

SALON

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INTERNATIONAL

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9th anniversary

SALON

INTERNATIONAL

INDIAN SUBCONTINENT | Vol 10 No 1 | January 2018 | 108 Pages

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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!



Hair: Anne Veck for Anne Veck Salons
 Assisted by: Samantha Golding & Pierre Ginsburg
 Make-up: Melodie Biere
 Photo: Desmond Murray
 Styling: Sue Fyfe-Willimad @ StylistSFW

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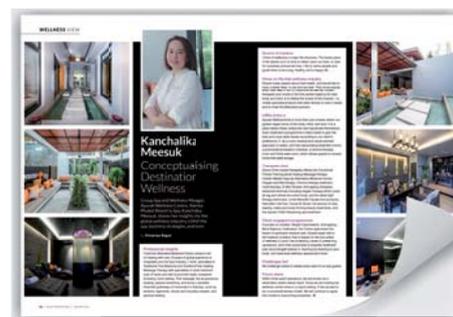
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Meet Silas Tsang, Creative Director of Blushes in Ottawa, Canada. The winner of awards like NAHA, Canadian Hairdresser Mirror Awards, Contessa Awards Winning Collection, Tsang has a simple philosophy of staying true to his roots

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.

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

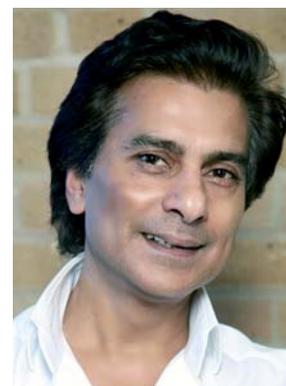
Platinum blonde

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

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





▶ **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.





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.

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”

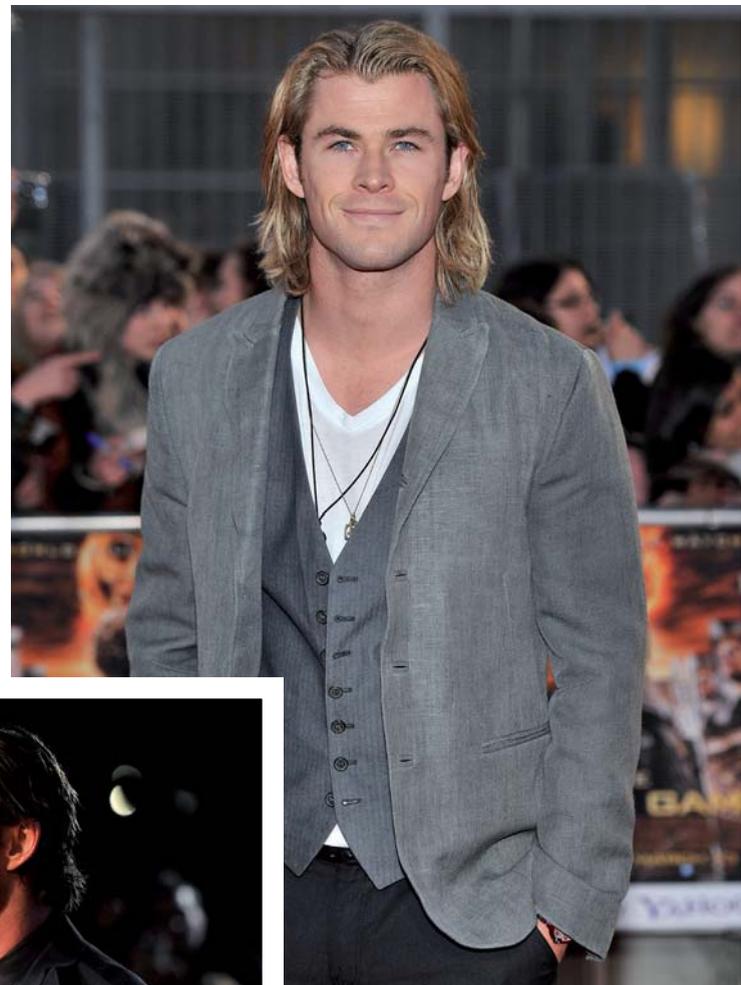
“I have been using it ever since I was little. My mom would bathe me and my brothers in it because we were out of the house almost all the time! It is not about vanity, but a man cannot be looking like he is painted in patchwork. Also, it protects against UV exposure. If it smells of coconut, even better!”

“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.”





London **RUSH Academy**



Stell Andrew,
Co-founder,
RUSH Academy

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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

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✓ **OILTHERAPIE:** Nourished hair with 3X more shine[#]



*When using the system of shampoo and conditioner vs. a non-conditioning shampoo. **When using the system vs. a non-conditioning shampoo. #Oiltherapie system vs. non-conditioning shampoo. †When using the system of shampoo, conditioner and serum vs. a non-conditioning shampoo.