



Hair: Allen Ruiz
Photography: Yulia Gorbachenko

Content

- 14 **Snippets** Latest news and updates from the beauty and wellness industry
- 18 **New openings** Salons and spas across the country
- 20 **Main interview** 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. He shares his joys and tribulations
- 26 **Role model** Creative Director, Looks Salon, Delhi and one of the seven L'Oréal Professionnel ID artist, Sumit Malkotia's primary objective is to train and inspire newcomers
- 30 **In first person** Sushant Maini, Senior Hairstylist at Bella Madonna Salon, Gurgaon, is a self-motivated individual and aspires to take his craft on an international platform
- 38-47 **In focus** Since time immemorial, Indians have been obsessed with fairness, so much so that it has become a debilitating mindset. 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. We speak to medical experts and brands in the industry for their take on the matter
- 60 **Influencer** Mumbai-based fashion designer, Chandni Sahi shares her views on the fashion and beauty industry of India
- 61-79 **Beauty** Mumbai-based celebrity make-up artist, Swarnalekha Gupta specialises in diverse platforms of make-up; Priyancka Jaini, Owner, Invogue by Priyancka Salon in Kolkata, reveals professional tips and tricks to flaunt trendy nail art; Industry professionals and brands share their views on the emerging beauty trend of camouflage make-up; Dr Viral Desai, Celebrity Cosmetic Surgeon, DHI India & CPLSS India shares his views on Brachioplasty as an aesthetic procedure; We speak to brands to know more about the utility of flowers in beauty industry; Top sunscreens and product launches in skin care
- 81-87 **Spa focus** 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; 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; Packages and offers by spas
- 88 **Celeb style** In the news yet again for her role opposite Salman Khan in *Race 3*, Daisy Shah shares her beauty and fitness mantra
- 92 **Step-by-step** Recreate the intricate cut
- 94 **Events** The social calendar: what is happening when and where

88



20



38



66



82

