

# SALON

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**INTERNATIONAL**



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INTERNATIONAL

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Editor-in-Chief Amitabh Taneja  
Editorial Director R S Roy  
Publisher S P Taneja  
Managing Editor Aradhana V Bhatnagar  
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Conference Content Mohua Roy

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#### ADVERTISING

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

Anshu Arora, Sr. Manager (North)

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

#### CONSUMER CONNECT

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anilnagar@imagesgroup.in  
Mob.: +91 9811333099

Membership Team: Priti Kapil Sarika Gautam

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IMAGES Multimedia Pvt Ltd (CIN:- U22122DL2003PTC120097)  
Registered Office: S-21, Okhla Industrial Area Phase II, New Delhi 110020  
Ph: +91 11 40525000, Fax: +91 11 40525001  
Email: info@imagesgroup.in, Website: www.imagesgroup.in; www.indiasalon.in  
Mumbai: 1st Floor, Plot No.: 111/3 Marol Co op Industrial Estate, Marol, Andheri (East), Mumbai 400 059, Ph: +91 22 28508070/71, Fax: +91 22 28508072  
Bengaluru: 523, 7th Cross, 10th Main, (Jeevanbhima Nagar Main Road), HAL 3rd Stage, Bengaluru 560 075, Ph: +91 80 41255172/41750595/96, Fax: +91 80 41255182  
Kolkata: P-513/B, Raja Basanta Roy Road, CIT Scheme XLVII, Near Sabyasachi Store, Kolkata 700029  
Ph: + 91 33 40080480, 40080440

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For subscriptions: subscription@imagesgroup.in

For feedback/editorial queries: letter2editor@imagesgroup.in

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!



Hair: Allen Ruiz  
Photography: Yulia Gorbachenko

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# 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. Ⓢ

# 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. 📍



## 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

# Summer Nail Trends

## Expert Approved



Priyancka Jain, 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.

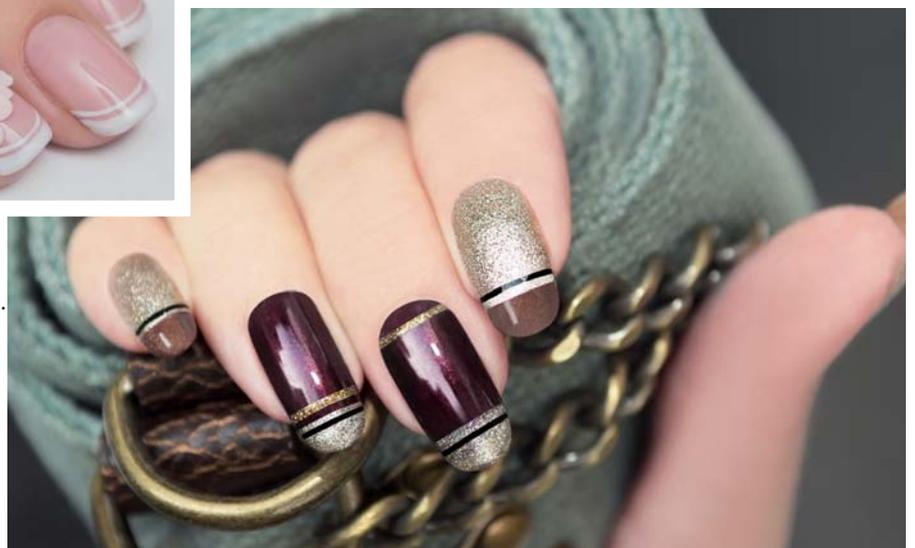


### Floral stickers

- ▶ 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.

# 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

**A**s 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.



**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."

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**MATRIX BIOLAGE**

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