





RNI No: DELENG / 2009 / 33218

# EXPRESSIVE COLOR. MELTED SEAMLESSLY. FROM RICH MAHOGANY TO DELICIOUS CARAMEL.

CARAMEL RASPBERRY Melt SOCOLOR #6.5 MELTED WITH #7.45



COLOR MELTING berry edition RELEGT MATRIX

OCOLOR

MATRIX matrix 1.1

socolor

www.matrixprofessional.in 🛐 / matrixindia 🔞 @matrix







# TRUE BEAUTY LIES IN THE EYES OF A BEAUTY EXPERT.

Presenting

the most acclaimed award for beauty professionals.

# LETUS BEAUTY SUPERSTAR! 8TH EDITION

Take the spotlight of fame with your talent for creating beauty. Enter the Lotus Beauty Superstar Contest and set new benchmarks in the professional beauty industry. For 7 years now Lotus Professional has been recognising salons and spas for excellence in their craft. Go ahead, it's time you step up to the platform and revel in the success that you truly deserve.

#### **ENROLMENT OPEN NOW\***

To know more, please call our toll-free no.: 1800 200 2324 or e-mail: procare@lotusherbals.com | www.lotus-professional.com

\*Enrol before 28th February, 2018

**Green Science Beauty Expert** 

ALEXA CHUNG WEARS INOA HIGH RESIST 5.12 WITH BALAYAGE

# HCOLOR MEFRENCH

t vs. Untreated hair

maune

Make sure to add to your color Sman bond For strong and protected hold



# PARISIAN Observe of the second of the second

Ammonia-free color that lasts upto 42 shampoos.\* On-trend color with 10X Shine.

ASK YOUR HAIRDRESSER FOR YOUR PERSONALIZED PARISIAN CHOCOLAT LOOK.

EXCLUSIVELY IN SALONS BY L'ORÉAL PROFESSIONNEL

www.lorealprofessionnel.in **f**/LorealProfessionnelIndia **O**/LorealPro **y**/LorealProfIndia



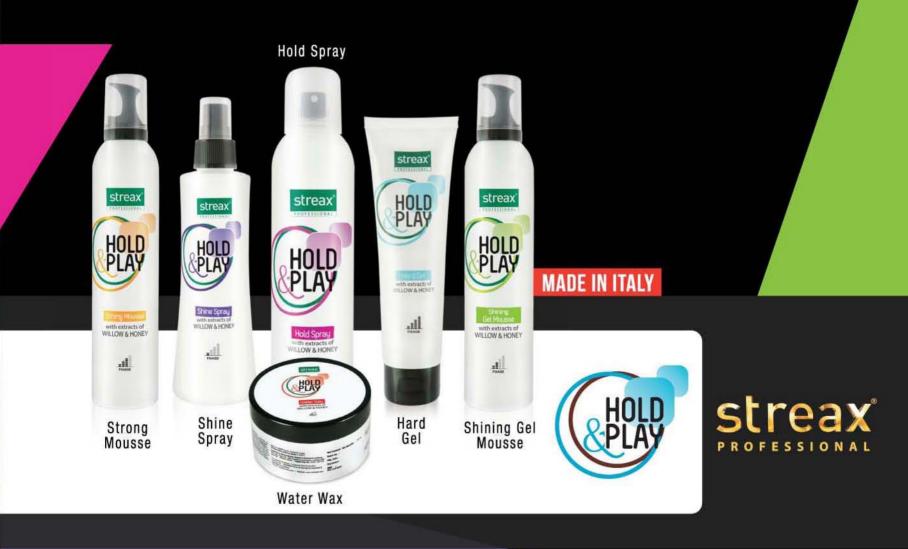
(A

HOLD

# Have fun with your hair. Play on!

Streax professional Hold & Play, a newly formulated International styling range with Amino and organic extracts are exclusively developed by a team of professionals from Italy for perfect hair styling. This exclusive range of products are a revolutionary leap in the field of hair styling and offers excellent hold, volume and shine to your hair.

Hold & Play products are enriched with Honey and willow extracts, that are known to keep hair soft, shiny & conditioned, thus giving them a healthy look and super finish. So, go ahead... play with your hair and have fun!



Toll Free No.: 18 00 26 68 110 | Email : info@hriindia.com | www.hriindia.com [0] Follow us at Streax professional.



#### INDIAN SUBCONTINENT | Vol 10 No 2 | February 2018 | 72 Pages

Editor-in-Chief Amitabh Taneia Editorial Director R S Rov Publisher S P Taneja Chief Operating Officer Bhavesh H Pitroda Managing Editor Aradhana V Bhatnagar Correspondent Shivpriya Bajpai Conference Content Mohua Roy Creatives Art Director Pawan Kumar Verma Asst. Art Director Mohd. Shakeel Production Sr. General Manager Manish Kadam Asst. Manager Ramesh Gupta Support Sr. General Manager - Administration Rajeev Mehandru Subscription Deputy Manager - Subscriptions Kiran Rawat

#### ADVERTISING

BUSINESS HEAD: DELHI Rajeev Chopra, Vice President rajeevchopra@imagesgroup.in Mob: +91 9811098430

Anshu Arora, Sr. Manager (North) Neetu Sharma, Asst. Manager (East | South)

MUMBAI Mayuri Shintre, Asst. Manager

BENGALURU Suvir Jaggi, Vice President & Branch Head

KOLKATA

Piyali Roy Oberoi, Vice President & Branch Head

 FOR ADVERTISING QUERIES, PLEASE WRITE TO salesbeauty@imagesgroup.in

 CONSUMER CONNECT

 Anil Nagar, Vice President anilnagar@imagesgroup.in Mob.: +91 9811333099

 Membership Team:
 Priti Kapil

 Sarika Gautam

#### SALON INTERNATIONAL ADVISORY BOARD MEMBERS

SALON INTERNATIONAL ADVISORY BOARD MEMBERS Claudia Stagno, Editorial Director, Salon International-Italy; Sanjay Dutta, Owner, Looks Salon; Renu Kant, Director, Envi Salon & Spa; Miriam Mathew, Spa Consultant; Nitin Passi, Director, Lotus Herbals; Raman Bhardwaj, Director, AN John Salons; Sukirti Patnaik, Owner, Indulge Salons; Vishal Sharma, Owner, Affinity Salons; Rekha Chaudhari, Co-owner, JCKRC Spa Destination; CK Kumarvel, Founder and MD, Naturals Salons; JC Kapoor, Co-owner, JCKRC Spa Destination; Samir Srivastav, CEO, Jean Claude-Biguine Salons; Vikram Bhatt, Director, Enrich Salons; Vikram Mohan, Owner, Bounce Salons; Dhruv Abichandani, Artistic Development Consultant, Hair, Education and Shows; Dhruv

IMAGES Multimedia Pvt Ltd (CIN:- U22122DL2003PTC120097) Registered Office: S-21, Okhla Industrial Area Phase II, New Delhi 110020 Ph: +91 11 40525000, Fax: +91 11 40525001

Ph: +91 11 40525000, Fax: +91 11 40525001 Email: info@imagesgroup.in, Website: www.imagesgroup.in; www.indiasalon.in Mumbai: 1st Floor, Plot No.: 111/3 Marol Co op Industrial Estate, Marol, Andheri (East), Mumbai 400 059, Ph: +91 22 28508070/71, Fax: +91 22 28508072 Bengaluru: 523, 7th Cross, 10th Main, (Jeevanbhima Nagar Main Road), HAL 3rd Stage Bengaluru: 560 075, Ph: +91 80 41255172/41750595/96, Fax: +91 80 41255182 Kolkata: 30-B, Anil Roy Road, Ground Floor, Kolkata 700 029 Ph: + 91 33 40080480, Fax: +91 33 40080440

All material printed in this publication is the sole property of M.T.E. Edizioni, Srl or Images Multimedia Pvt. Ltd. or both and each of them have copyrights on their respective materials. All printed matter contained in the magazine is based on the information provided by the writers/ authors. The views, ideas, comments and opinions expressed are solely of the writers/ authors or those featured in the articles and the Editor and Printer & Publisher do not necessarily subscribe to the same.

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

In relation to any advertisements appearing in this publication, readers are recommended to make appropriate enquiries before entering into any commitments. Images Multimedia Pvt. Ltd. does not vouch for any claims made by the advertisers of products and services. The Printer, Publisher and Editor-in-Chief of the publication shall not be held for any consequences in the event of such claims not being honored by the advertisers.

In the event of such claims not being honored by the advertisers. Copyright Images Multimedia Pvt. Ltd. All rights reserved. Reproduction in any manner is prohibited. All disputes are subject to the jurisdiction of competent courts and forums in Delhi/ New Delhi only. Salon International does not accept responsibility for returning unsolicited manuscripts and photographs.

Salon International, Italy: **Publisher:** Giuseppe Tirabasso, Editor-in-chief: Claudia Stagno Redazione, Amministrazione, Pubblicità, M.T.E. Edizioni S.r.I.-Via Romolo Gessi, 28 – 20146 Milano, www.salon-international.net

For subscriptions: subscription@imagesgroup.in For feedback/editorial gueries: letter2editor@imagesgroup.in The year 2018 kickstarted with opportunities galore in the hair and beauty industry. Social media is continuing to call the shots and is directly impacting the dynamics of the industry. When it comes to innovation, the sky is the limit, thanks to global collaborations, access to international ramp and beauty shows, to name a few. While potential and competition go hand in hand, it is mandatory for the professionals to stay updated on the trends and techniques.

Taking cue, we speak to veterans in the hair, make-up and nail businesses like, Shailesh Moolya, Truefitt & Hill Salon, Abhijit Chanda, Kryolan India, Nail Spa Experience and present the trends that will be popular in 2018.

In the Hair section, we meet Margaret MacDonald, Senior Global Education Manager for Wella Professionals, who is an expert colourist and firmly believes in knowledge sharing. Armed with an expertise of over 30 years, MacDonald has been named one of the top 10 Flipped Learning Corporate Trainers in the world. Owner of Pink Tree Salon in Kolkata, Lyvia Wu is a style prodigy in true sense. She calls the shots at her salon with a client-centric focus. Wu shares her journey, salon management strategies, views on the salon industry, and more.

We present a market report to understand the salon and spa equipment segment. It is true that there is far too much competition in this industry, which makes it difficult for the small to mid segment brands to survive. We speak to a few distributors who share insights on the strategies adopted to stay afloat.

In Beauty, we have Bhumika Bahri, Delhi-based make-up artist who is on a mission to set a benchmark in the industry with her skills. She is trained under industry stalwarts like, Mario Dedivanovic and Samer Khouzami, and specialises in fashion, editorial, bridal and party make-up. Shahnaz Husain presents a comparative study on the scenario of the beauty industry, then and now. Dr Sameer Karkhanis Cosmetic Surgeon, Centre for Cosmetic & Reconstructive Surgery, shares his views on the trending aesthetic procedure, Jawline Surgery. Rahul Agarwal, CEO, Organic Harvest shares the USPs of the brand, marketing strategies adopted, views on skin care industry, and more.

In Spa Focus, we present the visual grandeur of The Heavenly Spa at The Westin Gurgaon. The spa provides a sensorial experience in a serene environment designed to inspire and renew the spirit of guests. The décor echoes elegance and regeneration through its lighting, essence and the services offered.

All this and lot more in this issue. Do read, like and share on FB, Twitter and Insta!





# THE MOST SOUGHT AFTER TALENT IN THE INDUSTRY

the wish list

enrich

INVITES YOU TO JOIN

In order to ensure that the discerning beauty and wellness customer has the pick of the top grooming talent, Enrich is curating the wish list. If you are a top hairstylist, aesthetician, make up artist, nail artiste, trainer, wish to expand your horizon and see yourself as a part of this wishlist call 9022155888 today.

So you can focus entirely on your craft, optimise your potential while we ensure that your appointment book is always full.

enrichsalon.com

#thewishlist





# Content

- **14 Snippets** Round-up of the year 2017
- 16 New openings Salons and spas across the country
- **18** Main interview Senior Global Education Manager for Wella Professionals, Margaret MacDonald is an expert colourist, who firmly believes in sharing her knowledge. Armed with an experience of over 30 years, Macdonald has been named one of the top 10 Flipped Learning Corporate Trainers in the world
- **28 Role model** Owner of Pink Tree Salon in Kolkata, Lyvia Wu is a style prodigy who calls the shots at her salon and focuses on client satisfaction. Wu shares her journey, salon management strategies, views on the salon industry, and more
- **32 Feature** It is true that in the salon and spa equipment segment, there is far too much competition, which makes it difficult for small and mid segment brands to survive. We spoke to a few distributors who shared insights on the strategies they have adopted to stay afloat
- **38-46** In focus The year 2018 has kickstarted with opportunities galore in the hair and beauty industry. While potential and competition go hand in hand, it is mandatory for professionals to stay updated on the innovative trends and techniques. We speak to veterans in hair, beauty and nail businesses to present the trends
- **47-56 Beauty** Delhi-based make-up artist, Bhumika Bahri is on a mission to set a benchmark in the industry with her skills. Trained under industry stalwarts Mario Dedivanovic and Samer Khouzami, Bahri specialises in fashion, editorial, bridal and party make-up, and aspires to launch her own academy; Shahnaz Husain shares her views on the beauty business, then and now; Dr Sameer Karkhanis, Cosmetic Surgeon, Centre for Cosmetic & Reconstructive Surgery, shares his views on the trending aesthetic procedure, Jawline Surgery; Rahul Agarwal, CEO, Organic Harvest, shares the USPs of the brand, marketing strategies adopted, and more; Product launches in skin care make-up
- **57-60 Spa focus** The Heavenly Spa at The Westin Gurgaon provides a sensorial experience in a serene environment designed to inspire and rejuvenate. The décor echoes elegance and regeneration through its lighting, essence and a plethora of services offered; packages and offers by spas
  - 62 Celeb style In the news with her latest My Birthday Song, Nora Fatehi is making waves not just for her acting prowess but for her good looks as well. She shares her skin care secrets
  - 63 Coffee break Try this quiz and win prizes
  - **64 Influencer** Meet Delhi-based fashion designer Aditya Khandelwal whose passion is to lend Indian attire an innovative edge and a new dimension. He loves to experiment with a fresh array of colours, patterns and drapes, and aspires to extend his craft to the global platform
  - 68 **Events** The social calendar: what is happening when and where
  - 70 Step-by-step Recreate the intricate cut

62



24











VEGA

# FROM SILKY STRAIGHT TO BOUNCY WAVES

Style your hair every day with Vega Hair Brushes. Our hair brushes are designed to groom, shape and smoothen all hair lengths and textures. The ball tipped bristles gently massage the scalp and reduce snags and tangles to give you silky smooth hair or bouncy waves.

Try Vega today and look different every day.

www.vega.co.in

facebook.com/vegabeauty 📴 twitter.com/vega\_beautycare 🔟 instagram.com/vegabeauty

## NEW LAUNCHES. PRODUCTS. PEOPLE. EVENTS. SHOWS, REVIEWS, CELEBRATIONS...

#### /// NATIONAL ///



#### /// Lotus Herbals wins silver medal at the Magzimise Awards ///

India's leading natural beauty care brand Lotus Herbals bagged the silver medal under the Beauty and Cosmetics category for their WhiteGlow campaign at the second edition of Magzimise Awards organised by The Association of Indian Magazines (AIM) in partnership with Exchange4media. The prestigious award ceremony which took place at the India Habitat Center, Delhi awarded Excellence in Advertising in Magazines across creative and media categories. A jury of industry stalwarts judged the award winning entries through a stringent process. On receiving the award, Nitin Passi, Director, Lotus Herbals said, "We are truly honored to be awarded the Silver Medal at the second Magzimize Awards. This award is a testimony to the diligent creative process we followed to develop an impactful campaign which does justice to the innovative nature of our WhiteGlow Gel Crème formula. The range accentuates and highlights the beauty and grace of every woman making her feel beautiful and giving her a radiating noticeable glow."



Aarti Kapur

#### /// Marigold Naturals, the natural skin and hair care brand ///

Marigold Naturals, the holistic skin and hair care brand born in the lap of mother nature, blends the most effective natural ingredients together to create magic for the face, body and hair. The brand stands for passion and a vision anchored around the concept of using natural herbs, flowers, grains and nuts as the base for flawless beauty and wellness. Sisters, Aditi Oberoi and Aarti Kapur, Founders of Marigold Naturals, were born and brought up in a coal mine owning family, in a house amidst acres of gardens full of rare and exotic herbs and flowers. Marigold Naturals has an extensive and ever-growing range of face scrubs, face packs, apricot and peach oil, hair packs and hair oils, after shower body oils, sugar scrubs, bath salts and handcrafted soaps. With a vision to grow, scale up and have retail outlets soon, products from Marigold Naturals guarantee consistency in purity and efficacy. All the products are free of parabens, animal by-products, harmful colourants and fragrances, petroleum and other harsh cosmetic chemicals.

#### /// Lakme Fashion Week announces Make-up Gen Next Programme ///

Lakmé Fashion Week announced the Make-up Gen Next Programme, a platform for aspiring make-up artists across India. The month-long digital competition witnessed huge responses from aspirants. Five make-up artists were shortlisted and one was announced the winner by a reputed panel of experts including, Jaspreet Chandok, Head of Fashion IMG, Purnima Lamba, Head of Innovation Lakmé, Daniel Bauer, Celebrity Make-up Artist and Official Lakmé Make-up Expert. Aanam Chashmawala, leading beauty blogger, and Isabelle Kaif, the newest face of Lakmé. Subham Bhattacharya from Delhi and Gazal Rawlyani from Hyderabad were announced



the winners and will work closely with Bauer at the upcoming Lakmé Fashion Week Summer/ Resort 2018. The winner will also be a part of the exclusive LFW backstage crew during the week. Bauer shared, "The Makeup Gen Next programme is a remarkable platform for young

and aspiring make-up artists from across India to showcase their skill, energy and passion. Lakmé Fashion Week is the biggest event for any make-up artist working in India." Adding to it Lamba shared, "LFW defines the future of Indian fashion, setting new trends each season. The make-up artists work their magic backstage to turn models into showstoppers. We have always had the country's most renowned artists like Cory Walia, Daniel Bauer, Natasha Nischol of FatMu, and more, leading the make-up teams. We are now excited to see how the future of make-up would reinvent the LFW stage this season."



#### /// Sephora launches in Kolkata ///

The leading beauty brand Sephora made its debut in the eastern zone and unveiled a new store in Kolkata at the South City Mall. Bollywood actress, Bipasha Basu inaugrated the event along with Vivek Bali, COO, Sephora India. The store also plans to add 14 exclusive brands in India along with six to eight new stores every year. On the occasion, said Bali, "We are excited to open our first store at one of the best shopping destinations in Kolkata and are hoping that our most loved beauty enthusiasts and connoisseurs welcome us with open arms. With our vibrant store and diverse product range, we look to provide an unparalleled shopping experience and meet the beauty needs of all our consumers." Adding to it, shared Basu, "When I think Kolkata, I think big bindis, prominent red lips, bold eyes and a gorgeous bold look. It is a city where art meets make-up and I cannot think of any other beauty brand that matches this synergy and vibrancy. Sephora is my absolute favourite shopping destination and a haven for beauty and make-up enthusiasts. I could not be happier to launch Sephora yet again in India and this time in Kolkata with my friends and fans. I am wearing the Sephora Cream Lip Stain today and you can try as many experientials, too, to get your favourite look."

## /// Unilever acquires minority stake in Gallinée ///

Unilever Ventures has taken minority stake in the pioneer microbiome beauty brand, Gallinée. The investment marks the foray of Unilever Ventures into microbiome-based products, which is major beauty trend in 2018 and is a breakthrough in the field of research in dermatology. The funds will be used to develop the team, extend the range and finance R&D. Gallinée further plans to expand its global direct retail operation by expanding on the on e-commerce platform and hire an experienced Head of E-Commerce to drive the function. Says Anna Ohlsson-Baskerville, Director with Unilever Ventures, "We have been impressed by Gallinée's level of innovation and consistency. It is rare to find su ch young brands with the right mix of science and consumer focus". Further sharing her views on the association, Marie Drago, Founder, Gallinée says, "I am delighted to welcome Unilever Ventures as an investor. It is such a great honour for a young company, and their expertise will be invaluable for us. It will allow us to keep innovating in the microbiome field though new studies and products, expand our online business and extend to new territories, especially the US."





#### /// Revlon announces Gal Gadot as global brand ambassador ///

One of the leading make-up brands, Revlon roped in Hollywood celebrity Gal Gadot as their new Global Brand Ambassador. Gadot will be the face of the latest brand campaign, Live Boldly, designed to inspire women to express themselves with passion, optimism, strength and style. Sharing her views on the association, Gadot said, "Revlon is such an iconic and groundbreaking brand, a champion of women, and I am so happy to be part of this family now." Further adding to this, Fabian Garica. President & CEO of Revlon. shared, "There is a cultural shift happening, which Revlon celebrates, where feminine power is recognised, and I am so proud that I get to witness and live this amazing change. Revlon has always celebrated and championed strong, independent women in its iconic campaigns and in its philanthropic initiatives. Gal captures the beauty, strength, modernity and boldness that Revlon represents."

#### /// INTERNATIONAL ///



/// Pete Burkill, the new Creative Ambassador of Alter Ego Italy ///

Leaading professional hair care brand, Alter Ego Italy appointed renowned salon and session stylist, Pete Burkill as their new Creative Ambassador. Burkill has worked for various award-winning salons, including HOB Salons as Creative Director and part of their artistic team. He will spearhead advanced training courses at the Leeds Academy, be involved with photographic shoots and address the press on all areas of hairdressing. Commenting on the association, said Burkill, "I love the products as they deliver results. They are perfect for creating beautiful styles on clients or models without weighing the hair down. I cannot wait to represent the brand in the UK and share my love for these amazing products." Added, Emily Schofield, Technical Hair Chief at Alter Ego Italy's UK distributor, "Getting Pete on board is a massive progression for the Alter Ego Italy brand in the UK. His experience, both in salon and as a session stylist, will help demonstrate the high quality and versatility of the range."

# Architectural Concepts

### Affinity Express/ Gurgaon



Spread over 1,277 square feet, Affinity Express is inspired by the brand name which means attraction and charm. The warm and inviting reception area has the brand logo on a wall which further adds to its appeal. Overall, the new salon has a fresh yet classical fusion take on interior design. It is well-equipped with eight cutting stations, two shampoo stations, two manipedi stations, three make-up stations, two spa stations and three beauty rooms. There is a team of qualified professionals to cater to hair, beauty and grooming services offered by the salon. Says Jyoti Ann Sannoo, Owner, Affinity Express, "Our salon is an extension of ourselves, thus created to be a pleasure for our guests, a source of pride for us and the team, empowering us for the extraordinary business. The basic concept of the salon was to create charmingly attractive interiors in modern design yet maintaining the classical touch by using rich hues which value geometrical patterns such as lines, rectangles and squares in required proportion."



Colour

combination: Rich wooden colour, red and white

Products used: Wella Professionals, System Professional; GkHair, Olaplex for hair; Lotus, O3, Casmara for skin; Kryolan, Makeup Studio, MAC, Inglot, Bobbi Brown for make-up; Lotus, Bomb, AVL for mani-pedi; Nail Pro for nails

Lights: Cove, hanging, COB, chandeliers, panel Flooring: Vitrified tiles

Architect: Mukesh Bhatia



Owner, Affinity Express Hair & Beauty Studio: Jyoti Ann Sannoo

<u>Contact person:</u> Shankar

<u>Address:</u> Shop 83-84, Eros City Square Mall, Sector 49, Gurgaon

0124 478 9849, 8527524949

<u>Email:</u> affinityeros@gmail.com Website:

affinityexpressateros.com

## The Himalayan Spa Family Salon & Boutique/ Gangtok



<u>Contact person:</u> Priyancka Jaiin and Arnab Mitra. Owners

Address: 1st Floor, Mayal Le Bulding, Near MG Marg Namnang Road, Sikkim East

<u>Phone:</u> 9830246789, 9874401031

Email: himalayanspa.gtk@gmail. com



#### Products

used: Olaplex, Schwarzkopf, TIGI, Wella for hair; Skeyndor, Lotus, O3+, Organic Facial, Innisfree for skin; OPI, Nail Pro, Shelac, LYN Nails, Cuccio for nails

Lights: Antique and warm LED

Flooring: Verified tiles with anti-skid

Architect: Priyancka Jaiin, Saikat and Nitin Shresta



Designed across 1,200 sq ft, The Himalayan Spa Family Salon & Boutique is the brainchild of Priyancka Jaiin. After the overwhelming success of Invogue by Priyancka Nail Bar & Salon in Kolkata, Jaiin launched the new salon to highlight the latest styles and trends in north-eastern Himalayan states starting with Gangtok along with her partner, Vimal Shaw. The salon is well equipped with seven stations including nail bar and tattoo section, spa section, pedicure and manicure station, skin treatment section, haircut and make-up section. With a team of trained and efficient professionals, the salon offers high end services in hair, skin and nails.

Sharing her views on the USP of the salon, Jaiin says, "The Himalayan Spa is one stop shop for all those who are looking for expert solutions in hair, beauty and nail services. We do not compromise on our expertise or our products and have tried to absorb well trained service hands from all quarters of the country! I have included several international brands and products to gift the best to the people of Gangtok."



# WORLD'S 1ST "MARINE SEA ALGAE" MANI-PEDI

FOR THE FIRST TIME IN MANI-PEDICARE, AYURVEDA COMBINES WITH GOODNESS FROM THE SEA, TO BRING YOU A RANGE OF PRODUCTS THAT WILL CHANGE MANI-PEDIS FOREVER.

Te science of Avurveda. The art of table

THE REAL ALAGE MANY



A NEW RANGE OF MANI-PEDI PRODUCTS ENRICHED WITH TREASURES FROM THE SEA.



https://www.facebook.com/streamlineindia

# Margaret MacDonald Unrivalled Expertise

Senior Global Education Manager for Wella Professionals, Margaret MacDonald is an expert colourist, who firmly believes in sharing her knowledge. Armed with an experience of over 30 years, Macdonald has been named one of the top 10 Flipped Learning Corporate Trainers in the world

#### Glorious start

I was always passionate towards the arts and creativity. As a child, I wanted to be a teacher. However, as I grew up my plans changed and years later was offered the job of a salon trainee. It was my first step in hairdressing! I loved the experience and never looked back. The journey has been incredible. Hairdressing offers different avenues to explore. I have worked as a stylist, salon owner, trainee, trainer, I have travelled and worked all over the world for photo shoots and stage shows.

#### Mentor

I have had two mentors – a previous manager who believed in me and encouraged me experiment, and my mother, who taught me to believe in myself.

#### Challenges faced

I truly believe that challenges are learning opportunities. It gets tough at times, but you learn new skills and deal with the crisis. Running a busy salon and training with my two young daughters was tough, but all working mothers face it.

#### Association with Wella Professionals

Being the Global Education Manager for Wella Professionals, I am responsible for the education strategy, revamping the curriculum, conducting seminars, updating stylists on the trends, to name a few. Also,



I have been working on the Master Color Expert Programme for the last three years, It is a six-month blended programme to be launched in India.

#### Hair education in India

I was impressed with the work the team in India have done to translate the vision of education at Wella. The training programmes for the trainer, the Wella Artistic Vision Education ambassadors and the new curriculum offered, are exciting!

#### Forte as a renowned colourist

I am a colourist and I love how you can change the overall look with colours. It does not have to be strong and bright, even subtle colour changes can brighten up skin tone and highlight your features.

#### Evolution of colour industry

The colour industry is a constantly moving force. The focus has shifted from covering greys to expressing your fun side. Stylists have mastered new trends and techniques to bring their client's personality and hair vision to life.

#### Trend in vogue

Contouring will continue to trend as it personalises the colouring experience. Stylists use colour placement to hide flaws and highlight features.

#### Advice to newcomers

Go chase your dreams! I left school without a qualification, but was passionate and willing to work hard. If you are willing to work hard, take risks and think out of the box. The sky is the limit.

#### Views on Indian hairdressing

I am impressed by the stylist and colourists I have met and worked with in India. Their knowledge, skill, creativity and passion are inspiring and I cannot wait to work with them again.

#### Future plans

I will continue to strive and push the boundaries to keep Wella education as the number one choice for stylists. Also, I am off to Japan next and will continue my global journey to bring Master Color Expert to life on the global platform.





Fall in love with your hair all over again



# Berina Treatment Spa Cream

Berina Treatment Spa cream bath suitable for dry and damaged hair and chemical treated hair. Its nourishing cream bath with retain moisture to your hair and repair the deteriorated hair as through the nutritious for hair to have a nature good condition, lively hair and make the hair supple, glossy smooth and soft without weighing down.

 Rinse well with a shampoo
 Apply to wet hair with gently massage the scalp with the flats of the hands
 After that leave with steamer for 10 minutes and lastly rinse thoroughly then get all new healthy, smooth & silky hair with better result.

Customer Care: 01143306825/26, Minfo@berinacosmetics.com @www.berinacosmetics.com follow us at: f/berinacosmetics //berinacosmetics //beri

# **#ColorMeFrench** With Parisian Chocolat

L'Oréal Professionnel and fashion icon Alexa Chung unveil the hair colour trend of 2018, the Parisian Chocolat palette with five INOA High Resist shades. Ammonia-free colours last for up to 42 washes with 10 times shine\* iscover the secret to chic Parisian hair with a rich, luscious brown palette curated by L'Oréal Professionnel India. Inspired by the deep, luxurious cocoa browns that are part of the quintessential approach to French beauty, Parisian Chocolat embodies an ethereal, modern beauty. Trending worldwide on fashion runways, you can experience tailor-made beauty with a Parisian touch!

#### Parisian Chocolat with INOA High Resist

Born in Paris, the capital of fashion and artistic inspiration, L'Oréal Professionnel has always kept pace and rhythm in tune with the artistic community - sustaining its position at the forefront of hair fashion! Announcing the hair colour trend of 2018, L'Oréal Professionnel has put together the ultimate Parisian Chocolat palette with five INOA High Resist shades. Alexa Chung wears an elegant and luminous brown in a soft Balayage with INOA High Resist 5.12 shade.

**Icy cool brunettes:** Choose from ashy bronze or espresso reflect for cooler results. INOA High Resist shades: 5.12, 5.25.

**Rich luscious brunettes:** For warmer results, add depth with rich, mahogany browns. INOA High Resist Shades: 5.52, 5.5, 5.56.

#### **INOA High Resist range**

Ammonia-free and odourless, INOA addresses a persistent concern with colour services, tenacity or long-lasting colour. With the INOA High Resist formula, now enjoy trendy hair colour all season long with hydrated and nourished hair. The colour lasts for up to 42 washes with 10 times shine\*. With INOA, the colour options are limitless with 54 shades. Protect your hair while colouring; with Smartbond, the revolutionary bond reconstructing system by L'Oréal Professionnel. Ask your hairdresser to add Smartbond as you colour with Parisian Chocolat.

#### Unlock complete colour care

L'ORÉA

N CIL + GREEN TEA

Colour treated hair demands professional care. Exposure to harmful UV rays and pollution leads to premature fading of colour and strips the hair of essential lipids, leading

to dryness and loss of vibrancy. L'Oréal Professionnel's luxurious sulfate-free\*\*, paraben-free INOA Color Care is infused with exclusive Anti-Fade system\*\*\* to lock in colour and Advanced Hydra Repair Technology\*\*\* to instantly restore lipid balance, deeply hydrate and revitalise hair. This professional colour care consisting of shampoo and masque, is formulated in synergy with INOA Hair Colour. The shampoo gently cleanses without stripping colour pigments and essential moisture. Both the shampoo and masque should be used together

for intense moisturisation coupled with superior colour protection.

INOA Color Care shampoo priced at ₹900 for 200ml and masque at ₹1,100 for 196gm, are exclusively available at L'Oréal Professionnel salons.

\*Instrumental test Vs untreated hair \*\*Without sulphate surfactants \*\*\*Instrumental test, Shampoo + Masque

INOA Complete Color and Care, powered by Smartbond

L'ORÉAL

smarthond



I absolutely love the Elixir Ultime Oil. I put it on the ends of my hair before styling, and sometimes I add it all over the length of my hair after a blow-dry.

– Emily Ratajkowski | Brand Ambassador | Kérastase

# Emily Ratajkowski **The New Face of Kérastase Roots for Elixir Ultime Oil**

érastase introduces the new face of the brand, Emily Ratajkowski who embodies a cool, free-spirited, and confident woman. From the fashion world to social media, she is every where: featured on the covers of major fashion magazines, and on Instagram where 16 million followers are inspired by her. Ratajkowski is the ultimate beauty icon, and the muse to some of the most influential hairdressers. She believes her hair is a way to express herself and she loves experimenting with it. Caring for her mane through it all is Kérastase. Ratajkowski vouches for the Elixir Ultime Oil Range by Kérastase; a one-stop-solution for hair nutrition and shine.

#### **Elixir Ultime Oil Range**

The many benefits of oil make it one of the best-known and essential ingredients in cosmetic products. Oil is a powerful anti-oxidant, and can be used on the hair to nourish and bring shine, suppleness and control. To develop an oil that is suitable for all hair types, Kérastase has created Oléo-Complexe technology, an exceptional blend of four oils, each bringing unique richness to form the Kérastase Elixir Ultime Oil range. This range includes precious Argan, Maize, Camellia and Pracaxi oils, which consist of elements such as Omega-3, 6, 9 and saturated fatty acids. Elixir Ultime Oil provides 71 per cent more shine, thermo protection up to 230° and 24-hour anti-humidity action. It provides better breakage resistance and reduction of split ends to form smoother hair.



# **KÉRASTA**



### protected and enhanced, soft and supple, and lend an incredible shine.

**Elixir Ultime Original Oil** 

#### **Elixir Ultime Radiance Beautifying Oil**

This oil is specifically designed for colour-treated hair. With the added benefit of Imperial Tea extract, an anti-oxidant that ensures coloured hair is left beautifully nourished, protected and looking radiant with a sensual softness.

#### **Elixir Ultime Bi-Phase Spray Oil**

This is the volume beautifying oil mist for all hair types, ideal for fine to normal hair. Hair appears volumised with enhanced body and opulent shine, feeling lightweight and soft.

#### Seven ways to use Elixir Ultime Oils

- Pre-shampoo massage: Apply a few pumps of Elixir Ultime Oil before you shampoo your hair and pamper yourself to a relaxing massage.
- Styling tool: The ultimate braiding tool, apply a few pumps before braiding, for shine and ease of separation.
- Heat protection: Use as a priming lotion before using any heat appliances like iron, tongs or drvers.
- Masque enhancer: Add few drops of Elixir Ultime Oil into any masque to enhance its effect.
- Frizz controller: Apply a few pumps of Elixir Ultime Oil and be frizz-free.
- Pre-swim: Elixir Ultime Oils can be used before you go for a swim. It provides the perfect protection to your hair from chlorinated water.
- **Sublime shine:** Apply a small drop on the brush or on dry length for sublime shine.

To find your nearest Kérastase affiliated salon, visit Kerastase.in or call toll-free on 1800-224247. Follow Kérastase on Facebook.com/kerastaseIndia and on Instagram @kerastase\_official.

I am excited and proud to be chosen as a Kérastase ambassador. I love that feeling of clean, textured natural hair, that instantly makes me feel aood. <u>That is why hair</u> deserves the best care.

> - Emily Ratajkowski, Brand Ambassador, Kérastase



# **Opti.Long Nourish Protect by MATRIX** Professional Care for Long Hair

The new Opti.Long Nourish Protect range, the professional specialist care for long hair, is now available across all MATRIX salons in India

MATRIX

MATRIX

MATRIX

NOURISH

PROTECT



#### About Opti.Long Nourish Protect

The new Opti.Long Nourish Protect is here to solve all long hair concerns and offers up to 98 per cent more nourishment\* for your long hair. The all-new unique Growth Booster Service from Opti.Long Nourish Protect is an innovative in-salon service that prolongs the growth of hair with necessary nourishment and protection. The home care range from Opti.Long Nourish Protect provides continued care for long hair.

Fortified with Ceramide, Opti.Long works with three specific targeted actions to address three unique needs of long hair, which are:

Cleanse the scalp: Remove excess grease from the oily zone of the scalp and rebalance the remaining zones to give a healthy, rebalanced scalp. Strengthen and nourish the midlengths: Provide nourishment and

NOURISH PROTECT

NOURISH PROTECT

າດ

strengthen the midlength of hair. It also protects from external aggressors to give smooth, shiny and tangle-free hair. **Re-nourish and protect the ends:** Helps in re-nourishing rough ends and protects from future split-end damage to give healthy and nourished ends.

#### The range

The Opti.Long Nourish Protect range consists of Shampoo, Booster Dose, Nourishing Masque, Nourishing Conditioner and Nourishing Leave-in.

#### Opti.Long Nourish Protect Professional Nourishing Shampoo

It gently cleanses and removes excessive oil build-up from the scalp and helps nourish dry hair for a healthy, moisturised feel.

#### Opti.Long Nourish Protect Professional Nourishing Conditioner

A nourishing conditioner that helps to detangle, nourish and strength the hair fibre to give smooth, silky hair that is manageable and tangle-free.

#### Opti.Long Nourish Protect Professional Nourishing Leave-in-Cream

A deep nourishing leave-in cream that also provides strength to the hair fibre and protects against split-end damage. It helps to resurface hair strands for a smoother finish and nourished feel across the length of hair.

#### Opti.Long Nourish Protect Professional Nourishing Masque

A deep conditioning product that helps to nourish, strengthen and protect hair across its length, making it manageable from root to tip.

#### Opti.Long Nourish Protect Nourishing Booster Dose

Fortified with Ceramide, it is an intense professional treatment that helps to nourish and strengthen hair.

\*Instrumental Test: Shampoo + Conditioner + Leave-in Vs non-conditioning shampoo

Hello, **SKIN PERFECTION!** 

Decléor launches Hydra Floral White Petal, an all new collection of potions and lotions to hydrate, brighten and refine your skin tone!

Powered by

Neroli Essential Oil Hydration Sweet Orange & Vitamin C Brightening Moringa Anti-pollution Roman Chamomile Anti-inflammatory

DECLÉOR

DRA FLOF

DECLÉOR

DECLÉOR

HYDRA FLORAL WHITE PETAL DECLÉOR

HYDRA FLORAL WHITE PETAL Masque de nuit hydratant perfecteur de peau Huine Essantielse de NEROL et d'ORANGE de NUEL Skin perfecting hydrating sleeping mask NEROL and SWEET ORANGE Essential Olis

DECLÉOR

HYDRA FLORAL WHITE PETAL Concentré perfecteur de peau Skin perfecting concentrate



#### Prep your skin

#### SKIN PERFECTING CONCENTRATE



DECLÉOR

DECLEOR

HYDRA FLOR

This 98% naturally derived concentrate visibly reduces the appearance of dark spots to reveal a radiant and brighter complexion!

#### The perfect skin booster

DECLÉOR

A FLORAL

#### AROMESSENCE NEROLI AMARA SERUM

A 100% natural face oil that refines and replenishes skin in just two drops! With over 150 actives in each drop, this star product is the perfect skin booster!

#### Moisture, moisture, moisture!

SKIN PERFECTING MILKY LOTION

This light and fresh lotion is ideal to provide hydration in any climate. Use on your skin after the serum for a plumped glow.

#### Out with the spots!

#### DARK SPOT TARGETER

Applied locally twice a day, this superior corrector targets dark spots for a visibly refined and clearer complexion.

#### Wake up to great skin!

#### SKIN PERFECTING SLEEPING MASK

With its soothing and relaxing aroma, this sleeping mask rejuvenates skin while relaxing the mind. Wake up with transformed skin: recharged, bright, glowing and fresh like dew.

Ritual Rescue!

Pamper yourself with our 90 min Signature Brightening and Perfecting Ritual that is designed exclusively to target uneven skin tone and pigmentation. Discover skin that is brighter, refined and perfected!

#### **EXCLUSIVELY IN SALONS**

Be a part of our Decléor community online Follow us on **F**@DecleorIndia **@**@DecleorIndia





# Lyvia Wu **Fruit of Passion**

Owner of Pink Tree Salon in Kolkata, Lyvia Wu is a style prodigy in the true sense. She calls the shots at her salon and focuses on client satisfaction. Wu shares her journey, salon management strategies, views on the salon industry, and more

by Shivpriya Bajpai

#### Getting started

Hairdressing has been in my family. My mother, Lana Lin, has been running the Lin Salon in Mumbai for over three decades, and my twin sister, Sylvia Chen runs Butterfly Pond Salon. I was inspired by them to be a hairdresser. I took up courses at Toni&Guy Singapore, Master Class by Paul Faltrick in Macau, and recently completed a course at Vidal Sasoon in Toronto. In 2000, I was recruited by Wella to be a part of their National Technical Consultant team in Mumbai and given the opportunity to be trained by Utta Wolf, Technical Head and a colour expert. Later, with the support of my family, I launched Pink Tree Salon in Kolkata.

#### Challenges faced

It was working from home with no professional equipment and a proper business plan. I overcame this hurdle with my technical approach, knowledge of hair and the ability to understand the demands of my clients.

#### Key issues for salon owners

It is all about personalisation – from client interaction and communication to recruiting my team. I am present at my salon seven days a week as it helps to address challenges when it comes to clients or the team. Hygiene, atmosphere, space, functionality and location are key factors to be taken into consideration while designing a salon. Clients usually prefer a relaxed atmosphere, so it is important to establish a sense of space while picking design elements. A prime location also adds to the brand value of the salon. Hygiene is an indispensable aspect and is directly proportional to client satisfaction and footfall. I believe it is easier to train than to change one's work habits. So, we look for eager and fresh learners, and then train them on techniques, deliverables, client interaction, to name a few. I also look forward to upskill our staff, as staying updated and relevant is mandatory.

#### Brands offered

I personally have to be convinced before offering products and services to my clients. So, we undergo trial runs and demos before launching any product or brand. In hair, we have Wella Professionals, Moroccanoil, Biotop Professional, GkHair, Keratin and Cysteine; in skin, there is Skeyndor.

#### Trends in vogue

Colour: Hair colour today, is all about placement. Face contour colouring techniques, mono tones, cool ash and blue are in.Cut: Modern twist to the bob, lob or long bob is big.Style: Texture and movement are key. Tripple barrel tong gives a fresh approach.

#### View on the Indian hair and beauty industry

In the last decade, the salon industry has grown to become a lifestyle. The rising awareness, social media, global influence, and income are some of the factors for this gradual shift in the industry. With multiple brands on offer, the discerning clients know exactly what they want. Service quality and a client-centric focus will help to stay ahead of competition.

#### Advise to newcomers and future plans

It is extremely important to be hardworking and ready to go the extra mile to achieve your goals. There are no short cuts to success. Like any other company, growth is always in the business plan. We are working on expansion plans. §



# MOR-ADVANCED Hair Spa TECHNOLOGY

With goodness of Keratin, Grapeseed, Coconut and Almond for an all-round hair therapy



Manufactured & Marketed by : Cosmo Herbals Ltd. C 011-47035500 info@cosmoherbal.com ® Registered Trademark TRADE INQUIRIES SOLICITED

## Market Watch | Hair Care

#### Shampoo by Sans[ceuticals]

Sans[ceuticals] Nourishing Hair Wash is a rich, nourishing formula with high levels of active ceramides and amino acids that hydrate, guench and strengthen hair, while nature's most powerful antioxidant, the sunflower seed extract prevents colour fade. Sans[ceuticals] Nourishing Hair Wash has a reduced foaming action thanks to its 100 per cent sulfate-free status, making it safer for the environment, kinder on your colour and gentler on your skin and hair. It is available online at www.beautysource.in.

Price: ₹2,215





#### Hair dryer by Vega

Price: ₹2,499

The Vega Pro-Xpert 2200W hair dryer is a perfect combination of style and technology. The powerful AC motor and faster air flow helps you achieve smooth, frizz free, trendy hairstyles in no time. This dryer comes with a diffuser and two concentrator nozzle attachments. The diffuser distributes air evenly making it suitable for wavy and curly hair. The concentrator nozzles give precision styling and air control. It has two heat and speed settings and a cool shot button which dispenses cold air that sets your style. It is available at retail stores and online.

#### Styling agent by Moroccanoil

The new Moroccanoil Mending Infusion is a breakthrough formula that acts as an instant-fix styling agent, transforming dry, brittle ends to a smooth, freshly-cut appearance. Infused with Argan Oil, Galactoarabinan, Baobab Extract, Panthenol/Provitamin B5, Coconut Alkanes and Hydrolyzed Quinoa, it is ideal for anyone with weakened or damaged hair, the high-performance formula instantly and effortlessly revitalises hair so women can fearlessly explore boundless hairstyles, knowing their hair looks perfectly healthy and damage-free. It is available at fine salons, spas and online.





Price: On request

#### Shampoo for treated hair by Sova

The Sova Jatamansi Root & Indian Rose Shampoo For Treated Hair revives hair that has been dried and distressed. Jatamansi Root unraveled from the heavenly hills of the Himalayas and Indian Rose gently caress and cleanse your hair while Beetroot, the veritable superfood is regenerative and gives life to new hair. This shampoo entwines life, leaving your treated hair shiny, luscious and strong. It is available online at www.sovacare.in and Nykaa.

Price: ₹1.250

#### Shampoo by Soultree

The SoulTree-Licorice Hair Repair Shampoo With Strengthening Bhringraj is a moisturising hair cleanser which nourishes the scalp and makes hair strong and healthy. With a blend of seven ancient Ayurvedic herbs including organic Licorice, Henna, Bhringraj, and Shikakai, this shampoo strengthens hair from root to tip while preventing premature greying. It is available at www.soultree.in.

Price: ₹575



An exciting range of Salon Furniture to re-define beauty care and styling experience

AKARA

YUME

Hair wash unit

Cutting edge designs in Salon Chairs, Backwash Units, Micro Mist Hair Treatment Processor, Styling Units and other equipments.

Call/Contact us to know more about our exclusive range that is customer/user friendly.

> Portable Pedicute Unit

MicroMist-

Head Spa

Treatment Processor

Open Console with Multi-functional Chair

CC = 1

Lancer Multi-functional Chair



102-D, Udyog Vihar, Phase-V, Gurgaon-122 016 (Haryana) Telephone: +91-124-4141108 Email: conserv01@gmail.com Website: www.conserv.in

Dealers enquiries solicited

# Sole Distributors of

KAM

Tokyo, New York, London, Frankfurt, Paris, Toronto, Sao Paulo, Seoul, Taipei, Shanghai, Singapore

Apollo Elite Multi-functional Chair

# Salon and Spa Equipment Distributor's Take on the Business

It is true that in the salon and spa equipment segment, there is far too much competition, which makes it difficult for small and mid segment brands to survive. *Salon India* spoke to a few distributors who shared insights on the strategies they have adopted to stay afloat



### **ESSKAY BEAUTY RESOURCES**

Spokesperson: Subham Virmani, Director

#### VIEW ON THE SALON AND SPA EQUIPMENT

**SEGMENT** The hair tools category is the most important. Efficient tools and effective products are both relevant for hair services.

**PRODUCT PORTFOLIO** Mr. Barber has essential and specialised tools for hairdressers with a product line that consists of professional thermal hair brushes, dryers, ceramic and titanium straighteners, curling tongs, combs, and section and crocodile clips. Olivia Garden is the leader in premium hair brushes, scissors, detanglers and innovative hair tools.

**HIGHLIGHTS AND DRAWBACKS** The highlights are that today hairstylists pay attention on the quality of the tools used on a client; the focus is moving towards efficiency and durability of the tools; western influence and rich Indian bridal trends have raised the standard of hairstyling, due to which there is a surge in the demand for specialised tools. The drawbacks, on the other hand, are the lack of education and awareness among hairdressers about new international trends; unorganised players who offer inferior products which leads to dissatisfied services, and most importantly, false service commitments that are made by brands to mislead the consumer.

#### ZEROING UPON ON BRANDS/PRODUCTS We

spend years researching and developing before launching any product. Since we are associated with various brands in different categories, we get direct insights from the shopfloor level about the needs and challenges of a hairdresser. We understand the need carefully and service it by choosing the right supplier worldwide, who can provide quality tools. We have our own Education team to test the products, and also take feedback from key industry experts on the product which has to be launched.

**STAR PRODUCT** The entire range of Mr. Barber is well accepted as it is high in quality, has an effective after sales service and are affordable. Mr. Barber Strait n Shine Plus is a straightener with advanced mirror finish titanium plates. It provides faster heating upto 230° and lends shine to the hair while it is being used. The extra long cord and 360° swivel makes it comfortable for use. The Mr. Barber Powerplay 2500 Dryer is also popular among the top hairdressers, as clients appreciate the high flow capacity with adequate heat, and the instant cool shot button.

**MARKETING STRATEGIES ADOPTED** The overall theme of the brand communication is urban and contemporary, and the packaging design of the products is innovative. We hold educational seminars for hairdressers across the country by tying up with hair experts. Our marketing and communication teams work with advertising firms and print media so that the right message about the brand can be conveyed. We participate in trade shows in order to spread awareness among the consumer.

**ROLE OF INNOVATION** Innovation is a necessity in today's cut-throat competition. Our R & D team is continuously experimenting and inventing new techniques. For instance, Mr. Barber Ultra Straits model has advanced LED Touch display that helps the hairdressers switch the temperature instantly. The rounded edges help the stylist to create artistic curls for their client.

**FUTURE PLANS** We are planning to expand our product lines, and launch more specialised tools to address the specific needs of the hairdresser. Our plan is to launch the brand in 2,000 salons and spas spread across 50 cities across India.

# **BERINA COSMETICS**

Spokesperson: Ajay Jalan, Managing Director

#### VIEW ON THE SALON AND SPA EQUIPMENT

**SEGMENT** When the concept of salons was new in the market, people had the notion that they were meant for only the rich. With the changing times, this equation between the salon and the customer has changed. The growth of the industry is a result of the interest of the consumer in the latest trends and happenings. In accordance with this growth, the equipment segment has developed its market.

**PRODUCT PORTFOLIO** Berina Professionals has an extensive range of hair equipment, starting from the authentic professional straightening irons to curling tongs and hair dryers. Our brand is unique as each equipment is diffe rent from the other. Starting with hair straighteners of ceramic plates to titanium plates (Model no: BC 50X), vibration technology straighteners (Model no: BC 30X) to infrared straightening irons (Model no: BC 092TF), different sizes of conical tongs and hair dryers from from1800W to 2400W is available.

#### HIGHLIGHTS AND DRAWBACKS Both the

highlights and drawbacks of this industry are the new and innovative products being launched, which is leading to too much competition. Therefore, only the best can survive. **STAR PRODUCT** The titanium plated straightening iron 30X and 50X with the unique feature of vibration technology and ultra-shine, respectively.

MARKETING STRATEGIES ADOPTED Education is one of the traditional ways that we use. We believe education is the best way to reach out to people. We are planning to reach out to people through numerous social media platforms like Facebook, Instagram, Twitter and Pinterest.

**ROLE OF INNOVATION** International media is the biggest influence on the equipment segment. With the world getting digital more and more people have become more aware and equally interested in utilising innovative products available. Although male grooming has just started to unveil, the ladies are influenced and motivated.

**FUTURE PLANS** Our prime target is variety and exclusivity. We want people to make the most of what they can get. We have a thirst of new and exclusive products at a price range that everyone can afford. We intend to reach, educate and make woman look and feel gorgeous.







# **O2 NAILS**

Spokesperson: Aparna Singh, CEO, Alpsho Ventures Pvt Ltd

#### **VIEW ON THE SALON AND SPA EQUIPMENT**

**SEGMENT** Money and the beauty industry go hand in hand. The Indian beauty industry is not regularised and lacks big brands and players. There is a lot of space for them.

**PRODUCT PORTFOLIO** We have technology-based products in the nail art industry, which boost the industry as there are not many creative nail artists. Our machine-based nail art can fill the gap.

**HIGHLIGHTS AND DRAWBACKS** Nail art is estimated to do over \$200 mn business in India. It can reach \$500mn by 2020. Major players are absent due to regulatory problems. Cosmetic import is tough.



#### ZEROING UPON ON BRANDS/PRODUCTS We

have introduced a product wherein we print the designs on nails through a mobile printer connected to a built-in wi-fi. Now, any salon owner can think of investing in nail art as it is an easy process.

**STAR PRODUCT** O2 NAILS Mobile Nail Printer V11 is a 35-second colourful printer which gives nail designs; V9 three minute Shape Gel Nail Kit, and the Portable Single Nail LED Light, Stylemate Kit gives numerous colours of your choice.

**MARKETING STRATEGIES ADOPTED** We want to establish a network by showcasing our products at major salons, malls and high streets.

**ROLE OF INNOVATION** Innovation plays an important role as the nail art business is still small.

**FUTURE PLANS** We want to build a network of distributors for nail art and other beauty products.



## **BEAUTY WORLD**

Spokesperson: Kamal Motwani, Proprietor

#### **VIEW ON THE SALON AND SPA EQUIPMENT**

**SEGMENT** The salon and spa equipment industry has come a long way in India. With a sudden shift in focus towards hair styling; hi-tech dryers, straighteners, tongs and scissors are much in demand. The trend can be attributed to raised awareness, global influence and social media influences.

**PRODUCT PORTFOLIO** We have an extensive range of professional hair equipment Kératouch including high-end Scissors, Brushes, Dryers, Irons, Curling Tongs in the equipment segment. These new age equipment are technologically superior and user-friendly. The products are designed keeping in mind the trends and demands of the industry, and are competitively priced with best in class features to carve their own niche in the industry.

#### HIGHLIGHTS AND DRAWBACKS The rise in awareness and demand of clients have flooded the market with new and innovative products. This is one of the biggest highlights of the equipment industry. However, the lack of proper training and education is a huge barrier between optimum utilisation of

available resources. Even today, salon owners and stylists have to resort to global training platforms to stay updated. Training and education is the need of the hour for the Indian equipment industry and it has to be dealt with utmost priority.

**ZEROING UPON ON BRANDS/PRODUCTS** Price and quality are two of the prime factors, when it comes to brand association. We focus on affordable products without compromising on the quality.

**STAR PRODUCT** One of our star equipment is the Scissor by Kératouch. It is specially made with Japanese stainless steel and boasts of a compact design. The grip is comfortable for any size and the blades get sharper with every use, hence saves on sharpening expenses. It provides smooth hair cutting experience for the stylist.



**MARKETING STRATEGIES ADOPTED** Our prime objective is to educate clients and make them aware of our products and the technology involved. We offer test samples for salons to use and experience our products before purchase. This helps to build a relationship with the client. Also, we regularly participate in reputed magazines and other digital media platforms to build our brand name.

**ROLE OF INNOVATION** Client awareness and demand are directly proportional, so it is mandatory for brands to come up with innovative products at regular interval of time. Innovation helps to stay ahead of competition as the market is flooded with products. Brands will have to adopt innovative technology to stay updated with the evolving trends and techniques. For instance, straighteners and tongs manufactured previously were of low heating capacity in comparison to present day, where tongs and straightening irons heats up to 230° for a slicker finish.

**FUTURE PLANS** We will continue to offer best in quality products. Kératouch further plans to expand its range by adding more innovative equipment along with salon furniture by the end of 2018. We are looking forward to trend forecast at Cosmoprof Bolognia in March this year, which will prepare us for the equipment market of 2018-2019.







Keratouch

PROTECTS

OUR

GREEN TEA

MASK

K

KERATOUCH

KERATIN DAILY CARE SHAMPOO

KERATIN REVOLUTION

6.48.oz -250mit2

KERAT

KERATOUCH

KERATIN

KERATIN PURIFYING SHAMPOO

K' c

KERATOUCH

MOROCCO ARGAN OL CH

KERAT

KER/

COLOR

KERATIN

8.48.02

info@keratouch.com www.keratouch.com



## **CONSOLIDATED SERVICES**

Spokesperson: Kusum Verma, Director

#### VIEW ON THE SALON AND SPA EQUIPMENT

**SEGMENT** The consumption of beauty services has been increasing since the last few years. The concept of grooming and beauty, for both men and women, is becoming an essential part of their personality. Consumers are ready to spend more money to enhance their appearance with these services. Rising affluence of the middle-class segment has increased their willingness to buy beauty products and services. Beauty and spa service providers have started expanding to Tier II and III regions and getting a positive response. The operational costs for service providers is also lower in smaller towns. The market which was earlier women-centric has started concentrating on male grooming and now a large number of unisex salons are coming up.

**PRODUCT PORTFOLIO** We are offering the best of the international brands. Takara Belmont from Japan has a complete range of equipment like hair setting, hair styling equipment, facial treatment equipment and hot or cool Towel cabinets. Continuum Pedispa from USA has the most comfortable pedispa units for pedicure and manicure. Oakworks from USA has massage beds of international standard. We plan to add more brands.

HIGHLIGHTS AND DRAWBACKS The beauty salon and spa industry like any other industry is also facing certain challenges. Lack of skilled manpower and organised training institutes are the biggest issues. The operational cost is increasing and is not in proportion to the revenue. This makes a service provider use poor quality products which is not healthy for the market to grow. Also, technically sound engineers and technicians to maintain and service the equipment on a regular basis is required. Too many new products are there in the market, which has made maintaining a standard to be a challenge. Salon owners have become price conscious.

**ZEROING UPON ON BRANDS/PRODUCTS** We are offering standard products and equipment and cater to high end salons and spas, hotels and resorts.

**STAR PRODUCT** The Mirco-Mist, which is a hair treatment processor. It is based on mist technology and provides best results after a treatment. The Roller Ball which is replacing the conventional hood hair dryers in salons. It is a rotating ring on a stand with Infra red heating elements, and is used to get best results for colouring, perming, and so on.

**MARKETING STRATEGIES ADOPTED** Keeping in mind the rising affluence of the middle-class, we would like to educate and increase awareness about products.

**ROLE OF INNOVATION** Digitalisation is making people more aware of products and equipment. This industry has been witnessing an increase in the number of international players, thus service providers are concentrating on male grooming. Earlier the market was more women-centric.

**FUTURE PLANS** To grow with the increasing demand of the industry, we would like to increase the awareness among men and women about the importance of grooming in today's world. Also, we would like to cater to more service providers and offer quality equipment and products.

(AVB)





## Liposoluble Depilatory wax

Available in 800 gm tin & 100 ml Cartridge packs of White chocolate, Dark chocolate, Aloe Vera & Honey Gold variants. Also available Pre & After wax spray in 250 ml packs. For Trade Enquiries : Tel: 080 - 6579 8999 / + 91 98805 90669 Dreamron India Inc.,

# 721, 1st Floor, 7th Main, Mahalakshmi Layout, Bengaluru - 560 086. email : cosmeticsimports@gmail.com

## **"Ultimate wax for Ultimate Women"**



# Trend Alert Experts Show The Way

The year 2018 has kickstarted with opportunities galore in the hair and beauty industry. While potential and competition go hand in hand, it is essential for professionals to stay updated on innovative trends and techniques. We speak to veterans in the hair, make-up and nail businesses and present the trends in vogue

by Shivpriya Bajpai



Hair



### SHAILESH MOOLYA

Technical Director, Juice Hair Salon, Mumbai

#### Forecast for 2018

Cut: Textured nape length cut, textured bob, minimal layers.Colour: Auburn, coffee, ice blonde, steel grey, cinnamon, candy floss and champagne blonde.Style: Loose textured waves, beach waves, S-waves.

**Trends to improvise:** Vibrant or funky hair colours are the trends that can be improvised on in the coming year with the use of different colouring techniques.

#### **Recommended brands and products**

Care: L'Oréal Professionnel and Kérastase Styling: Schwarzkopf Professional Shampoo and conditioners: Kevin.Murphy

#### Dos and do nots for lustrous hair

Do:

- Follow trends, but do not blindly copy them as each hair type and texture is different.
- Work with your natural hair texture. If you have curly hair, style to enhance the curls and do not change the texture of your hair.
- ▶ It is a must to use a conditioner each time after shampoo.
- ▶ Take some time out to style your hair before stepping out of your home.

#### Do not:

Do not experiment on your hair at home. It is better to consult with hair experts, who can recommend and style your hair as per your hair type, texture, cut, and more.

### **JAY KISHAN PAWAR**

Assistant Manager, Truefitt & Hill, Mumbai

#### Forecast for 2018

Cut: Fade and undercut.

**Colour:** Experiment with shades of blonde. Colours like Nirvana golden strokes or golden ash blonde. **Style:** Long retro hairstyle.

**Trends to improvise:** The 'fade' will be in trend this year as well and can be switched from mid-length to long-length, for a change. It is the most appropriate haircut from 2017 that can be improvised on.

#### **Recommended brands and products**

For wet shiny look, Truefitt & Hill Styling Wax gives medium hold and works better for short or mid-short length. Texture clay for a matte look and a strong hold will work ideally for short to medium lengths. Pomade is apt for the natural look and short to medium hairstyle can be restyled throughout the day with it. For a slick look, Car Cream is the best product. Also, the Car Lotion helps to maintain the hairstyle and relaxes the scalp. It is highly recommended for curly hair. The special tonic lotion will work as a serum that can be used for all hair types.

#### Dos and do nots for lustrous hair

Dos:

- Use a shampoo according to the hair type.
- Scrub the scalp in every 15 days to remove dead cells that hinder hair growth.
- Go for hair spas and nourishing treatments under professional guidance at regular intervals.

#### Do not:

Do not use products with sulphate and alcohol, as it causes zinc deficiency and dehydrates hair, leading to breakage and hair fall.











## **PROFESSIONAL MAKE-UP**

### Leading USA Professional Make-Up Brand Now in India



HD Glamour Crème™ Foundations



Anti-Shine HD Foundation Primer



Pro Powder™ Blush Compact



Volumizing Mascara Jet Black

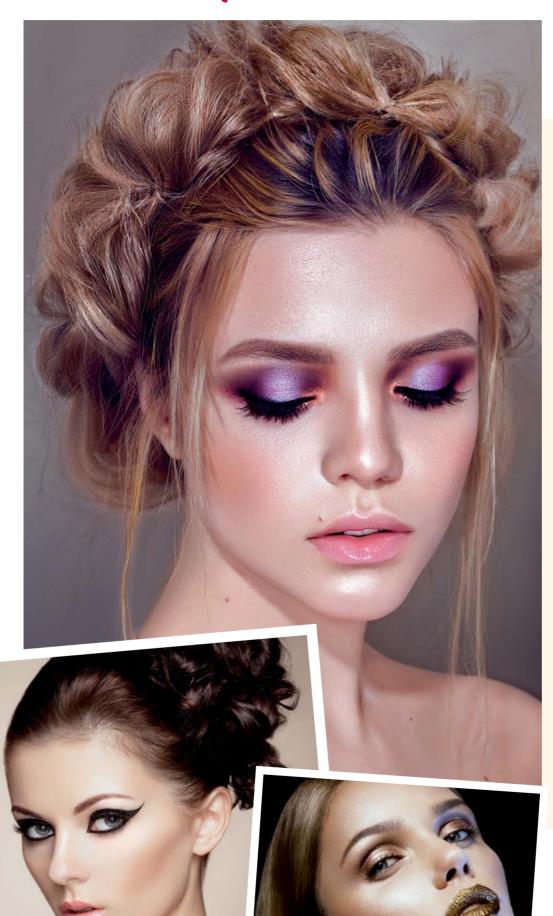


Luster™ Creme Makeup Dish

For any query, please contact : +91-9871105689, +91-8826520595

www.graftobian.in | If facebook.com/graftobian.in

Make-up





ABHIJIT CHANDA Celebrity Make-up Artist, Kolkata

#### Forecast for 2018

Face: Lot of gold and bronze highlighter will be used on the cheeks. Eyes: Upper and lower eyelid lined in the shape of the eye will be in fashion, graphic eye liner will be the trend to look forward to. Sparkle and glitter are here to stay. Nude eye with clotted mascara resembling a spider, will be in trend. Blue and green colour pop pencil will be in fashion.

#### Lip: Mettalic lip colour.

Trend to improvise: The eye liner was only used on the upper eyelid, but now will be used extensively, marking the whole eye. Also, the shimmery eye can be improvised into glitter and sparkle eye that will be quite a hit in 2018.

### Recommended brands and products

A good moisturiser, couple of perfect lip colours, good mascara, shimmery eyeshadows and highlighters.

#### Dos and do nots for the perfect make-up Dos:

Make-up should be done according to the personality. Understand your requirement and occasion before selecting a look. Definitely, try the look before the d-day.

#### Do nots:

- Do not overdo. Avoid the cakey look and layered make-up.
- Do not experiment with a new product on the day of the event.







### SAYANI HALDER

Make-up Artist, Kryolan, Bangalore

#### Forecast for 2018

Make-up will be about flawless sheer cover foundation with smooth finish or wet finish colour eye shades and lips, and a lot of butter finish highlighter. I would love to ditch the champagne colour highlighter and go for a light blue or mauve tone highlighter. **Face:** It should look smooth, sheer and flawless with a matt finish on the T-zone. Velvet finish highlighter should be sheer by nature and light weight for a monochromatic strobing effect.



**Eyes:** The idea is to be less dramatic with thick eyelash that tell a story about your journey and hold the depth of your passion. Subtle eye shades with wet finish and bold black eyeliner blended softly will be the trend of the season.

Lips: Dark matt colours topped with a metallique sheen on top.

**Trend to improvise:** Metallique trend for eyes can be improvised on the lips for rich and glamorous evening looks.

#### **Recommended products**

**Face:** Kryolan HD Micro Primer, HD Micro Foundation Smoothing Fluid, HD Micro Finish Powder and Illusion Highlighter shade in chiffon/satin.

**Eyes:** Dermacolor Camouflage cream as base, eye shadow compact V6 palette, Punjab 1 palette, HD Cream Liner Ebony and Eyelash B1.

Lips: Lip Stain in House, Urban, Country, Ambient, Metallique Volcanic Copper, Pure Bronze, Mysterious Blue and Elegant Gold for lips.

#### Dos and do nots for perfect make-up

#### Dos:

▶ Highlighter should be used on your cheek bone, in case if you have a flat or round shaped face, you can create an illusion using highlighter on your cheek bone area and contour lightly to lend depth.

#### Do not:

- Do not opt for two to three shades lighter tone of foundation than your complexion. It is not necessary to go for lighter tone every time, unless your product dries dark. In that case, you should judge your darker area and lighter area, take a shade in between these two tones, and do your make-up. If it oxidises or dries up, it will not turn grey.
- Do not use highlighter, shimmer powder or any light reflecting product all over the face, it makes the face appear bigger.
- Do not use dark shade for your contour. In Kryolan, we have a lot of different contour shades for different skin tones.
- Do not create a sharp line with a dark shade foundation for your contouring. Take two shades darker than your skin tone and blend nicely. Take small amount of product and you can build up more, if required. Always remember, less is more.









AMYN MANJI Director, Nailspa Experience, Mumbai

#### Forecast for 2018

Nailspa Experience has got various new nail colours, shapes and designs to obsess over. From cool minimalist nail art options to fresh takes on negative space and enough metallic and glitter pigments. Says Manji, "We have improvised few trends of 2017 and Chrome Nails is one of them. This heavy metal detail is an eyecatching trend that can be pulled off easily. Chrome is usually a high shine mirror or brushed metal look that can be achieved with a pigmented powder. When getting Chrome Nails, you will need to ask for a gel polish prior, as the pigment powder needs to hold the gel polish. Since Chrome is a pigment powder, it was not designed for natural nails and works best when adhered to a non-cleansed, tackfree gel polish. This year, we have got new gel topcoats to make your Chrome nails last longer by securing them with a flexible gel coat."

#### **Recommended brands**

Ezflow, OPI, China Glaze, Cuccio.

#### Dos and do nots for nails in style Dos:

- Try nail art only if it is suitable with your professional environment.
- Do combine various types of nail art in one design. Using polish, decals, and 3D elements like rhinestones together adds dimension to your nail art.
- Do go to the salon to remove your gel polish. A pro will know how to remove it safely without damaging your natural nails.

#### Do not

- Do not feel that every nail has to the look the same. Creating variations in colour and design on each nail provides visual interest and keeps the nails from looking coordinated.
- Do not leave a nail polish on for longer than three weeks. It can dry out the nails.





# Discover the QUINOAEFFECT



My journey in search of a hair care product brand that suits all my clients hair types ended when Saandiip gave me some samples of Biotop products to try out. At the first look I was not impressed as the name was not catchy nor very 'French'. But when I tried out the product I immediately knew my search has ended. Upon google searching the ingredients I was impressed at the used of natural ingredients like coconut milk and mild cleansers used in baby products. Biotop has won my Heart.

> Renee Melek Celebrity hair Artist & Owner of Renee Melek Salon Mumbai

#### IN FOCUS



# Get the Look for Valentine's Day

#### **SHAILESH MOOLYA**

**Day look:** Long layered haircut, cool browns for colour, open loose romantic waves for hair style.

**Evening look:** Shoulder length textured haircut, warm mahogany in colour, glossy S-waves and open hair.

#### **JAY KISHAN PAWAR**

**Short hair:** A crisp, comb over-fade or high fades with pompadour or messy spikes can be a cool option.

Long hair: Opt for a groomed man-bun or blow dry with finishing products. A crunch could be given to curly hair with the help of products which will make them look tidy and soft.

**Colour:** For those who wish to experiment with colours, can opt for brown with golden highlights for the day time, and wear the same shade with iridescent or matte finish at night.

#### **ABHIJIT CHANDA**

**Day look:** Face tinted moisturiser to be used with powder blush, lots of masacara and bright lipstick.

**Night look:** Sparkle on the eye with a fine line, thick masacara and nice shimmery lip colour.

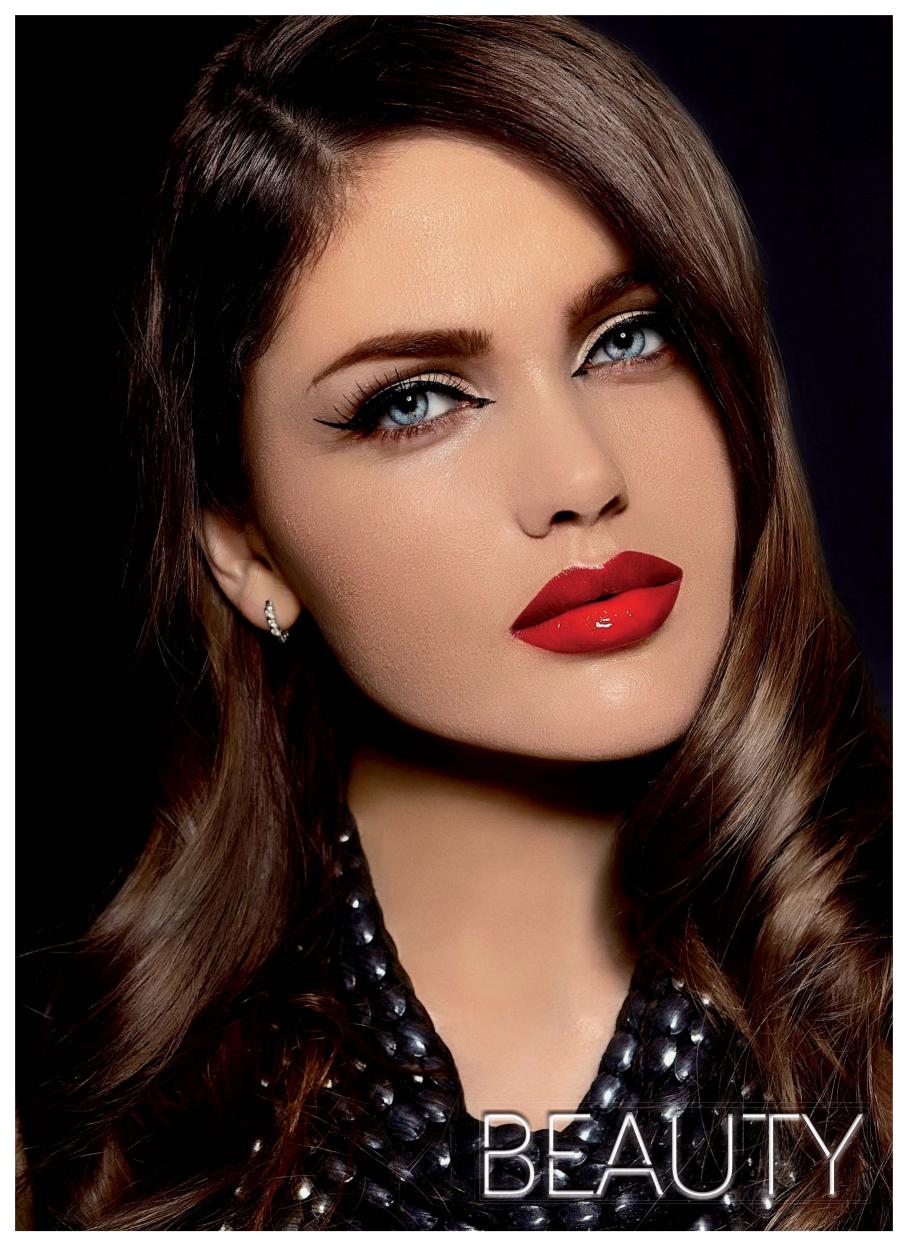
#### **SAYANI HALDER**

**Day look:** Use lightweight foundation, Kryolan Tinted Moisturiser, this is a water-based self-setting product, do not need to use powder, it gives light coverage with sheen finish. For the eyes, you can use Kryolan Eye Shadow Compact Matt shades namely Smile or Love, to name a few, in light pink tones, kajal and mascara. On the face, light peach colour blusher and light lip colour or gloss will look outstanding, you can try Kryolan Lipstain shade in Gospel.

**Evening look:** Go for medium coverage foundation like Kryolan Ultra Foundation and Derma Color Fixing Powder. For the eyes, you can do soft smokey eyes with Eye Shadow Compact shades in Coffee G, Sudan, Deep Black and HD Creamliner in Ebony and natural-looking eyelashes. Use a peach blusher, as it always looks fresh. As a highlighter, you can use Kryolan Glamour Glow. For the lips, get Lipstain shade in matt red colour called Rock.

#### **AMYN MANJI**

Hearts and flowers are the biggest nail art trends on V-day. Nailspa Experience has combined the two icons with a floral heart nail art. It is a fresh and romantic look, perfect for the occasion.



# Bhumika Bahri Prioritising Beauty Education



Meet Delhi-based make-up artist, Bhumika Bahri is on a mission to set a benchmark in the industry with her skills. Trained under industry stalwarts Mario Dedivanovic and Samer Khouzami, Bahri specialises in fashion, editorial, bridal and party makeup. Bahri aspires to be a global make-up influencer and launch her own academy

by Shivpriya Bajpai

#### **Getting started**

I was fond of make-up since childhood and as a teenager, used to buy a lot of make-up products and try them on myself. After my marriage, I randomly attended a workshop conducted by a Delhi-based make-up artist, and to my surprise I was complimented by everyone. This was an eyeopener and directed me to follow my passion.

#### **Professional insights**

I did my Complete Make-up Artist course from London College Of Fashion and the Session Hairstylist Course from Academy Of Freelance Make-up (AOFM) in London. This was followed by a master class with celebrity make-up maestro Mario Dedivanovic, the make-up artist of Kim Kardashian, and it was another feather in my cap. I also got certified by celebrity make-up artist, Samer Khouzami.

#### Mentor

Kevin Aucoin, a leader and innovator in the make-up industry has always been my inspiration. His book Face Forward and Making Faces has taught me his favourite make-up tricks and techniques. His talent made him the most sought after make-up artist of his time.

#### First break

My first big break came as a surprise when I was studying at AOFM London. I was selected for the Milan Fashion Week to assist a London-based make-up artist. This stint gave me great exposure in fashion make-up.

#### **Challenges faced**

Being a mother of two, it was not at all easy for me to go abroad for a long period and pursue my dream. But, with my passion for the craft and support of my family, I have realised my dreams.

#### Clientele and projects

I have done all kinds of make-up from fashion, editorial, bridal to party make-up. My clientele includes models, brides, and aspirational women. Doing corporate make-up for working women inspires me and I teach them special techniques and everyday make-up.















Glittery eyes is a current trend. Whether it is a wash of light shimmery shadow across the lids, glitter in the inner corners of the eye or glittery eyeliner on the top or lower lash line, glitter adds glamour to the overall look. Red and bold lips are trending, and can be worn with smoky eyes, winged eyeliner or even with natural make-up.





#### **Current trends**

Glittery eyes is a current trend. Whether it is a wash of light shimmery shadow across the lids, glitter in the inner corners of the eye or glittery eyeliner on the top or lower lash line, glitter adds glamour to the overall look. Red and bold lips are trending, and can be worn with smoky eyes, winged eyeliner or even with natural make-up. It is time to go for more natural look than the over contoured look. Less make-up will never be out of trend. A fuller lip with lip gloss in the centre of the lips is going to rock this year.

#### Make-up for different platforms

Make-up is the key factor in the fashion world and every editorial spread. Make-up for fashion has to be in sync with the fashion designer's collection. Editorial make-up, on the other hand, interprets fashion. Both of these platforms require professional make-up application. Flawless and perfect skin with proper contouring is essential in these kinds of make-up. In Bollywood, make-up application plays a major role. In-depth research of the character is important for Bollywood make-up. The foundation should be blended properly and shine on the face has be controlled. Picking the right shades is important. In Bollywood, body make-up is also required along with face make-up.

#### Favourite products and brands

Some of my favorite brands are NARS, Smash Box, Tom Ford, Marc Jacobs, Huda Beauty, Lamer, Anastasia Beverly Hills, Giorgio Armani, Dior, Makeup Geek, MAC, Kylie Cosmetics, to name a few. Foundations from Giorgio Armani, Huda Beauty, NARS and Dior, and Marc Jacob's bronzers, lip gloss and primers, are few of my favourites.

#### Advice for aspiring make-up artists

Aspiring make-up artists should not use cheap products that can harm the skin of their clients. Charging less from clients will not add to your clientele, but cheap products impact your reputation. There are a lot of good drug store products that work.

#### Views on the make-up industry

Globally, the make-up industryi s booming and social media awareness is the catalyst. Indian artists are more keen towards education from international make-up artists. Global influence has revamped the industry. Indian artists are conducting workshops globally. These workshops successfully instil the importance of education amongst aspiring artists.

#### Future plans

I want to help women feel beautiful and make-up is one of the tools to discover the inner self. Also, I want to conduct workshops, internationally, and lastly, launch an academy to create awareness among women and teens.



# **The Beauty Business** Then and Now

by Shahnaz Husain

Shahnaz Husain is the Chairperson & Managing Director of Shahnaz Husain Group of Companies. Views expressed are personal. ore than four decades ago, superficial beauty treatments and hairstyling were considered to be 'treats' for women who went to salons. No heed was paid to the potential dangers of chemical treatments, or the detrimental effects of UV rays and chemical pollutants. The 'back to nature' trend had not yet begun and the beauty industry was largely unorganised and fragmented. The word 'cosmetics' implied to make-up items. 'Herbal beauty care', as we know it today, did not exist. Gradually, herbal beauty care caught on and started a herbal wave, which has driven the growth of the beauty business in India.

The 80s saw the Indian cosmetic manufacturers coming into their own, with the rise of domestic brands. The popular product segments were shampoos, talc, creams and moisturising lotions. Since the late 80s and early 90s, liberalisation had its effect. Indian women started winning international beauty pageants, drawing attention to the business of beauty. Awareness of beauty products and treatments, fashion and grooming started showing an upward trend. Today, it is at an all-time high. This is attributed to rise of the middle class and particularly working women, gradual exposure to television, global trends and lifestyle changes, higher disposable incomes and the trend towards fitness and youth. Today's Indian consumer is aware of quality and the ingredients used in the product and exercises this awareness. However, India has always been a value conscious and price sensitive market that demands various sales strategies. But, one major development is that branding has become all important in the Indian beauty industry.

Scientific techniques and modern beauty concepts have given rise to vast varieties of beauty products for different purposes, from sunscreens and moisturisers, to specialised cleansers, toners, astringents, scrubs, creams, lotions, masks, serums, shampoos, conditioners, hair tonics, and so on – it is an ever-growing list. A trend, which is specific to the Indian market, is the demand for 'fairness' creams. Another prominent trend is the growth of the men's personal grooming business, with personal care products and salon care for men. With the recent trend towards fitness and youth, the age group range of customers has become wider. Older people are going in for beauty care, while anti-ageing products are flooding the market.

The retail format has also changed by leaps and bounds. With malls becoming popular shopping destinations, the 'shop-in-shop' concept has become the new trend. Malls are also making shelf space available to beauty brands. Of course, the regular FMCG retail system of stores in local markets is thriving.

The beauty industry in India continues to thrive and has tremendous potential for growth. The cosmetics market in India is said to be growing twice as fast as markets of the United States and Europe. The domestic demand in India is said to be growing faster than any other country. An industry report says, "The demand for cosmetic products within the entire beauty and personal care segment has been growing at nearly 60 per cent over the course of the past five years."

The current outlook is that the beauty industry in India will continue to thrive, as lifestyle and perspectives continue to change. With the 'total wellbeing' concept gaining ground, spa treatments are becoming more and more popular. Very recently, a major thrust in growth is towards spa treatments, with salons being converted into day spas, offering both salon and spa treatments. In fact, service industries like spas and Ayurvedic centres are slated for growth. Today, the West is looking at traditional treatments and also at the emerging markets in Asian countries, like India.

I have always believed that India has a great deal to offer the rest of the world in terms of Ayurvedic beauty care. That is why I have promoted Brand India and Ayurveda with a crusader's zeal. My dream is to see Ayurveda lead the international beauty industry during the next decade.



## HEALTHY HAIR IS BEAUTIFUL HAIR

Preserva's Tressgrow; empowered with 100% natural ingredients like Turmeric, Bhumiamla, Shikakai, Jatamanshi, Carrot, Bhrami, Sagon, Bhringraj and Anantmool lets you do anything with your hair while keeping it naturally strong and healthy from within.

> POWER OF AYURVEDA WITH THE PROMISE OF PURITY

> > PRESERVA TRESSGROW®

> > > V&S

PRESERVA TRESSGROW

# TRESSGROW®

- Prevents hair loss Promotes hair growth Prevents hair thinning
- Prevents premature greying of hair
   Improves hair and scalp health
- Prevents all scalp infections Treats itchy scalp and dermatitis
- Reduces ill effects of chemical treatments on hair

#### SHOP ONLINE AT:

www.preservawellness.com, www.amazon.in www.snapdeal.in, **Phone:** 011- 41724067

• 100% HERBAL • NO SIDE-EFFECTS • NO PRESCRIPTION REQUIRED • CLINICALLY PROVEN FORMULA

# **Cosmetic Treatment** Recommended by an Expert

#### JAWLINE SURGERY BY DR SAMEER KARKHANIS



Jawline Surgery as an aesthetic procedure is creating quite a buzz. Salon India speaks with Dr Sameer Karkhanis, Cosmetic Surgeon, Centre for Cosmetic & Reconstructive Surgery, to understand the process and technology used About: A well-defined jaw line is the aspiration of many men and women. Therefore, there are several procedures, such as, temporary augmentation with hyaluronic acid fillers or permanent procedure using chin implants, extended jaw implants, and even fat transfer. In some cases, the bone is cut in places and shaped with screws and plates on the jawline. Process and technology: The fillers last for about 15 to18 months and are injected over the bone. Similarly, fat is aspirated from the abdomen or thighs and is injected along the bony margins of the jaw to shape the chin or the jawline. The fat usually lasts for five to 10 years, following injection. This procedure is known as Facial Liposculpture. Jaw implants made out of silicone blocks can be used to increase the size of the chin and to define the jawline.

**USP:** These procedures can be used to enhance the jaw or reduce it to make it look more symmetrical with the rest of the facial features. The jaw can be augmented with fillers, implants or fat, or reduced with orthographic surgery. Therefore, people who have a weak chin which appears retruded, making the face look small, can have it enlarged and contoured. People with a large jawline have a part of the bone shaved off to reduce it.

**Teamed with other treatments:** It can be combined with facial rejuvenation surgeries like Facelifts and Rhinoplasty to achieve desirable facial features. It is always beneficial to combine procedures as the entire transformation is achieved in one time, one recovery period and the costs are significantly reduced.



**Time take for the treatment:** Jawline surgeries or fillers are daycare procedures. Fillers take about 10 to 15 minutes, fat transfer could take about 45 to 60 minutes, and a chin or jaw implant placement takes about 60 to 90 minutes. The latter will have to be done under mild or general anaesthesia.

**Sessions required:** Fillers and fat injections may need a touch up after five to seven days. Implants are a one-time procedure. A difference is visible almost instantly, however once the swelling settles the final result is visible after two to four weeks.

Educating clients: Realistic expectations from the procedure are a must and clients are extensively counselled regarding the same. Some clinics use 3D modelling software to educate the client about the result of the procedure. Side-effects: Swelling can last for about seven to 10 days. Post implant, there is a chance of displacement which needs correction.

**Pre-treatment measures:** Not applicable. **Post-treatment measures:** Following the procedure, any kind of trauma to the area has to be avoided and therefore, it is best to stay away from crowded places. Analgesics and antiinflammatories are prescribed for comfort and to reduce post-surgery trauma.

**Future:** Jawline enhancement and surgical procedures are requested for quite often in India, following after Bollywood icons like Hrithik Roshan, Sonakshi Sinha and Kareena Kapoor. The number of requests keep increasing as most people like to look their best and face value is the most important aspect of life.



Available in different flavours to suit all skin type

The only after Effect you will Experience SMOOTH & SOFT SKIN



ESTILO

Contact us: Mail:info@estilowax.com | estilowaxindia@gmail.com Web:www.estilowax.com | www.estilwax.co.in

ESTILO

ESTILO

ESTILC

TE CHOCOLATE

ESTILO

LOE VERA

## **Organic Harvest** Targeting Global Expansion



Meet Rahul Agarwal, CEO, Organic Harvest, who shares the USPs of the brand, marketing strategies adopted, and more with Salon India

#### Inception of Organic Harvest

We introduced Organic Harvest in 2013, after a detailed and thorough research where we realised that there was not even one brand that specialised in organic skin care. Although the personal care industry is flooded with domestic and international players vying for the market share, there is a vacuum in the organic personal care segment. This makes Organic Harvest stand apart from other brands in the personal care segment. It is the excellent quality of our products, our competitive pricing that has resulted in a steady increase in the market share.

#### SKU and product portfolio

We launched with 30 SKUs, today there are more than 100 SKUs spanning skin care, hair care and body care categories. The brand offers a vast range of cleansers, sunscreens, toners, shower sels, shampoos, conditioners, treatment creams and serums, lip balms, to name a few. Some of the best-selling products of Organic Harvest include the 3-in-1 Face Wash, Exfoliating Face Scrub, Sunscreen and the Anti-pigmentation Cream. We have 24 varieties of essential oils in Lavender, Lemon Grass, Rosemary, Bergamot and so on. Recently, we launched the Organic Harvest's Facial Kit, and going forward plan to launch about 10 more products.

#### USP of the brand

Organic Harvest offers an array of products that are currently unique to the market. Our brand embraces the organic power of plants and its botanical extracts combined with organic and natural ingredients. The raw materials used are certified by global organisations like EcoCert, OneCert&Natrue. The certification is evidence that the raw materials used for manufacturing Organic Harvest products are derived from plants that have been grown without chemical fertilizers, herbicides and pesticides. Every product is carefully conceived using eco-friendly practices and going the extra mile of being respectful to the earth.

#### Marketing strategies adopted

We believe in directly connecting with consumers, so all our promotion activities revolve around this premise. We have employed about 600 professional beauty advisors who have an one-on-one interaction with them and provide knowledge. We organise BTL marketing activities like, free facials and sampling of products. Organic Harvest keeps participating in brand appropriate events for marketing and promotion. More than 90 per cent target group of the brand is present on digital platforms like Facebook, Google, Instagram and Twitter, and it help us in tracking the user's journey and establishing a two-way communication which strengthens the brand positioning. Other than this, we actively engage with bloggers and influencers.

#### Challenges faced

Being a small start-up, initially we had limited funds for marketing to raise the brand's awareness. We had to rely on our products to speak. It was a tough task to persuade the retailers about our product to reach our target consumers. The biggest challenge was 'organic' as a concept, since Indian consumer get confused between natural and organic beauty products. Gradually consumers in India are getting educated about the classifications and are now able to make a better choice in products.

#### Future plans

Organic Harvest is currently available in 5,000 outlets, and we plan to increase the presence to 15,000 within a span of one year. We are exporting our products to three countries and gradually want to increase the number to 10. At present, we have six exclusive brand outlets and plan to have 10 in one year. Organic Harvest is present in Bangladesh and Nepal, and we have recently debuted in UAE. The brand is poised to enter the GCC countries, the Kingdom of Saudi Arabia, Sultanate of Oman, Kuwait and Qatar in March, followed by Singapore, Malaysia and Indonesia by the next quarter.

#### Views on the skin care market in India



Today, the outlook of the client is changing, and a significant percentage of people are switching to products that are better for their wellbeing. We see a huge potential in this category with products that are natural and efficient. In India, the market size of beauty cosmetics and grooming is expected to touch \$35 billion by 2035 from the current level of \$6.5 billion. Further, a survey carried out by ASSOCHAM reveals that the major factors behind the preference for personal care products include the words such as 'natural', 'organic', 'botanical', 'free from' harsh chemical, and even 'religious compliance'.



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

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



Astaberry

DLD GLAM

sing Ge

Facial kit

GOLD GLAM Facial Kit

GOLD GLAM

Astaberry

dold GL

Astaberry

Astaberry

Astaberry PROFESSIONAL GOLD GLAM Calming Peel Off Mask



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



Join us on facebook: www.facebook.com/Astaberry

INSTANT

RESULTS

LASTING

BEAUTY -

### Market Watch | Skin Care

#### Waxes by Estilo

The Estilo White Chocolate Wax is one of the most advanced professional depilatory brand. An Italian wax, it is easy to spread and is known to reduce the greasiness of oil. The special ingredients used soothe and protect the skin from dryness and UVA and UVB rays without inhibiting its ability to breathe. It is painless, tan remover and gentle on the skin. It is available at leading stores and salons.

#### Anti-pigmentation cream by Organic Harvest

The Anti-Pigmentation Cream is described as an intensive blend of Blackcurrant Seed Oil, Bearberry Extract and Rosemary Leaf Extract and Red Guava. It promotes skin leveling and brightening which results in youthful and fresh skin. The exotic aroma of naïve ingredients in this non-greasy formula will help you revive luminosity. It is available at stores in Delhi, Mumbai, Pune, Bareilly and Dehradun, and online at organicharvest.in and other known e-commerce sites.

**Price:**₹1,395

#### Sun block by Astaberry

Astaberry Biosciences has launched the Sun Block Crème with SPF 15 which shields your skin from harmful UVA and UVB rays while enhancing the complexion. Infused with a blend of Orange peels, which is a source of Vitamin C, and Papaya, a source of Vitamin A, it helps improve the skin's texture and tone, while adding moisture. It is quick absorbing, non-greasy and the waterproof formula ensure a light and glowing skin. It is available at leading departmental and online stores.

Price:₹60 for 60ml

#### Under-eye gel by Alanna

The 100 per cent natural and vegan Under-eye Gel restores the delicate skin under the eyes. Made with Aloe Vera and Licorice extracts, it contains Mint Essential Oils, Sweet Almond Oil and Castor Oil. It has essential vitamins and minerals as well that help to fight off free radicals that may cause wrinkling. The gel cleanses the under-eye skin region thereby correcting puffiness and dark circles. It is certified by FDA and approved by PETA, is Paraben-free, Sulphate-free and Cruelty-free. It is available online at alannaforyou.com, Nykaa, Amazon, Flipkart, Kraftly, Smytten, among others.

**Price:**₹250

#### Body cream by **Elemis**

The Frangipani Monoi Body Cream is enriched with Macadamia Oil and lipid-rich Sesame Oil, which leave the skin silky and smooth. As it is lightly fragranced with Frangipani Flowers, the skin feels fresh and delicately perfumed. The cream softens and moisturises the dermis, and enhances the overall tone. It is available at Levo Spa & Salon at Gurgaon and online at Amazon.

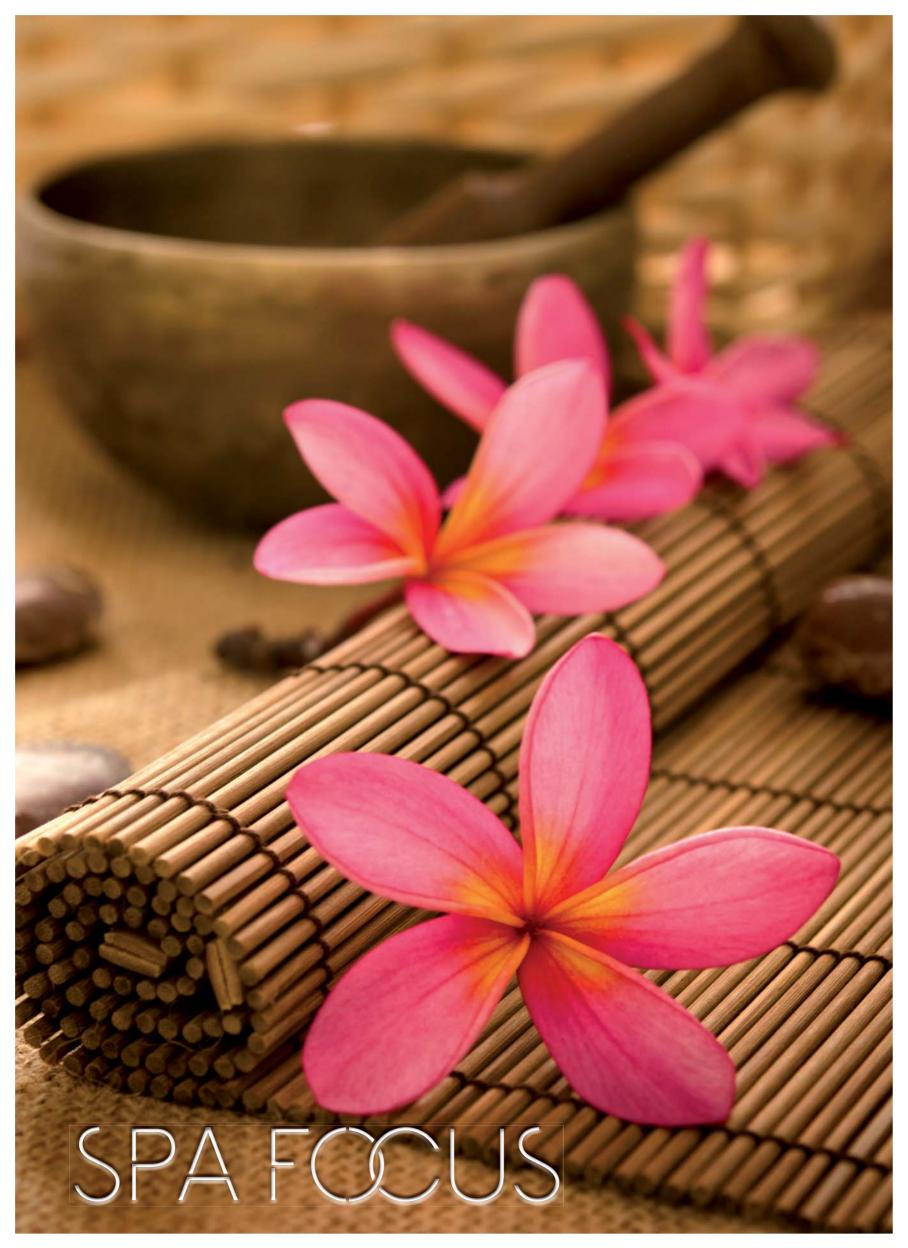
#### Price: ₹2,650 for 100ml











#### VISUAL DYNAMICS









The Heavenly Spa at The Westin Gurgaon provides a sensorial experience in a serene environment designed to inspire and rejuvenate. The décor echoes elegance and regeneration through its lighting, essence and a plethora of services offered

by Shivpriya Bajpai



Size of the spa: 15,064 square feet Time taken to complete construction: Six months. Owner of the spa: The Vatika Group.

Architect: Rick Walley

Interior designer: Vinay Kapoor

About the spa: The concept and philosophy of Heavenly Spa by Westin is to provide a sensorial experience in a serene environment designed to inspire and renew the spirit of guests. The décor echoes elegance and regeneration through its lighting, essence and the services offered. The spa follows the colour combination and inspiration of the property. Westin's colour palette is inspired by natural landscapes, with materials that are textural interpretations of landscape imagery. The colour sensibility is refined and tonal. A neutral base palette of white, cream and French grey is accented with sage green and watery blues. Materials and textures of Heavenly Spa include textiles that are soft to the touch, textured leather with a sheen, luminescent wall coverings and warm walnut veneers. Floors and walls are made up of textural and tonal







surfaces, such as, limestone, mosaics with organic, nature-inspired patterns and accents. The spa facility includes 10 treatment rooms and two distinctive hydrotherapy areas.

About the services: The spa believes in complete rejuvenation of the mind and body, alike, and thus, offers a plethora of services that begin from the basics, such as, Steam Sauna and Jacuzzi and ranges to therapies that include facials, body treatments, Ayurvedic massages, European therapies and Thai massage. Meditation and Yoga, also offered at the spa, aid to the therapeutic benefits of their treatments and services.

**Popular treatments:** The Heavenly Spa Signature Massage is available in durations of 60 minutes, 75 minutes and 90 minutes, and involves heated compress to relax the back muscles before the massage. It leaves you feeling physically rested and mentally uplifted. The other popular service is the Indian Bath Ritual, which is for a duration of 180 minutes. Indulge in the complete beauty treatment as experienced by Indian Royalty. The experience begins with a full body exfoliation using the 'ubtan', a gommage made from turmeric and herbs, followed by a 45 minutes massage with Hemp Oil that has properties to heal and nourish the skin. The massage is followed by a face clean up and head massage. The whole experience ends with a milky bath enriched with aromatic Rose Oil and a light snack.

The spa also has Valentine's Day offer priced at ₹10,000 + taxes per couple. The package includes a full body exfoliation with Mother of Pearl protein scrub followed by a warm Champagne Salt Soak to brighten the skin. This romantic journey ends with a Tolu Balsam Oil and diamond powder massage. The ritual ends with an exclusive assortment of wine and cheese.

Address of the spa: The Westin Gurgaon, 1 MG road, IFFCO Chowk, Gurgaon 122002

Contact details: 0124 4977777

Website: www.westingurgaon.com

Email address: heavenlyspa.gurgaon@westin.com



The Heavenly Spa embodies our wellness philosophy – surrender to the healing touch and immerse yourself in relaxing scents, inspiring melodies and invigorating massages. We, at The Heavenly Spa, have broken the walls of being just a spa and giving great massages, and have elevated to being a spa that allows you to blossom. This is achieved through the facility, staff and services, be it massages, food, facials, body treatments or Yoga and meditation. From the moment you enter, your senses will be stimulated by our graceful décor and music that touches the soul. Indulge yourself by choosing from our customised and broad range of packages and wrap yourself in the world of wellbeing at Heavenly Spa by Westin.

- Jagpreet Kaur, Complex Spa Manager, The Westin Gurgaon, New Delhi and The Westin Sohna Resort & Spa

# Spa Solace Lucrative Offers

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



#### ROYAL AURA SIGNATURE MASSAGE,

#### Myrah Spa | Mumbai

This rejuvenating massage allows clients to select a signature blend of oil that appeal to their senses. Synchronising the best massage strokes from around the world, this is a complete head-to-toe experience, aimed at relaxing each and every part of the client's mind, body and soul. It focuses on the pressure points and relieves sore muscles while eliminating toxins from the body.

#### Duration:

90 minutes and 120 minutes

#### Price:

₹5,000 + taxes for 90 minutes; ₹6,750 for 120 minutes

#### SABAI STONE MASSAGE,

#### **Maya Spa, The Zuri Kumarakom** | Kerala

The massage invigorates your senses while treating fatigue. Warm granite stones are used in circular motions on the body with medium pressure along with a combination of Neroli, lavender and rosemary essential oils. It relieve muscular and mental stress and imparts a radiant glowing skin.

Duration:

90 minutes

Price:

₹6,000+ taxes

#### HEALING HONEY SESAME POLISH,

#### Chi The Spa, Shangri-La's Eros | Delhi

Ideal for sensitive skin, this highly conditioning and moisturising treatment leaves the skin feeling smooth. Honey, with its natural healing and skin-conditioning properties, is combined with sesame seeds and oils from traditional Indian herbs to leave skin feeling soft and supple.

#### Duration:

30 minutes

Price:

**₹**3,500 + taxes

#### ROYAL RETREAT, **Espa, The Leela Palace** | Chennai

This truly special treatment combination is the definitive luxury experience and the perfect pampering spa day. The ritual starts with Abhyanga massage wherein the pressure points are stressed upon to relieve muscle fatigue and relax the body. It is followed by the Royal Leela Facial which ensures a glowing and radiant skin. The package is concluded with a yoga session for an ultimate wellbeing of the client. The highlight of the package is the Signature Leela Spa Cuisine.

#### Duration:

210 minutes

<u>Price:</u> ₹9,900 + taxes

60 | SALON INTERNATIONAL | FEBRUARY 2018

## For the first time in India



# 100 % natural solution for radiant skin!

Propolis is a resin collected from plants and flower buds by bees. It's the glue that keeps the beehive intact. But the usefulness of Propolis extends much beyond that! Therapeutic and medicinal uses of Propolis date far back to the Greek and Egyptian civilizations. Propolis is rich with anti-fungal and anti-bacterial properties. It also is a storehouse of Polyphenols - antioxidants that help fight aging.

## **Benefits:**

- A safer and natural alternative to Botox
- Gives you a glowing complexion
- Works wonders against acne



www.rkaroma.com rkaroma@yahoo.com +91(2)23774331 420/421, Ajay Industrial Estate, Anjirwadi B. Dr. Mascarenhas Road, Mazgaon Mumbai-400 010



Available on:

CP: pppliz

rkaroma.com

amazon.com Flipkart 🔽 Payim Scoolsy 🔧





# Nora Fatehi Of Peaches and Cream

In the news with her latest *My Birthday Song*, Nora Fatehi is making waves not just for her acting prowess but for her good looks as well. This 25 year-old shares her skin care secrets with *Salon India* 

#### by Jaideep Pandey

#### "Idea of beauty"

For me, it is about a natural appearance and glow. Anything that attracts me is beauty for me.

#### "Daily skin care routine"

I believe in regularly drinking three to four liters of water everyday. It has helped me in keeping my skin clear of pimples. Also, I apply sunscreen and it has helped me in maintaining my skin tone and keeping dark spots away, especially when the weather is hot and humid. The most important part of my skin care routine is washing my face and removing all the make-up because the city's air quality affects my skin. I use organic amplified vinegar with some water on my skin once or twice a week, and drink apple cider vinegar which is good for the skin. I use products from a Turkish brand called Salima Skin Solutions to cleanse, tone and moisturise; and cover it up with their sunscreen. It has made a lot of difference to how my skin looks and feels. The brand is one of the best out there. However, I do not go for facials. I avoid make-up, and usually opt for natural stuff like teabags to depuff or refresh my eyes.

## "Protecting my hair from dust and pollution"

There is no way to keep your hair away from dust and pollution. It is unavoidable, but I try to wash my hair every other day. I always use conditioner after using a shampoo to keep my hair hydrated and well conditioned. I avoid oiling it on a regular basis. I do not have specific hair products that I use, but I do remember that some years back I used to put a lot of coconut oil which helped my hair grow.

#### "Content of my travel beauty kit"

Definitely a mascara, lipstick probably pink colour, a blusher and of course, my foundations! Moreover, I usually carry a small bottle of perfume with me.

#### "Message for the readers"

It is really important to assess what you are eating, as your body is going to respond to it either positively or negatively. Whatever you are eating and drinking will inevitably show on your skin. So, if you keep a good diet, keep yourself hydrated as then in the long run it will really benefit your skin and hair. Keep it healthy and you will definitely see results.

#### **Rapid Fire**

My go-to beauty product: It is my Make-up For Ever foundation.

#### I do not leave home without:

Perfume, wallet, hairbands, lipstick and hairbrush.

Natural beauty secret: Drink a lot of water.

**In my travel beauty kit:** My pink lipstick.

**Best way to protect a sensitive skin:** Use sunscreen daily.

**Favourite lip colour:** Rusty rose.

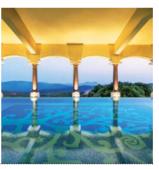
# QUIZ TIME SCORE ON SPA AND WELLNESS

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

- Nestled between the serene hills of Lonavala, ..... strikes a balance between contemporary design elements and earthy tones.
  - a) Anantara Spa
  - b) Heavenly Spa
  - c) Aranyam Spa
  - d) Della Spa



- 2) The vision of ....., Group Spa and Wellness Manager, Aleenta Phuket is to conceptualise destination wellness.
  - a) Kanchalika Meesuk
  - b) Rawiwan Ketsaro
  - c) Kunruethai Roongruang
  - d) Afrah Hamdy
- 3) Inspired by the expansive sanctuaries of the Victorian era, .....in Le Meridien, Mahabaleshwar, adds to a sense of space and serenity.
  - a) Amanvana Spa
  - b) Shamana Spa
  - c) Explore Spa
  - d) Espace The Spa
- 4) A dry Ayurvedic massage, ....., raw silk gloves are used to rejuvenate the body to release toxins.
  - a) Udvartana
  - b) Garshana
  - c) Abhyangam
  - d) Elakijhi
- 5) ....., Area Director Spa & Wellness, Six Senses Resorts and Spas in Thailand, believes 'wellness' goes above and beyond physical health and fitness.
  - a) Satyajit Kawade
  - b) Alejandro Leo
  - c) Dr David K Ranjit
  - d) Dr Ranjan Kapoor







# ODFFEE BREAK

#### Send in your responses to:

The Editor, Salon International Images Multimedia Pvt Ltd S-21, Okhla Industrial Area, Phase-I New Delhi 110020

#### QUIZ TIME:

nter the matching letter

3	
Name	

Profession

Address

Phone

## $\bigvee$ IN! $\bigvee$ IN!



#### HURRY! The first 10 correct res

to the quiz will get three issues of Salon International absolutely free!

Send in your answers



## Aditya Khandelwal **Of Exquisite Silhouettes**

Meet Delhi-based fashion designer Aditya Khandelwal whose passion is to lend Indian attire an innovative edge and a new dimension. He loves to experiment with a fresh array of colours, patterns and drapes, and aspires to extend his craft to the global platform

#### How did you get started in fashion?

I was born in Bilaspur, Chhatisgarh. When I saw Sushmita Sen and Aishwarys Rai's crowing moment back in 1994, I decided to be a designer. I wanted to dress people in lovely gowns which made me to come to Delhi and study fashion. I went to Milan to study fashion and later, launched my label in 2009 in Delhi. I am inspired by Indian drapes, textures and embroidery and like to mix it with western cuts and fabrics.

## Which international designer is your inspiration and why?

Elie Saab is and will always be my inspiration. His style is a unique fusion of western and eastern cultures.

## How important are hair and make-up in fashion?

In media, an increasing number of runway shows, photographic shoots, and films rely on the specialised skills of make-up and hair artists. Hair and make-up helps in communicating the theme of the designs. It helps to present the entire inspiration of work and helps the designer do justice to the ensemble.

## Who are the make-up artists and hairstylists you usually work with?

I like to work with a new artist every time as it helps me understand hair and make-up from a different perspective. It also provides a fresh look and innovative ideas for my collection. Recently, I worked with Ashima Kapoor and loved her work. I love simple yet fresh looks to compliment my ensembles.

#### Who is your favourite muse and why?

My mother and my wife are immensely supportive of my profession and always encourage me to push my boundaries.

### How do you incorporate beauty and hairstyles in your collection and on the ramp?

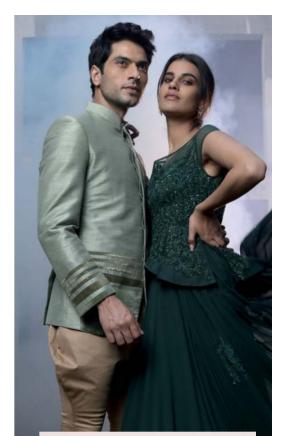
Hair and make-up are the two most integral aspects of fashion. I keep myself updated with the latest trends in make-up and hair and resort to chic and elegant looks to highlight my collection.

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

India is full of opportunities and is a potential gold mine for beauty and fashion industries. The Indian beauty industry has witnessed significant growth in the recent years. In fashion, while sectors like manufacturing fabric, importing and exporting textiles, embroidery and dyeing are big, it still remains unorganised, as workers and manufacturers are not yet linked to the mainstream industry. In terms of quality, talent, research and innovation, we still have much to prove.

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

I want to expand the reach of my brand to the international market. We are also planning a home furnishing line from next season. I think fashion and beauty goes hand-in-hand so indirect involvement will always be there, however, I would love to collaborate with hair and beauty brands in the future.





## **INSIGHTS TO EMPOWER YOUR BUSINESS**

WITH A FOCUS ON KNOWLEDGE SHARING, SALON INTERNATIONAL EXPANDS ITS PORTFOLIO TO OFFER TWO COLLECTOR'S ITEMS - MAKE YOUR MARK, THE HAIR AND BEAUTY ACADEMY BOOK AND THE TREND TALK: HAIR AND MAKE-UP SECRETS REVEALED. IN THE ENSUING PAGES, WE PRESENT THE FUTURE OF THE BEAUTY AND WELLNESS BUSINESS IN INDIA.



MA(L)

Term	Salon International	You Save	Salon International + Trend Talk + Make Your Mark	Salon International + Trend Talk	Salon International + Make Your Mark	You Save
1 Year	□ ₹1350 ₹1890	25%	₹1980 ₹3300	<b>₹1380 ₹2300</b>	□ ₹1680 ₹2800	40%
2 Years		30%	2805 ₹5100	2255 ₹4100		45%
3 Years		40%	₹3450 ₹6900	<b>₹2950 ₹5900</b>	₹3200 ₹6400	50%

SALO



YES, I would like to subscribe for DRINT VERSION

#### **COMBO OFFER**

PAYMENT OPTION 1	Name 🗆 Mr. 🗆 Ms
Please charge my card 🔄 Masterian 📄 1154 📄 American	Designation
Amount Card Expiry Date	Business Activity
Card No	Company
Card Member's Signature	Delivery Address
PAYMENT OPTION 2	
I am enclosing Cheque/ DD No	CityPin CodeState
drawn on (specify bank)	PhoneFax
favouring Images Multimedia Pvt. Ltd., payable at New Delhi	E-Mail

#### OTHER GROUP PUBLICATIONS



Please fill up the subscription form  $\&\mbox{ mail with your remittance to:}$ 

Subscription Department, Images Multimedia Pvt. Ltd.

S-21, Okhla Industrial Area, Phase II, New Delhi 110 020, India. Ph: +91 11 40525000, Fax: +91 11 405 25001 E-Mail: subscription@imagesgroup.in

Mumbai: 1st Floor, Panchal Iron Works, Plot No. 111 / 3, Marol Co-Operative Industrial Estate, Marol, Andheri (East), Mumbai 400059. Ph: +91 22 28508070 / 71, Fax: +91 22 28508072

Bengaluru: 523, 7th Cross, 10th Main, (Jeevanbhima Nagar Main Road), HAL 3rd Stage, Bengaluru 560 075. Ph: +91 80 41255172/41750595/96, Fax: +91 80 41255182

Kolkata: 30-B, Anil Roy Road, Ground Floor, Kolkata 700 029. Ph: +91 33 40080480, Fax: +91 33 40080440

Terms & Conditions: • Rates & offer valid in India only • Please allow 4-6 weeks for processing of your subscription • In case of non receipt of the publication, please inform the Subscription Department within 30 days • IMAGES reserves the right to terminate this offer or any part there of at any time or to accept or reject any request at their absolute discretion • No request for cancellation of subscription will be entertained after three months of subscription • Disputes if any are subject to the exclusive jurisdiction of competent courts and forums in Delhi only. • Offer valid while stock last • Subscription for Salon international magazine, Make Your MARK and Trend Talk book are also available without the combo offer • Combo offer includes subscription issues of Salon International, one book of Make Your Mark - Hair And Beauty Academy and Trend Talk Book.

#### For online subscription, please visit shop.indiaretailing.com

# Bangalore GlossNGlass Academy



<u>Contact Person:</u> Dipanwita Chhabra and Geeta Rao, Co-founders

Address: GlossNGlass, 3rd floor, Naachiyaars Elie Haudin Road, Ulsoor, Bangalore - 560042

Phone: 7406460862 9900700226

Email: info@glossnglass.com

<u>Website:</u> www.glossnglass.com





GlossNGlass Academy, launched in 2017, provides detailed courses in hair and make-up. For Dipanwita Chhabra and Geeta Rao, Co-Founders of GlossNGlass, this is a step forward in pursuing their dreams in this vast creative industry. The duo have been an inherent part of the make-up and hair industry for 13 years and been mentored by top make-up artists in Dubai and India. Spread over 550 square feet, the academy recently turned one and comment the duo, "Just a year ago, we introduced our own haven to do what we are truly passionate about. The satisfaction of empowerment through our expertise resulted in confident women walking out of our doors with a lucrative and promising career. We hope to continue imparting the best knowledge to everyone joining this amazing journey."

The academy provides courses of utmost quality with extensive programmes designed for aspiring professional artists ranging from bridal and fashion. Advanced hair design programmes are also offered for the same. Says Chhabra on the USP of the academy, "The academy provides an international certificate with an accreditation from Manipal City & Guilds. There are four highly qualified make-up and hair trainers certified from Dubai and India with vast industry experience and network. The trainers attend advanced master classes to bring the best of knowledge, techniques and product updates to students." The students are provided with extensive course materials and reference works to ensure effective understanding of topics. They are also provided with professional photo shoots at the end of their courses to help build their professional portfolios

Sharing their future plans, the duo says, "We plan to introduce diverse and extensive programmes for our students with on-the-job practical exposure. We intend to have a second branch in early 2019 to accommodate our students for the new programmes that we plan to introduce."

#### Courses offered

Intensive Professional Make-up and Hair Courses: This extensive weekday course of seven weeks and weekend courses of 10 weeks is suited for students who wish to pursue a professional career as a makeup artist. It provides in-depth knowledge of make-up in film, art, fashion, photography, theatre and events. **Fashion Make-up Course:** This four weeks course is suitable for both beginners and professionals who are interested in a career in fashion, be it editorial or





runway. The objective is to enhance and equip you with techniques and necessary skills to specialise in this field.

**Basic Hairstyling Course:** This one week course is suitable for make-up artists who want to expand their services to hairstyling and beginners who want to explore a career as a hairstylist.

Advanced Hairstyling courses: This two weeks course is suitable for professionals who have prior knowledge in hairstyling. It covers extensive hair designs ranging from bridal to fashion with elaborate advanced techniques and avant-garde hairstyles for high fashion and editorials.

Self Grooming Course and Workshop: This non-professional course, available for one or two days, is designed for corporate professionals, media professionals, home-makers, to name a few, who wish to learn basic techniques of make-up application and products to suit their needs. This course ensures individual attention and customised make-up tutorials so that one can create fabulous make-up looks on one's self.

#### Certification

The courses are internationally certified and hold an accreditation from Manipal City & Guilds.

#### Eligibility criterion

There is no prior background in make-up and hair required to join the courses.

#### Fee range

₹4,000 to ₹10,000 + taxes for non-professionals, self grooming classes and workshops; ₹25,000 to
 ₹1,30,000 + taxes for professional make-up and hair courses.



**INDIAN CONSUMERS** WILL SOON LOOK FOR THE **'TRUSTED MARK'** BEFORE THEY CHOOSE THEIR SALON, SPA OR GYM MAKE SURE YOU'RE READY.





### WORLD'S 1<sup>st</sup> CUSTOMER CENTRIC MARK FOR SALONS, SPAS & FITNESS CENTRES

Contact: Priti Gupta M: +91 8826415472 E: pritigupta@irftrustedmark.org



IRF TRUSTED MARK SECRETARIAT S-21, Okhla Phase II, New Delhi, 110020 INDIA Tel: +91-11-40525000, Fax: +91-11-40525001 IRF Trusted Mark LLP (LLPIN: AAI-2150)

> Certification Bodies Approved by IRF Trusted Mark Certification Scheme

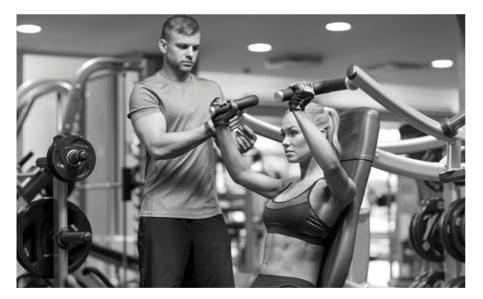






# **APPLY TODAY**

For 'TRUSTED MARK' certification scheme In accordance with ISO/IEC 17065:2012





## **Diana Penty launches Gigi Hadid X** Maybelline New York collection in India



WHAT Make-up range launch WHEN 11th January WHER Tote On The Turf, Mumbai



ickstarting 2018 on a fashionable note, Maybelline New York hosted an event to launch the much-awaited Gigi Hadid x Maybelline limited edition signature collection. The event was graced by Diana Penty, who unveiled the range along with Elton J Fernandez, the official make-up artist for Maybelline New York and Pooja Sahgal, General Manager, Maybelline New York India. It brought together the city's fashion elite as they spent an evening swatching their favourite products from the collection. Created by Gigi and Maybelline to suit skin tones of women from around the world, the make-up collection brought to Indian shores, the latest trends from the runways of New York. Speaking about the launch Penty said, "It is an honour to launch a signature collection created by one of the most iconic models we have today. Gigi Hadid is an inspiration and an icon for the current generation and I am definitely a fan. I am sure you all are as excited to try it as I am." Adding to it, Sahgal said, "We are thrilled to announce the launch of the Gigi x Maybelline limited-edition signature make-up collection in India. Gigi Hadid has been the face of Maybelline New York for a couple of years and has truly made a mark as an 'IT' girl in the fashion and beauty space. We are confident that Indian women who enjoy make-up, experimenting with it, will find everything that they need in this one range and will fall in love with the colours instantly."

## MATRIX unveils hottest hair colour technique, Color Melting

Bringing in the hottest hair colour technique to the Indian market, MATRIX, the world's leading American professional brand has launched Color Melting. The city's top media and influencers came together for a synesthetic experience when dessert queen Pooja Dhingra curated special desserts for the occasion. Inspired by decadent chocolate and the rich hues of berries, the three shades from The Berry Edition – Caramel Raspberry Melt, Blackberry Melt and Choco Cherry Melt, have been specially adapted to suit Indian skin tones. Blended seamlessly together to create the 'melted 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 with that flawless melted effect.

MATRIX Education Guru, Melroy Dickson introduced the technique to the audience, placing significance on how this new colour palette will work perfectly for the Indian market. Said Dickson, "In India, colours play a significant role in defining a fashion statement. From make-up to highlights in your hair, colour transforms a plain Jane to a sassy Sally by the stroke of a brush! Wanting to look Insta-perfect is no longer a myth, with Color Melting and berry-inspired shades, you will always have a good hair day!"



Launch of new colour techniqu WHEN: 25th January WHER: Le 15 Café, Mumbai

## Skinnovation's Heliocare range in India

kinnovation have launched a range of Heliocare products from the Cantabria Labs, Spain. A topical and oral photo protection line, Heliocare is recommended by dermatologists is present in over 80 countries across the globe. The event was attended by around 200 doctors and Dr Bita Hashtroody, Dermatologist

and Scientific Medical Director, Cantabria Labs graced the occasion and shared her views on the importance of photo protection for all skin types. She shared various published studies on the effectiveness of patented Fernblock technology in the Heliocare range. The advanced range of Heliocare protects against not only UVA, UVB, but also visible and infrared radiation. It is a complete photo protection range including Heliocare Ultra Gel, Heliocare Ultra Cream, Heliocare Color Gel Cream, Heliocare Gel Oil-free, Heliocare Compacts SPF 50, Oil-free Compacts, Heliocare 360° range, and more. Kalpesh Gawade, Director, Skinnovation says, "Heliocare products come with latest technologies of Fernblock. It represents an important technological innovation, going beyond traditional protection focused on sunburns only to include four new levels of protection, immunological, anti-oxidant, skin architecture and cellular DNA. Topical along with the oral will give you best results."





WHAT: Skin care product launch

WHEN: 20th January WHERE: Lé Meridien Hotel, Delhi





WHAT: Hair workshop WHEN: 10th January

WHERE: Academy of Kredo Beauty, Delhi

## **KEVIN.MURPHY conducts workshop,** SESSION.SALON

aking inspiration from Kevin Murphy's career in the session world and applying it to the salon environment, KEVIN.MURPHY has created an educational programme called SESSION.SALON and recently conducted workshops in India. Wade Blackford, Style. Master, Design.Director, Asia Pacific and Middle East, KEVIN.MURPHY conducted sessions where the stylists were educated not only on the brand, but also productivity, communication, and were shown how to become an expert in building a loyal clientele and life-long salon business. The stylists were further motivated to believe their salon is a fashion show and every client is a supermodel that continues to return, season after season!

KEVIN.MURPHY aims to bring premium hair care products that offer convenience to salons and homes alike, by providing access to runway-like styling options. The brand was conceptualised to address the need of the hour – to present a long-term solution for a generation that is obsessed about styling on a regular basis. Born from the philosophy of delivering performance, inducing strength and promoting longevity, the products are designed to seamlessly nurse damaged unruly hair back to health, locking in moisture and shine without weighing down the style factor.

## **Emanuele**



#### STEP 1:

He loves the classic and clean style worn with smartness which enhances the pepper-and-salt colour of the hair. After combing the hair, the stylist starts with a scale cut on the nape in perfect geometry.

#### STEP 2:

The lateral sides are worked with scissor and comb taking care to leave the ears well uncovered.

#### STEP 3:

The front part is taken slightly long to get a soft lock.

#### STEP 4:

Moustaches and a short beard complete his look. The beard is very accurate and linked to the whiskers.  $\hfill S$ 









## MR. BARBER STRAIGHTENER STRAIGHTENER STRAIGHTENER SHIP

# PLUS ON SHINE, PLUSH ON STYLE.

Presenting the Pioneer Strait n Shine Plus Hair Straightener from Mr. Barber.

#### SPECIFICATIONS:

- Plus Sized Plates for Quick Hair Straightening
- Super fast heating technology
- Titanium plates for even heat distribution and amazing durability
- Titanium delivers negative ions and infrared heat for smooth and frizz free hair
- Auto shut off function
- Extra long and 360 degrees swivel cord for comfortable use

MR. BARBIIR

Maximum temperature – 230 degrees



Esskay Beauty Resources Pvt. Ltd.: Esskay House, Plot No. 31, Sec - 18 Near Passport Office, Gurgaon - 122015, Tel No. +91 8882 800 800, www.esskaybeauty.in RNI No: DELENG / 2009 / 33218

## EXPRESSIVE COLOR. MELTED SEAMLESSLY. FROM RICH MAHOGANY TO DELICIOUS CARAMEL.

CARAMEL RASPBERRY Melt SOCOLOR #6.5 MELTED WITH #7.45



COLOR MELTING berry edition RELEGT MATRIX

OCOLOR

MATRIX matrix 11

socolor

www.matrixprofessional.in 🛐 / matrixindia 💿 @matrix