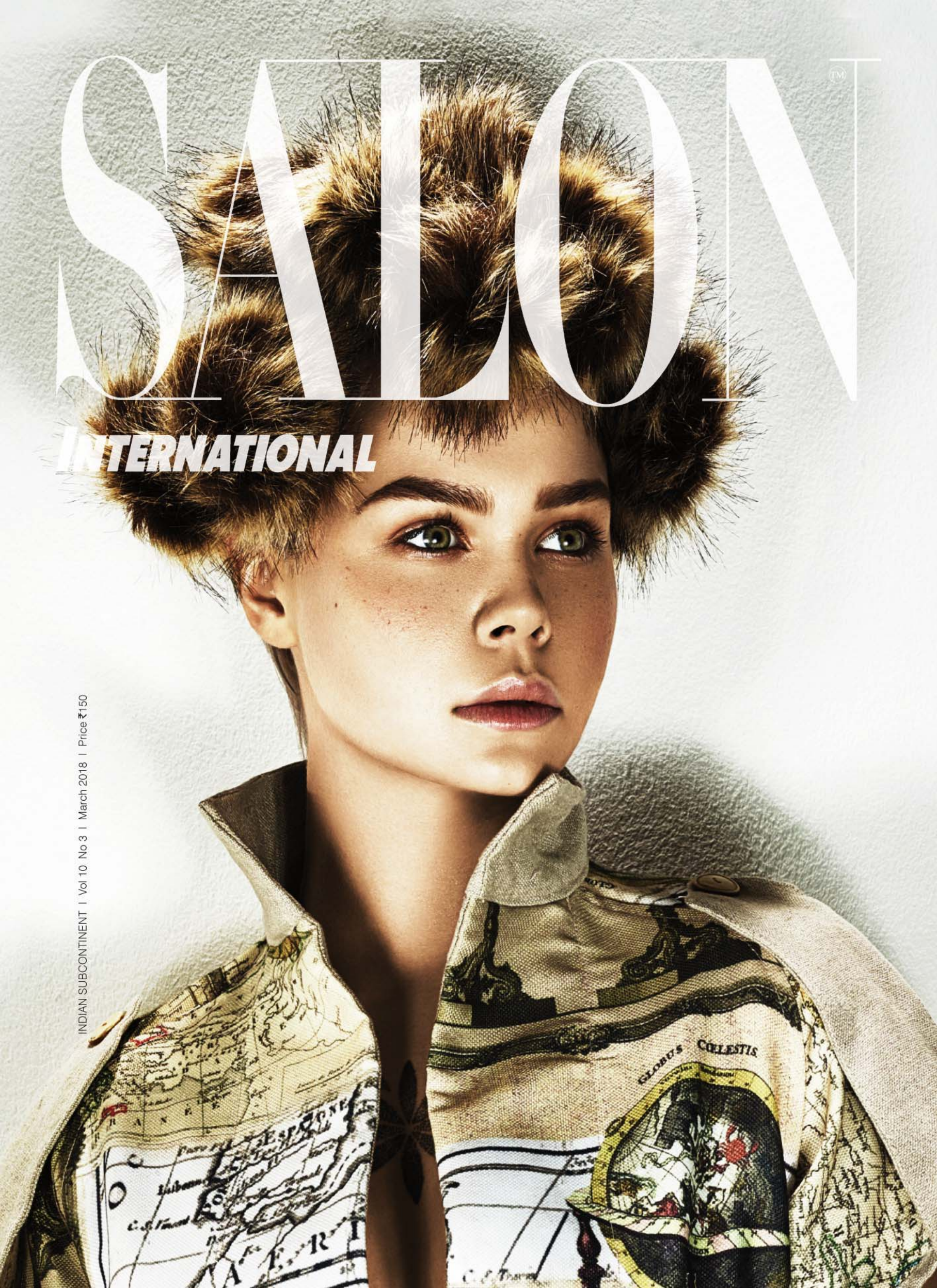


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The month of March brings to an end of the financial year 2017. It packs both prospects and hurdles for the new financial year ahead, keeping in tow the fiscal policies. With the recently announced Union Budget for FY2018-19 in support of 'Make In India', further accelerates industrial development and expansion in Tier II, III and beyond. The idea is to shift the focus from the metro cities. Grappling with the aftermath of two whirlwinds - demonitisation in 2016 and GST in 2017, the recent budget is supposed to bring a positive momentum. While stakeholders all over India have started to plan and prepare for the year ahead, the beauty and wellness industry is no exception. We speak to a few stakeholders to know which way the industry is going - is it still bullish or has it slowed down considerably?

In the Hair section, we meet Andrew Tetley who juggles multiple hats at KEVIN.MURPHY Singapore. He leads education, marketing, sales and training, and was on a recent visit to Delhi. We present a photo essay of Resurrection Collection by Mary Alamine, Creative Director and owner of internationally acclaimed Royals Hair in Sydney, Australia. In the homefront, we have Amelia Daswani, Founder of London Blow Dry Bar in Mumbai, who was inspired by her career stint at a top blow dry bar in London and has gone ahead to remodel the age old salon concept in India. Daswani further aims at expanding her brand reach by introducing franchise business models across India. Vikram Bhatt, Director, Enrich Salons & Academy, shares his perspective on the new mirror-less salon in Ghatkopar, Mumbai. We showcase The Lakmé Salon Free Hair Color Collection launched at LFW. The mesmerising collection is inspired from both global trends and popular cocktails.

In Beauty, we have Mainak Das, the Kolkata-based celebrity make-up artist who believes in implementing new trends and techniques to make a mark of his own. With years of expertise, he has worked hard to build an esteemed clientele that includes, celebrities, models, reputed brands, and more. Dr Rajib Roy, Consultant Dermatologist & Laser Surgeon, Gracia Cutis: Skin, Aesthetic & Laser Clinic, Kolkata, shares his views on the trending aesthetic procedure, Cheek Lift.

In the Spa section, we present the luxurious and picturesque Dolder Grand Spa at Dolder Grand Hotel, located in one of Zurich's Slopes. The spa is an oasis for people who want to relax and contemplate their time and select from a plethora of carefully curated therapies. Samantha Kochhar, Deputy Chief Expert World Hairdressing & Managing Director, Blossom Kochhar Group of Companies, shares her views on the spa and wellness industry, brand USP, marketing strategies, and more

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

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Hair (styling and colour): Candice McKay using Davines
 Make-up: Lan Nguyen-Grealis
 Photography: John Rawson
 Styling: Jared Green
 Clothes: Black Coffee
 Assistant: Yvonne Flick-Barbanti

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- 32-40 **In focus** In November 2016, the Government of India announced demonitisation of some of its bank notes. Hot on its heels came another blow, the implementation of GST as a tax reform. While the beauty and wellness industry is grappling with the aftermath of these two whirlwinds, the Union Budget for FY2018-19 has induced positive momentum. Salon India spoke to a few stakeholders to know which way the industry is going – is it still bullish or has it slowed down considerably?
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- 57-62 **Spa focus** Dolder Grand in Zurich has been the very epitome of hospitality since 1899. A complete renovation in 2008 by architects from London created a new city resort with exquisite cuisine, a unique art collection and an unrivalled spa; Samantha Kochhar, Deputy Chief Expert World Hairdressing & Managing Director, Blossom Kochhar Group of Companies, shares her views on the spa and wellness industry, brand USP, marketing strategies, and more; Packages and offers by spas
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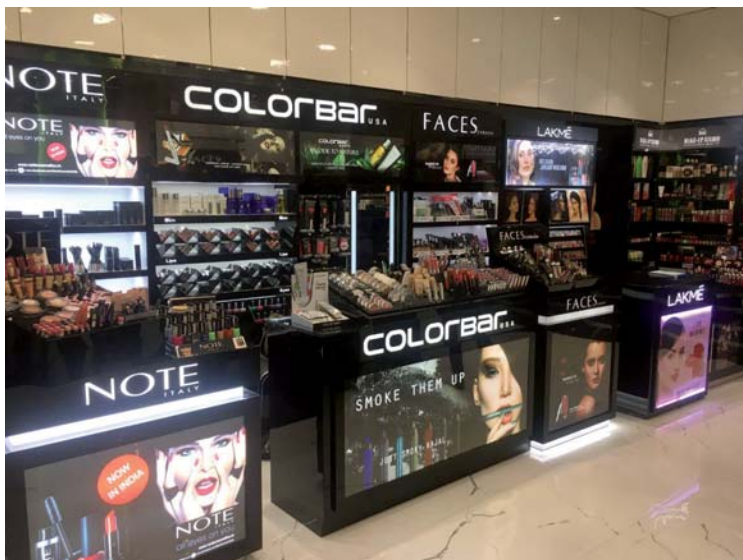
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/// Beauty Palace launches first store in Kolkata ///

Offline multi-brand beauty store, Beauty Palace, owned by Bhamla Group, has launched its first store in Kolkata. It is the fourth store in India with three major stores in Mumbai. The launch is a part of the brand's vision to launch 30 offline stores by 2025. This store has an area of 2,400 square feet for cosmetic retail and 1,200 square feet for salon furniture. Sharing his views, says Irfan Bhamla, Founder, Chairman & Managing Director, Bhamla Group, "We are thrilled to continue our expansion of Beauty Palace stores. We have had a huge demand from the Kolkata markets especially from salon and spa owners and this will mark our first franchise outlet outside Mumbai." Adding to it, said Rayed Merchant, Director Marketing (Global) & Head Brand Procurement, Bhamla Group, "We are excited to have our first physical location outside Mumbai. I knew our brand was growing expeditiously but, I never envisioned a physical store so soon in Kolkata! To see it come to fruition, is something I will always be thankful for."



/// Lakmé ropes in Isabelle Kaif as their new brand ambassador ///

Leading cosmetics brand, Lakmé India has appointed upcoming actress and model, Isabelle Kaif as their brand ambassador. Kaif, the sister of popular Bollywood actress Katrina Kaif, is supposed to join the league of Kareena Kapoor and Shraddha Kapoor to endorse the cosmetics brand. The brand aims at maintaining its undisputed position in India's booming cosmetic market, with the help of this association. Kaif will be a part of the campaigns slated to be launched in the coming months across all verticals including, television, print and digital. Said Purnima Lamba, Head of Innovations, Lakmé, "We are proud to introduce Isabelle, following in her sister Katrina's footsteps as a Lakmé discovery. We look forward to a long association and some great campaigns with her." Kaif added, "Lakmé is India's favourite brand. It is incredible to get an opportunity to represent a brand that has worked with the best make-up experts and introduced some of the biggest beauty trends and products. I am extremely excited to be starting my journey with this iconic brand."

/// Emami to debut in professional salon segment ///

Kolkata-based FMCG company, Emami Limited has entered into an agreement for strategic investment in Brillare Science. In the next two to three years, Emami aims at expanding the business of Brillare, a high end professional care brand. Brillare owns premium hair and skin care portfolio for use in professional salons and also provides customised beauty treatments which enables salon professionals to treat multiple hair and skin concerns simultaneously. Commenting on the association, Harsha V Agarwal, Director, Emami Ltd, said, "The investment in Brillare is in line with the company's strategy of exploring professional personal care segment through channels like high end salons that has the potential to become one of the key channels in the future that requires a different capability, expertise and relevant products. Added Jigar Patel, Founder and CEO, Brillare, "Emami with its strong business insight and deep industry experience is a perfect partner to help accelerate growth and take it to the next level. Together, we aim to become the most aspiring, innovative, focused and consumer loved brand from India."





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/// Lancôme to donate €2 mn to promote female literacy ///



Pic courtesy: WWD

Luxury French cosmetic brand, Lancôme embarks on its first global philanthropic initiative to tackle female illiteracy and announces a donation of €2 million over the next five years to literacy programmes and aid communities. The L'Oréal-owned brand has joined hands with NGO Care to launch 'Write Her Future' and fund education for women and girls in Morocco, Guatemala and Thailand. According to the beauty brand, these three programmes will directly benefit more than 8,000 women and indirectly benefit more than 40,000 people. The brand ambassadors, Julia Roberts, Kate Winslet, Penélope Cruz, Lupita Nyong'o, Lily Collins, Isabella Rossellini and Taylor Hill will be supporting the initiative on social media. Commenting on this, says Françoise Lehmann, Lancôme International President, "Today, 76 million young women lack basic reading and writing skills. Often hidden, this handicap causes young women to face exclusion and dependence, with serious consequences for themselves, their families and their close ones. It is so great for Lancôme to be involved and get serious about supporting young girls in the world through the work of Write Her Future."

/// Clariant re-launches skin care ingredient to combat air pollution ///

Clariant, a world leader in specialty chemicals, announces the re-launch of its innovative skin defender against pollution and ageing, RedSnow, after skin explant and clinical tests demonstrate its efficacy to combat the significant negative effects of air pollution on skin. The aptly named RedSnow is extracted from the red Camellia japonica flower, or 'rose of winter which unusually blooms while there is snow on the ground. Harvested on Jeju Island, a protected UNESCO biosphere reserve of Korea, the red flower is rich in protocatechuic acid, a polyphenol known for its antioxidant properties. RedSnow can be formulated for a wide variety of protective face care products, including anti-pollution facial mists and anti-ageing creams, serums, lotions, masks and toners. "RedSnow is a genuine breakthrough in the development of innovative ingredients to protect skin from the ever increasing threat of air pollution", commented Alexandre Lapeyre, Global Technical Marketing Manager, Clariant Active Ingredients Business. "It will contribute significantly to the production of state-of-the-art skin care products, offering end consumers a solution to help counter the aging effects from modern day aggressors in the atmospheric environment."



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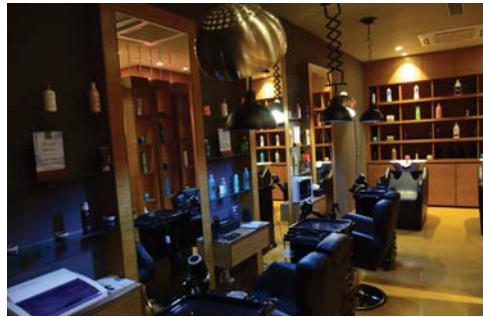
Architectural Concepts

Elle Spa & Salon/ Kolkata



Designed across 2,500 square feet area, Elle Spa & Salon, is a JV between Sanghvi Brands and Elle. It is based on the concept of five senses, namely, sight, hearing, touch, smell and taste, and helps connect with the four elements – water, fire, earth and air. It has three rooms for services like soothing massages, facials and scrubs, hydrating body wraps, and more; a lounge for hair and skin care treatments. The USPs of the salon are the services which have been curated keeping the latest trends in mind. Some of the signature services are deep tissue massages, youth and

firm facial, oxygen booster and purifying facial, scrubs, and body wraps. Also, the clients can indulge in hair spas like keratin and nourishing Moroccan argan oil. Sharing his views on the launch, says Vishakh Narendran, Director, Marketing & Revenue, Sanghvi Brands Limited, “We are truly excited to bring Elle Spa & Salon to AltAir Boutique Hotel. We present the true Parisian lifestyle to our guests providing the best of luxury services giving them the quintessential Elle experience.”



Colour combination: Beige and white

Products used: L'Oréal Professionnel, Kérastase for hair; Thalion, Forest Essentials, Mebath for skin; Spa Rituals for nails

Lights: Soft lighting and yellow big U-shaped spotlights on the corners; white spotlights on styling stations

Flooring: Marble, granite and wood

Architect: Ambuja Neotia

Contact person: Tanu Puri, Senior Marketing Communications Manager

Address: Elle Spa & Salon, AltAir, Ambuja Eco Space, Sector-5, Salt Lake, Kolkata – 700091

Phone: 9820221074

Email: ananya.dutta@sanghvibrands.com

Website: www.ellespaandsalon.in

Lucas Salon/ Bangalore



Contact person: Lucas Chinappa

Address: Lucas Salon, The Conrad, Kensington Road, Ulsoor, Bangalore - 560008

Phone: +91 9703972666

Website: www.lucassalon.com

Email: lucaslucas641@gmail.com

Colour combination: Indigo and white

Products used: Schwarzkopf Professional, Cocoa-PH for hair; Dermalogica for skin; LYN, Bomb, BCL for nails

Lights: Warm and neutral LED lights

Flooring: Ivory white tiles

Architect: Lucas Chinappa



Lucas Salon is designed with fully equipped hair, skin, manicure and pedicure stations. It offers a variety of services including haircut, colour, styling, chemical treatments, skin services, manicure pedicure, to name a few. Owner of the salon and renowned hairdresser, Lucas Chinappa, prioritises

client servicing and achieves the same by a team of trained professionals, who he closely monitors and trains. Says Chinappa on the USP of the salon, “Our salon is designed and equipped with an in-salon makeover concept, bearing in mind privacy and exclusivity. We vouch and assure quality outcomes. Our services are tailor-made for every client who walks into the salon. Also, we work with people who are as dedicated to their craft as we are to ours. We do everything with our core values of honesty, hard work, and trust.”

Sharing the brand's vision, adds Chinappa, “As a premium luxury salon, we learnt how to grow in this business. We have prospered and thrived, all in the face of ever-present competitors. As a salon, we want to focus on the customer's needs with the use of environment-friendly products and practices. We attain our goals, in line with our customer's requirements, and at a price that draws more and more beauty conscious seekers.”



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Andrew Tetley juggles multiple hats at Kevin.Murphy Singapore, leading education, marketing, sales, and training. Salon India catches up with him on his recent visit to Delhi

Professional journey

I was born and brought up in Australia, and have worn many hats. I started out by being a hairdresser. Then I worked with Proctor & Gamble for 16 years on several brands such as, Wella, Nioxin, Clairol and Sebastian. For the last decade, I have been living in Singapore where I set up the Kevin.Murphy business for Australia, New Zealand, Japan, Middle East and India. I have a small team and together we look after education, marketing, sales, and training. When I joined Kevin.Murphy, the focus was on colour so I became the Colour Educator, Colour Education Manager, Sales, and finally Regional Manager in Singapore. I originally came onboard Kevin.Murphy as they were launching a colour brand, and today manage the team and work with distributors across Asia, as it is a growth market for us. This week we are launching the colour brand in Sri Lanka, it has been launched in Thailand, and will soon be in Vietnam, too. It is my job to help expand into Asia and be a business partner, as well. Having a strong educational background has also helped. In Singapore, we have the Kevin.Murphy academy so a lot is happening there, as well.

India advantage

Kevin.Murphy has great products and they are doing well in India. I get feedback from salons and my team here. The products suit Indian customers, and I feel, we have a great opportunity here. The other thing that is important is the Kevin.Murphy story - it is all about fashion, ingredients, and the overall performance of the products. Thirdly, as a brand Kevin.Murphy is conscious of the environment, and so we use bio degradable plastic. We are in the top 10 list globally for a reason!

Marketing strategies adopted

We replicate our marketing strategies in Asia. Our heritage is that of being a styling brand, however, in India that is not our strength, though it maybe in the next 10 to 20 years depending on the progression of the market. Kevin borrows his formulations from the latest innovations in skin care, beauty regimes and cosmetic surgeries. It is a beauty brand because of the skin care concept. In India, Kevin.Murphy is a part of the beauty regimen. We have rolled out a range called Young.Again, and as the name suggests, like cosmetic surgery, it is designed to restore youth to the hair. It has Immortelle as the ingredient, which is again borrowed from the skin care industry. It is quite a potent anti-ageing ingredient.

Challenges in Asia

Kevin.Murphy, as a brand, needs to look beyond styling and cosmetics. Consumers are looking for prescriptive treatments, like a daily maintenance regime for a healthy scalp and great hair. We do have a couple of such products in the pipeline. While in the US and Europe, it is about styling, in India and Japan, scalp products have a lot of potential.

Views on Indian hairstylists and the industry

I have worked with great hairstylists and educators from India, and found them to be hungry for education. They will go to any length to bring something new to the customer. The hardest thing in the markets I have grown up in, is trying to get people to study. Yet, the Indian salon community is happy to spread their wings to be educated. They have amazing energy! Even the salon owner is highly vested. They have big dreams and think like multinationals.

Year ahead

We will take a strong approach towards education. While we have started off well by investing in our customers, we will also be holding educational classes. We plan to get colour in by the year end, but before that we will have to get mass loyalty from customers. We will be holding classes for Kevin.Murphy and non-Kevin.Murphy salons for stylists who want to learn. There are basic foundation courses, too. Initially there was only the L'Oréal Academy and even now it is only L'Oréal. Now, we would like to come in and take the industry to a new level. 📍





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Alpha Male blends ingredients like 'Absinthe, BayRum, Ginseng, Dragon Blood Tree extracts brought together from different places of the globe to give you mesmerising and WOW results.

Xtenso Care by L'Oréal Professionnel

Ultimate Regime for Lustrous Straight Hair

L'Oréal Professionnel offers professional care to straightened hair with Xtenso Care Regime. Powered with Pro-Keratin and Incell, Xtenso Care helps to achieve frizz free, lustrous hair that shines with health

The common desire among clients is to be able to maintain straightened hair at home without any hassle. L'Oréal Professionnel offers the ultimate care solution for straightened hair with Xtenso Care Regime for soft, frizz free and silky smooth hair.

About Xtenso Care

Xtenso Care by L'Oréal Professionnel is a specialised home care range that brings to an end, hair maintenance concerns for straightened hair; 95 per cent* Indian women agree that Xtenso Care gives their hair strength, nourishment and manageability. Xtenso Care, a fusion of Pro-Keratin and Incell, Pro-keratin fortifies the hair fiber from outside and the L'Oréal patented Incell strengthens hair fibre from inside.

It is a three step hair care range comprising of a Shampoo, Masque and Serum. Xtenso Care Serum is the third step to the regime of shampoo and masque and provides seven times stronger hair, four times more manageability and four times more hydration**.

**Consumer study conducted on 190 women post straightening in 2017.*

***Instrumental tests.*

Xtenso Care Shampoo

The first step of the regime, the Shampoo gently cleanses the hair, recharges depleted moisture and rebuilds the fibre.

Price: ₹530 for 250ml



Xtenso Care Masque



The second step of the regime, the Masque intensely nourishes hair, strengthens the fibre and controls frizz and fly-aways.

Price: ₹630 for 200ml

Xtenso Care Serum

The third and last step of the regime, the Serum is powered with anti-frizz action, protects against breakage and provides lasting shine to the hair.

Price: ₹575 for 50ml





Amelia Daswani

Franchise Model to Lead The Way

Founder of London Blow Dry Bar in Mumbai, Amelia Daswani was inspired by her stint at a top blow dry bar in London and has redefined the age-old salon concept in India. Daswani aims at expanding her brand reach by introducing franchise business models across India

by **Shivpriya Bajpai**

Getting started

After completing a Master's degree in Business Studies and Financial Management from Middlesex University in London, along with a degree in Media, IT and Business from the same University, I started working as a Business Development Manager and was soon stuck with a nine to five job. I decided to quit and took up a Sales job at an agency where I was assigned to sell Chanel make-up on the counter. Eventually, Chanel hired and trained me as their make-up artist, and soon I was the Senior Make-up Artist in London. Later, I studied at the London Makeup Academy and worked at a top blow dry bar at St Paul's in London. This is when I got interested in hairdressing as well and learnt the tricks of the trade.

Challenges faced

The biggest challenge was to come back to Mumbai and establish myself as a hair and make-up artist from scratch. I had to work very hard to train myself to be good enough to join an agency. I started working on editorials, television commercials, campaigns and fashion shows. Today, I am really enjoying this experience alongside managing my salon.

Inception of the London Blow Dry Bar

The idea struck while working in a blow dry bar in London. I loved the concept and then started adding my own ideas as well like, a make-up bar, eyelash bar and a facial bar. We have recently launched a nail bar. We are also creating our own signature bridal looks called LBDB Brides.

USPs of LBDB

We are unique in the way we offer signature blow dries, make-up looks and a choice of other unique services to our esteemed clients. We use products from London that are 100 per cent natural and cruelty free, like Roots and Ritual hair oil.

Hair and make-up for different platforms

We have different set of products for each clientele. For salon clients, we use L'Oréal Professionnel for hair and top end make-up products from Urban Decay, Charlotte Tilbury, Bobbi Brown, and more. For Bollywood, we use high end brands as celebrities want the best. For editorial and ramp shoots, we mix it with high street brands and products.

Evolution as an artist

I can attribute my creative diversity to the number of years in the industry. I like to experiment with different looks and create something unique. I have become confident, but have a long way to go. The race to bring out the best version of myself is constant.

Favourite products

For hair, I love L'Oréal Professionnel Pli before a blow dry for a lasting effect, and Liss to control flyaways and frizz. I prefer TIGI Bed Head products, especially Foxy Curls to achieve curls. For skin, I cannot do without the Clarins Beauty Flash Balm and Garnier Sunscreen from London.

Views on the hair and make-up industry in India

The Indian hair and make-up industry is booming. Short haircuts and styles have an immense scope for experimentation. It is good to see clients willing to embrace new trends and techniques. Make-up trends seem to vary in different states of India. For instance, Mumbai is more into flawless and the no make-up look, which I absolutely love!

Advise to newcomers

The industry demands long hours and hectic schedules. Initially, you will have to be willing to hone your skills for free and get noticed only for your talent. There are no shortcuts; you have to put in hard work and find ways to better yourself. You are your own competition so focus on upskilling yourself.

Future plans

I plan to open London Blow Dry Bar franchises all over India. 📍

“Mid length haircuts and styles are trending. Balayage is here to stay. Experiment with colours like blue, pink or purple instead of the usual honey or blonde. Middle parting is in vogue when styled with tousled hair or textured waves.”



Get Visibly Denser Hair in 90 Days*



Kérastase has built a reputation through the years as the expert in luxury scalp care and has crossed new frontiers, garnering deeper insights into hair growth and a healthy scalp. The main function of the scalp is protection however, its dryness or oiliness leads to dry, dull hair or limp and lifeless hair. Loss in scalp quality leads to thinning of hair strands, hair loss and finally, hair density concerns. 'Beautiful hair begins with a healthy scalp' - Kérastase understands this and therefore introduces professional personalised programmes for advanced hair and scalp care solutions.

Reasons for scalp and hair concerns

Harmful UV rays of the sun and extreme temperatures cause sensitivity, itchiness, redness, excess scaling and dryness. Also, pollution oxidises scalp sebum further aggravating scalp concerns. The scalp has the perfect climate for micro-organisms which cause severe recurring dandruff, itchiness and odour. Also, hormonal fluctuations lead to over and under stimulation of the sebaceous glands causing oiliness and dryness, respectively. Lack of sleep, stress and lifestyle cause loss in scalp quality, aggravated scalp concerns, and inherited hair loss can cause premature hair thinning.

Hair and scalp diagnosis

The Kérastase Experience begins in-salon with a personalised hair and scalp diagnosis using the exclusive Kérastase camera that can zoom into the scalp 200 times and the hair up to 500 times. The Kérastase Ambassador reveals hair and scalp needs and creates an ultra-precise hair and scalp profile, and then, recommends the right products, ritual and programmes for clients.

Scalp Expert Programmes

Kérastase introduces professional scalp expert solutions to clients who are looking for solutions for scalp concerns including, dandruff, sensitivity and hair loss. Each programme is a combination of regular in-salon rituals and consistent use of home care products that result in a healthier scalp and beautiful hair.

K

SCALP EXPERT ADVANCED SCALP SOLUTIONS

HAIR DENSITY PROGRAMME

Concern: Hair follicles are continuously switching from an active state to a resting state. Due to external and internal aggressions, the resting phase can last up to 10 years with no hair production affecting hair density immediately.

Solution: Patented molecule from L'Oréal Advanced Research Laboratories, Stemoxydine, awakens dormant follicles, boosts follicular activity and optimises the active phase of hair growth to improve hair quality.

Highlight: Visibly denser hair in 90 days.

Duration: Three months.



ANTI-HAIRLOSS PROGRAMME

Concern: Each day, between 50 to 100 hair fall naturally, beyond which is a concern. Hair loss is caused by the accumulation and rigidification of collagen at the scalp.

Solution: Active ingredients including Aminexil regenerates collagen to slow down hair loss, strengthens hair and restricts breakage.

Highlight: Hair is reinforced in one week.

Duration: One and a half months.

ANTI-DANDRUFF PROGRAMME

Concern: Dandruff can be oily or dry depending on a person's scalp type. Dandruff hinders the natural cell renewal stage of 30 to 45 days, leading to the flaking. A flaky, itchy, scaly scalp is a sign of dandruff.

Solution: The Kérastase Programme targeting dandruff includes the use of ingredients like Zinc Pyrithione and Salicylic Acid to control flaking, remove impurities and soothe the scalp.

Highlight: Anti-relapse action in two months

Duration: One month.



SCALP SOOTHING PROGRAMME

Concern: A sensitive scalp reacts to daily aggressions and is more predisposed to becoming oily, further leading to dandruff and hair loss. A sensitive scalp feels itchy and irritated. More than two out of five women and one out of three men have a sensitive scalp.

Solution: The Kérastase Programme for scalp soothing uses ingredients that calm and heal the scalp like, Calophyllum Oil and Piroctone Olamine.

Highlight: Provides intense soothing and intense relief.

Duration: One month.

*Instrumental tests.

Biolage Core Range by MATRIX

Natural Solution For Hair Concerns

Inspired by the goodness of nature, the Biolage Core Range has hair products that treat essential, everyday hair concerns

MATRIX, the world's leading American professional brand believes that natural ingredients are the best choice for healthy hair. Inspired by the secrets of nature, MATRIX presents the Biolage Core Range to combat everyday hair concerns. Formulated with natural ingredients such as Camellia flower, Aloe Vera, Orchid and Olive Oil, the range unlocks the secrets of nature to propose a healthier and natural solution for hair concerns.

THE RANGE

Biolage Smoothproof

For many, frizzy hair is a daily battle. The tropical climate leads to excess humidity in the environment. When exposed to high levels of humidity, hair absorbs excess water from the air, causing the cuticle to swell, become rough, thereby creating frizz. Infused with water resistant properties of Camellia flower, Biolage smoothproof locks out moisture and controls frizz for up to 72 hours*.



Biolage Colorlast

It is difficult to maintain the shine and vibrancy of coloured hair. Exposure to sun and multiple washes cause colour to fade and hair starts lacking lustre. Biolage Colorlast range is the perfect hair care for colour fading concerns. It includes formulas inspired by anti-fade properties of the vibrant Orchid flower that help protect hair, balance moisture and even out the surface of the hair. It also helps to maintain saturated, shiny and vibrant colour for up to nine weeks**.

Biolage Hydrasource

External aggressors, such as wind and pollution, leave hair rough and tangled. Brushing hair continuously drains the natural moisture of the scalp, making hair dry and brittle. Revive dry, stressed hair with the Biolage Hydrasource range that includes formulas inspired by moisture-retaining properties of the Aloe plant and provides non-stop hydration***.



Biolage Oiltherapie

Overexposure to harsh rays of the sun damages the hair, making it dull and lifeless. The Biolage OilTherapie has micronised Olive Oil that penetrates deep, thereby nourishing both hair and scalp. It conditions from root to tip, resurfacing the hair for ultimate softness and nourishes hair with three times more shine****.

Post wash care

Adding a good serum to the hair care routine will prevent it from getting tangled while effectively protecting it against exposure to the sun and pollutants. Biolage Deep Smoothing Serum is a 6-in-1 serum that provides perfect solution for rough, frizzy, dull, unmanageable, and tangled hair. Infused with the goodness of Avocado, Grapeseed oil and frizz-taming polymers, the serum is a perfect finishing and a must-have product for hair. 📌



*When using the system of Smoothproof shampoo, conditioner and serum vs a non conditioning shampoo.
 **When using the system of Colorlast shampoo and conditioner vs a non-conditioning shampoo.
 ***When using the Hydrasource system vs a non-conditioning shampoo.
 ****When using the system of OilTherapie system vs a non-conditioning shampoo.

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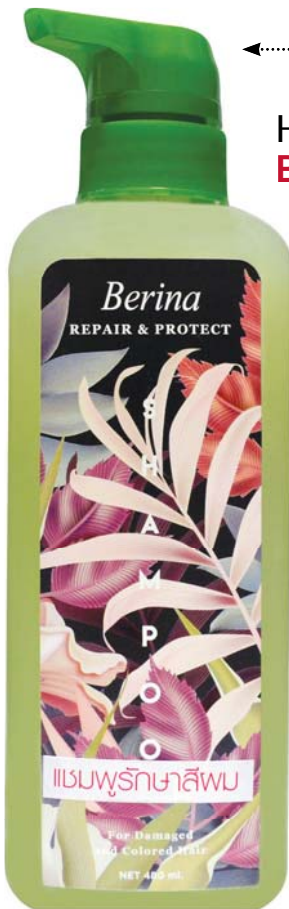
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Sector 18, Noida, 201301, Uttar Pradesh, India

Market Watch | **Hair Care**



Hair protect shampoo by Berina

The Repair & Protect Shampoo contains Creatine, which is a natural amino acid derivative with greater repair efficacy on damaged hair and enhances the tensile strength of your hair. With a sure shot formula to preserve the colour of your hair, the shampoo will give you well nourished, stronger and healthier hair. It is available on www.berinacosmetics.com.

Price: ₹335



Hair mist by Kronokare

A healthy scalp and lustrous hair is everyone's deepest desire. Infused with Aqua, Cananga Odorata Flower Water, Biosaccharide gum-4, Biosaccharide gum-1, SodiumPCA, Cananga Odorata Flower Oil, Phenoxyethanol and Triethylene Glycol, the Hair Mist-PolluStop forms an invisible film of glucose that covers hair against pollutants. Free of sulphates, parabens, mineral oil, fragrance and silicones, it is available on www.kronokare.com.

Price: ₹995 for 100ml



Lock in colour by Paul Mitchell

The Color Protect Locking Spray used by professional hairstylists is enriched with Sunflower extracts that act as a natural sun screen. Also known as Light Weight UV Protection Spray, it is a blend of Algae, Aloe, Jojoba and Rosemary that help in enhancing the shine and prevents hair colour from fading. The presence of Awapuhi helps in balancing moisture. It is available at select salons.

Price: On request



Hair styler by Vega

With the new Vega 3 in 1 Hair Styler you can straighten, crimp and curl your hair easily. From a corporate look to a party look, this styler is one stop solution to give you a new hairdo everyday. The styler has flat plates to straighten the hair and create a sleek look. The crimper plates create beautiful textures and the curling iron helps to create lustrous locks. This styler has one button to switch freely to three different styles conveniently and easily. It is available at retail outlets.

Price: ₹1,599

Hair spa cream by Cosmo Silky

The MOR-advanced Cosmo Silky Professional Spa Cream by Cosmo Herbals Ltd is a technically upgraded and advanced hair spa cream. The range has three products, namely, MOR-smooth, MOR-restore, MOR-protect that boost circulation, provide intense moisture, repairs hair, and act as an anti-hair fall and barrier against environmental pollution.

Price and availability: On request



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Stunning Cocktail of Hair Colour

The Lakmé Salon Free Spirits Hair Color Collection launched at LFW Lakmé Salon is a mesmerising collection inspired from both global trends and popular cocktails. Expect a palette of vibrant hues paired with curated and unconventional haircuts

SMOKED KNIGHT

A look for the mysterious and bold, the inverted layered haircut creates soft movement within the hair. Complemented by defined curls with hooked ends. The free-hand painted tones of blue and black that cascade into platinum ash and cendre gold, add a touch of un-tamed glamour.

Get the look

- ▶ Prep the hair with TIGI Queen for a Day and dry it.
- ▶ Using a mid-sized conical tong to create curls, leave one to two inches of the hair pulled out of the tong to create fish hooks. Continue using the TIGI Hard Head hair spray in between.
- ▶ Spray TIGI Master Piece to finish the look.

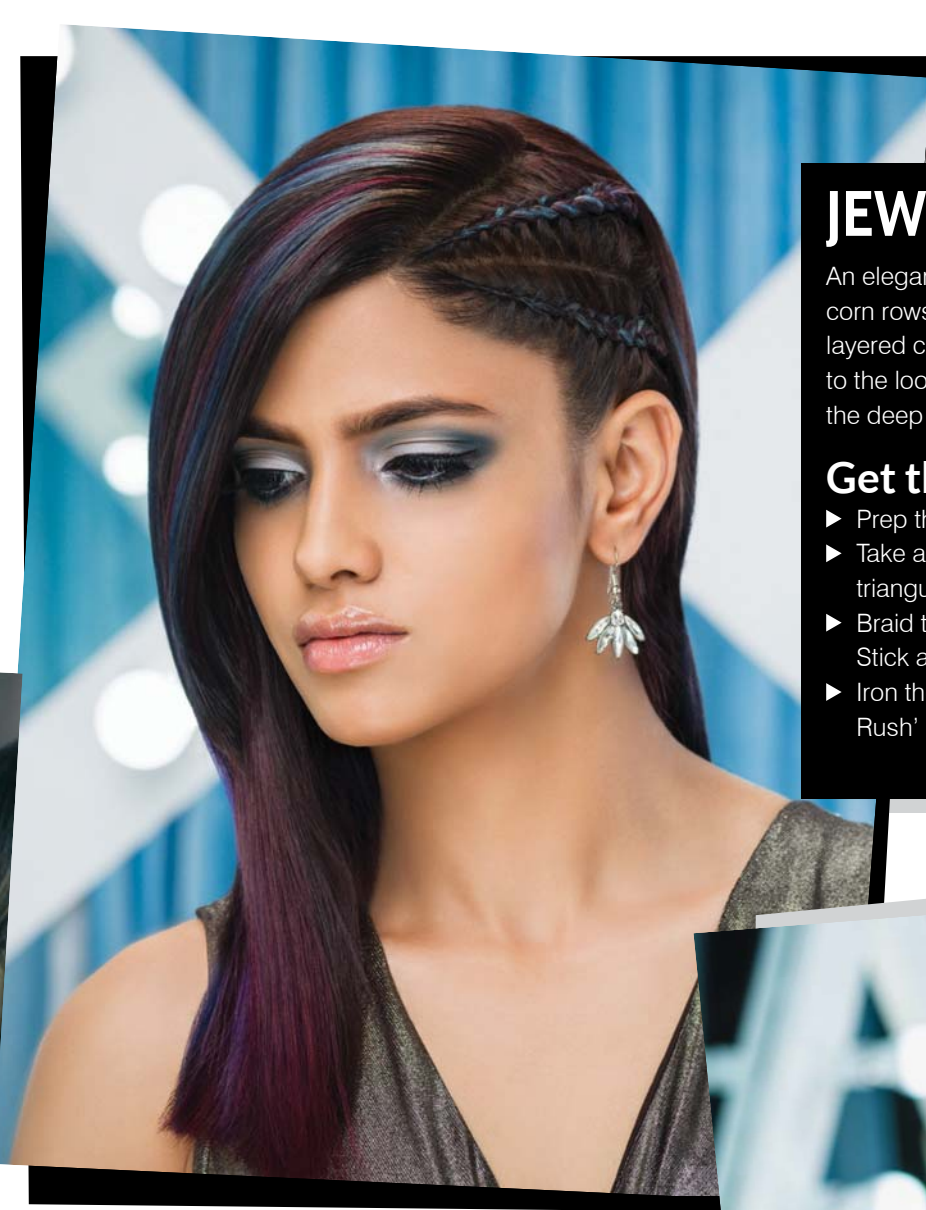


BLOODY MARY

The free-hand and hexagon cut with deep red highlights make this a powerful style to strut. Long bands and soft disconnections create texture and add dimension to the face. Red colour placements with the subtle mahogany base make this a look like no other.

Get the look

- ▶ Prepping the hair with TIGI Small Talk and Smooth dry it.
- ▶ Using a large-sized barrel tong, create flicked out curls. Continue using TIGI Hard Head hair spray in between.
- ▶ Spray TIGI Master Piece to finish the look.

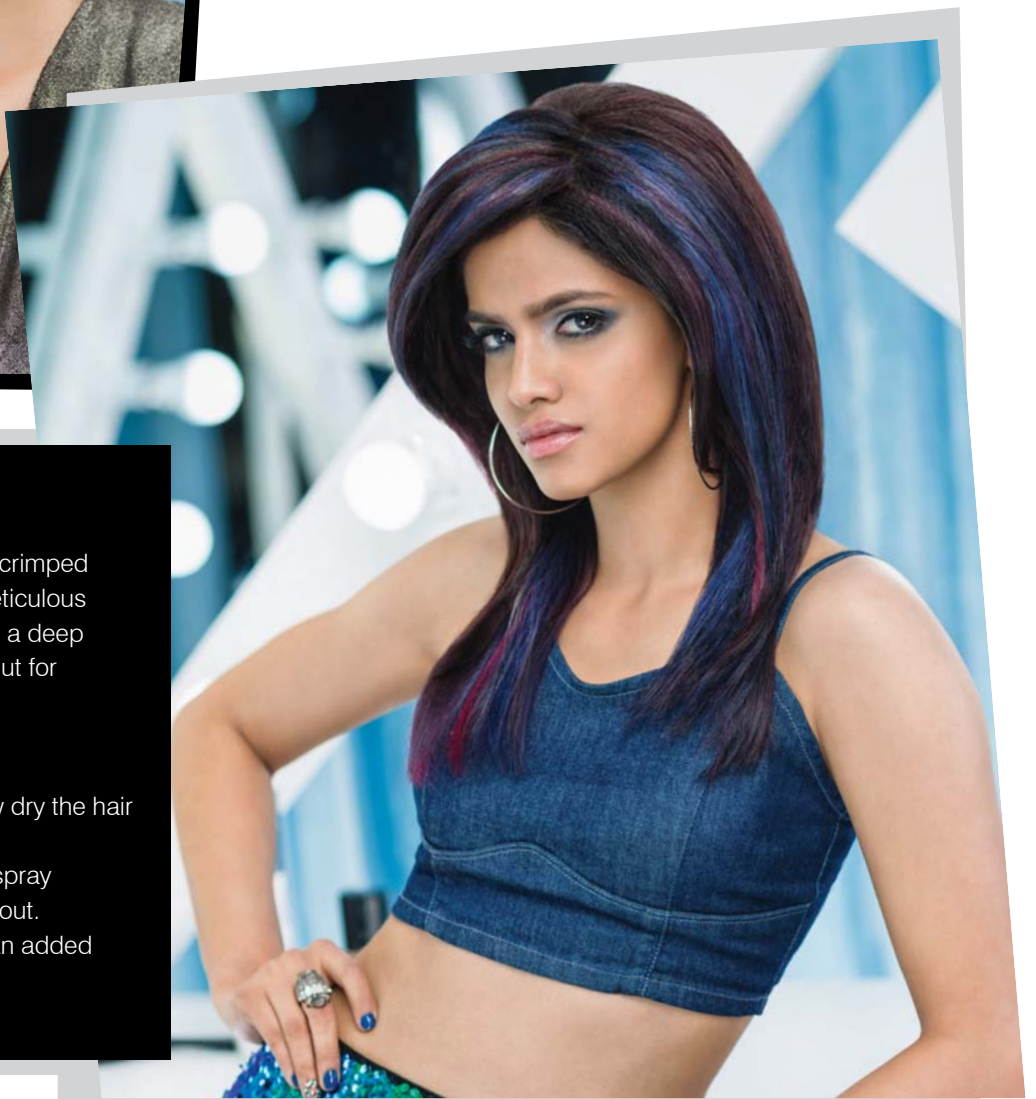


JEWEL MARTINI

An elegant and understated look heightened with the detailed corn rows on glazed straight hair. The disconnected convex layered cut adds volume to sleek look. Adding a layer of 'cool' to the look are the mauve and blue highlights that stand out on the deep violet brown base.

Get the look

- ▶ Prep the hair with TIGI Ego Boost and do a sleek blow-dry.
- ▶ Take a side parting and divide the smaller side into two triangular sections.
- ▶ Braid the hair and make clean corn rows. Use the TIGI Wax Stick and secure with hair bands.
- ▶ Iron the remaining hair sleek straight and use the TIGI Head Rush' in between for added shine.



JEWEL FIZZ

A voluminous and chic look for the passionate, the crimped roots add to this stand-out style. Enhanced with meticulous colour placements of blue and mauve highlights on a deep violet brown, this look is completed with a layered cut for volume.

Get the look

- ▶ Prep the hair with TIGI Queen for a Day and blow dry the hair to make it voluminous.
- ▶ For additional volume, mist the TIGI Hard Head spray towards the roots and crimp the hair, brushing it out.
- ▶ Use a flat iron to smoothen the hair inwards for an added finish.
- ▶ Spray TIGI Master Piece to finish the look.



Hair colouring is here to stay and that is why we have combined it with innovations. For this collection, we have used the 'Colour Melter' tool and unique German sponge that allows us to use multi-tonal colours with a seamless colour blending technique. We have also worked this collection thinking about the multi-tasking lifestyle of women, who can easily get highlights done on part/half head. We have exclusively curated the collection with a bespoke approach to suit the eye, skin and hair colour of the customer. Free Spirits Color Collection offers gradients of caramel and jewel tone highlights to pastel balayages."

- Heena Dalvi,

National Creative Director-Hair, Lakmé Salon



Beauty & Wellness Industry **Buoyant and Bullish or Slowed Down by Fiscal Policies?**

In November 2016, the Government of India announced demonitisation of some of its bank notes. Hot on its heels came another blow, the implementation of GST as a tax reform. While the beauty and wellness industry is grappling with the aftermath of these two whirlwinds, the Union Budget for FY2018-19 has induced positive momentum. *Salon India* spoke to a few stakeholders to know which way the industry is going – is it still bullish or has it slowed down considerably?

by **Aradhana V Bhatnagar**

★★★★ Rizwan Ahmad ★★★★★

General Manager, Sales, StreaX Professional Division



View on the Budget for FY2018-19: This year's union budget does not carry goodies for SMEs or the mid-level service class. There are many areas which should have ideally been kept out of the GST ambit or included with a lower slab option for a common household to have some disposable income left in their kitty to have better retail (service/goods) consumption which is not the case in this budget. In my opinion, a good budget is meant for every one and should be achievable. If India has to match the global standard, in terms of quality of life irrespective of class, we will have to start investing beyond metros. Big corporations are growing by leaps and bounds amassing huge wealth. The rich are becoming richer and poor sliding further down. However, we can minimise disparity by providing every citizen with an equal opportunity to learn and grow. India's semi rural and semi urban population can contribute to service sectors, manufacturing and some of the core sectors, if we start investing now. The future market is beyond metros and every sector must start contributing towards creating it through their contribution.

Impact on the business: We are working with the lower mid and upper bottom of the pyramid set of customers and the impact is not as significant yet. Moreover, we will continue to grow faster for we have more customers to reach out to. We managed to outpace the industry's growth and intend to continue with aggressive growth till 2021, but there is a fear that the industry may have a slower growth. In today's scenario the earning per service for the salon has fallen drastically. Our target is to create at least 20,000 skilled stylists till 2021 to fill the vacuum and deliver higher value to the stakeholders.

Positive outcomes: For us, there is nothing great in this particular budget. I see it as more burden on individuals who will be paying mandatory taxes for every service/product they consume which means less disposable income. It is good to see some initiatives like medical health cover of ₹5 lakhs for a particular income group and protecting farmers' interest, but again this only safeguards the interest for a year or so.

View on GST: GST is one of the best things which happened to India with so much of ease from both upper and lower houses as we have severe political complexities. There are a few lacunas which are still haunting the small and medium enterprises, such as the taxation ambit, slab and compliances are not well thought out. Better preparations like adequate IT infrastructure, longer gestation period and easy compliances could have been a better modus operandi to make the shift smooth. GST on essential commodities and services should have been nominal to ensure that it does not put additional burden on an average household. This is the first generation GST and it will require massive transformation and consideration as we move forward. The current GST is putting additional load on the consumer which will result in restrictive spending leading to slower growth.

Impact of GST on the business: GST has had an impact across consumer goods sector, no one was spared but to be honest we did far better than what we had planned and anticipated. We were very much in control of our business and we grew by 45 per cent in the same quarter over last year in sales and minimised receivables. The mantra was to keep key stake holder engaged with various activities. Having a small business and small team helped us change our strategy overnight and allocate resources in the right direction was core reason we succeeded and overcame the wrath of GST and turned it into a powerful performance.

Challenges still being faced: The industry forecast is that it will still take time to overcome the sluggish trend that has set in post GST. As a company, we are not facing challenges except that we cannot bill the customers who do not have GST number. Typically billing it to the small distributors/wholesalers against advance payments has stopped and this is not impacting our business, as the larger set of distributors are doing far better than before. Hence, it annuls the business losses. Our end salon customers are still far from coming into the GST range.

Overcoming them: We over performed in the worst time, hence going forward would be better for us as the industry would start settling down with better government system and processes. We will continue delivering value for money proposition to our customer with world class education exposure leading to better draw at the end.

Plans for the business in this fiscal year: There is a lot in our bucket list and we hope to achieve them all in phases. We are reviewing all aspects of our business including current product basket, images, and marketing collaterals. We are looking at making our product's value proposition more interesting for its users. Training would be the heart of all engagements with our clients. We are investing heavily in designing educational modules and setting up technical centres in select cities and are open to collaborations for quality education in professional hair care segment. Based on last three year's performance and a new investment planned for current year and the future, StreaX Professional is bound to be a game changer in its space.



★★★ Nitin Passi ★★★

Director, Lotus Herbals



View on the Budget for FY2018-19: It is focused on rural areas, specially those engaged in agriculture. It is a good move by the government. Farming is still one of the biggest contributors of our GDP and a major source of direct and indirect employment. This is also a major allied sector for the production industry. It is like strengthening the bottom of the pyramid which will ultimately fortify the related sectors. The government missed an opportunity to increase employment in the formal sectors, but there is always a next time.

View on GST for FY2018-19: GST is a milestone tax reform in India. It is a great transformation to build a single tax nation. The introduction of GST was marred by operational and technology issues which were subsequently addressed. We look forward to more simplification of the rules to make it more business-friendly and hence, result in a higher tax mop-up.

Impact of GST on the business: The first few months of the roll-out were really tough as would be with any significant change. I think the trade was not well prepared. Nevertheless, things are better now, trade is again bullish and back to normal business. We expect good business in the hinterlands in the coming year.



Challenges still facing: IT backend which needs to be streamlined further.

Overcoming them: We have raised the issue with various government agencies and they are looking into it.



★★★ Sheshadri Savalgi ★★★

Chief Financial Officer, Wella Professionals

View on the Budget for FY2018-19: I feel the Union Budget is growth oriented and finely balanced where the Finance Minister has focused on reviving the rural economy, while

maintaining fiscal considerations. This budget should stimulate the economy and help arrest the slow down experienced after demonetisation and GST.

Impact on the business: With a balanced budget and waning of the initial GST hiccups, we expect positive momentum across the industry. There are a couple of changes which directly impact us considering our current supply chain, but we are addressing them to ensure we benefit from the tail winds.

Positive outcomes: We expect recovery of the business sentiment and buoyant consumption patterns. With these structural changes, stakeholders in the value chain have upgraded and are more integrated. We expect the consumer to be the key beneficiary of these positive outcomes.



View on GST: Structural tax reforms were long overdue and GST is a game changer. It will accelerate digitisation of the economy in a big way. Apart from efficiencies in logistics, GST will also lead to a more integrated value chain and an increased tax base for the economy.

Impact of GST on the business: With a mammoth change like GST, teething troubles were expected. We realised very early that the biggest impact on our business will be different levels of readiness and understanding of GST by different participants in the business value chain. Growth momentum did get impacted in the first quarter, with the focus largely being on compliance and successful cutover versus solely on business fundamentals.

Challenges still being faced: After two quarters in the new regime, we are still seeing that the stakeholders in the value chain are not at ease with GST. There have been couple of major changes in terms of the rates which need to be absorbed by the entire value chain.

Overcoming them: We are constantly engaging with our partners, vendors, customers and industry forums to understand, educate and clarify different point of views and interpretations.

Plans for FY2018-19: We share a positive outlook for this fiscal and remain committed to serve more and more consumers with our best in the class offerings.

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★★★ *Viveck Vermaa* ★★★

VIVEA, Viveck Vermaa Architects



View on the Budget for FY2018-19: It is a very comprehensive budget that would have a positive impact on farmers, 10 crore poor families and senior citizens among others. The focus on rural housing, rural roads and rural infrastructure spending will not only improve the lives of people living in rural areas, but also boost the cement and construction sector which in turn would help the bank credit off take. Over 10 crore poor families will be the beneficiary of the National Health Protection Scheme. Exemption on interest from bank FD's of senior citizens to ₹50,000 will reduce their tax burden and increase their income. Reduction of the tax rate to 25 per cent for MSMe's who have a reported turnover of upto ₹250 crores will not only create job prospects, but also help in expanding their businesses by additional investment, which in turn will increase the demand for credit. In addition, there is a big focus on affordable housing, education, cleanliness and creating employment.

View on GST: GST reform will be good for the country in the long run as multiple taxes on goods and services are abolished. It aims to remove tax barriers between states thus creating a single market.

It would plug the tax leakages thus increasing revenue for the government which will be used for nation building.

Impact of GST on the business: The businesses of some of our target clients have gone southwards. This, in turn, has impacted our business to some extent. New projects pipeline are shrinking and looking less robust.

Challenges still being faced: We initially faced challenges related to the GST portal, but it has improved with time.

Plans for the business in this fiscal year: One, we are going to strengthen our strategic business partnerships. Two, we are going to improve our online visibility, and three, we are planning to diversify our project portfolio and reduce our dependence on a few sectors.



★★★ *Nirmal Minawala* ★★★

Managing Director, Aroma Treasures

View on the Budget for FY2018-19: The Indian government is promoting 'Make in India', plan, which is good for us. We hope it will help us generate more business.

Impact on the business: The impact has been beneficial. Foreign marketing companies may now get their products manufactured by Indian companies. This will definitely help us garner more business.

View on GST: It is a very good move. I am very glad that finally it has happened, in fact I was waiting for it.



Impact of GST on the business: The impact has only been positive in the sense it has helped us to stabilise our costs. Taxes are now calculated on the selling price unlike excise duty which was earlier calculated on the MRP.

Challenges still being faced: No challenge as such. Hopefully the E-way bill will be implemented in an equally smooth manner.

Plans for the business in this fiscal year: We plan to expand the market, add a couple of new products and hope for the best.

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“ Biotop Products work for people with dry, colored and sensitized hair. We use and recommend products that work well on clients hair. Most of our clients have now switched to Biotop products after using some of the popular products. One of my favorites are the Quinoa and Keratin Range. The entire range is plant based and free of Parabens & Sulphates. The styling range is superb as well, especially the curly hair soufflé - it's fantastic for soft and defined curls. ”

Savio John Pereira
Creative director of SJP Salon, Mumbai

★★★★ *Baljit Singh* ★★★★★

Business Head, Natural Indulgence (OGX)



View on the Budget for FY2018-19: A lot more was expected from the budget in terms of giving tax breaks to encourage capital expenditure and to kick start the investment cycle. Instead, more stringent tax laws have been introduced which will put more pressure on the businesses that are recovering from the twin disruptions of demonetisation and GST.

Impact on the business: A lower tax rate will have a positive impact on the business, but stringent laws and an aggressive taxman will be a dampener. A smoother flow of credit under GST has improved cash flow and reduced working capital requirement. A lower tax rate will help in improving the ploughing back rate of the business.

View on GST: GST is a well drafted indirect tax law, but issues remain. IT-infrastructure readiness of the government needs urgent attention.

Impact of GST on the business: When it comes to the FMCG industry, there is a smoother flow of credit under GST, whereas service tax and excise credit that was unavailable to traders earlier, are there now. It has

ensured seamless flow of credit, better cash flow and a more efficient working capital cycle. Further, the most important aspect is that it has made India a single market, wherein there is a single tax rate all across India instead of the differential rate of VAT prevailing in the previous regime. This has helped make India a more competitive market.



Challenges still being faced: IT-related issues on the part of the government is hampering our complying to GST and the documentation is lengthy and laborious. Moreover, the blocked credit and exempt supplies should be rationalised to allow an efficient flow of credit to make it seamless.

Overcoming them: Consultations with professionals has to be done to iron out issues related to GST implementation.

Plans for the business in this fiscal year: We plan to expand our business and introduce new brands.



★★★★ *Madhu GM Gowda* ★★★★★

Business Head, Dreamron India Inc

View on the Budget for FY2018-19: Tricky! On one end, Corporate Tax rate has been slashed for small companies, but the Education Cess has increased by 1 per cent, and now there is 10 per cent Social Welfare Surcharge (SWS) imposed on aggregate duties of customs on imports.

Impact on the business: SWS is an additional burden! However, the positive outcome is that the tax rate is reduced to 5 per cent for small companies.

View on GST: We were welcoming it, but without adequate IT support, GST is surely creating lot of problems for the regular tax payers.

Impact of GST on the business: Significant impact on the working capital as tax rates are high.

Challenges still being faced: IT support from the government to file various forms under GST and the cost of compliance are issues that need to be addressed.

Overcoming them: The government is clearing the issues one by one.

Plans for the business in this fiscal year: It depends on so many factors! We are planning to expand to different territories, and add more products and variants under the umbrella brand.





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★★★★ Shahnaz Husain ★★★★★

Chairperson & Managing Director, Shahnaz Husain Group of Companies



View on the Budget for FY2018-19: The primary focus of the Budget is on agriculture, rural development and infrastructure, as well as health care incentives for the rural sector and the economically backward. The health care programme is expected to benefit 40 per cent of India's population, and I believe, it will take health care to a new level. The emphasis on improving the quality of education and skill development is also very welcome. Additionally, tax relief for MSMEs is encouraging and should generate employment. The Provident Fund Contribution is reduced only for first three years for salaried women employees. This means that women, who are already working for more than three years, will not get any benefit. Some relief is there for senior citizens, by the raising of tax exemptions on their health insurance premium.

Impact on the business: The government's stress on 'Make in India' continues, which is encouraging for enterprises like mine, as it is totally based on Indian heritage and indigenous ingredients. Imported cosmetics will cost more, giving a further boost to cosmetics manufactured in India. The emphasis on skill development is welcome. The beauty business is growing and so is the demand for qualified personnel who will need vocational training. Reducing the contribution to Employees Provident Fund for working women will mean more disposable income in their hands, which they may spend on beauty products and services.

View on GST: GST is a unified or single taxation system that has replaced a number of taxes levied on goods and services by the Central and State Governments. It replaces many indirect taxes and removes tax barriers; to that extent the system is simpler and more transparent. Also, economists say it is good for the country's economy and that is what matters.

Impact of GST on the business: As far as our business is concerned, we have to take into consideration both manufacture, retail of products, as well as beauty as a service industry, since we manufacture and sell beauty products, and also have our beauty salon business. Earlier we paid 15 per cent Service Tax on salon services, now branded salons like ours are paying 18 per cent GST. It will take a little time to know the actual impact in terms of challenges. GST rate of maximum items of beauty products on sale has been slashed to 18 per cent from 28 per cent. The impact of this on prices is being calculated. It will also take time to get the details of how the service industry is impacted by tax relaxations. Hopefully, the retail sector will improve by becoming more transparent and efficient with fewer taxes.

Challenges still being faced: Some of the challenges we are still facing is the lack of information on the collection of data for calculations that are needed. Another challenge salons have is the fact that with increase of GST on cosmetic items, their costs are increased, as they need to buy products for salon services. This throws up different challenges for us, as we use our own products for salon services, which require further calculation. However, experts say that Input Tax Credit will help salons to claim tax relaxation on the products they have purchased.

Overcoming them: As far as salon services are concerned, we may need to rethink in terms of providing promotional discounts or schemes. Actually, even before GST, we had a system of courses for treatments, where the client pays for a certain number of treatments, while some treatments are free of charge in the programme of courses.

Plans for the business in this fiscal year: Further innovation of organic products is on the cards. We have already launched a special organic brand, along with several new products. Increasing export and opening more franchise salons and retail outlets are also among our plans. We plan to expand our presence in countries like USA, UK, Canada, Middle East, Australia, Singapore, Malaysia, South East Asia, New Zealand, Russia and CIS countries. Our future plans include concentrated international branding, strengthening and widening our global chain of franchise ventures and appointing distributors in unrepresented new markets. 📍

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Designing an Enriching Experience

The Enrich Salon at Ghatkopar in Mumbai has made a name for itself by having a list of many firsts. Vikram Bhatt, Director, Enrich Salons & Academy shares his perspective on working around constraints to come up with a marvel




The greatest constraint, as always, is to make optimum use of our resources. When it comes to building a salon, the brand identity, ambience, products, service infrastructure and people have to be bundled into a limited space, while making it look aesthetic and beautiful. Also, we have to be distinct since we are in a prime location with multiple salon options available to our customers.

The Enrich Salon at Ghatkopar in Mumbai is an exemplary exercise in design. Visit it to understand for yourself how we have worked past these constraints. For instance, the salon area is only 1,006 square feet, but intelligent use of space and height, slat-work instead of stark walls, zoning of sections and more, all contribute to making the salon appear larger than it is. A unique problem caused by a curving storefront is branding. Hence, rather than going for a single masthead, the storefront has been made prominent with the use of Enrich branding signage on two of the fronts, along with lit displays in the windows, which promote the brands available for services and products. Also, there is branding throughout the salon, which keeps the customer engaged. What's more – it is kept on through the night! You will be forgiven for thinking that you are on an international high street! Going against the grain when it comes to the ceiling architecture, we have eschewed the industrial look where one can see ducts, wires, and more, and have opted for a simpler look, where one would be hard pressed to even see the air conditioning vents! Strategically placed 'clouds' add another layer to the atmosphere.

Wait, there is more – the customer steps into the salon, which at first glance seems devoid of mirrors! For the first time in India, a modern salon has adopted the 300-year old idea of installing winged mirrors which were used by the royalty in Rajasthan. So, the wings of the mirror remain shut throughout the service, opening only at the end. Once they are opened, the customer can admire themselves from all angles, and also have a talking point to take back with them.

Another first in India, the salon saves 50,000 litres of water per year by using recycled condensate from the salon air-conditioning for washing and cleaning purposes. The first green salon in India!

The first step was to create architecture, which would draw the prospective customer into the salon. The next was to use design elements, which would keep the customer thinking and talking about the brand. What resulted is a one-of-its-kind salon in India! 





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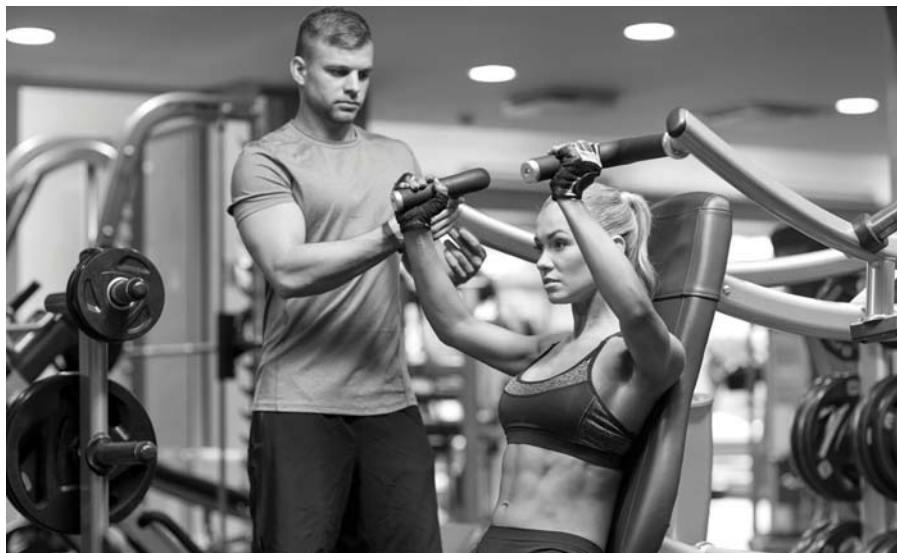
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Resurrection by *Mary Alamine*



About the hairstylist: As the Creative Director and owner of internationally acclaimed Royals Hair in Sydney, Australia, Mary Alamine is renowned globally for producing groundbreaking collections and setting the benchmark for creative excellence. Her career has spanned over a decade, a timeframe in which her dedication, passion and drive to excel has seen her win coveted hair industry awards, the latest being 'Finalist 2018 AHFAs Artistic Team of the Year'. Passionate about education, Royals now has a dedicated Academy that enhances Alamine's role as an educator for Kevin Murphy, ghd and Hollywood Hair Extensions.

Inspiration behind the collection: Over the years, it has become a routine of the Artistic Team to meet at the Creative Director's home. In the front of Alamine's house, there is an impressive Ornamental Pear Tree, which, as seasons fly by, goes through drastic transformations. This to the artistic team, symbolise something deeper and more powerful. They were inspired by the tree's beauty, and the transition it went through, symbolising the eternal cycle of change, and how what was once dark and gloomy, can again become bright and beautiful.

Hair: They are playing with texture, cool shapes and volume, creating both short and long looks, ranging from shaved parts of the head, to inserting texture and mesh to add to the edgy vibe.

Make-up: Natural features and flawless skin are defined with radiant highlight and contouring, while the eyes are coated in bronze and earthy tones, and a hint of shimmer. Through a bold, dark lip, resembling more a lip stain, rather than a block of colour, the make-up look receives a touch of power.

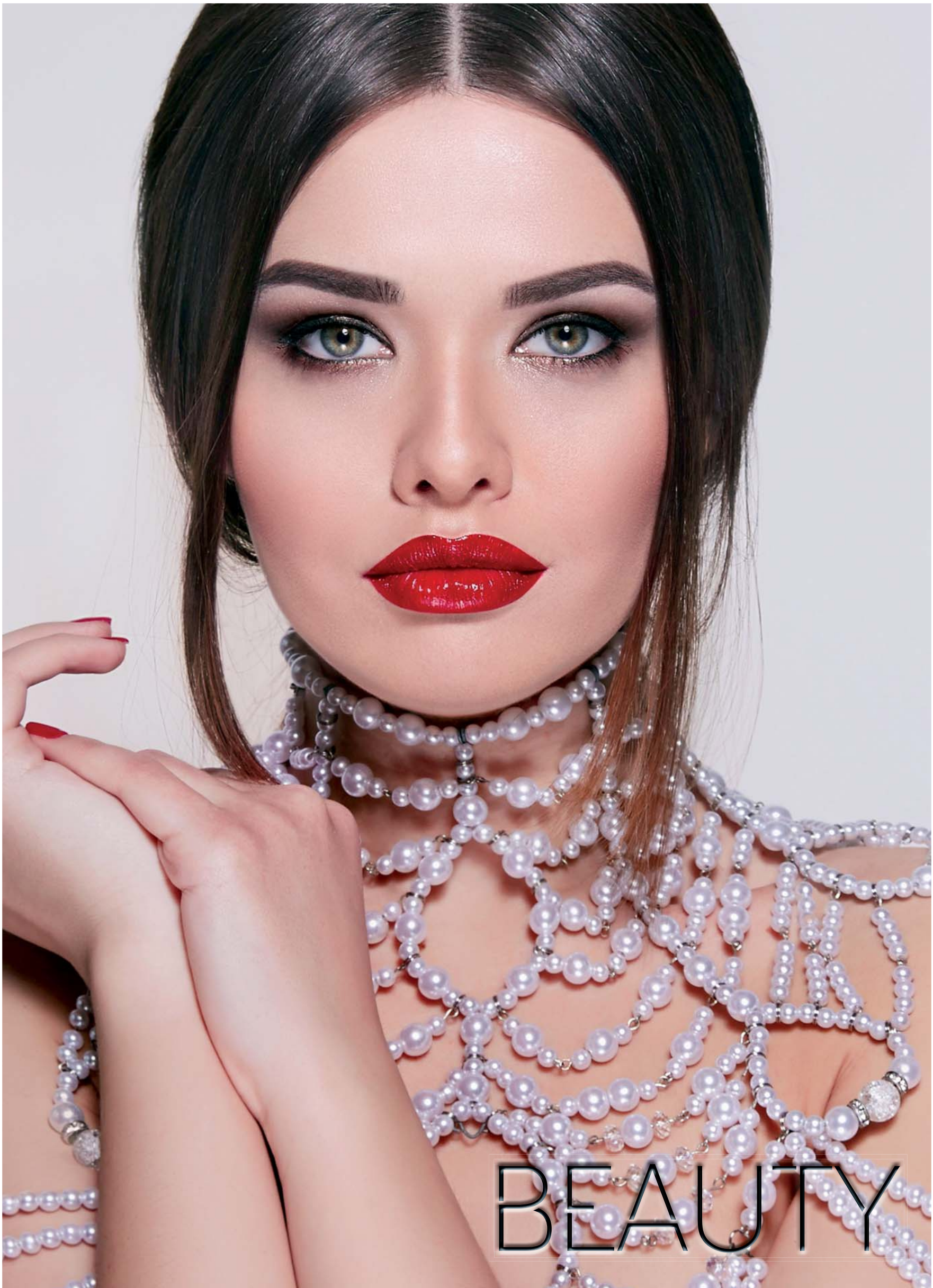
Styling: There is focus on the contrast between dark and light. Flowery high-fashion dresses, with light, flowy fabrics that glide with each breath of wind. You can see white and creamy tones with textured fabrics that show skin. ●

Credits:

Hair: Mary Alamine, Travis Bandiera,
Emma Gottwald, Elie Kashi
Photography: David Mannah
Make-up: Chereine Waddell
Styling: Angela Liang
Salon: Royals Hair Sydney







BEAUTY



Mainak Das

Undisputed Talent

Meet Kolkata-based celebrity make-up artist, Mainak Das who believes in implementing new trends and techniques to make a mark of his own. With years of expertise, Das has worked hard to build an esteemed clientele that includes celebrities, models, reputed brands, fashion designers, to name a few

by **Shivpriya Bajpai**

Glorious start

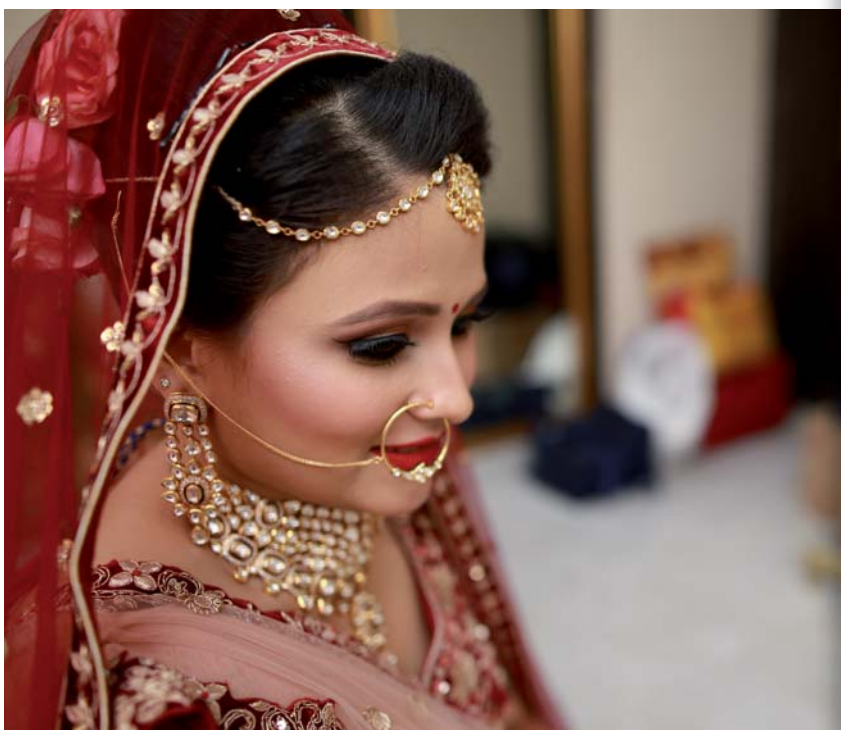
As a 12 year-old, I was so fond of make-up that I would try different looks on my sisters and relatives. I was fascinated with the transformation concept of make-up and tried various new products. It was when I attended a workshop on make-up in Kolkata that I made up my mind to consider make-up artistry as a career.

Mentor

I am a self taught artist and learnt from my own mistakes. However, I have been inspired by international artists like, Billy B, Michele Burkner, Richard Taylor, Bobbi Brown, to name a few.

First break

My first break came at the age of 25. It was work that I had done for a well-known jewellery brand.



“Dewy make-up is big and imparts natural shine to the face that reflects light and gives a radiant glow.”

Challenges faced

I had to face tough competition during the initial days of my career, as the market was flooded with talented make-up artists. It was crucial to take my craft few notches above in order to get noticed. I was extremely passionate and determined to carve my own niche in the industry, and continued to experiment with my work. I practiced a lot and was always keen to learn and implement new trends and techniques. Soon, I started getting appreciated and was offered work from celebrities and reputed brands.

Client list

I have worked for a lot of brands, television commercials, fashion designers and editorials including, Parachute, Manyavar, Komal Sood, Ritu Kumar, Sarbari Dutta, fashion shows for L'Oréal Paris, jewellery brands, and so on.

Make-up for different platforms

It is vital to understand the purpose of make-up. For instance, make-up for fashion depends on the designer's concept, character, and ensembles. For bridal make-up, you will have to interact with the client to understand their expectation and share your inputs.

Favourite products and brands

I love brands like, Elizabeth Arden, Smashbox, Bobbi Brown, Dior, Estée Lauder, Chanel, MAC, to name a few. Products of different brands have different textures and finish. It is fun to experiment with multiple brands.

Evolution as an artist

I have come a long way as an artist and still believe I have a long way to go. So far, it has been a fulfilling journey with umpteen learnings. I am more confident about my work and that reflects in the positive feedback I receive from clients.

Advice to newcomers

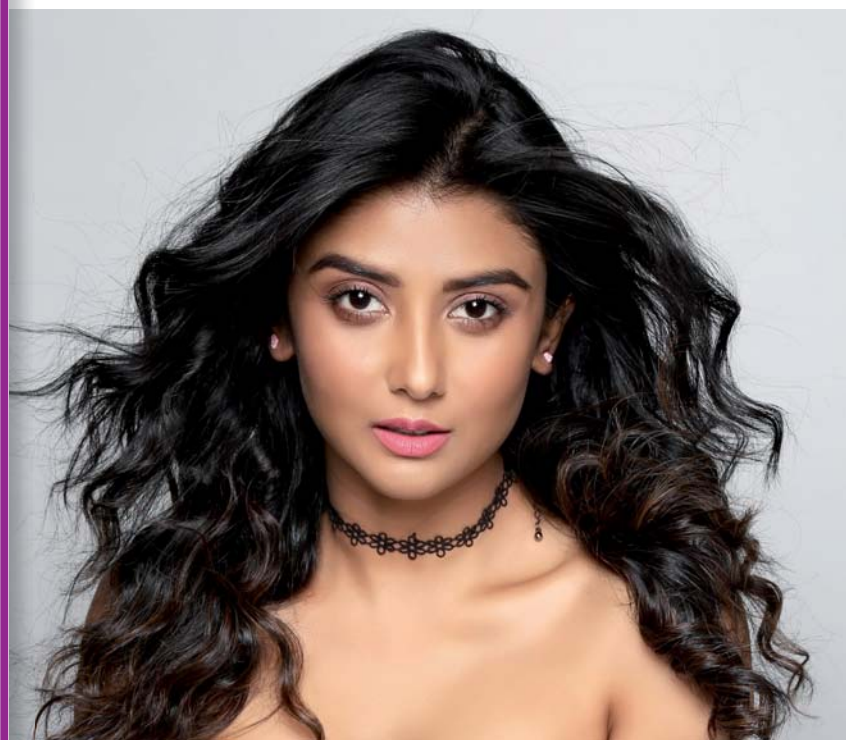
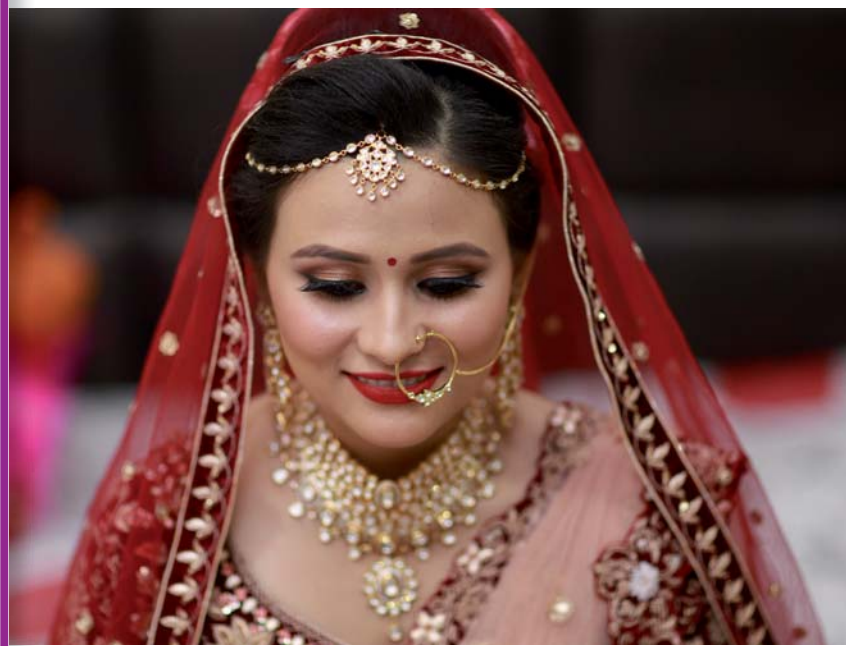
Be passionate and professional towards your work. Practice to hone your skills and be prepared to commit to long hours and hectic schedules. Do not settle for cheap products as it impacts your reputation. Be open to criticism as it helps to correct your mistakes and deliver better.

Views on the Indian make-up segment

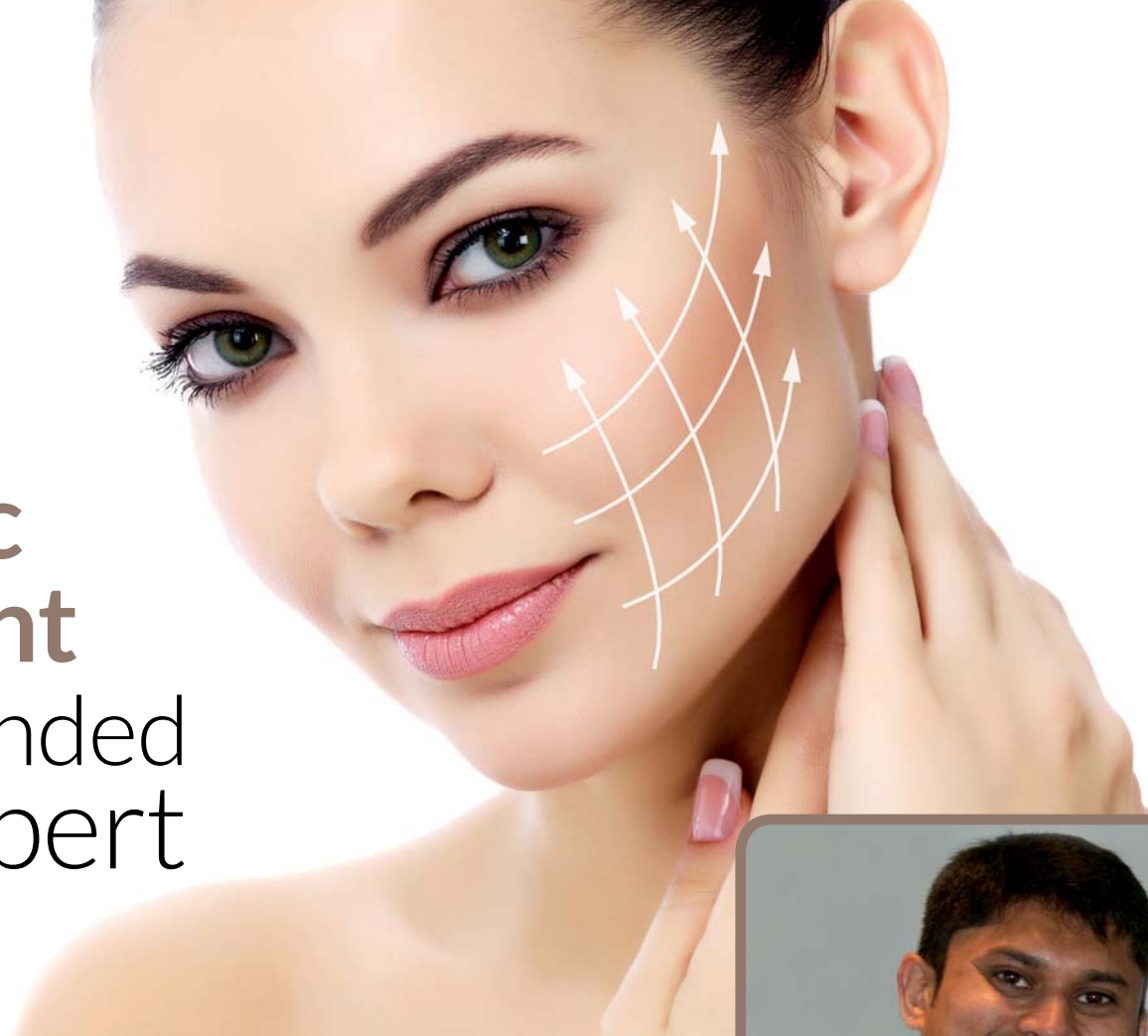
Education has revamped the make-up segment in India. International collaborations are the learning platform for young talent. Social media has contributed immensely in terms of self branding for freelance artists and to stay updated on the latest trends and techniques. People are now open to experimentation with different looks and that raises the bar of creativity for an artist.

Future plans

I want to continue doing good work. I have a studio where I teach make-up also and would like to expand it in future. Also, I wish to launch my own salon and offer best in class hair and beauty services. Let us see how the future shapes up! 📍



Cosmetic Treatment Recommended by an Expert



Cheek Lift as an aesthetic procedure is creating quite a buzz. *Salon India* speaks with Dr Rajib Roy, Consultant Dermatologist & Laser Surgeon, Gracia Cutis: Skin, Aesthetic & Laser Clinic in Kolkata, to understand the process and technology used

About: Cheek lift is a non-invasive procedure where sagging cheeks are lifted by means of High Intensity Focused Ultrasound (HIFU) device. The cheek lift, or midface lift, by percutaneous cheek suspension is a new minimally invasive procedure designed to lift the cheek and midface region. The procedure can improve the appearance of nasolabial folds, sagging cheeks and midface, and prominent lower eye sockets for a visibly youthful appearance.

Process and technology: With age, the supporting pseudo ligaments around the fat compartments in the face begin to loosen. Facial muscles at the base also shrink due to damaged collagen in the dermis. HIFU works smartly to reduce the loose fat and aids collagen genesis. Subsequently, the deep skin is lifted. Ultracel Q+ safely and effectively targets the Superficial Muscular Aponeurotic System for the desired result.

USP: Ultracel Q+ can be used for varied indications like cheek lift, eyebrow lift, jaw shaping, double chin correction, and more.

Teamed with other treatments: Usually HIFU is adequate for cheek lifting. If someone wants to shape their face and effectively reduce wrinkles, one can opt for alternative combinations such as Botox, dermal fillers, threads, deoxycolic acid, and more.

Time taken for the treatment: It usually takes an hour. One can resume normal activities immediately without having to follow any special post-treatment measures.

Sessions required: Ultracel Q+ procedure is recommended once in a year and the effect stays for about 12 to 15 months. As collagen protein is biodegradable, the newly formed collagen post treatment also starts degrading after 12 to 15 months.

Educating clients: Understanding the client need is important, who on the other hand, needs to have realistic expectations. During the one-on-one session with my client, I explain the protocol, technology involved and the realistic outcome.

Side-effects: One may experience a pricking sensation followed by mild inflammation which subsides in a few days.

Pre-treatment measures: Alcohol consumption and hot baths are restricted 24 hours before the treatment.

Post-treatment measures: It is advised to be gentle on the treated area while cleansing for the next four to five days; no alcohol consumption or hot baths for 24 hours. It is advised to maintain a healthy diet and an active lifestyle.

Future: With the current focus on appearance, people assume the lower eyelids and mid-facial region are distinct and separate areas of the face. Clients from all walks of lives vie for a youthful appearance and cheek lift is one of the most sought after aesthetic procedures. HIFU is an established treatment in India, and being cost-effective, we are treating patients from across the globe. Now the second generation HIFU Ultracel Q+ is much faster, safer and one of the most acceptable treatments. 📍



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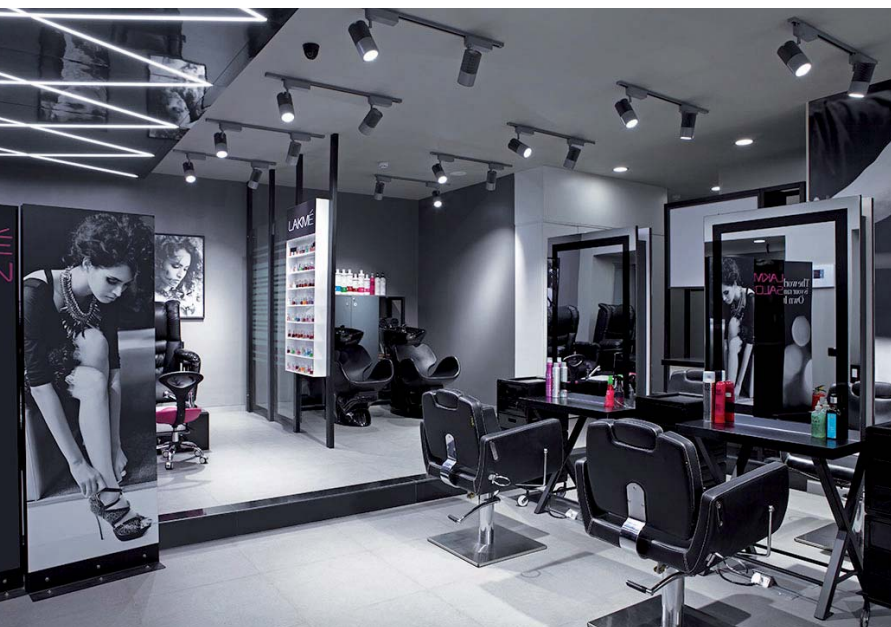
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Lakmé Argan Oil Gold Ritual Luxurious Skin Indulgence

by **Shivpriya Bajpai**

Lakmé Salon has always inspired women to embrace and express their beauty, as it is known for its magical concoction of excellent skin, stunning make-up and fabulous hair services. With professionally trained experts, Lakmé Salons offer clients a distinct portfolio of services. I desired to experience their professional skin service and visited the salon in the upscale Greater Kailash-II in Delhi. The salon was aesthetically designed and the staff at the reception greeted me with a warm smile. While waiting for the skin therapist, I was offered a cup of hot coffee. I took a tour of the salon and looked forward to the session.



Consultation

Rashmi, my therapist for the session, was warm and cordial. I was directed to the consultation and therapy room, where my face was scanned. Post examination, it was noticed that my facial skin was extremely dry after the arid winter months and continuous exposure to pollution.

Diagnosis

After few elementary questions about my lifestyle and skin care routine, I was recommended the Lakmé Argan Oil Ritual facial. Packed with the goodness of Argan Oil and liquid gold which are known to hydrate and replenish the skin, the plus point is that the ritual is designed to suit all skin types.

The process

Step 1: The treatment room was spotless, cosy and dimly lit. The towels and sheets were squeaky clean, and that was a huge relief! The seven-step session kickstarted by removing all traces of make-up face with a mild cleanser dabbed on a clean cotton roll.

Step 2: Once clean, the face was wiped with a soft towel soaked in lukewarm water and prepped for the next step – deep cleansing. The second round of cleansing started by applying vegetal cleanser on my face and neck, followed by a massage while targeting the key pressure points. Next, blackheads were removed and the face was wiped with a wet towel.

Step 3: Lactic Acid mixed with a special cream was applied. I was informed about the mild tingling sensation due to the presence of Lactic Acid. The face was cleaned after five minutes with a warm towel.

Step 4: An alcohol-free toner was applied to close the pores.

Step 5: Argan Oil was applied on the face, neck and back to nourish the skin. The product was gently massaged in circular motion till it was absorbed. This was extremely relaxing. Later, the face was exposed to steam dispenser to ensure deep penetration for five minutes.

Step 6: Face was wiped with a cotton roll and liquid gold peel-off face mask was applied on the face and neck and was allowed to rest till dry. The mask was peeled-off and few drops of Argan Oil was massaged on the face and neck.

Step 7: On completion of the ritual, a sunscreen lotion was applied.

My take on the therapy

It was a relaxing experience undoubtedly. My face had a luminous glow and the skin felt replenished and rejuvenated. The therapist ensured my comfort throughout the session and was an expert in product knowledge and techniques. I will credit brownie points for the hygiene levels maintained by the salon. I learnt about the benefits of Argan Oil and was convinced that it shows wondrous effects in combatting prolonged environmental exposure and signs of ageing. The saponins in Argan Oil help to reactivate the skin cells' ability to regenerate, keeping it healthy and beautiful. 🌟

Salon: Lakmé Salon

Location: M-74, MBlock Market, Greater Kailash II, New Delhi-110048

Treatment: Lakmé Argan Oil Gold Ritual

Duration: 90 minutes

Price: ₹3,400 onwards + taxes

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Market Watch | **Skin Care**

Make-up base palette by **Kudos Color Expert**

The Oxygen Boost Cream Make-Up Base Palette, available in 24 shades, provides full coverage, conceals imperfections with a smooth looking surface and a natural glowing finish. This luxurious whisper soft foundation blends perfectly with the skin providing an impeccably natural look. It suits all skin types, and is available at www.colorexpert.co.in.

Price: ₹1,800



Serum by **Alpha Male**

The Gold Radiance Serum is enriched with Vitamins A, C, D and E and loaded with antioxidants known for their anti-ageing properties. Due to its water-based formula, the serum allows your skin to soak up the supplements, leaving it hydrated without a greasy residue. It does not have Parabens, Sulfates and Phthalates, and is available at Flipkart and Amazon.

Price: ₹399



Sunscreen by **Astaberry**

The Astaberry Papaya Sun Daily Nourishing Sunscreen Crème with SPF 45 provides total sun protection. Formulated with the benefits of Papaya extract, it helps brighten the complexion, reduces dark spots and prevents the occurrence of blemishes and freckles. Its effective SPF 45 provides Broad Spectrum safeguards the skin from harmful UVA/UVB rays. It is a water resistant and long-lasting crème which makes skin look healthy and flawless. Its quick absorption and non-greasy formula makes it a must-have. It is available at leading cosmetic outlets and online.

Price: ₹150 for 100ml

Face oil by **Decléor**

The Aromessence Rose Face Oil is infused with Essential Oils of Damask Rose, Chamomile, Neroli, and extracts of Blackcurrant seeds and Corn derivatives. It is known to instantly soothe and calm sensitive skin. This 100 per cent natural elixir immediately reduces redness and eases irritation and inflammation to leave your skin feeling relieved, soft and glowing. It is available at Decléor salons in 14 cities across the country.

Price: ₹2,500



Facial mask by **Casmara**

Casmara Ocean Miracle Treatment 6 Phases is a mask created with marine biotechnology, and consists of Hyadisine, concentrated sea water and Wakame kalp extract that firms facial skin. The use of electroporation and ionization techniques help in lending the skin a glow and make it soft. It augments professional personalised firming treatments in a single dose combined with the benefits of the algae peel off mask. It makes the skin look 85 per cent more hydrated and rejuvenated. It is available at www.esskaybeauty.in.

Price: ₹3,700



Astaberry

PROFESSIONAL

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

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



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GOLD GLAM

Facial Kit



**With Peel Off Mask*

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Client Retention **Delightful** Offers

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

Zuicch Spalon | Mumbai

Get hair rebonding and smoothening for any length of hair along with hair spa at an offer price of ₹2,970. The actual price of the service is ₹7,000.

D'vine Nail Studio & Spa | Bangalore

The salon is offering 20 per cent discount on nail extension services for women.

Aphrodite Family Salon & Spa | Kolkata

Get global hair colour service along with a complimentary colour power dose treatment at a discounted price of ₹1,980. The actual price of the package is ₹3,800.

Pink Salon | Ahmedabad

The salon offers Keratin treatment for any length of hair along with hair spa at an offer price of ₹2,970. The actual price of the package is ₹8,000.

Glam Studios | Delhi

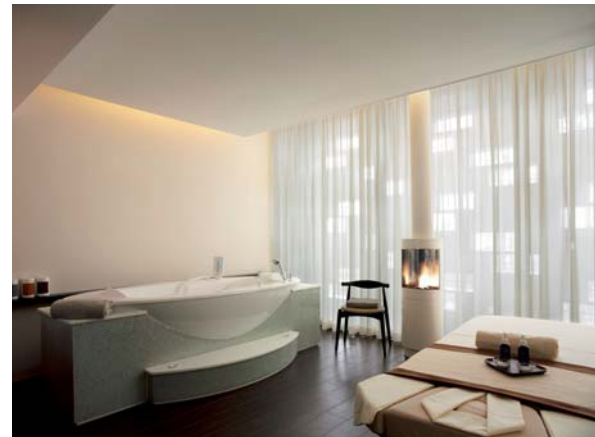
Get salon services for grooms worth ₹4,975 at a discounted price of ₹2,999.

VLCC Salons | Across India

The salon offers a package that has a facial, hair wash and cut, waxing, manicure, pedicure and threading at a discounted price of ₹1,999. The actual price of the package is ₹2,295. 📌



SPA FOCUS



Dolder Grand Spa

Unrivalled Experience

Dolder Grand in Zurich has been the very epitome of hospitality since 1899. A complete renovation in 2008 by architects from London created a new city resort with exquisite cuisine, a unique art collection and an unrivalled spa

by **Aarti Kapur Singh**

Size of the spa: 40,000 square metre.

Time taken to complete construction: One year.

About the spa: The magnificent Dolder Grand Hotel is located on one of Zurich's slopes. While the hotel is in itself as luxurious as it is picturesque, the spa is that heaven for people who want to relax and contemplate their time in one of the most iconic and luxurious spas of Zurich. A piece of art in this five star hotel, to access it, you will pass a hall with exhibits of jewellery, bags, accessories and communication of Sotheby's. Located at the minus one level, the spa is composed of several areas that include separate spa areas for men and women, a mixed Aqua Zone, fitness studios, treatment rooms, spa suites, hairstyling and a library! It might as well have been a standalone spa. This area of the hotel is composed of several areas which include a relaxing room with mirrors and hot seatings and the objective is to enjoy the amazing atmosphere that this room gives off.

Despite its impressive size it is surprisingly easy to find your way around, because the spa has been designed with the user in mind and with a lot of attention to detail. You will find towels, tea, water and fruits, as well as, cold towels strategically placed where you need them. Natural limestone from the Jura mountains, Cat's eye glass mosaics by Klafs, interesting forms and shapes and atmospheric lighting create a stylish, chic, luxurious and yet calm ambience.

The exterior spa facilities feature comfortable lounge chairs, a whirlpool, a hot and cold water pool as well as one of Botero's famous sculptures, 'Woman with Fruit'. The interior of the spa, the 'Aqua Zone', is a true experience for the senses. This is where you can enjoy a swim in the 25-metre indoor pool, soak in the whirlpool covered in Bisazza mosaic tiles or withdraw from the world in one of the hanging chairs in the 'Chillout Room'. Alternatively, you can release muscle tension in the sauna or the steam bath and then cool off in the spectacular snow paradise.

Also, the Japanese-influenced heated sunaburo pebble beds (the pebbles are no larger than coffee beans) are oh-so relaxing.

About the services: The staff guide you in the most extraordinary experiences because it is rather easy to be spoiled for choice. The philosophy of the spa, 'Life Balance' is based on four elements, namely, Relaxation, Beauty, Vitality and Detox, which also transpires into the spa menu. You can opt for either one or a combination of these principles. In the spa you can also have massages and beauty treatments. The treatments are carried out using exclusive lines of products, such as, La Prairie, Kerstin Florian, Amala and Horst Kirchberger. The massages use the Japanese style of relaxation, such as in the Bamboo Shiatsu massage. Hydraheaven by Kerstin Florian,

a full-body moisturising treatment, gives you the feeling of weightlessness. Body rituals may be compiled as a series of individual 30-minute treatments. A massage forms the basic treatment, combined with at least one of three body treatments: body scrub, body wrap or bath ritual.

Most treatments begin with a mud or steam bath followed by an hour-long massage or facial, or both. To promote circulation, sink into a warm bathtub of pebbles in Japanese style sunaburo within the Aqua Zone. Champagne is on the house, along with a selection of tapas. The exquisite Nail Lounge offer special packages to round off the decadent spa experiences.

Number of treatment rooms: There are 14 treatment rooms, several suites with a private Jacuzzi for couples, a nail studio, two pools, saunas, steam rooms, ice fountains and vitality pools. There are also generous changing rooms. There is also a spa cafe, relaxation lounges with warm beds for after-treatment reclining. A full-service gym is also part of the spa. In the separate Ladies' Spa and Gentlemen's Spa areas, there are saunas, steam baths, kotatsu foot baths, aroma pools, steam pots, cold water basins and sunbeds. The relaxation, chillout and meditation areas provide the perfect place for peace, quiet and relaxation.

Interior designer: United Designers of London; Sylvia Sepielli of SPAd.

Architect: Foster+Partners.

Address: Kurhausstrasse 65, 8032 Zurich.

Contact details: +41 44 456 60 00.

Website: www.thedoldergrand.com 



Incomparable luxury and unmatched services await you at The Spa at Dolder Grand. Once you step into the Spa, you will enter a world far away from the real world where there are many stresses and strains. At the Spa, our aim is to make those melt away. Our newest offering is the 'Meet in Balance' programme. These are tailored spa programmes for corporate groups who want to carry out business meetings in a relaxed environment. Meetings do not need to be boring, so 'Meet in Balance' is a chance for people to bond and team-build through group fitness and also experience the spa in a new way.

- Therese Martirena,
Director of Spa, Dolder Grand, Zurich





Blossom Kochhar Earth to Bottle Spalon

Driving Wellness Beyond Luxury

Samantha Kochhar, Deputy Chief Expert World Hairdressing & Managing Director, Blossom Kochhar Group of Companies, shares her views on the spa and wellness industry, brand USP, marketing strategies, and more

Please tell us about your professional background.

I have lived by the philosophy – 'To do business you need to know the business'. So, I started my journey in the make-up, hair and beauty industry when I was 11, under the tutelage of my mother, Dr Blossom Kochhar. I have studied hairdressing at Pivot Point, Chicago and at 14, was the youngest hair teacher. Since business was part of the dinner table conversations, I grew up being an intricate part of the industry and understood the need to help it reach a different level altogether. I have been associated with brands like P&G, Revlon, L'Oréal, HUL, Sushiro, to name a few. These creative associations have allowed me to connect with B2B clients and fashion industry experts, which in turn have provided me with a bigger perspective of the business from a market aspect. Having been a Chief Technical and Creative Director, Blossom Kochhar College of Creative Arts & Design for the past three decades, I have seen the industry evolve.

Also, I am the 'India Ambassador' of Education for Life (EFL) programme of InterCoiffure Mondial, India, the Technical Chief Expert, Hairdressing for the Beauty and Wellness Sector Skill Council under NSDC, appointed by World Skills International as the Deputy Chief Expert - Hairdressing as a part of the skill management team in 2016, an active member of ICD, and Core Art Team Member for training national hairdressers for the Wella Global TrendVision Award 2016.

What inspired you to get into spa and wellness industry?

I have always believed that no matter how many products we use, true beauty shines when you are healthy and well from inside. The spa and wellness industry ensures that our body is cleansed and exfoliated from inside and in believing so, I ventured into the wellness industry with a vision in mind. This bouquet of varied experiences helped me develop Blossom Kochhar Aroma Magic into a niche and elite brand. The product packaging has evolved to be at par with international standards. The new corporate identity of the brand is also an effort to add a new definition and a more young at heart approach to the company ideologies, yet maintaining the brands mission of creating products inspired by the roots.

What are your views on the wellness industry?

With the changing lifestyle patterns and increase in purchasing power, people have become more conscious about their wellness and health. They are seeking wellness through various therapeutic services that aim at renewing and rejuvenating the body, mind and soul. The wellness industry is undoubtedly growing at a fast pace in India, as well as globally.

How do you keep up with the stiff competition in the market?

We provide our clients with a combination of unique services and a soothing ambience that does help one escape the stresses of everyday life. This is our biggest USP and keeps us ahead of competition.

What are the USPs of your spa?

We have trained therapists, the spa has a calming effect on people because of its interiors, natural lights flooding the spa, electricity consumption is minimal, best in class products used and services.

What are the therapies offered?

Spa and body massages, pedicure, manicure, nail art, hair colour, cut and styling, hair treatments, aromatherapy facials and massages, to name a few.

How do you educate clients on the importance of wellness?

Today's discerning clients are very well educated as to what is healthy for their overall wellbeing.

What are the client engagement programmes offered by the spa?

Staying connected with them and keeping them apprised about our new therapies.

What are the main challenges that you face?

Selecting trending therapies or introducing new ones, are often a challenge as we have to keep in mind that not all new therapies are safe. So, we resort to effective R&D to understand the pros and cons involved in therapies to provide the top notch services to our esteemed clients.

What are the future plans?

We will continue to drive operational excellence at our Spalons. We are further planning to launch more one-stop shops for our clients to experience the magic of Blossom Kochhar Aroma Magic first hand. 🌿



Spa Solace **Lucrative** Offers

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



Photo: Shutterstock

CHI INDULGENCE,
Chi-The Spa, Shangri-La Hotel | Bangalore

A luxurious and decadent spa experience that uses Oriental aromatic oil and the journey begins with a refreshing soak in an aromatic bath. This is followed by the Chi balance massage wherein expert masseur focuses on the pressure points to release muscular stress. The therapy is concluded with a customised facial to suit client needs.

Duration:

150 minutes

Price:

₹5,500 + taxes

CARESSA SIGNATURE
SPA RITUAL,

Caressa Day Spa | Mumbai

This ritual aims at detoxification and improved circulation. It starts with a rejuvenating scrub that exfoliates dead skin and cleanses pores. Next, a cocooned body-wrap is used to detoxify and smoothen the skin. The ritual ends with a soothing massage that helps to distress those suffering from insomnia and calms the nervous system.

Duration:

120 minutes

Price:

₹5,000+ taxes

CORAL CHORUS,
Amatrra Spa | Delhi

This therapy involves a gentle skin brushing and exfoliation, followed by an enzyme and mineral enriched seaweed algae gel wrap and a luxurious deep scalp massage. It boosts metabolic rate and eliminates toxins.

Duration:

60 minutes

Price:

₹4,400 + taxes

FOUR HAND BLISS,
Sawasdee Namaste Spa, The Leela Palace | Chennai

This massage involve two people working on client's sore muscles at the same time. The therapists are specially trained in the art of bliss massage. The massage is then followed by Four Hand Body Scrub to exfoliate the skin and impart a radiant glow. The ritual is concluded by a relaxing footbath.

Duration:

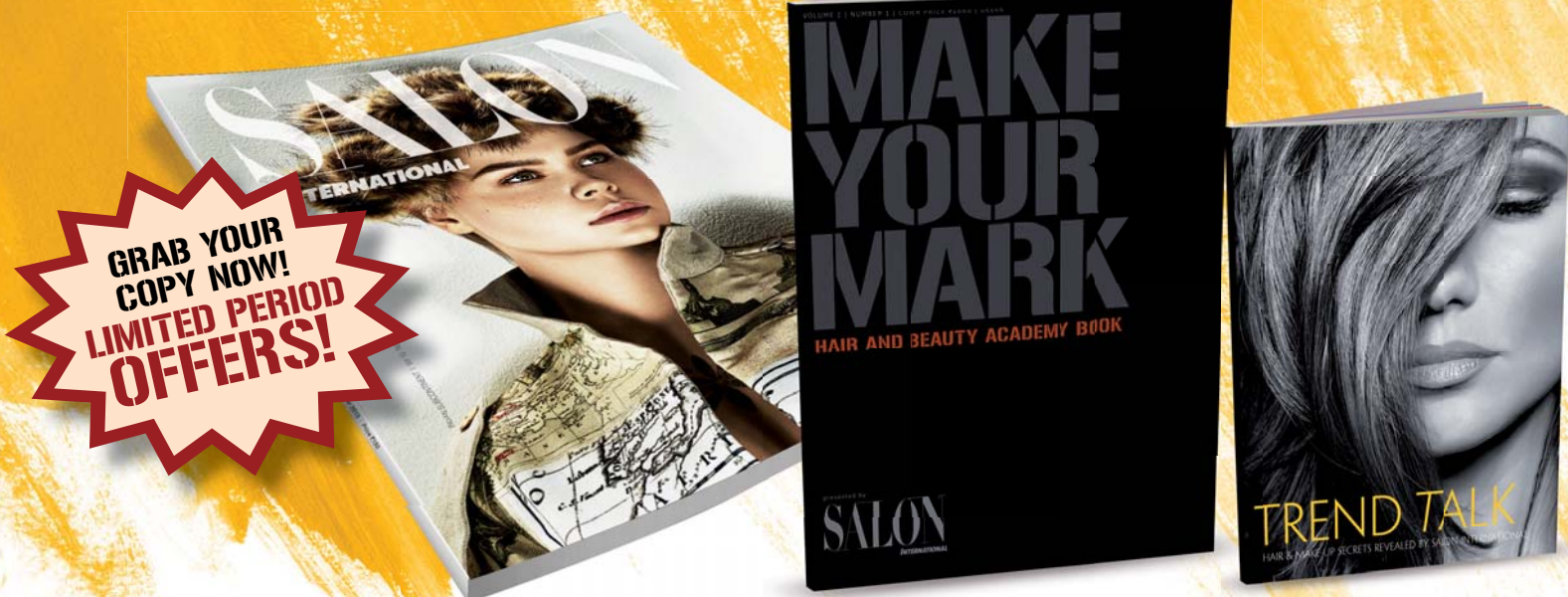
120 minutes

Price:

₹7,000 + taxes

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Ihana Dhillon

Au Naturale

In the news for her upcoming revenge thriller *Hate Story 4*, artiste Ihana Dhillon is more into natural remedies for the care of her hair and skin and uses only a few select products otherwise. The actress shares her beauty mantras with *Salon India*

by **Jaideep Pandey**

“Liquids keep me going”

I believe in inner beauty so if you are happy inside, it shows on your face. For my routine, I have a special drink which has all the minerals in it. I drink it on an empty stomach and then I start my day. Apart from that, I drink lots of fresh fruits and vegetables juice as I miss my meals sometimes. Apart from regular cleansing, toning and moisturising, I drink warm water with cinnamon, lemon and honey every morning.

“Diet and exercise”

One must eat lots of summer foods and fruits to keep the skin hydrated like watermelon and oranges if possible, or plums as Vitamin C is important and also known to boost absorption of iron in the body. I do yoga thrice a week. I believe a balanced diet and exercise is equally important for good skin and hair.

“Remedies and favourite products”

I am blessed with good skin, but given our career line, we have to follow a routine to protect our skin from chemicals. I use natural ingredients-based toners and face packs, but also use Kiehl's Calendula & Aloe Soothing Hydration Masque. I go for facials once a while after my long schedule of outdoors shooting. But normally I just do some clean-up and use natural remedies at home.

“Less make-up”

I like to give a breather to my skin on my off days so I generally do not use make-up, instead opt for a moisturiser and light lip gloss. A good concealer to cover the under eyes or blemishes and a light base, usually do the trick. Good amount of mascara does the magic for me as I like heavy lashes, and some blush-on is great.

“Hair care”

I have extra dry hair so, I use Moroccan shampoo and Kiehl's hydrating mask. I normally avoid styling products.

“My travel beauty kit has”

A cleanser, toner, moisturiser, make-up remover, a night base, mascara or eyeliner and a good lip gloss.

“One thing my mother told me to swear by”

Water; cinnamon, honey and lemon in warm water on an empty stomach every morning. ☺



QUIZ TIME SCORE ON HAIR

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

1) is the brand ambassador of Kérastase.

- a) Emily Ratajkowski
- b) Sofia Vergara
- c) Emma Stone
- d) Gigi Hadid



2) Renowned hairstylist Lyvia Wu spearheads her salon in Kolkata.

- a) A N John Salon
- b) Be Bonnie Salon
- c) Head Turners Salon
- d) Pink Tree Salon



3), Senior Global Education Manager for Wella Professionals, is an expert colourist.

- a) Rae Palmer
- b) Margaret MacDonald
- c) Roseanna Velin
- d) Aya Kudo



4) and fashion icon Alexa Chung unveiled the Parisian Chocolat palette with five INOA shades.

- a) RUSK
- b) Alfaparf Milano
- c) L'Oréal Professionnel
- d) TIGI Bed Head



5) MATRIX introduced the international hair highlighting technique to India.

- a) Babylights
- b) Color Melting
- c) Balayage
- d) Ombré



COFFEE BREAK

Send in your responses to:

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QUIZ TIME:

Enter the matching letter

- 1 _____
- 2 _____
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.....
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Phone

WIN! WIN!



HURRY!

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

Send in your answers

NOW!!!

HYDERABAD

Studio 7 Makeup Academy

Launched in 2014, the Studio 7 Makeup Academy offers detailed courses in make-up. The academy is the brainchild of renowned make-up artist, Shereen Khan, who was determined to extend her passion for make-up and provide a learning platform for aspiring artists. Says Khan, "I always wanted to share all that I have learned in the field of make-up. Today, there are multiple opportunities for well trained make-up artists and thereby, education plays an important role in shaping the career of young aspirants. The ability to transform someone's looks and features with the help of make-up, is awe inspiring and only the right kind of training will help you to hone your skills." Spread across 3,000 square feet, the academy has state-of-the-art infrastructure and houses major brands and equipment. The courses are designed to meet international standards and are conducted personally by Khan in limited batches to ensure individual attention and daily hands-on practice sessions. Says Khan on the USP of the academy, "We explore and push the creative boundaries of our students and strive for technical perfection. The students are provided with comprehensive course materials in tandem with global trends and techniques."

Sharing her future plans, says Khan, "It is heartwarming to see the reactions and smiles on the faces of these beautiful people who attend Studio 7 Makeup. I had decided that when I launch my own academy, I would do it with utmost perfection. I have big plans for the future and working on expanding in Chennai, Bangalore, Vishakapatnam, Vijayvada and also Abu Dhabi."

► Courses offered

The academy provides extensive courses in make-up including, The Master Make-up Artistry, HD Make-up, Shimmer Make-up, Airbrush Make-up, Fashion Make-up, Bridal Make-up, and more.

The Master Make-up Artistry Course: This is professional make-up education for students who wish to have a solid foundation for a professional career in make-up in fashion, photography, television, films, to name a few.

Advanced Fashion Make-up Course: This course is ideal for students who want to build a career in fashion make-up. It includes the basic understanding of make-up theory and evaluation along with extensive study of trends and techniques.

Advanced Bridal Artistry course: This course is focused on multicultural bridal make-up techniques.

Airbrush Make-up Course: This course introduces another artistic medium, liquid make-up combined with pressurised air.

► Certification

The academy offers certification of their own on completion of courses.

► Eligibility criterion

Every passionate individual is eligible.

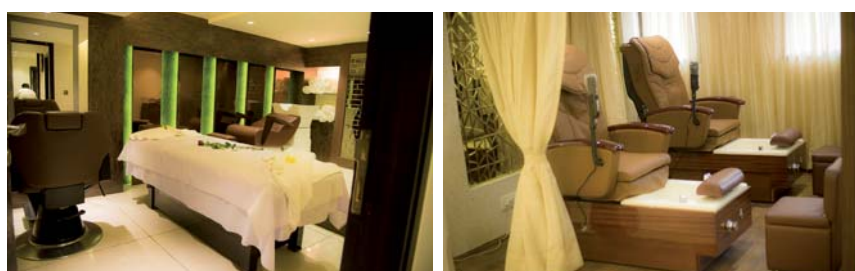
► Fee range

₹30,000 to ₹1 lakh. 📞



Contact person: Shereen Khan, Founder, Studio 7 Makeup Academy | **Address:** 104, Road no: 10, Vimal Nagar, Gouri Shankar Nagar Colony, Banjara Hills, Hyderabad - 500034 | **Phone:** 9849236955 | **Email:** shereenkhan29@yahoo.com | **Website:** studio7academy.com

Magnifique adds a branch



WHAT:
Launch of a second
salon

WHEN:
24th Feb

WHERE:
Vasant Vihar, Delhi

After a successful run at the Defence Colony establishment, Magnifique has yet another space at Vasant Vihar. Commenting on the launch, Dipali Mathur Dayal, Co-founder Magnifique said, "We are very excited to open another salon at Vasant Vihar. The team behind Magnifique is especially hand-picked and are industry's best hands. Their experience, knowledge, academics, expertise in this line is our strong points. We believe in giving our best to the customer and leave them with happy smiles."

Talking about the three pillars on which Magnifique stands, Hospitality, Hygiene, and Expertise, Milan Sharma, Co-Founder Magnifique said, "We are glad to open at the new location and are thankful to our customers for their love and support. We have built Magnifique like a getaway for our customers whenever they feel stressed in life. We make our customers feel great about them and give our opinions on what is good for them and what is not. We believe that it is not just a service, it is a divine experience."

The launch was themed around spring with lots of fresh flowers, colourful cupcakes and mimosas by Arjun Puljal. Guests were pampered with foot reflexology sessions in association with Kama Ayurveda, and nail art by OPI India. It was attended by the who's who of the city like Harpreet Suri, Nishie Gupta, Shirin Gupta, Swati Banthwal, Disha Kalra, Anjali Modi, Dr Shikha Sharma, among others.

Keeping with the Magnifique theme, the interiors are in shades of creams, chocolate and caramel. The décor is contemporary, with plush corners and private nooks for one to soak in the experience.

Richa Aggarwal's bridal make-up looks for 2018

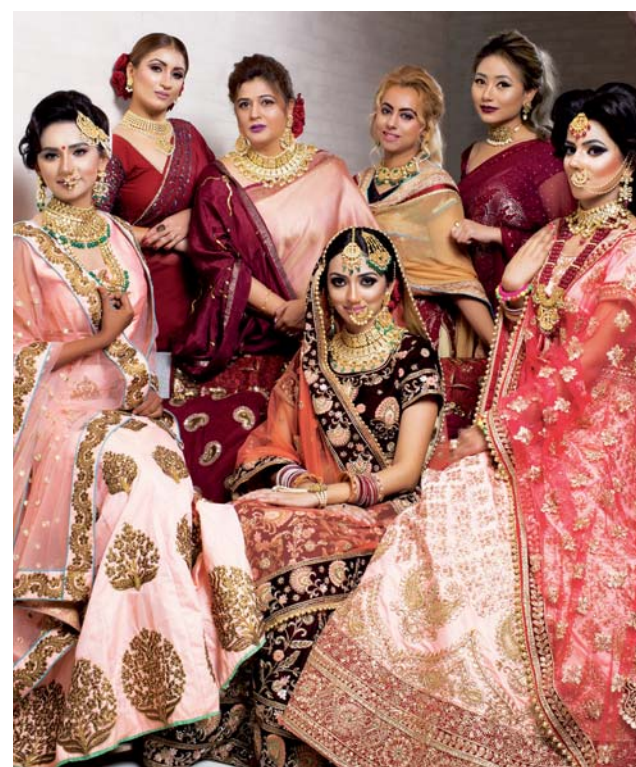
Renowned make-up artist and owner of Cleopatra Spa Salon & Makeovers, Richa Aggarwal recently launched a new line of bridal make-up looks for 2018. The event was attended by students of Cleopatra Academy, super model Bahar Chawla, fashion designers Ajay Sinha and Buzy, beauty experts Mallika Gambhir, Harveen Kathuria and Neeru Chawla, Rajni Subba along with eminent personalities from Chandigarh and Delhi. Pastel shades were used in abundance to add elegance to the looks. The idea was to create light and subtle hues paired with statement eye make-up. For bridal hairdos, new styles of braids and buns, including the side braid, french braid, tail braid, to name a few, along with bejewelled accessories and floral accessories, were witnessed.

Sharing her views on the bridal trends, said Aggarwal, "Keeping in line with changing aspiration and preferences of young Indian brides, we are showcasing the new line of looks that portray the latest trends and techniques. In north India, the bridal make-up emphasis has shifted from being bold and blingy to subtle and dramatic. We take inspiration from fashion preferences of women and infuse them with timeless charm and aesthetics." She further added, "We are overwhelmed by the response for the bridal makeover showcase. Different looks were created for the wedding season that can be adorned by brides, her sister, mother or friends for wedding day and other functions."

WHAT:
Launch of Bridal
make-up looks

WHEN:
20th Feb

WHERE:
Cleopatra Spa Salon & Makeovers,
Chandigarh



Make-up Designory Studio launched in Mumbai




At a glittering event prominent make-up artists, salons, corporate houses, fashion, celebrity and the entire beauty circuit made their presence felt among much fanfare. The evening witnessed runway looks created on different concepts and themes by MUD's International Make-up Educator Paul Thompson. Tate Holland, founder of Make-up Designory, US, shared the history and expansion of MUD globally and reasons for it being a preferred brand worldwide when it comes to professional make-up in various categories of editorial, fashion, bridal and prominently, prosthetics. The Principal Officer of the US Consulate Jennifer Larson was very glad to announce the augment of MUD into India and how India requires professional brands to develop and raise the level of education in make-up and cosmetics in India.

Varun Gupta, Owner, Leap India Institute Pvt Ltd, who has ushered MUD into India, has various promising education platforms to offer in the near future. The Indian operations would be handled by Priyanka Gupta, Director, Leap India Institute Pvt Ltd, who is keen to offer beauty education through international trends and advanced programmes for structured career to aspirants. Allen John, CEO, MUD India, will be alongside Gupta. John has a robust experience of decades in the beauty business and is an influencer in the industry.



It was a packed house with Bollywood stars, namely, Ranveer Singh, Kriti Sanon, Dia Mirza, Kalki Koechlin making an appearance, alongside other well-heeled guests.

Make-up Designory, popularly known as MUD, is an international make-up school head that has its quarter in Los Angeles and branches in New York and Kansas. The school has its own cosmetics line, with retailers and distributors in the US, UK, Spain, Japan, Australia, West Africa, Mexico, Guam, and the Dominican Republic. The launch in India was initiated by the US Consulate and Leap India Institute Pvt Ltd.

At the MUD Studio located in Bandra West, professional courses as per the international format are already underway. Their forthcoming courses in March 2018 include the intensive 35 hours course in Airbrush and their most popular pre-requisite course called Beauty Essentials, is an 84 hours course for existing make-up artists and beginners. 



WHAT:
Launch of MUD Studio

WHEN:
07th February

WHERE:
Sofitel Hotel, Bandra-Kurla Complex, Mumbai



Caramel Raspberry Melt

BY MATRIX

MATRIX brings Color Melting, the hottest international hair highlighting technique to India. This technique involves blending two or more shades seamlessly. Internationally, hairdressers create melts with a lot of bright pop colours, which is a challenge on dark hair. With this in mind, MATRIX presents Color Melting – The Berry Edition which includes three melts, Caramel Raspberry Melt, Blackberry Melt, Choco Cherry Melt. Inspired by decadent chocolate and vibrant berries, these looks were created especially for dark hair. Melroy Dickson, General Manager - Education, MATRIX India, decodes an easy to achieve step-by-step for the Caramel Raspberry Melt.

GET THE LOOK

In this look, SoColor shade #6.5 has been melted into SoColor #7.45 to achieve a delicious caramel colour with a hint of raspberry.

STEP 1 Divide the hair into four sections.

STEP 2 Prelighten the ends with MATRIX Lightmaster using a free hand paint-on technique.

STEP 3 Over that, apply SoColor #6.5 global and then melt SoColor #7.45 into it by applying it on the prelightened ends. Ⓝ

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