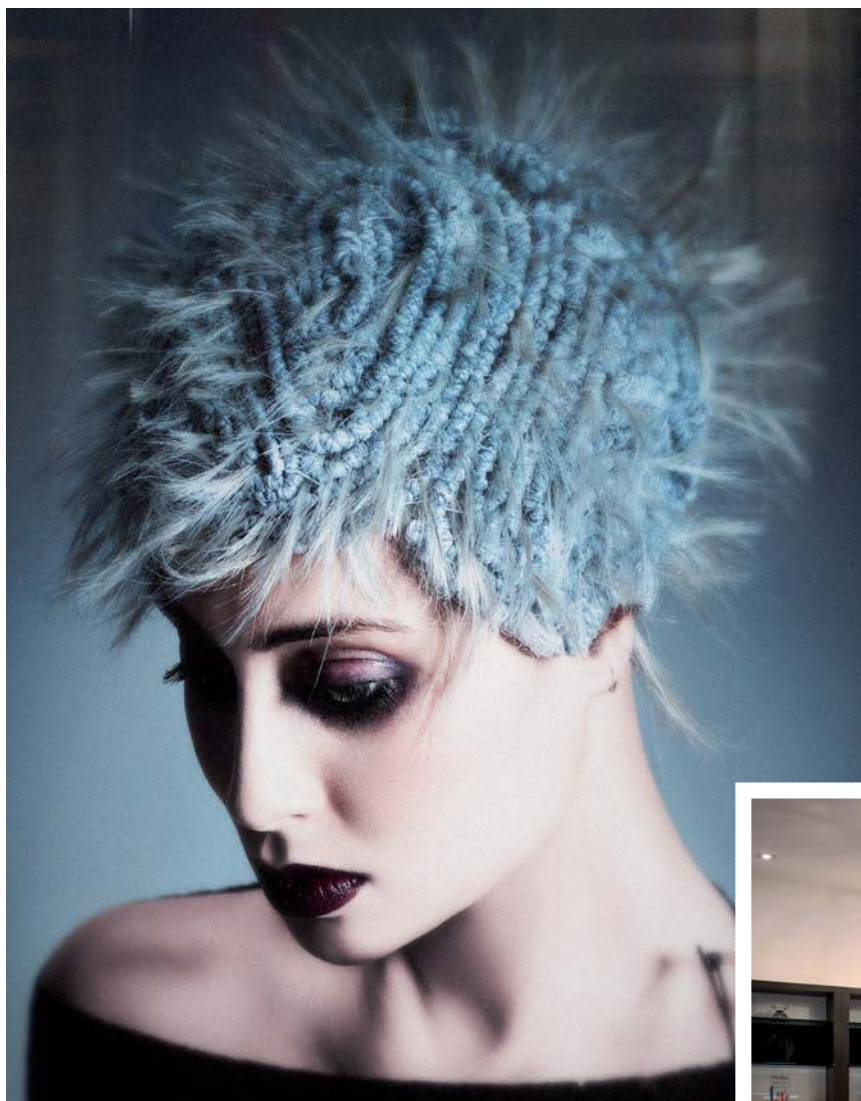
To be frank, I am not sure what new projects I will be exploring in the future. I would love to create more collections and work with new artists and fashion designers.

What is your advice for those who want to join the hairdressing industry?

For anyone wishing to get into the industry, I would tell them to listen to feedback and most importantly, practice. Techniques must be taught and improved through practice. It is about absorbing information and applying it through practice.

What are your views on the hairdressing industry of India?

I think India is one of the greatest countries for creating innovation. I would love to learn and collaborate with artists from India in the future. My greatest learning experiences have been from working with artists in different fields and countries and learning about their trends. 🌐



Credits:

Hair and Colour: Silas & Dorothy Tsang @ Blushes, Ottawa, Canada

Photography: John Rawson @ www.therawsonpartnership.net

Make-up: Paco Puertas

Clothes styling: Serena Shonuc



The Smartbond Kit
(500ml Step 1 & 1000ml Step 2)

Smartbond by L'Oréal Professionnel

Dare All Hair Transformations

Smartbond is the breakthrough bond reconstructing system by L'Oréal Professionnel that protects your hair health during technical services like colouring, pre-lightening and straightening to give softer and stronger results

Every client visiting salon is looking for change and is completely dependent on stylists to give their hair a refreshing makeover. From highlights to global hair colours in blonde or fiery red or taming frizzy hair into a perfectly straight mane, now you can offer every hair transformation that your client desires, without worrying about hair damage. L'Oréal Professionnel's breakthrough bond reconstructing system, Smartbond, when added to colour, pre-lightening or straightening services; protects and strengthens hair, and delivers softer and smoother results. Let your client opt for transformations with Smartbond without compromising on hair health.



66

Smartbond is a must have to get long coloured hair with movement and energy. It protects and strengthens hair while colouring and the hair feels soft post colouring.

– AKSHATA HONAWAR,
Dream Team Member, L'Oréal Professionnel



66

My regular colour clients have started feeling the difference in their hair quality with the addition of Smartbond. It is a great protector for hair fibre during both colouring and straightening.

– VAIJAYANTI BHALCHANDRA,
Owner, YLG Salon, Bangalore

The Mini Kit
(125ml Step 1 & 250ml Step 2)



How it works

Step 1 Additive: To be mixed in colour or pre-lightener mix or used after straightening cream.

Step 2 Pre-shampoo: To be applied on hair after rinsing colour or pre-lightener or straightening.

Price and Availability

Smartbond is exclusively available in L'Oréal Professionnel salons in a pack size of 1500 ml (500 ml of Step 1 + 1000 ml of Step 2). L'Oréal Professionnel now introduces the Smartbond Mini in a pack size of 375 ml (125ml of Step 1 + 250ml of Step 2) for ₹3,500 only. 📍



66

Smartbond gives me the confidence to try bold colour variations on my clients without the fear of damage. It maintains the strength of the hair fibre which is just what I need during colouring.

– RAMAN BHARADWAJ,
Dream Team Member, L'Oréal Professionnel



66

The hairstylists at my salon were earlier hesitant to go for pre-lightening on fine or weak hair, but, with Smartbond, they are comfortable. It delivers stronger results; I even add it during straightening.

– SUMIT ISRANI,
Owner, Geetanjali Salon, Delhi

MATRIX Unveils the Trendy Color Melting Technique

This new year, MATRIX introduces Color Melting, the international hair highlighting technique, to India. The Color Melting, Berry Edition, is customised to suit Indian skin tones, and uses exclusive darker hues from the SoColor palette

Hair colours play a significant role in defining a fashion statement. From make-up to highlights in your hair, colour transforms the overall look with the stroke of a brush! Highlights have come a long way and the latest hair colouring technique, Color Melting has taken the world by storm. From international celebrities like Ashley Tisdale, Kylie Jenner, to social media platforms like Instagram, Pinterest; Color Melting is in vogue. As hair styles and colour techniques are the most popular searches on social media platforms, stylists all around the world are experimenting with this popular trend. MATRIX, the world's leading American professional brand, has ushered in Color Melting, the coveted hair highlighting technique for Indian hairstylists and colourists.

About Color Melting

Blended seamlessly together to create the 'melting effect', this technique mirrors natural hair patterns and shades together. The effect ensures that there is no line of demarcation, making it look completely natural. Whether it is loud and vibrant or subtle and soft, Color Melting is all about combining two or more colours for that flawless look. This trend has taken the fashion world by storm as it not only amps up your client's look, but also gives them a much-needed edge. Internationally, Color Melting involves the use of bold and stark colours, such as, blues, pinks and shades that work well on blonde to light hair.

Especially adapted for Indian skin tones and dark hair, MATRIX has customised an exclusive colour palette with darker hues from the SoColor palette. The Berry Edition is inspired by decadent berries and rich chocolate, and includes three ravishing looks, namely, The Caramel Raspberry Melt, The Blackberry Melt and The Choco Cherry Melt.



LOOK 1

The Caramel Raspberry Melt

Inspired by the warmth of caramel and a hint of raspberry, this melt is subtle and elegant. It uses SoColor shades #6.5 and #7.45.



LOOK 2

The Blackberry Melt

Inspired by the richness of blackberries from the SoColor palette perfectly using shades #5.26 and #6.62.



LOOK 3

The Choco Cherry Melt

Inspired by sinful chocolates and the zing of cherries, this melt uses SoColor shades #5.8, #6.8 and SR.V.

Experts vouch for Color Melting

- ▶ It is versatile. The soft gradation effect can be used on any client, with any colour combination.
- ▶ It is natural. Seamless transitions make any hair colour look natural.
- ▶ It is original. An exciting, new technique that any stylist can use to amp their client's look. 📌

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Solange Dessimoulie
Founder of Decléor

DECLÉOR
PARIS

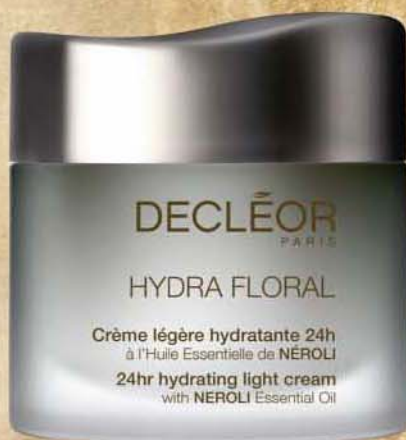
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While the cream alone moisturises the skin, leaving it supple & luminous, when combined with a few drops of Aromessence Oil, it can reveal exceptional results.

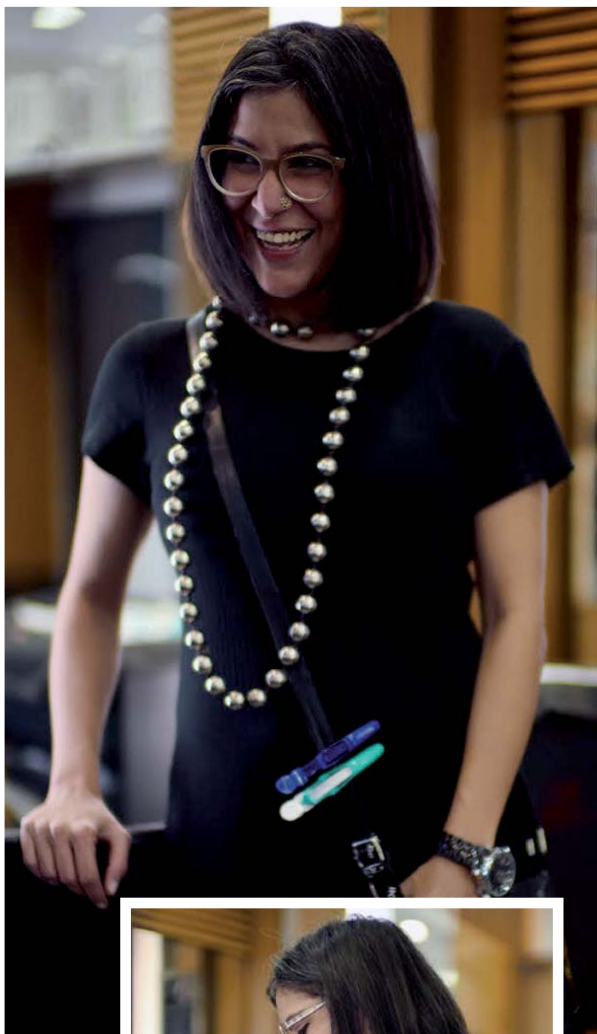
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Natasha Naegamvala

To the Manor Born

Natasha Naegamvala, Director, Nalini of Nalini and Yasmin Salon, and daughter of the veteran hairstylist Nalini Naegamvala, has hairdressing in her blood. With *Salon India*, she shares her professional journey

Getting started

I followed in my mother and sister's footsteps. They enjoyed being a part of the hairstyling business, and I, too, hoped for the same. It was my sister who made me the hairstylist I am today. She has to be the most technically sound stylist that I know! I was a few years into this line and then she decided to take me under her wing. I am delighted to be in this business, and could not have asked for more. Education is critical so I studied in London, mainly with Vidal Sassoon and Toni&Guy, and also did a few courses with SAKS, Charles Worthington, and more.

Challenges and overcoming them

Back then, one had to deal with clients who had reservations about spending money on their haircut or colour. It took some time for them to believe that doing so was a good thing. Luckily that is no longer a problem!

Current role and responsibility

Both my mother and I essentially manage and run the salon, look into the administration, overlook the skill and calibre of stylists, the magnitude of work, think of the various business schemes and options, and so on. No different from most business owners! However, as a professional I have changed. From becoming somebody that took pride in the number of jobs done, now it is about 'the' job being done. Now I take ample time on each client, and style only three clients in a day

Ramp versus real

The clients that come into the salon need and want everyday, wearable hair. Bollywood is about the film, the look of the film and the actors. Editorial shoots, and similarly ramp is generally about the designer and their collection, sometimes very avant garde and sometimes very understated so as to not take away from the clothes.

Favourite products

Having worked with Wella and Sebastian for such a long time, I have to say that I really like the brands.

Current trends in cut, colour and style

Too many to categorically say. Tousled hair is really cool in some instances and then again on the flip-side, so is well groomed hair.

Views on the hair industry and advice to aspirants

Our hair industry is superbly international. Those who are newcomers in the line need to simply love the craft or not do it at all. Find your niche and all else will fall into place.

Future plans and projects

I love my small, intimate salon. I love that I can talk to just about most of the clients that walk into the salon, even if I am not working on them. I love that my salon is a quality driven salon and I would like to maintain that. 📍



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Hair Care Product Segment The Scenario in India

by **Arpit Jain**

Arpit Jain is the Founder of Auraine Botanicals. He has introduced the GkHair Professional Hair Taming System in India. Views expressed are personal.

Globally the hair care industry is pegged at \$75 billion. In the context of India, there is a huge increase in the demand for hair care products. Since the dawn of civilisation, people have been conscious about their appearance, and today, it is vital to have healthy crop of hair to look presentable. According to a survey conducted in India, hair care product value is estimated to grow at a CAGR of 8 per cent in 2016, with sales reaching ₹192.8 billion. Consumers have become aware of the role – good hair care products play an important role in achieving damage-free and luscious hair. Other reasons for the rise of hair care products can be attributed to the rapid rate of modernisation and urbanisation the world is undergoing. Also, celebrities and mainstream media are catalysts that have propelled the growth of this industry.

The reason why hair care products are thriving in the market is because society is becoming aware and conscious of not only their appearance, but also their overall wellbeing. In some cultures, one's hair has a symbolic connotation and has different interpretations. For instance, women having long luscious hair are associated with terms such as beauty and femininity. While for a man it is interpreted to represent masculinity and vitality. Entrepreneurs have now understood this demand and are developing products for these target audiences. Moreover, they are manufacturing products that address different concerns. There are products specifically for dry, oily scalp along with ingredients combating issues related to dandruff, hair loss, and more.

The hair care market flourishes due to the changing needs of global consumers. Within an increasingly competitive and diversified marketplace, brands are challenged to respond to diverse hair types, climate, ethnicities, cultures and regions. Hair care products are now not only targeted towards women, but men, too. The surge in male grooming products is a big contributor to the growth of the hair market across the globe.

The beauty industry in India is vast as there are different segments of make-up, skin care, nail, personal care, male grooming and hair care. With the increased sales in this market, it is expected that this category will see some intense competition with more and more players entering this segment. There are so many products available in the market starting from hair colours that cover grey hair, highlights that give you a splash of colour, to hair spa and taming solutions that brings life back to one's hair. Products such as hair oil, shampoo and the recent addition of styling products are also well received, especially among the youth in urban areas. Furthermore, the conditioner segment in hair care market is growing rapidly. In addition to the retail market, with people becoming more brand conscious, salons are increasingly becoming popular and are thronged by clients for showcasing specialised range of beauty and hair products.

Today, the hair industry is a professional field under which there are several experts comprising of hair colourist, aesthetician, hair technician, hairstylist, and others. The hair care arena is not a formula-driven industry, but one has to keep up with the new fashion and beauty trends. Due to the dynamic nature of this field many companies are sending their stylist overseas to learn global trends and techniques. Hair specialists, in turn, share their knowledge through trainings, seminars and workshops. Also, there are now professional institutions where students or aspirants can learn the art of hairstyling and hair care.

The future trends are expected to witness a big change with the industry players adopting natural and eco-friendly ingredients to their products. In the past few years, these products have seen a higher demand due to increasing consumer awareness about ill-effects of chemical constituents. Consumers are now willing to pay more for products that are infused with natural and chemical free properties as they consider these elements beneficial for their hair. Young consumers are experimenting with hair colour and are not shy to show their personalities with eclectic hairdos.

To summarise, in the coming years the hair care industry is on a strong upward trajectory due to various factors, such as, changing lifestyle choices, rise in consumer spending and rapid urbanisation. We are keeping a close eye and monitoring closely all the new trends and ever so dynamic consumer behaviour characteristics in the country. 📍

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Forecast 2018



Hair

1

'The Meghan'

Meghan Markle has long and glossy waves. If you have naturally straight hair, but want to create natural looking waves, you need product to add movement and texture, like the Sea Salt Spray. Add to damp hair before using a hair-dryer to roughly dry the hair, scrunching the ends as you go. If your hair is naturally thick and curly, use lots of hair product like Argan Oil.

2

Platinum blonde

Going ice blonde is never easy, as the colour is high maintenance and the bleach can seriously damage your hair. You can protect your hair by avoid heat styling, and opt for air dry products to bring out your natural texture.

3

Blunt ends

A blunt 'lob' is the perfect way to get a fresh start. It eliminates split ends and will make your hair look instantly healthy and glossy with regular use a hydrating mask or deep conditioner. To create the sharpest look, wear your hair completely straight and tease any pesky flyaways using a mascara wand coated in a thick layer of hairspray.



Asgar Saboo,
Celebrity Hairstylist



Make-up

Popular hits

- ▶ **Face:** Your skin should look fresh and positively dewy. Metallic make-up in all shades and finished will continue; gold highlighter; the rise of ultra-highlighted skin; liquid blush and cream blush.
- ▶ **Eyes:** Black eyeliner is taking a dramatic turn. Trace it thick around both the lashlines, wing it out at a dramatic angle, or create graphic shapes with it. Unusual eyeliner, glitter on eyeshadow. retro clumpy lashes make a comeback. Twiggy lashes are big and require layers of mascara.
- ▶ **Lips:** Creamy lipsticks.

Blast from the past

Unusual eyeliner, gold highlighter.

Recommended brands and products

Foundation: Dior, Bobbi Brown, KIKO Milano, Makeup For Ever.

Blush: Stila, Tart.

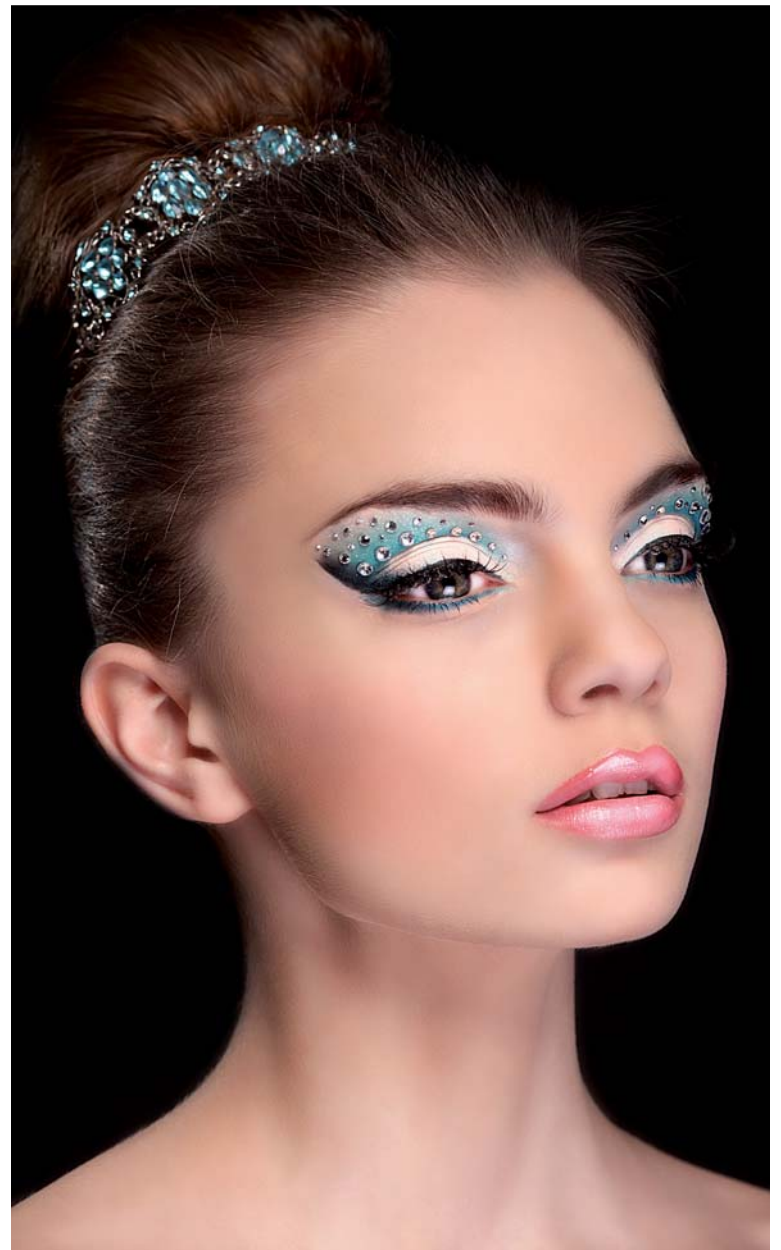
Kohl and liner: Inglot, Chanel.

Mascara: Benefit, Too Faced.

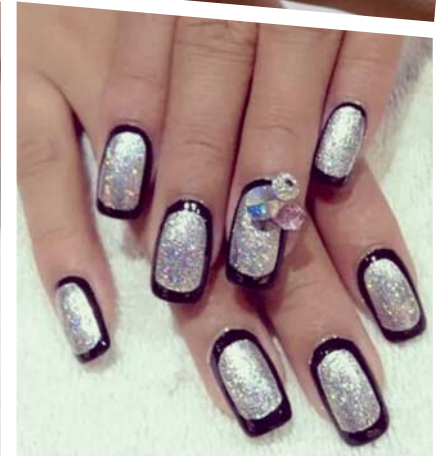
Highlighter: NARS, Huda Beauty, Bobbi Brown, MAC, NARS.

Dos and do nots for perfect make-up

- ▶ **Do:** Dewy skin, creamy lips, liner on eyes.
- ▶ **Donot:** Layers of foundation, matte look, dry lips



Prasenjit Biswas,
Celebrity Make-up Artist



Nails

Popular hits

- ▶ **Glitter Fade:** Glitter – a popular favourite with all the girls and can be worn in multiple occasions, artists can create looks basis the requirements of the client from a simple manicure with a coat of glitter nail polish for a subtle day event to glitter heavy nails for party/night looks.
- ▶ **Marble Designs:** An easy and fun way for women to wear their nails at the office or a brunch is the marble design which can look unique without looking over the top and can be worn by women of all ages.
- ▶ **Outer Rim Design:** Why Wear one shade when you can wear two. The outer rim design adds an additional dimension to the nails making them stand out.
- ▶ **Metallic and Chrome:** For the edgy woman, the metallic and chrome nail trend was one of the most popular in 2017 and will continue to be worn in 2018. The glossy mirror finish adds an element of oomph to the attire.
- ▶ **Black and White design:** For the classic woman who would like to experiment while staying in the safe zone, the monochrome nail trend is the perfect nail trend for a brunch with the girls.
- ▶ **Stone Design:** Extremely popular for the modern day brides and bridal functions, the stone design trends adds glitz and glamour to your nails without looking too blingy.

Blast from the past

The only trend of 2017 here to stay is the Metallics and Chrome trend. In 2018, the Metallic trend will be back with certain improvisations but it is the one here to stay.

Recommended brands and products

LYN /Live Your Now's New Vegan Retail Range and Drop to Dry.

Dos and do nots for perfect nail art

Do:

- ▶ Always use a basecoat prior to application and top coat after application.
- ▶ Choose the correct colour combination.
- ▶ Maintain steady hands while drawing lines.
- ▶ Protect the skin from polish while stamping.

Donot:

- ▶ Never use acetone to remove nailpolish as it dries the nail beds.
- ▶ Always remove the tape before the polish dries during the negative space design.
- ▶ Never use a dirty sponge while creating the ombre effect on nails as it leads to mixing of colours looking shabby.
- ▶ Avoid using too many colours.



Shonshon Ragui,
Technical Director - Nails,
Juice Nail Bar

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Consumer's Top Concern

Hair Damage

Latest research from Mintel reveals that damage is still a top concern for hair care consumers around the world, whether this means protecting and repairing hair damage, maintaining hair quality, or just allaying concerns. The stresses of daily styling and regular colour use mean there should be more solutions that aim to repair damage and promote hair health treatments in-salon and at-home

by **Andrew McDougall**



According to Mintel research, three in five consumers in France believe that regularly using colourants is damaging to hair, while one in three women in Germany made changes to their care/styling routines due to worries about damaging their hair. In China, more than one fifth of women are concerned about damage from physical and chemical treatments on their hair.

Consumers need to be reassured

Hair care consumers are continuously concerned about damage, be it caused by the environment, appliances or products. This consumer caution can be manifested as a reluctance to spend, but it is also a desire for products that promise protection or durability.

Consumers are seeking products and services that reassure them, or help them feel prepared and protected. This means they will invest in quality and durability, so advertising campaigns and marketing messages should focus on providing proof for claims.

Products that can make preventing hair damage or adding protection simple and easy will appeal to time-pressed consumers. Companies should create gentler formulations to allay damage concerns, such as, micellar shampoos or conditioners, building on the popularity of micellar cleansers in skin care.

Mintel Global New Products Database (GNPD) found that between January 2013 and September 2017, global launches of micellar facial skin care saw an increase of four percentage.

Hair bond protection is key

Following the success of Olaplex, a number of similar hair bonding systems have been launched, which has led to competitive pricing. As a result, treatment prices for consumers could drop.

The popularity of conditioning treatments has increased as current colour trends require extreme bleaching, re-dyeing, and regular root touch-ups, so hair needs a lot more protection. Brands need to offer these protective solutions, and salons should offer a bond protector service to clients that need it.

Ingredient suppliers have also tapped into this demand for hair bonding treatments, meaning it is now more accessible to brands. For example, Symrise developed KeraSym Rescue to protect the hair's keratin from damaging processes – to be used in shampoos, conditioners, hair oils and hair treatments done at home or in the salon.

More accessible, affordable treatments encourage regular use

As there are more hair health treatments available at agreeable prices, an opportunity arises to target women who colour their hair at the expense of its

health. Salons can offer this treatment at a discount to regular clients. This will increase spend among older, habitual women who tend to follow a specific treatment routine.

However, improving hair health could mean less need to visit the salon, as conditioning treatments offer at-home products to maintain hair for a number of weeks. As these formulas are designed to increase levels of keratin or reduce breakage, salons can introduce cheaper treatments to drive people to colour their hair or use other chemically-assisted treatments more often.

Knowing they no longer have to sacrifice the health of their hair will increase consumer willingness to try out new colours or more extreme treatments than they might have otherwise. The Schwarzkopf Professional BC Bonacure Hairtherapy Moisture Kick Micellar Cleansing Conditioner is said to feature the first micellar co-wash that gently cleanses and protects all hair types in one step.

Addressing protection concerns

It is widely agreed that regular colouring or chemical treatments damage the hair, scalp and general health. Damage concerns may, therefore, be driving consumers to leave longer gaps between colouring or treatments, as well as encouraging the use of ammonia-free and peroxide-free products.

The opinion that temporary colour products are less damaging than permanent colour products further suggests that damage concerns are driving the success of the temporary colour segment. Bright or vibrant colours are also perceived as being more damaging to hair, as are strong-smelling products, even among those who use hair bleach.

With rising concerns about damage, brands should create primers and position them as protective, particularly for colour, and encourage consumers to colour their hair more often with peace of mind.

Emphasise the protective benefits of primers

Primers in hair care, much like in skin care, are designed to create an even base that can help styles last longer. They also have the added benefit of

offering further protection. They protect hair from heat styling, condition it, and make it smooth and shiny. In USA, seven in 10 hair colour users are interested in a primer that is applied first to make the hair colour last longer, Mintel research reveals.


A similar concept has been adopted in the shampoo segment with the introduction of pre-shampoo treatments, which add an extra step in the hair care ritual. These are designed to lock in moisture, offer an extra layer of protection to the hair and scalp, and exfoliate the scalp for improved hair growth. Consumers need to be educated on the benefits of using pre-shampoo treatments.

Primers can tap into consumer colour damage concerns

The concept of a hair primer extends out to colouring, as it can help provide protection and make colour last longer, which means colouring hair less often.

One of the most common problems for women who dye their hair often is that over time, colour tends to get dull and too dark. Just like a make-up primer, a hair colour primer creates the optimal base for colour application.

Madison Reed has launched its own hair colour primer. Called the Prime for Perfection, it is gentle enough to use before every colour treatment, although it should only be used occasionally when colour looks dull.

Madison Reed Prime for Protection Hair Color Primer is described as a pre-colour prep step for perfect hair colour that works as a primer for the hair, removing excess colour build up which causes colour to look too dull or too dark, without affecting the hair's natural pigment. Said to offer fast and easy application, the product is claimed to penetrate the hair cuticle, dissolve previous artificial colour build up and wash away artificial colour to result in a flawless hair colour with true colour results. Hair primers should offer the original benefit of primers, but also emphasise the protective benefits to allay consumer concerns about damage. 



Andrew McDougall, Global Beauty & Personal Care Analyst at Mintel, has over 10 years' experience of researching and writing about the cosmetics industry. Previously Editor of the Cosmetics Design brand, he has travelled the world to cover key markets, interviewed top industry figures and presented at key industry conferences.

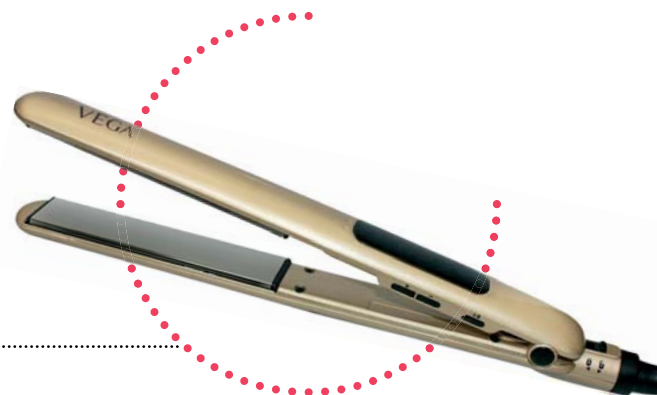
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Market Watch | **Hair Care**

Hair straightener by Vega

The Vega Pro-Titanium flat hair straightener with titanium plates gives lustrous shine, straight and styled hair in a jiffy. It glides smoothly through your hair without pulling or snagging, and now the temperature can be set as per your styling need with the unique temperature setting feature. The digital display helps. The straightener heats up fast and is ready for use in 60 seconds. It is available at retail outlets and online.

Price: ₹2,999



Hydrate your hair with Schwarzkopf

The Bonacure Moisture Kick shampoo and conditioner duo help in adding moisture to the hair. The Bonacure Moisture Kick Shampoo binds moisture to the hair, and gently cleanses the scalp and hair. The Bonacure Moisture Kick Spray Conditioner instantly hydrates and smoothens the surface of the hair. Suitable for normal to dry hair, it works on curly hair, too. It is available at leading salons.

Price: ₹840 for 250ml (shampoo); ₹840 for 200ml (conditioner)

Oil spray by Juice Salon

The Agadir Argan Oil product line includes hair treatments, hairsprays, masques, shampoos and conditioners. All the products are free of Parabens, Sulfates and salt. The products have 100 per cent certified Argan Oil that originates from the Argan Tree in Morocco, and enriched with Vitamin E, antioxidants and essential fatty acids. These ingredients are ideal to keep the hair healthy and give it a radiant shine. The Agadir Argan Oil Spray Treatment instantly repairs damaged hair and adds elasticity to dry, frizzy hair. It is available at the retail counters at Juice Salon outlets.

Price: ₹1,800



Styling wax by Beardo

The Crème Power Styling Wax contains a blend of ingredients that will give strong hold to your hair and keep the style neat all day long. It adds thickness and texture to the hair and enhances almost any style allowing you to easily create the desired Look. It is available on www.beardo.in and across all e-commerce websites like Amazon, Flipkart and Nykaa.

Price: ₹395

Hair serum by Berina

The Berina Super Silky Hair Serum is infused with Jojoba Oil deeply nourishes hair and helps control frizz and prevents split ends. The unique formula provides powerful outcomes which helps hair to become healthy, silky and shiny, all the while preventing and protecting the hair from dryness after a chemical treatment. Easy to use, after a shampoo rinse take four to five drops of Berina Super Silky Hair serum and apply throughout the length of hair for silky and shiny hair. It is available online at www.berinacosmetics.com.

Price: ₹275 for 100ml



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16

INNOVATIVE BRANDS IN THE BEAUTY AND WELLNESS INDUSTRY

Salon India does a recce of the market and applauds a few brands in the beauty and wellness industry that are unique in their offerings. In sync with the times, these unpretentious, yet ambitious brands are on the route to super success

by **Team Salon**



▶ **VEGA** ◀

Spokesperson:

Sandeep Jain,
Director, Vega Industries Pvt Ltd

MILESTONES ACHIEVED

- ▶ 2017: Vega unveiled a new brand identity – logo changed to a vibrant pink colour.
- ▶ Vega enters colour cosmetics and skin care with the launch of kajal and lip balm.
- ▶ More than 50 new unique beauty care accessories and personal care appliances launched.
- ▶ The first flagship store was unveiled at Select City Walk, New Delhi and subsequently exclusive brand outlets opened in DLF Mall of India, Logix Mall in Delhi NCR, Reliance Mall in Dwarka and Ansals in Greater Noida.
- ▶ Revamped the website www.vega.co.in.
- ▶ Focused on Digital Marketing.

▶ **About the brand:** Vega, India's leading beauty accessory flagship brand was launched in 2000. It has the largest market share in the organised sector with more than 500 products in hair brushes, combs, make-up brushes, manicure, pedicure, face and bath accessories. Vega has a significant nationwide presence in general and modern trade, professional and E-Commerce. Sandeep Jain, Director, Vega Industries says, "We are proud of our accomplishments, but as a leader, our task is two fold – to grow the market and to educate the consumers. Our Personal Care Appliances portfolio built over the last four years has also been received well. Vega has an unparalleled beauty lineage and stands for innovation which is going to reflect in our products, marketing, communication, promotion and distribution. The professional channel has a part to play in brand building, as the consumer visits the salon frequently and is exposed to new products and trends. We have always realised the importance of this channel and continue to learn from professionals and service them with products that satisfy their needs better."

▶ **Product portfolio:** There are 200 SKUs in the professional category that includes straighteners with long and broad plates, curlers with varying barrel diameters and dryers from 1800W to 2200W, multiple speed settings, nozzles and diffuser attachments. There is also a range of men's hair clippers and beard trimmers. The beauty care accessory portfolio has curling brushes from super small, small, medium and large diameters. In brushes, there are paddle and flat brushes; a range of handcrafted black combs and the new Aluminium Combs. The exclusive professional range has individual make-up brushes and sets of 12, 20 and 27 brushes in a leather case with a belt for ease of use by salon professionals. There are manicure and pedicure tools and kits, bath

accessories with sponges and loofahs, face accessories such as tweezers, blenders, eye lash curlers, professional cutting scissors and more.

- ▶ **Products launched in 2017, USP:** The Professional Hair Dryer-DP-03-Vega Pro-Xpert 2200W has a powerful AC motor and faster air flow helps in achieving smooth, trendy hairstyles in no time. The Hair Clipper-VHCP-01 Vega Pro Hair Clipper is ideal, convenient and precise for styling hair. The Spectra Dual Color Combs are handcrafted, do not hurt the scalp while combing, stimulate the hair cuticle's natural oil and is available in vibrant colours. The Aluminium Combs range is 100 per cent hand finished where each tooth is individually curved to give rounded tips that resist friction, and other issues. Made from the highest grade special alloy aluminium, they are strong, lightweight, and durable.
- ▶ **Market share captured:** Says Sandeep Jain, "It is tough to give a figure, as the professional channel is a mix of organised and unorganised retail, and is fed through whole sale, as well. Our new launches were dedicated towards fulfilling the need gaps of the professional channel. Professional products contribute almost 20 per cent of our overall business."

▶ **Plan for 2018-19:** "It is going to be an exciting year for both salon and retail channels with innovative offerings and imagery revamp. We will be expanding the Vega exclusive store model and launch flagship stores in key cities across India," shares Sandeep Jain.

▶ **View on the Indian hair, beauty and wellness industry:** Opines Sandeep Jain, "It is a dynamic industry! Vegan and Organic are the buzz words. The future will see an advent of brands and products with superior ingredients, science and technology."





▶ SHAHNAZ HUSAIN ◀

Spokesperson:

Shahnaz Husain,
Chairperson & Managing Director,
Shahnaz Husain Group of Companies

▶ **About the brand:** Says Shahnaz Husain, the first lady in the beauty business, “Translating my dreams into reality inspired me to become an entrepreneur. During my training in London, I came across instances of skin damage caused by chemical substances. The thought led me to introduce a new concept, and I decided to create safe and natural treatments based on the principle of ‘care and cure’. At that time, such a concept did not exist. Taking the idea further, I decided to launch a herbal salon and also formulated my own products based on Ayurveda.” Today, the Shahnaz Husain brand is known for its skin and hair treatments and therapeutic products. Over the last four decades, the brand has established unquestionable loyalty. Commitment to research and development and the launch of highly innovative formulations from time to time are a few reasons the brand has developed to such an extent. The brand is well positioned in the domestic and international markets. The Shahnaz Husain formulations comprise of herb, flower and fruit extracts, essential oils and precious minerals and gems.

“An entrepreneur always needs a vision in order to make dreams a reality. The vision provides the path one must follow. My effort has always been to promote the Indian herbal heritage which I have done so with a crusader’s zeal. I succeeded in putting India on the world beauty map. I have always believed that India has so much to offer to the rest of the world by way of Ayurveda. My vision is to see that India leads the international cosmetic industry in Ayurvedic beauty care in the 21st century. All my efforts are towards making this vision, a reality,” elaborates Husain.

▶ **Product portfolio:** The Shahnaz Husain Group has created nearly 380 formulations for general care, treatment of skin and scalp disorders, and health and fitness. Apart from the Shahnaz Herbal Range, there are ranges for precise needs, as well as those based on specific extracts. Each range comprises of products for skin and hair care. The ranges are Flower Power (of floral extracts), Neem Range, Honey Health, Himalayan Herb, Sun Block products, Man Power, Colour Magic (range of make-up cosmetics) and Professional Power for salons. The Group has recently launched revolutionary ranges in skin care, which include the 24 Carat Gold, Pearl, Oxygen, Diamond Collection, Plant Stem Cells and the Platinum range. An advanced therapeutic range called Chemoline has also been introduced to alleviate the side effects of chemotherapy and radiation on the skin and hair. Shahnaz Husain has recently launched a line of Deodorants for the premium and regular segment, as well as organic products that are free from parabens, sulfates and mineral oil, such as Dry Shampoo, Anti-Hair Fall Serum, Organic Leave-on Conditioner, Organic Herbal Shampoo, Salt & Pepper Hair Oil, Silver Sheen Shampoo for grey hair, Hand Sanitizer, Natural Peel Off Mask Powder, Anti-wrinkle Gel, Anti-Pigmentation Gel, Aloe Vera Optimum Moisturiser, Saffron Plus Skin Serum, and the Shalife Skin Serum. A line of Ayurvedic health tonics, medicinal formulations, herbal drinks, herbal teas, Ayurvedic slimming capsule, herbal oils, and Aromatherapy essential oils are also there.



Shahnaz Husain - A case study and now a subject at Harvard Business School

Shahnaz Husain attended the Harvard Conference, which was based on ‘Creating Emerging Markets’. Harvard Professor, Geoffrey Jones participated in the Conference, which was built around video interviews of business leaders. Husain’s video interview conducted by Harvard will now be a part of the curriculum for management students. Husain had earlier spoken at Harvard Business School on how she had created an international brand without commercial advertising, becoming a Harvard Case Study on Brand Creation. Sharing his views on their association with Husain, Jones said, “We felt compelled to include Shahnaz Husain in Harvard Business School’s ‘Creating Emerging Markets’ project, both because of her entrepreneurial role in creating India’s natural beauty market and her strong belief in the importance of corporate social responsibility. In both regards, she is a pioneer and a role model, and we are delighted and humbled that she was willing to spare her time to help the project succeed. We anticipate that the interview will be widely used by educators and researchers, and by many others interested in seeing how she became so successful and impactful.”



MILESTONES ACHIEVED

1971	Pioneered the herbal beauty movement and set up the first Shahnaz Herbal salon in Delhi.
1971-72	Formulated the Shahnaz Herbal Range.
1974	Pioneered the concept of residence-cum-salons through the franchise system.
1978	Set up the first factory.
1979	The first Shahnaz Herbal franchise salon in Kolkata.
1980	<ul style="list-style-type: none"> ▶ Entered the international market during the Festival of India and broke a 40-year old cosmetic sales record in Selfridges, London. ▶ Became the first Asian chain in herbal beauty care to be present at Galeries Lafayette in Paris, Harrods in London, Bloomingdales in New York, Seibu chain in Japan, La Rinascente in Milan and El Corte Inglés in Madrid ▶ Started Shamute, the free beauty training courses for speech and hearing impaired.
1992	Opened Men's Beauty Training School and Salon.
1993	Launched Flower Power Range in Galeries Lafayette in Paris where Barbara Cartland unveiled the range.
2000 - 2008	Visited several countries to launch products and open franchise salons, such as, the Middle East, Indonesia, Thailand, Malaysia and Australia.
2005	<ul style="list-style-type: none"> ▶ The only Indian woman business leader to participate in the Forbes Global CEO Conference in Sydney. ▶ Received the World's Greatest Woman Entrepreneur Award from Success, the US-based magazine.
2006	<ul style="list-style-type: none"> ▶ Received Padma Shri Award for exceptional and distinguished service towards the country, as well as distinguished achievement in one's chosen field. ▶ Started Shasight free beauty training courses for visually impaired.
2010	<ul style="list-style-type: none"> ▶ Again achieved record breaking sales at Selfridges in London, when one customer bought products worth Pounds 4334 in a single transaction. ▶ Received 'Outstanding Ayurvedic Innovation Award' in the British Parliament ▶ Shahnaz Husain has the rare honour to be invited twice by President Barack Obama for the World Summit on Entrepreneurship that was held first in Washington DC and then again for the Summit on Entrepreneurship in Mumbai in 2013.
2013	Shahnaz Husain spoke to students at MIT, USA. She has also lectured at Harvard Business School, USA, Oxford University, London School of Economics and very recently at House of Lords and House of Commons at the British Parliament; Walked the Red Carpet at Cannes twice.
2014	<ul style="list-style-type: none"> ▶ Dubai Franchise Salon and Singapore Franchise Salon. ▶ Just Shahnaz Franchise Retail Outlets started in 2014 and opened in several cities and towns.
2016	<ul style="list-style-type: none"> ▶ Launched Chemoline in London. ▶ Participated in Government Skill Development Projects, training 40,000 under-privileged women in beauty and wellness.
2017	<ul style="list-style-type: none"> ▶ Became a Harvard Case Study and then a Subject for 'Emerging Markets'. ▶ Launched several new products.

- ▶ **Products launched in 2017, USP:** In the hair category, the Anti-Hairfall Serum is created to stimulate growth and fight hair loss. In serum form, it is blended with precious plant extracts and oils, like hydrolysed wheat protein, Sprouts, Hibiscus, Basil, Methi Seed, Rosemary, Amla, Bhringaraj and Bergamot oil. It nourishes

the hair and adds body, making it appear smooth, thick, healthy and lustrous; the Dry Shampoo contains natural Rosemary Oil and Tea Tree Oil; the Salt & Pepper Hair Oil, with vitamins and minerals, is formulated to arrest premature greying. A blend of plant extracts and oils like Brahmi, Amla, Nigella, Wheatgerm Oil, Almond Oil, Olive Oil, Argan Oil, Bergamot Oil, as well as Salt and Pepper, it helps to promote hair growth and controls greying; the Silver Sheen Shampoo is a cleanser with built-in conditioners, extracts of Bhringaraj, Brahmi, Fenugreek, Hibiscus and Rose. It helps to counteract dullness and discolouration of the hair, imparting brightness and lustre; the Organic Leave-on Hair Conditioner is a serum that has Coconut Oil, Almond Oil and Argan Oil to condition and add body and shine; the Organic Herbal Shampoo with built-in conditioner, contains natural extracts like Neem, Aloe Vera, Rosemary, Hibiscus and Tea Tree Oil. It helps remove loose dandruff flakes, making the hair look healthy, shiny and manageable. In skin, the Natural Peel Off Mask Powder is a unique combination of rich organic ingredients like natural Clay, Turmeric and Sandalwood powders, Aloe Vera and Vitamin C that help rejuvenate, tighten and condition the skin; the Anti Wrinkle Gel helps to restore the youthful beauty of the skin and delay visible signs of ageing; the Anti Pigmentation Gel treats blemishes, dark spots and patches, to impart an even colour tone. It contains plant extracts of Aloe Vera juice, Lemon Peel, Honey, Sunflower and Grape Seed extract; the Saffron Plus Skin Serum has extracts of saffron that have been combined with Aloe Vera and Cucumber seed. It reduces the visible signs of ageing and makes the skin appear smooth and radiant; the Shalife Skin Serum is a breakthrough product in advanced skin care. Infused with Vitamin E, a powerful antioxidant, it improves resilience and tones the skin, leaving it firm, smooth and radiant; and the Aloe Vera Optimum Moisturiser has Aloe Vera, Honey, Dates, Rose and Carrot Seed and is light in texture. The Shahnaz Husain Deodorants are designed as sprays of fine mist, and are infused with perfumed blends of floral and herbal extracts; the Hand Sanitiser is powered by natural antiseptics, germicidals and cleanser, like Lemon, Neem, Tulsi and Eucalyptus. A gel based, non-sticky formula, it is an easy solution for clean hands, anytime and anywhere.

- ▶ **Plan for 2018-19:** Shares Husain, "Product innovation has helped the organisation remain dynamic. We will be expanding our franchise ventures in UK, USA, UAE and other countries of the Middle East, Malaysia, Singapore, EU countries, as well as Canada, Australia, New Zealand, Russia, Peru and other countries in the Asian and African sub continents. We have set up a Liaison Office in London to oversee the business in Europe. The company has also set targets to increase the export base by five times the current level of exports."

▶ **View on the Indian beauty and wellness industry:**

Opines Husain, "The beauty industry in India is booming and still has a tremendous potential for growth. In fact, it is said to be growing twice as fast as markets of the United States and Europe. India is also the second largest consumer market in the world. Another prominent feature is that herbal beauty care has driven the growth of the beauty products business in India. The 'back to nature' and 'total well being' trends sweeping the world have increased the demand for holistic systems, like Ayurveda, not only in India, but worldwide. The retail format is also boosting its growth with malls becoming popular shopping destinations, not only in metro cities, but also in Tier II regions. An important feature is the tremendous growth of e-commerce. The beauty business as a service sector offers great scope for employment and entrepreneurship for women."



▶ COSMO SILKY ◀

Spokesperson:

A K Wali,
Marketing Head, Cosmo Herbals Ltd

- ▶ **About the brand:** Cosmo Herbals Limited was launched in 2014. Cosmo Moisturising Lotion, in 100ml, 300ml and 800ml packs, were launched in 2015 with quality and packing matching the best available in the country. The product has been moderately priced deliberately to reach the masses to use and repeat the demand. The sale has grown manifold.
- ▶ **Product portfolio:** The Cosmo brand consists of facials that comprise Creams, Scrubs, Packs and Gel; Skin Nourishing Cream and Protein Mask; Moisturising Lotion and Cleansing Milk; SHADEZ Hair Colour; Rose Water; Olina Bleach Cream and Hair Removing Cream.
- ▶ **Products launched in 2017, USP:** The new Premium Spa range, under the Cosmo Silky brand, consists of Hair Spa, Hair Shampoo, Hair Conditioner, Blonder, Professional Hair Colour, Hair Straightener, Hair Serum and more. Qualitatively, it is the best Spa range available and caters to high end salons.
- ▶ **Market share captured:** Shares A K Wali, Marketing Head, Cosmo Herbals Ltd, "Overall FMCG sales are high during October till March because of festivals and marriages. Cosmo has widened the distribution network through a chain of area and town distributors, who further cater to a widespread network of distributors, retailers and wholesalers Pan India. Sales have gone up by about 27 per cent compared to last year with the significant growth of the Cosmo Moisturising Lotion. It has shown consistent growth of above 56 per cent."
- ▶ **Plan for 2018-19:** Elaborates Wali, "The Premium Spa range will be marketed and sold through popular selected distributors across India. We are now looking to enter the taluqa and smaller towns through our personal approach and have ambitious plans to carry out Marketing and Sales activities to cater to the growing beauty care, hair care and skin care quality products in parlour and salon space to gain a larger market share. "
- ▶ **View on the Indian hair, beauty and wellness industry:** Opines Wali, "The industry is booming across the world, especially in India by 17 to 20 per cent per annum. Under the socio-economic development scenario, fascination for good looks, health and personal grooming among all age groups of women and men, has raised the bar and hence, there is a need for true and quality products. It is estimated that working women, in particular, spend around 35 per cent of their income on grooming, skin care and cosmetics. The forecast for hair care and beauty industry has promising growth prospects for existing and new players, both. We, at Cosmo, feel that regular events and promotional activities in multiple formats, are the best way to address the target audience."





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COSMO SILKY PROFESSIONAL HAIR SPA



▶ ESSKAY BEAUTY RESOURCES ◀

Spokesperson:

Subham Virmani,
Director

▶ **About the brand:** Esskay Beauty Resources Pvt Ltd is a distribution company that came up in 2002 and provides solutions in the salon and spa space. The corporate office is in Gurgaon and it exclusively distributes various international brands in the segment of salon equipment, hair care, skin care and body products to salons and spas across the country. Some of the popular brands it has are Rica Wax from Italy, Casmara Skin Care from Spain, Macadamia Hair from USA, Ardell Lashes from USA, Mr. Barber Hair Tools, IBD Nail Extensions from USA and more. The company has active distributors in more than 80 cities and are servicing more than 5,000 salons and spas across India. Esskay Beauty has expanded to include the Esskay Academy which conducts various professional courses for salons, Esskay Beauty Supply Store in Delhi, Esskay Signature Studio for salon equipment in Gurgaon, and www.esskaybeauty.in - an e-Commerce store for beauty professionals. Esskay Beauty aims to improve the horizon of the wellness industry in India.

▶ **Product portfolio:** Rica Wax, Casmara Skin Care, Ardell Lashes, Macadamia Hair, Mr. Barber hair tools and salon equipment, and IBD Nail Extensions.

▶ **Products launched in 2017, USP:** IBD Nails, Mr. Barber hair tools, such as thermal brushes, hair dryers, straighteners, curling tongs, combs, section clips, and more.

▶ **Plans for 2018-19:** Shares Subham Virmani, Director, "At Esskay, we strongly believe in communicating achievements rather than futuristic plans. The wellness sector has tremendous potential for growth and we are gearing up for the same. We plan to expand our distribution network to 250 cities by the end of 2018. The company also plans to open three more retail stores. We also intend to launch education courses in our academy by collaborating with all the top educators and specialists in the industry and impart value-added courses to salons and spas. We also intend to add 100 more professional brands on our website and cover more than 5,000 pin codes by the end of this year. We also intend to launch our own private label brand for salons and spas in various categories."

▶ **View on the Indian hair, beauty and wellness industry:** Shares Virmani, "The industry looks very promising right now and is expanding at the rate of 15 to 20 per cent. We, at Esskay, are passionate and delighted to be a part of this industry. Trends are changing rapidly. A lot of emphasis is being laid on the quality of products. Initiatives are being taken by various individuals, social organisations and corporates to upgrade the skills of the people in this industry. However, for salons and product suppliers, the industry is witnessing consolidation, as well. Players are using innovative tactics to tackle competition and stay ahead in the game. Businesses with long-term visions will be able to expand multifold."

MILESTONES ACHIEVED

Distribution network has expanded to more than 100 cities in India.

- ▶ Doubled the warehouse facility from 5000 to 10000 square feet in Gurgaon
- ▶ 2017: Esskay Beauty won the iDiva Salon Awards for Macadamia Hair brand as the 'Most Commercially Innovative Product 2017'.
- ▶ Esskay Beauty won the award from Franchise India for the 'Best Salon & Spa Equipment Supplier of the Year'.
- ▶ Ardell Lashes won the Emmy Awards for Lashes.
- ▶ Macadamia Hair won the award by Total Beauty 2017.





► PRESERVA WELLNESS ◀

Spokesperson:

Rasmika Bhatia,
Director, Trigya Health Products Pvt Ltd

MILESTONES ACHIEVED

- December 2016- 12: Products launched.
- March 2017: 10 new products launched.
- April 2017: First 500 happy customers.
- May 2017: Started Preserva Wellness Nutritional Counseling.
- June 2017: Weekly Health Camps in different areas of NCR.
- September 2017: 5,000 happy customers.
- November 2017: Initiated Research on five new products.
- February 2018 Projection: Five new products to be launched.
- March 2018 Projection: Over 10,000 customers and 40,000 followers on Facebook.
- March 2018 Launch brand videos and product videos on YouTube.

► **About the brand:** Preserva Wellness was launched by Anubha Bhatia and her daughter Rasmika, who have a strong belief that people should make Ayurveda a part of their everyday life. They have faith in the therapeutic powers of Turmeric and its active component Curcumin and spent over one year studying its extensive benefits. Over research, they realised that the developed world had already understood the curative power of Turmeric and therefore Curcumin-based food supplements are the fastest growing category abroad. This is how Preserva came into existence and its mantra is 'Pure, Potent and Practical'. Rasmika, the young 25 year old, looks after the Sales and Marketing activities. She also plans to launch a line of food supplements which will contain a mixture of herbs and plants that can be added to regular food on a daily basis for added health benefits. Shares Bhatia, "At Preserva Wellness, we are committed to bringing good health and wellness to customers by going back to the roots of medicine. We strive to bring the healing power of Ayurveda with a modern approach for individuals to take proactive care of their health. Our products are based on Turmeric, sourced from the best quality farms across the country, are thoroughly tested and dependent upon the harvest cycle of each ingredient. Preserva leaves the least possible carbon footprint." Further, each product is individually tested for heavy metals and pesticides and are manufactured in GMP, FSSAI and Ayush certified factories. They are 100 per cent vegetarian, with zero artificial preservatives, colours and flavours and Preserva does not do animal testing.

► **Product portfolio:** Scalp Treatment, Skin Care, Weight Loss, Diabetes Cure, Arthritis Cure, Herbal Calcium, Hormonal Balance for men and women, Kidney Health, Heart Care, Immunity Booster and Cold pressed Alovera Juices.

► **Products launched in 2017, USP:** All the above products have been launched in 2017. Their USP is that Preserva uses only the purest of raw materials. It believes in using the extracts of herbs rather than herbal powders to ensure greater efficacy. Preserva ensures that only those herbs that are actively cultivated and remain ecologically sustainable, are used.

► **View on the wellness sector:** Shares Bhatia, "The Indian wellness industry was estimated to be nearly INR 100,000cr in FY2016-17. It is expected to grow at a CAGR of about 12 per cent in the next four years. In India, the wellness industry is focused on appearance such as a toned body or glowing skin, but we need to bring the focus back to having healthy bodies and minds. Further, people need to be educated that prevention is always better and cheaper than cure. Wellness is the active pursuit of activities, choices and lifestyles that lead to a state of holistic health. Globally, wellness sector now represents a \$3.7 trillion economy and Preserva is an integral part of this industry working towards spreading healthier life choices in terms of food, nutrition and preventive care."





▶ HAIR SPEAK FAMILY SALON ◀

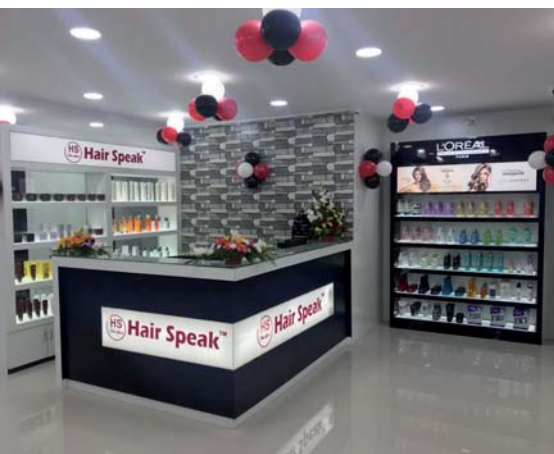
Spokesperson:

Sanjoy Saha,
CEO

- ▶ **About the brand:** Says Sanjoy Saha, “Bangalore has witnessed many unisex salons in the last decade. In 2003, I entered this industry and have worked with many reputed salon chains. At that time, the concept of unisex salons was seen as a service meant for the rich and elite. I decided to capitalise on it by starting my own salon with the intention to serve people of the city and offer them the best in class beauty at affordable prices. Hence, I opened my first branch at J P Nagar in 2014. As time passed, we successfully opened many other branches. It has been a privilege for HairSpeak Unisex Salon which is the best beauty salon in HSR Layout BDA Complex, HSR Layout 27th Main, BTM Layout, Jayanagar, JP Nagar 2nd Phase, JP Nagar 7th Phase, Banashankari, HRBR Layout, New BEL Road and Bannerghatta Road. We have serviced more than 80,000 customers since its establishment. Our vision for 2018-2019 is to have more than 20 branches all over the city with a sole purpose to enhance the natural beauty, provide the best beauty, styling and wellness services, treating each client with utmost care and respect. We would like to see ourself as the best salon in Bangalore and also open more salon in other parts of it. We would love to see ourself as most preferred salon by its residents.”
- ▶ **Key learnings:** “Nowadays, customers expect more than just beauty and wellness services. They want comfort along with best in class services. To enhance customer satisfaction we keep enhancing our employees’ ability and conduct regular training sessions at our Hair Speak Academy. We conduct regular surveys to take feedback and understand where this industry is

heading. We have tied up with beauty brands and suggest different products which would help our customers. We also provide consultation to our customers and suggest different wellness programmes which help our client’s wellbeing,” shares Saha.

- ▶ **Picking the brands used in the salon:** “At Hair Speak, we use only the best known brands meant for professional use. We take many demos from brand representatives for the products that we would like to use. We have specialists in our organisation who evaluate the products from time to time. Currently, we are using products from top brands such as L’Oréal Professionnel, GKHair, Lotus, O3+, Glam, Christine Valmy, and more,” says he.
- ▶ **USPs of the salon:** “I would say our USP is that we work hard to satisfy our clients. Once customers feel that we care for them, they become our regular patrons. We reach out to the customer for after service feedback and try to resolve any grievance reported. Also, we use only the professional version of each products from reputed brands,” says Saha.
- ▶ **Initiatives taken:** “We believe in giving quality service to our customers. We keep our employees engaged in lot of trainings related to new styling and trends related to beauty service. Training our employees helps us keep a competitive edge over other salons in the city,” quips Saha.
- ▶ **Plans for 2018:** Reveals he, “We would like to extend our beauty services to other parts of Bangalore.”





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BTM 2nd Stage, Bangalore - 560076
For Franchise : franchise@hairspeakindia.com
Contact No. : 9108022913

www.hairspeakindia.com



▶ **OISPL** ◀

Spokesperson:

Rajul Chaturvedi,
 Founder Director & Chief Creative Officer,
 Options Infinite Services Private Limited

- ▶ **About the brand:** OISPL was launched in 2001, but the present avatar was launched in 2014 and turned into a unique real time data and consulting company. OISPL currently holds data of over 1 lakh retail outlets and 6,000 top salons across the country. The objective was to create a consulting company which is robust with data and hands-on in operations.
- ▶ **Portfolio of services:** OISPL is instrumental in handling and turning around many prominent and new brands in the professional skin care, hair care and cosmetics categories. New ones being ASP (UK), Beauty Boulevard (UK) and SPC (Swiss). Apart from the brands that OISPL handles most of the international ventures take place in 2018. OISPL intends to launch many products in the mid to luxury segments in 2018. The USP of the products launched by OISPL will be more with natural ingredients, high on quality and technology and in the premium segment.
- ▶ **Plans for 2018-19:** Shares Rajul Chaturvedi, "We will be launching a couple of brands in fashion make-up, colour cosmetics, luxury skin and hair care. The total TO targeted is around ₹25 cr from international brands alone. Also, introduce Argila Kimberlito, a special and unique clay from the mines of Brazil, for luxury skin treatments. To sum it up, 2018 is likely to be quite exciting and full of innovative launches ahead."
- ▶ **Views on the Indian hair and beauty industry:** Says Chaturvedi, "Compared to international markets, the professional products segment is still small in India, but the health, beauty and wellness industry is not only at an all-time high, but growing twice as fast as that of the US and European markets."

- ▶ **About the brand:** O3+, the No. 1 brand in Asia, is also the first skin care brand in India to have both received the Pharma and Cosmetic licenses. Powered by science and backed by technology, the company not only deals in the professional range of treatments and products, but also gives hands-on training and education for the same. O3+ has acquired the highest share in the Indian professional skin care industry, and is planning to venture into Make-up, Body Care and a Pet range of products. Formulated in Italy by world-class dermatologists, the products are designed keeping the various concerns faced by different skin types in mind.
- ▶ **Product portfolio:** O3+ has a complete range of professional and 59 home care skin solutions such as Prevent, Protect, Treat, GA Peels and Super Food Fluid Facials.

- ▶ **Products launched in 2017, USP:** 2017 has been an important year as O3+ launched the Fluid Facial. It is an innovation in skin care which is poised to impact the way facials are being administered in India. Through the Fluid Facial, essential proteins, vitamins and minerals, basically super foods are applied on the derma using an oxy-jet spray to keep contamination at bay.
- ▶ **Market share captured:** O3+ sells 52 facials and 250 products. They service 5,000 clients a day, exceeding 18 million clients a year. The brand is serviced by 100,000 beauty therapists. This year saw 20 per cent growth over the last year. Out of total sale, online sale comprises of 10 per cent, where 6 per cent is retail products and 4 per cent are professional products. The brand is available across the metros in India.
- ▶ **Plan for 2018-19:** Shares Kapur, "In line with our growth and expansion plans, we are setting up another production plant across 125,000 square feet in Noida. We will also launch the Derma range of products."



▶ **O3+** ◀

Spokesperson:

Vineet Kapur,
 Managing Director, Visage Group

MILESTONES ACHIEVED

- ▶ 2017: The first to receive the Pharma and Cosmetic licenses in India.
- ▶ Launched Fluid Facial, the absolute skin care solution.





▶ BERINA COSMETICS ◀

Spokesperson:

Ajay Jalan,
Managing Director,
Berina Cosmetics Pvt Ltd

- ▶ **About the brand:** Berina Cosmetics was founded by Chareon in 1955. The factory was established as a family business unit in Bangkok, Thailand in 1965 and after that it spread its wings across the world. In 1980, Berina came up with four new fashion hair colours, which helped create seven shades in the colour album. The company introduced three more fashion hair colour shades to make 10 shades. In 1995, after a positive response from the market, the company added five new vibrant hair colour shades. After research with advanced technology, Berina launched the new hair colour cream with 20 shades in 2000.
- ▶ **Product portfolio:** By 2004, a revolution took place in fashion hair colour and Berina introduced four shades to meet the market choice. By 2006, Berina had introduced six more natural shades making a total of 30 shades in hair colour. In 2009, Berina again lived up to its name by introducing 10 new shades. In 2011-2012 seven more shades were introduced to redefine the women of today, the motive being to make each and every woman stylish. They even held seminars in different states which were managed by their technicians. Berina has a wide range of 41 hair colours, professional products such as, Hair Straightening Cream, Extra Straight Cream, Rebonding Cream, Bleaching Powder Peroxide Cream, Hair Spa, Heat Protector, Hair Solution, Hair Coat, Shiny Wax, Shine Up Spray, shampoos, conditioners, leave-on conditioners, mousse, normal hair colour, professional hair colour, Fre-Nia Hair Colour, protein conditioners, Permanent Pro Wave Lotions and more.
- ▶ **Products launched in 2017, USP:** Berina Professional Fitz Hair Colour Cream. Infused with an innovative component that protects and lends glamorous colour to the hair. The Permanent Hair Colour Cream contains active and powerful ingredients that makes the hair healthy and soft.
- ▶ **Market share captured:** Shares Jalan, “80 per cent! Our products are available in metros and Tier II, III regions.
- ▶ **Plan for 2018-19:** “We will plan to achieve our target in this year, and do better than yesterday,” says Jalan.
- ▶ **View on the Indian hair industry:** Opines Jalan, “I always think that the market is big enough and everyone has their own share. It depends on how you position your brand. Historically, Indians have been influenced by western fashion. International trends and technology is our focus. There is a lot of scope in manufacturing as well as skill development.”

MILESTONES ACHIEVED

- ▶ 2016-17: Awarded the Prestigious Rising Brand of India 2016-17.
- ▶ 2017: WCRC Announced Berina Cosmetics as Asia's Most Promising Brand.
- ▶ Launched gadgets like Curling Iron, Straightening Iron and Hair Dryers, along with a complete professional range.





▶ SLEEK WAX ◀

Spokesperson:

Rahul Sharma,
Managing Director, The Beauty Business

▶ **About the brand:** Says Rahul Sharma, “We started ‘The Beauty Business’ - a company over 20 years ago. With its inception, we launched a product known as Sleek Wax. In those days, the wax segment was not well known and not well perceived either, but still, the wax did form an integral part of beauty. So, our mission was to provide quality and hygienic hair removing wax and today waxing almost stands at number one position when we take beauty as a whole. This in turn makes the wax the most important product in every salon. Over the years, the segment has grown manifold, and Sleek Wax has grown by leaps and bounds.”

▶ **Product portfolio:** There is a wide range of hair removing waxes under the Sleek brand. They are natural waxes - Sleek Hot Wax, Sleek Cold Wax, Sleek Chocolate Wax, Sleek Aloevera Wax, Sleek Wax Pack; Liposoluble Waxes in variants of White Chocolate, Aloevera, Lemon, Milk, Argan and Brazilian; Sleek Ready to Use Wax Strips in three variants of Shea Butter and Berries for normal skin, Almond and Vitamin E for sensitive skin, Aloevera and Lotus Flower for dry skin; Sleek Waxing Lotions that comprise of Aloevera-Pre Wax Treatment Spray and Aloevera-After Wax Treatment Spray.

▶ **Products launched in 2017, USP:** “The sense of trust and belonging among our clients has kept us motivated and hence we have innovative and new products. In 2016-17 we added Sleek Ready To Use Wax Strips in three variants, which are quick and easy ways to remove hair. It is suitable for those who

need an instant waxing solution at home. The Sleek Liposoluble Wax in six variants which offer a painless experience, and are hydrating and nourishing.”

▶ **View on the Indian hair, beauty and wellness industry:** Shares Sharma, “If we take the expertise and transitions of the industry, in the last five years we have seen a drastic change. There is a focus on education and training with seminars and workshops become important. I can see better production standards and international brands are more eager to enter the Indian market. The workforce is more educated and there is a bevy of ambitious women entrepreneurs today. Men also have taken the plunge and are regulars at salons, thereby giving salons ample business opportunities.”

▶ **Plan for 2018-19:** Says Sharma, “Achieving a milestone is a continuous process and it should never stop. With a single product, we have reached the top which in itself is a challenge. Hence, we rate ourself as the number one brand in the hair removing solutions, and we say so because we have crystal clear policies that give us an edge over national and international competitors. We will continue this trend and stretch our horizons. We are present PAN India and growing, and even available in countries like Australia, Canada, England, South East Asian countries, Middle East, and more. In 2018-19, we will launch other innovative and creative products, which will suffice the need of our clients in hair waxing segment.”



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FOR SENSITIVE SKIN
Almond oil & Vitamin E nourishes the skin

20 strips + 5 wipes

- Almond oil & Vitamin E for Sensitive Skin

Effective on Hair
Gentle on Skin

Sleek®
Ready-to-Use
WAXING STRIPS
Shea Butter & Berries

Quick 'n' Easy
FOR NORMAL SKIN
Mesmerizing aroma of red ripe berries

20 strips + 5 wipes

- Shea Butter & Berries for Normal Skin

- Easy & ready to use
- No mess & convenient to use
- No hassle of heating the wax
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▶ **CANAAN** ◀

Spokesperson:

Sonia Malik,
Proprietor, Bliss Beauty Inc.

- ▶ **About the brand:** Says Sonia Malik, “We launched our company in 2010 with a mission to consistently acquire and present to our clients new and premium beauty products from around the globe. We provide them with the highest degree of customer service in a professional setting. We want to offer products which are truly effective thereby ensuring our inherent aspiration of providing consistent quality service.”
- ▶ **Product portfolio:** Dealing in hand and foot spa products, aromatic bath salts, peeling body salts, rich body oils, rich oil-based body cremes, nourishing foot crème, Dead Sea mud mask, body peeling milk soap. The USP of Canaan Skincare products is that the entire range is based on Dead Sea minerals and powerful plant extracts that are indigenous to the Dead Sea region. This unique medley of powerful plants extracts and Dead Sea minerals helps to heal, firm and moisturise our skin and leave it supple and refreshed.
- ▶ **Plan for 2018-19:** Shares Malik, “Very soon we will bring the premium range of face care products and nail and gel polishes.”



▶ **KIEHL'S** ◀

Spokesperson:

Sham Kumar,
Assistant Education Manager, Kiehl's India

- ▶ **About the brand:** Kiehl's founded in 1851 by John Kiehl, has an exciting history of three founding fathers, namely, John Kiehl, Irving Morse and his son, Aaron Morse. In 1921, Irving Morse, a former apprentice purchased the pharmacy from the retiring Kiehl and retained the established Kiehl's name. Aaron Morse took over control of the family business in 1961 and gradually phased out Kiehl's pharmaceutical services, turning his attention towards developing and selling the natural based skin and hair care products that would make Kiehl's famous. His daughter, Jami Morse Heidegger, took over the position of President and CEO in 1988.
- ▶ **Product portfolio:** Unique formulations such as Ultimate Hydration, Original formulations, Dermatologist Solutions, Anti-Ageing, Body Care and Hair care.
- ▶ **Product launches in 2017, USP:** Kiehls Calendula & Aloe Soothing Hydration Mask is a lightweight gel rinseable mask, formulated with handpicked Calendula flower petals and Aloe Vera. The Midnight Recovery Botanical Cleansing

Oil is an oil cleanser used to remove make-up and impurities. It is enriched with an aromatic blend of pure botanical oils called Squalane for skin, a planted-derived lipid with a natural affinity for skin, Evening Primrose Oil, rich in Omega-6 Fatty Acids, and Lavender Essential Oil, and is free of soap, Sulfates and Mineral Oil.

- ▶ **Market share captured:** 8 per cent.
- ▶ **Plan for 2018-19:** Reveals Sham Kumar, Assitant Education Manager, Kiehl's India, “We plan to launch Reno, which is formulated with 12.5 per cent Vitamin C 12.5 and fragmented Hyaluronic Acid. It reduces the appearance of fine lines and wrinkles, boosts skin radiance and helps minimise pores over time for smoother skin.”



MILESTONES ACHIEVED

- ▶ Kiehl's is an established trusted skin care brand in India. There are 11 stores across seven locations.



▶ CONSOLIDATED SERVICES ◀

Spokesperson:

Kusum Verma,
Director

▶ **About the brand:** Kusum Verma, Director, shares that “Consolidated Services was established in 1979 and we represent international manufacturers in the Hospitality industry as well as in open market. Takara Belmont from Japan offer a complete range of salon equipment, Oakworks from USA have spa and massage beds, Continuum Pedispa from USA have pedicure/ manicure spa units, Dorma India Pvt Ltd have shower cubicles, revolving doors, automatic sliding and folding partitions, building hardware, and more. Takara Belmont Japan is a top of the line brand in the salon industry. We and Takara were the first one to introduce the world’s first far-infrared multifunctional hair dryer with a rotating ring instead of conventional hood /dome hair dryer. A top quality hair dryer and processor roller ball gives a new dimension to salons. Also, we were the first to introduce a hair treatment processor based on mist technology called Micro-Mist, which is now essential in every salon. We succeeded in enhancing the new ‘Head Spa’ menu in the market over a decade ago. This led to the launch of a full-flat shampoo bed called Yume. One stop service, the combination of a fully motorised chair and a unique wash basin provides a wide range of salon services while seated at one station only. Our strength is commitment to quality products, technical expertise in installation, After Sales and Pre Sales Service.”

▶ **Product portfolio:** A complete range of salon equipment such as, hairstyling chairs; barber chairs, multifunctional unisex chairs - all

hydraulic as well as electrical; shampoo units, hair treatment equipment such as Micro Mist, Roller Ball, steamers and so on. They also have facial equipment, pedicure/ manicure spa units, wagons and trolleys, accessories like sterilisers, hot and cold towel cabinets, and more. The furniture is designed ergonomically for comfort and aesthetically for interiors. Care is taken to make the end-product sturdy so it saves on re-occurring costs.

▶ **Products launched in 2017, USP:** Various new models of styling and multifunctional chairs, such as, Apollo Elite, D.Suite, Luar, Vintage Alt+ were launched keeping in mind the European and Asian markets.

▶ **Market share captured:** Shares Verma, “We have captured the 5 star/ 5 star deluxe hotels and luxury resorts across India. They are particularly loyal to Takara Equipment.”

▶ **Plan for 2018-19:** Elaborates Verma, “Our plan is to capture more market completely, whether it is the open market salons, hotel salons or private salons in high end residential areas.”

▶ **Views on the Indian hair, beauty and wellness industry:** Opines Verma, “Wellness and beauty are growing the fastest. There is plenty of scope for manufacturing as well as skill development. Demand will keep increasing in the future. Today, life is busy and stressful, and everyone needs relief in the form of holistic treatments by detoxing, facial treatments, and more.”





▶ BIOTOP PROFESSIONAL ◀

Spokesperson:

Saandiip Shah,
Managing Director, Biotop Professional India

▶ **About the brand:** Biotop Professional, a hair care brand from Israel, was founded by Yehoda Levi about 20 years ago. Since its inception, the company has strived to develop and manufacture the most advanced hair cosmetics based on natural, environment friendly ingredients for professional hairstylists in Israel, North America and Asia. Says Saandiip Shah, Managing Director, Biotop Professional India, “The demand for our hair care products has consistently grown over the decade. We launched the brand in India in July 2016 and we are already witnessing an exponential growth.” Elaborating further on the vision he has for the brand, shares Shah, “When we started out, we had a vision to launch products that were humane and promoted a vegan lifestyle. Then we came across Biotop Professional that creates products that do not contain harmful chemicals like SLS, Paraben, Sodium Chloride or petrochemicals, and the products are PETA certified as they are not tested on animals. Our shared and similar vision led to the launch of Biotop Professional in India.” Biotop Professional products cater to everyone, whether the hair is damaged, fine, curly or colour treated. It uses high performance and well researched ingredients in order to make the most of the latest innovations in hair care technologies emphasizing on the comfort and ease of use for the end-consumer. The claim is that continuous use of Biotop Professional products will result in a fully repaired, well protected, shiny, soft and healthy looking hair. “For the last two years in India, we have consistently met the desires and expectations of consumers and professional stylists. We aim to keep up this good work and become a company that encourages

its employees to work as a team, inspires creativity and originality. For us, Biotop Professional is a synonym for an effective, natural and environment-friendly brand,” elaborates Shah.

▶ **Product portfolio:** There are four treatments for hair and two treatments for the scalp. For fine hair, there is Quinoa or 911 Series, which is made with the superfood Quinoa. For thick hair, the Keratin or 007 Series, which is made with the marine seaweed Keratin. For curly hair, the Curl Series or 69 Series, which is made with a blend of six aromatic oils. For dandruff, the 02 Series. For hair fall, there is the 04 Series. For volume boosting, the 20 Volumizing Boost Series. Also, there is a range of special hair care and hairstyling series called the Special Series – 24 K Gold Series, 19 Silver Series, and 09 Clarifying Series. The Styling Series, too, is a unique range of hair creams, sculpting lotions, gels, mousse and hair sprays.

▶ **Products launched in 2017, USP:** The unique 24K Gold Series was launched with certified 24K gold powder. When it is used on a regular basis, the hair goes back to how it was when one was a child.

▶ **View on the Indian hair, beauty and wellness industry:** Opines Shah, “The hair care industry is growing with innovations and moving forward at a very fast pace, and we need to keep pace with it. Thus, as a part of the Biotop Professional team, we will continue innovating and keeping consumers happy and satisfied. The future of the hair care industry is bright. We have amazing talent and skilled professionals that are taking an initiative to take the youth to a different level of professionalism, whilst promoting an environment-friendly and healthier lifestyle. Most of the hair care academies are bringing out superb talent. Overall, the industry is on track and creating a high standard of professionalism.”

MILESTONES ACHIEVED

- ▶ 2015-17: Launched Biotop Professional hair products in premium salons like Lakme, Juice, Hakim’s Aalim, Savio John Pereira Salon, Renee Melek, Kromakay, Bina Punjani, Bridget Jones, Head Turners, Sizzling Scissors, Tangerine, and many more.
- ▶ Available in the cities of Mumbai, Kolkata, Pune, Ahmedabad, Jaipur and Goa.
- ▶ 2018-19: Available in Chennai, Hyderabad, Bangalore and Delhi.




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▶ KAYA SKIN CLINIC ◀

Spokesperson:

Arvind RP,
Vice President Head - Marketing

MILESTONES ACHIEVED

- ▶ 2016: Awarded the Best HR Practice of the Year by 5th Indian Salon & Wellness Award.
- ▶ 2017: Ventured into hair care.
- ▶ Awarded the Best City Clinic in Mumbai by Times of India Health Survey, 2017.
- ▶ Awarded the Elle Beauty Award.
- ▶ CMO ASIA award for the Innovative Retail Concept of the Year for Kaya Skin Bar.

▶ **About the brand:** Shares Arvind RP, “Kaya Limited started its journey in 2003 and today has a range of Kaya Clinics across India and the Middle East. In addition to that, it also has over 100 product retail outlets in Shoppers Stop, Lifestyle, Health & Glow and Religare. In order to tap the increasing need of looking good naturally, Kaya opened its first clinic in 2002, with an objective to deliver flawless skin to both men and women. Today, Kaya Clinics successfully offer best skin and hair care solutions that enhance the look and feel of your skin and hair beautifully. The solutions that we offer are designed and supervised by a team of expert dermatologists and trained beauty therapists.”

▶ **Product portfolio:** In skin care, there are product ranges like anti-ageing, acne, pigmentation and everyday essentials and more, that cater to specific skin care requirements. There are body care products and hair care retail products, as well.

▶ **Products launched in 2017, USP:** The Kaya’s Complexion Perfector Cream is especially formulated after careful research and development by Kaya dermatologists to suit all skin types. The CC cream instantly blurs imperfections, reduces fine lines and gives your skin a smooth finish. Kaya’s Deep Nourish Elbow & Foot Cream blended with Shea Butter and Coconut oil, softens feet, calluses and thick elbow skin. Kaya’s Root Regen Range of products prevent hair fall and delivers vital nutrients and growth factors right where it matters – at the roots. Inspired

by nature, the range is enriched with the extracts of apple, basil, sugarcane, avocado and 100 per cent natural olive oil. This Paraben-free range consists of four products, namely the pre-wash overnight oil, shampoo, conditioning masque and bi-phasic serum, deliver two times reduction in hair fall and 30 per cent damage reversal. The Kaya Ultra Light Aquagel Sunscreen with SPF 25 is designed for oily and acne prone skin to provide superior sun protection against harmful UVA and UVB rays.

▶ **Plan for 2018-19:** Kaya will launch a range of retail products across skin care and hair care. The brand will also launch a line of premium facials called the Luminous Radiance facial. In the hair segment, the Kaya Hair Restore Expert Transplant Solutions will be made available to women, as well. They are designed by dermatologists who are experts and is a superior offering compared to treatments available in the market. The Kaya Solution combines the hair transplant procedure with other high efficacy building procedures such as natural hair rejuvenation with PRP, Hair Nutri Infusion Therapy and Hair Root Activation Laser Therapy. This unique approach helps stimulate hair growth to ensure best results which are completely natural looking.

▶ **View on the Indian hair, beauty and wellness industry:** Opines Arvind, “The Indian beauty and skin care industry has been witnessing strong growth for the past few years, to emerge as one of the industries with huge future growth potential. With the high levels of media exposure, increase in disposable incomes and rise of the affluent middle class, more and more people want to look and feel good - both for personal and professional reasons. Spends on beauty products and services will increase exponentially and today’s discerning Indian consumer is also seeking customised products and services to cater to their growing needs. At Kaya, we have indulged in extensive research to understand the evolving needs of the consumers, and accordingly launched products and services. Kaya has ventured into the hair category over a year ago, thus making Kaya Clinics a one stop destination for all beauty needs.”





► YLG SALONS ◀

Spokesperson:

**Vaijayanti Bhalchandra,
Rahul Bhalchandra,**
Director & CEO

► **About the brand:** YLG, a Bangalore based salon chain, was co-founded in 2008 by Rahul Bhalchandra along with his better half Vaijayanti. Rahul is a professional turned entrepreneur with domain expertise in health and beauty retail and services. Taking into account his background in health and beauty retail, his first instinct was to start a retail chain. However, a combination of statutory (Retail FDI is not allowed in India) environment and investor interest led them both to think seriously if they wanted to jump into the salon business. A joint thinking period of over a month later, both committed to building a salon chain which would consistently deliver world-class service and products for the Indian woman at reasonable prices. YLG aspires to hit 600,000 customer base in 2018-19.

► **Key learnings:** Shares Rahul, "YLG has been focused on providing its customers with cutting edge services and products from all over the world. In this endeavour, we have learnt that each market has its own special needs and customer preferences. Being a chain we have had to tweak our offering in such a way so as to be acceptable to customers across geographies. The big area of learning has been in training and performance management, which is forever ongoing."

► **Picking the brands used in the salon:** YLG uses L'Oréal Professionnel and Kérastase for hair, Lotus Herbals and Cheryl's for skin, besides their own brand. The brands chosen are well-accepted by their customers.

► **USPs of the salon:** YLG prides itself in presenting their own International Hair Collection each year, our Light Therapy Hair Spas, the unique ELT Facials, and the next gen waxing. Says Rahul, "Our stylists and therapists go through the most intensive training initially, and on an ongoing basis, we maintain a consistent high quality service across all salons."

► **Initiatives taken to stay ahead:** "Our belief is that the customer is the hero – all our processes and systems are geared towards offering her a better experience and working towards her repeat. This is our way to be competitive in the market and keep the customer engaged with YLG as compared to competition. YLG has always offered best of class products and services from the world to its customers at great value across all its salons. This will be our consistent positioning in the days ahead," says he.

► **Advice to new entrepreneurs entering the salon business:** "The industry is getting more competitive. There is always place for players who are serious about investing in the skillsets of the people consistently, much more than disproportionate investment in real estate and interiors. Be clear about what is the positioning of your salon. Discounts are not the solution to retain customers – rather focus on the quality of the service and the skills of the stylist or the therapists," says Rahul.

► **Plans for 2018:** Shares he, "YLG will continue to expand its salon footprint in its existing markets with emphasis on building a sustainable and profitable business."





Collection Romance by Vipul Chudasama

ABOUT THE HAIRSTYLIST Vipul Chudasama, Celebrity Hairstylist and Director at Vipul Chudasama Hair Education & Studio, has over 10 years of robust experience in hairdressing and imparting professional education to those, who want to make a mark in the industry. He has trained and inspired a myriad mix of top hairstylists in India and abroad, and is a source of inspiration himself when he is creating dynamic hair looks and presenting them to thousands of people at shows and seminars. He has had the privilege of showcasing his creations at the prestigious Haute Coiffure Française event held in Paris.





ABOUT THE COLLECTION Chudasama's collection creates effortless beauty. Hairstyles and colours always make an important statement, and being a trusted hair choreographer and educator, there is a great duality of cuts and colours. The collection showcases cuts and styling for women, and barbering for men, thereby depicting a creative union of cut and colour.

INSPIRATION The collection showcases the romance between an artist and hair, and the craft that leaves the muse in a state of bliss.

TECHNIQUES USED This collection stresses on texture as its foundation, along with pop up colours that are blended to form trendy, wearable styles that make a statement. Shares Chudasama, "When we talk about pop up hair colour, they are usually interpreted as funky or crazy, which may not always be considered as beautiful. I wanted to bring a balance through this collection which carries fun with elegance. Special attention is given to personalised cutting techniques like twist cutting for texture." He elaborates that before deciding upon any style or cut, emphasis is given to the shape of the head and face, and the texture and density of the hair, so that the final look accentuates the individual's personality. Importance is also given to the natural movement of the hair in order to make the style look effortlessly beautiful.

PRODUCTS USED Colours from the L'Oréal Professionnel range, such as, Mocha for women to achieve elegance spiked with fun! 🎨



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Dealing with Pilferage in your Spa or Salon

by **Sudheer Koneru**

Sudheer Koneru is the Founder and CEO of Zenoti, a provider of cloud-based business software to salons, spas and medispas. Views expressed are personal.

Pilferage could possibly be impacting your spa or salon's bottom line in a big way. The bad news is that pilferage is largely invisible as staff and customers can get creative when they want to steal from your spa or salon. Here are a few examples of how pilferage often occurs, and ideas on how to mitigate these.

Monitor your retail products: As with any spa or salon, you probably display and sell retail products. To avoid theft, ensure your POS tracks product sales and provides a report that lists each sale. If you don't have software that automatically tracks how much retail product you are selling, then track this information in a spreadsheet. You should then conduct regular audits, where you physically count each retail product and ensure this matches with your expected numbers.

Backbar inventory controls: When it comes to those products that you use for your services, it is difficult to differentiate between outright theft and wastage. Therefore, implement a control system that projects product usage. Here's how it works:

- ▶ Know what and how you have purchased.
- ▶ Identify how much of each product should be used for each service. For example, a hair wash might require two pumps of shampoo and two pumps of conditioner.
- ▶ Use your POS to track how many services you sold over a period of time.
- ▶ Calculate the total quantity of each product used over say a month, based on all services that were delivered for the month. For example, if you have delivered 100 shampoos, you know that 200 pumps of shampoo should have been used.
- ▶ Conduct a physical audit of your non-retail products that are both in the backbar and on the floor.

Completely end gift card theft: You can employ a gift card strategy that allows the value to be loaded onto the gift card after purchase. That way, even if a physical gift card is stolen, it is useless to the thief. You can sell eGift Cards directly from your website to bypass all possibility of gift card theft. However, if you are stuck with old, pre-loaded gift cards, implement a daily audit. If you find that this sort of theft is indeed a big problem, consider storing the gift card's unique id in a spreadsheet each time a gift card is sold. Whenever any redemption is made against any gift card, simply check the list and ensure it was indeed a purchased and not stolen card.

Reduce wastage: Each item that you re-circulate for treatments, even if it is a 70 per cent used tube of moisturiser, adds up to big savings over time. This reduces wastage, and ensures your staff does not pocket half used bottles of shampoo, nail polish or other inventory.

Pay a fair wage and award commissions: Implement a fair and transparent employee compensation structure. Make sure your employees know the formula for calculating commissions and the benefits you provide. If you use spa or salon management software, ensure that employees have access to their commissions earned for added transparency and trust.

Offer staff discounts or free products: Giving staff discounts, free services, free products or even a birthday gift card builds goodwill and keeps them happy and looking great. If you want to reduce pilferage, be generous here.

Create a clear policy for staff: The policy can describe what constitutes pilferage and what does not. By doing so, you reduce the possibility of any misunderstanding with your staff, and will also help if you catch them stealing.

Dealing with staff caught stealing: Follow the right procedure and give them a chance to explain their actions. A clear policy on pilferage comes in handy, as it reduces the possibility of the employee hiding behind improper procedure. Both help reduce the chance of a lawsuit. 📌



BEAUTY



Aya Kudo

Pushing Boundaries

Renowned Japanese make-up artist, Aya Kudo is a young style prodigy who firmly believes in challenging herself to etch her expertise in the industry. Based out of New York, Kudo's outstanding work spans editorial, fashion, photography, catalogue, to name a few. Kudo shares her incredible journey with *Salon India*

by Shivpriya Bajpai



How and when did you get started in the make-up industry?

It all started in High School. I was interested in Chemistry and Art classes, and so my main focus was to become a chemist. However, I loved to paint, too! So, when the time came for me to decide the profession I would be taking up, there was a conflict. Mixing colours, making my own tones and textures on canvas was such fun! Soon I became passionate enough to shift all of my attention to learn and create make-up as much as I could. Later in Tokyo, I took the Shu Uemura Makeup classes, and then started assisting to learn at work.

What was your first big break?

My decision to shift base to New York opened up a world of opportunities. I started to work with creative professionals from the industry, and it was one of the turning points in my career.

Did you have a mentor?

There were a few amazing artists who I followed at the initial stage of my career. Michiru, a renowned make-up artist in Japan, inspires me immensely and I still love her style. But, I always strive to carve my own niche instead of emulating anyone. I realised that by watching my peers, I was looking at a platter of ideas and techniques. I adapted the ones I liked and gave them my personal twist.

What were the challenges back then?

Basically trying to get into other areas of the world besides Japan, was one of the biggest challenges. I wanted to learn and see more, as well as showcase my talents.

What are the key factors to be kept in mind while doing make-up for different platforms like, fashion, editorial and movies?

For fashion and editorials, make-up can be creative, even crazy and surreal. In videos or films, the idea

“The natural look is in vogue! It is here to stay and goes well on all occasions.”

is to keep the skin more matte and less shiny. One needs to be well prepared when working. There are no set rules, but having a creative bent of mind is a prerequisite. Be calm, learn to handle pressure and you will be able to sail through.

What are your favourite products and brands in make-up?

Kevyn Aucoin Skin Enhancer, MAC face and body, Nars Radiant Creamy Concealer, Chanel Aqua Ultra Light Palette, Tom Ford Traceless Foundation, Dior and Gucci eyeshadows, Anastasia Beverly Hills, and Glossier for eyebrows are some of my favourites.

How would you like to define your evolution as an artist?

Evolution is an ongoing process that cannot be capped at any age or stage of life. I love to push the boundaries of creativity and challenge myself from time to time. I have come a long way and believe have a long way to go.

What is your advice for aspiring make-up artists?

Being humble and passionate will always take you ahead. Learn the tricks of the trade at work, so it is a good idea to assist experienced make-up artists.

What are your views on the global make-up industry? What are your future plans?

Organic cosmetics are going to redefine the future of make-up industry. With rising awareness about the environment, brands are gearing up to create organic products without compromising on the quality. I am planning to launch my cosmetics brand, and work on my skills to evolve as an artist. 🌱

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Skin Care Trends in 2018

by **Presley Coelho**

Presley Coelho is the National Education Manager at Cheryl's Cosmeceuticals. Views expressed are personal.

have noticed the trend of technology being integrated with skin care and new technology enabled products are being introduced in markets. As the consumer is becoming digitally savvy and increasingly exposed to technology available across the globe, the need to integrate technology with efficacious products has increased. Here is a peek into trends to look out for in 2018.

Skin consultation tools

The Indian market is moving towards people being comfortable with their own skin types. Fairness continues to dominate, however increasingly the consumer understands their own type and tone. Various diagnostic tools have been introduced in the Indian market by brands like Cheryl's Cosmeceuticals, such as the Skin Scan apps, which diagnose the skin concern and recommend products. There are multiple instruments including the Hydrameter for moisture check, Woodslamp to understand pigmentation, Magnifier Glasses to check pores/ black-white heads, and the Specvisor that zooms into the skin to help the consumer understand their own personalised skin regimen.

Skin service tools

Internationally there are multiple brands which are introducing multiple tools for skin care. Tools that help in exfoliation, removing black heads, and clearing oil along with the right product are gaining popularity among the digitally savvy consumer.

Hand held tools

In salons, these tools have been critical part of the service delivery. At Cheryl's, there are multiple tools including the Sonic peeler, hot and cold massage tools, and Lit mirrors. A Sonic Peeler utilises continuous waves to exfoliate the dead cells of the skin revealing the newer skin. The same peeler can also be used for massaging in products into deeper layer of skin using pulsing waves. Another instrument that works well with massage step of facials is the hot and cold massage tool.

Advanced devices

Multiple devices have been part of the skin services and salons are offering multiple services with the additional benefit of machines. The galvanic machine is used to enhance and refine facials and body skin as well as revitalise hair growth. Through a galvanic current, the machine is used to apply treatment gels and enhance circulation. The galvanic machine is used to drive treatment gel deep into the skin through electric currents. A positive and negative charge is used to bind the gel to impurities in the skin and draw them back out to the surface. This galvanic current stimulates blood and oxygen to the surface of the skin.

Dermaabrasion machines, especially the diamond microdermaabrasion, has a diamond-encrusted tip that is passed over the skin. The diamond tip abrades the skin to reveal the underlying newer layers that are softer and smoother. The exfoliation also clears comedones and brightens the complexion. The suction aspect of the treatment is as vital as the exfoliation itself. Called negative pressure, the suction stimulates the dermis, causing a remodeling process to occur. Microdermaabrasion triggers a wound response in the skin, and as it repairs itself, it becomes thicker, smoother, more elastic, and looks healthier, too.

Advanced beauty studios

There are beauty studios available which have multiple tools including a magnifier, jet spray, high frequency rotary brushes, galvanic tools, steamer, UV lamps – a complete set up for skin analysis and service delivery. These are used in salons with high focus on skin, and are often used in multiple sittings to deliver results including reduction of pores, firming treatments, and so on. The devices are now moving from salon to consumer space. With brands like Foreo entering the Indian markets and being available at Sephora, the advent of skin devices being present in the direct space seems inevitable. 📍



RAS Luxury Oils

Reviving Ayurveda

Bringing direction to almost 20 years of research and development, Shubhika Jain, Founder, RAS Luxury Oils, has a line of pure and honest skin care products. With *Salon India*, she shares insights into the Indian skin care industry, USPs of the brand, and more

Inception of Ras Luxury Oils

With a passion for plants and gardening, my mother, Sangeeta Jain, Co-founder and the inspiration behind the ideals of the brand, used to create her own beauty concoctions with handpicked flowers, herbs and other natural ingredients. This practice first inspired me to follow a natural beauty regimen, and later on, guided by my mother, I decided to create luxurious natural skin care products. Our first essential oil extraction plant came up in 2012. With over 200 acres of beautiful farmlands and woodlands in Chhattisgarh, the cornerstone for RAS Luxury Oils was laid.

Product portfolio and SKUs

Our product portfolio consists of Essential Oils, Face Elixirs, Plant Oils, Liquid Luxury Body Oils, Body Salts and Sugar Scrubs, Rose Nectar Face Spritz, and miniature discovery kits. We have sets of customisable gifting options, as well. Currently, there are 25 SKUs, but will be adding more soon.

Products pricing and availability

Our products are infused with quality natural ingredients, and keeping that in mind are priced reasonably at ₹400 and above. The Essential Oils range from ₹400, Rose Nectar Face Spritz from ₹890, Plant Oils from ₹1450, Face Elixirs from ₹2,350, Liquid Luxury Body Oils from ₹2,150, Body Polishes from ₹1,100. Our products are available at luxurious spas and salons, such as, St Regis Hotel and Four Seasons Hotel in Mumbai, Park Hyatt in Hyderabad, and Mirrors & Within Salon and Shangri-La Hotel in Bangalore. In the online space, apart from our own e-commerce website, we are currently available on Nykaa, Etsy and Amazon.

USP of the brand

Some of USPs are that the batch size is kept small as the products have fresh ingredients with more potency; 100 per cent natural and pure ingredients that include organic, whole plant edible ingredients; wild crafted raw materials grown at our own family estate or ethically sourced from farmers across the globe; organic Essential Oils and Cold-pressed virgin oils are used; vegan, free of Parabens, preservatives, synthetics, fragrance, alcohol, additives, wax and silicom, and cruelty-free; give back 10 per cent of our profits to local animal welfare NGOs and support the empowerment of the girl child in rural India.

Marketing strategies adopted

We believe word-of-mouth is the strongest form of marketing strategy. We are active on Instagram, Facebook and Twitter. Also, our retail presence at top five-star hotels lists our brand in the premium category. We are present online via our own website, Nykaa and Amazon. We conduct exclusive pop-ups, participate in global exhibitions and expos, collaborate with genuine bloggers, and have an online feedback platform for clients.

Staying ahead of competition

Our main focus is on using excellent quality certified raw materials that are sourced directly from manufacturers, with product innovation at the R&D lab. We are able to monitor and control the whole process to give our customers real, natural and effective skin care and wellness products of superior quality. We participate in international expos and focus on extensive market research in order to keep pace with the constantly evolving beauty and wellness markets.

Challenges faced

Our brand is the first of its kind in the segment in India. We have to explain this fact to each hotel or distributor, which becomes a challenge. Creating awareness among consumers in order to boost sales is the second concern.

Plans for 2017-18

We have launches lined up at Grand Hyatt in Mumbai and Kochi, JW Marriott and Ritz Carlton in Bangalore, JW Marriott Mumbai and Grand Hyatt in Hong Kong. With our participation at Prestige Fairs in Hong Kong and the Middle East Natural and Organic Products Expo in Dubai, we want our brand to have international exposure. We are working on expanding into Europe; being present at other international beauty platforms, organising exclusive events in Mumbai, and launching retail outlets in Delhi, Kolkata and Raipur.

Views on the skin care market in India

People in India have very quickly adopted western products such as facial lotions and creams which have ingredients that negatively impact our skin and health. India has a rich heritage of Ayurveda, but its principles are lost in this globalised world. Hence, it is important to educate the Indian consumer about the importance of using the right ingredients. India has a potential of being a huge market as people are willing to spend on natural skin care, beauty and wellness products. 📌





Irrelevance of Invasive Cosmetic Surgeries in the Current Times

by **Dr Geetika Gupta Mittal**

Dr Geetika Mittal Gupta, Celebrity Cosmetic Dermatologist, is the Founder and Medical Director of ISAAC. Views expressed are personal

Twenty years ago, non-invasive options for cosmetic improvement were few, and crude compared to those available today. The major trends offer patients more options, long-lasting results, predictability and at the same time, provide safety which is ideally the most important when it comes to surgeries. Of the 17 million cosmetic procedures performed last year, over 15 million were non-invasive. There is no doubt that non-surgical options are experiencing great popularity among cosmetic, as they have an advantage over traditional surgical options for facial rejuvenation, fat loss, nose shaping, and more.

Cosmetic procedures can be described by two main distinctions, invasive procedures, such as, Liposuction, Rhinoplasty and Facelift, and non-invasive or minimally invasive cosmetic procedures, such as, Ultherapy, Laser Hair Removal, Botox, Dermal Fillers, Cooltech Fat Freeze, PRP, and more.

As a doctor, it is my duty to inform my patients about the varied options available that they can opt for. I also try to identify the requirements and needs of my patients and let them know the best available option for them, be it invasive or non-invasive surgery.

When it comes to looking younger for longer, patients now have many choices than they had two decades ago to the advancement in non-invasive facial rejuvenation options. Now, patients have the option to delay their facial plastic surgery for years with the strategic use of non-invasive treatments like Ultherapy, Dermal Fillers, RF and PRP. It will not be incorrect to say that sometimes, non-invasive techniques offer a way to get similar or even the exact same results compared to invasive surgeries. They are believed to be better than undergoing an invasive surgery.

At ISAAC (International Skin & Anti Aging Centre), we offer our patients the non-invasive surgical options that we know and trust to give long-lasting results. During the consultation, our doctors help our patients select the treatments that are best suited to achieve the desired result. They also help in making a treatment plan to improve the facial and body appearance of a patient.

Compared to traditional surgical treatments, non-invasive options are gaining popularity. They are not only decently priced as compare to invasive surgeries, but also have no down time and side effects on the body. Non-invasive cosmetic procedures require drastically less time to perform than traditional cosmetic surgeries. Most of the patients return to their regular activities immediately after their appointment. This is important for working professionals, who have demanding careers and cannot take weeks off from work to recover from the trauma inflicted on the body with invasive surgeries. While it is true that every surgery comes with some risk of complications, hence it can be scary for a patient. In contrast, non-surgical procedures do not require the use of anesthesia or the need for an incision, which means you do not have to fear the risks associated with surgery when you choose non-surgical. To understand it in a better way let me give you the example of facelift surgery. While the procedure has improved over the years, it is still a serious endeavour as it requires incisions to be made on the skin resulting in 10 to 18 days of recovery. Even less invasive methods still result in facial swelling, pain, and an adequate recovery time.

When you compare Liposuction with Cooltech Fat Freeze treatment, Liposuction physically gouges and then sucks the fat out of the body, with immediate but not natural results. In comparison, clinical studies have demonstrated that Cooltech capitalises on the body's natural lymphatic system to gradually remove frozen fat cells from the body over a period of one to two months. As a result, the Cooltech process appears identical to natural fat loss.

Post the procedure, if for some reason one is not pleased with the results, one can simply wait for them to fade and not repeat them. However, if the results have turned out well, one can schedule a follow-up appointment to maintain the youthful look. Gradual, natural results are more important for patients, who want to improve their appearance without revealing their selection of cosmetic procedures. 📌

Zorain's Studio

Zorain's Studio, leading hair and beauty academy in Bangalore, was launched in 2015 by veteran make-up artist, Zorain Khaleeli. The academy offers the best teaching techniques to the next generation of aspiring hair and make-up artists using in depth experience and knowledge. Following the principle of sharing knowledge and discovering talent, the comprehensive courses provide detailed study of the different aspects of hair, make-up and nails, at par with international standards.



- ◆ International Certification by City & Guild UK
- ◆ Certification valid in 80 countries globally
- ◆ Comprehensive Hair Makeup and Nail courses
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Facebook: <https://www.facebook.com/zorainkhaleeli>



Cosmetic Treatment Recommended by an Expert

Hollywood Peel, as an aesthetic procedure, is creating quite a buzz. *Salon India* speaks exclusively with Dr Batul Patel, Medical Director and Dermatologist at The Bombay Skin Clinic to understand the process and technology used

Hollywood Peel by Dr Batul Patel

About: The famous Hollywood Peel, also known as Spectra Carbon Peel, helps to stimulate collagen, even out the skin tone and helps to reduce pigmentation. It also helps to rejuvenate the appearance of ageing and damaged skin. It leaves the skin looking radiant and is a painless treatment with no downtime. It received its name due to its popularity with the Hollywood A-listers who opt for it before walking the red carpet.

Process and technology: The laser light works on the pigment cells and collagen cells. It targets the melanin (pigmentation) in the cells, breaking it up so they can be removed naturally by the body and hence, does not destroy the melanocytes that reduce the chances of hypopigmentation. It also heats the deep dermis and causes the skin to contract and stimulates collagen which helps to improve the tone and texture. Hence, this leaves the skin free from any pigmentation for a youthful look. A light layer of a black colour carbon solution is applied and is allowed to dry up for 10 to 15 minutes. The first pass of laser allows the carbon solution to set into the skin through the application of heat, and the second pass is accompanied by a snapping sound as the laser removes the carbon solution along with a very fine layer of skin. Patients might feel warmth and a tingling sensation. This is a completely painless, non-invasive procedure without any downtime.

USP: It can be used on all types of skin to improve the tone and texture and for a more youthful glowing skin. It is also used for targeting inflamed acne lesions that do not subside with oral medicines and topical creams.

Time take for the treatment: 20 minutes.

Sessions required: The Hollywood Peel is a gentle procedure that can be performed every other week, monthly, or even just once

before a special event. It depends on the results you are trying to achieve. With regular monthly treatments you can expect ongoing collagen stimulation, even skin tone and texture.

Educating clients: Patients are given an in-depth understanding of the science behind the complete procedure and individual steps of the treatment are explained in detail. A demonstration video and the Q-switched laser machine of the procedure is also shown to the patient so that he or she is at ease.

Side-effects: Majority of patients report no pain, they only experience a slight warming of the skin and a light prickly feeling. No anesthesia or topical cream is needed.

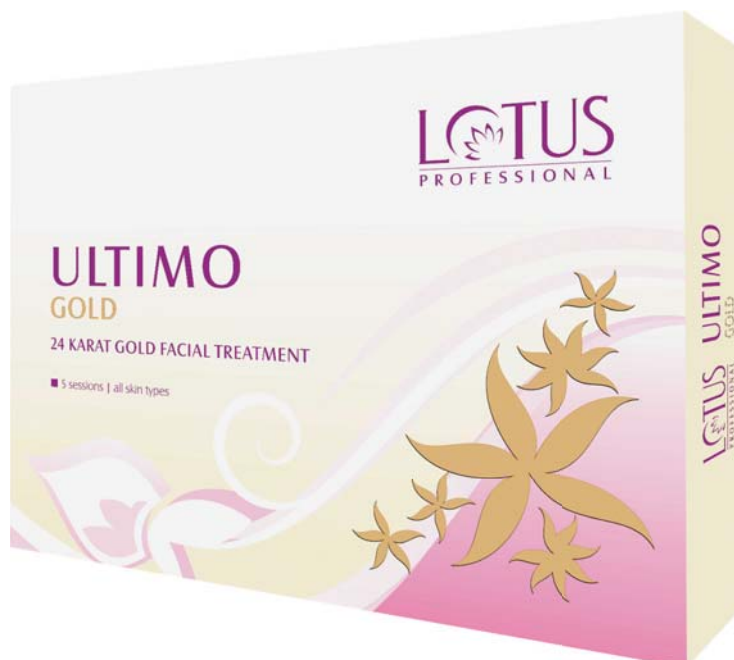
Pre-treatment measures: Not applicable.

Post-treatment measures: This is a zero downtime procedure. Clients can start their usual activities right after it.

Future: Since this treatment is specific to the Q-switched laser machine, only few dermatologist and advanced skin clinics in India perform this treatment. As the name suggest, the Hollywood Peel is famous amongst the Hollywood A-listers. At present, patients prefer quick results, without any downtime and in a non-invasive manner. This is why the Hollywood peel is now becoming extremely popular in India. 📍



Lotus Professional Ultimo Gold



● **About the product**

The 24Karat Gold Facial Treatment Ultimo Gold penetrates into the deepest layer of the skin to accelerate cell renewal and promote the clearance of stagnant melanin. This function not only brightens the skin, the energy inherent in pure gold gives one a fresh, glowing and healthy complexion. It is a brilliant radiance treatment with 24Karat pure gold that helps in exfoliating old skin all the while enhancing the skin's natural moisturising ability. It aims to lend a an illuminating sheen to the skin that stays for a longer duration.

● **USPs**

Precious metal is applied directly on skin. The negative ions present in gold help in maintaining a balance, and replenish the skin. This beauty potion slows down the ageing process, and revive the skin to look radiant and flawless in the most natural and skin friendly way.

● **Price and availability**

The costs varies from salon to salon, and is available at all leading salons. 📍



“ Beautiful and lustrous skin needs constant care at the surface and within. Ultimo Gold is an amalgamation of 24Karat gold and herbal goodness, so vital for a luminous skin. The ions in gold reach the deepest layer of the skin to restore and renew cell growth and clear out stubborn melanin and blemishes and impart a brilliant glow to the skin. ”

– Nitin Passi,
Director, Lotus Herbals

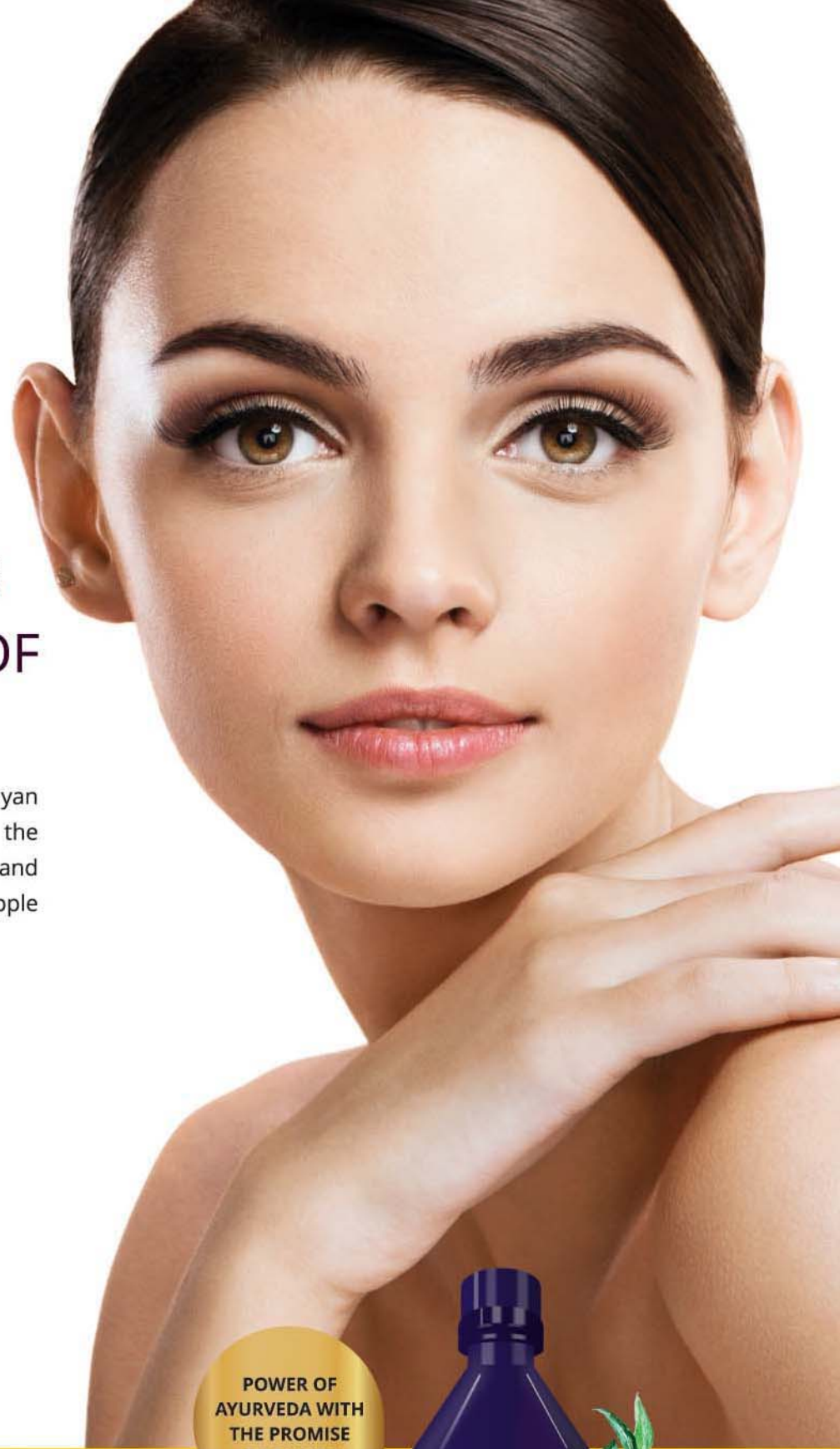


“ The unique results from Ultimo’s metallic line of facials meets the demands of clients today. Ultimo facials are the clear winners among the segment and the best pick for a lustrous shine. ”

– Mallika Gambhir,
Owner, Persona Salon, Delhi



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Market Watch | Skin Care

Cold crème by **Astaberry**

Astaberry Biosciences has introduced Astaberry Cocoa Butter Cold Crème for complete skin moisturisation and nourishment. Infused with the unique blend of Cocoa Butter, Vitamin E and Almond Oil, the rich ingredients penetrate into the skin and moisturise beyond just the top layer. It is available at major departmental stores and online.

Price: ₹85 for 100ml



Eye gel by **L'Oréal Paris**

The area under the eyes is the most sensitive and needs maximum care against external aggressors. Hydrafresh Anti-Ox Grape Seed Hydrating Mask-in Eye Gel is a unique eye cream with a light gel texture that glides onto skin, leaving it smooth, but without the greasy feeling. Using it day after day fortifies the skin under the eyes, thereby delaying appearance of lines and wrinkles in the under eye area. It is available at L'Oréal Paris outlets.

Price: ₹499



Body milk by **L'Occitane**

L'Occitane offers natural beauty products dedicated to wellbeing, drawing inspiration from the Mediterranean art-de-vivre and traditions. The body and skin care, bath and hair ranges feature luxurious fragrances and textures from natural ingredients, such as, almond, shea butter, lavender and immortelle. The Rose Rouge Body Milk is lightweight yet helps moisturise the skin. Meant for daily use, it leaves the skin smelling of roses and berries. It is available at EBOs in Delhi, Mumbai, Kolkata, Bangalore, Hyderabad and Pune and online at www.in.loccitane.com.

Price: ₹2,310 for 250ml



Body lotion by **Lotus Herbals**

The Whiteglow Skin Whitening & Brightening Hand & Body Lotion SPF 25 | PA+++ ensures that your hands and body remain nourished and supple all day long. A technologically advanced lotion, it is enriched with rare fruit and plant extracts and has active ingredients, such as, Liquorice, Green Tea and Grape extracts. It is an innovative body lotion that lightens the skin tone by reducing uneven pigmentation, unveils visibly fairer skin by reducing dark spots, and enhances the skin's radiance naturally. Its SPF 25 content also protects the skin from the harsh and harmful effects of the sun. It is available at Lotus EBOs and select premium beauty and departmental stores.

Price: ₹320 for 300ml



Night cream by **Biotique**

The Bio Wheat Germ Youthful Nourishing Night cream is blended with pure Wheat Germ, Sunflowers and Almond Oils, Vitamins A, B, C, D, E and extracts of Carrot and Galangal to moisturise and strengthen the skin for a vital, resilient and younger appearance. It is available online at www.biotique.com.

Price: ₹230 for 50gm



Astaberry

PROFESSIONAL

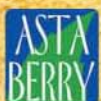
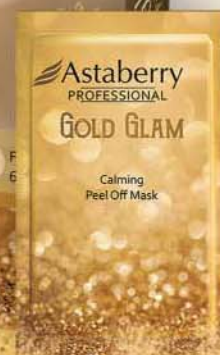
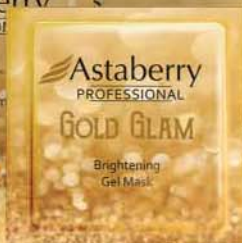
Astaberry Gold Glam Kit is an advanced facial that brings long lasting glow to the skin. Astaberry has created this facial using revolutionary technologies like the scrub 2 creme and the alginate peel off mask.

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

GOLD GLAM

Facial kit

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Market Watch | **Make-up**



Eye liner by Revlon

The Revlon ColorStay Liquid Eye Pen, available in three unique flows of Classic Tip, Triple Edge Tip and Ballpoint Tip through a pen, is crafted with distinctive felt tips. Whether you choose a graphic, classic, or everyday style, the bold long-wear liquid formula glides on with smooth precision for a flawless look. The pen provides stylish and intense sweeping lines and offers optimum control and precision. This intense black colour is available at exclusive Revlon stores, leading retail outlets and renowned online partners.

Price range: ₹850 to Rs950



Velvete matt lipsticks by MAC

Snuggle into the plush velvet night with new blackened mattes in the deepest, darkest tones. These 12 lip shades glide on like soft suede for the ultimate in a seductive, sophisticated dimension. In hues of Beatrix, Midnight Breeze and Modern Temptress, these lipsticks are the ultimate indulgence. The collection is available at MAC EBOs and online.

Price: ₹1,500

Waterproof mascara by Estée Lauder

The Pure Color Envy Lash Waterproof Multi Effects Mascara is high performance, extremely long-wearing conditioning mascara that combines volume, lift, length and separation in one extreme lash innovation. Formulated with a blend of fibres to help create buildable volume and length, the creamy, yet lightweight formula delivers intense high dimensional black lashes that last. Infused with a special combination of waxes and oils, the waterproof formula leaves lashes feeling soft and supple with maximum flexibility for all-out volume and definition. Lashes are full, thick and lifted while remaining smudge and flake proof. Ophthalmologist tested, it is available at beauty stores.

Price: ₹3,000 for 6ml



Highlighter by NYX Professional

The Strobe of Genius Holographic Stick is loaded with lustrous particles and light reflecting pearls. This creamy highlighter illuminates the face with next-level sheen and a prismatic finish. Available in two shades of Mermaid Armor and Electric Invasion, brush this illuminating wonder along the highest points of the face, such as, the cheekbones, bridge of the nose and the Cupid's bow. It is available at all retail outlets.

Price: ₹750

Make-up brush kit by KAIV

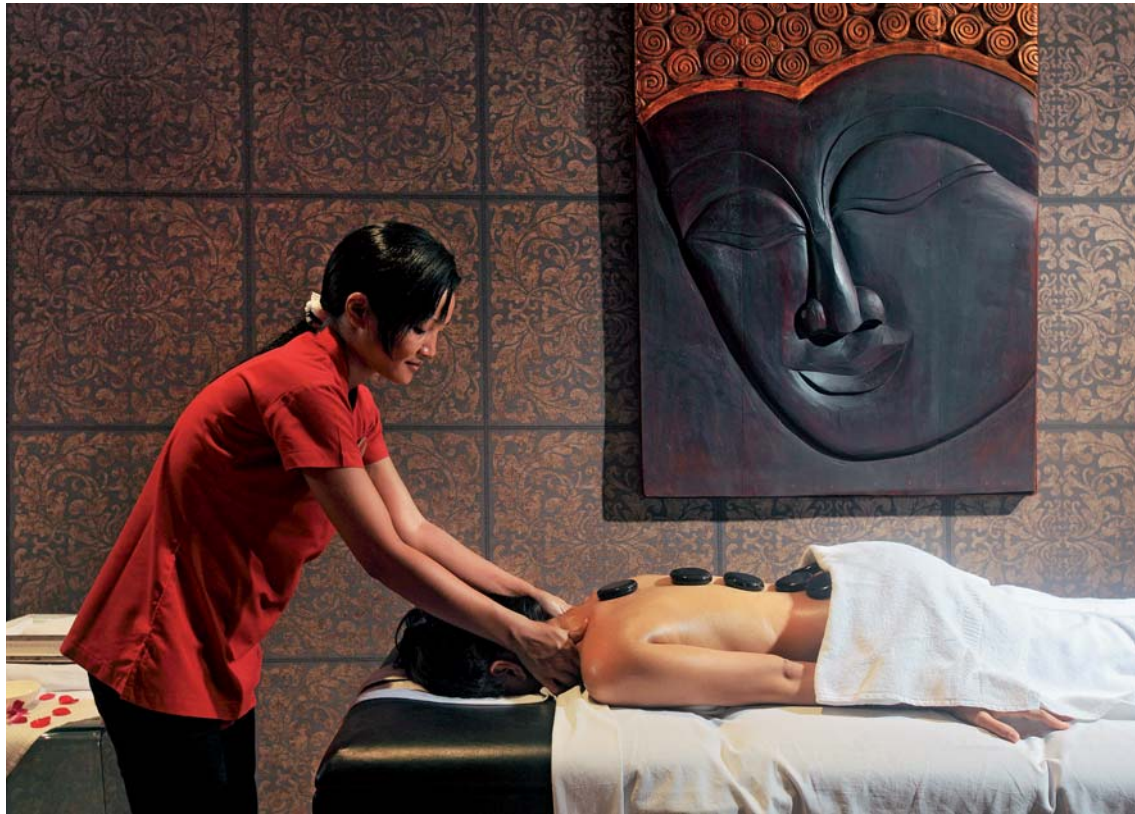
The Set of Seven Makeup Brushes is a complete kit designed to help one achieve expressive and attractive looks. There is a Lip Liner, Lip Filler, Eye Shadow brush, Eye Liner, Eye Groomer, Eye Applicator and the Blush brush. The handle allows the user to have the right position for the angles and lines needed to create a wide range of looks. The bristles are natural, durable and work well with powder products, such as, eye shadows and bronzers, thus allowing for excellent blending. The set is available online at www.kaiv.in.

Price: ₹600





SPA
FOCUS



Della Spa, Lonavala

Architectural Masterpiece

Nestled in between the serene hills of Lonavala at Della Adventure & Resorts, Della Spa strikes the perfect balance between contemporary design elements and earthy tones to provide a rejuvenating experience for their clients

by **Shivpriya Bajpai**

Size of the spa: 3,000 square feet

Owner: The Della Spa is a part of Della Adventure & Resorts, owned by Jimmy Mistry, who has set new benchmarks within the Hospitality industry in the region.

About the spa: Nestled in between the serene hills of Lonavala at Della Adventure & Resorts, Della Spa has been created with the sole objective to provide 'Gen Next Hospitality' services to the clients. The spa is one-of-its-kind with 24X7 operational facility that takes them a notch higher in terms of client service, when compared to other spas. It prioritises elegant and soothing experience for the clients to help them rejuvenate their mind, body and soul. The spa is well-equipped with seven treatment suites inclusive of four couple suites to ensure clients unwind in a cocoon-like environment. It is a perfect get-away to indulge your senses.

The décor focuses on earthy tones with elements of green like fortune bamboos, usage of plants in the corridors and felt. The dark brown satin walls are balanced out with walls that have animal print accents. The spa has a bevy of services on offer along with some decadent oils that will have you spoilt for choice. The couples' suite is the major highlight of the spa. Complete with all the amenities, this is definitely one of the most popular experience that clients look forward to. The room has a luxurious vibe, with two beds for the couple to relax, a steam and shower, and a Jacuzzi to relax post-service.

About the services: The spa offers an extensive menu of over 20 body and beauty treatments, integrating contemporary Oriental spa approach. The signatures treatments like, the Royal Indulgence Therapy, Hot Stone Massage Therapy, and more, are extremely popular with guests. The Royal Indulgence is a signature treatment that begins with a soothing massage, followed by a body scrub. After cleansing, a purifying mask is applied and while the client waits for the mask to dry, a gentle head massage completes the experience.

The Hot Stone Massage Therapy involves the use of smooth heated stone in combination with a rejuvenation massage. It helps to relax muscles, ease stress, relax toxins and recharge your energy levels.

Address: Kunegaon, Lonavala, Maharashtra - 410401.

Reservations: Toll Free 1800 3070 5050

Website: www.dellaresorts.com/della-spa



“ In India, it is rare for a spa to be operational for 24 hours. This is our USP. At Della Spa & Salon, we ensure that the guest enjoys our services and feels well looked after. ”

– Jimmy Mistry,
Chairman & Managing Director,
Della Group





Kanchalika Meesuk

Conceptualising Destination Wellness

Group Spa and Wellness Manager, Ayurah Wellness Centre, Aleenta Phuket Resort & Spa, Kanchalika Meesuk, shares her insights into the global wellness industry, USP of the spa, business strategies, and more

by **Shivpriya Bajpai**

Professional insights

I hold the Alternative Medicine Doctor License in Art of Healing with over 18 years of global experience in Hospitality and the Spa industry. I, further, specialise in Traditional Thai Medicine and Traditional Thai Healing Massage Therapy with specialties in herbal medicine (use of herbs and diet to promote health), bodywork including, bone setting, Thai massage, Thai acupressure, beating, passive stretching, and focus on sensible channels (pathways of movement in the body), such as, tendons, ligaments, nerves and circulatory vessels, and spiritual healing.

Source of inspiration

I think of wellbeing as a major life discovery. The frantic pace of life leaves us with no time to reflect upon our lives, or care for ourselves and those we love. I like to serve people and guide them to lead a long, healthy, and a happy life.

Views on the global wellness industry

People today are aware about their health, and would like to have a better lifestyle, to eat and live well. They know exactly what they need and turn to traditional as well as modern therapies and methods to find the perfect balance for their body and mind. This is clearly the scope of the industry – to create specialised products that cater directly to user's needs and to meet the multifaceted scenario.

USPs of the spa

Ayurah Wellness Centre is more than just a haven where our guests regain balance of the body, mind, and soul. It is a place where they can rediscover and rejuvenate themselves. Each treatment and programme is tailor-made to give the best and most suitable results according to our client's preference. It takes a more medical and result-oriented approach to wellness, and has rejuvenating treatment rooms, a post-treatment relaxation chamber, a chromo-therapy room and Vichy shower room, which allows guests to receive horizontal water massage.

Therapies offered

Some of the important therapies offered are Functional Fitness Training, Special Healing Massage therapy, Holistic Master therapy by Alternative Medicine Doctor, Oxygen and Music therapy, Chromo therapy treatment, Hydrotherapy, Rain Mist Shower, Anti-ageing therapies, advanced techniques including oxygen therapy which cures jet lag and refreshes the entire body, and the latest light therapy technologies, Linda Meredith Facials and products, NanoSkin Cell Extract -Facial Air Brush, full service of nails, waxing, make-up and body firming beauty treatments, and the Ayurah Children Pampering spa treatment.

Client engagement programmes

Founded on four pillars, Weight Optimisation, Anti-ageing, Mind Balance, Detoxification, the Centre epitomises the fusion of spiritual and medical care. Guests begin with a full medical consultation that is based on the four pillars of wellness to pinpoint the underlying cause of presenting symptoms, and are then prescribed a bespoke treatment plan accordingly. We believe in 'learning by listening to your body' and have special wellness assessment tools.

Challenges faced

We challenge ourselves to satisfy every need of our spa guests.

Future plans

Within three years of operations, we are known as a destination wellness retreat resort. Since we are hosting full wellness center services in a resort setting, it has proved to be a successful business model. We will continue to apply this model to our upcoming properties. 📍





Demand for Organic Skin Care

by **J Tara Herron**

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

It is interesting to see how the world of skin care has come full circle, when people are now seeking out and appreciating products that contain naturally sourced, whole ingredients, handmade with love. This surge of interest has evolved during a dynamic time in the skin care industry, where technologically modified ingredients backed by advanced scientific research, testing and evaluation have also taken a strong lead in the cosmetic market. These advanced cosmeceuticals promise and can deliver outstanding results, yet the human consciousness motivated by conscientiousness, has brought naturalness back into the fore.

The word 'organic' actually means 'related to or derived from living matter' whether that be animal, vegetable or mineral. This means that the source must be 'biological' as opposed to laboratory made and actually lived a life that had an original 'seed' or 'naturally evolved' state of being. Organic products are naturally digestible, biological and absorbed indigenously into the body and eliminated easily, whereas chemical components entering through the skin can leave toxic residues in the body that may block the lymphatic system, and are difficult to eliminate and if allowed to build up, may cause disease and imbalance.

In every country and culture, we have drawn inspiration and knowledge from the myriad of plant life from the land and the sea, from the harvest of grains and fruits and the mineral rich muds, clays and roots mined from deep within the earth's surface. We have been evolving our knowledge through many cultures and in the Shamanic tradition for example, snake venom was, and still is, used in harmonic massage rituals to preserve life and heal wounds. It is now considered to be one of the most powerful anti-ageing ingredients used at a few very hip naturally sourced skin care brands. Oysters or their 'juice' is incorporated in skin care to treat acne because of its high content of Zinc, Selenium, Calcium, Vitamins C, D and A that all help purify the blood and balance skin tissue. Marine Algae, farmed from the sea, is rich in antioxidants that hijack the free-radicals coursing our veins and naturally improve the release of toxic waste, which then boosts the immune system. All these elements are actually organic as they grow naturally and live.

Those living in the high Himalayas found Apricot kernels to produce a rich paste high in Vitamin E, C and D plus other nourishing minerals that deeply feed and hydrate very dehydrated skin that had been exposed to harsh altitudes. Aloe Vera grows all over the world yet it is most prolific in hot climates and beaches, where the skin is overexposed to the sun and needs cooling, analgesic properties to redress the balance. The world is full of the mysterious wisdom that all living things contain and exude, and our thousands of years of civilisation and evolution have simply lead us back to the source of our origins and of ourselves.

Ayurveda has drawn on this knowledge and is one of the greatest cultural healing exports across the globe. Ayurveda uses the organic life of plants to create remedies that nourish the being and treat internal, physical and topical imbalances. In spas today, treatments are often called rituals because there is an honour and a prayer within the use and application of these elements that restores the connection to oneself as well as to the world.

In defining skin care, organic also means that the ingredients used should be additive free, pesticide free and chemical free. For some, organic may also mean vegan, free of animal-derived ingredients, and for others it simply means that no harmful preservatives are used and that they are chemical free all round. There are different categories for defining organic and officially this definition begins with the actual sourcing of the ingredients. This means that the soil, the earth, that plants are grown in do not use pesticides and are farmed in a conscious way. Packaging is an important aspect of organic principles so being bio-degradable and certainly re-cycleable is essential.

Organic takes us into a more intimate relationship with caring for ourselves in a holistic mindful way, as well as caring more for the wisdom innate within our planet. By cultivating more organic produce, we are planting seeds of consciousness and longevity that gives us real food for living; food for our skin, blood and bones, so that when we return to the earth we return home. 🌱

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IN INDIA**



MORINGA FACIAL KIT

The Miracle Plant

— *for beautiful skin* —



WHAT IS MORINGA? The super plant Moringa, known popularly as drumstick tree is native to India and Africa, being widespread among the North and South of India. It belongs to the Moringaceae family, and derives its name from the Malayalam word, 'Muringa'. The long, slender, triangular pods of the drumstick contain fleshy pulp, as well as pea-sized seeds. This is where its miraculous oil is derived from. Its leaves, fruits, flowers and bark are also abundant in restoratory and healing properties, making it a powerhouse of nutrients and anti-oxidants; a bounteous natural agent, generous with its benefits, truly worthy of the moniker 'miracle tree'.

BENEFITS Moringa is rich in vitamins C and E, and contains over 30 different natural anti-oxidants, minerals, phytonutrients and natural anti-inflammatory agents that gently soothe the skin. Perfect for everyday use, Moringa has phenomenal skin-lightening and anti-pollutant qualities, working against dirt that gets embedded deep inside pores. It softly cleanses the skin without robbing it of its natural radiance, while its anti-ageing properties rejuvenate and bring it to life.



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- Moringa Moisturizer 4ml
- Free Moringa Oil 5ml.
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Photo: Shutterstock

WARM STONE MASSAGE,

Alila Spa, Alila Diwa Spa Resort | Goa

Heated smooth river stones are used in rhythmic flowing strokes over the body to melt away stress and soothe the mind. The stones are placed on various energy points to stimulate the body's natural healing potential. This muscle relaxing massage combines the power of touch with the energy of the earth. This treatment is finally concluded with a signature foot bath.

Duration:

90 minutes

Price:

₹4,500 + taxes

GREEN TEA & SPICE SCRUBASSAGE,

The Four Fountains Spa | Bangalore

This pain relieving Scrubassage is a combination of a scrub and a massage. It is performed using a special blend of clove and green tea leaves infused in a cream base. Clove is known for its pain relieving properties and reduces soreness of muscles. The fine grains of green tea increase blood circulation and exfoliate dead skin cells. Green tea is rich in anti-oxidants which prevent potential damage from free radicals, thus promoting longevity.

Duration:

60 minutes

Price:

₹2,350+ taxes

GARDENS OF SISODIA,

Ekam Spa, The Tree Of Life Resorts | Jaipur

This signature massage is inspired by the beautiful gardens on the outskirts of Jaipur, Sisodia. The treatment starts with a body scrub with the essence of flowers to invigorate your senses while exfoliating the skin. This is followed by a full body massage using herbal essence oil to strike a harmonious balance between scent and touch. This luxurious experience is concluded with a face massage using signature oils to make the skin glow with vitality.

Duration:

180 minutes

Price:

₹9,400 + taxes

INVIGORATING MARINE WRAP,

Quan Spa, JW Marriott | Mumbai

This luxurious body wrap enables you to feel the pulse and rhythm of the ocean. The principle ingredients of the nourishing wrap are marine minerals, vitamins and micronutrients extracted from the ocean. It stimulates circulation, helps the body to eliminate toxins, relieves pain and enhances metabolism.

Duration:

60 minutes

Price:

₹5,000 + taxes



Designs on a Budget The Need to Knows

by **Viveck Vermaa**

Viveck Vermaa is an Architect and Interior Designer based in Delhi. He has won several awards and worked with leading architects before establishing VIVEA. Views expressed are personal.

Designing a salon on a minimal budget is challenging, yet, very exciting. However, one needs to adhere to a few key elements for it to be a success.

- ▶ **Site efficiency:** The efficiency of carpet area is crucial as space that is not efficient would cost more. A column free space would be ideal for a small salon or spa, but in the case of a big salon, it is difficult to get such a property. An architect can judge this aspect by creating quick layout sketches using critical dimensions as applicable in a salon. So, it is advisable to engage an architect at this stage.
- ▶ **Programme of requirements:** Overlapping of functions and multifunction areas increase the value of a salon without increasing the cost. Areas should have flexibility to take up a secondary function. For example, Beauty rooms should be such that facials, waxing and spa activities can be done, or a Make-up room can double up as counseling room. The first step towards designing such a salon or spa is to have the optimum programme of areas and the right balance between service activities, which depends upon demand of services, brand USP and the floor plate available.
- ▶ **Planning:** Once the programme of areas is finalised, a compact and efficient layout plan is made. The correct relationship between various components of programme should be achieved without wasting space. The dimensions of various components should be strictly followed. An open layout plan is the most desirable, as it reduces unnecessary partitions and lends openness to the space, while reducing the cost of air-conditioning.
- ▶ **Service design:** Careful service design (plumbing, electrical, lighting and HVAC) and specifications save cost.
- ▶ **Theme:** When the budget is minimal, the theme should be minimalistic. Placement of each and every component is critical in reducing the cost. The design should be such that it requires minimum time for execution and does not require special workmen.
- ▶ **Choice of materials:** The materials should coordinate with each other as per the concept design and form a part of the larger picture. They should be maintenance free, not look shabby after a few days, and most importantly, be available locally and off the shelf.
 - a. **Ceiling** Instead of a full false ceiling, partial ceilings can be built with economical materials like gypsum board; wood can be avoided.
 - b. **Flooring:** Ceramic tiles, stones, and if the budget permits, laminated wooden flooring are great options.
 - c. **Partitions:** The most economical material is an exposed brick wall but it takes more time to execute and occupies space; so go for plain glass partitions with frosting film.
 - d. **Finishing:** The finishes should be maintenance free. An exposed brick, but if it is plastered then paint it which will cost about ₹12 to ₹15 per sq ft work well. Junk wood paneling can also be used as a wall/ partition finishing material. A few walls can be highlighted by having texture paint, wall paper, cladding or tufting.
 - e. **Light fixtures:** Down lighters placed in technically correct positions in working areas, indirect lighting through coves or up lighters, spot lights highlighting the visual elements and products and LEDs for dimly lit areas.
 - f. **Salon furniture and equipment:** Styling chairs, mirrors, shampoo and pedicure stations can be selected as per the budget.
- ▶ **Branding and signage:** Visual elements communicate with the customers and establish a dialogue. Signage, logos, visuals, signature wall if strategically placed, add to the visual appeal. Appropriate branding elements and signage provide boldness in a minimalistic design. A big visual on a signature wall, a simple and bold logo panel and branding elements make a signature statement while reducing the cost. 📍



Photo: Shutterstock

Client Retention **Delightful** Offers

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

THE SPALON - FAMILY SPA & SALON, MUMBAI

Get Keratin or Cysteine treatment for shoulder length hair along with complimentary cut and hair spa at a discounted price of ₹3,470. The actual price of the service is ₹7,000.

CUTZ & CURLZ SALON, BANGALORE

The salon offers a package of face cleanup, facial, waxing, threading, manicure, pedicure, hair cut, blowdry and styling at an offer price of ₹2,780. The actual price of the package is ₹4,500.

SCISSORS UNISEX SALON, PUNE

Get 50 per cent discount on salon services. The offer is applicable for both men and women.

LAKMÈ SALON, CHENNAI

The salon offers a discount of ₹250 on a minimum bill of ₹1000. The offer is not valid on make-up and bridal services.

HEAD TURNERS SALON, KOLKATA

Get acrylic nail extensions along with one complimentary refill service at a discounted price of ₹2,980. The actual price of the package is ₹5,300.

MONSOON SALON, DELHI

The salon offers global hair colour for any length of hair using products by L'Oréal Professionnel at an offer price of ₹2,500. The actual price of the service is ₹6,000. 📌



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Chris Hemsworth

Rugged and Raw

The ultimate success of an actor lies in the fact that the audience cannot imagine any other actor in the same role. In that sense, Christopher Hemsworth brings to life Thor, the brusque but charming prince of Asgard

by **Aarti Kapur Singh**



Few would disagree that the flax-haired one came to fame as a stoic alpha-god in Thor, however, he also has this innate sense of class and style, perhaps reinforced by Hugo Boss naming him as the new face of its fragrance, Boss Bottled Tonic.

“The Hugo Boss scent is an ode to nostalgia”

“When Annick Menardo explained the composition, I was taken aback. How could a fruity smell be masculine! I thought this was not a good idea, but they succeeded. It has a fresh, uplifting, vacation-in-a-bottle feel to it. My wife’s favourite dessert is apple strudel and she loves the fragrance. I have a history with Hugo Boss.”

“My personal style is more suited to adventure than the red carpet”

“My style sensibilities sit firmly in the board shorts and T-shirt category. While I was growing up, I never thought too much about fashion. Suits, I think, have to be comfortable. So, the material cannot be too heavy and stiff, or get crumpled. My favourite set is a velvet dinner jacket by Gieves & Hawkes and three-piece maroon suit with velvet dinner jacket by Dolce & Gabbana. I do like dressing up for an event or premiere, but at home, it is board shorts, T-shirts and tank tops. And if it is somewhere in between, it is mostly denims from J.Crew or Fabric Brand and Co., a white t-shirt and a casual jacket, preferably leather.”

“I am mostly about sunscreen”

“I have been using it ever since I was little. My mom would bathe me and my brothers in it because we were out of the house almost all the time! It is not about vanity, but a man cannot be looking like he is painted in patchwork. Also, it protects against UV exposure. If it smells of coconut, even better!”

“You aren’t fit if you aren’t agile”

“I have played Australian football, but hate visiting a gym. It is very artificial. Even running, for that matter. I would much rather mountain-bike. I do a ton of Muay Thai workouts, surf and do yoga. Donot wait for someone to push you. Push yourself.”

“Organic diet”

“Avoid processed food and opt for organic when you can. eat a lot of fruit and vegetables, meat and proteins – all the obvious stuff we learn at school, but conveniently forget.”



QUIZ TIME

SCORE ON BEAUTY

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

1) Celebrity make-up artist of Neha Dhupia, is a powerhouse of talent and passion.

- a) Kaajee Rai
- b) Cherag Bambboat
- c) Ojas Rajani
- d) Gursewak Singh



2) European dermo cosmetic brand, is all set to venture into the Indian beauty and skin care market with its unique 'dermo cosmetic' concept.

- a) Astaberry Professional
- b) Organic Harvest
- c) RAS Luxury Oils
- d) LookX



3), Managing Director of Kaunis Marketing, introduced the premium skin care brand, Malu Wilz in India.

- a) Amit Thakur
- b) Riteish Mastipuram
- c) Ajay Ghooli
- d) Sajid Kazi



4) launched her second dermatology clinic, Lumiere Dermatology in Delhi.

- a) Dr Batul Patel
- b) Dr Kiran Lohia
- c) Dr Blossom Kochchar
- d) Dr Jamuna Pai



5) Mitchell USA's unique skin care regimen was launched by

- a) Sunita Ramnathkar
- b) Tamanna Roor
- c) Kinjal Ganatra
- d) Anita Golani



COFFEE BREAK

Send in your responses to:

The Editor,
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QUIZ TIME:

Enter the matching letter

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

NOW!!!



London **RUSH Academy**



Stell Andrew,
Co-founder,
RUSH Academy

Address:
19 Beford Street,
Covent Garden,
London

Phone:
+44 (0)20 3957 5511

Email:
academy@rush.co.uk

Website:
www.rushacademy.co.uk

Launched in October 2017, the RUSH Academy is designed across 3,500 square feet. The brainchild of Stell Andrew, Co-founder, and Andy Phouli, Chairman, there are extensive courses in cut, colour and styling taught by professionals in the business. The academy further boasts of state-of-the-art infrastructure with bright classrooms that feature concrete styling positions and can accommodate 40 students. The rooms are separated from the break out and reception areas by large glass and metal partitions. The fabric of the building provided the blueprint for design with exposed brick wall, crumbling plaster, uncovered ducting, stone flooring and metal gates and staircase, all providing a raw utilitarian feel to the building. Elaborating on his inspiration, says Andrew, "We have been working towards creating the academy for a very long time, and has always been on the agenda for Andy Phouli and me. From the beginning of our journey, education has always been at the forefront of our business model, and we have put a tremendous amount of effort into the same. I feel our team and clients realise just how much this means to us." Adding to expansion plans, says Andrew, "The future is looking fantastic for all of us here at RUSH! We have many plans for expansion and to take the brand forward. Keep your eyes peeled!"

► Courses offered

Motivate Monday Salon Smart Stylist Demo: It demonstrates successfully proven techniques of cut, colour and finishing. It explains the art of knowing how to understand consultations, interpreting the

conversation into a style which compliments the finished look.

Evening Soirée: The course to inspire and motivate yourself or your team. Each evening will have a theme, which could be cuts, colours or editorial styling, and inspirations and techniques behind the latest RUSH photographic collections will be shared with an intimate audience. Insights into the workings of the RUSH Artistic Team will be the highlight.

Salon Smart Stylist: This course focuses on the development of strong core techniques, and helps students deliver a thorough client consultation, and interpreting that into a finished look.

Colour Rush: The RUSH Colour philosophy based on an understanding of shape and colour theory is combined with strong techniques and head mapping. Learn how to build a loyal clientele through colour excellence.

RUSH Inspirations – 5 days: Enjoy an inspirational journey through the world of cut, colour and styling with the RUSH Artistic Team as your guide.

► Certification

The academy provides its own certification at the completion of the course.

► Eligibility criterion

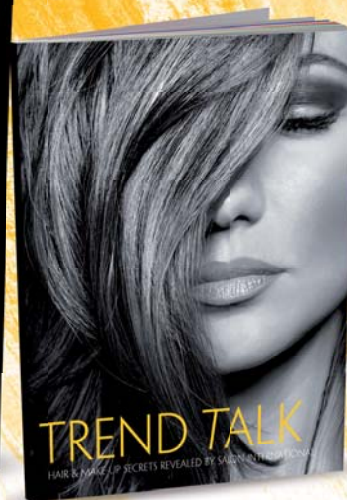
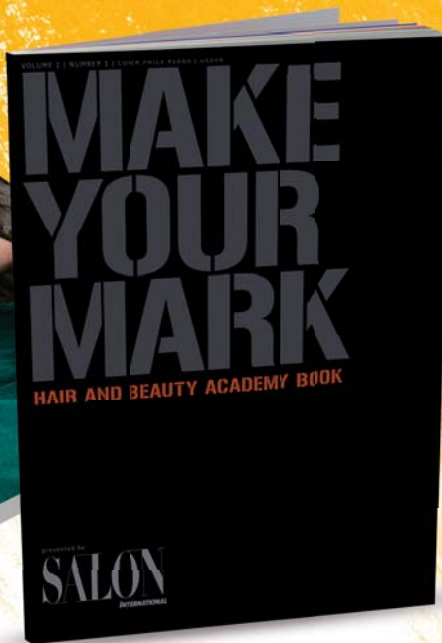
There are varying criteria and qualifications depending on the courses, which are for all levels of stylists.

► Fee

On request. 📞

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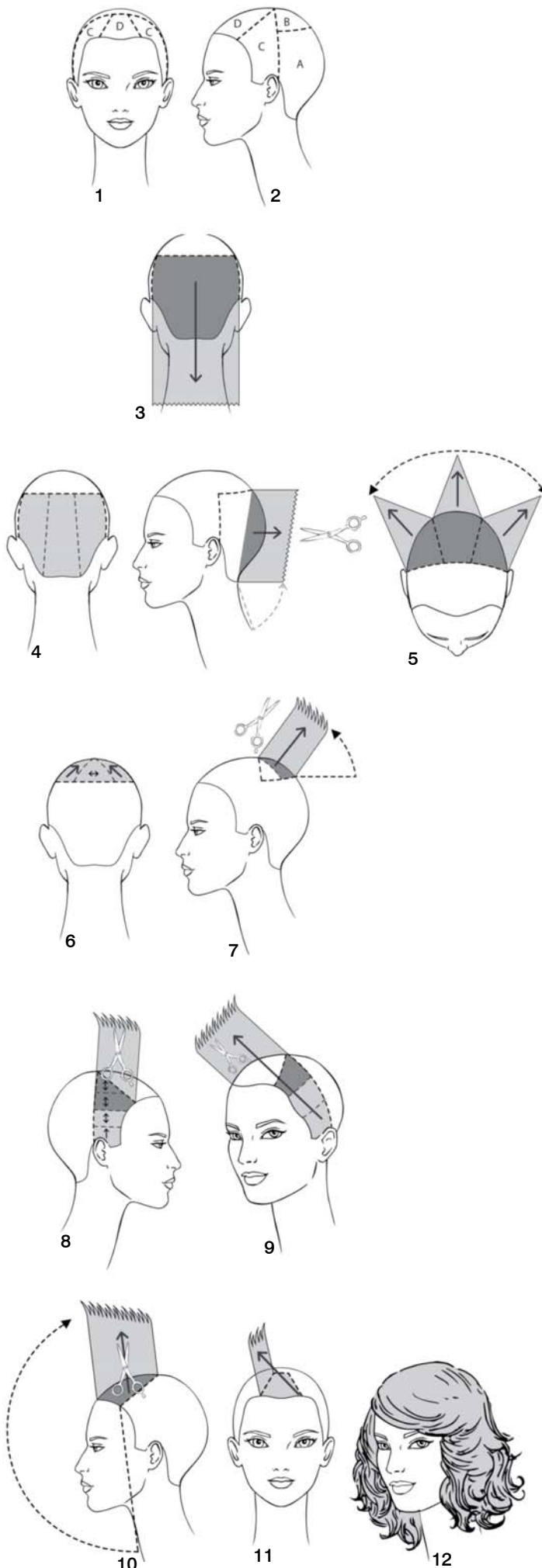
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Delfina



STEP 1:

Sectors C and D: draw a line from ear to ear passing over the top. Draw two diagonal lines from mid eyebrows to the partition line.

STEP 2:

Sectors A and B: separate the back part of the crown area.

STEP 3:

Sector A: comb the hair in natural fall and cut in Point Cut at the shoulders creating a square perimeter.

STEP 4:

Now, subdivide the sector into three vertical sections.

STEP 5:

Pinch the central section in high graduation and cut in Point Cut at the perimeter height.

STEP 6:

With reference to the length you got in the central section, pinch the lateral sections on their perpendicular and in the centre, and cut in Point Cut.

STEP 7:

Sector B: make radial partitions. Cut the central section in perpendicular guide and with the chipping technique and with reference to the length you got on the crown line, while keeping your fingers parallel to the work plane.

STEP 8:

Cut the remaining sections in fixed guide and with the chipping technique, while keeping your fingers parallel to the work plane.

STEP 9:

Sector C right: while making horizontal partitions and your fingers parallel to the work plane, cut in perpendicular guide.

STEP 10:

Sector C left: making horizontal partitions, cut in fixed guide and in chipping with reference to the length you got on the right partition line.

STEP 11:

Sector D: cut a guide lock at the neck base.

STEP 12:

Pinch the whole sector vertically on the right line and link the top of the guide lock. Refine the proposal in Dry Cutting and with the Torchon technique.

MyGlamm launches a range of new age make-up from Europe



WHAT:
Launch of make-up range

WHEN:
6th December

WHERE:
Rossano Ferretti at
The Manor, Delhi

Backed by one of Europe's largest natural beauty companies, MyGlamm has collaborated with a series of global experts and make-up artists to introduce an innovative and exciting range of new age make-up. Renowned Celebrity Make-up Artist, Cory Walia hosted the event with an exclusive make-up masterclass showcasing the multi-functional range of MyGlamm products. The event witnessed participation of beauty professionals and social media influencers. Conceptualised, formulated and developed in the laboratories of Italy and Germany, MyGlamm products have been created to simplify a woman's make-up routine by offering multi-functionality products.

The product range includes make-up for Total Makeover FF Cream, a five in one primer, concealer, foundation, compact and corrector enriched with SPF 30; Chisel It, a three in one contouring palette with a blush, bronzer and highlighter; Glow To Glamour, a two in one duo of loose matte fixing powder and a shimmery loose powder highlighter duo; All Eye Need, a three in one comprising of an Eye Primer Base, a selection of eyeshadow shades and a highlighter; Jet Set Eyes, a super soft and creamy kajal-eyeliner duo with a semi-matte finish rolled into one sleek stick; Stay Defined, a two in one set of one of a kind high definition brow powder and liquid eyeliner duo; Perfect Curves, a Chubby Matte Lipstick and Liner duo; Colour Fusion, a two in one truly revolutionary lip gloss and lipstick combination; Two Of Your Kind, a set of two long-lasting gel finish nail enamel duo; beauty blender and make-up brushes.



Miss Malaysia Supermodel, Josephine Tan visits Chase Aromatherapy Cosmetics



WHAT:
Supermodel visit

WHEN:
15th December

WHERE:
Chase Aromatherapy Beauty Clinic, Delhi

Chase Aromatherapy Cosmetics, one of the pioneer manufacturers, exporters and suppliers of premium beauty care products hosted the visit of Josephine Tan, winner of Miss Malaysia Supermodel International 2016 title and Brand Ambassador of Miss Supermodel Worldwide 2018. Dr Naresh Arora and Dr Niti Arora from Chase Aromatherapy welcomed her and shared detailed information on activities at their clinic. Sharing her experience says Tan, "I am feeling very excited. Although, this is my first visit to Chase, but I am loving the environment and the warm welcome here. Thank you so much India for the love and care. Supermodel contest is the most prestigious modelling competition in the world and it is happening in India this time. I am so happy, that I will be coming back again during the contest to be held in March 2018." Added Dr Naresh Arora, "We are extremely proud to have Miss Malaysia with us today. She is an inspiration to young women who foresee a future in the world of beauty and cosmetics. We are looking forward to further welcome her during the Miss Supermodel Worldwide Contest 2018 in Delhi." 📍

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