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With a country of millions obsessed with fairness, India is far from reality when it comes to taking into account the adverse effects of steroid-heavy whitening products and services. Some of the strong topical steroids found in skin lightening creams include Alclometasone, Beclomethasone, Betamethasone, Desonide, Desoximetasone, to name few. All of these cause Topical Steroid Damaged Face (TSDf), a type of skin damage. Further, over use of these steroids often makes it difficult to treat simple skin problems.

To usher in the new world infused with fresh perspective, it is imperative to educate and sensitise the public on health and not 'colour'. Indian government has decided to step forward and propose regulation to drive awareness on the hazardous effects of prolonged usage of steroids. The Indian Association of Dermatologists, Venereologists and Leprologists (IADVL) has suggested the Central Drugs Standard Control Organisation (CDSCO) and Ministry of Health to regulate the market better in order to protect consumers from TSDf. With this in mind, beauty brands, spas and dermatologists are now advising skin brightening solutions, instead. We speak to medical experts and brands in the industry for their take on the matter.

In Hair, we interview international hairdresser, Paul Jones, who has re-written the norms of the industry. He shares his joys and tribulations, which have stood him well and made him the hairdresser who has emerged victorious. On the home front, we have Sumit Malkotia, Creative Director, LOOKS Salon, Delhi and one of the seven L'Oréal Professionnel ID artist. His primary objective is to train and inspire newcomers. Senior Hairstylist at Bella Madonna Salon, Gurgaon, Sushant Maini aspires to take his craft on the international platform. Mumbai-based Celebrity Hairstylist, Amit Yashwant decodes the most talked about hair makeover of Bollywood actor, Tiger Shroff for his latest blockbuster, Baaghi 2, in an easy to achieve step-by-step guide.

In Beauty, Mumbai-based celebrity make-up artist, Swarnalekha Gupta, quit her corporate job to pursue her passion. Dr Viral Desai, Celebrity Cosmetic Surgeon, DHI India and CPLSS India, shares his views on the trending aesthetic procedure, Brachioplasty. Shahnaz Husain shares her views on channeling artificial intelligence in beauty. Industry professionals and brands share an insight into the emerging beauty trend, camouflage make-up. Priyancka Jaiin, Owner, Invogue by Priyancka Salon in Kolkata, revealed professional tips and tricks to flaunt trendy nail art.

In the Spa section, we present the design concept of Ayurah Wellness Centre at Aleenta Phuket Resort & Spa in Phang Nga. Dr Seema Dixit, Spa Manager, Shine Spa, Sheraton Grand Pune, shares her views on the wellness industry of India, and Ritesh Mastipuram, Founder of O2 Spas, comments on the dire need for wellness in India.

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



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/// NATIONAL ///

/// Innisfree's new store in Chennai ///

Innisfree, the Korean naturalism brand launched its first flagship store at Phoenix Marketcity, making it their 10th outpost in India. The store interiors features a vertical garden to give consumers a fresh feeling of nature, and allows them to experience and breathe clean air creating an eco-friendly ambience. An assortment of over 390 SKU's of skin care products like, the new squeeze mask sheets, hand creams, mask sheets, skinny cover fit cushion along with perfume, and more, are available. Commenting on the launch, says Doyoul Lee, Country Head, Innisfree India, "We are encouraged by the appreciation and overwhelming response that Innisfree has received. This is our 10th store in India and the first store in Chennai and we are extremely excited about it. At Innisfree, our endeavor is to provide our customers with the magical powers of Jeju Island and touch the lives of our million consumers." Further sharing her views, says Mini Sood Banerjee, Brand Manager, Innisfree, "We have tried and studied the market to conceptualise the product list, so that it suits each and every customer in the southern part of India. Since the needs and demand of north India varies that from south India, we would like Indian consumers to get maximum benefits from our products."



/// Baby+ by Lotus Herbals ///

India's leading natural beauty care brand, Lotus Herbals forays into the baby care category with the launch of its Baby+ Range. Safe, natural and non-toxic, the range consists of a Body Wash and Shampoo, Massage Oil, Diaper Rash Crème, Body Lotion and Baby Crème. Using natural ingredients in rich formulas, Lotus Herbals Baby+ Range comprises of nourishing skin care products to bathe, moisturise and soften your baby's skin. It boasts to be a premium baby care range that is enriched with natural ingredients that include Olive Oil, Sweet Almond Oil, Shea Butter and Calendula extracts. Each product is free of preservatives, parabens, artificial fragrance, colour and petroleum ingredients. Tested by pediatricians and dermatologists, this exclusive baby care range provides extra special care for tender, sensitive baby skin. The range is 100 per cent vegetarian and offers innovative products for bath time, hydration and cleansing that is suitable for all skin types.



/// Botanical beauty section at Cleopatra Spa Salon & Makeover ///



Richa Aggarwal, Owner, Cleopatra Spa Salon & Makeover, launched a botanical and aqua beauty bar for express summer skin repair at Cleopatra Spa Salon & Makeover in Chandigarh. The event also marked the launch of organic summer shakes to promote healthy lifestyle. Aqua and green beauty therapies were unveiled by Aggarwal and the event was graced by Bikram Sapra

and Arpita Das, international skin care expert, cosmetologist and Directors of Repechage India, Dr Rajbir Randhawa, Mrs India, pride of Nation 2018. Aggarwal launched a new line of makeover trends with her team of experts led by Harveen Kathuria and showcased looks inspired by nature to promote use of natural and cruelty-free products. Cleopatra also kicked off a month long campaign that will introduce people to the world of natural beauty and wellness. The campaign will present consultation on selecting products that are natural, vegan food choices, benefits of organic and green inspired beauty regime.



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/// Indian Government to ban fairness creams containing steroids ///



The Union Government plans to ban fairness creams containing topical steroids like, corticosteroid known to cause sever skin damage and cause other health hazards, as opined by dermatologists. Over-the-counter sale of skin lightening creams will without a prescription be banned going forward. Some of the strong topical steroids include Alclometasone, Beclomethasone, Betamethasone, Desonide, Desoximetasone, to name few. The Indian Association of Dermatologists, Venereologists and Leprologists (IADVL) has suggested that the Central Drugs Standard Control Organisation (CDSCO) and Ministry of Health regulate the market better in order to protect consumers from TSD. The new regulation could be a challenge as brands do not often mention all their ingredients on the packaging, but the Government is determined to take the first step.

/// INTERNATIONAL ///

/// Cosmoprof Bologna Worldwide announces latest collaborations ///



After the success of the 51st edition of the show held in Bologna, the international platform of Cosmoprof Worldwide Bologna is ready for new appointments in key foreign markets, thanks to the support of the Italian Ministry of Economic Development and Italian Trade Agency, with the collaboration of Cosmetica Italia – Personal care Association. Together with the well-known international events of the network, Cosmoprof North America in Las Vegas and Cosmoprof Asia in Hong Kong, and with the new appointment in India with Cosmoprof India Preview, scheduled in Mumbai on 10th and 11th September, Cosmoprof is participating as the sales international agent in beauty exhibitions located in specific markets, which are important for the development of the sector. New collaborations in South-East Asia are also planned as BolognaFiere Cosmoprof participates in PhilBeauty in the Philippines from 30th May to 1st June, VietBeauty in Vietnam from 19th to 21st July and BeautyExpo in Malaysia from 5th to 8th October.

/// Estée Lauder announces Karlie Kloss as the Global Brand Ambassador ///



Editorial credit: Shutterstock.com

Estée Lauder announced supermodel, Karlie Kloss to be the Global Brand Ambassador. Her first campaign for the brand is all set to launch in July across digital, social, TV and print platforms, and appear on in-store materials as well. She will collaborate with the brand via her production company, Klossy Productions, to produce digital beauty content for her social channels. Estée Lauder has also agreed to support the philanthropic initiative Kloss has founded, Kode with Klossy, through coding camp scholarships and events. Sharing her views on the association says Kloss, "It is surreal, and I am grateful and excited. It is an honour to be a part of a brand with such a rich legacy. Estée Lauder is the crème de la crème. The history of the brand, the entrepreneurship of Estée herself, the unparalleled scientific research and commitment to creating the best in class products for women globally. I could not be more proud to be joining the Estée Lauder family."

/// Coty appoints Esra Erkal-Paler ///



COTY announced Esra Erkal-Paler, currently Global Head of External Communications at AstraZeneca, as the Chief Global Corporate Affairs Officer and a member of the Executive Committee, a newly created position. Esra will lead Coty's global internal and external communications strategies and responsible growth, and report to Chief Executive Officer, Camillo Pane. Sharing her views on the association, said Pane, "I am delighted to welcome Esra to Coty, who brings over 20 years of strategic communication and corporate affairs experience spanning beauty, consumer goods, healthcare and regulatory sectors. She has a strong track record of transforming corporate reputation, with a multi-channel mindset for engaging internal and external stakeholders. As a member of our Executive Committee, I am confident that she will make a significant contribution to achieve our ambition of being a global leader and challenger in beauty." With prior experiences with major beauty brands including, L'Oréal Group and Unilever, Paler is also the Trustee and Chairman of the British Skin Foundation, the leading skin health research charity.

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Architectural Concepts

Bangalore

Hair Speak Family Salon & Spa



Designed across 1,850 square feet, Hair Speak Family Salon & Spa has launched yet another salon in Bangalore, this time in Koramangala, which is the heart of the city. The salon is spacious and the décor is focused on eclectic concepts. The primary objective is to provide a relaxing experience to the clients. It is well-equipped with hair, skin, nail, spa and make-up sections and provides quality services in the mentioned categories. Sharing his views on the salon USP, says Sanjoy Saha, CEO, Hair Speak Family Salon & Spa, "We, as a team, focus on client satisfaction and offer best-in-class services. Our staff is well-trained to provide customised

solutions to our clients. We use only the best known brands meant for professional use. We take demos from brand representatives for the products that we would like to use. We have specialists in our organisation who evaluate the products, and only then suggest them to our clients."

On the expansion plans, shares Saha, "Our vision for 2018-2019 is to have more than 20 branches all over Bangalore with the sole purpose of enhancing the natural beauty, provide the best beauty, styling and wellness services, treating each client with utmost care and respect."



Colour combination: Black and white

Products used: L'Oréal Professionnel, GkHair for hair; Lotus Professional, O3+, Christine Valmy for skin; Glam for nails

Lights: White LED lights

Flooring: White tiles



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Gurgaon

1909 Makeover Salon & Spa



Founders: Rachna Arora and Samardeep

Address: Shop no. 89, Eros City Square, Rosewood City, Sector 49, Gurgaon, Haryana - 122018

Phone: 0124-401 1909; 1800-103-1909

Email: come@1909makeover.com

Website: www.1909makeover.com

Colour combination: Olive tan and beige

Products used: L'Oréal Professionnel and GkHair for hair; Rica, Lotus Professional, O3+, Artistry by Amway for skin; Kryolan, MAC for make-up

Flooring: Desert verde tiles

Lights: Warm LED lights

Architect: Kanika Kumar, Interior Designer and Owner, Space Origami



Designed across 1,185 square feet, the newly launched 1909 Makeover Salon & Spa is inspired by the circa 1909. It boasts of plush and luxurious interiors that focus on the client's comfort. The salon is equipped with six grooming stations, two shampoo stations, two manicure and pedicure stations, two beauty rooms with individual shower areas, separate make-up room along with a reception and waiting area. Inspired by the circa 1909, which was the turning point of the century in the realm of aesthetics, the salon envisions to evolve the concept of beauty and makeovers. Sharing

her views on the USP of the salon, says Samardeep, Co-founder, 1909 Makeover Salon & Spa, "We bring an exclusive unisex salon acquainted with world-class tools and professionals for stunning looks and absolute luxury. We run the show with a team of professionals who are focused and have expertise in hair and beauty." On the design concept, she adds, "We have used pastel shades in paints and texture with a selection of vintage-themed laminates on the furniture. Special lighting that imitates natural light has been used to bring out the actual shades of hair colour."



The Fade

Celebrity Hairstyle Decoded



Mumbai-based Celebrity Hairstylist, Amit Yashwant decodes the most talked about hairstyle makeover of Bollywood actor, Tiger Shroff for his latest blockbuster, *Baaghi 2*, in an easy to achieve step-by-step guide

► **Inspiration:** "We conceptualised the look depending on the script and character. Since, Tiger Shroff was playing the role of a soldier, the look had to be clean, defined and edgy. After a lot of research, we zeroed down on the look where we kept the sides faded, with the length at the top being medium to give it an edge as well as suit the character he was portraying," shares Amit Yashwant, Celebrity Hairstylist.

► **Preparation:** Elaborating on the look, he says, "It was challenging for me as Shroff loves his hair to be long and has sported long hairstyles in all his previous films. Upon finalising the look, I was apprehensive of the outcome, but decided to cut it gradually for him to adapt to the new look. It took me five weeks to give him the final look."

► **Tools used:** Pair of scissors by Vidal Sassoon, professional clippers by WAHL, and hair dryer by Dyson.

► **Products used:** L'Oréal Professionnel Volume Mousse and L'Oréal Professionnel Elnett Satin Hairspray Extra Strong Hold.

Step-by-step

- Start with scissor over comb to cut the hair on the sides and bring it to the desired length.
- Using a professional clipper, create a sharp skin tapered fade for a smooth finish.
- Trim the crown area while retaining a medium length of hair at the top.
- Use a volumising mousse on wet hair for extra volume. Finish it off with a professional hairspray for extra hold. Ⓢ





Paul Jones Against All Odds

Having begun his career in hairdressing at 16 years of age, Paul Jones has re-written the norms of the industry. He has trained under the veritable gods of hairdressing, namely, Patrick Cameron, Simon Smith, among others. With *Salon India*, he shares his joys and tribulations, which have stood him well and made him the hairdresser who has emerged victorious

by **Shivpriya Bajpai**

Getting started

In all honesty, it was never my ambition to be a hairdresser, but I wanted to travel. However, it is amusing how 20 years into this career, I am travelling. A lot! I was 16, when I started working on Saturdays in a salon. I remember seeing the ladies enter looking normal, but leaving looking so glamorous and happy. I remember thinking then 'I want the power and skills to make women look the best versions of themselves'.

Professional education

So, I was always that hairdresser who would say 'I do not put hair up or 'I do not braid'. The fact was that I could not even put a grip in someones hair after being in the industry for 10 years. However, when I started getting interested in the session/fashion world, I realised that this issue was going to hold me back. So I enrolled for a Patrick Cameron 'hair up' class, and realised that I had the ability, but not the interest before. The course not only taught me to put in a hair grip, but finally had me looking at hair in a completely different way. I did four more classes with him and practiced every available free minute I would get in the salon. I invested in a head block/dolls head (something I recommend every one to do), I devised my own ways of doing things. As a Dyslexic, it was the best way to learn. My first ever hairdressing job was in a small salon in Wolverhampton, my home town. I made some of my best friends there, friendships I still have today.

Mentor influence

Initially it was Simon Smith, the Regional Manager for Nicky Clarke Salons. I had the hardest trade test of my life with him! I had to do four haircuts while he sat there watching me. He had a face like thunder the whole time and I was terrified of making a mistake. I had previously been working at Toni&Guy where undercuts and mullets were in vogue. But Clarke is more about classic cuts and styling. So, I did my first cut which was a bob with an undercut. I thought it looked great. When I finished the cut, he told me it was horrendous and if I did one more like that, I could leave. I did three more cuts and I got the job, so, I guess they were fine! He taught me how to do classical hairdressing and simplified



Photo credit: Arian Levanael

Selecting freelance over brand association

I have craved for freelance work! I worked in 18 salons over 18 years. So, freelancing suits me as I am always on the move.

Importance of hair education

Hairdressing is constantly evolving and it is important for an artist to evolve with it. I have been in hairdressing for long and I still learn something new at a fashion week. When I started there was no YouTube, smart phones and Instagram. The Internet is a wealth of knowledge, available at our fingertips. I follow some amazing accounts on Instagram that have 'how-to' videos. My advice to those starting out is to pick a salon that has a great training programme and stick with it.

Preparing to create new hair looks

A lot of the time I follow my gut instinct with looks that I create and try break it down and simplify it. If it is too technical, it can consume too much time on photoshoots. I am also never afraid to ask advice from someone who maybe better in that area. It is important to surround yourself with good people so you can all grow with each other.

Favourite tools and products

Curling tongs by BaByliss Pro. I ensure I have two hairdryers with me incase one breaks down. Currently, I am using The Dyson. Sam Mcknight Styling Sprays – all four of them I could not pick just one, Moroccanoil, Bumble and bumble Prep Spray and Bed Head Queen For a Day.

A day in Paul Jones' life

I never have a normal day. Every day is different and that is what I love. One day I will be shooting a music video in an old factory, then to a palace in Paris to work on a show, then in a tiny studio in East London shooting a editorial with friends. I am so fortunate and I love my life!


Advice for aspirants

Do not expect too much too soon. You have to really work hard to learn your craft. I am Dyslexic, so learning for me was always a struggle. I had to practice more than most and devise my own ways of doing things which I still do. It will be long hours and hard work, but never lose sight of your end goal and objective, and do not be afraid to ask questions.

Hairdressing industry in India

I think it is very exciting. I love the glamour of women in India. I am obsessed with the women in Bollywood. I think their hair always looks amazing and behind every amazing head of hair there is always a super talented hairdresser. India must be a very exciting place to be in the hairdressing world.

Future plans

I have only been in the fashion world for four years and feel I have only scratched the surface. I would like to do more magazine covers and collaborations with different brands. I would love an agent, as I manage myself at the minute and juggling work and my diary can be tough at times. Success is fine, but ultimately happiness is what matters and my work makes me happy. Laughter is an essential part of my life! 

everything for me. This was the first time in my career many haircuts made sense, with regard to hair types, and more. I worked for him for five years and will always be grateful to him for putting that fear in me as it only pushed me to work harder. In my fashion career, I have been fortunate to work with Sam Knight, he has been a great source of inspiration.

Challenges faced

I was the only assistant attached to three hairstylists and a colour technician, and I also had to be at the reception. I was naughty and played tricks on the stylists. My old boss had his hands full with me!

Forte as a renowned stylist

Great question! I would never pick only one area and say 'I am only great at this'. My first love has always been to make women beautiful, and I think, I do that well. But for me to answer, I would have to pick one area of hairdressing and I love so many areas.

Currently working on

I am in the middle of colouring hair extensions for a beauty shoot, and am shooting with two good friends. If we actually get a day off together, we just shoot for the fun of it and create some magic. Even if it is only for Instagrams.

For Straight and Shiny Hair Go for X-Tenso Oleoshape

For hair that is straight and shiny, L'Oréal Professionnel presents X-tenso Oleoshape, the new straightening services enriched with nourishing oils and robust complexes

L'Oréal Professionnel reinvents the in-salon permanent straightening experience with the all-new X-Tenso Oleoshape! It is a breakthrough formulation that provides intense care as it transforms and straightens even the most resistant hair. The new formula with the powerful Thio Complex has been developed with a low odour innovation, to provide an improved experience for hairdressers and consumers, alike. It even reduces frizz for wavy to curly hair types! Combined with Oil Trio and cationic actives, the hair fibre is nourished and strengthened. Available in two variants of Resistant and Extra Resistant, the X-Tenso Oleoshape straightening service has been created for a sensorial experience for hair that is beautifully straight and has incredible sleek shine.

Available only in salons, the X-Tenso Oleoshape services can be availed with the aid and expertise of your hairdresser.


No compromise on nourishment and experience

Only L'Oréal Professionnel X-Tenso Oleoshape allows you to straighten your hair without comprising on quality. There is no compromise on nutrition and care with X-Tenso Oleoshape, as it is enriched with Oil Trio, a blend of sweet almond, cotton seed and rice oils. The new straightening services with X-Tenso Oleoshape visibly improves the quality of hair for a more nourished fibre and incredible shine. Powered by the Thio Complex, the in-salon experience for both hairdresser and the client is enhanced and more pleasant as it harnesses the low odour technology.

No compromise on protection and strength with Smartbond

X-Tenso Oleoshape services combined with Smartbond, the breakthrough bond reconstructing system from L'Oréal Professionnel, ensures that the hair is even more protected and strengthened.

No compromise on hair colour with Dia Richesse

For that perfect makeover, experience X-Tenso Oleoshape with Dia Richesse, the ammonia-free, tone-on-tone colour service, on the very same day. Take your pick from 21 shades for a sleek and glossy effect. 





Opti.HairCare Range by MATRIX

Enhance and Maintain Salon Treated Hair



**Melroy Dickson,
General Manager
Education,
MATRIX
India shares
professional tips
for in-salon post
care treatments
with Opti.HairCare
Range**

India has witnessed a paradigm shift in people's approach towards beauty and lifestyle. The culture of trying out different in-salon treatments has evolved significantly. The salon industry too has come a long way from providing haircuts and colour touch-ups to, today, offering a number of services ranging from hair spa and hair colouration to hair care treatments and styling. Now that consumers are investing in hair services, it is important to help maintain the beauty of their serviced hair with various post-service treatments.

To help clients effectively enhance and prolong the beauty of their salon serviced hair, Melroy Dickson, the MATRIX expert, shares ultimate tips for in-salon post care treatments with Opti.HairCare by MATRIX.

*For straight and
smooth hair*

In the past few seasons, sultry waves and braided looks have been in demand. However, Indian clients have a special place in their hearts for straight hair. The style is ideal for both casual and swanky events, it is easy to manage and certainly the best in terms of versatility. While straightening and smoothening services have proven to be a boon for frizzy and untamed hair, it is essential to invest in a specialist post-care regime to enhance and prolong the results of these services. With its breakthrough professional and specialist treatments, MATRIX offers a perfect post-straightening solution, Opti.Care Smooth Straight. Enriched with Shea Butter, this range helps control and smoothen chemically straightened hair, and condition and moisturise for healthy-looking, smooth and silky hair.

This includes two in-salon treatments, Opti.Care Nourish and Seal treatment and Opti.Care Smooth and Seal Treatment.

Opti.Care Nourish and Seal treatment: It is an intense nourishing in-salon treatment that deeply treats hair fibre resulting in soft and smooth hair.

Opti.Care Smooth and Seal Treatment: It is a deep nourishing in-salon treatment that helps prevent split-ends in straightened or smoothened hair.

EXPERT TIP:

Serum should not be applied near the roots. It is advised to distribute a serum to the part of the hair that needs it the most — the mid-lengths and the ends. For better effectiveness, serum should be used on damp hair.



For nourished long hair

Long, voluminous hair is every client's dream, but maintenance is a challenge in a hot and humid country like India. Clients feel the only way to deal with long hair problems such as roughness and split-ends, is to trim the hair or go short. However, experts at MATRIX recommend that instead of trimming the split-ends, the heart of the problem that is lack of nourishment should be addressed. Therefore, the only way of taking care of long hair is to ensure that each section is catered to and cared for with a tailored solution.

MATRIX offers Opti.Long Nourish Protect, the professional specialist care range for long hair offering up to 98 per cent more nourishment* for your client's hair. Enriched with Ceramide, the Opti.Long Nourish Protect range helps combat the various issues faced by the different sections of long hair. It further provides the necessary nourishment and protection that leads to longer and stronger hair that is tangle-free throughout the length.

With the revolutionary Opti.Long Nourish Protect Range, MATRIX offers a unique in-salon Growth Booster** Service.

Growth Booster Service: This treatment comprises of all the products in the Opti.Long range and is a targeted treatment to strengthen long hair and reduce breakage to give nourished, healthy hair.

EXPERT TIP:

Lukewarm water should be used for rinsing hair after the application of shampoo and conditioner for better results.



For shiny dark tresses

Greying of hair is a natural process and in order to cope with it, clients go for grey coverage colouration, which is now a common service in salons. However, post colouration, it gets difficult to protect the colour from fading. So, to maintain the shine and beauty of dark coloured hair, MATRIX presents two advanced BlackSpa treatments, the Supreme Shine and Protect BlackSpa and Mirror Shine BlackSpa.

Supreme Shine and Protect BlackSpa: It is an in-salon shine enhance treatment that intensely nourishes and treats hair post the grey coverage service. This treatment protects dark coloured hair for upto 24 washes***.

Mirror Shine BlackSpa: It imparts a dazzling shine throughout the length of the hair and ensures that dark hair shines noticeably more than ever.

EXPERT TIP:

It is imperative that coloured hair be continuously cared for to help them keep their shine. After getting a BlackSpa treatment, clients are advised to get home care to ensure that glossy hair is well maintained.

*Instrumental Test - Shampoo + Conditioner + Leave-In Cream vs. non-conditioning shampoo.

** Due to protection and nourishment action leading to lesser breakage.

***System of Opti.black shampoo, booster dose, masque and serum vs. non-conditioning shampoo system.



Sumit Malkotia Top Notch Skills

Meet Sumit Malkotia, Creative Director, Looks Salon, Delhi and one of the seven L'Oréal Professionnel ID artist. Malkotia's expertise spans the diverse segments of hairdressing, but his primary objective is to train and inspire newcomers

Getting started

I am the fourth generation in my family who is into hairdressing. I was always inspired by the fashion industry and thought a career in hair would help me to stay close to fashion. Later, my father sent me to Mumbai for hair education and it was my first step into the industry.

Professional background

Despite being good in academics, I chose to drop out of college as I did not enjoy it. Instead, I moved to Mumbai to pursue a course in hair dressing from the BBLUNT Academy. I have trained with Adhuna Bhabani, Avan Contractor, Walter Dorairaj to name a few. I have also attended master classes by Laurent Decreton, Andrew Heisman, Christopher Williams, Kingsley Gomes, Bertram, and a few more.

Challenges faced

I was considered to be the black sheep of my family, and even my friends did not take me seriously. The same happened when I expressed a desire to join the hair industry. I was a bright student, but no one thought I would leave college halfway. But, when they witnessed my passion for hair, they had no choice but to accept that I was serious and so, decided to support me. Also, living alone in a new city was a challenge to start with, but my love and dedication towards my craft kept me going.

Career graph

I joined BBLUNT Salon as an assistant, worked with them for four years to become the Style Director. With LOOKS chain of salons, I



have been the Creative Director for the last two and a half years. With L'Oréal Professionnel, I have been the Identity Artist for four years.

Role as an ID artist

My role as an ID artist demands a lot of responsibility, as it is all about motivating and inspiring the newbies from the industry. We also have the responsibility to train the stylists on new techniques, on a wide range of L'Oréal products and new launches. Our primary objective is to train and inspire the hairdressers.

Hairdressing for different platforms

Fashion is not limited to fashion shows or Bollywood, it is about the lifestyle. However, it is categorised in different segments. Salon fashion is an extremely customised service, where you consult a client and design the services as per the need. Bollywood, on the other hand, is all about the character, which is created by writers and directors; we design the hair keeping in mind the character. Editorial is where you bring out your inner creativity. Although they are still shots, but the theme is to be considered before finalising the looks. For ramp shows, designers set the theme and the final look is

“ In cuts, shoulder length hair is the current trend, however, depending on the client's hair density and texture, you can layer it or keep it one length. Balayage is still trending, contouring is the new high. In styling, keep it natural, but if you are stepping out, soft waves are best! ”

decided. Here, the hair design has to be simple and achievable, as there is not much time backstage considering the number of models and the hair design that is to be replicated on each of them.

Evolution as an artist

I have evolved as an artist and it has changed my vision and perception towards the industry. With social media being an integral part of our lives, learning new things has become easy. Classic or fundamentals are very important, but to experiment keeping the classic in mind is the real talent of an artist. I am blessed to be able to learn all this over a period of time.

Favourite products

Scruff Me, Messy Cliché, French Froisse, Crepage FDE Chignon and Elnett are few of my top favourites.

Views on the hair industry in India

The industry has great potential and with social media platforms, it is not difficult for us to display our talent. India is no less than any other fashion hub, but the right approach is required to do so.

Advice to newcomers

Be confident about the foundation and experiment. Keep abreast with the current trends. Lastly, share your learnings with your friends and colleagues, because sharing always educates you more.

Future plans

It is just the beginning. I envision myself as a L'Oréal Dream Team Member showcasing Indian talent on international platforms. 🌐

Hair and Make-up

Top Tips From the Show

At the India Runway Week 2018, Mohit Sehdev, Hairstylist, Havells Grooming Essentials and the make-up team at Glam Studios showcased inspiring hair and make-up looks



Hair: **Curly Top Knot Bun**

This is an effortless, yet chic hairstyle that works for all hair textures, be it curly, straight or wavy.

- ▶ Gather curly or wavy hair in a ponytail.
- ▶ Hold the hair in a ponytail and stretch it with your hand.
- ▶ Lock the end of the ponytail with bobby pins.
- ▶ Roll the pony upwards and towards the top of your head.
- ▶ Pin it in the shape of a bun, mini twist or knot.
- ▶ Use a hair spray to secure the style.



Products used: Hair dryer and curler from Havells Grooming Essentials, Full Control Hair Spray by Garnier.



Make-up: **Minimalist Radiant**

This make-up look focuses on highlighting the features to achieve a radiant glow. It is ideal for any occasion.

Face: Dewy foundation for a nude look.

Eyes: Highlighted inner corners of the eyes, false lashes and mascara.

Lips: Nude, pink and red.

Cheeks: Blush pink.

Brand used: MAC Cosmetics. 📍



Retro Look

with Berina Styling Range



For More
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1. Apply **Berina Hair Styling Mousse for Smoothing hair** to hold the waves together. Its forming a protective layer on the hair strand, the ingredients in it moisturizes and nourishes your hair. It provides your curls more volume, long lasting and vitality in a single step.

2. Then and pull all your hair back into a smooth chignon, and secure it with bobby pins. Lock your bun by generously using the **Berina Super Firm Hold Hair Spray**. It is the best formulation gives a brilliant shine and nourish to styled hair.



Sushant Maini Relentless Passion

Meet Sushant Maini, Senior Hairstylist at Bella Madonna Salon, Gurgaon, who is a self-motivated individual. With several awards and recognitions under his belt in incredible eight years, Maini aspires to take his craft on an international platform

Professional insights

I started my career with a basic training at Alps Academy before joining as a Senior Hairstylist at Bella Madonna in Delhi. I got a lot of opportunities and exposure here, which taught me to handle difficult situations with ease. I have also attended many seminars and international trainings around the world from experts like Jo Hansford, Laurent Decreton, Trevor Sorbie, to name a few. It has been an incredible journey of eight years and includes several awards and recognitions including the winner of North Colour Trophy 2016-17 and runner up at the IHA Awards in Goa, 2016-17, to name a few.

First job

I joined a salon as a trainee, however, within the first six months of my course

at Alps Salon, I was appointed as a Hair Designer. As a newcomer, I honed my skills by grooming professional models at shoots. These experiences helped me to realise my potential and work towards my goals.

Current role and responsibilities

My role involves experimenting with cut, colour and style and ensuring 100 per cent client satisfaction. I always strive to create a pattern with cut and colour that brings out the unexplored side of my client's personality.

Client list

It is a mix of prominent personalities from various professions like models, designers, celebrities, along with a long list of housewives and youngsters.



Salon: Bella Madonna Salon
Address: SG-34, DLF Galleria Market, Phase-IV, Gurgaon
Tel: 0124-2806091/6092
Last appointment: 8pm



Convincing clients to experiment

I strongly believe that client consultation plays a pivotal role. Clients, today, are well travelled and fashion conscious; so, as a hairdresser it is critical to stay up-to-date with the current national and international trends. Over the years, I have developed a good reputation amongst my clients as they have faith in my skills. It becomes easy to explain new variations in colour, cut and style to enhance their look.

Staying updated

I believe that social media has the potential to create new avenues in my field. I explore social media platforms like, YouTube videos and tutorials, Instagram and Facebook to keep abreast with trends and techniques. Besides social media, I try to gain knowledge by attending workshops and seminars conducted across the country.

Favourite colours and brands

My favourite hair colours are auburn browns and blue teal. I prefer L'Oréal Professionnel.

Forte

My forte is creativity and subtle hair colour and cuts. Before trying any look, I visualise it in my mind. Sometimes, I am inspired by a theme or a specific time period; for example, the look I created for the Indian Hairdressing Awards was an Egyptian theme. It was applauded by everyone.

Current trends

For cut, long bob and inversion layers; French browns and Parisian Chocolat are trending in colour.

Views on the salon industry in India

Salon industry is an emerging field in the area of creativity. Being a hairdresser, it

is not only about hair colour or cut but, it also involves a lot of planning and thinking of ways to enhance one's personality. A lot of grooming and hard work goes into developing artistic skills.

Advice for the newcomers

Hair designing industry is very dynamic. It involves constant training and updating of your skills to create new possibilities. New comers should be flexible and hardworking and adapt themselves according to the changing demands and tastes of the clients.

Future plans

I am afraid that my skills and knowledge will become stagnant so, I want to explore new possibilities in my area of expertise with each passing day. I am aspiring to be trained by the professionals at the international level. 📍



Eyebrow Transplants From Scalp to Brow

by **Dr Vinod Sonawane**

Dr Vinod Sonawane, Hair Transplant Surgeon and Trichologist, is the Managing Director at Bloom Hair Transplant. Views expressed are personal.

A person's appearance has been often linked to the confidence and self esteem that one enjoys. A symmetrical face, a pleasant smile and bright eyes can cheer up any situation and help one manage their daily perils. Facial hair adds a lot of shape and character to a person, especially eyebrows. They define the eyeline and add to the symmetry of the face. Medically, eyebrows act as a filter against dust, dirt and sweat, but more than that, it plays a huge role in social expressions and emotions.

Unfortunately, there are cases of partial or complete loss of eyebrow. This has direct functional and emotional impact on a person's face and self-esteem. However, due to the latest advancements in technology, eyebrow restoration is possible akin to hair transplant of the scalp.

Causes

There are myriad of reasons that can lead to partial or complete loss of the eyebrows such as congenital, trauma, plucking, burns, surgery, alopecia areata, and more. The most common being repeated plucking, especially for aesthetic purposes. Patients also come with cases linked with an obsessive-compulsive disorder (OCD) called Trichotillomania resulting in repeating plucking of the brow. It is always recommended to first treat the OCD before eyebrow reconstruction is attempted. Some cases of disappearance of eyebrows could be due to normal occurrence of progressive thinning of the hair due to ageing. Before we attempt any eyebrow transplant procedure, we need to first identify the underlying cause, so that a suitable treatment can be prescribed.

Design

As eyebrows play an important role in defining the beauty of a person, its shape, and size directly impacts the aesthetic value of the eyebrow. A physician can, in the process of restoration, also help in adding an aesthetic touch to the procedure. This, however, needs to be clearly defined and planned between the patient and the doctor. Patients generally carry particular desires and prejudices and these need to be clarified beforehand. Beauty is not just determined by a specific shape or angle nor a specific number of grafts or bunch of hair follicles. Here the doctor has to leave the realm of medicine and be a beautician and understand the goals that the patient wants to achieve. The doctor also has to be cautious and play an advisory role on what is good and reasonable.

Challenges in eyebrow transplant

For eyebrow restoration, we need to identify a donor area on the patient's scalp and select the number of grafts for a successful restoration. In the process one must remember, the hair on the scalp and on the brow are not similar. When scalp hair is transplanted, it will retain characteristics of shape, shaft thickness and growth rates. If a person has scalp hair that is coarse and eyebrows are fine, this will lead to an improper match and result in poor aesthetics. Secondly, due to the characteristics of scalp hair, the longer hair cycle, will result in the hair growing to an extent which may be too long from an aesthetic point of view. However, it has been observed, that the characteristics of the site get developed in the transplanted hair and the length of the hair cycle gradually decreases.

Conclusion

Eyebrow transplantation, like hair transplant procedures, is a safe, out patient procedure in the hands of a qualified doctor. It not only helps individuals enhance their appearance, but also helps them regain their lost confidence. However, eyebrow transplantation combines the realms of medicine and cosmetology and a nuanced doctor, with the right inclination can be successful in improving the appearance of their patients. Like all procedures, if done under the proper guidance of a qualified and certified doctor, this can create wonders, both medically as well as aesthetically. 📌

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Market Watch | Professional Tools



Hair Straightener by Vega

With the Pro i-Shine Flat Hair Straightener get shiny, sleek and straight in hair in a jiffy. It has wide titanium plates that glide easily through thick hair without pulling or snagging. It has a temperature control function which helps to avoid crimps in your hair. You can set temperature from 150°C to 230°C as per your need. One can style almost instantly as this heats up in less than 60 seconds. If you forget to switch off the straightener, it will shut off automatically after 60 minutes. With the easy lock system, you do not have to wait for long for it to cool down.

Price: ₹2,999



Scissor by Juice Salons

The new range of scissors elevate the haircutting and styling process for professionals in the industry! There are five different types of scissors and each of them have their own unique feature and benefit that make them suitable for particular cuts and styles. These scissors are handmade from high quality stainless steel by welding two pieces together. The scissors are triple-honed and have hallowed grinding that ensures a smooth cutting action. The overall ergonomic design of the scissor increases its sharpness and durability that leads to enhanced performance. Currently these salon scissor tools are available for purchase only at the Juice head office in Mumbai.

Price: ₹5,000



Roller ball and Micro Mist by Takara Belmont

Roller ball, distributed by Consolidated Services, is one of the most advanced equipment used for hair drying, colouring, perming and so on. Its advanced design fuses beauty and functions. Its slim, lightweight design facilitates ease of use and mobility. The heating element is a carbon heater that increases its result efficiency. It has a factory installed cooling fan which gives great comfort to the guest while taking the treatment. It is available in stand type and wall type and is fitted with all safety devices, at Consolidated Services in Gurgaon.

Price: ₹1,45,000 approx. + taxes

The Micro Mist is an essential gadget for any salon that offers hair spas. It produces microscopic mist which swells hair, penetrates deep into it to enhance the effect of the treatment. It is pre-programmed with all kinds of settings, but an operator can have his own setting as well. It is available in two types, one with a head gear and the other model is without the head gear called Spa Mist. Fully equipped with safety measures, it is available with Consolidated Services in Gurgaon.

Price: ₹1,65,000 approx. + taxes



Curling tong by Berina

The Berina Curl Perfect Curling Tong gives you bouncy curls without leaving crease marks. This ceramic curling iron heats up fast and is easy to use—just clip in the end of your hair and twist. The Curl automatically directs hair onto the 3/4 inch barrel for even heat distribution. The ceramic barrel protects your hair so it always looks smooth and glossy. The Curl Perfect ceramic barrel protects hair as it curls. Ceramic is a highly effective material for styling tools because it improves heat distribution and helps the selected temperature remain even throughout the entire curling iron so there are no hot spots. This minimises damage to the hair cuticle, resulting in smoother, healthier curls. Ceramic creates an effortless glide with no snagging, making it easier to achieve perfectly set curls without multiple passes. It also offers a layer of protection against styling products and scratching, so the barrel performs better, longer.

Price: ₹3,200



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Market Watch | **Hair Care**

UV protection by GKhair

The UV/UVA Shield Juvexin Color Protection Shampoo and UV/UVA Shield Juvexin Color Protection Shampoo Conditioner are sulfate-free and paraben-free hair products that block possible hair damage from the sun, while keeping your hair free from harsh chemicals. The shampoo and conditioner are infused with Juvexin, a keratin anti-ageing protein blend which provides nutrition to coloured hair. This content also creates a shield against UV/ UVA rays. One of the primary functions of the conditioner is that it helps to block harmful rays of the sun usually cause dryness and split ends. When both the products are used regularly, hair is hydrated, shiny and the hair colour stays protected, too. Both the products are available at premium salons.

Price: ₹1,050 and ₹1,450 for 150ml and 240ml each for shampoo and conditioner



Hair gel by Paul Mitchell

The Tea Tree Firm Hold Gel holds hairstyles from morning till evening. It locks hair in place, as well as gives fullness, creating the look of thicker hair. The invigorating scent of cool Mint, Tea Tree and citrus will leave your hair wonderfully scented. It is suitable for both dry and wet styles. It is available at leading salons.

Price: ₹1,260



Curl enhancing shampoo by MoroccanOil

MoroccanOil Curl Enhancing Shampoo rids hair of oil and product buildup. It is especially formulated to enhance curl definition using a powerful blend of Abyssinian Oil, Hydrolyzed Vegetable Protein and Argan Oil. Hair is fortified against frizz, split ends are sealed, and moisture and shine are boosted to deliver healthy-looking, defined curls. Perfect for all curl types, it is available at salons and spas.

Price: ₹1,980

Beard and moustache wax by Beardo

The Beard and Mustache Wax – Extra Strong to help you with all your beard dilemmas. This wax will help shape your mustache and beard instantly as it is an amazing styling agent and easy to use. Whether your beard is long or short, Balbo or Van Dyke, this wax will give you a clean and sleek look within seconds. Just scrape off the wax with your thumb or forefinger, rub it between your fingers and rub it back and forth on your beard and mustache. Composed of the choicest ingredients like Coconut Oil, hydro generated Castor Oil, perfume, Liquid Paraffin and Menthol, it will make your beard soft and free of frizz. Beardo Beard and Mustache Wax – Extra Strong is ideal for men who like to look presentable without shaving off their beard. It is available online at www.beardo.in, Flipkart, Snapdeal, Amazon and other major online platforms.

Price: ₹450 for 50gm





Photo: Shutterstock

Client Retention **Delightful** Offers

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

Toni & Guy | Delhi

The salon is offering hair wash, cut and styling at a discounted price of ₹799. The offer is valid from Monday to Friday. The actual price of the service is ₹1,800.

Trendz Hair and Beauty Salon | Kolkata

Get global hair colour by L'Oréal Professionnel for any length along with hair spa and trim for a discounted price of ₹2,000. The actual price for the package is ₹4,000.

Headmasters Salon | Chandigarh

The salon is offering bridal or pre-bridal make-up package at an offer price of ₹17,999. The actual price of the package is ₹28,000.

Envi Salon & Spa | Pune

Get nail extensions and manicure at a discounted price of ₹1,770. The actual price of the package is ₹2,596.

Studio Lounge | Chennai

The salon is offering hair straightening/ smoothening/ rebonding services for any length of hair at a discounted price of ₹3,499. The actual price of the service is ₹10,000.

Enrich Salon | Mumbai

Get signature manicure and pedicure at an offer price of ₹2,747. The actual price of the package is ₹3,924. 📍



In All Fairness **Is the Category a Dark Reality?**

Since time immemorial, Indians have been obsessed with fairness, so much so that it has become a debilitating mindset. To usher in a new world infused with fresh perspective, it is imperative to educate and sensitise the public on health and not 'colour'. With this in mind, the government has proposed an awareness drive on the adverse effects of steroid-heavy whitening products and services. To not let it affect their business, beauty brands, spas and dermatologists are now advising skin brightening solutions, instead. *Salon India* speaks to medical experts and brands in the industry for their take on the matter

by **Aradhana V Bhatnagar**



► BERKOWITS HAIR AND SKIN CLINIC ◀

Dr Anupriya Goel | Medical Director

Views on the category: Flawless clear skin is the first impression, so, one should not be obsessed with fair skin. Instead one needs to focus on seeking those treatments that lend a glow to the skin and remove pigmentation. Fairness services and products in India should not exploit the human emotions to look fair and feel superior, rather they should be marketed as a treatment for tanned skin. About 50 per cent of patients come to us seeking a fairer complexion. A lighter skin tone is considered a superior trait amongst men and women of our country. There is also higher incidence of pigmentary disorders in Indian skin type, which further increases their obsession for fair complexion, not only for themselves, but for their spouses, too.

Services offered at the clinic: A wide variety of treatments are offered as skin lightening and glow treatments. We do not market them as treatments to induce fair complexion. They include IV Glutathione, which is one of the most potent anti-oxidants used to reduce melanogenesis, and hence pigmentation, by various mechanisms. The most crucial is the inhibition of tyrosinase activity and suppression of free radicals; Mesotherapy with cocktails containing Glutathione, Arbutin, Vitamin C, Lactic Acid and Tranexemic Acid, which is very effective in treating Melasma and reversing pigmentation post a sun tan. Then, chemical peels such as, Glycolic peel, Lactic peel, combination peels and the yellow peel to lighten freckles and treat Melasma, Acanthosis Nigricans, Lichen Planus Pigmentosus and lightening post inflammatory hyperpigmentation. We offer Microdermabrasion to remove dead cells from the skin's surface and aid in glow and lightening; Q Switch Nd Yag laser targets Melanin at multiple levels and treats freckles, Melasma and even Nevus of Ota; and skin lightening creams and serums such as, Vitamin C Serum, Glycolic Acid

Serums, creams containing Arbutin, Hydroquinone, Niacinamide, Vitamin E, and others.

Marketing strategies adopted: We promote and support flawless, clear skin. Everybody deserves it! Skin lightening treatments are not used to induce fairness, but as a solution to get rid of brown spots and uneven skin tone. They can even help lighten birth marks.

Challenges faced: No skin treatment gives permanent results. It is extremely essential to have patience and be consistent when taking any skin treatment, especially for skin lightening. Best results are achieved when a combination approach is used, which includes use of skin care products, intake of oral supplements and in-clinic treatments. Some people do not want to invest so much in skin care and some cannot afford these treatments, hence feel dejected when they take incomplete treatments and do not get adequate or desired results.

Future plans: I completely believe and support 'prevention' than 'cure'! It is essential to educate the society about sunscreens, antioxidant serums and oral supplements so that they can enjoy an even skin tone and flawless skin. Obsession with 'fair' skin should not be promoted, however, we should support healthy, glowing skin. If any patient suffers from a sun tan or any pigmentary disorder, skin lightening products and services are the perfect tools to achieve healthy clear skin. Today and even in the future we will always support flawless, clear and healthy skin and not 'fairness'.





▶ **QUAN SPA, JW MARRIOTT, MUMBAI SAHAR AND RENAISSANCE MUMBAI CONVENTION CENTER HOTEL** ◀

Mahima Sharma | Multi Property-Director of Spa

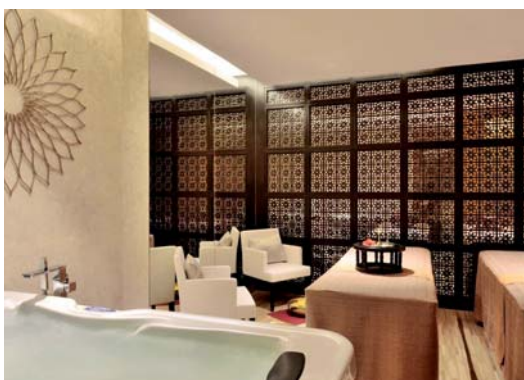
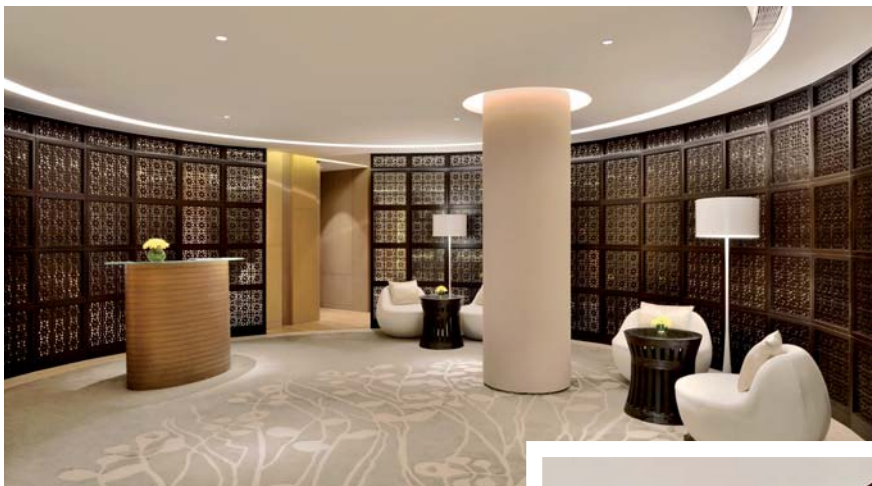
Views on the category: Fairness products and treatments are on high demand among Indians. Also the cultural value attached to fairness is very prominent in our country. You will be surprised to know that almost six out of 10 customers ask for skin lightening and fairness therapies. While internationally tanned looks are trending, Indians are not comfortable with it. What's more, it is not only the fairness or brightened look that a customer desires, but he or she is also looking for flawless and even-toned skin texture. While there are plenty of international fairness products available at retail beauty stores, one must choose a product as per the skin quality and requirement. The focus should not be on quick results, but care and safety.

Services offered at the spa: There are a variety of skin brightening and fairness services. For clearer and even-toned skin, our Brightening Facial, retail home care, exfoliation and enzyme application are popular. There are seasonal facials where natural active ingredients like, fruit extracts from Papaya and Strawberry are used. The natural enzymes have a mild peeling action, which stimulates brightening.

Marketing strategies adopted: At Renaissance Mumbai, we promote our various services online through our website and our social media platforms. We have a great clientele who has confidence in our services and they promote us to their friends and family based purely on their fantastic experience.

Challenges faced: There are no challenges per se. Beauty as such is a dynamic industry. There are new researches shared regularly and new products that are introduced in the market. It is important to keep up with the new findings and equipment to keep the spa and salon updated with the latest in technology.

Future plans: We believe in providing services for luxurious relaxation, and focus on wholesome rejuvenation of the body and mind. Fairness is one of the many unique services that we provide and we shall continue to add new products and therapies to our list.



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► **MEDISPA DERMAL SCIENCES** ◄

Mohit Narang | Chairman, Medispa Group

Views on the category: I believe our skin needs to be restored and healed, and peeling is not the solution to a skin concern. In order to fight darkening, one must ensure high levels of hydration, an effective hydrolipidic film and control UV exposure. I advise customers to carry out research on the ingredients used in cosmetic preparations before adopting them. Almost everyone in India aspires to be fairer, and I do not see whitening products or services phasing out anytime soon. It is the need of the hour considering the harsh environmental aggressors that further deteriorate the skin's condition. Bleaching, a popular service, is one of the most dangerous vaporising activities that invites deeper UV penetration post bleaching. I urge women to quit this useless service as pigmentation problems get further accelerated by it. I think a skin clinic that has quality Laser activities can help achieve an even-toned skin, but without the use of peels and bleaches which leave your skin way too sensitive and pigmentation prone.

Products offered: Fairness is a tricky subject and in the name of fairness, cosmetic companies are trying hard to find new peptides and ingredients that offer pigment suppression results. We, at the Medispa Group, constantly work with the latest supplements and ingredients that are approved by FDA to prevent any possible damage or adverse effect on our consumers.

Future plans: We have been working on Deep Plant Stem Cell and Hyaluronic Acid peptides to achieve deep dermal hydration. We have also successfully incorporated the AIPL and Q-Switch 1064 nm to remove pigment spots and bring overall cellular rejuvenation. I always tell my clients to be patient. Products that claim magical results are often mysterious!



► **DR TRASI'S CLINIC AND LA PIEL** ◄

Dr Shefali Trasi Nerurkar | Consultant Dermatologist

Views on the category: Around 40 per cent of patients come to us asking for detan or brightening therapies. While my personal opinion is that detan procedures are good, one must also believe that one is born with a type of complexion and we have to respect that. We should not over expect our doctors to bless us with a completely different skin colour.

Services offered at the clinic: Our clinic has Microdermabrasion, Glutathione injection therapy, skin brightening peels and Q Switch Nd YAG laser for pigmentation. We use natural brightening agents like Vitamin C and Arbutin for Mesotherapy, as they rejuvenate and brighten the skin.

Marketing strategies adopted: As a dermatologist, at the clinic, we do not promote fairness. If a patient has pigmentation due to a dermatological disorder, then trying to correct it with a fairness treatment will be wrong.

Challenges faced: Any treatment done for fairness is likely to be temporary. There is no treatment available that can change the genetic condition and complexion of one's skin. So continuous maintenance therapy will be required.

Future plans: We do not plan to introduce or add any fairness inducing therapy.



► SKIN ALIVE ◀

Dr Chiranjiv Chhabra | Dermatologist

Views on the category: Indian society still focuses on fair skin and women spend their energy buying fairness creams and investing in various invasive and non-invasive methods. We support the 'Confidence breeds beauty' ideology, and offer services which help our patients get rid of dull and dead skin leaving them with a fresh, rejuvenated and healthy looking skin. Our treatments do not focus exclusively on fairness of the skin. 50 to 60 per cent of our consumers demand a fairer and improved complexion.

Services offered at the clinic: We offer non-invasive services which help in recovering the lost glow and improve the complexion. Medlite C6 aka Q-switched Nd-YAG Laser improves the skin tone, elasticity and pore size that results in youthful and fresh appearing skin. Medlite is very famous for its Photo Acoustic effect, which combines high power and nanosecond pulse width in order to deliver peak



energy throughout the epidermal layers faster than the relaxation time of tissue so as to effectively harness the peak power and provide best results. During the procedure, the laser light which has a photomechanical effect on skin pigmentation is used to break down the pigments into very small particles which are then flushed out by the body's own metabolic process. Then, Diamond Polishing or Microdermabrasion, which is a technique to polish the skin with soft diamonds that are fixed on tips that electronically move on the skin. This is useful in removing dead cells, tanning, softening wrinkles, scars, and improve the overall complexion. The removal of this outer layer causes stimulation of new cell production in the underlying layers to renew the surface layer. It is a gentle treatment, which does not cause any damage, resulting in a fresh radiant appearance along with improved texture of skin and reduction of fine lines and wrinkles. The Skin Circulation Therapy improves blood circulation under the skin, treats dehydrated skin, blemishes, acne scars and dark circles. It eventually results in improved complexion, clarity and glow. The Hydrating Electroporation Therapy is a non-invasive modality, which penetrates actives like Hyaluronic Acid, Vitamin E, Oligo Peptides, and other extracts deeper into the skin. It helps in deep hydration, skin toning and firming. The Lightening Electroporation Therapy, a non-invasive modality, penetrates actives like Arbutin, Kojic Acid, Vitamin C, and others deeper into the skin. It helps in skin lightening and brightening and leaves the skin looking radiant.

Marketing strategies adopted: Both online and offline strategies work the best. Websites are an informative digital media channel, which helps us to keep the consumers updated with our latest dermatology procedures and treatments. Social media marketing helps to build a strong social media presence, which is essential in today's time. Another efficient way it to stand out by providing outstanding experiences to our patients. Our experts at Skin Alive are passionate and dedicated about addressing the concerns of the patients and give their best to them, from the first to the last step, and even the follow ups. We also take patient reviews very seriously. This enables us in maintaining a healthy patient relationship.

Challenges faced: There is a need to educate the patients about the importance of healthy skin. Apart from derma facials, our lifestyle also plays a major role. Secondly, we need to encourage and counsel our patients about the regular usage of sunblock. As Indians, do not have the habit of regular application of a sunscreen, which ideally should be every two hours. It protects our skin from the harmful UV rays, which affect the complexion ultimately.

Future plans: We are always researching for new services which involve de-tanning, improving the complexion and are eager to cater to other skin related issues.



▶ **CHERYL'S COSMECEUTICALS** ◀

Gunjan Jain | National Educator

Views on the category:

Based on the data produced by Nielsen, fairness products top the list where penetration is concerned. When it comes to salon services, products addressing fairness are in demand. Even if the primary concerns of the client are acne, sensitivity, and more, customers expect fairness to be an implied and expected outcome. Since facials are expected to be more beneficial than home care, there is a need to enhance fairness combined with clearer skin as an important deliverable from salon services. Clients often feel dissatisfied if the facial does not show instant glow. Beauticians often share that 'glow' is a favourite word of clients when they ask for the expected benefits. Thus, brands are trying to incorporate this consumer insight into their services and products to cater to the demand of fairness enhancement.

Products offered by the brand: Cheryl's Cosmeceuticals has multiple offerings that cater to different concerns and lead to a complexion that is visibly transformed. Some of these include GloVite that takes care of dullness and under nourished skin, TanClear visibly reduces tan with the help of Tri-system of AHAs, and the OxyBlast facial that is designed for radiance. Further we have treatments like DermaLite and O2C2 that lend a radiant complexion. We believe in a holistic view and hence the home care is a part of recommendation and the beautician recommends that basis the skin type. As research is developing with each day, the industry is using more natural ingredients in their products as there is a rising trend of preferring natural and organic products. We understand this and so, develop our products using scientifically-proven herbal actives and bio-technological ingredients. The cosmeceutical formulae are essentially designed with actives that

are derived from natural sources and then concentrated. Some of our natural products include Pomegranate extract in our Dermashade Sunblocks, Olive Oil extract in our facials and Aloe Vera in our Oxyderm range. We make sure that each product goes through stringent tests to ensure safety and efficiency.

Scope for innovation in the category:

Every category requires innovation otherwise it tends to lose its relevance with its customers. Our Heel Peel, for example, is one of our most innovative products. It clears cracked heels in flat 20 minutes, leaving soft and smooth heels. The

instant nature of this innovation makes it popular among clients who require immediate results. Innovation in using machines is key to showing the superiority of service. We have introduced multiple hand-held machines to add to the service for the client. For example, our simple tool for hot and cold massages equips the beautician to deliver the client's requirement.

Marketing strategies adopted: One of the key marketing strategies that we believe in is education. We feel it is of paramount importance that the beauticians themselves are thoroughly aware of the services, products, benefits, and other issues. Our beauty experts are given in-depth skin knowledge and how to ensure that the client gets the best service based on an accurate diagnosis. Our certified programmes add credibility to their expertise which they achieve once the beautician completes the advanced levels. Also, the beautician needs to understand what fairness means beyond just cleansing. In addition, we work very closely with salons to help them cater to clients in multiple ways. From creating skin led flagships, to skin scan days that connect our experts directly with the consumer, we are always pursuing to empower the skin care industry.

Challenges faced: There are multiple challenges that the fairness category faces. Firstly, education of the beautician as it is challenging to get the beautician to think beyond generic fairness. The demand for personalised service is increasing daily and the lack of knowledge may lead to the beautician applying the same products and services for all. But one solution does not fit all and is definitely not a long-term success strategy. Hence, educating them in higher skin care courses to become skin experts is essential. Then, the increasingly demanding clients, who are aware of Indian and global products and services, and so, have expectations from a service. To be able to deliver to the client's specific requirement, we are focusing increasingly on diagnosis led recommendation. Here the knowledge of the beautician plays an integral role as they educate the clients about their own skin type and its needs. We see multiple clients with sensitive skin which is prone to several skin problems and every product does not suit them. Hence, we always use with our sensitivity range in such cases, which includes SensiGlow facial, SensiAcne treatment and SensiNzyme treatment. Despite being designed for treating sensitivity, they also address fairness related demands. Lastly, clearer skin versus fairness. There is a high demand in services that address tanning, blemishes and open pores.

Future plans: We aim to offer more problem-targeted solutions. Thus, our products and services are oriented towards fairness as a basic deliverable. We have always believed that it is essential to keep innovative new technologies to cater to our client's specific needs and we will continue to improve our services as we go ahead.



▶ CLINIC EXIMUS ◀

Prof Dr Purna Taneja | Director



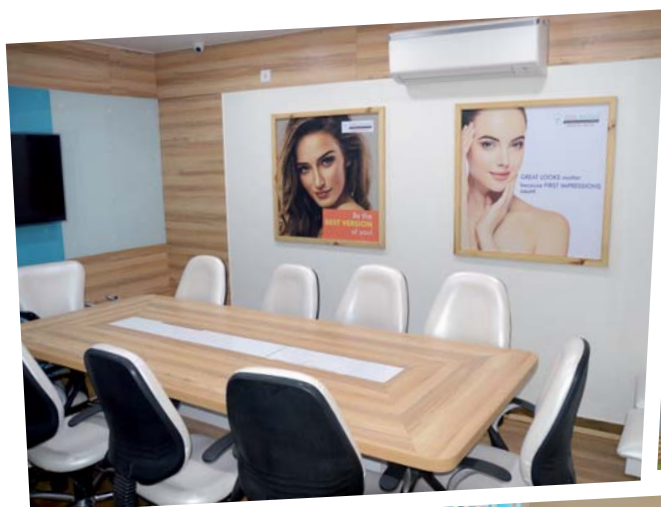
Views on the category: My views on the fairness coaster is very simple – as long as you are comfortable, convenient and convinced about your colour, whatever it may be, stick to it until and unless you suffer from low confidence levels or are conscious about the colour of your skin. As the society we live in is biased towards fairness, we get many queries during the wedding season from both brides and grooms. Even the college going students are becoming conscious of such treatments.

Services offered at the clinic: Our specialised treatment for fairness is the Eximus White and includes an array of services for skin whitening. There are peels for whitening and depending upon the skin type the right peel is selected, Mesotherapy, whitening facials, Laser treatments with the advanced Q-switch and medical treatments. The Teeth whitening service also goes hand in hand with skin whitening.

Marketing strategies adopted: We at Clinic Eximus promote consumer awareness through knowledge. We believe if you are correctly informed about the pros and cons of a treatment, you will make a responsible choice. We conduct a lot of workshops around awareness for patients, and share videos for people to understand and decide consciously.

Challenges faced: The biggest is the aspiration of clients in terms of treatment outcome. We have to be realistic about it and the duration of the treatment required. Skin whitening does not happen overnight and takes a few months to show the desired result. This should be kept in mind while planning treatment ahead of important events like weddings.

Future plans: Till the time our obsession with the fairness does not end, this industry is set to boom. Thanks to the present trend, skin whitening is quite in fashion and a treatment of choice for brides and grooms.



▶ **LOTUS HERBALS** ◀

Nitin Passi | Director

Views on the category: Historically, people across India have demonstrated a marked preference for skin lightening and brightening. It is a consumer-desired attribute amongst people in countries across Asia and Africa.

Products offered by the brand: Lotus Professional have especially formulated facial ranges and home care products for skin whitening and brightening. In the Facial range, the Instafair Facial is a concentrated herbal active that makes the skin fairer and brighter; 4 Layer Advanced Whitening Facial prevents occurrence of spots and reduces melanin for a uniform and translucent complexion; Preservita Advanced Bearberry Marmalade Facial is a powerful fruit detoxifier that rehydrates and restores balance to lack lustre skin. It is excellent for skin whitening and radiance; Ultimo Oyster Pearl tones and rejuvenates dull complexion and reconstructs the skin, making it smoother and supple. Oyster Pearl calms, detoxifies, protects from environmental radicals and regulates skin discoloration; dermoSpa Japanese Sakura Skin Whitening & Lightening Facial promotes melanin synthesis and keeps skin bright and clear. Also reduces skin roughness and has an anti-inflammation effect; Lotus Professional also offers PhytoRx Whitening & Brightening Face Wash, PhytoRx Whitening & Brightening Day Crème, PhytoRx Whitening Brightening Night Crème, PhytoRx Whitening & Brightening Serum as part of the home care range that helps one get a fair complexion. All the Lotus Professional products are formulated using highest quality natural actives. Lotus Professional PhytoRx range is organic, preservative-free and free of artificial colour and fragrance.

Scope for innovation in the category: Innovation is the core strength of Lotus Professional. Whenever we bring something into the market, we always use innovative and exotic ingredients to give the best possible result to our clients. In the days to come the market will see a lot of innovative products from our stable.

Marketing strategies adopted: Education is one of our primary



tools to propagate information about our revolutionary products by imparting technical training to salon staff and beauticians.

Also, we create awareness among our target group through articles and advertorials on relevant forums. Other promotional vehicles like salon branding, advertisement in print publications and digital campaigns form an integral part of our marketing campaign.

We have a robust distribution network with a reach of around 16,000 salons and spas spread across India. Our marketing campaigns enable us to create a pull factor for our products which in turn increases footfalls in the salons and lead to further consumption and application of Lotus Professional products.

Challenges faced: The professional beauty care industry in India is not organised and as a result, the market has not yet reached its peak potential. In a way it is also an opportunity for us because it presents more growth opportunities. Also there are a lot of misconceptions based on the fairness category like it promotes social inequality, which we think is grossly misplaced.

Future plans: In 2018, Lotus Professional will bring new innovative products into the market. Some of the products will not only be the first in India, but the first in Asia, too. We are going to revolutionise the Indian professional beauty market and the fairness category will also be a part of that drive.



Professional Peels as Skin Brightening Options

by **Dr Jamuna Pai**

Dr Jamuna Pai is a Cosmetic Physician, Author and Founder of SkinLab. Views expressed are personal.

The skin is the body's largest organ and is made up of millions of cells, and thousands of new cells replace old, dead ones on a daily basis. However, with age and due to certain environmental and lifestyle factors this process begins to slow down. This leads to layers of dead cells that accumulate on the skin's surface, which in turn make the skin look uneven, darker than usual, and dull. A professional peel is a procedure that removes these dead and damaged upper skin layers to smoothen and refine the skin's texture. It leaves the skin looking smoother, healthier, plumper and tighter. These peels speed up skin cell turnover essentially making them work as skin resurfacing and exfoliation agents. Peels also promote the generation of collagen in the skin. These peeling agents are Alpha Hydroxy Acid (AHA) formed from various naturally occurring substances such as, milk, fruits, sugarcane, and others. Based on the concentration of the peeling agents, they can be divided into three levels – a mild peel to improve the skin's texture, medium peel to treat acne and stubborn scars, and deep peel to treat flat as well as pitted acne scars and address pigmentation. A safe, non-toxic gel based solution is applied to the skin that gently exfoliates or resurfaces the skin, removing the damaged top layers.

The skin appears noticeably smoother and fresher looking. The peel reduces signs of sun damage, dull and uneven skin tone, scars, pigmentation, acne and enlarged pores, improves skin texture. The skin also appears brighter and clearer as the peel stimulates the growth of healthy skin cells and collagen production, and the peel smoothenes the rough texture and discolouration of the skin. There are a range of skin peels available designed to treat specific skin conditions and types. Based on the type and strength of the peeling agent, a skin peel effectively reduces or eliminates many skin imperfections including acne, post acne scarring, rough patches and dry, scaly skin, sun spots, irregular pigmentation and dark circles.

There are different strengths as well as combination treatments available, such as:

AZELAIC ACID PEEL: Azelaic acid is a naturally occurring substance found in wheat, rye and barley. It has antibacterial properties that helps to reduce the growth of bacteria in the follicle.

SALICYLIC ACID PEELS are effective in improving overall facial texture because it exfoliates both the skin surface and pores, without irritation. Salicylic Acid peels are helpful in clearing clogged follicles and in promoting exfoliation. They are primarily used for acne, but can also be used to lighten age spots or discoloured spots.

LACTIC ACID PEEL is derived from sour milk or yoghurt. It has a high hydration power and is a basic component in natural skin protection, especially sensitive skins. It helps in skin lightening and replenishes lost glow.

JESSENER'S PEEL is a solution made from Salicylic Acid, Lactic Acid and Citric Acid. It is used as a peeling agent with an outcome of epidermal exfoliation and regrowth. Jessner's Peel is useful for mild photo-ageing textural changes and results in the skin looking softer and smoother. It also helps regain lost skin tone, texture and luminosity.

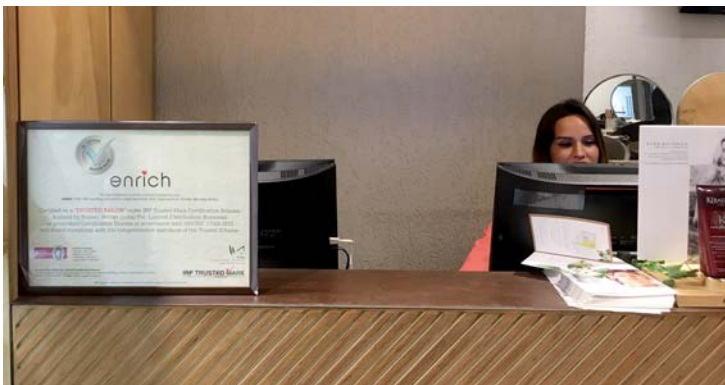
THE PEEL with a combination of Azelaic Acid, Resorcinol and Phytic Acid is excellent for improving the skin's texture and sun damage. Azelaic Acid is used to treat Melasma due to its tyrosinase inhibitor effect; Resorcinol is a phenolic derivative having keratolic action and capacity to precipitate skin proteins. It improves the skin's texture and combats hyperpigmentation; and Phytic Acid is a powerful chelant, depigmentant antioxidant agent. A strong acid, the application to skin causes superficial chemoexfoliation. It inhibits tyrosinase, reduces melanin formation, offers great antioxidant protection and reduces harmful UV ray effects.

With most peels, adverse reactions are rare, but mild irritation, redness, and peeling maybe common and last for only a few days. Stronger peels generally take more recovery time, and the peeling and/or crusting of the skin is typically more pronounced. As with any medical procedure, patients who decide to undergo a skin peel should carefully follow their doctor's instructions for pre-and post-procedure care so that they minimise the potential of adverse side effects. 📌



Enrich Salons The First Trusted Mark Certified Salon

In 1997, Enrich Salon began its sartorial journey with a single salon. In 21 years, it is Mumbai's largest unisex salon chain with 57 branches spread across the cities of Pune, Bangalore, Ahmedabad and Vadodara. The reason for this cataclysmic growth is attributed to the brand's foresight and focus on regulations, compliances and above all, offering an enviable experience to its customers



Since its inception, Enrich Salons has focused on offering the customer an 'experience' through various parameters such as, quality standard and service consistency, partnerships with leading brands such as, L'Oréal Professionnel, Décleor, Rémy Laure and Cheryl's and a team of the best professionals in styling has helped bring service. It is no surprise that hence, they have database of 2,60,000 loyal customers. This philosophy of the brand has taken the Beauty and Wellness business to new heights. An interesting insight into customer psychology lists a number of points that are as important to the customer as the final product or service they are seeking. Here are a few, and how Enrich Salons matches up to each.

Customer service

Great customer service that is personalised to boot is a winner. Having people man a desk, who are adept at dealing with customers, matter. Good customer service is not only about assisting customers in a friendly manner, but it has to be efficient, too. This sets one company apart from the other, especially when they are offering the same goods or services for sale. Enrich Salons hire those with good people skills, and then trains them to hone those skills further.

Sensory experience

There is a deep desire in humans to feel good at all times. This greatly influences their buying behaviour and the amount of time they spend doing so. When a customer walks into an Enrich Salon in order to look beautiful, he or she is first made to 'feel' beautiful. The superbly designed interiors, the aromatic air that relaxes the senses and lulls one into a stupor, the gentle touch of the expert

Trusted Mark: The Criteria

Regulatory compliance: Operating within legal boundaries, with necessary documentation and licences in place, is mandatory for business from a regulatory and security of the customer perspective.

Sustainability: With greater consciousness about the environment and the possible harmful effects business operations can have on our planet, business with 'cleaner and greener' practices should be encouraged.

HR practices: Each business most certainly needs competent and knowledgeable staff to serve their customers. These staff should be ambassadors for the brand, and for that reason, hiring and training practices assume great importance.

Communication: Communication from the brand helps build its image and helps the existing or potential customer to set the right expectations.

Goods and services: Setting the right standard in the products and services available for sale helps to build consistency and reputation in the mind of the customer. Therefore, it is necessary to choose the right vendors, who are innovative and customer-centric.

IT ecosystem: Details of the process of managing, monitoring and safeguarding Information Technology systems and digital information of the company are checked. Privacy and security in this age where data is so freely shared and stored is extremely important. Companies must be careful and conscientious guardians of the data they possess.

technician – everything works on the customer. It makes him or her want to spend some more time there, and keep coming back. A complete win-win situation.

Bonus entertainment

Nowadays, people are always looking to having a good time even when shopping. So, a little activity corner will make their visit to the store like an outing. Enrich Salons takes this a step further by not only having interactive corners at their salons, but also holding fun events themed around beauty and fitness that give people a day out at their favourite salon.

A curated experience

While you might think people want a wide variety to choose from, in reality, it only results in overwhelming confusion. Having staff that is smart advise a customer is critical and so, to have only the sharpest, helps. Enrich Salon hires trained professionals and training them further so that they can offer comprehensive advice to a customer. Also, expert speak workshops are held regularly to keep the staff updated on trending beauty and wellness tips. Their are tie ups with brands such as, L'Oréal, Agelock, Remy Laure and Christian Valmy, who share their perspective on quality products.

Online and offline integration

Giving the customer a choice between shopping and interaction on the store floor and through a website, both of which are seamlessly integrated, adds to the ease of shopping, while not doing away with the human element entirely. This includes mobile integration as well. Enrich has all of this and the at-home salon service named Belita that takes the integration even further. When at home, you can visit the site and choose the service you need and book an appointment. Or simply call Enrich Salon and enjoy the finest



treatments in the comfort of your home. All of these services are seamlessly integrated by being centred around one person, the customer.

A mark

Last but not in any way the least, consumers look for a mark of standardisation in the products or services offered by the outlet, or for the overall retail outlet itself. With increasing consumer awareness, this has become a need for the day. For example, the AGMARK on agricultural products in India or the ISI mark for all Indian industrial products, are trusted marks. Unfortunately, there was nothing to that effect in retail, but now there is. Enrich is the first company not only in Beauty and Wellness, but across all retail verticals to be certified with the certification of Trusted Mark.

Introducing Trusted Mark

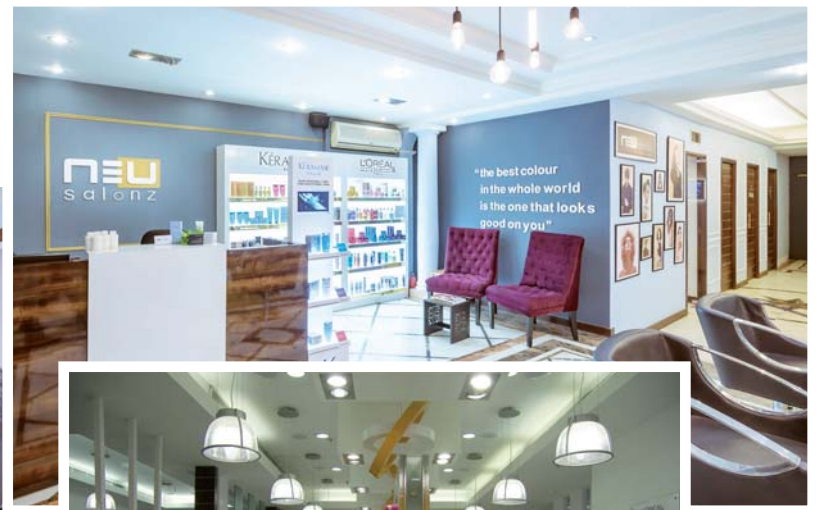
Trusted Mark was launched in India at the India Retail Forum 2016, as a seal of excellence customer service and retailer assurance which can only be given to those retail outlets that comply completely to various parameters like goods and services, regulatory compliance, HR practices, environmental sustainability, communication, terms and conditions, customer service, IT ecosystem, customer data safety and privacy, and feedback and dispute resolution. The objective behind introducing a mark of certification in the retail business is to modernise Indian retail towards being more customer oriented, while adhering to stringent government regulated guidelines. The aim is to work towards transparency, trust, quality, awareness and confidence.

Enrich Salons and Trusted Mark

For Enrich Salons, getting a Trusted Mark certification was a fairly rigorous process. For the customer, it means he or she can walk in to any of Enrich Salons' outlets for the first time and be rest assured of its services and their quality. Old customers already know it and will happily testify that Enrich Salons has earned its mark.

The next step

Enrich cannot rest easy on its laurels. As rigorous as the certification process was, an equally rigorous process ensures that performance remains at or above the standards expected of a Trusted Mark certified brand. Surveillance audits, surprise audits, and more, ensure that Enrich continues to justify its certification. However, for Enrich, there is hardly a cause for worry. The customer-centric culture developed over its lifetime is enduring. Their customers can be assured of an excellent experience everytime they step into an Enrich Salon! 📞



Vibhoar Gupta, Director, NEU Salonz, shares his views on the salon industry, principles of smooth salon management, marketing strategies, and more

NEU Salonz

Optimising Salon Management

Getting started

Ever since childhood I have had a close relationship with the hair care industry. With the help of my father, Naviin Gupta, I have been involved with NEU Salonz as it is a family business. After my 16th birthday, I joined the business in a managerial capacity, with a philosophy and hope to take the brand towards greater heights.

Inception and growth of NEU Salonz

In the late 90s, Gurgaon, as a city, was in its infancy. My father wanted to address the grooming and beauty needs of the people living in that area. This vision driven by insight led to the inception of NEU Salonz in DLF Phase II in 2001. Today, we have six outlets spread across Gurgaon in the pockets of Galleria, DLF Phase II, MG Road, DLF Phase I, Golf Course Road and Sohna Road. In Delhi, we have one in Greater Kailash-I.

Challenges faced

Initially, we had a difficult time finding and recruiting professional hairdressers and stylists for our salon. Not only was commuting to Gurgaon a challenge, but those hairstylists who had the calibre were already engaged with other salons in Delhi.

Key principles of salon management

A smooth running salon is like a clock, it comes down to the functioning of each and every cog in the wheel. It is a creative industry and to ensure that the creativity reflects in our work, we need to create a work-friendly and seamless environment for the staff. Not only the stylists, but a sharp HR person, who understands the needs of the team, helps greatly towards the overall functioning. We regularly educate the team to keep them abreast with international working standards and ensure individual attention that leads to growth.

Marketing strategies adopted by the brand

Since the onset of 2016, we have been reworking our brand communication, and it has a more youthful appeal. We have a marketing team to take care of our digital platforms, and in-salon promotions and events. We have recently carried out a few impactful campaigns while also undertaking CSR activities. We are looking to implement unconventional marketing techniques to showcase our artistry and philosophy.

Staying ahead of competition

It is essential to put service before self, and the duty of the team is to make sure that the journey of a guest is fruitful and relaxing. To stay ahead, we provide professional training and grooming to the team. Also, it is important for a brand to be unique in its operations, to capitalise on its strengths and improve its weaknesses.

Plans FY18-19

We are looking to expand in the north and eventually be present across India. We have turned our focus towards sustainability through our new 2018 campaign called #NEUNaturals. We have brought in an organic range of products in the categories of hair, skin and make-up, and will be changing the way our salon operates. We are looking at conserving water, recycling plastic and partnering with NGOs for a tree plantation drive. It is critical to focus on serving the environment and giving back to society.

Views on the salon industry of India

It is definitely one of the fastest growing industries in India today. However, a lot is yet to be achieved, as compared to international salon brands. As a brand, we are trying our best to improve and bridge this gap, as we are responsible for the service we provide. With so many renowned international products now launching in India, the industry will only grow further. 📌

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TREATMENT FOR SCARS
ACNE TREATMENT



LASER HAIR REMOVAL



ANTI - AGEING

BOTOX, FILLERS
SKIN TIGHTENING
SKIN REJUVENATION

Global Rebellion by *Bond Hair Religion Artistic Team*

About the artists

Jenni Tarrant began her hairdressing career at just 14 years old as the only apprentice for seven seniors. She became the owner of Bond Hair Religion in 2004 and has taken it from a respected suburban salon to a multi national award winner. Amber Rigg loves the chemistry behind colour and it is demonstrated in the complicated concoctions which have her clients delighted with the outcome. Once a client has had Shaun Pollard cut their hair, there is no going back. Despite a lengthy waiting list, Pollard's clients are not interested in seeing anyone else. Mitchell Biles is a rare combination of talent, skill and charisma. As the most junior member of the artistic team, his input and expertise was invaluable to the finished collection.

About the collection

The Global Rebellion collection is all about an unbounded, universal resistance to tradition and authority. It seeks to defy cultural stereotyping and even more deeply, to question the constructs of traditional hairstyling in both shape and colour.

Inspiration

The texture and movement within each of the images invites the viewer to experience the strength of the look while being made aware of the vulnerability that is inherent in non-conformity. The model may look 'pretty in pink', but the incongruence of the flat fringe and adjacent choppy, short pieces with the waves in the hair length, give it an edge. Similarly, the Farah Fawcett flicks conjure up a 70's vibe of beauty, but the overlay of colour mixed with the raw mid-lengths and ends suggests that this woman will do beauty her way, not yours. And who says hair has to be short at the back or short at the front? Why not have both with choppy lengths in between in contrasting hues of blue? The model displaying stunning voluminous curl shows that she will not be tamed. One of the most traditional hairstyles is the bob cut. It is a classic for good reason and many variations have received acclaim in style and beauty. The geometric look achieved with precision cutting and colouring creates an original adaptation of the iconic bobcut.

Colouring techniques and products used

Free hand-painted to achieve sharp lines, chunky panelling root stretches, and colour merging and foiling. All the looks had multiple layers of colour. There was a need to overlap sections to achieve the raw, mis-matched tones. All products used were from the MATRIX colour range. For some of the looks, LightMaster was used to clean out the hair and achieve true, clean tones. The majority of colours were from within the ColourSync range and So Boost gave them some punch. For every colour we used Bond Ultim8 to achieve the very best results for each look.

Styling products used

The looks are a fusion of raw and soft. ELEVEN 'I Want Body' Texture Spray was used as the base to give texture and strength to the shape without losing shine. MATRIX Total Results High Amplify Foam Volumiser gave hold and movement to the curls and waves, with a stability that held the curl beautifully. Kevin.Murphy Free Hold Styling Paste, MATRIX Total Results High Amplify Hairspray and Kevin.Murphy Shimmer Shine were used as enhancers. 📌



Jenni Tarrant



Amber Rigg



Shaun Pollard



Mitchell Biles



Credits:

Creative Director: Jenni Tarrant

Hairstylists: Jenni Tarrant,
Shaun Pollard and Mitchell Biles

Colourist: Amber Rigg

Assistants: Leah Preston, Emily
Gagel, Nick Dunham, Sianna
Munro and
Justin Kalinowski

Photographer: David Mannah

Makeup Artist: Casey Gore

Stylist: Jenni Tarrant

Models: India Jacobs, Aduai
Jokakol, Kristen Grant and
Chaya Kasif





Credits:

Creative Director: Jenni Tarrant

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Shaun Pollard & Mitchell Biles

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Jokakol, Kristen Grant and
Chaya Kasif



Channeling Artificial Intelligence in Beauty

by **Shahnaz Husain**

Shahnaz Husain is the Chairperson & Managing Director of Shahnaz Husain Group of Companies. Views expressed are personal.

Since time immemorial women have been using various aids to enhance their beauty. Between the ancient times and the advancement of scientific techniques, we have seen the phenomenal growth of the beauty and cosmetics business. We have seen the modernisation of beauty treatments from ancient Egypt to the present day. We have also seen and experienced the heights of product innovations, using research and development of cosmetic techniques. New ingredients are being researched and used and then promoted as the next best beauty discovery. Even ingredients from ancient texts are being combined with scientific techniques to formulate beauty products. Each product claims to be better than the previous one.

We have also been through basic customised beauty care, formulating products for different skin and hair types. Even here, there is a kind of generalisation and the theory of 'different skin types' does not take into account the many differences there are between one individual and the other. Through these years, branding has become important. The customer starts believing that using a certain branded product will make her look like the brand's ambassador. Actually, the product she uses has not really taken into account her personal characteristics and features. But, Artificial Intelligence is changing all of this.

What is Artificial Intelligence? Actually intelligence itself is difficult to define, so one can imagine how complex the concept of Artificial Intelligence must be! In fact, the definition itself has undergone changes, since the developments have been so rapid. The basic and simple definition refers to 'machines that imitate human behaviour'. However, this is too simple a definition, because a machine maybe made in a way that it imitates human behaviour, but can it imitate human intelligence? Experts say that computer programmes can be made to imitate human behaviour, but the programme must be such that it 'must be able to do many different things in order to be called intelligent'.

As far as Beauty is concerned, programming has helped to prepare a database that can take many individual characteristics into account, so that it is possible to manufacture a product that is specifically meant for an individual, rather than conforming to broader specifications of 'skin types'. Advances in technology can help to further machine learning with Artificial Intelligence, so that it becomes possible to find a custom made product for each individual.

When I started my first herbal salon, more than four decades ago, I followed the principle of customised beauty care, at the client card level. The details of the individual client would be noted down in the Client Card. Apart from the basic, details of allergies, history and past treatments would also be noted down. In a way, we were preparing a data base. But, now with computer programming, it is possible to create an immense data base, with more detail. The customer herself can refer to the virtual card and refer to it while searching for a custom based product.

There are beauty brands abroad, who are adopting Artificial Intelligence to create personalised products that are specifically tailored for customers. The 'search' for products will also have to be detailed and specific, so that the customer can make the connection among the different categories of products, ingredients, the different key words in order to select the best suited product. Most online retailing outlets do have 'chats' where the customer can be helped to find the products best suited. However, machines will have to be programmed to take many other distinctions into account, like geographical location, climate, skin colour, ethnic background, and so on.

With the help of Artificial Intelligence, the customer may be able to find a skin profile that is totally personalised and unique, so much so that it may not fit any other person. If such detailed data is taken into account by product developers, it maybe possible to make similar products, with or without a particular ingredient, which is suited to one, but not to the other. In fact, one can consider including the medical aspect to find solutions for skin problems. Medical professionals or pharmacists may also be involved to work out the different aspects of the programming.

It seems the possibilities are limitless with further development of technology. But, I still feel that at some point, the human factor must come in. For instance, only a human being can say whether a particular product feels good or not, whether it really does all that it promises to do. We cannot rely totally on machines and Artificial Intelligence. 📍

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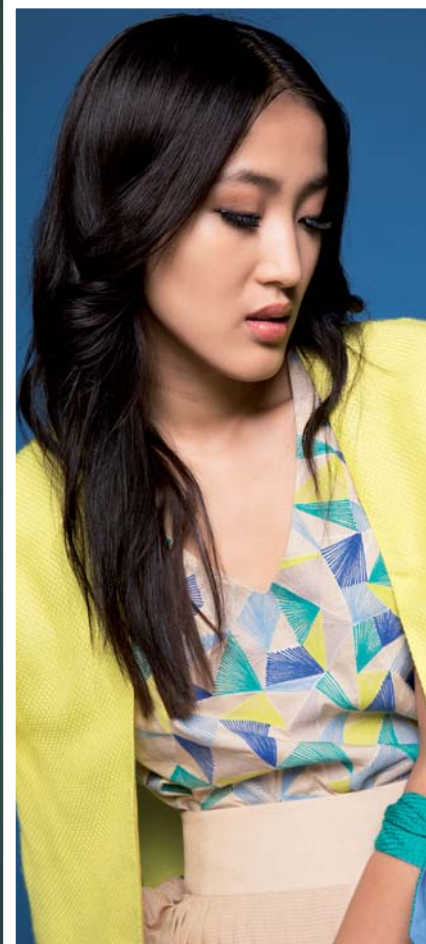
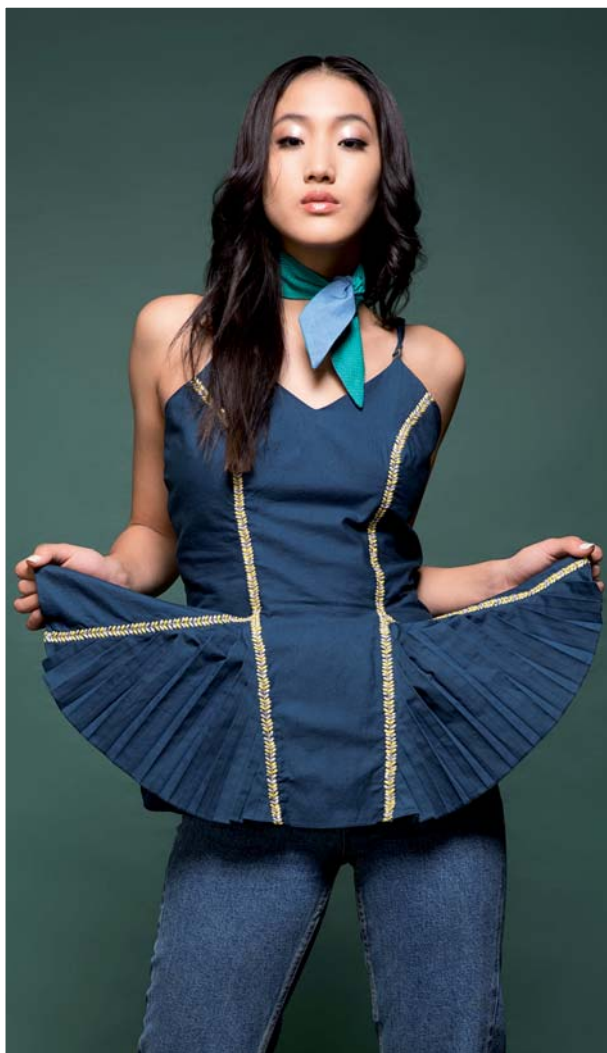
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Chandni Sahi Of Fusion Silhouettes

Mumbai-based fashion designer, Chandni Sahi translates edgy designs into understated elegance. Drawing major inspiration from Picasso and his style of cubism, Sahi shares her views on the fashion and beauty industry of India

How did you get started in the fashion business? What was your source of inspiration?

I come from a creative family and have always been inclined towards the fine arts. My father is an architect and I wanted to convert that into designs for garments. I pursued my dream career in fashion at the London College of Fashion and earned a bachelors degree in Design & Marketing. Next, I worked for India's leading couturiers, Abu Jani and Sandeep Khosla to gain experience, and then branched out into designing corporate uniforms for a few leading private limited companies. After honing my skills further, I launched my label, By Chandni, which is a pret-couture women's wear brand. I hope to make a mark in both the Indian and international market.

How important are hair and make-up in fashion?

Hair and make-up in fashion go hand in hand. There is absolutely no look that can be complete without hair and make-up. It is essential to get the look right to uplift the ensemble.

Your views on the fashion and beauty industry of India

I feel it is still a budding market with a lot of scope for exploring and discovery. It is definitely one of the most upcoming markets with new trends coming up almost every season. Be it fashion or beauty, global influence and social media has changed the game.

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

I do not have any fixed artists that I work with, as it solely depends on the kind of collection being photographed. The look of the collection and the expertise of the artist has to match.

Which international designer is your inspiration and why?

There are too many. But, I love Coco Chanel and Balmain for their strong sense of individualistic fashion.

Who is your favourite muse and why ?

I admire Rekha and Beyoncé as I feel they always stay true to their taste in fashion.

Which is the most outrageous look in terms of make-up and hair adapted by you for your collection?

I have not yet done anything outrageous. I feel when photographing a collection, the focus should be on the item being photographed. Also, both the hair and make-up look has to be in sync with the theme of the collection.

How do you incorporate beauty and hairstyles in your collection?

Every collection has a mood. Once it is ready to be clicked, you just know what kind of hair and make-up is going to work. I discuss the complete look with the artists so that it highlights the elements of the ensemble.

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

I will continue working. I do not know yet about being a part of the beauty industry. But, personally I am interested in make-up and learning new techniques. 📍



BEAUTY



Swarnalekha Gupta

Going Against the Tide

Mumbai-based celebrity make-up artist, Swarnalekha Gupta is a strong-willed individual who quit her corporate job to pursue her passion. With an incredible journey of seven years, Gupta specialises in diverse platforms of make-up and has an enviable clientele including, Karisma Kapoor, Kareena Kapoor Khan, to name a few

by Shivpriya Bajpai

Glorious start

I am a finance post graduate and used to work with a leading financial house. I liked make-up and in the initial years did a course with Cory Wallia, the make-up maestro, but did not have the courage to quit my job. However, in 2011, I finally decided to pursue a full-time career in make-up and gave up my job. I went to then study make-up at the Makeup For Ever Academy in Singapore, and have not looked back ever since.

First big break

It was the India Resorts Fashion Week 2011, followed by the Kingfisher Calendar Girl Hunt within a few months. The same year, I worked for Ponds Femina Miss India, too. These pageants allowed me to showcase my work to the world.

Mentor

I am inspired by Pat McGrath and Bobbi Brown. I look up to Alex Box for her experimental and largely quirky editorial work.

Challenges faced

Initially, people were unwilling to give me work as I did not come with a name or a strong recommendation. However, I did not give up and kept doing bridals. There were other technical challenges including empanelment with the respective union federation which I was unaware of. Further, I faced pricing issues and comparisons, but I was prepared to face any challenge.

Clientele

I have worked with Bollywood A-listers and brands like Karisma Kapoor, Kareena Kapoor Khan, Madhuri Dixit, Huma Qureshi, Sunny Leone, brands like Ponds, Fem, Santoor, Fiana Di Wills, Patanjali, to name a few, and events, pageants and reality shows like the Kingfisher Calendar, Ponds Femina Miss India, Lakmé Fashion Week, and more. I have had the opportunity to work for films like *Nayantara's Necklace*, *Bharat Ane Nenu* (Telugu), *Bucket List* (Marathi), *Lust Stories*, to name a few. Presently, I am working on two great Bollywood projects that will be released by the end of this year.

Make-up for different platforms

For an in-door occasion like a bridal or an interview, the base and make-up needs to be low key. Avoid doing harsh contours and made up eyes. Fresh and minimalistic base with blush, mascara and gloss is my go-to look. In print or television, we can go a little

“ The graphic eyeliner is trending in a big way. It is edgy, and looks great when teamed with sleek hair and minimalistic make-up. Also, metallic and glossy eyes looks chic, if pulled off well. ”

heavy with the coverage, as the camera demands basic make-up to highlight facial features. As the lighting is conducive, quirky looks and heavy eyes, pop lips, contour and highlights are great. On the ramp or stage shows, one can experiment as the subject is seen from a distance. Louder the make-up, more visible is the look.

Favourite brands and products

My favourites are mascara, eyebrow pencil, kajal and gloss. I love Bobbi Brown, Armani, Tom Ford, MAC, Lancôme, Anastasia Beverly Hills, to name a few. My make-up kit is a mixed bag of all kind of products, some even from the drugstore!

Evolution as an artist

Every day is new day for me, and every new work is a step up the learning curve. It is an ever changing industry as trends keep changing. It is vital to live up to that change. I definitely have grown a lot from the time I started. I have learnt from all my seniors and my peers. I watch their work intently, not to emulate them but to be inspired by their best practices and mould it as per my style.

Advice to newcomers

My only advice is to be passionate about what you do and practise a lot. Remember each face is different and every face will give you a chance to learn something new. Be open to learning and grab whatever you get to learn from veterans in the industry.

Views on Indian make-up industry

It is growing in terms of trends, brands and awareness. While the demand of diverse make-up products is growing, a large number of local and international manufacturers are actually extending their ranges and products in the country.

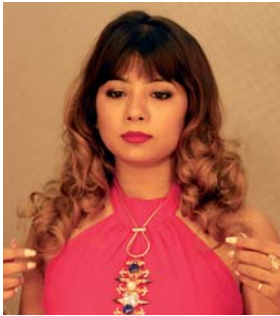
Future plans

I would love to eventually have my own make-up academy, along with my own range of cruelty-free make-up brushes and products. 📌



Summer Nail Trends

Expert Approved



Priyancka Jaain, Owner, Invogue by Priyancka Salon in Kolkata, reveals professional tips and tricks to flaunt trendy nail art

Top trends: Alphabet stickers, florals, black and white strips.

Colours to pick: Neon orange, bottle green and two tone pastels.

Recommended brands: IBD and Nailpro.

Do's: Apply the base coat before every polish application. It protects against staining and gives a smooth foundation for any type of nail art. Opt for a base coat that fits your personal taste.

Do nots: Avoid using a top coat to secure nail charms. Although it is the easiest method to secure 3-D nail jewellery, top coat offers little adhesion. If you are looking to wear nail charms for a short period of time, opt for nail gels instead of glue. Nail glue looks tacky, whereas gel encases the charm once it is cured, keeping it adhered to the nail for several days.

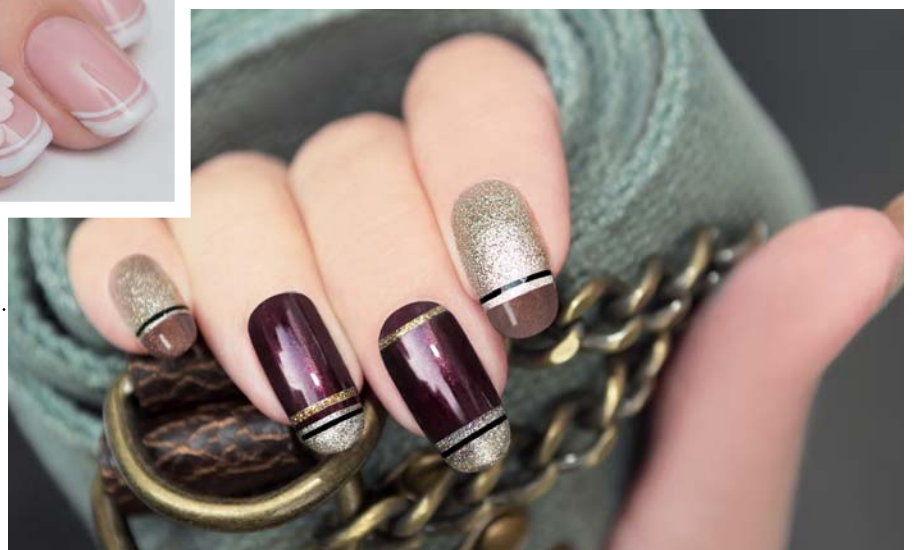


Floral stickers

- ▶ To start with, file the nails into the desired shape.
- ▶ Apply a gel-based coat for a smooth finish.
- ▶ Carefully place the floral sticker and apply a top coat to secure the design.
- ▶ Seal it under the UV-light.

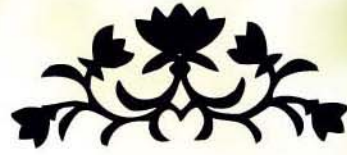
Coloured strips nail art

- ▶ Give a desired shape by filing the nails.
- ▶ Paint the tips first and then place the strips carefully.
- ▶ Apply a top coat to secure the design.
- ▶ Seal it under the UV-light.



Pro Tips

Moisturise hand and feet regularly, and apply cuticle oil at night. Avoid soaking nails in water for too long. Always keep lotions handy while travelling and avoid prolonged exposure to the sun.



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Camouflage Make-up Beyond the Corrective Option

With raised awareness and cutting-edge innovation, camouflage make-up is more than a cosmetic option for patients with skin disorders. We speak to industry professionals and brands to know more about the emerging trend

Camouflage make-up, as the name suggests, is a well-researched application of modern cosmetology that makes use of advanced corrective make-up techniques to conceal, colour or contour irregularities of the face or body. Irreparable skin conditions such as congenital, traumatic or dermatological origin, including, scars, birth marks, stretch marks, acne, facial deformities, to name a few, often turn out to be reasons of psychological distress and low self esteem amongst patients. Camouflage make-up is considered to be a boon as the products used to achieve it are especially designed with high coverage properties for desired results.

With historic references in wars, camouflage make-up was earlier used by soldiers and spies to disguise their true identities. At present, it is not only used by patients with major skin conditions, but has also become an emerging beauty trend, thanks to the constant demand for looking good. Says Nalin Verma, Co-founder & Director, Euro Chroma Institute of Cosmetology, "The number of individuals who undergo cosmetic and reconstructive surgeries are increasing every year. The social and economic

influence dominating appearance is quite evident at both ends of the age spectrum. The young generation seek peer acceptance, while the older face challenges in maintaining a positive attitude for an extended period of time; the facially challenged strive to seek normalcy." Shares Verma, "Corrective camouflage make-up is essential for all skin types. While beauty make-up provides a cosmetic therapy unique in its psychological ability to promote self-esteem and well-being, camouflage make-up physically supports a healthier skin protecting it from aggressive environmental assaults."

The rise in demand for corrective camouflage has led brands to come up with innovative and effective products in the market. Says, Anu Kaushik, Celebrity Make-up Artist, "Camouflage make-up is available in various shades to match diverse skin tones. One should opt for matte and waterproof products with skin friendly ingredients for maximum coverage. Some of the age old brands used by professionals for corrective camouflage are Dermablend, Coverfx and Kryolan's Dermacolor. My personal favourites are Tom Ford Waterproof Foundation Cum Concealer and Kevin Aucoin Sensual Skin Enhancer Foundation."



“ With demand for high coverage make-up revolution in digital medium and innovation in new formulae, camouflage products will evolve to be more micronised in consistency, minimal in layer, self-setting and high coverage. Airbrush make-up manufacturers are looking to develop camouflage products packed in easy-to-use handy tin sprays. ”

– Sarjun Abdul Rahman,
International Make-up Artist, Kryolan India



“ Earlier, camouflage make-up was used to cover scars, vitiligo, surgery marks or major visible imperfections on the face or body. Now, thanks to digital media and the selfie culture, it is a beauty trend. Everyone wants to look flawless with complete coverage of even minor imperfections. Airbrush is going to be the next big step in corrective make-up. ”

– Anu Kaushik,
Celebrity Make-up Artist



“ The camouflage technique involves five sequential stages, these include cleansing the skin, moisturising it, neutralising the discolouration, applying the foundation as per the complexion, and setting up the make-up. The popular brands for camouflage make-up are Kryolan’s Dermacolor, Dermablend and Keromask. ”

– Nalin Verma,
Co-founder & Director,
Euro Chroma Institute of Cosmetology

EXPERT RECOMMENDED PRODUCTS

Dermacolor by Kryolan



When it comes to camouflage make-up, Kryolan has been the pioneer with one of its ECARF certified range, Dermacolor. It provides beauty solutions from covering under eyes, skin pigmentations, various skin anomalies like vitiligo, Melasma, Cholasma, to name a few. Using Dermacolor involves a sequential procedure to achieve desired camouflage make-up. Beginning with application of the right matching skin shade from Dermacolor camouflage Creme, followed by fixing the creme with Dermacolor Fixing Powder using powder puff and setting the make-up by Dermacolor Fixing Spray in order to achieve water resistance.



Double Wear Maximum Cover Camouflage Makeup by Estée Lauder

Designed to help camouflage all skin imperfections, the Double Wear Maximum Cover Camouflage Makeup provides 12 hours of comfortable wear with a smooth velvety finish. It contains Silica for oil control to keep make-up looking fresh all day, it is infused with a moisture complex and a blend of soothing ingredients such as Aloe, Alpha Bisabolol, an essential oil derived from Chamomile, along with a natural licorice derivative to provide comfort and care.

Double Wear Custom Coverage Correcting Duos by Estée Lauder



The new easy-to-use collection of dual-ended colour correctors shift skin into neutral. With shades for every skin tone expertly developed by make-up artists, the customisable formulas are layerable and blend seamlessly onto the skin to provide a flawless base for your favourite concealer or foundation and instantly neutralises discolourations on the skin. A light coverage formula on one end and a full coverage hydrating concentrate on the other, allows for a customised application of texture and coverage level for unique colour correcting needs. 📌

Market Watch | **Make-up**

Highlighter by **Maybelline New York**

Meet the secret to brilliant and luminous skin. Highlight to perfection with the warm Molten Chrome tone from the Master Metallic highlighter. Features reflective pigments for an eye-catching chrome effect. It is available at beauty retail stores.

Price: ₹550



Blush stick by **FACES Canada**

The Ultimate Pro BlendFinity range offers foundation, blush, concealer and highlighter, which are the perfect products to have in your travel make-up kit. Expect minimal mess, quick and easy application, and less of a need for application tools with Ultimate Pro Blendfinity Sticks. The three shades of blush deliver medium to high coverage and its creamy and lightweight texture lends a soft velvety finish to your skin. Being longwear, the need for frequent touch ups is minimal. It is available at all FACES EBOs and online.

Price: ₹699

Kajal by **Soultree**

Super-soft and easy to glide, SoulTree's Caribbean Teal is prepared using a traditional three-thousand-year-old recipe with Organic Ghee, Sweet Almond Oil and Natural Pigments. It enhances your eyes with its rich colour and nourishing base that gives excellent coverage. It carries the most rigorous European certification standard BDIH of Germany. You can find the range online at www.soultree.in.

Price: ₹350



Powder eyeshadow stick by **MyGlamm**

Simplify your eye make-up routine with Powder Magic, an innovative pressed powder in a jumbo pencil form. It allows you to create dramatic or natural eyeshadow looks with ease and precision. Its formula adds depth and dimension to your eyes in seconds. It is available at Shoppers Stop and online at MyGlamm, Amazon, Myntra and Nykaa.

Price: ₹995

Nail lacquers by **LYN**

Country Hues, the latest collection of nail lacquer by Live Your Now is inspired by rustic shades of rugs, white fields and the serene blue sky. The 12 shades span beautiful browns, enchanting countryside greens, bolder shades of orange, to delicate shades of pink and desirous shades of red. Cruelty-free and vegan, the LYN team has worked closely with an expert formulator in France to create a revolutionary High Definition nail lacquer. It is available at select retail stores and online at Nykaa and Amazon.

Price: ₹175 each



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.



**INSTANT
RESULT
LASTING
BEAUTY**

GOLD GLAM

Facial Kit



**With Peel Off Mask*

**MOROCCAN ARGON OIL
FACIAL KIT**
De-Pigmentation

**POMEGRANATE
FACIAL KIT**
Skin Whitening



For Enquiries Contact : 011-27233763, www.Astaberry.com , Email: info@astaberry.com
Join us on facebook : www.facebook.com/astaberry

Market Watch | Top Sunscreens

Kronokare

Sun Shield Face Sunscreen with SPF 50 ensures the highest protection against UVA and UVB. Formulated without silicone, it does not clog pores and allows the skin to breathe. With its super light texture, it is absorbed quickly and ensures both a matte finish and non-greasy touch. Water resistant, the lotion guarantees optimum protection. Simply the best shield against sun and premature skin ageing, it is available online at <https://kronokare.com>.

Price: ₹895 for 55ml



APS Cosmetofood

The Lychee and Honey Sorbet is a multi-vitamin booster for the skin. Its application reduces sunburn, removes blemishes, brings on a glow and sustains the hydration level. It is available at <http://apscosmetofood.com>.

Price: ₹600 for 50ml

SoulTree

The Sun Protection Cream SPF 30 is free from complex chemical UV filters, which may cause long-term skin damage. Organic Olive Oil and Green Tea Extract combat the effects of UV rays, while Aloe Vera and Witch Hazel soothe and hydrate. Rich in Vitamin E, organic Sunflower, Coconut and Almond oils heal damaged skin, while Carrot Seed Oil lightens, and Hydrolysed Wheat Protein moisturises. Apply liberally to exposed skin 30 minutes before going out in the sun. Available at www.soultree.in.

Price: ₹650



Biotique

Bio Sandalwood 50+ SPF Sunscreen is an ultra soothing face lotion. Sandalwood comes from the sandal tree, native to India, and used through the ages for its soothing, pampering, protecting properties. It provides a significant natural defense against UV radiation. Safe for all skin types, it is available at www.biotique.com and beauty retail stores.

Price: ₹199 for 75gm, ₹350 for 120ml

Kiehl's

Kiehl's Ultra Light Daily UV Defense SPF 50 PA+++ is a lightweight sunscreen that helps protect against the first signs of ageing. With advanced UVA/UVB technology and pollution protection, the formula helps defend against UV rays, pollution and free radicals. The non-comedogenic sunscreen gets absorbed quickly and leaves a matte finish. Dermatologist-tested for safety, it is suitable for all skin types, including sensitive skin. It is available at Kiehl's EBOs across the country.

Price: ₹2,600



Peel and Glow Facial by Repêchage

Elixir for the Skin

Repêchage presents the new rejuvenating Peel and Glow Facial. Powered by the Triple Action Peptide Mask and the Biolight Luminex Mask, the facial combats signs of ageing with an intensive regime of exfoliation and moisturisation for skin that imparts a luminous glow



Repêchage Triple Action Peptide Mask

The soft and cooling sheet mask combines the revitalising benefits of Seaweed with renewing Peptides to replenish the skin and retain moisture. A must for skin that looks luminous, rested and restored.



Repêchage Biolight Luminex Mask

It is an entirely new concept in professional facial treatments. Fortified with AHA, Fruit Acid, Laminaria Digitata – a Seaweed filtrate, and other botanicals, this mask helps to reduce the appearance of fine lines while sloughing off dry skin, and leaves it bright and glowing. Another prime ingredient, Kaolin Clay helps to deep cleanse and reduce excess oils.

This luxurious, pearlescent, creamy mask is a 15-minute express facial that can be used alone, or added to other Repêchage services. This mask helps to deep cleanse and exfoliate to create a radiant and flawless complexion.

For more details, please contact JB Skincare Pvt Ltd.
Phone: 011-47504498. Email: info@jbskincare.in.

Protocol for Peel and Glow Facial

- 1 Remove eye make-up with Opti-Cleanse Extra Gentle Non-Oily Eye Makeup Remover.
- 2 Wash the skin with Hydra 4 Cleanser and use a mechanical brush to remove traces of make-up. Wipe the face with cotton soaked in warm water and pat dry.
- 3 Empty contents of Biolight Luminex Mask packet into a glass bowl and apply evenly with a brush on the face and neck. Leave it for 10 minutes. Remove with mummy mask and pat dry.
- 4 Apply the Triple Action Peptide Mask on the face. Once the mask is in place, peel off the paper on the back and discard. Adjust mask to fit tightly to the contours of the face and leave on for 10 to 15 minutes. Optional: use Galvanic Iontophoresis current for seven minutes and leave the mask on for additional five minutes.
- 5 Remove the Peptide mask and perform a seven to 10 minutes massage, working the rest of the Peptides, Seaweed, and botanicals to be absorbed.
- 6 To finish, apply the Mineral Face Shield on the face for complete protection.

BENEFITS

It brightens and evens the skin tone by the process of exfoliation and moisturisation. Reduces the appearance of hyperpigmentation, including dark spots and age spots.

RECOMMENDED USE

For all skin types.

FREQUENCY

Once a week for six months, then monthly.

DURATION

45 minutes.



Arrest Sun Pigmentation With TanClear by Cheryl's Cosmeceuticals

Get tan-free skin with scientifically tested formulae of Cheryl's TanClear Facial. Powered with Tri-system of AHAs and Niacinamide, it clears tan with double exfoliation in only one sitting

As the summer sun scorches right over the head, the long hours of exposure to the harmful UV rays takes a toll on the skin causing prominent tan lines and pigmentation. Due to hectic schedules, clients often tend to ignore the fact that skin is susceptible to damages due to prolonged exposure to sun. The most commonly caused damage being skin tan, where the melanin spreads in the upper skin making the skin lose its moisture.

6 Steps of TanClear Facial



TanClear Facial

To arrest skin pigmentation and revive the natural skin tone, even after being in the sun, Cheryl's Cosmeceuticals, the pioneer in the professional skin care and diagnosis, presents an instant de-tanning facial, the TanClear. This scientifically tested cosmeceutical formulae has actives like Tri-system of AHAs and Salicylic Acid that clears tan with double exfoliation in only one sitting. Lightening agents like Niacinamide further lightens the skin to remove tan and add glow. This professional treatment also accompanies a transformational home care range for long-lasting protection.

Effective ingredients

Designed with a breakthrough combination of ingredients like Glycolic, Kojic and Lactic Acid, this advance service rejuvenates skin for an instantly brighter look. The cleanser and exfoliator are designed with Salicylic Acid, also found in Willow extract. The skin expert exfoliates the tan, soothing it with a Cucumber empowered toner, followed by the brightening cream empowered by Tri-system. Further, the radiance cream soothes with Shea Butter and Aloe Vera, followed by a mask for glowing skin.

This facial is especially designed to reduce skin tan in one sitting by making the tan lighter. It is suitable for all skin types except sensitive and acne prone skin. It is advisable to undergo the facial every 21 days.



After care with Cheryl's DermaShade Sunblock

Cheryl's DermaShade SPF 50 Cream: It is for dry and sensitive skin that gives 12 hours' of protection from UV rays of the sun.

Cheryl's DermaShade SPF 30 Spray: It is for oily and sensitive skin that gives seven to eight hours' of protection from the UV rays. ☺

Step 1: Cleansing

Designed to exfoliate while soothing

It is the first step which involves cleansing of skin wherein the Cheryl's TanClear Cleansing Gel inbuilt with Alpha Lipoic Acid lightens skin and thoroughly cleans the dirt, oil, grease and make-up.

Step 2: Deep exfoliation

Targeted removal of impurities

This involves removal of dead skin cells from the upper layer of the epidermis and rejuvenates the skin with the help of Cheryl's TanClear Deep Exfoliator that has the Willow Bark extract.

Step 3: Skin refresher

Toner for sebum control and soothing

In this step, the Cheryl's TanClear Skin Freshner with the help of Zinc PCA, Menthol, Bisabolol (Chamomile Flower) hydrates skin, constricts pores and restores its pH.

Step 4: Skin brightening

Tan reduction with anti-tan Tri-system

This step involves elimination of dead skin cells, giving the skin a brighter and even tone by using the Cheryl's TanClear Skin Brightening Cream. Formulated with AHA's and Green Tea Herbal Extract, this helps in tan reduction, exfoliation and lightens the skin tone.

Step 5: Nourishment

Condition, soothe and hydrate skin

This step involves smooth massages which lightens and rejuvenates the skin with the help of Cheryl's TanClear Radiance Cream that contains Vitamin C, a potent anti-oxidant. This induces conditioned and clear skin with the help of Shea Butter, Almond Oil, Multimineral Chronoenergiser and the Canadian Willow Herb.

Step 6: Glow Mask

Smoothens, tightens, and reveals a natural glow

The last step involves providing hydration to the skin with the multi active Beta-Glucan complex which acts as an anti-irritant agent. It also possesses Aloe Vera and Kaolin Clay to moisturise and purify the skin.

TanClear Facial is available exclusively at all Cheryl's salons.

Shahnaz Husain Plant Stem Cells Facial

Plant stem cells point to a new horizon in cosmetic care. One of the greatest breakthroughs is the technology of using Plant stem cells in external skin care, as they are known to be powerful rejuvenators. Plant stem cells are cells that make the body of the plant, and have the ability to regenerate any part of the plant and from a single bud, create an entire plant. Most importantly, while doing so, they do not lose their vital properties.

How are they, then, useful to human skin? The fact is that plant stem cells are able to perform the same functions as skin cells. In fact, they are better at repairing and replacing dead and damaged skin cells. Scientific research has shown that plant stem cells can stimulate human stem cell growth and activate the process of repair and regeneration. This means that if our skin cells are damaged or dead and the skin shows signs of ageing, the plant stem cells can form new cells, repair damaged cells and thus, reduce signs of ageing.


Shahnaz Husain's Plant Stem Cells Facial is hence rightfully claimed to be the fountain of youth. The plant stem cells products contain active plant stem cells of the Edelweiss flower, collagen, elastin, ceramides and powerful anti-oxidants, all of which combine to actually restructure the skin, strengthen it and restore its youthful properties. The products give the skin a new lease of life.

About the facial

The facial commences with cleansing, followed by deep pore cleansing. A double dermabrasion treatment is used to exfoliate the skin and remove dead epithelial cells. This makes the skin brighter, smoother and more translucent. It also makes the skin more receptive to products applied on it. Veg Peel treatment is given to texturise the skin and make it clearer, smoother and free from blemishes.

The skin is then massaged with the Plant Stem Cells Renewing Cream, which contains precious plant stem cells, oils and extracts in a form that is quickly absorbed into the deeper layers of the skin. They strengthen collagen and elastin, the skin's supportive tissues, thus improving skin's elasticity and resilience.

Fresh fruit juices are also introduced into the skin through a galvanic gadget, an extremely effective way of introducing water-soluble substances into the skin. It heightens the skin's capacity to absorb and improves the penetration of the plant stem cells products. After the massage, the Plant Stem Cells Mask is applied. It rebuilds collagen and elastin, and reduces lines and wrinkles, making the skin firmer and younger.

Once the mask is washed off, the skin is toned and cold compress is given. The Stems Redensifying Serum is applied at the end. This not only protects the skin, but restores density to the skin, making it tighter and more compact. The revolutionary Plant Stem Cells Facial gives the skin a new lease of life. 





BRACHIOPLASTY BY DR VIRAL DESAI

Brachioplasty as an aesthetic procedure is creating quite a buzz. *Salon India* speaks with Dr Viral Desai, Celebrity Cosmetic Surgeon, DHI India & CPLSS India, to understand the process and technology used

About: It is the medical term for an arm lift, and means arm (brachio) reshaping (plasty). A surgical procedure done to reduce the amount of loose skin on the upper arm, Brachioplasty is often referred to as 'bingo wings' or 'bat wings'. This is most common after substantial weight loss and is hard to correct through physical activity or diet.

Process and technology: Incisions are made on the inner and under surfaces of the arm, sometimes from the armpit to as low as the elbow. Excess skin and fat are removed and the remaining skin is stretched and stitched back together. The surgery generally results in slimmer and smoother upper arms. The incision will depend upon the amount of tissue that needs to be removed, and whether the tissue is near the armpit or lower down on the arm. If the excess tissue is limited to the top of the upper arm, a short-scar arm lift is performed with a crescent shaped incision in the armpit area.

USP: The goal of brachioplasty is to remove excess skin and fat from the upper arms. It results in suitable contours that

make the arms look slim, more youthful, and balanced with the rest of the body.

Teamed with other treatments: Short procedures can be combined with an arm lift. In order to maintain the highest level of patient safety, we limit the number of body contouring procedures that can be done at once, in order to limit time under anaesthesia.

Time take for the treatment: About three hours.

Sessions required: It is a surgical procedure, so in most of the cases one session is enough.

Educating clients: I discuss the general medical history of the patient and examine the area of concern. I, then, devise a treatment plan that address the patient's concern, but I keep realistic results in mind. The only way to prepare a client is to discuss the need, process and result of the procedure in detail.

Side-effects: Risks include wound healing issues, poor scarring, bleeding, infection, and seroma.

Cosmetic Treatment

Recommended by an Expert



Pre-treatment measures: It is important to notify the surgeon of any medication that the patient is consuming. Blood thinners should be avoided one week prior, no smoking for two weeks before and two weeks after, and do not drink alcohol for two days before and two days after. Basic blood tests and mammography is mandatory.

Post-treatment measures: Patient gets discharged in one or two days. The amount of pain experienced post surgery is individualistic. It is important to take a course of antibiotics recommended by the surgeon. Avoid lifting heavy weights for at least three weeks.

Future prospects: In last decade, this surgery has become very prevalent in India. Since people have become conscious of their health and looks, they are undergoing this surgery after excess weight loss and post bariatric surgery to take care of sagging skin. With more and more people going for various weight reduction programmes, in India, the future of Brachioplasty is good. 📌

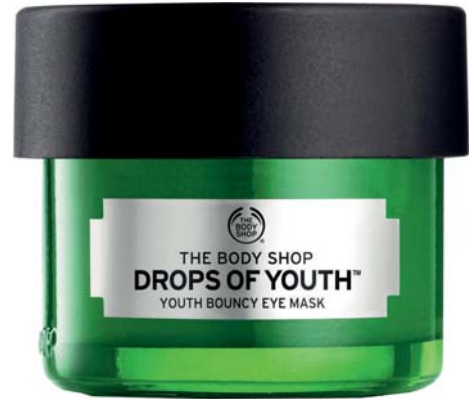
Market Watch | **Skin Care**



◀ **Skin serum by Comfort Zone**

Infused with biomimetic fragments of Hyaluronic Acid that provides hydration, softness and smoothness and a blend of natural extracts to help protect the skin's barrier, the Hydramemory Serum immediately quenches the skin. It helps keep the skin fresh and luminous skin and has a delightfully fresh sensation. It is available at Tony&Guy Salons in Delhi and Bounce Salons in Bangalore.

Price: ₹4,550 for 30ml



▲ **Eye mask by The Body Shop**

The Drops of Youth Bouncy Eye Mask is infused with youth-enhancing plant stem cells, namely, Edelweiss from the Italian Alps, and Criste Marine and Sea Holly from the Brittany Coast. 100 per cent vegan, it is free of mineral oil, paraffin and petrolatum. It is available at The Body Shop EBOs.

Price: ₹1,695 for 20ml



▲ **Body cream by Sans[ceuticals]**

Created on the pristine shores of New Zealand, Sans[ceuticals] is a collection of specialist hair and body products that dynamically renew the texture and health of your skin and hair. Sans[ceuticals] Baobab Regenerative Body has potent levels of Vitamin A, with the added benefits of omega 3, 6, 7 and 9, Vitamin E and rich baobab lipids. This combination helps increase collagen production and improve skin thickness and elasticity. It is available online at <https://beautysource.in>.

Price: ₹3,450



▲ **Moringa facial kit by RK's Aroma**

The Moringa Facial Kit is rich in Vitamins C and E, and contains over 30 different natural antioxidants, minerals, phytonutrients and natural anti-inflammatory agents that gently soothe the skin. Perfect for everyday use. It is available at salons, www.rkaroma.com and other portals.

Price: ₹210 (small kit), ₹1,850 (big kit)



▲ **Aromatic bathing bar by SOVA**

SOVA products draw inspiration from ancient Ayurveda as well as modern science. The Wild Musk & Sandalwood Bathing Bar is infused with aromatic Sandalwood and Wild Musk. In an amalgam with Vitamin E, it eaves your skin feeling and smelling heavenly. It is available at Ensemble in Delhi, Lemill in Mumbai, Anantaya in Jaipur and online at Nykaa and Amazon.

Price: ₹250



◀ **Care kit by Soulflower**

Summer Cooler kit includes carrier oils of Avocado, Argan, Rosehip, Bhingraj carrier hair oil, all cold-pressed and two bars of Papaya Cucumber soap and Deodorizing Charcoal soap each. It is available online at www.soulflower.biz and other leading e-tailing sites.

Price: ₹2,900

LAĆTO

DeTAN

LOTUS

PROFESSIONAL



From tan to no-tan in no time

So you went for a brunch party or to a beach picnic with your friends. Just a couple of hours in the sun (without a good sunscreen) and you're back with a tan! But fear not! Thankfully, now you can undo the tan faster than you got it.

WHAT CAUSES TANNING?

Tanning is actually your skin's response to sun damage. To keep UV rays at bay, it produces a dark-coloured pigment called melanin. Which, in turn, causes skin darkening. But, in the long run, UV rays can cause premature ageing of the skin (wrinkles, pigmentation, dark spots, etc.)

HOW TO GO FROM TAN TO NO-TAN?

Lotus LAĆTO DeTAN Face Masque and Body Masque blends together Carrot, Liquorice and Biotic extracts to give your skin an even tone. It starts working instantly and fades out the tan. It also renews and revitalises damaged skin cells to remove suntan, spots to reveal naturally radiant and glowing skin.



FACE MASQUE



BODY MASQUE

Lotus LAĆTO DeTAN:

- Removes tan
- Exfoliates dead skin
- Shields against pollution and dust
- Provides a deep cleansing effect without causing dry skin
- Helps people with eczema

3 EFFECTIVE ACTIVE INGREDIENTS

CARROTS: Full of Vitamin A, carrots works wonders for the skin. It also acts as a natural sun block and shields against tanning.

LIQUORICE: It blocks melanin production to make skin brighter and clearer. It keeps hyper-pigmentation at bay effectively for all skin-tones.

BIOTIN EXTRACTS: Biotin nourishes skin cells from within and fights toxins produced in the nervous system for a healthy, glowing skin.



Available at select premium spas and salons only.

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Green Science Beauty Expert



Power of Florals

Brands on the Bandwagon

Flower petals, seed extracts, and oils are popping up in everything. From make-up products, intensive beauty treatments, to luxurious spa services and entire skin care lines, it seems flower power is here to stay

by **Aarti Kapur Singh**

A fresh bouquet of flowers can brighten your day, but did you know that some flowers can, among other things, brighten your skin, as well? Flower petals, seed extracts, and oils are popping up in everything from not just make-up products, but also intensive beauty treatments and luxurious spa services to entire skin care lines.

Jennifer Hirsch, a UK-based beauty botanist for The Body Shop and one of the world's leading figures in ethnobotany, says, "Roses have their own unique beauty benefits including skin hydration, plumping, and brightening." Roses are in demand for use in beauty products, and The Body Shop has been putting petals in its shower gels, body scrubs, hand cream, body essences, besides from the predictable perfume.

Shikhee Agrawal, Training Head, The Body Shop India, says, "Flowers come with benefits as tackling dryness, reducing a

redness and inflammation, anti-oxidants, anti-septic and anti-bacterial and many more. From skin care to make-up to body care, we have imbibed the benefits of flowers as Moringa, Chamomile, Sunflower, Lavender, Jasmine, Rose, Criste Marine, and so on."

Bubbles Singh, Founder, Just B Au Naturel says, "In many cultures across the world, flowers are one of the most sought-after natural remedies for a variety of ailments – from headaches and digestive problems to anxiety and fatigue – and are often used as essential oils, carrier oils and even eaten. Florals and their extracts have long been used as a way to heal common beauty ailments."

Rahul Agarwal, CEO, Organic Harvest, says, "Flowers contain fatty acids which are beneficial to the skin for several reasons. They are natural and have antioxidants that protect from environmental stressors. They are hydrating and also helpful for sensitive skin."





L to R: Shikhee Agrawal, Swati Sawadh, Rashi Bahel Mehra and Ishween Anand

In the same vein, Vishal Bhandari, CEO and Founder, SoulTree, says “Conventional cosmetic brands are turning towards green chemistry, now that more and more ingredients are getting banned. Being free from synthetic and harmful ingredients, SoulTree products are made using herbs to deliver their full benefit without any side effects. Flowers such as Hibiscus, Rose, Jasmine, and more, find their way into our products across the range whether it is Amrita (skin care), Keshava (hair care) or Mohini (beauty).”

Rashi Bahel Mehra, Founder, Alanna, says, “Flowers have a lot more to contribute to the skin than just being fragrant and beautiful. They are a rich source of antioxidants, and have anti-ageing, anti-inflammatory and anti-bacterial properties. Various flowers have their own benefits such as Rose which helps to fight dryness, reduces redness and regenerates ageing skin, Hibiscus revives skin and acts as an exfoliator. It also has antioxidants in it, Lavender balances out oil levels in the skin and Orchid helps to retain moisture, fights free radicals and renews the skin, Chamomile diminishes ruddiness, puffiness and inflammation in the skin.”

Swati Sawadh, R&D Manager, Divine Organics, swears by the simple and yet effective daisy. “A Daisy extract contains antiseptic properties that can remove bacteria from the surface of the skin, keeping it radiant. It has a unique combination of polyphenols that work as tyronase inhibitors that naturally suppress the production of melanin. The extract of these precious little flowers yield a high concentration of free-radical scavenging antioxidants and exfoliating acids that are especially friendly to sensitive skin types. So this super flower reduces the appearance of dark spots, lightens and brightens the complexion, naturally. Safe to use when pregnant, the Daisy extract increases cell turnover, complementing its lightening effect. Incorporating the super power



ingredient Daisy flower extract in skin care products can help to treat both existing and future sun damage and hyperpigmentation.”

The properties of several individual flowers have led brands to develop entire ranges based on individual flowers and their healing properties. Ishween Anand, Founder and CEO, Nyassa, says, “Flowers are one of the most sought after natural remedies for skin. Floral extracts contain vitamins and antioxidants that help cleanse, moisturise and enhance the skin and also fight early signs of ageing. We have several skin care ranges that incorporate flower extracts such as Moroccan Rose, Divine Lotus, Temple Mogra, Hibiscus, and others. The Divine Lotus range is quite popular because the Lotus extract is an effective moisturising and toning agent that ensures younger looking skin.”

Shivani Shah, Co-founder and COO, Naturma, favours Chamomile and says, “It is a highly versatile flower that works in harmony with most carrier oils. It has antiseptic and anti-inflammatory properties which help decongest clogged pores. It is rich in flavonoids and antioxidants protecting the skin from ageing and free

radicals. Furthermore, it is hypoallergenic, with the ability to neutralise skin irritants.” Commenting on their unique product From Eden - Organic Evening Primrose Oil Baby Shampoo, Shah says, “A combination of several organic essential oils and extracts combined with creamy coconut butter and milk makes From Eden a very mild shampoo for a baby’s delicate hair and scalp. Organic Primrose flower oil is high in essential fatty acids including gamma-linolenic acid (GLA) which is also found in mother’s milk making it highly effective for safe treatment for inflammation, redness, and rashes. This floral oil, combined with other carrier oils, such as coconut and almond oils balances the skin without stripping away the natural oils in the scalp and hair. As this is a baby shampoo, the creamy coconut butter and milk makes the shampoo very tender and mild for the child.”

Actor Aditi Rao Hydari swears by her grandmother’s potion of using Marigold petals for a face pack and says, “My grandmother used to fragrance bath water with Mogra. Not just that, she would pound marigold petals to make this pack and I still use it for instant radiance. Other than that, a Banana flower face pack is popular among the women in my family to keep wrinkles at bay.”

What next?

So what is next for the flower-fuelled beauty trend? According to Shahnaz Husain, Chamomile essential oil and extracts are poised to become the next hot ingredients thanks to their calming and anti-inflammatory properties. As Vishal Bhandari sees it, any interest in plant-based beauty is ultimately a win. “I just want people to be excited by plants,” says he. “I think people forget how closely our lives are tied to them. In terms of products, we aim to build our range to an extent that consumers have a natural alternative to every cosmetic they use.”



Personality of the Month

by **Mayuri Shintre**

About him: Ashok Kapoor is a young entrepreneur, who used to dabble in real estate. Over a period of time, he thought of venturing into the wellness industry by opening a gym. He soon dropped the idea as he had limited funds. He, then, decided to be a part of the salon business, which also matched his vision. A year or so ago, he launched The Barber's Lounge in Andheri East in Mumbai. Explaining his move, he says, "These days everybody wants to look good and feel even better. Hence, The Barber's Lounge was born from an investment of ₹15 lakhs. In a short span, we have managed to grow 200 per cent."

USP of the salon: The USP of the salon is its competitive pricing and client relationship management. Spread across 800 square feet, the salon is aesthetically done up in colours of gold and maroon. There are six hair stations, two wash stations and one pedicure station. The services on offer are hairstyling, hair treatments like Cysteine, Keratin and the Cadiveu Professional Keratin treatment; skin care rituals and regular grooming. They also extend their services to include tattoos and piercing, but they are on an appointment basis. For hair, they use products from L'Oréal Professionnel, Omniplex, Godrej Professional, Brillare Science, and for facials, they have Nature's Essence, Raaga Professional, O3+ and Rémy Laure.

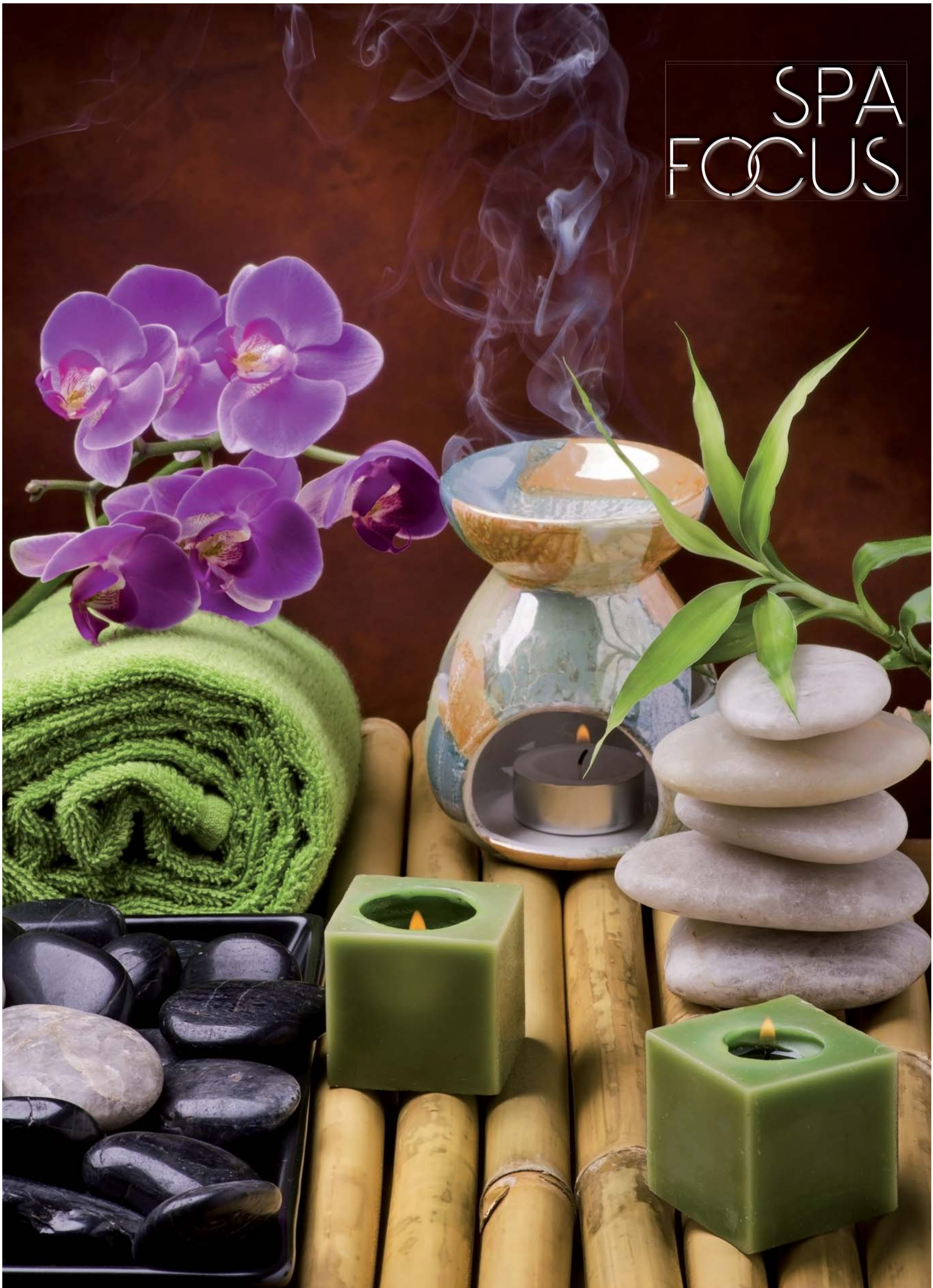
Strategies to promote the salon: Says Kapoor, "In 2017, April had the lowest business. So, I deployed a Salon Management software to check the footfalls of the salon. I learnt that out of 800 clients a month, 450 were men which brings huge upselling prospects. Also, compared to men, women are more aware of hair and beauty services, which makes it easier to convince men to go for them." Kapoor swears by this strategy as it helped in doubling the revenue in only a few months.

Focus on training: Opines Kapoor, "We have a professional team of stylists and we are also touching base with various academies from where we can hire interns on a stipend basis." Elaborating on the role of education and training, he says, "Education strengthens the base and helps us grow. We are planning to upskill the existing team by training them every three months." 📌

I am planning the second outlet by year end based on the franchise model. The focus, however, would be on a good location with catchment areas. I feel that unless the first outlet is established in the market, the second outlet will not work.

– **Ashok Kapoor**
Owner, The Barber's Lounge

SPA FOCUS





Ayurah Wellness Centre

The Asian Spa Experience

Located on the sunset side of the Andaman Sea and the pristine Natai Beach, the Ayurah Wellness Centre at Aleenta Phuket Resort & Spa in Phang Nga, offers a revolutionary approach to wellness. The tranquil haven makes optimum utilisation of natural light and ventilation to emulate an out-door experience within the spa



Size of the spa: 6,040 square feet.

Time taken to complete construction: Approximately two years.

Owner: Anchalika Kijkanakorn.

Architect: Paisarn Krusong from Simple Space Design.

About the spa: Located on the sunset side of the Andaman Sea and the pristine Natai Beach, the Ayurah Wellness Centre, is a tranquil sanctuary that prioritises health and

wellness. Founded on four pillars – Weight Optimisation, Anti-ageing, Mind Balance, and Detoxification, the spa has a revolutionary approach to wellness that epitomises the fusion of spiritual and medical care, integrating the cutting-edge technology of a medical clinic with time-honoured holistic therapies.

The spa has been built as an add-on from an existing hotel that was launched 10 years ago. The existing structure of the old library, gym and fitness centre were reworked to create a new enclosing space that can



The four essential pillars of wellbeing unite at Ayurah Wellness Centre. Ayurah believes that the body and mind function as one, and it is essential to treat each individual as a whole, weaving each of the four pillars into treatment plans. Each plan brings together nutrition and fitness, physical health, emotional wellbeing and aesthetics to address individual imbalances.

– Kanchalika Meesuk,
Group Spa and Wellness
Manager, Aleenta Phuket - Phang
Nga Resort & Spa

provide tranquil haven within the resort. Ayurah Wellness Centre takes a more medical and result-oriented approach to wellness, with rejuvenating treatment rooms, a post-treatment relaxation chamber, a chromo-therapy room and Vichy shower room, which allows guests to receive a horizontal water massage. The décor has ample scope for natural light and ventilation to emulate an out-door experience within the spa. There is an oxygen and light therapy room that features jelly fish tank that glows in the dark and their movement is said to mimic and be in sync with human's heartbeats. One can witness blue-grey tones throughout for a sense of relaxation. With a fully appointed Thai spa, state-of-the-art gym,

an Oxygen Bar, Medi-spa and fresh locally sourced, organic food, it is an evolution of the Asian spa experience, promoting a balanced lifestyle while delivering serious results. It is impressively holistic, yet guests are under the care of medically trained doctors.

Services offered: Achieving a balance of physical and spiritual wellness is at the core of this result-driven approach, founded on the principle of 'wellness that works'. Whether guests are seeking weight-loss, anti-ageing or holistic healing, qualified doctors, expert nutritionists, treatment specialists, fitness trainers and monks work in harmony, under one roof, to deliver profound lasting change. The spa offers cutting-edge anti-ageing therapies, age defying treatments, and advanced techniques including oxygen therapy and the latest light therapy technology. Guests begin with a full medical consultation that evaluates all four pillars of wellness, to pinpoint the underlying cause of presenting symptoms, and are prescribed a bespoke treatment plan accordingly. Depending on individual needs, this might focus on detoxifying therapies, stem cell therapy to rejuvenate, Osteopathy to treat the musculoskeletal system and more.

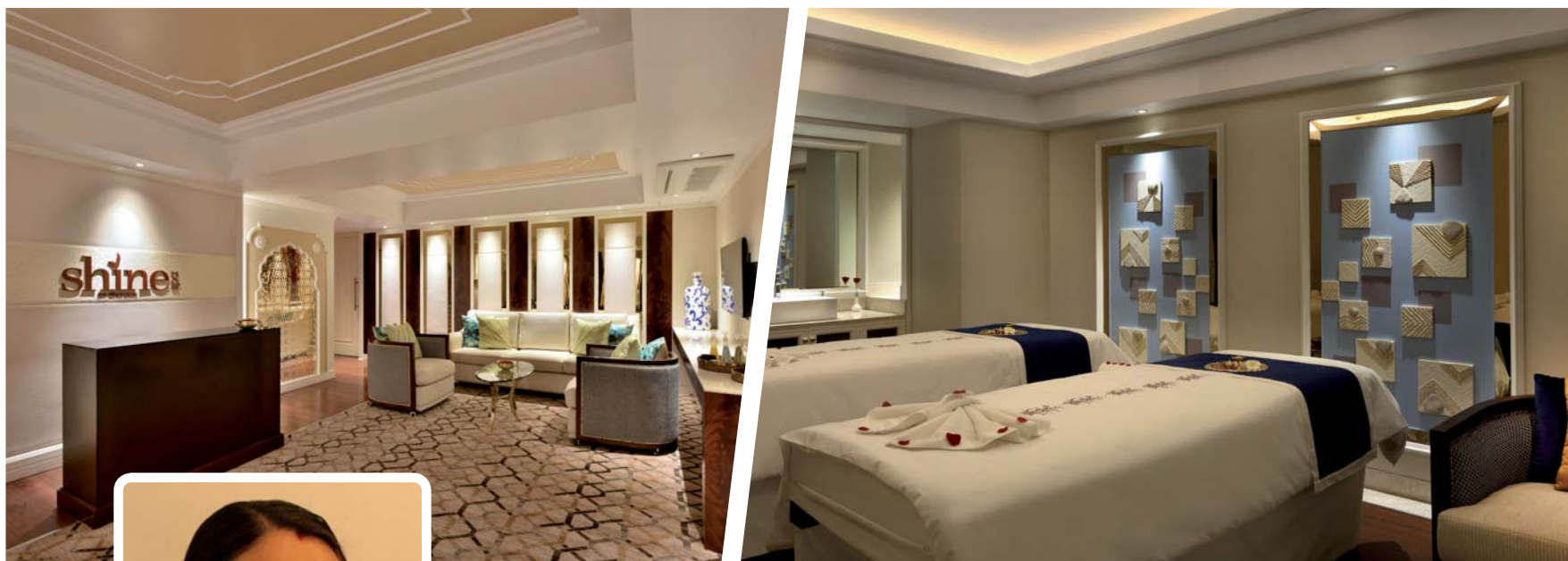
Address: Ayurah Wellness Centre at Aleenta Phuket-Phang Nga Resort & Spa, 33 Moo 5, Khokkloy, Thakuathung, Phang-Nga 82140, Thailand.

Phone:
+66 76 580 333

Fax:
+66 76 580 300

Website:
www.aleenta.com/phuket/

Email:
spamgr.aph@aleenta.com



Dr Seema Dixit Client Engagement is Key

As Spa Manager of Shine Spa at Sheraton Grand Pune, Dr Seema Dixit shares her views on the wellness industry, USP of the spa, and more

What is your professional background?

I have a degree in holistic medicine and am a doctor by profession. I have been a part of the wellness industry for the last 15 years, and have been working with Sheraton Grand Pune for the last two years. I have a diverse experience in this field as I have worked in different markets such as, Mauritius, Maldives, and others.

What inspired you to be a part of the wellness industry?

I always wanted to be a part of this industry, and my education made it easier for me to enter this line. It was not a common choice of profession 15 years ago, but I was interested in this line, so pursued it.

What are your views on the growing wellness industry?

The wellness industry is evolving every day. New trends are being set and the old ones are being discarded. Mostly the trends that one gets to experience are global, and there are very few things which we can consider as a 'trend' particularly for India. I am glad that today consumers are more receptive to trying out new therapies and are serious about making a visit to the spa a part of their wellbeing routine.

What are the USPs of the spa?

We believe in extending unique experiences by perfectly amalgamating the actual rituals and customising them as per the requirement of the guest. We have signature therapies like the Lava Shell massage and Bamboo massage which no other spa in Pune has on offer.

What are the therapies offered?

At Shine Spa, Sheraton Grand Pune we have a mix of Indian Ayurvedic massages and international selections such as Swedish and Balinese massages. Few of our unique therapies are Lava Shell massage and Bamboo massage. We also offer a variety of scrubs, body wraps and facials.

How do you make sure Shine Spa stays ahead of competition?

Almost half of our clientele are repeat visitors, which shows us their loyalty towards the brand. It also speaks volumes about the quality of our services. At the same time, the growing number of footfalls gives us a clear picture that we have been evolving with time, and it has been the key to bring in new guests. Shine Spa has its own signature programmes, and I think, that keeps us ahead in the market.

How do you educate clients on the importance of wellness?

I have always believed that it is not only the actual experience, but also the education we provide to our guests on the importance of regular spa therapies and their health benefits. We ensure that we speak to each and every guest who walks into Shine Spa.

What are your future plans for the spa?

The plan, moving forward, will be to have better guest engagement. We are in the process of coming up with innovative engagement activities at the Shine Spa. 📌

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SALON[®] INTERNATIONAL

SALON INTERNATIONAL is a comprehensive, youthful and dynamic magazine meant for salon and spa owners, brands, hair and make-up artists, aestheticians, and entrepreneurs in the field of hair, beauty and wellness.

- ☞ The content offers 360° view of a rapidly growing industry.
- ☞ Authored articles by industry experts offer deep insights.
- ☞ Professional hair and make-up artists share cutting-edge trends and techniques.
- ☞ Supported by in-depth technical information and high quality visuals to be a knowledge sharing platform.

HIGHLIGHTS OF THE NEXT THREE ISSUES

Ageing Gracefully: Top stylists and colorists showcase the latest in hair coloring and cutting techniques for those who want to age gracefully. Visually appealing with easy to use step by step guides.

Designed to Appeal: Top 5 salon and spa architects and designers in India share their design strategy, latest works, trends, challenges and plans for the year ahead.

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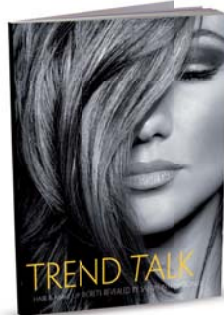
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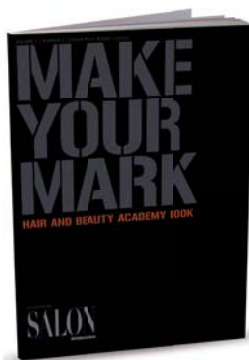
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Hair and make-up artists are the backbone of the hair and beauty industry. To educate them further on the new trends and techniques in hair and make-up and to salute their hard work, Trend Talk: Hair & Make-up Secrets Revealed has been launched. It is a ready reckoner that not only gives insights into the trending looks in hair and make-up, but also suggests hairstyles and make-up techniques basis face shapes and personalities!



MAKE YOUR MARK

HAIR AND BEAUTY ACADEMY BOOK

The hair and beauty industry of India has grown manifold, however, it is grappling with the challenge of finding trained personnel. Make Your Mark: Hair And Beauty Academy Book covers some of the best academies in the country and a few reputed international ones. From interviews of academy heads, certification offered to an intensive list of courses, fees and more, the idea is for the Book to work as a bible for professionals in the industry as well as new ones who want to enter the line.

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Urgency for Wellness in India

by **Ritesh Mastipuram**

*Ritesh Mastipuram is the Founder of O2 Spas.
Views expressed are personal.*

Wellness in India is a concept that has a historic significance with a modern touch. Although the execution of wellness therapies in India is a luxuriant and comforting exercise, not everyone quite understands as to why wellness is a necessity and how it influences our lifestyle, beyond the touch.

Network with yourself, first

With the advancement and utility of technologies in our daily lives, and the never-ending need to constantly being connected through internet, we, as human beings, lose sight of what matters more. For example, emphasis is more on maintaining social lives, staying connected, managing businesses and such, rather than, giving little breathing space for ourselves. The constant exposure to such inflating lifestyle, unhealthy food, technology and energy-draining atmosphere, does effect our health, which results in 'stress'. What needs to be changed is the idea of 'connecting'. We do have to connect. But the connection, for the most part, begins with oneself.

Rewriting self-love

When we talk about 'self-love', the subject is more on the emotional and psychological aspect. However, when the physical aspects of this revolutionising practice are discovered, you cannot help but understand that the physical factors do play a psychological role. Mental health is directly related to physical health. When you take care of your body by treating it with something as relaxing as spa therapies, you are letting your body know that it is time to 'disconnect' from the world and focus on 'you'. You are telling your body to relax and that is what it is going to do. When your body is relaxed and understands that it is getting enough time and an indulging ambience, your mind too, starts to unwind and helps you, as a whole, to unreel. This, in-turn, helps your body release certain feel-good hormones, which helps your mind and body relax conceptually.

So much for self-indulgence

When people look for a way to indulge, most people in India choose two of the best options to do this – visit a spa or get away from the city. The time-bound factor leaves a lot of people with the former option, giving a path for the spa industry to grow. The work-life schedule does play a role in this time management table. This is where wellness comes into the picture. In India, although there is a demand for wellness services, the affordability and the accessibility factors play a vital role. The geographical part is just another turbulence as most wellness centres prefer to stay away from the chaos of the city. However, certain spas make it a point that the geographical instance should not be a problem for the ones who are interested in wellness services. Affordability just becomes an add-on, keeping in mind, the quality of service.

An avalanche of spa therapies

When you have made up your mind to relax and understand your body's needs, it becomes easier for you to figure out exactly what you are looking for. For the most part, this is not the case. Not many people really understand that each therapy influences different parts and neurological factors in the body to boost the system. So, before you take any therapy, ask yourself these three questions – Is it just an indulgence? If it is an indulgence and you are treating yourself with a therapy for the fun of it, go ahead and have fun. The next two questions do not apply to you. Is there a part of your body that needs attention? A sore neck, maybe a painful back or a sprained shoulder. If this is the case, do scrutinise the massage therapy that best fits your pressure-focus. Will I really enjoy this? You have no idea how most people do not even bother with this question, even though it plays a vital role. There are some therapies that no matter how much we make up our minds to like, our bodies just refuse to like them for many factors. Do listen to your body's intuition. 📌

Spa Solace **Lucrative** Offers

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

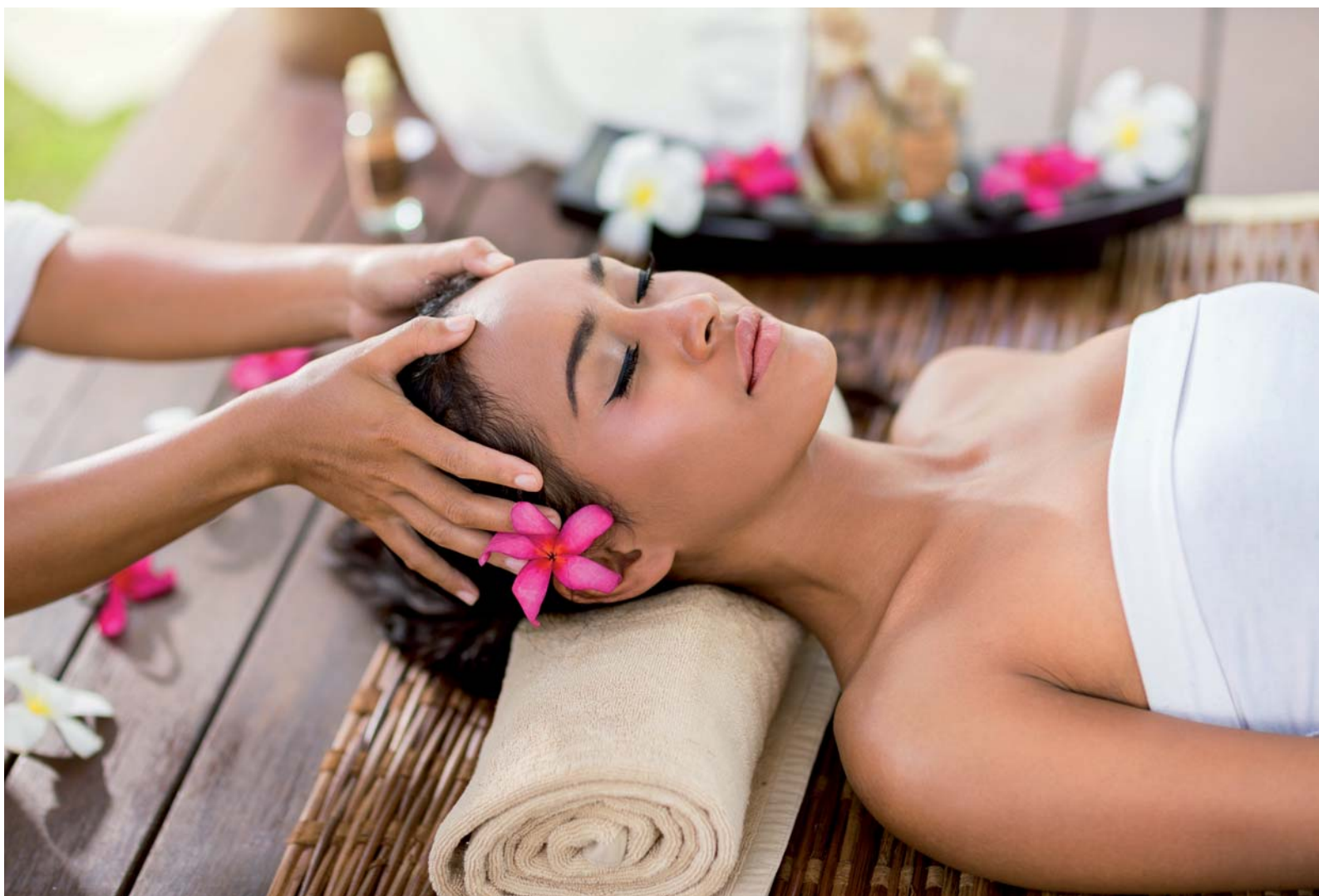


Photo: Shutterstock

MOCHA PATRA

Jiva Spa, Taj Mahal Palace | Mumbai

This wrap treatment involves the ancient healing properties of the plantain leaf. Mocha Patra detoxifies the skin by opening the pores and inducing sweat formation. It leaves the skin feeling refreshed and soft. The process is concluded with a skin nourisher applied on the body for extra glow.

Duration:

45 minutes

Price:

₹2,900 + taxes

GOLD OJAS BODY WRAP

Touche Spa | Pune

Gold being a conductor in electronics exerts an influence on electrons present in skin cells. It warms the skin while inducing oxygenation, balances the acidity of the body tissue fluids and frees the skin of impurities. The heat energy releases negative ions and eliminates free radicals to banish blemishes and fade age spots.

Duration:

75 minutes

Price:

₹2,249+ taxes

CHOCOLATE MASSAGE

Alcor Spa | Delhi

The rejuvenating massage includes the benefits of hot chocolate and essential oils. Chocolate gently exfoliates the dead skin cells and eliminates toxins from the body. The essential oils relieve stress, fatigue and tension while strengthening the muscles.

Duration:

60 minutes and 90 minutes

Price:

₹1,800 + taxes for 60 minutes and ₹2,700 + taxes for 90 minutes

ALMOND-GERANIUM SCRUB

Aroma Home Spa | Bangalore

Almonds are a rich source of Vitamin E, which improves the skin's texture and tone. Combined with Geranium Oil, this scrub is a wonderful treatment to get rid of blemishes. It provides a natural glow by promoting blood circulation and removing toxins.

Duration:

60 minutes

Price:

₹2,000 + taxes

Daisy Shah

“It is in my Genes”

In the news yet again for her role opposite Salman Khan in *Race 3*, Daisy Shah in a freewheeling conversation with *Salon India* shares her beauty and fitness mantra

by **Jaideep Pandey**

“My idea of beauty”

It is simplicity and less is more.

“Keeping it simple”

I think the quality of hair and skin lies in our genes. My mother has lovely hair, so I have inherited it from her. I also feel that when one uses too many products on either their hair or skin, it tends to get spoilt. So, I keep my routine very simple by simply washing and conditioning my hair, and go for hair spas every month. My skin care routine, too, is quite basic – I cleanse, moisturise and tone. That is it. Apart from our genes, our lifestyle too impacts us. Our diet makes a lot of difference. My mother has got me addicted to coconut water, which has really done wonders to my skin and hair. I exercise a lot, too and that has worked again in my favour. When we workout, we take in a lot of oxygen. So, not only is it good for us internally, it is also great for our skin as the pores open up. However, I am not at all good at doing my own make-up.

“The present beauty trend that I love and hate”

I love smoky coloured eyes done in shades of yellow or orange. I would like to try it sometime as I have not so far. I hate glitter! Once when I was doing a stage show, I put glitter on my eyelids. It was, and still is, my biggest regret.

“My go-to products”

I stick to the most basic one – I like products by Dove. Right now I am using a lot of products from Kiehl’s. They really suit my skin a lot.

“My travel beauty kit has”

It has a moisturiser by Clinique called Moisture Surge, Benetint by Benefit which is a tint for your cheeks and lips.

“Most important beauty tip”

To be happy! When one is happy it automatically reflects on the face. It is equally important to be consistent and content with whatever one has or the point where one is on the journey of life.

“Message for the readers”

Beauty and fashion are individualistic. Whether it is the clothes, make-up or hairstyles, one trend or look does not suit everyone. What may look good one one, maybe a disaster for the other. But yes, it is in your hands to look after your hair and skin. Keep yourself hydrated, have healthy eating habits and exercise daily. Work on yourself internally, too, and try to raise your own happiness quotient. Have your desires but try to not be sad if some wishes remain unfulfilled. It is only the beginning and not the end of life. 📌



RAPID FIRE

Straight or curly hair?

Something in between I would say.

Your definition of glamour?

Glamour is about being comfortable in your own skin.

Your mother asked you to swear by?

Whatever it maybe and whatever I do, I have to keep her informed.

The last product you put on at night?

My night-cream from Number 7.

The make-up move you still cannot master?

It is the eyeliner for sure!

Your go-to beauty product?

It is a blush.

Most embarrassing beauty moment?

I have never had one yet touchwood, as I do not like too much make-up. I like to keep my looks very natural.

Do you go for regular facial?

No, I have never had a facial done in my life.

5 things you will not leave home without?

Shades, phone, home keys, lip balm and headphones.

Favourite lip colour?

I love tinted lip balms. I am not a lipstick person at all.

In short, describe Daisy.

Somebody who really likes to keep it real.

QUIZ TIME

SCORE ON SPA AND WELLNESS

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

1) Nestled amidst the Himalayan hill town of Mussoorie, at JW Marriott Walnut Grove Resort & Spa offers Mediterranean wellness packages.

- a) Spa Influence
- b) Amanvana Spa
- c) Cedar Spa by L'Occitane
- d) ESPA



2) CEO of Palms Spa, Bangalore, believes in staying ahead with innovation.

- a) Ritesh Mastipuram
- b) Zahan Umrigar
- c) Siddharth Verma
- d) Prakash Shivdasani



3) at The Westin, Gurgaon provides a sensorial experience in a serene environment designed to inspire and rejuvenate.

- a) The Heavenly Spa
- b) Siddha Spa
- c) Chi The Spa
- d) Dusit Devarana Spa



4), Chairman & Managing Director of Della Group of Spa introduced 24 hours operations at Della Spa & Salon.

- a) Ramesh Chauhan
- b) Harish Sharma
- c) Dr Ranjan Kapoor
- d) Jimmy Mistry



5) is an Ayurvedic massage that is done with small cotton blouses filled with cooked rice and dipped in cow's milk and herbal paste.

- a) Shirodhara
- b) Njavarkijhi
- c) Elakijhi
- d) Udvartana



COFFEE BREAK

Send in your responses to:

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Enter the matching letter

- 1 _____
- 2 _____
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- 4 _____
- 5 _____

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Profession

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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!!!

Pune Scandinavian Makeup Academy



Started in 2013 by Eva Bartels Thomsen, Hilde Marie Johansen and Nicolai Bartels Thomsen, Scandinavian Makeup Academy (SMA) has grown rapidly and expanded across Bangkok, Yangon and Pune. The academy offers professional international beauty courses that cover all aspects from fundamental techniques to advanced disciplines like special effects make-up, avant-garde fantasy and microblading. There are about 500 students who graduate each year. It is not a franchise, but a subsidiary and the instructors are international trainers from different countries like, Spain, Norway, Denmark, Bahrain and Bangkok. Located at Koregaon Park in Pune, the academy is spread across 1,800 square feet. There are plans to have a presence in the other cities of India, as well.

Spearheaded by Rita Verma and Nicolai Bartels Thomsen, Directors, the former has been a successful make-up artist for over 15 years and has extensive knowledge in the field. She did BA (Hons.) in Media Makeup and Special Efx from the London School of Fashion in London and a PG Diploma in Special Efx from Cavendish College in London. She worked for BBC and ITV from 2006 to 2010 as a make-up artist and freelanced later on. Verma has worked with A-listers such as, Orlando Bloom, Sarah Michelle Gellar from the *Buffy the Vampire Slayer* series, and with fashion designers such as, Vivienne Westwood and John Galliano in London.

On the USP of the academy, says Verma, "We have international trainers who are technically strong as per international standards and the students come out strong armed with in-depth knowledge of make-up. We do not have an age criteria for enrolling in any of our programmes."

► Courses offered

The academy has courses as per international standards and is affiliated to Professional Beauty Association (PBA), and also on the list of preferred schools for International Make-up Artist Trade Show (IMATS). One of the popular courses, Master Makeup Artistry Program is professional education for students who wish to have a solid foundation in make-up artistry, fashion, photography, television, cinema and such. This programme is 'all in one' and teaches students the fundamentals of professional make-up artistry, advanced disciplines, namely, airbrush, fashion and advanced creative make-up. The 12 weeks course consists of Beauty Makeup, Bridal Makeup, Fashion Makeup, Air Brush Makeup, Special Effects Makeup, Creative Makeup – Stage and Fantasy Makeup, Freestyle Concepts, photoshoots and exams. The Hairstyling course is also included. Students receive professionally retouched pictures of their work for their portfolio throughout the course.

► Certification

Graduates receive the SMA Certificate after successful completion of the exams.

► Fee range

For the 12 week programme, which includes the make-up kit, hair kit, professional make-up brushes, SMA shirt, towel, cape, digital portfolio followed by a certificate and SMA Book of Professional Make-up Artistry, the fee is ₹3,18,600. Till June 2008, the academy is running a promotional fee offer of ₹2,65,500. 📞

Contact person: Rita Verma, Creative Director, SMA Academy | **Address:** SMA International Makeup Academy Pvt Ltd, Business Square, 301, Lane 5, Koregaon Park, Pune - 411001 | **Phone:** +91 8308280958 | **Website:** www.smamakeupacademy.com | **Email:** rita@smamakeupacademy.com



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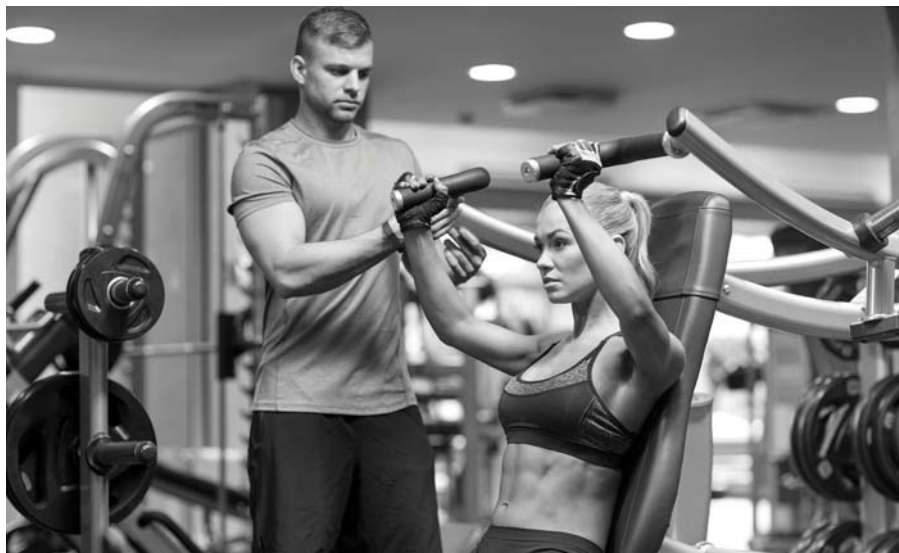
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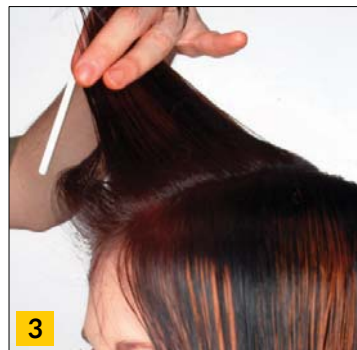
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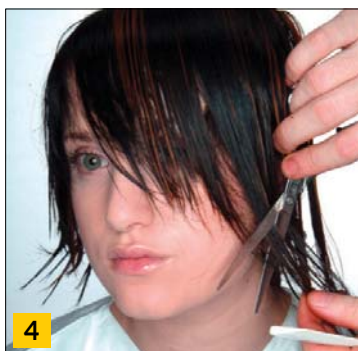
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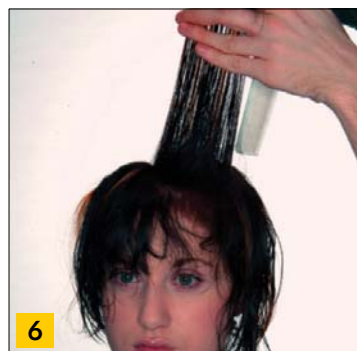
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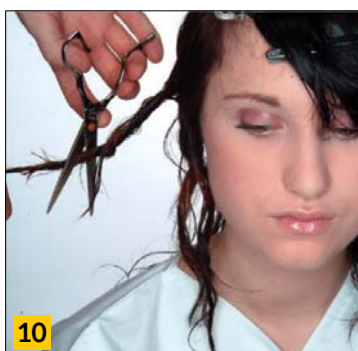
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8



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10



11



12



13



14

STEP 1:

Partitions for technical work.

STEP 2:

Create a horseshoe partition on the top of the head.

STEP 3:

Carry the whole hair in the opposite direction of the lock and cut with scissor tip.

STEP 4:

Place the lock and link to the below length.

STEP 5:

Raise the basic lock of the head centre, cut in proportion to the scale you want to get.

STEP 6:

Repeat with the below locks in the centre of the nape.

STEP 7:

Raise completely the last lock too, bring it at the level of the first basic one on the top of the head and cut at the same level.

STEP 8:

Take again the locks in vertical at melon slice, cut on the length in order to get lightness.

STEP 9:

Continue the same way of cutting on both sides.

STEP 10:

Pass again on some locks with twister technique and cut towards the tip around the lock.

STEP 11:

Place the hair again, enter the structure with scissor blame, cut slightly.

STEP 12 and 13:

Cut slightly the back zone and the temple sides.

STEP 14:

Cut is over. 🎧

Hair, Photo, Artworks, Make-up: I Donadelli
Fashion: Anna Marchetti

Delphine





WHAT:
Launch of hair colour collection

WHEN:
1st May

WHERE:
Hotel Shangrila-La, Delhi

Marigold Collection by StreaX Pro Bowls Delhi

Bringing vibrancy to hair colour trends this season, StreaX Professional has launched its Spring Summer 2018 Collection called Marigold. Ruled by shades of golden, copper and blonde, the collection signifies the celebratory mood of the season. The event kickstarted with a look and learn seminar for the audience that comprised of hairstylists and salon owners. Post lunch, there was a hair show that brought to stage 10 models who showcased the latest hair colours from the Marigold collection on trendy hairstyles. Last but not the least, one saw Sonakshi Sinha, Bollywood actor, as the show stopper, who sported a fresh, summery hairstyle created by Yolly Ten Koppel, the International Creative and Technical Director at Pivot Point. Sinha has been associated with StreaX Professional for the last five years.

On the occasion, Rochelle Chhabra, Professional Division Head, Hygienic Research Institute said, "Marigold has been launched keeping in mind the latest trends in colour and customer demand. Brighter, bolder and spicier shades are in vogue and we are happy to offer these chic shades."

Yolly Ten Koppel, the International Creative and Technical Director at Pivot Point said, "The Marigold collection stands for happiness and joy. We made the hair looks as per the colours of the marigold flower, with shades of brown and gold that go with the Indian skin tone. I did the haircuts with layers and laid back disconnections, which remained powerful yet feminine."

Gallery Jam Session 2018 with Sebastian Professional in Mumbai

Curls decoded



Sebastian Professional has always kept Indian stylists at par with international trends and innovations by launching their bi-annual collections. This year's Gallery Jam Session lived up to its showmanship, by showcasing the trendiest looks for the season with Brad Lepper, Creative Director for Sebastian Professional Australia and New Zealand. He created hair magic on stage by decoding the trends for the season, the dynamic dance troupe Kings United put up an energetic dance performance to showcase how the movements of the body can replicate that of curls, thus, syncing with the 'Twisted' theme of the event.

The event was a unique combination of training, workshop and a platform for international hair trends. The 'Twisted' collection not only brought the hair world together, but also incorporated music and a spectacular dance performance. With over 17 years of industry experience, Lepper is a globally recognised stylist. He travels regularly with Sebastian and presently looks after the education and training across New Zealand and Australia. He is also a part of the international Sebastian Artistic Team, and took the guests through a step by step guide of six looks. The looks showcased the talent and skill that goes behind creating these free-spirited looks, living up to the famed reputation that the Sebastian Professional stylists are known for.

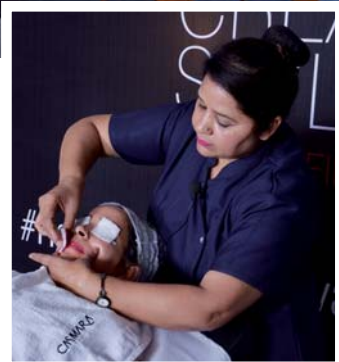
According to Lepper, "The essence of beauty is nature brought to life. With Sebastian's new Twisted collection, it now allows you to embrace curls and movement. With the next level of curl cutting showcased in this collection, you can empower a client's natural hair texture and give them the volume and control that they need in their hair." Lepper was amazed at the skills of Indian hairdressers who adapted very well to the looks that were taught during the workshop on the day after the show.

WHAT:
Gallery Jam Session by Sebastian Professional

WHEN:
23rd April

WHERE:
Kaama, Lower Parel, Mumbai

Workshop by Esskay in Jaipur



WHAT:
Hair and Skin workshop

WHEN:
27th February

WHERE:
Hotel Ramada, Jaipur

Esskay Beauty recently held the Creative Hair and Skin Workshop with Tanveer Shaikh, the hair expert in Bollywood, and Dolly Bhatia, the skin care specialist. While Shaikh styled divas with Mr. Barber's Professional Tools, Bhatia educated the audience on the use and effects of the international skin care brand from Spain, Casmara Cosmetics. Furthermore, Rica Wax from Italy, was used to demonstrate the advanced depilation system on various clients. The importance of the pre and post wax lotions was also highlighted upon during the seminar.

Mr. Barber's professional range of equipment include Hair Straighteners, Dryers, Curling tongs, Section clips, Combs and Hair brushes. Shaikh was successful in creating several hairstyles using these advanced tools. The seminar was centred around the brand's philosophy of 'create styles that define you'. The Skin care section included guidance on advanced facial massage techniques and innovative skin care trends. Salon owners and their teams were apprised on Goji Facials by Casmara which is made from Goji Berry extracts, a powerful antioxidant found in the Himalayas.

Industry expert Subham Virmani, Director, Esskay Beauty Resources, who is a specialist in Salon Consultation concluded the session by giving guidance and tips on Salon Management.

MoeHair's Meet & Greet in Mumbai

Professional hair care brand, MoeHair hosted a conference to provide a platform to stylists and beauty experts to share their knowledge and learn from each other about new products. The event witnessed participation of 300 experts from over all India. At the event, the brand also launched new range of hair colours and the Keratin line and models showcased various looks created. Commenting on the product launch, said, Shabir Afzal Gojwari, Director, MoeHair, "MoeHair colours offer a neutral palette which is true to its tone, gives 100 per cent coverage and mirror-like shine. There are 69 intermixable shades, which allows you to create custom colour for every client. Its low ammonia formulation makes it extremely gentle on the hair as well as on scalp. The MoeHair Keratin Line is made from naturally occurring ingredients that are considered non-toxic for the user. It has low formaldehyde and a 100 per cent formaldehyde-free version with no hidden substitutes." Further sharing his plans, said, Syed U Sadaat, Director, MoeHair, "The hair care market in India is very exciting, experimental and transformative. We plan to venture into every possible arena in the coming time." 📌



WHAT:
Hair conference

WHEN:
16th April

WHERE:
Trident Hotel BKC, Mumbai

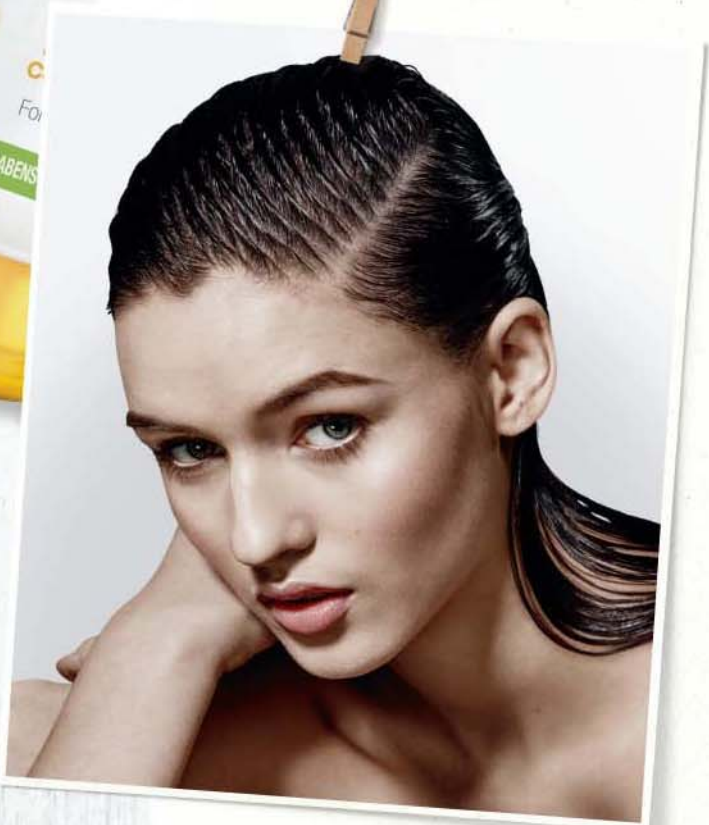
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