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INDIAN SUBCONTINENT | Vol. 10 | No. 6 | June 2018 | Price ₹ 150

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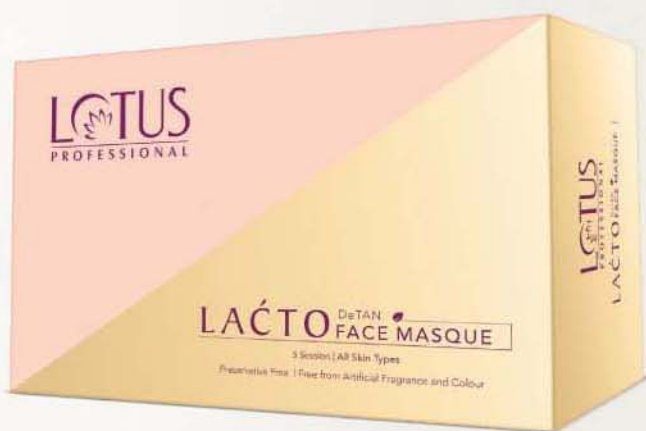
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Correspondent Shivpriya Bajpai
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Creatives

Art Director Pawan Kumar Verma
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Sr. General Manager Manish Kadam
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Support

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Subscription

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ADVERTISING

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

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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

The Beauty and Wellness industry of India thrives on the infinite cycle of trend, demand and supply. The industry associates trends and demand with the youth, who are super excited and want to try out every service on the menu to stay in vogue, and the mid-segment of professionals, who fall under the discerning category as they know what they want and go for it. In order to meet the demand and elevate client service standards for the above two categories, the third demographic of 'baby boomers' or simply put, those above 55 years of age, are often ignored. Despite being aware, mature and moneyed, this generation sticks to the tried and tested for reasons pertaining to either lack of confidence in the hairstylist to execute the desired cut or colour, or an indifference to the brands that the salon itself endorses.

Upon realisation that while offering a bouquet of 'trends' is key, a paradigm shift in skilled, yet restrained, customer service should be the focus when addressing seniors, who make up much of the purchasing population. We speak to brands and professionals to get their views on the same.

In Hair, we interview Robert Kirby, Owner of Robert Kirby London Salons, who has created a benchmark in the hairdressing industry with his innovative and creative approach. He prioritises education and juggles shoots, seminars, fashion weeks, and more. On the home front, we meet Mumbai-based independent hairstylist, Anchal Morwani. She is kicking up quite a storm in the hair industry with her top notch skills. Senior Hairstylist at Oxford Cut - The Man's Salon, Delhi, Mohammad Arif is a team player, who pushes limits to achieve his goals in hairdressing. Celebrity Hairstylist, Asgar Saboo and Celebrity Make-up Artist, Varsha Sugandh Tilokani breakdown the top hair and make-up looks spotted at the Royal Wedding and red carpet events held in New York and Cannes.

In Beauty, we meet Brand Ambassador - ColorBar, Shraddha Naik who is well-known for her strong repertoire of having created an array of iconic make-up. With a decade of experience, she has built an enviable clientele in Bollywood. Dr Shuba Dharmana, Dermatologist & Medical Director, Lejeune Medspa, Bangalore, shares her views on the top treatments for the under eye area. BCL Spa, the first brand to offer a complete manicure and pedicure system with certified organic ingredients, shares a step-by-step guide on achieving revitalised hands and feet.

In the Spa section, we present the visual grandeur of Auriga Grand Spa at Capella Singapore. Nestled in the lush rainforest of Singapore's Sentosa Island, the spa lends a distinctive approach to wellness and beauty based on the cycles of the moon to align guests with nature. Spa Manager, Explore Spa at Le Méridien, Mahabaleshwar, Zorem Siami, shares her views on wellness in India, staying ahead of competition, brand USP and more.

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

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 Makeup: Lulú Pérez
 Models: Olga and Dariya
 Extensions: Elegance Hair Extensions

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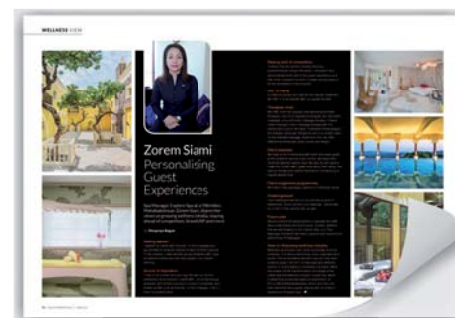
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/// NATIONAL ///

SkinLab celebrates 24 years of excellence in skin care



Having successfully introduced to the country numerous effective skin enhancement concepts and cosmetic techniques, SkinLab has been offering medically sound experience to its patrons ever since its inception in 1994. On completing 24 years of incredible journey, shares Dr Jamuna Pai, "It has been a great journey

since we first began with a vision to introduce to India a variety of skin care treatments of global standards. 24 years later, we are India's premier skin care clinic and at SkinLab, we like to think of ourselves as your skin care mentor. We will see you through your first pimple right up to your first wrinkle and beyond." Celebrating 24 years, SkinLab is offering its discerning patrons a range of anniversary deals. Pay for two and avail of four sessions of professional peels, cool sculpting, laser hair reduction and sublime skin tightening procedures. Also, avail up to 30 per cent off on US-FDA approved laser hair reduction, 20 per cent off on exclusive dermal therapies, special deals on select products and skin care packages targeting pigmentation, acne, skin tightening, anti-ageing, and more. Offers may vary from city to city.

Marie Claire Paris Salon and Wellness forays in India



French lifestyle brand Marie Claire has now entered the beauty and wellness vertical in India with the launch of Marie Claire Salon, Wellness and Academy. The event in Mumbai saw an extravagant fashion parade with celebrities and business personalities in full attendance. Hosted by beauty entrepreneur, Vandana Bhardwaj, Soha Ali Khan was the chief guest, Sundhanshu Pandey, Gaurav Chopra, Kiku Sharda, among

others, graced the launch. Said Roberto Bre, CEO, Private Collection and Co (Marie Claire Paris), "We are extremely delighted to venture into India. For generations Marie Claire brand has captivated women with its smart, trend setter, stylish and great appetite for life. This philosophy will be reflected in the Marie Claire Salon & Wellness, thus taking the engagement with our clients in India to the next level." Vandana Bhardwaj, Director, Marie Claire Salon & Wellness India, said, "We are proud to become the exclusive licensee of Marie Claire Salon & Wellness as well as IIFA in India. Marie Claire aims to have 20 unisex salons in next three years with a focus primarily on engaging clients by offering them high quality services in an international ambience at affordable prices. All salons and academies in India will be franchisee owned. The brand would initially focus on major metros, Tier 1, Tier 2 cities before expanding its footprint to smaller towns."

Innisfree launched Advance Green Tea Range

Innisfree launched their advanced moisturising range 'Green Tea Line' with a special moisturising ingredient, 'Beauty Green Tea' which is three and a half times more enriched with 16 skin moisturising Amino Acids. The launch in Delhi involved a Korean beauty skin care masterclass by the skin expert, Aanchal Budhiraja at Innisfree showcasing the morning and night regime by highlighting the benefits of each product in the Green Tea range. The event also witnessed a private tea leaf reading session by tea leaf expert Neera Sareen. Commenting on the occasion, said Doyoul Lee, Country Head, Innisfree, "We are extremely delighted to showcase our Signature Green Tea line to our clients. The special ingredient 'Beauty Green Tea' is the main focus for this Advance Green Tea Range. Green Tea Seed Serum is the Global Number One Best Seller and Innisfree has sold more than 13.4 million units since the 2010 launch." Added Mini Sood Banerjee, Brand Manager, Innisfree, "We are more than happy to launch our Advanced Green Tea Range in India. Innisfree is the only brand which has a full regimen under Green Tea as an ingredient. We have added special products in the advanced version like, 3-minute Green Tea Skin Pack, 5-minute Green Tea Leaf Powder Face Mask, Green Tea Sleeping Mask. These are the products which 'women on the go' need these days."





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DKSH and Ashland hosted salon seminar



DKSH and Ashland, in association with media partner Cosmeprotect – a platform for the cosmetics and personal care industry, hosted a seminar at Ashland’s formulation development laboratory in Mumbai. The event showcased exciting opportunities for the beauty and salon industry. Participants discussed methods of co-creating new product concepts, tailor made formulations and break-through applications using Ashland’s exciting range of premium ingredients. Industry experts shared global market insights and trends in products and technology in the skin care and hair care sectors. The seminar aimed at helping beauty salon owners, brand specialists, influencers and formulators develop concepts to meet the current and future needs of urban consumers using Ashland’s exciting range of premium ingredients. The interactions inspired beauty salon chains to develop their private labels. Salon chains not only present an opportunity for increasing the income but particularly ensure brand loyalty.

/// INTERNATIONAL ///

Canberran hairdresser, Jenni Tarrant recognised for humanitarian work



Award-winning hairdresser, Jenni Tarrant was announced the recipient of the 2018 Vidal Sassoon Humanitarian Award at the 2018 Australian Hair Industry Awards Gala Night. Sponsored by ‘Beauty Gives Back’, the Vidal Sassoon Humanitarian Award is an industry nominated award given to a person who has made outstanding philanthropic contributions throughout his or her career. The award has the honour of using the late great Vidal Sassoon’s name by his daughter Eden Sassoon, an advocate and supporter of the AHIA’s, in honour of her father and his humanitarian work throughout his career. Highly regarded and renowned in the Australian hairdressing industry and local community for her community involvement and support, Tarrant has remained committed to fundraising and shining the light on organisations and events such as Canberra LifeLine, BraveHearts, Women of Spirit Awards, and more.

L’Oréal acquired Pulp Riot

L’Oréal has acquired Pulp Riot, the US-based professional hair colour brand. Since its launch, Pulp Riot has been transforming the professional hair colour market by creating industry leading content, and using social media to effectively inspire and educate stylists across the world. To date, Pulp Riot has amassed over 675,000 Instagram followers and had net sales of \$11 million in 2017. Its largest distributor in the US is SalonCentric. The brand also started its international expansion. Said Nathalie Roos, President Professional Products Division of L’Oréal, “We are thrilled to welcome the Pulp Riot team and to amplify the international development of this iconic brand. Its unique creative artistry and stylist powered education will inspire the entire division.” Shared David Thurston, CEO and Founder of Pulp Riot, “We are excited to join the L’Oréal family, the grandest beauty company in the world. We believe this move will give Pulp Riot the fire power to accomplish our most ambitious goal for the brand. We are especially happy that so many of the loyal stylists who contribute to the success of Pulp Riot will have more opportunities moving forward.”



Headmasters Salons, UK appoint Andrew Barton as Creative Director



International hairdresser, Andrew Barton has been announced the Creative Director of Headmasters Salons in UK. On the terms of this association, Barton will create signature looks, services and salon experiences in line with the brand’s vision and philosophy. said Tim Binnington, Commercial Director, Headmasters, “Andrew brings a wealth of experience from being the creative lead in large salon groups to heading luxury flagship salons in the world’s most famous shopping destinations. Andrew will head up Headmasters renowned education programmes, as well as providing artistic direction on photo shoots to our talented artistic teams.” Shared Barton, “I have long admired and respected Headmasters, UK’s largest independent hairdressing group, for their dynamic approach to business, creative flair and continual professional development ethos for their team. I am, therefore, honoured to have the opportunity to work with this talented and successful company.”

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Architectural Concepts

Mumbai

Bespoke Salon



Born at the intersection of inspired artistry, craftsmanship and innovation, Bespoke Salon is a passion-driven hair and beauty venture of three hairdressing experts, Rohan Jagtap, Farah Tarapore and Sandeep Jagtap. At the heart of Bespoke is a pioneering spirit to create a brand that glints a unique sense of eternal style that captures the authentic reflections of its clients. The salon is equipped with hair, make-up, nails and skin stations. The palette of the décor is predominantly white and grey in different materials to provide a sense of space and add calmness. To give depth to the place, one of the walls is a mirror grid which camouflages the entry to the beauty room, pantry and washroom. The round cutting of the mirrors on cutting stations

is the representation of the 'O' from the brand name and its distinct character of the salon. Magenta and floral chairs at the reception add colour to the neutral space.

Commenting on the USP of the salon, the trio opine, "We aim at creating a Bespoke experience for every client. Our services are designed as per client need to make it his or her individual identity and experience. As a brand, we will be concentrating on personalised and quality services. We will be catering to various shoot requirements for films, commercials, editorials, photoshoots, and more. Bespoke Education will provide various courses for established hairdressers."



Colour combination: White and grey with pops of colour like magenta and florals

Products used: L'Oréal Professionnel for hair; Thalion for skin; Bomb Cosmetics for nails

Lights: White and yellow LED lights

Flooring: Wooden

Architect: Charvi Mehta



Owners: Rohan Jagtap, Farah Tarapore and Sandeep Jagtap

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Studio 11 Salon and Spa



Contact Person: Nirav Gandhi

Address: Presidential Plaza, 504, Lal Bahadur Shastri Road, Ghatkopar West, Mumbai - 400086

Phone: 082828-24466

Email: studio11.ghatkopar@gmail.com

Website: https://www.studio11.co

Colour combination: White, gold, brown and beige

Products offered: Wella Professionals and SP for hair; Seasoul Cosmetics for skin; ColorBar and Nykaa for nails

Lights: Natural white LED lights

Flooring: Wooden

Architect: Co-Design, Hyderabad



With a chain of over 100 salons and counting, spread across 19 states and major cities and, Studio 11 Spa and Salon launched its first salon in Mumbai. Designed across 1,050 square feet area, the salon is equipped with four styling stations, two shampoo stations, two pedicure stations, two facial rooms and one nail art station. Commenting on the décor, says Nirav Gandhi, Owner, "We have designed an effective layout with full flow and functionality by utilising the complete floor space. We were careful as we wanted to create a perfect ambience to ensure that our the clients were at ease." On the USP, comments Gandhi, "We bring

an international salon and spa experience to the neighbourhood. Our service menu ranges across hair, skin care to spa and bridal treatments for a holistic approach to beauty and wellness. We have especially designed single-use kits based on special Studio 11 formulations for our full range of skin services suitable for each skin type. The products are organic and Paraben-free."

On the salon and spa's future plans, shares Gandhi, "Studio 11 is dedicated to client service and we would like to remain on top as a premium salon and spa brand, that has great boutique ambience and luxurious services. We plan to launch more such salons across Mumbai keeping our client's comfort in mind."



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Robert Kirby, Owner of Robert Kirby London Salons, has created a benchmark in the hairdressing industry with his innovative and creative approach. Also the UK Colour Ambassador for IdHair, Kirby prioritises education and juggles shoots, seminars, fashion weeks, and more

by **Aradhana V Bhatnagar**



Robert Kirby Unmatched Talent



What inspired you to be a part of the hair dressing industry?

As a 14 year old, visiting a salon with my mother, I loved everything about the environment, the buzz, people leaving happy, it just really made an impression on me. Just looking at people creating the hair at that time really interested me, I was amazed by it.

What was the education you decided to go for?

In Dublin, I did a four-year apprenticeship and trained in salon and learned every aspect of hairdressing including, how to deliver great customer service, an important aspect in today's hairdressing industry. I started my apprenticeship with Peter Mark in Dublin, who owns a respectable Irish hairdressing chain that has always kept quality at the forefront of its offer.

Please share with us some of the challenges you met with?

Learning to walk before I run. I just wanted to know everything and to listen to the more experienced stylists, they have so much to teach us – I wanted to know it all.

When did you open your first salon?

I opened my first salon in 2014 in the Balham area of London, UK. My salon oozes luxury in a more residential suburb area of the city. I run one of my salons and my partner runs our second. My role is anchored in the creative side of the business, education of our team and ensuring that quality and craftsmanship is at its best for today's client.

What are the expansion plans?

We are hoping to launch four salons by 2022. We do run a part time academy from our salon on Sundays and Mondays teaching international stylists, we have done this for some time now.





“First thing when I get to my salon is making sure everything is perfect for my clients. I check with my team as they know what clients they have. My brain is always working creatively. So, I brainstorm with my PR and creative Team on how to break the boundaries and bring something new to the industry. The schedule also depends on the time of year. At present, our focus is the new salon and collection launch, and perhaps some platform work in the coming months.”

What is the kind of training you give to your team?

I teach my team 90 per cent of what Robert Kirby London brand is about, that is beautiful hair – that includes colour and cutting but 10 per cent is their own creativity, you need to let people be free.

When you create a collection, what are the key elements you keep in mind?

Models are a big part. Getting the right team that understands your vision and keeping to it is one of the key elements. It is extremely important to work on the same goal as a team.

Who are some of the celebrities you have worked upon?

I have worked with many in my time that have now included Nicole Scherzinger.

What are your favourite products to use on hair?

I love products from the Danish brand, IdHair. They believe in the salons being part of the group family and their products are amazing.

What is your view on the hairdressing industry in India?

I have a lot of followers from India on my instagram and Facebook. It is their passion to learn and to be better than they were yesterday, it impresses me. Well-done team India.

What are you planning to do next?

I am working on my next collection. 🎧

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Multi-functional Chair

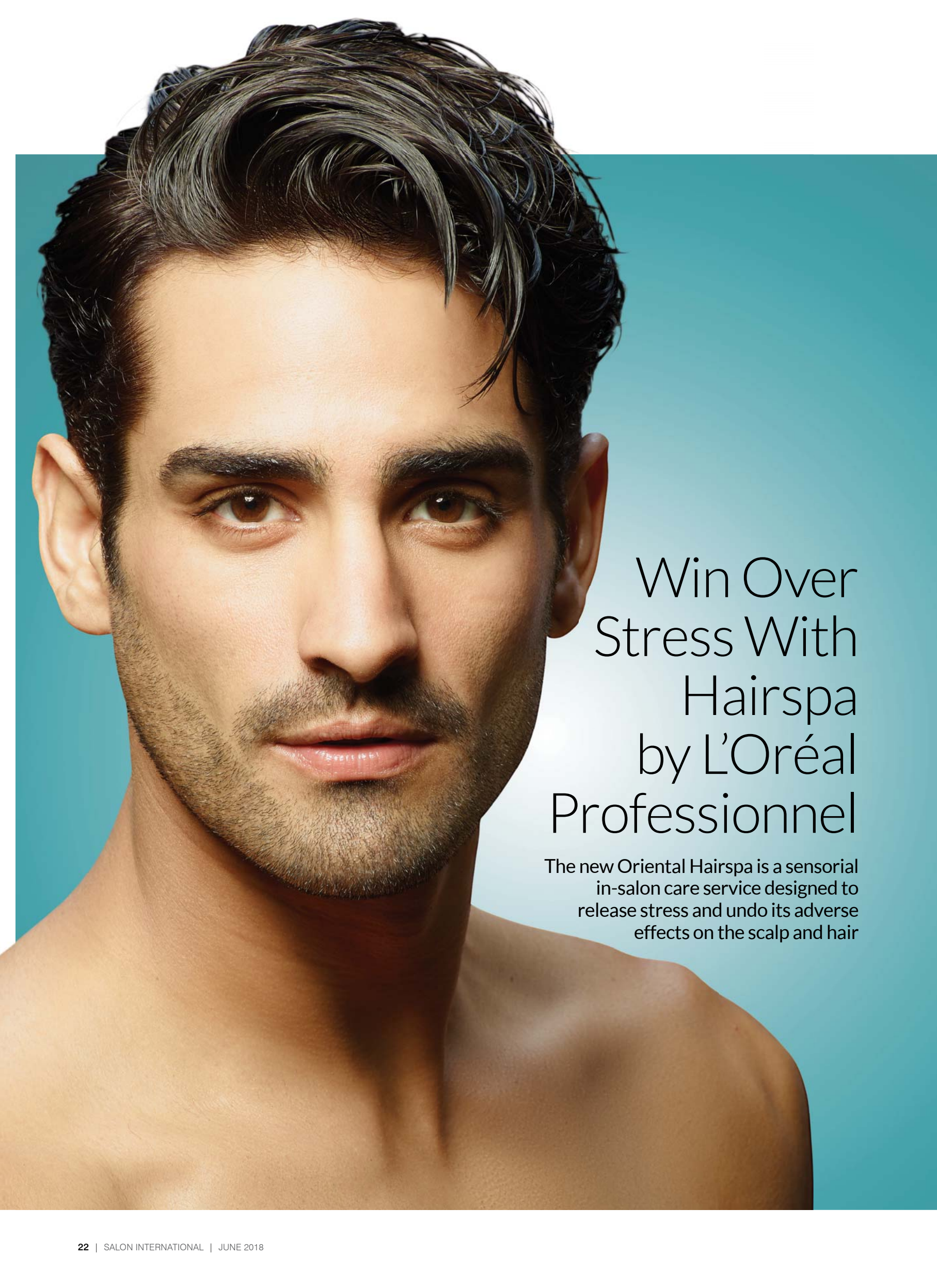

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Win Over Stress With Hairspa by L'Oréal Professionnel

The new Oriental Hairspa is a sensorial in-salon care service designed to release stress and undo its adverse effects on the scalp and hair

The fast-paced lifestyle of men, coupled with work-related stress, can take a serious toll on the health of their scalp and hair. They are often and regularly exposed to environmental aggressors like the sun and pollution, which can make hair dry, rough and look lifeless. As compared to women, the scalp of men is more prone to dandruff and oiliness, which leads to itchiness and irritability. Healthy hair starts with a healthy scalp. Thanks to the L'Oréal Professionnel Hairspa service, healthier, stress-free hair is just a salon visit away.

The Hairspa service is one of the most sought-after hair care services by women in salons. It is a massage-based therapeutic service that brings an ultra-relaxing experience, while boosting the natural health and beauty of the hair and scalp. Like a facial is an essential monthly must-do to maintain the skin, women trust Hairspa as a monthly habit to maintain the health of their hair. Hairspa is the perfect solution for rejuvenation that is much needed to reduce stress and pamper oneself. But why should only women have all the fun? Men deserve to relax and pamper themselves, too.

Introducing the Oriental Hairspa

From the pioneers of the original Hairspa comes a brand new sensorial hair and scalp service to elevate the in-salon experience and provide maximum relaxation to your clients. The Oriental Hairspa is designed to be a fusion of the traditional Balinese massage and ancient Shiatsu finger-

pressure techniques. The gentle stretches and long strokes, inspired by Balinese massage, release stress and boost the micro-circulation on the scalp. The finger and thumb acupressure techniques, drawing from the Shiatsu tradition, help to soothe and release the qi energy of the body through the scalp. Experience Hairspa every month and win over stress, pollution and dandruff.

Benefits for men's hair and scalp

Oriental Hairspa uses ancient knowledge of the therapy of touch and the art of massage to bring about overall balance and harmony to boost the health of hair. It detoxifies the scalp from impurities like oil, dandruff and further even removes dirt and grime. It also provides deep nourishment and revitalisation of hair, while releasing stress and relaxing the mind. The Hairspa improves blood circulation, thus boosting hair growth. The Hairspa service should be trusted as a monthly ritual to maintain the natural health of the hair and scalp.

Personalised pampering

The L'Oréal Professionnel Hairspa range has products specifically catering to different hair and scalp needs such as, nourishment, smoothing, vitalising and repairing. Thus, the in-salon expert consultation helps the hairdresser to recommend the right Hairspa service and products for the client, depending on hair and scalp type for perfect results. 🌀



Home care

To extend the benefits of Hairspa in between salon visits, the personalised home care range is highly recommended that suits hair and scalp types.

Deep Nourishing Range

Nourishment and softness for dry hair.

Price: Shampoo 250 ml for ₹380, Conditioner 200 ml for ₹380.

Smooth Revival Range

Smoothness and shine for frizzy hair.

Price: Shampoo 250 ml for ₹380, Conditioner 200 ml for ₹380.

Detoxifying Range

For a dry and dandruff-prone scalp.

Price: Shampoo 250 ml for ₹380, Conditioner 200 ml for ₹380.



Experience Nature Inspired Hair Care With MATRIX Biolage

Infused with a blend of botanicals and molecular science, Biolage offers BioSpa, a collection of in-salon hair treatments that use natural ingredients to address every day hair concerns

Thick, curly, wavy or scanty – regardless of the kind of hair one is born with, the care regime plays a significant role. Pollutants in the air, external aggressors and hectic lifestyles all add up and make the hair dull, damaged and lifeless. To retain hair's natural beauty, MATRIX, the world's leading American professional brand presents Biolage, the hair care range that understands the biology of hair and offers targeted solutions for distinct levels of concerns. The Biolage Core Range addresses everyday hair concerns and offers BioSpa, a collection of in-salon hair treatments, uses salon exclusive products such as, the Masque, Cera Vital Repair and Scrub to create a rejuvenating experience for the client.

BIOSPA FOR DIFFERENT HAIR TYPES



SmoothProof BioSpa for frizzy hair

Frizzy hair is a common hair concern. Environmental issues like rain, humidity or even perspiration can cause frizzy hair to become even fuller and unmanageable. To help let go this excess volume and frizz, SmoothProof BioSpa, draws inspiration from the water-resistant properties of the Camellia flower to give frizz-free and smooth hair for 72 hours*. It helps to lock out moisture and protects the cuticles to achieve smooth and frizz-free hair. SmoothProof Biolage serum is recommended for a shiny finish.



HydraSource BioSpa for dry hair

Dry and brittle hair concerns can be worrisome as they are more prone to damage in the long run. Lack of hydration along with proper care makes the hair weak and lifeless due to the moisture and humidity in the air. HydraSource BioSpa provides ultimate hydration to the hair and restores moisture balance. It draws inspiration from the moisture retaining properties of the Aloe Vera plant to revive dry and stressed hair.

ColorLast BioSpa for fading hair colour

Changing seasons and trends are the perfect reasons to experiment with hair colours. But multiple washes fade the colour. It is also essential to protect the hair colour from fading to make it look shiny and vibrant for longer. Biolage ColorLast BioSpa helps maintain and prolong hair colouration results for up to nine weeks**. A must after salon fashion coverage service, it has anti-fading properties that draw inspiration from the vibrant Orchid flower.



OilTherapie BioSpa for undernourished hair

Regularly oiling hair is essential but clients tend to skip this time-consuming process from their busy schedule. The OilTherapie OilSpa penetrates deep, nourishing both hair and scalp and provides hair with three times more shine***. It uses micronised Olive Oil that conditions from root to tip, resurfacing the hair for ultimate softness and shine.

BIOLAGE ADVANCED TREATMENTS FOR SERIOUS HAIR CONCERNS

Incorporating Masque and 'Cera-Repair concentrates', Matrix Biolage Advanced range address most serious hair concerns with the perfect mix of unique patented ceramides and professional massage techniques.

ScalpPure Anti-dandruff treatment for scalp issues

Flaky scalp is an alarming sign of an unhealthy scalp. It requires intensive care and treatment that will seep into the scalp and provide hydration. The Scalppure Anti-Dandruff treatment answers all your client's scalp woes with the goodness of Bergamot and Zinc Pyrithione. The four step process includes a scrub for exfoliation, shampoo for cleansing, conditioner for deep nourishing and serum for hair and scalp. Every step in the process adds more comfort and relaxation resulting in a healthy squeaky-clean scalp.



Biolage Advanced FiberStrong treatment for hair breakage

Hair breakage is caused when hair is not healthy and strong. The highly advanced technology of the FiberStrong treatment fills gaps in the cuticle and enhances fiber integrity. Enriched with the goodness and strength of Bamboo and the Intra-cyclane concentrate, it reduces hair fall caused due to breakage.



Biolage Advanced RepairInside treatment for damaged hair

Hair snags such as high porosity, dull lifeless hair, split ends are signs of damaged hair. To help combat these concerns, the RepairInside Advanced treatment formulae are infused with Arginine and Soy to repair severely damaged hair. It locks shine and strengthens hair from the inside while sealing the surface to restore shine and movement. 100 per cent clients say hair is repaired from inside and outside in just one application****. ①

Biolage services are available at the nearest MATRIX salons.

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

***When using the system of ColorLast shampoo and conditioner Vs a non-conditioning shampoo.*

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

*****Repairinside Advanced BioSpa conducted on 100 Indian women in Mumbai. Study conducted by IMRB. International*



Photo: Shutterstock

Client Retention **Delightful** Offers

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

Ministry of Hair | Delhi

The salon is offering HD bridal make-up package that includes make-up, saree draping and nail paint using products of brands like, Huda Beauty, Anastasia Beverly Hills and Morphe at a discounted price of ₹7,999. The actual price of the service is ₹12,000.

Flaunt Salon | Bangalore

Get Keratin treatment for medium length hair at an offer price of ₹9,999. The actual price of the service is ₹11,999.

Vikas Marwah's Salon | Mumbai

The salon is offering global hair colour or Ombre dip dye colour followed by hair wash, deep conditioning and blow dry at a discounted price of ₹1,999. The actual price of the package is ₹4,500.

Juice Salon & Spa | Kolkata

Get full arms and legs waxing using Rica Wax along with eyebrows and upper lip threading at an offer price of ₹1,499. The actual price of the package is ₹1,750.

Naturals Salon | Chennai

The salon is offering a package including De-tan pack, Glow Vitamin facial and eyebrows threading at a discounted price of ₹999. The actual price of the service is ₹1,950.

Nishi Nails Spa & Boutique | Ahmedabad

Get permanent nail extension using Acrygel at an offer price of ₹1,599. The actual price of the package is ₹2,000. 📌

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Royal Wedding to Red Carpet

Hair and Make-up Looks Decoded

International Celebrity Hairstylist, Asgar Saboo and Celebrity Make-up Artist, Varssha Sugandh Tilokani breakdown the top hair and make-up trends from the Royal Wedding and Red Carpet in an easy to achieve step-by-step guide



MEGHAN MARKLE **THE ROYAL BRIDE**

Hair

- ▶ Prep the hair to create a base with ultra gloss and shine.
- ▶ Create a centre parting in the hair using the end of a comb, ensuring the divide is strong and pulled back to the crown. Blow dry to get that glossy foundation which will hold and radiate all day long.
- ▶ Use curling tongs or rollers to create loose wavy hair. Avoid curls which are too tight or precise.
- ▶ Gather the hair into a low ponytail at the nape of the head. Secure it with bobby pins and ensure the ponytail is fixed. Finish off with a frosting hairspray.
- ▶ Twist the hair loosely around the tail to build a low bun creating a voluminous 'undone' effect.
- ▶ To complete the look, bring loose curls around the face. Direct each wave in different directions for a softer and more natural finish. Use generous amounts of hairspray to secure the hairstyle.

PRIYANKA CHOPRA **GUEST AT THE ROYAL WEDDING**

- ▶ Leave hair sleek and straight instead of adding curls. Use a shine serum on each section and run a straightener over stray locks. Use section clips on each side to make sure the front of the hair stays smooth, while styling the back.
- ▶ Create a low ponytail. Pull it tight underneath the base to ensure it stays in place. Create two ponytails and knot the two together like shoelaces, repeating this motion twice.
- ▶ Hide the ends underneath the double knot and secure it with bobbypins. Use hairspray to firmly hold this chic twist.



DEEPIKA PADUKONE HEAVENLY BODY AT THE MET GALA

Face: The focus is on fresh luminous skin finish. Clean your skin with a cleanser and follow a skin care routine. Prime the face with a hydrating primer. Use a concealer around the mouth area, under eyes and other areas that need attention. For a dewy look, use a foundation that gives a glossy finish. Blend it well and apply a finishing powder on the T-zone.

Eyes: To begin, fill the brows, contour the outer corner of the eye with a soft brown eyeshadow and bring it towards the inside of the eye. Take a deeper brown shadow and build it up in the same way to blend well. Paint the inside of the lid with a soft champagne eye shadow. Bring the same contouring shade to the bottom lash line smudging it out underneath. Tightline the eyes and curl the lashes with mascara. Finish the look with a soft brown pencil on the lower waterline.

Cheeks: Use a soft peachy blush on the apples of the cheek blending it out towards the temples. Finish it off with a highlighter.

Lips: To begin with, take a red lip liner, line the lip and fill it in. Top it up with a coat of a similar shade of red to get the look.

Hair: Start with curling the hair to create the soft beach waves. Brush the hair and apply gel on the crown. Take all the hair backwards using a comb and secure it with pins on the side.



KANGANA RANAUT AU NATURALE AT CANNES

Face: Begin with hydrating your skin with a moisturiser. Use a primer on the entire face to create a clean canvas for make-up. Dab the concealer on areas that need correction. Finish the face make-up routine with a light water-based foundation for a smooth and flawless dewy skin.

Eyes: Take a shimmery colour and put it all across the lid and blend it well. Begin with lining the eyelid in a thick band. Blend it towards the outside and wing it out. Curl the lashes to perfection and add loads of voluminous mascara.

Cheeks: Use a bronzer to accentuate the cheek bones and jaw line for a summery warm glow. Work it up a little with a cream blush. Use an illuminator on the higher plains of the face and lastly, fix everything with a finishing spray to set the make-up.

Lips: Keep the lips nude with a flush of pink for a wash of colour.

Hair: Ranaut's curls are natural, however, to achieve the look, prepare the hair by applying mousse on sections. Take small sections of hair and using a pen tong, curl each section to achieve the perfect spiral curls. Finish off with hairspray. 📌

MATRIX Presents Permanent Straightening Services

For Straight and Lustrous Hair

Flaunting perfectly straight, smooth tresses is on every client's wish list. Apart from being an evergreen trend, it is hassle-free to maintain and perfect for all occasions.

To get everyday shiny, straight hair, MATRIX recommends Advanced Shaping Service by Opti.Sculpt and Natural-Soft Straight Service by Opti.Straight.



Advanced Shaping Service by Opti.Sculpt

For frizz-free, straight hair with shine, go for the Advanced Shaping Service by Opti.Sculpt. It is powered by Cera-Sculpt technology which features Elastin, Collagen and Ceramides to give your clients sleek, straight hair with movement while protecting it. It has a breakthrough, low-odor formula which makes for a comfortable experience during the service.

The Advanced Shaping Service by Opti.Sculpt comes in three strengths depending on hair type:

Normal: For fine to medium hair.

Resistant: For thick and curly hair.

Sensitised: For brittle or chemically treated hair.

Natural-Soft Straight Service by Opti.Straight

If your clients are looking for a natural-straight hair look without worrying about hair breakage, try the Natural-Soft Straight Service by Opti.Straight. It features the unique Auto-Control Technology that preserves the integral structure of the hair and ensures it is not over-processed. It is an anti-breakage permanent straightening system which gives you hair that looks naturally straight.

The Natural-Soft Straight Service is available in two different strengths depending on the hair type:

Normal: For fine to medium, chemically treated hair.

Resistant: For thick, curly hair.



Home care range

MATRIX offers the Opti.Care Smooth Straight range, a specialist post-straightening care service designed to maintain the results of straightening services. Experts recommend using the Opti.Care home care range that includes a shampoo, conditioner and serum.

Avail these services at any MATRIX salon across India.



Anchal Morwani

God is in the Detail

Mumbai-based independent hairstylist, Anchal Morwani is kicking up quite a storm in the hair industry with her top notch skills. She is young, dynamic and raring to go with quite a fan-base on Instagram. Morwani shares her journey and passion for her craft exclusively with *Salon India*

by **Shivpriya Bajpai**

Getting started

As a child, I always loved playing with hair, and created hairstyles for friends and family. My mother always felt I was creative, as I enjoyed craft, braiding, painting, to name a few. After graduating in Management from Mumbai University, I worked with an advertising company for a short period of time. I must admit that whilst I enjoyed this stint, it was not my calling. I did marketing for Anjali Mukherjee Health Total owned by my parents, and soon realised that only hair gave me a high and brought out the best in me, both personally and professionally. I discussed with my parents that I wanted to study hair in detail at the Vidal Sassoon Academy in London. Since then I have only marched forward! I am happy to have my passion as my profession.

Courses undertaken

After the course from Vidal Sassoon, I pursued two other courses from London and FatMu. I always look out for more opportunities to study and expand my knowledge on hair. Education is one of the important aspects of this industry.

Association with Hair Masters Salon

I am a freelance artist in the field of make-up, hairdressing and hairstyling. I have rented a chair at Hair Masters Salon in Mumbai. Ananddeep Singh, the Owner, ensures that I am taken care of. From providing assistants to working in the salon till late, he has been extremely supportive. I enjoy working at my own pace and on my own terms with them.

Hairdressing for different platforms

Be creative. Be original. It is absolutely fine to use Instagram and Pinterest for inspiration, but I believe that it is important to look at the entire composition. It is crucial to look at aesthetics and by that I mean the outfit, make-up, the occasion and then arrive at a suitable hairstyle. In a nutshell, personalisation is the main factor to keep in mind while working on different people.

Evolution as an artist

I believe in 'looking into the finer details'. I am consistently growing in my profession as I am always analysing my previous work. I learn from every experience and make the necessary mental notes for future projects.

Favourite products

Products which we can build on are what I usually enjoy working with. Tresemmé Level 3 Hair Spray, L'Oréal Professionnel Next Day Hair Texture Spray and Wella Oil Reflections Hair Serum are some of my favourites.

Current trends

All sorts of trends are out this year. In hair colour, the reverse Ombré is in. People are going back to highlights with a slight variation; it is more seamless and more blended. I believe in personalisation more than trends. It must suit the individual.

Advise to newcomers

You need to really love what you do to be in this profession. It is an acquired skill and one really needs to be patient. Patience, passion and determination is the what I would advise all to all newcomers.

View on the hair industry in India

I am happy to see it bloom. I see a lot more people entering the field of hair and beauty as compared to when I started out. There are international companies such as Olaplex, Framar, Malibu C, and others, taking an interest in our Indian market, and therefore, providing us with quality products that are used across the globe.

Future plans

I love freelancing. I am having a blast right now juggling between salons and shoots. Eventually, I plan to set up my own salon called Hot Hair Balloon, however, at this point I am happy to be where I am. 🌟

Mohammad Arif

Focused On Creativity

Senior Hairstylist at Oxford Cut - The Man's Salon, Delhi, Mohammad Arif is a team player who pushed limits to achieve his goals in hairdressing. He relies on social media to keep himself updated on the latest trends and wants to further upgrade his skills to be the best in the industry



Salon:
Oxford Cut The Man's Salon

Address:
45, Munirka Marg, Basant
Lok, Vasant Vihar, New
Delhi- 110057

Contact:
011-4323 2114

Last Appointment:
7:45 pm

Getting started

I was truly inspired by my cousin brother who is also a hairdresser. I grew up watching him working wonders on clients with the trendiest cuts and styles. I used to visit Madrasa frequently and observe the salon work. Initially, I worked as a tattoo artist, but I enjoyed hairdressing more. Finally in 2005, I decided to take it up as career and was mentored under Jamal Uddin in the initial days. I adore his work and look up to him.

Professional background

I learnt everything about hair at my brother's salon, Style & Sustain in Defence Colony. Later, I started my career with Hair Craft Salon in Vasant Vihar and finally joined Oxford Cut - The Man's Salon, as a hairstylist. When I joined, this place was full of professionals with experience of around 8-15 years like Balwant, Ilaiz, Leela ji, to name a few. I got a lot of opportunities and exposure being with them and learning new things. It has been five years now that I have been working at Oxford Cut The Man's Salon and I really look forward to a lot more great things here.

Clientlist

My client list is usually a mixed bag, from lawyers to bloggers, professionals to teenagers, models to senior citizen. And, I love working with every age group, I guess that's the best part.



“ Fade, comb over and mohawk are popular in hair cut. For colour, ash and french browns are trending. Neckline hair design is a big hit in styling. ”

Role and responsibilities

As the Senior Hairstylist at Oxford Cut, my core responsibilities are to ensure client satisfaction, keep up with the global trends, introduce new styles, to name a few. I do everything from facials, shaving, to haircut and colour. I also guide and mentor junior hairstylists in the salon.

Convincing clients to experiment

I study the shape of client's face before suggesting styles. Also, beards are one of the biggest trends and I suggest clients to go for different styles to complement their features.

Staying updated

I read magazines, watch fashion shows, follow international stylists on social media to keep myself updated. I watch sports channels to know about the trends sported by players and other celebrities. I also follow my mentors closely to stay updated.

Favourite colours and brands

Auburn, browns, ash are in. Also, dark golden and blonde streaks are my favourite. For brands, I prefer Balmain the most, apart from it, L'Oréal Professionnel and Schwarzkopf Professional.

Forte in hair

I am professionally trained in cut, colour and styling, but I enjoy haircuts the most. I love to experiment a lot and interact with the client before suggesting a cut.

Views on the salon industry in India

The salon industry has come a long way owing to rise in awareness and affordability of clients. At present, we need more trained professionals to lead the way. There is a dire need of good academies and institutes with courses at par with global standards.

Advice for the newcomers

You should be always open to work hard and be patient. Practise a lot and never be afraid to experiment. Keep yourself updated on the latest trends and techniques to stay relevant.

Future plans

I want to upgrade my skills to the next level and become one of the best in this industry. In future, I want to start my own salon and build the best team, and tie up with reputed brands. 🎯

Market Watch | **Hair Care**



◀ **Shampoo and conditioner by Keratouch**

Keratouch Post Keratin Shampoo and Conditioner renews and restores the elasticity results in stronger and healthier hair, helps tame frizz, and prevents breakage. The combination of these two products not only infuses hair with moisture, they also work well together to smoothen hair to give healthy hair and scalp. It also adds long-lasting shine and deeply cleanses the scalp. Available at retail stores and salons across the country.

Price: On request



▶ **Shampoo by Calix Herbal**

Amla Hair Cleanser is unique recipe manufactured shampoo infused with Amla, Shikakai and Tulsi extracts and Honey. It is known to strengthen the hair shaft, prevent breakage and split ends, and it also arrests greying. About 80 per cent of the ingredients are organically grown on the company owned farm. It is cruelty-free and not tested on animals, and has no side effects as it is a herbal product. It is available online at www.calixherbal.com, Amazon, Paytm, Flipkart, Indiamart and Tradeindia.

Price: ₹195 for 225ml, ₹425 for 500ml

▶ **Hair vitaliser by VedicRoots**

The dream of strong, bouncy, healthy hair becomes a reality with VedicRoots FolliGAIN Hair Vitalizer, an excellent hair care remedy developed after extensive research. A rich blend of premium botanical extracts, namely, Jatamansi, Brahmi, Bhringraj, Ashwagandha, Amla, Ginseng, Capsicum, Rosemary and several hair-friendly vitamins, the miracle ingredients provide amazing results to treat problems of hair loss, thinning hair, dandruff, dryness, and more. The water-based, non-greasy formulation penetrates deep into the scalp and helps to control premature greying, improve the lustre and volume of hair, protect against environmental damage, strengthen the follicles and accelerate hair growth. The precious herbs and natural extracts help improve blood circulation of the scalp, repair damage and replenish the nutritional needs of hair, while reviving and revitalising them naturally. It is available online at Amazon and Nykaa.

Price: ₹495 for 120ml



▶ **Hair protection by Berina**

The Berina Hair Solution is made with a formulation that comprises of polysorbate 20, Chloroacetamide + Sodium Benzoate and Camellia Sinensis Leaf Extracts. It is known to prevent and protect hair damage. It is weightless and smoothes hair for a straight, sleek and frizz-free style. It protects hair during the straightening process leaving it sleek and manageable. It is available online at www.berinacosmetics.com.

Price: ₹525 for 200ml



▶ **Lovien Professional by Osian India**

Lovien Professional from Italy is a professional hair colour and care line developed after research to combine science with nature. Lovien Professional understands that hairstylists need to satisfy their customer's requirements. The range of products include 120 Shades of hair colours, care products, keratin treatments and styling Products. Infused with natural Ingredients, the range is cruelty free.

Price: On request

▶ **Straightener and dryer set by Vega**

Miss Allure Styling Set has a hair straightener and a hair dryer. The straightener has ceramic coated plates that give silky, shiny and frizz-free hair without the fear of tugging or pulling. The hair dryer has two speed heat settings and a foldable handle. The ultra-light weight straightener and dryer make styling superfast and easy. The set is available at retail stores across country and online.

Price: ₹2,199





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Ageing Gracefully

Customer Service and Trends to Shift Gears

The Beauty and Wellness industry of India broadly caters to three sections - the youth, who is super excited and wants to try out every service on the menu, the mid-segment of professionals, who know what they want and go for it, and a smaller, oft-ignored demographic of 'baby boomers' or simply put, those above 55 years of age, who are aware, mature and moneyed, yet stick to the tried and tested for reasons pertaining to either lack of confidence in the hairstylist to execute the desired cut or colour, or an indifference to the brands that the salon itself endorses. *Salon India* realises that while offering a bouquet of 'trends' is key, a paradigm shift in skilled, yet restrained, customer service should be the focus when addressing seniors, who make up much of the purchasing population

by **Aradhana V Bhatnagar**

Yashwant is a young hairstylist with a renowned salon chain. Most of his customers fall in the age group of 16 to 45, however, he also balances a dozen regular customers over the age of 55. So, the first question I asked him was, "How is it working for this percentage of customers, who may not like to deviate from their set requirement and use only a few products?" His answer was quick and smart. He said, "I simply use human psychology and listen hard to what my client has to say." With this anecdote, I gathered that human psychology, indeed, is the best tool to assess a customer and the requirement, and even improve the relationship by changing gears when it comes to lending the perfect customer service.

Customer service explained

While it is a fact that offering exceptional customer service in a salon or spa may pose to be difficult, but it is less of a task when the team has been trained to 'understand' a query and then comply to execute it to the best of their abilities. When it comes to providing exceptional customer service at a salon and ensuring a satisfied experience, management needs to keep service standards in perspective and customers in the centre of the business.



An experience for the experienced

When one is dealing with the 18 to 45 demographic, it comes with its own set of concerns, however, focusing on the requirement of seniors aged 55 and above, requires careful handling. With age comes experience, and clarity of knowing what one does not want. At all. Therefore, even customer service takes on a new meaning. After speaking with industry professionals, here are a few factors that need to be kept in mind.

When a senior visits your salon, realise that they will have several questions for the personnel at the reception. So, it makes good business sense to hire patient and kind people to can accurately answer in-depth questions. Seniors appreciate the human approach. If the salon is overbooked or is running late to accommodate an appointment, inform your client in advance and offer them free extra services or a discounted rate when they come in next. Show your customers you value them and do not look to make business. Whether it is a phone call to follow up on how a product is working for them or a personalised email to wish them a happy birthday, such gestures show that the salon values its customers on a personal level. As a salon or spa owner, it works to your advantage to develop strong and loyal relationships. Inform your customers on how much time it will take for the haircut or facial and make sure to provide service effectively within that time. Do not be in a hurry either, to quickly serve the customer and move on to a new one. Every customer is an asset to the business and should be served sincerely. Staff hired by the company must undergo proper training and attend workshops to master their art.

It may also happen that your senior clients have trouble remembering small details, and would like having things in writing. So, for convenience, keep a notepad and pens by the cash register, or include specific next steps on receipts and emails.

Everyone loves a good deal and seniors are no different. Share details of loyalty rewards programmes, happy hours (discounted services on weekdays) and other promotional schemes to make it easy for them to take advantage.

However, also look out for red flags – many seniors do not appreciate feeling patronised. To this effect, train your staff well so that they can communicate in a respectful, non-condescending tone. Consult with them in a gentle manner as they would not want to rush into getting a spa treatment or a haircut without putting thought into it. It is not about the cost, but the impact a treatment will have on them. For instance, will the blonde streak suit them? Is an exfoliating body scrub the right choice for their skin type?

Seniors are an important, but often an overlooked demographic. Tailoring your team to support their unique needs will help you build customer loyalty and position your business for success as the demographic continues to grow and change. Focus on the little things, remembering their name, how they like their coffee or tea, and service it in beautiful china or coffee cups. Give them small giveaways like testers of new products or pocket size lotions, a 'come again' card or even beautifully wrapped chocolates. These efforts do not cost much, but win their heart, resulting in a long-lasting relationship.

Here are excerpts from our conversation on the matter with a few stakeholders...



BODYCRAFT SALON

Swati Gupta, Director & Head of Creative Development

Concerns faced by seniors: The biggest concerns are of thinning of hair and hair that lacks resilience. Growth patterns become slow, scalp sensitivity increases and the basic strength of the hair is lost which leads to hair fall concerns.

Products and services offered to address them: We have hair spas where treatments are done firstly, to unclog the pores and increase blood circulation to spur growth. In this way, the supply of nutrition to the roots improves and hair gets nourished. Treatments are done to increase the hydration levels in the hair and repair the strands that have become brittle and therefore, prone to breakage. System Professional has designed its in-salon services to cater to varied needs of the client, however with age, these treatments may not be as effective. Along with treatments, we also recommend that the client should deal with their hair issues with a medical line of treatments where options of laser therapy or miso therapy are

possible. Of course, hair transplants are also available, but if you do not want to go for it, there are hair extensions that come to the rescue. In men, the hair line starts to recede which cannot be treated by a basic therapy. Hair extensions, therefore, become a popular option.

Star product: System Professional's Balance line is perfect for clients dealing with hair fall issues and anything related to it. After a special System Professional diagnosis, we also provide in-salon service to clients with this range, and they can buy the home care products to further intensify the results.

Product innovation: Product innovation plays a huge role. We need to have products that can meet the expectations and deliver results to perfection. We also have to be innovative about how we can handle these demands as it is a requirement for a huge section of our clientele. Unfortunately, these concerns are just not restricted to the over 55 age group anymore. Pre-mature balding, pre-mature greying, receding hair line with increased stress levels and hormonal changes are serious issues for younger people, as well.



About hair colour and care category

Trending hair colours: Grey coverage done stylishly. The idea is to address mature hair in a more natural and sophisticated fashion without making it look artificial. Throw black and then deal with the white and black demarcation. The other trend would also be to sport a salt and pepper in a very gracious manner. Also, highlights break the monotony, and one can also go for a lighter global colour. Wella Professionals offers a wide range of colours to address the need. There is acceptance of slightly translucent coverage, instead of 100 per cent grey coverage. So, to address some of these concerns hair contouring is on the rise. Hairstylists

need to understand how to cut and colour the hair in order to contour the face better, so they will need to select the right highlight that frames the face.

Products recommended: Wella Professionals' wide colour portfolio caters to audiences from 18 to 55+. With age, some people want to embrace their greys, but those who want to retain their younger shade of colour, Wella Professionals offers intermixable shades which can create the perfect colour required by the client.

Product innovation: We welcome innovation around having better

products come into the market, which are more applicable to grey hair. I think a little bit of the mentality needs to change, too. How people want to see themselves and how they want to age gracefully as they say, is important. Sometimes ladies over 55, use platinum and blonde colours which look artificial and makes them appear older. The other extreme is when they are making their hair darker like charcoal black. It looks artificial and makes the face look very harsh. So I think a lot of it is about acceptance and working with more colours that are more in between. Colours that are soft, yet concealing.

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LASER HAIR REMOVAL



ANTI - AGEING

BOTOX, FILLERS
SKIN TIGHTENING
SKIN REJUVENATION



ESSKAY BEAUTY RESOURCES

Subham Virmani, Director

Concerns faced by seniors: The most common problems are of thinning hair, hair loss and damage due to excessive chemical and colour treatments.

Products and services offered to address them: Macadamia Professional hair products contain an exclusive Pro Oil Complex, a blend of therapeutic Macadamia Oil and Argan Oil, rich in Omega 3, 5, 7 and 9 fatty acids. It deeply nourishes and repairs hair from the inside out and even renews the natural texture making the hair shinier and healthier.

Star product: We have two lines in Macadamia that cater to the problems, namely, Macadamia Classic Range and Macadamia Pro Range. In the Classic Range, Macadamia Healing Oil Treatment, Rejuvenating Shampoo and Moisturising Rinse are ideal solutions, as they provide intense nourishment to the hair. The range



revitalises damaged hair and makes them smooth, frizz-free and healthy. In the Macadamia Pro Range, we have solutions as per the texture of the hair. The Weightless Collection is for baby fine and thin hair, Nourishing Collection is for medium to coarse hair and the Ultra Rich Collection is for very thick and coarse hair.

Product innovation: It plays a vital role for this age group. Specific oils and shampoos are being manufactured by various brands. Through innovation our Macadamia trichologists have come up with a formula of blending Macadamia and Argan oil together, which is a source of Omega 3,5,7,9 fatty acids. These acids penetrate deeply into the scalp of the hair and rebuild the hair from inside out.



Creating awareness: Esskay Beauty has been organising seminars and workshops on hair care throughout India. We have a core team of hair educators and experts who are sent to regions across the country to educate and spread awareness to consumers and salon owners. The seminars are mainly focused on addressing problems of salon and spa owners on hair care and suggesting solutions to overcome it.

Marketing strategies adopted: Our strategy is to focus on the B2B model. Our strength lies in distribution channel, so we have covered more than 105 cities and 9,000 salons. Every month we are launching Macadamia Pro Range and Macadamia Classic at premium salons in various parts of the country. We are also using both ATL and BTL activities in the form of print advertising, salon branding and promotions which makes it a part of event marketing. We are active on social media, as well.

Future plans that cater to the category: We launched Macadamia Hair Classic Line initially to cater to the needs of the market and the response was overwhelming. We recently launched Macadamia Professional which provides hair texture based solutions. We are going phase by phase and launching it at corporate and exclusive premium salons in the country. It was launched in Delhi NCR and few states in North India and this year, we intend to take it to the rest of the country.



BERINA COSMETICS

Ajay Jalan, Managing Director

Trending hair colours: The world of hair colour can be wide and intimidating. Mature men and women might find it challenging to choose a flattering and appropriate hair colour. While delving into a cluster of golden yellows, amber, chestnuts and radiant reds, one needs to keep in mind that the hue of a person's hair can tell you a lot about the person without revealing their age. One can go for a natural selection of shades like brown or copper or dark or base shades like black or blonde hair. Grey hair is also in trend.

Products offered: Berina offers a wide range of colours. One can choose from base, blonde, brown, red and grey. This selection depends on the skin tone and personality, and shades like black,

brown and copper usually go with all the skin tones. However, blonde and grey suit fair skin tones, and red can be chosen as a fashion shade to cover grey. Apart from traditional colours, we also have fashion base colours like violet and medium blonde, if one wants to opt for something different. Our shades like A1 to A18 and A25 to A30 are perfect for people over 55, as they give 100 per cent grey coverage. We also have an ammonia-free range that is perfect for those who are skeptical about colouring their hair.

Star product: We have done in-depth research on different hair prototypes at varied ages. Our products cater to every age group of men and woman.

Product innovation: The Indian market has varied products for mature age groups as well, and innovation is the key to capture them as they are very particular about the product they use on themselves. Hence, the bar naturally goes up for effective products.

Creating awareness: We believe in creating a lifestyle more than a style. We have grown our awareness platform through education.

Marketing strategies adopted: Education has been our key strategy. On our website and through social media platforms, we are using online strategies so the mature age group should know that they are taken care of. We also hold demos, workshops and seminars, participate in trade shows and run advertisements in print media.

Future plans that cater to the category: We believe in innovation and developing new and exclusive products for all age groups. For more information, you can visit www.berinacosmetics.com and keep in touch with our social media pages. Stay Glamorous.





MATRIX

Melroy Dickson, General Manager Education, MATRIX India

Concerns faced by seniors: Grey hair is one of the most common concerns for people in this age group. People often look out to camouflage the grey.

Trending hair colours: In the MATRIX colour portfolio, we have SoColor wherein we offer clients a mix of fashion shades and natural base shades, and Wonder Black Ammonia Free range that caters to dark bases.

Products offered: Post the colour service, we recommend using the home care ranges to keep the colour longer and more vibrant. Biolage ColorLast is recommended for clients who get fashion colourations and Opti Black is for those who get a colour for dark bases.



BE BONNIE SALONS

Mousumi Mitra, Director

Trending hair colours: For men, any colour with ash reflects looks classy and stylish. For women, any colour can be applied but in a subtle way. A strong application may not go well with this age group.

Brands and products offered: Shield Seal, Arganoro Range, Peloplex, Cromosia, Ultimate Rescue and Macadamia Range. We have a range of over 74 colours from where a suitable one can be selected based on the requirement.

Product innovation: At this age, hair requires more of repairing and nourishment than actual styling. Keeping that in mind, we have a range that has a primary objective to restore, and a secondary function to style. Everyday we are developing different need-based products to cater to the requirement of our senior clientele.

Creating awareness: We hold small seminars and give demonstrations to our client where we discuss the international and national trends and styles. We encourage this age group to try different styles and adapt to certain cut and colour trends.

Marketing strategies adopted: We have special discounts going for our clients who are senior citizens.

Future plans that cater to the category: We are constantly improving and improvising as per the market trend and requirement. We have plans to create something special for this age group.



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OSHEA HERBALS

Manisha Sharma, Management Associate

Concerns faced by seniors: The key factors are both emotional and utility aspect. Cosmetic brands help in strengthening positive emotions through the perception of caring for oneself and eliminating feelings of worry and guilt about not taking care of one's appearance. Look good and presentable as per occasion to boost your self-esteem.

Products offered: Phytogain Hair Oil and Vitalizer for Hair.

Star product: Phytogain Hair Oil and Vitalizer helps hair growth, controls hair fall and greying, removes dandruff, makes hair shiny and strong.

Marketing strategies adopted: We are focusing not only on the elite, but also catering to the middle class consumer. Every individual wants to look good and presentable. Our packaging is creative as we want our branding to help promote the business. We have a bold yet minimalist approach to our packaging. We are into digital marketing and advertising through bloggers, influencers and YouTube.

Future plans that cater to the category: We plan to create a line of affordable products, especially, for the seniors that will address issues of hair fall and work towards increasing the density of hair, and in skin care take care of pigmentation, wrinkles and fine lines. We are also in the process of developing herbal products to help regain the lost confidence of women in that age.



VINU'S HAIR + SKINCARE

Vinu Kriplani, Owner

Concerns faced by seniors: Major concerns of men and women in this age group are of losing hair, it becomes scanty, which causes a lot of distress. A few years back one heard of men and young men losing their hair and balding in the front, but now one finds more and more women suffering from the Male Pattern Baldness as well as cases of Alopecia.

Products and services offered: We offer treatments for dandruff control and stimulation of hair growth for both men as well as women. We have RF treatment from Germany as well as PRP (Platelet Rich Plasma). Depending on the amount of hair loss, we decide which treatment and which products are to be given.

Product innovation: Innovation comes with constant upgrading of one's knowledge and doing better. So one reads a lot, keeps up with what is going on in the world and exploring new ideas.

Creating awareness: To increase awareness, we send out messages and write articles. Instagram and Facebook are great tools, too.

Future plans that cater to the category: The immediate future plan is to move to our new, more spacious work space where we propose to educate our clients by showing them the new innovations from around the world which are yet to catch up in India. For example: Micropigmentation of the scalp for both men and women. This can be done for receding hair lines and scanty spaces within the transplanted hair. Also women, who have had the same parting for many years, develop a rather large space which is not attractive, to which, micropigmentation is the answer. We will also be teaching that skill to doctors, hairdressers and others, in the field.



RECOMMENDED STYLES BY TOP ARTISTS



ELVIS & REEMA SALON

Reema Bajaj, Owner

Trending styles in hair For men

Cut: There are many options, such as side part comb back hair; pulled back and textured; fade on the sides using scissors over comb and fullness on the top. If the hair is long, a flowy layered cut or hair just pulled back into a ponytail works well.

Colour: Grey is the new black for men. Go for silver toned natural grey or ash brown.

Style: From textured side swept, a classic ponytail and a tidy pulled back with sides undercut looks great.

For women

Cut: Simple elegant bobs; medium layered and feathered; go for the ultra short textured pixie; soft curly bob, and a short crop with long side swept bangs.

Colour: Choose from silver toned natural grey, cool soft browns, honey gold lights and lilacs.

Style: The popular ones are textured for fullness; a sleek finished bob for thick hair, and a fuller blow-dried look for fine hair.

Do and do not: Choose a haircut suitable to the natural texture of the hair so you can avoid stressing your locks with excessive heat styling. Take extra care of your hair like hydrating them well using a good hair masque and by strengthening them using bond repairing treatments. Finally, keep your hair medium or short in length. Avoid very dark colour, instead choose soft browns for a more graceful look. Over-styling is not required at all. Keep the look simple and do not ignore thinning of hair.

Brands and products recommended: Unlike care for mature skin, not many people realise the importance of specific care for ageing hair. But the fact is with age, our hair also needs more specific products. And, now the professional brands are really focusing on bringing in products in those lines. Schwarzkopf Professional has a Time Restore range for mature hair that rejuvenates and restores lost elasticity of the hair. Also, more and more clients

are getting aware of the side effects of using dark and unnatural looking colours to cover their grey. We educate them to maintain their natural grey by using a silver tone shampoo, or go for Bright Shampoo from RUSK, which is an anti brassy shampoo and keeps the grey shiny without going yellowish. We also recommend the Absolute Browns from Igora Royal of Schwarzkopf. They have age specific shades of soft browns that deliver beautiful fashion tones with full grey coverage.

Says Bajaj, "At our salon, 30 per cent of our clientele is in the 55+ age group, with 50 per cent being men. We try to convince them with care and service, and suggest the right tools to maintain the style. Then they are quite open to experimenting."





ENRICH SALONS

Sareena Acharya, Artistic Head

Trending styles in hair For men

Cut: Short hair creates less contrast between the bald areas and with the men in this age group, it is a major concern. A neat pompadour would be great to carry.

Colour: If one wishes to colour, then true brown tones would be good, else go for the salt and pepper look to add character to one's look.

Style: A neat sleek back look with cropped sides works for most men.

For women

Cut: A sleek shoulder length bob looks incredibly chic.

Colour: Ombré hair with beautiful chocolate brown meches makes it easy for the grey to be covered and keeps the hair trendy.

Style: A low base, messy bun looks classy. Very urbane!

Do and do not: For men, keep it short at the back and sides, play with the crown to add volume. Colour or no colour depends on the personality, but keep the style sleek and classy. For women, the shorter the better, as it takes away years from the face. Keep it trendy with the hair colour like Parisian Chocolat from L'Oréal Professionnel. It has shades that can be worn in this season and keeps the hair healthy and shiny.

Brands and products recommended: At this age, hair has been treated with regular colour and hence, hair care is important. One needs to ensure further colouration is done only with the Smart Bond treatment, followed by the Power Mix treatment by Serie Expert, both from L'Oréal Professionnel.

Says Acharya, "At our salons, about 15 per cent of our clients are in the senior category, with 40:60 would being the ratio of men is to women. This age group is definitely into hair colour and Balayage and Ombré work best as the roots are already coloured dark for grey coverage. While most are open to changing their look, it is tough for them to shrug off hair myths."



HAIROLOGY SALONS

Saddique Aslam, Owner

Trending styles in hair For men

Cut: Cuts to maintain receding hair lines, to sculpt the hair shape.

Colour: Base colours like brown and chestnut colours blend with skin tones.

Style: Basic styles using paste or wax for hair to look thicker.

For women

Cut: Blunt and one length hair is in fashion.

Colour: Melting browns and iridescent reds enhance skin tones.

Style: Wash and wear using proper products.

Brands and products recommended: For men, we would recommend Matte Separation; for women Long Lasting Colour Serum, both from TIGI.

Says Aslam, "In our salons, about 25 to 30 per cent of the total customers constitute of seniors. The ratio of women to men would be about 85:15. Usually, men have either receding hair lines, or scanty hair and cannot experiment. Those with hair, do not want to do any experimentation, except only cover the grey and increase volume. For ladies, the focus is on maintaining the hair they have, stabilise frizzy hair with frequent hair spas and keratin treatments, along with a bit of colour after a good cut."





TONI&GUY SALONS

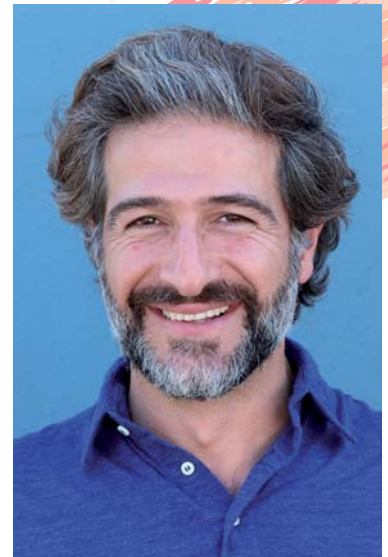
Aadit Kukreti, Creative Director

Trending styles in hair

For men

Cut: Pompadour is a classic; textured layers for those with a fairly full head of hair, but want length – the hair is cut in short layers and styled with a matt paste by label.m; the short Caesar is a good option for men who have thin hair on top – it is cut with shears or clippers and finished with style dust by label.m; buzz cut and short crop are good options for the men who want a low maintenance style; wavy shag is for those who still have enough hair – the hair is cut in loose long layers and finished with protein spray by label.m; the classic taper never goes out of style; and if you are losing hair, shaving your head and supporting a cool beard is a very good option.

Colour: Get your hair coloured with matt reflects with level 5 to add character to their style. Men with salt and pepper must use silver shampoos to enhance the salted hair pattern. But if you want to reduce the salted hair pattern, suppress it Number 1 in L'Oréal. It turns hair slightly grey and leaves you looking younger.



For women

Cut: If you like wearing your hair on the longer side, go for long layers; if you like it mid length, choose an edgy layered bob; my favourite short hairstyle for women who have thinning hair is to go for a chin length cut to give an illusion of fullness; if you have oily roots and fine hair, go for an symmetric cut with a deep side part for volume, the middle parting will drag attention to the oiliness; for curly hair do not change your texture, instead amplify your ringlets and look for a cut with long layers - have thinned hair lengths at the crown and go shorter around the face; you can go for collar bone length razor bob with tons of texture; and for wavy hair in terms of texture, loose waves are always younger looking, so for movement, keep it a few inches below your shoulders.

Colour: If you go for a root touch up, use colours from the French Browns and Parisian Chocolat palette. Women with grey can use a silver shampoo or suppress the effect of salted pattern.

Do and do not: Always use professional products from salons. Go for hair spas to rejuvenate the fabric. Never rub your hair under the towel, instead dab dry. Avoid using hot water for hair washes. Do not use henna and cheap dyes to cover grey; do not overuse a product; do not delay haircuts.

Brands and products recommended: Kérastase and label.m. are well formulated for scalp and hair needs. Choose from Discipline, Therapist, Specificque Series and Densifique. For care, the Age Defying Serum by label.m, Thickening Shampoo for styling, Style Dust, Curl Cream, Matt Paste, Hold & Gloss, and Shine Mist.



BE BONNIE SALONS

Mousumi Mitra, Director

Trending styles in hair

For men

Cut: Side parting, brush up, modern comb over and buzz cut.

Colour: Salt and pepper hair colour and this is the most common colour trend, worldwide. Apart from it, any dark shade is preferable. If at all someone opts for fashion colour, go for blue-ish black or ash and gold as they are the most commonly used and appreciated colours.

Style: One of the biggest problems is of receding hair line. So, before considering this, the styling should be soft and easy to maintain.

Do and do not for men: Hair needs to be neatly cut and should be in shape; maintain the cut; soft gel needs to be applied so that one does not get a hard look; use a good quality shampoo and serum regularly. Do not try cuts like the Fade Cut, Mohawk or Under Cut and funky colours.



For women

Cut: The cut depends on the volume and length of the hair. Ideally straight or graduation looks best on them. We also sometimes suggest short haircuts for easy maintenance and a younger look.

Colour: The main concern is grey coverage and also it needs to match with the complexion. The colours that go best are black, dark brown and brown. Subtle hints of colour like burgundy, brown and blonde go well.

Style: Again styling depends on the length and volume of the hair. Straight style, or if the hair is already layered, then curl blow dry.

Do and do not for women: Do go for regular maintenance of colours; regularly apply volume increasing mousse, hair fixing and shine sprays, serum and heat protector; go for a cut, style and colour that matches one's personality. Avoid strong fringes, funky colours, big curls and tong settings.

Brands and products recommended: Products from Premio Arganoro and Academia Puro range of Be Bonnie are best.

Says Mitra, "At our salons, 25 to 30 per cent of the total customers, constitute the total footfall of the age group; 35:65 is the ratio of men is to women. We generally convince our women customers to try new cuts and styles for smarter looks and easy maintenance, where as few men can be convinced to try a new look."





HEAD TURNERS

Pankaj Killa, Owner

Trending styles in hair For men

Cut: Textured layers; quiffs for men.

Colour: Mostly subtle dark brown.

Style: To match the cut using clay or wax and sculpt.

For women

Cut: Long layers; edgy layered bob; wavy tousled look.

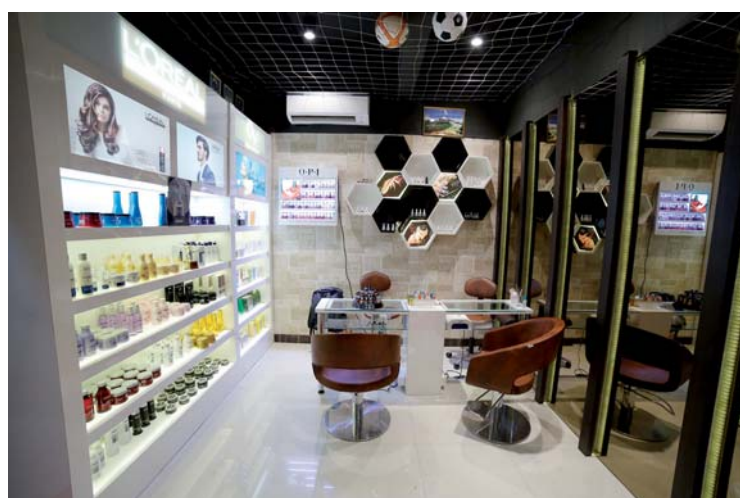
Colour: Blonde or caramel hues for those who want lighter shades; burgundy, auburn and dark chocolate for those who want dark shades.

Style: To match the look.

Do and do not: Work as per the client choice, do not experiment too much and do not be too loud with colour and style.

Brands and products recommended: For men, there is a special range of products from The Man Co., Beardo and Depot. For home care and styling, women can go for products from L'Oréal Professionnel, Wella Professionals and TIGI. For skin, O3+, Cheryl's Cosmeceuticals and Lotus Professional are good.

Says Killa, "At our salon, around 20 per cent of our customers are in this age bracket. The ratio of men is higher with 60 per cent and women about 40 per cent. It is a very difficult task to convince them to change their look, however, those women who like to experiment, go for short or straight haircuts for ease of maintenance.





TRUEFITT & HILL

Jay Kishan Pawar, Assistant Barber Manager

Trending styles in hair For men

Cut: The most trendy hairstyle is the bald head, mostly opted for because of hair loss problems. One can go for short cuts like Fades, Undercut with beard, Buzz cut, Butch cut, Razor cut and the flat top hairstyles. They are simple, easy to maintain and do not require much effort.

Styles: The side part, modern comb over, buzz cut, and messy textured top. Just remember that the secret to choosing one of the best hairstyles for mature men is simply knowing how to style your hair properly and then wearing it with confidence. If you have thick hair, you should definitely flaunt it. Consider short sides with long hair on the top, specifically a messy natural style. The textured hairstyle with brushed back hair and short sides is the perfect example of a stylish haircut for older men with thinning hair. Side partition or slicked back hair can be a great option paired with a beard. Ones with long hair can go for a messy hairstyle, although sometimes it is difficult to tame and style, it still looks very trendy.

Colour: For this age group, much hair colouring is not recommended as it does not suit and also damages the quality of hair. Well, black is and always will be the best option for making the look suave, but the option of grey and platinum looks flattering, as well. As grey hair becomes prominent, the appearance of thinning will also follow suit. This is why it is essential to pick the right hairstyle that will go with the




grey, and also, the varying tones and shades of grey. Colours like brown and copper also look refreshing. It is not necessary to have all of your hair coloured, but black highlights on white hair look truly amazing.

Brands and products recommended: Truefitt & Hill has a wide range of luxury products that befit the requirement of this age group. Our Monte Carlo with Oil make the hair shiny and smooth, Limnol and Hair wax for dressing and styling, and the Truefitt Pomade for a subtle finish.

Do and do not: Often men choose to colour their hair by themselves and the result is flat, unnatural-looking colour, especially if it does not complement the skin tone. A good rule is when in doubt, seek professional help. A professional hairstylist that has experience with colour can help in achieving a natural-looking result for much less than women pay to colour their hair.

If you have pale skin, use a bit of grey coverage product such as gentle foam colours to help break the stark 'white-on-white' look. Those with a darker complexions should limit grey coverage colour treatments. For styling, go for a product that suits your hair type. Avoid funky or spiky hairstyles. Be sure to use a decent shampoo and conditioner. Regular appointments with your hairstylist is a must.

Says, Pawar, "The daily footfall of the salon is more of a seasonal factor, but it still is ideally 10 to 15 walk-ins per day in the mentioned age group. It increases more on weekends, where we have it around 20 to 25. In India, a large number of people in this age group have specific styles as it has to balance with their profession. It is an important criteria we keep in mind before giving any suggestions. We have certain factors to look at such as the face shape, skin tone and hair quality, after which we advise the best possible hairdo. Overall, it is all about how confidently and authentically you explain it to your client and it works most of the time." 



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Anjirwadi B. Dr. Mascarenhas Road,
Mazgaon Mumbai-400 010

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Hair Transplant Procedures FUE versus PRP

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 growing celebrity influence, increasing awareness to take care of one's appearance, societal pressure and higher awareness levels are all turning out to be potential drivers for the hair transplant market. Growing at a compounded annual growth rate (CAGR) of 25 to 30 per cent in select metros and Tier-I cities like Mumbai, Delhi NCR, Chennai, Hyderabad, Bangalore, to name a few, thereby showing large scale awareness. Given that it affects both the genders, the technique of hair transplant has come to the rescue. There are two techniques of hair transplant, one is called the follicular unit extraction (FUE) and the other is known as follicular unit transplant (FUT). The FUT technique is majorly adopted by doctors, but FUE is also seen to be gaining momentum with the advent of international chains and few trained FUE doctors.

Follicular Unit Extraction (FUE)

About FUE: Follicular Unit Extraction (FUE) is a technique for removing follicular units from the donor area in a different way. This process utilises a circular needle (0.8-1mm diameter) known as a 'punch' to remove the units in a non-invasive scattered array from the donor area and produces many tiny 'dot like' scars instead of the line scar that is produced by strip removal.

Emerging technologies: Neo-Graft and the Ellis systems have automated the FUE transplant process to a great extent. However, FUE is still considered slower than the strip technique. The most recent technology is robotic. The ARTAS is the first robotic hair transplant system in the world. FUE based hair restoration surgery is generally considered the only permanent solution to female or male pattern baldness. But not everyone want to opt for a surgery, even if they are facing hair loss.

Science behind FUE: As everyone is aware that the hairs on the back side of scalp from one ear to other ear are permanent and never shed. On the other hand the hair on the front side of scalp are sensitive and prone to fall (front side hair are affected by hormone called as DHT – dihydrotestosterone whereas back side hair are not affected by this hormone). In FUE we extract individual hair follicle from back side donor area and implant them in the areas of hair loss

FUE pre-surgery instructions

For best results, please follow these instructions carefully:

- Discontinue use of vitamins, aspirin, ibuprofen or any arthritis medication, seven days prior to and three days after your surgical procedure. Acetaminophen (Tylenol) is acceptable for usage. If you are in doubt concerning the use of a particular medication, please seek consultation from a hair transplant professional.
- If you have fever or any other illness before hair transplant, bring to notice immediately.



- Stop all medicines one week or 10 days before hair transplant that include hair lotions/ tablets, and more.
- Blood test are to be done at least one week in advance to the hair transplant
- Avoid alcoholic beverages for seven to ten days prior to your procedure, as it can lead to excessive bleeding which can make the surgical procedure more difficult.
- A normal night's sleep is recommended the night before the procedure.
- It is recommended that you eat a normal meal prior to your procedure. A feeling of Nausea can be experienced if the surgical procedure is performed on a patient with an empty stomach.
- Wash and dry your hair on the morning of the procedure. Avoid hair spray the day of the procedure. Please bring a loose fitting baseball cap and wear a button-down shirt, avoid round neck t-shirts.
- People who colour their hair should do so couple of days before procedure as he/ she will not be able to colour their hair for four to five weeks post-surgery.

FUE post-surgery instructions

Hair restoration surgery is a delicate procedure. Adherence to the below instructions will lead to optimal results

- Avoid alcoholic beverages after your surgical procedure for at least three days post the procedure. Alcohol may lead to thinning of blood and cause bleeding.
- Do not take Vitamins, Ibuprofen, Aspirin or Arthritis medication for at least three days after your procedure. These medications will thin the blood and may result in excessive bleeding. For pain and/or headache, use a non-aspirin containing medication such as acetaminophen (Tylenol) or the pain medication prescribed to you.

Platelet Rich Plasma (PRP)

About PRP: PRP is a natural autologous procedure where patient's own blood plasma is injected into the scalp and used for treatment of hair loss or hair thinning. It concentrates platelets which have growth and healing factors. These factors will enhance healing and may aid growth of the transplanted follicles.

Emerging technologies: It offers a solution to hair loss for people who do not want a hair transplant or for people who are experiencing hair loss for a number of other reasons.

Science behind PRP: Human blood plasma is richer in platelets these platelet cells promote healing which accelerates the rate and degree of tissue healing and regeneration which leads to new cellular growth. The plasma contains growth factors like PDGF, VEGF, IGF1, and more that induce follicles stem cells to become active and have significant positive effect on hair growth thus giving strength to existing hairs which reduces hair loss. It also creates volumising effect by increasing the actual number and quantity of hairs.

PRP pre and post-surgery instructions

- The patient should avoid all anti-inflammatory medications for seven days prior and three days after the procedure. This includes prescription anti-inflammatory medications as well as over the counter naproxen, aspirin, and ibuprofen. It is fine to take pain relievers like Tylenol (Acetaminophen) and narcotics like codeine, if a hair transplant was performed at the same time.

- Refrain from exercise such as running, cycling, and weight lifting, as well as activities such as golf, baseball, soccer, to name a few, at least three days after your surgical procedure
- Do not to drive yourself after hair transplant.
- Do not scratch or pick crusts as it may dislodge a graft or cause infection.
- Sleep on your back to avoid swelling on your forehead with head elevated for minimum of three to four days following hair transplant. You can take support of pillows. Even after all this mild swelling on forehead and face is expected.
- On the seventh day wash the implanted area.
- Use spray of ringer lactate or normal mineral water on implanted area every 30 minutes for the first five days; then morning after bath and next, before going to bed.
- Avoid strenuous activities for 15 days; no swimming.
- Avoid direct sunlight for three months; use a scarf or cap to cover head from direct sunlight for first 15 days; helmet can be used after 15 days.
- Styling, colouring, cosmetics not allowed for minimum of six weeks. After that use styling products that do not contain alcohol. Blow dryer with setting is allowed.

Side effects

- Shedding of hair
- Risk of Bleeding and infections
- Excruciating sense of pain
- Itchy sensation
- Formation of boils
- No sensation on the skin
- Scarring cells
- Cyst formations
- Hiccups



- Patients on blood thinners (Coumadin/Warfarin/Plavix/Pradaxa) are not candidates for PRP injections.
- Take ahead wash on the day of procedure and avoid applying anything on the scalp like oil, gel, fibre etc. on the day of procedure.

Side effects

As PRP involves injecting a substance into the skin, there may be potential side effects such as:

- Infection
- Tissue damage
- Nerve injuries
- Pain at the injection site. 📞



Anti-ageing Hair Care

by **Shahnaz Husain**

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

What wrinkling is to skin, greying is to hair. Since both are signs that herald age, men and women across the world despair as much over wrinkles, as they do over thinning hair, receding hairlines and bald patches. However, ageing is a natural process and we need to cope with the problems by following a healthy diet and lifestyle.

Today, store shelves are full with hair colourants, dyes and anti-ageing hair products, like hair revitalisers and tonics, oils, serums and hair creams, that promise a youthful appearance. We have recently introduced organic shampoo and hair oil for grey hair, which are free from Parabens, Sulfates, mineral oil and synthetic colour. The use of hair dyes and colourants has become very common. People are aware that repeated dyeing and colouring can lead to dry, brittle hair, breakage and loss. So, before going in for colouring, learn about limiting the damage.

Nutrition and lifestyle have an effect on age-related hair problems. Our hair feeds off the nutrients in our blood stream. Therefore, make it a point to include sprouts, fresh fruits, salads, leafy green vegetables, soyabean and yogurt in your diet. Sprouts contain Amino Acids, which are extremely beneficial for the hair. Also, consult your doctor about taking Biotin, a form of Vitamin B and iron supplements and pour the juice of one amla in a glass of water daily to help control greying.

The hair colour market in India is said to be around ₹3000 cr and hair colouring is one of the most common services. Permanent dyes work by changing the structure of the hair and strip off the cuticle in an uneven manner in order to penetrate the inner layer. This damage to the cuticle makes the hair rough, dull and vulnerable to breakage and loss. Semi permanent colours, creams and rinses, are more popular, as they do not lift the natural colour of the hair and do not contain ammonia and other dangerous chemicals. They help in camouflaging the grey and lend brightness to dull hair. If you use colourants, after-care is important. So, use mild shampoos and conditioners to limit further damage and opt for hot oil applications once or twice a week, along with deep conditioning treatments. We have formulated Colourveda Natural Hair Colour, which is a 100 per cent natural and contains Henna, Indigo and Catechu, along with herbal extracts that help to delay greying. It is available in the colours of blackish brown, dark brown and burgundy.

If you are using chemical hair colourants, choose one that provides a natural look. Avoid a jet black colour, as this looks unnatural and has an ageing effect. A softer colour, in dark brown, would help to impart a more attractive and natural look. If you go in for colouring or dyeing your hair, routine hair care assumes more importance.

Salons also offer hair spa and protein treatments for damaged and thinning hair. Protein is one of the main nutrients for hair growth, while Amino Acids are the building blocks of protein. In fact, hair spa treatments include protein packs to strengthen the hair and to add body to thinning hair. They contain Lentils, Soya Beans and Yogurt. Hair is a protein matter called Keratin and keratin treatments are also available. Hair spas are luxury treatments and include scalp massage with oils, application of hair tonics and treatments to stimulate the follicles. Customised treatments are also available, depending on the concern. Anxiety and stress during the menopausal years can also aggravate hair loss. Regular treatments go a long way in checking the problem of thinning hair. Also, go in for conscious relaxation to reduce stress. Regular exercise helps a great deal, not only to control stress, but to attain fitness and improve blood circulation to the follicles.

A change of hairstyle can also make one feel like a new person. In fact, with thinning hair, go in for a shorter cut and style, to give the hair a fuller and youthful look. We are living at an age, when one can experiment with new looks without raising too many eyebrows.

Through the ages, hair has not lost its importance as far as the appearance is concerned. Looking ahead, anti-ageing hair care is slated for growth with the subtle use of colours, as well as wigs and hair pieces will increase the glamour quotient. Hair care with natural ingredients also has a great future. Today, beauty is no longer a matter of camouflage and a woman can look younger than her years with appropriate hair and skin care. We are fortunate that we are living in a time when professional care and products are easily available. Regular care, based on the knowledge of your concerns, helps one to take measures in good time. 📌



If one decides to become an entrepreneur, he should not fear struggle and risk involved in the business. Without these two factors, there is no success and growth in the business. Once you are established, these two will help you cherish your success

- Raj Shaikh
Owner, Raj Vanity Salons

Raj Shaikh

Personality of the Month

by **Mayuri Shintre**

About him: A 17 year old boy from UP dreamt of making it big in the city of dreams – Mumbai. Raj Shaikh worked with Mint Salon for about nine years and later, joined his relative's salon. However, he had ambitions of having his own salon. Finally at age 34, he unveiled Raj Vanity Salon in Powai, Mumbai on 6th March 2017. The initial investment he made was ₹30 lakhs, part loan and part savings. In the same year, he opened two more salons in the same area. The investment made for other two salons was ₹15 lakhs each. His first salon is of 720 square feet and other two salons are of 260 square feet and 650 square feet.

USP of the salon: Innovative skin and hair packages are customised for their clients. Shaikh keeps a regular check on the latest treatments available in market and prepares his team well to execute it after much training. The salon in Powai is spread across 720 square feet and there are six hair stations, two cabins and one manicure and pedicure chair. There are several hair treatments such as, Protein Keratin, Lipidium treatment, Aminexil Advanced Treatment, Power Cell Treatment, amongst others. In skin care, there are facials by O3+, Raaga Professional, Cheryl's, Aroma Treasures and Age Lock. They offer amazing manicures and pedicures by Lotus Professional and for nail art use, ColorBar and Nykaa. For waxing, they have Rica Wax, and the accessories are from Jaguar and Ikonic. Their major distributors are Beauty Palace for their stationary and other products they are tied up with Nakoda sales.

Strategies to promote the salon: Shaikh believes superlative customer service and quality service are critical for success. He meets every client and understands their requirement first hand as he feels communication will help increase the footfall. In the salon, he is of the view that they have equal ratio of men and women. He is quick to add, "In fact, these days men are not only looking at haircuts, but have started investing in skin care and grooming." He is of the view that the location of a salon is key to making profit. Therefore, on the opportunity to buy two more salons in same vicinity, he did not think twice and invested when the opportunity presented itself. In the future, he intends to maintain the three salons, and after two years, open the fourth outlet. However, despite his best efforts, the revenue generated in 2017-18 was below expectation.

Focus on training: Since Shaikh is focused on customer service, he makes sure, his team is up-to-date on education and training, too. Across the three outlets, there is a well-trained team of 18 people. They have tied up with the L'Oréal Academy, where he discloses, a scheme is being run for salon owners – on the purchase of L'Oréal products, salon owners get points and on that basis, the salon staff can avail of free training from L'Oréal's academy. So, whenever any new treatment is launched, Shaikh enrolls his team for training sessions at the academy. When recruiting, he considers the candidate's experience, communication skills and thorough product knowledge. Once recruited, they are been given in-house training about various treatments and communication. 📍







Braids Collection by *Olga García*

About the hairstylist

With 30 years of experience in the hairdressing sector, Olga García is an active professional who never stops growing and learning. She opened her first salon in Cabezón de Pisuerga (Valladolid) when she was taking her first steps as a professional stylist, and she inaugurated a second salon in the same town two decades later.

García has trained with the best national and international professionals in the beauty and personal image sector: X-Prision, Toni&Guy, Vidal Sassoon, Mazella & Palmer, Raffel Pagès, Luciana Sabariz, Manuel Mon, and many others. Combining her work in the classroom with the creation of her own collections. She has been the finalist for the Modalité Awards in Latin America, finalist in the Tocado 2015 and 2017 Awards, or the Barberos 3.0 Award for the best men's collection. She has also received the medal for the career path of the Foro Empleo. Her collections have also participated in prizes with a high professional recognition like those of the Club Fígaro or AIPP.

Inspiration behind the 'Braids Collection'

Says García, "With this collection I wanted to go back to my beginnings, to make updo more polished, simple and elegant. Taken a little further with the metal studs and accessories for daring and fun brides. 'Braids' is a classic and simple collection in essence with that small daring detail, which makes it a very versatile collection and also adaptable to all the types of brides. Looking at the past, but still looking at the horizon, the updos we propose are no longer so unstructured, the updos are more polished and styled that give women class and elegance, but in turn adorned with spikes and tacks bring more chic and rocker look."

Techniques used to create the braids

The braids can be simple or spiked, open or worn contrary to how they have done. To add volume, place a hairpiece inside.

Products used

The product used is hairspray that will add brightness and a little fixation. Finish the look with hairspray of medium strength.

Planning next

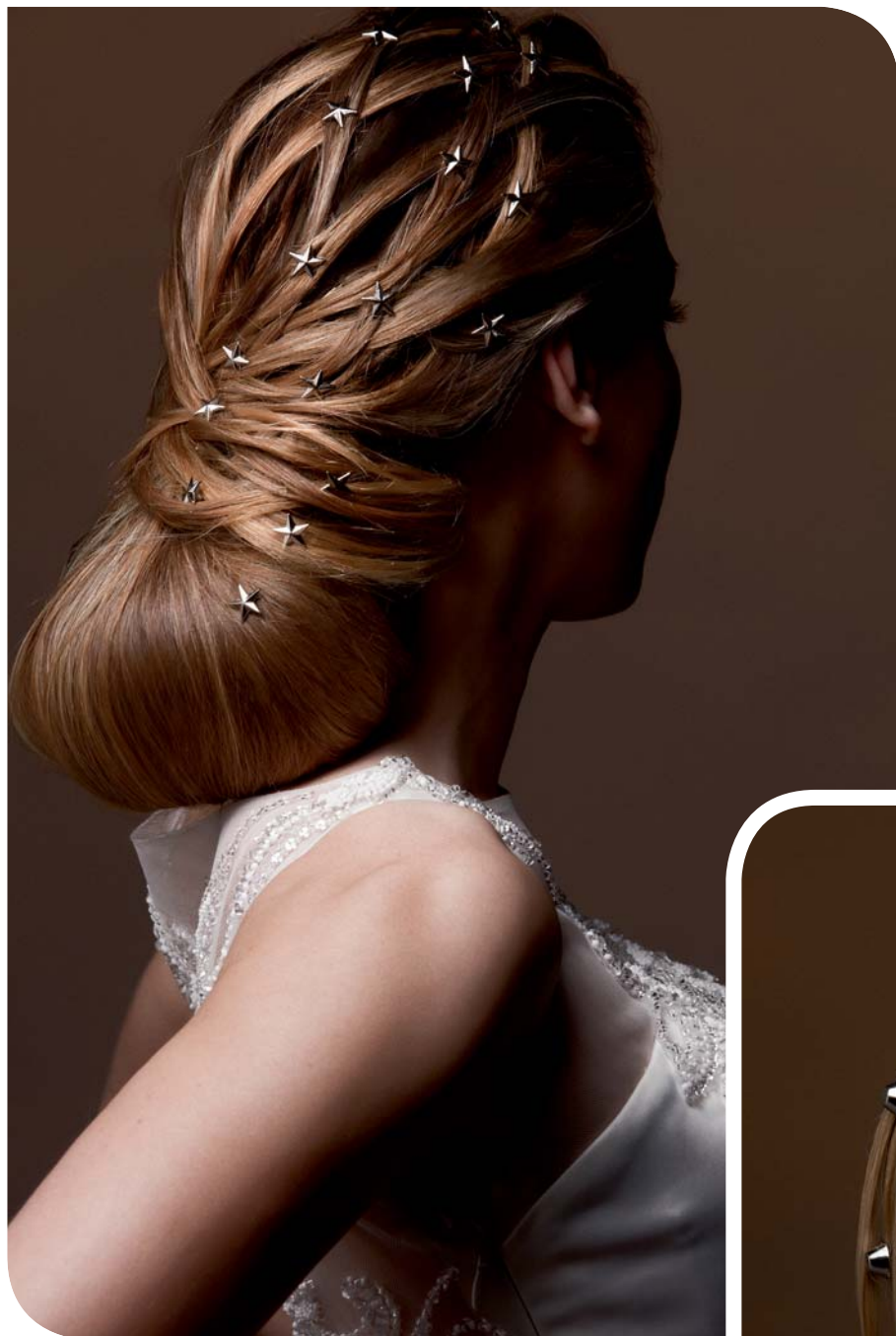
Shares García, "We have just finished our 2018 collections which are all commercial: two feminine and one masculine, with them, I will participate in national and international competitions. What I like most is to create and as this profession I can let my imagination fly, I will continue creating and working in my salon with the same passion that I started 30 years ago."

View on the Indian hair industry

Signs off García, "The style of hairdressing in India is very different from how it is in Spain, but the Indian hairdresser always surprises with exotic hairstyles. Luckily, in the hairdressing sector we always find good professionals." 📍

Credits

Hair: Olga García @ Olga García Estilistas
Photographer: David Arnal
Stylism: Eunnis Mesa
MUA: Wilder Rodríguez



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BEAUTY



Shraddha Naik Coming Of Age

Brand Ambassador – ColorBar, Shraddha Naik is well-known for her strong repertoire of having created an array of iconic make-up. With a decade of experience, she has built an enviable clientele in Bollywood including Shraddha Kapoor, Kriti Sanon, Jacqueline Fernandez, to name a few

by **Shivpriya Bajpai**

Getting started

Coming from a well educated middle class family with no connection with the film industry, I had to convince my parents about my passion to be a make-up artist. I was indeed lucky that they supported my dream. I graduated from Glauca Rossi School of Make-up in London and started assisting Cory Walia on his projects. Eventually, he introduced me to Shraddha Kapoor and then one project led to another, and things just fell in place.

Professional courses undertaken

Apart from the above course, recently I have completed various hair and make-up courses from the Toni&Guy Academy and Delamar Institute in London.

First big break

My first big break was working with Shraddha Kapoor for her movie Luv Ka The End.

Mentor

When I started out, women were not allowed to do make-up in Bollywood. In those days, Cory Walia was one of the few artists who would encourage girls to pursue the art and so I began to assist him. I greatly admired his work. My mentor was Joanne Byrne, my make-up teacher in London, who taught me selflessly. She has a very important part in my journey and I will always be grateful to her for the knowledge she has shared.

Challenges faced

My biggest challenge was to prove myself since I had no one to guide me from the industry. I had to fight my own battles and work really hard. As I mentioned before, women make-up artists were not



accepted in Bollywood and it was one of the biggest challenges I had to overcome.

Association with ColorBar

As the brand ambassador at ColorBar, I look forward to year full of fun and experimentation. I also would want to educate clients about the brand's ethos and its story.

Current trends in make-up

Defining and enhancing your key features. It could either be a strong contour to enhance your cheekbones and jaw line, or it could be using lashes to add dimension to your eyes. Thick brows are also quite in trend.

Make-up for different platforms

Different platforms have different kinds of lighting. So, it is important to keep lighting and location in mind while doing the make-up. For instance, if the lighting is too strong, the make-up will look washed out. So, you have to go a little intense. The same however, does not apply for bridals as the platform is different. The location and weather here play a role.

“ The trend has shifted to defining and enhancing key features. It could either be a strong contour to enhance your cheekbones and jaw line, or it could be lashes to add dimension to your eyes. Thick brows are also quite in style. ”

Favourite products

I really love the ColorBar range of nail colours and lipsticks. The brand has a variety of colours from pastels to bright and neons. I am also obsessed with their two-in-one Growth Boosting Mascara.

Evolution as an artist

I have come a long way in becoming a confident artist. Through experience, I initially carved my own niche, as an expert at the no make-up look, and gradually honed my skills to create varied looks.

Advice for aspiring make-up artists

Be prepared to work hard and chase your dreams no matter how impossible they seem. There is no shortcut to success. Get a formal training in make-up from a good institution.

Views on the Indian make-up industry

I am glad that our industry is changing rapidly to keep up with trends in the fashion world. From the cakey heavy base preferred in the 90s, we are now inclined towards natural bases with minimal coverage. However, I still feel sad when I am asked to change the skin tone of my brides to make them appear fair. We need to accept ourselves in our own skin and stop being obsessed with the fair skin tone. Everyone is beautiful no matter what colour we may be.

Future plans

I do not quite really have a plan. I just want to continue doing what I love for the rest of my life. I do want to start a make-up institute someday where I can educate and impart my knowledge to the ones seeking it. 📍

Market Watch | **Make-up**

Lip care by **Lotus Make-Up**

Colorkick Lip Sugar has dual benefits of being a tinted lip gloss with the healing properties of a lip balm, which is the first of its kind in India. Combining colour and care, the sugar crystals present in it gently melt on the lips to give exfoliating benefits and conditioning. Enriched with a blend of four nourishing ingredients namely, Sugar, Kokum Butter, Shea Butter and Vitamin E, the SPF 20 protects the lips against the harsh UV rays of the sun. Available in six shades of Rose, Orange, Candy, Coral, Honey and Vanilla, it is available at Lotus Exclusive Brand Outlets and select premium beauty and departmental stores across the country.

Price: ₹299



Lip oil by **NYX Professional**

The luxurious #thisiseverything Lip Oil is infused with a unique blend of Almond Oil, Argan Oil and Jojoba that leaves the lips feeling comfortably hydrated. This rich formula has a hint of colour with a lively vanilla-cherry blossom fragrance. It is available online at Nykaa, flagship store in Inorbit Mall and Malad, and Shopper's Stop in Bandra and Vashi in Mumbai.

Price: ₹500



Weightless foundation by **Bobbi Brown**

The Skin Long-Wear Weightless Foundation SPF15 glides on seamlessly for natural, multi-dimensional mattifying coverage. Created with a high speed cold fusion process, this ultra fine, silky emulsion features a potent combination of wear-extending ingredients, oil control actives, and true-to-skin pigments. The best part is that it contains ingredients that infuse skin with hydration. In 30 skin tone-correct shades of Alabaster, Porcelain, Ivory, Warm Ivory, Cool Ivory, Sand, Cool Sand, Warm Sand, Beige and more, it is available at Bobbi Brown stores and Sephora, and online at Nykaa.

Price: ₹4,750



Natural lipsticks by **Lakmé**

Lakmé 9 to 5 Naturale is the first ever range of products infused with the goodness of Aloe Vera, Honey and Green Tea that promise the desired nourishment for moisturised and supple lips. The intense matte colour lasts all day making it a perfect combination. In 15 intense shades of Berry Land, Candy Centre, Mauve Lane, Nude Scape, Spice Treat, and more, the range is available at beauty stores across the country.

Price: ₹550 each

Matt lipsticks by **Nykaa**

The Matte to Last is a collection of 10 liquid lipsticks that celebrates 10 cities in India. Choose from the royal hues of 'Begum', inspired by Hyderabad, or the vibrant 'Kudi' of Amritsar or swirls of 'Madras-kaapi', from Chennai, and more. Whats more, the formulations have an extreme matt finish and are long-lasting. The supremely lightweight formula is transfer proof and nourishing with Vitamin E and nutrient-infused butters. It is available in an attractive packaging online at Nykaa.

Price: ₹550 each



Summer Essential

Go for BCL Spa

BCL Spa, the first brand to offer a complete manicure and pedicure system with certified organic ingredients, shares a step-by-step guide on achieving revitalised hands and feet



Step 1: Dead Sea Salt (quantity 14ml)

Add Dead Sea Salt Soak to a bowl for the hands, or to a foot bath or tub for the feet and body. Let it soak for 5-10 minutes. Pat dry.

Key moisturising ingredients: Sea Salt, Glycerin, Argan Oil, Safflower Oil, Jojoba Oil, Shea Butter, Sage, Chamomile, Arnica Flower, Aloe Vera, Vitamin E and Vitamin A.

Step 2: Sugar Scrub (quantity 10ml)

Apply the Sugar Scrub to the hand/foot, shin, and calf, spots and calluses. Gently rub in a circular motion for three to five minutes each for maximum exfoliation. Rinse with warm water from the foot bath. Remember to change the water in the foot bath. Pat dry.

Key moisturising ingredients: Sugar, Glycerin, Argan Oil, Olive Oil, Jojoba Oil, Sweet Almond, Aloe Vera, Vitamin E and Vitamin A.

Step 3: Moisture Mask (quantity 10ml)

Generously apply the Moisture Mask to the hands and arms, or the feet and legs, or the body with long, smooth motions, using your hands or a body brush, and cover with a warm towel. Let it sit for 15 minutes. Rinse thoroughly or wipe clean with a warm damp towel.

Remember to change the water if you are using a foot bath. Pat dry.
Key moisturising ingredients: Bentonite, Kaolin, Glycerin, Titanium Dioxide, Argan Oil, Olive Oil, Shea Butter, Peppermint, Spearmint, Cucumber, Kelp and Aloe Vera.

Step 4: Massage Cream (quantity 6 to 8ml)

Apply the Massage Cream to the hands and arms, or the feet and legs, or the whole body. Massage with soothing strokes until the cream is absorbed – 5 minutes for each hand, leg, or 10 minutes for the back. For the whole body, massage from head to toe with your choice of massage techniques. Massage until the Massage Cream has been fully absorbed. Polish and finish the nails. 📌



Reveal Youthful Radiance

With O2C2 Radiance Treatment by Cheryl's Cosmeceuticals

Beauty expert Sunita Pawar, Founder and Director of LookWell Salons, shares an ultimate solution for instantly glowing and radiant skin with O2C2 Radiance Treatment

With a dream to revolutionise the beauty industry, Sunita Pawar, Founder & Director of LookWell Salons, started her journey with one salon and today owns a chain of pristine salons that offer premium services. Over the years, she has established herself in the field of beauty and has had a vision of channelising her knowledge and talent to build world-class salons.



Association with Cheryl's

Pawar believes in transforming skin care and has been a Cheryl's Cosmeceuticals' loyalist for almost 20 years. She has also collaborated with the brand to launch the first Cheryl's flagship Skincare Institute in 2017 in Kalyan. This flagship is a revolutionary step in bringing skin care to the forefront because of its unique diagnosis-led consultation method. Talking about her relationship with the brand, says Pawar, "I have been associated with Cheryl's Cosmeceuticals for over a decade. I strongly believe in diagnosis- based skin care recommendation and delivering results basis the client's concerns. My skin experts have trained with Cheryl's to deliver transformative skin care."



Cheryl's flagship Skincare Institute

O2C2 Radiance Treatment

This treatment is powered with the breakthrough Oxy-Nzyme Technology which provides an instant glow and long-lasting radiance. It detoxifies and refreshes dull, tired skin, as this treatment exposes the skin to a burst of fresh oxygen. This infused oxygen moisturises the skin, reduces the appearance of wrinkles and gives a youthful glow. It also contains fruit enzymes like Papain and Bromelain that help in exfoliating the epidermal dead skin, gently removing the upper and older layers of skin to reveal new skin layers for a radiant look.

Elaborates Pawar, "One of my trusted treatments to achieve radiant skin is the O2C2 Radiance Treatment by Cheryl's Cosmeceuticals. This is popular amongst brides and for clients who come to prep their skin for special occasions. They always share positive feedback post this treatment, as it reduces dullness and reveals natural radiance in one sitting, which lasts for minimum 20 days." She adds, "We also strongly recommend this treatment to our clients with wheatish or uneven skin tones. Basis the typology study, majority of the Indians are born with a complexion that varies from fair to wheatish. Environmental factors like dust and pollution can further impact our skin tone making it dull. Hence, this treatment is best suited and especially engineered for Indian skin tones."

Steps to follow

Cheryl's O2C2 is a six-step treatment that is suitable for all skin types, except acne prone skin. Shares Pawar, "We start with cleansing followed by toning and a relaxing massage. We apply O2C2 Peel Activator to remove the dead skin cells and Peeling Cream to lighten the skin and reduce wrinkles. The process ends with a Sunblock that provides complete UV protection for clients to freely step out in the sun."

After care with O2C2 Radiance Lotion

Stressing upon after care, she adds, "This treatment has helped us retain our client's trust in skin care, as we always recommend an after care at home with O2C2 Radiance Lotion to maintain the results of the professional treatment. Infused with ingredients like Sodium Cocoyl Alaninate, Actinidia Polygama Fruit Extract and Evodia Rutaecarpa Fruit Extract, this lotion helps in regulating the production of melanin that causes darkness and evens out the skin tone." 🌿



“I have always believed in Cheryl's philosophy of transforming skin care services in salons. Its range of breakthrough products and power-packed education helps us deliver expert solutions and professional skin care advice to our customers.”

– Sunita Pawar,
Founder & Director, LookWell Salons

The O2C2 Radiance Treatment is exclusively available at all Cheryl's Cosmeceuticals partner salons.



Top Treatments for the Under Eye Area

by **Dr Shuba Dharmana**

Dr Shuba Dharmana, Dermatologist & Medical Director, Lejeune Medspa, Bangalore. Views expressed are personal.

The area under the eye is the most delicate and shows early signs of ageing as compared to other areas of the face. This is because the skin in this region is the thinnest, and underneath it is an equally thin layer of fat, muscle and blood vessels. With age, the bone underneath starts melting and the fat begins to slip downwards. This causes a sunken appearance under the eye, known as the tear trough region. This depression casts a shadow, which makes it seem as if you have dark circles. Because the skin here is thin the blood vessels underneath which are green also reflect as darkness. The under eye area is also susceptible to pigmentation and darkness because of the frequent rubbing of the eyes, but one is also predisposed to this pigmentation genetically. However, to plump the under eye area and lend freshness there are several corrective measures.

Under eye fillers to plump

As we age, we lose collagen which is a structure in the skin that provides firmness. When we lose it, the fat under the skin droops, and it appears as hollows under the eye. This gives us a tired and sad appearance and makes us look aged. It can easily be corrected with an under eye filler treatment. A filler is an injection that contains Hyaluronic Acid, which is a molecule that binds to several molecules its weight in water thereby hydrating and plumping the area. The effect of a filler can last one year or more and the result is instantaneous.

Botulinum Toxin injections to reduce lines and wrinkles

The lines and wrinkles formed at the outer corner of the eyes are called Crows Feet. With time, as the skin loses elasticity, the lines formed from the muscles of expression i.e. smiling causes these lines, to get etched thus resulting in wrinkles. Botulinum Toxin is a purified protein which when injected into the muscle temporarily freezes it to make the skin look smooth and stretched. This can be injected at the outer corner of the eye as well as below the eye to relax the muscle activity to stretch and smoothen lines around the eyes. The result from this treatment would typically last 12 weeks, but if done well, may last longer.

Ultherapy

Ultherapy uses focused ultrasound energy to deliver thermal energy deep within the skin layers that induces collagen formation. It is the only FDA approved non-surgical face lift to lift and tighten skin around the face and neck. Results from Ultherapy typically last upto two years and the procedure can be combined with an under eye filler for long-lasting results.

Q Switched laser

The delicate area under the eye is not so amenable to skin peels if one wants to reduce pigmentation. Hence, Q Switched laser treatment would be the ideal solution, as it targets melanin, the brown pigment in our skin. Typically, it takes about four to five sittings for the result to be visible. Also, good skin care and sun protection are recommended.

Peels

As the under eye area is delicate, it is treated specifically by peels which are kinder to the area such as, Lactic Acid and TCA. Regular maintenance and care must be followed with sun protection for optimal results. Typically four to six sittings maybe required.

Platelet Rich Plasma

PRP has many uses in Cosmetology. It is collected and spun from the patient's own blood, and then the solution is injected into the under eye area in the form of tiny micro or applied, followed by a dermaroller or dermapen treatment. It activates growth, stimulates healing and the production of collagen. This treatment may cause light bruising and a gradual improvement is seen after six to eight weeks. Usually, three sittings are undertaken with a gap of six to eight weeks between 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.

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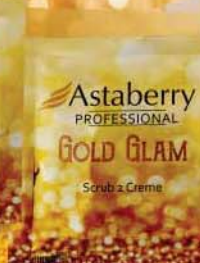
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Market Watch | Best of Cleansers and Face Washes



APS Cosmetofood

APS Cosmetofood Pro Biotic Curd Cleanser lifts and smoothens facial skin within 30 minutes of application. It has Vitamin C, Zinc and Calcium, which are recognised as the best ingredients for natural skin care. It is available online at <http://apscosmetofood.com>.

Price: ₹1,500 for 200ml



Brickell

Brickell Purifying Charcoal Face Wash is packed with extracts and vitamins that moisturise, while charcoal deeply and gently cleans the pores. The result is refreshed and hydrated skin. It is available online at www.beautysource.in.

Price: ₹2,100



Ohria

Ohria's Tej Vardak Cleanser is a blend of 14 natural cleansers that gently cleanse, soften, and remove dead cells and toxins from the skin. Whitening, polishing and deep cleansing ingredients of Tamarind, Banana and Barley Flour combine with Papaya and Orange extracts to decongest and promote healthy exfoliation. Free of PEG'S, Silicons, heavy metals, preservatives, pesticides, it is available online at <https://ohriaayurveda.com>.

Price: ₹990



MCaffeine

The MCaffeine Neem Caffeine Face Wash is a unique formula enriched with Argan Oil, Vitamin E and herbs that offer protection as well as nourishment to the skin. The blend of ingredients helps battle pollution, reduce inflammation and redness and cures acne, avoids blackheads and removes impurities and excess oil from the skin. Paraben free, it is not tested on animals. It is available online at www.mcaffeine.com.

Price: ₹449 for 150 ml



Paul Pender's

Alpina & Tea Tree Cleansing Wash harnesses the natural antibacterial action of Alpina extract and essential Tea Tree Oil, with a soft, foaming formula, gently and effectively cleansing normal to oily skin, while helping to regulate sebum production and reduce blemishes. It is available online at <https://www.paulpenders.in>.

Price: ₹1,360 for 150ml



Foaming face wash by Kiehl's

Kiehl's Calendula Deep Cleansing Foaming Face Wash gently lifts away impurities, dirt, and oil without stripping the skin. Calendula, extracted as an oil from the common Marigold flower, is ideal for use on all oily and sensitive skin types. It is a solvent humectant and emollient in many skin care products, as it absorbs moisture from the air and thereby, helps products retain their moisture. Free of soap and Paraben, it is available at Kiehl's EBOs across the country.

Price: ₹2,400 for 230ml

Market Watch | **Skin Care**



Moisturiser by **Shahnaz Husain**

The Flower Botanic White Water Lily-Jasmine Moisturiser is a combination of herb and floral extracts designed for intensive moisture treatment. Easily absorbed, it makes the skin appear soft, smooth and radiant. Apply on face and arms and leave on, it may also be used under make-up. It is available at Shahnaz Husain EBOs across the country.

Price: ₹1,150 for 100ml



Sunscreen by **Kronokare**

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

Price: ₹995 for 100ml, ₹395 for 30ml

Propolis gel by **R K's Aroma**

Propolis, a resin collected by bees to seal cracks in their hives, the Propolis Gel by R K Aroma has a miraculous effect on tissue regeneration and renovation. Together with its bacterial and fungicidal properties, the gel reduces scars and wrinkles. It contains Tea Tree Oil, Chamomile oil, Propolis extract and Vitamins that act as natural preservatives. It is available online at rkaroma.com.

Price: ₹995 for 100ml, ₹395 for 30ml



Mask by **Just B Au Naturel**

The Clarifying Green Clay Mask-Matcha Tea & Neem clarifies and detoxifies oily and blemished skin. Green Clay has strong drawing power and Matcha is an effective antioxidant. It is high in Magnesium and is perfect for congested skin, acne, and excessive sweating. If one has large pores and black spots, Green Clay comes to the rescue by deeply cleansing the skin, tightening the pores, and exfoliating to reveal a smoother complexion. It is available at <https://www.justbaunaturel.com>.

Price: ₹945

Day cream by **Divine Organics**

Intense Skin Care Pollution Defence Day Cream With SPF 30 reduces the damage caused by harmful UV rays and environmental pollution. As one of the main causes of skin damage is excessive sunlight, hence, it helps in promoting cellular detoxification and strengthens the skin defense system to leave it healthy and glowing. It is available at beauty stores across the country.

Price: ₹1,250



Skin supplements by **Berkowits**

The Renew Collagen Peptides, infused with Collagen Peptides, Citric Acid and Polyvinylpyrrolidone, is known to promote collagen formation, enhance the skin's clarity and tone, provide hydration, and also strengthen nails and hair. While topical creams and cosmetic products can effect the skin's condition, nutritional supplements taken orally can have a better impact. It is easy to prepare – empty the powder in a sachet into a glass, add 100ml water and stir well until complete reconstituted, and consume rightaway. Available in flavours of Orange and Pineapple, store in a cool, dry and hygienic place that is away from direct sunlight and moisture. It is available at Berkowits Hair And Skin Clinic outlets, and online at Berkowits.com, Amazon, Flipkart, 1mg and Healthmug.

Price: ₹465 for a pack of 10





Namya Patel and Maharsh Shah On the Line of Inclusive Fashion

The young and dynamic duo of Namya Patel and Maharsh Shah have launched a distinctive women's apparel platform called Enakshi. They share their views on the source of inspiration, future plans, and more

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

Namya and I met had worked on a few projects together before setting our feet in fashion. I have grown up observing the fashion retail industry as my family in Ahmedabad runs the brand 'Deepkala', which has been operational for over 80 years. We were inspired to launch 'Enakshi' as we have seen women always have a tough time deciding what to wear, almost everyday!

How important are hair and make-up in fashion?

Hair and make-up are as important to women as clothing. The make-up and hairstyles of our models, just like our clothes, are realistic, just like the women we cater to.

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

Both the industries are booming. With globalisation at its peak, international fashion, along with beauty trends, have influenced Indians so much so that people are now more adventurous and creative. Unfortunately, some stigmas of dark skin tones and size zero bodies still exist, but we are trying to change that and make every woman feel beautiful in her own skin and body.

What is your inspiration and why?

Our inspiration is everyday fashion coming from our Indian roots and heritage, and we are trying to use it in modern clothing.

Which is the most outrageous look in your collection?

I think anything over the top is outrageous, and fortunately, we have not experimented enough to have adopted any such look.

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

We try to use regular hairstyles like high ponytails or leaving it open, to give the models a casual, fun look which can be sported on a daily basis.

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

We want to expand first in Tier 1 cities; starting with Ahmedabad, followed by Mumbai and Delhi. We want to be involved with everything related to fashion, the average women always struggle with. We have no immediate plans to explore the hair and beauty industry, however, let us see what the future holds. 📍

SPA FOCUS



Auriga Grand Spa

Of Celestial Vibes



Nestled in the lush rainforest of Singapore's Sentosa Island, the Auriga Grand Spa at Capella Singapore is an inspiring locale for guests to rest and rejuvenate. The spa's distinctive approach to wellness and beauty is based on the cycles of the moon – a unique focus on wellness and beauty designed to align guests with nature

by **Aarti Kapur Singh**



Size of the spa: Approximately 12,000 square feet.

Time taken to complete construction: One year.

Architect and interior designer: Foster+Partners in collaboration with DP Architects Pte Ltd.

About the spa: Nestled in the lush rainforest of Singapore's Sentosa Island, Auriga Capella Singapore is an inspiring locale for guests to rest, rejuvenate and tap into celestial rhythms. Its spa, Auriga's distinctive approach to wellness and beauty is based on the cycles of the moon – a unique focus on wellness and beauty designed to align guests with nature for enhanced wellbeing. Thus, the interiors are spacious with a serene backdrop of white and pastel shades of gorgeous blue. The idea of creating the sky, and how it changes shades according to the brightness of the moon, is quite evident. Use of natural woods and construction materials are in synergy with the theme of the spa. Not just the visual stimulus, the interiors and design elements appeal to various senses. The fragrance of petrichor, mixed with the aroma of Bamboo Oils creates an atmosphere of tranquillity. Rather than piped music, ambient sounds focus on waves and other aquatic sounds to create an ambience of serene relaxation. The sound wave bed, said to help reactivate the body's self-healing mechanism through exposure to certain frequencies, is definitely a USP of the spa.

Treatment rooms: The spa features nine private indoor and outdoor treatment rooms each with private gardens, a relaxation room, a 24 hour world-class fitness centre and spacious wet treatment areas with separate vitality pools and steam rooms for women and men. Any treatment can be booked in the lavish Single suite, Couple's suite and a suite dedicated to traditional Asian therapies such as, Thai Massage. Spa suites include a shower and bath and separate rain showers. There are five wet facilities at the Auriga Spa, namely, the Herbal Steam Room, Ice Fountain, Experience Cold Shower, Experience Warm Shower and Vitality Pool. It consists of both hot and cold therapies. The herbal steam room and the ice fountain are rather popular with patrons. At the end of your session, you are invited to rest at the Relaxation Lounge to enjoy their very special beverages on their sound wave lounge chairs. There is also a well equipped fitness centre available,

after using the fitness centre you will be able to cool off with complimentary water and isotonic drinks. It is also possible to book a private fitness instructor.

About the services: The spa is focused on health and wellness, using natural and organic products, unique treatment offerings and specialised programmes administered by a highly trained and caring staff of service professionals. Auriga Spa brings pampering to a whole new level. The spa staff takes a holistic approach to wellness ensuring that body, mind and spirit are carefully nourished. Drawing inspiration from the unique strengths of the environment, Auriga takes its guests on a journey, towards both physical and mental transformation and finally transcending into total rejuvenation. The signature treatments are uniquely designed with the Organic Pharmacy to reflect varying energies of the lunar cycle, also corresponding with the four seasons. Each signature spa treatment is dedicated to a particular phase of the moon – New, Full, Waxing and Waning.

If you are seeking renewal and introspection, the New Moon will take you there with a Swedish-based deep, stimulating body massage. The Waxing Moon, based on aroma massage techniques using light, soothing strokes, will nurture and nourish while improving joint flexibility. For harmony and a greater sense of wellbeing, the Full Moon employs a balancing massage technique to stimulate energy flow. In the Waning Moon, a lymphatic drainage massage promotes elimination of toxins, leaving you feeling cleansed and renewed. The spa also features an exclusive range of Singapore-inspired treatments developed by A.W. Lake that draw inspiration from the Malay and Chinese heritages of this great city. Aside from these, a very popular therapy is the Senja Sunyi Massage, a Javanese massage that uses a delicious rose and pomegranate body balm.

Address: 1 Temasek Avenue, Suite 05-02 Millenia Tower, Singapore 039192

Contact details: +65 6887 9830;
spa.singapore@capellahotels.com.

Website: www.capellahotels.com.



The treatments at Auriga Spa are focused on guest's health and wellness by using natural and organic products, unique treatment offerings and specialised programmes – all administered by a highly trained and caring staff of service professionals. This is much more than pampering. The staff takes a holistic approach to wellness ensuring your body, mind and spirit are carefully nourished. At Auriga Spa, we have just added a new holistic treatment to its extensive spa menu. The latest 90-minute Kundalini Massage, tailored for the new-age workers, is developed to provide complete relaxation of the mind and invigoration of the body.

– Fernando Gibaja,
General Manager, Capella Hotel, Singapore



Zorem Siami Personalising Guest Experiences

Spa Manager, Explore Spa at Le Méridien, Mahabaleshwar, Zorem Siami, shares her views on growing wellness in India, staying ahead of competition, brand USP and more

by **Shivpriya Bajpai**

Getting started

I started my career with Ananda - In the Himalayas and got enrolled to Ananda Institute to learn the finer nuances of this industry. I have worked across the globe with many acclaimed brands and that have added to my holistic learning.

Source of inspiration

I have to be honest here and say, this was not my first preference as an industry to work with. I am a Psychology graduate, who further pursued a course in Hospitality, and ended up with a job at Ananda - In the Himalayas. Post it, I have not looked back.

Staying ahead of competition

I believe that in the service industry there are predominantly two things that work – innovation and personalisation. Both add to the guest experience and that is the only reason for them to keep coming back or be the ambassador of the property.

USP of the spa

If I have to pick only one it will be the Hamam treatment we offer. It is quite popular with our guests as well.

Therapies offered

We offer most of the popular international and Indian therapies. Some of our signature therapies are Discovery massage, a fusion full body massage therapy; Chakra Heart massage, a fusion massage therapy with hot stones and a pack on the back; Forehand Choreography, this therapy requires two therapists and is a modern take on the Abhyanga massage. Apart from this, we offer different kinds of facials, body scrubs and wraps.

Client awareness

We have a ritual of interacting with each and every guest at the property. At various touch points, we keep them informed about the Explore Spa. We also try and spend maximum time with each guest educating them about the various therapies and overall importance of practicing a regular wellness ritual.

Client engagement programmes

We have multiple packages catering to individual needs.

Challenges faced

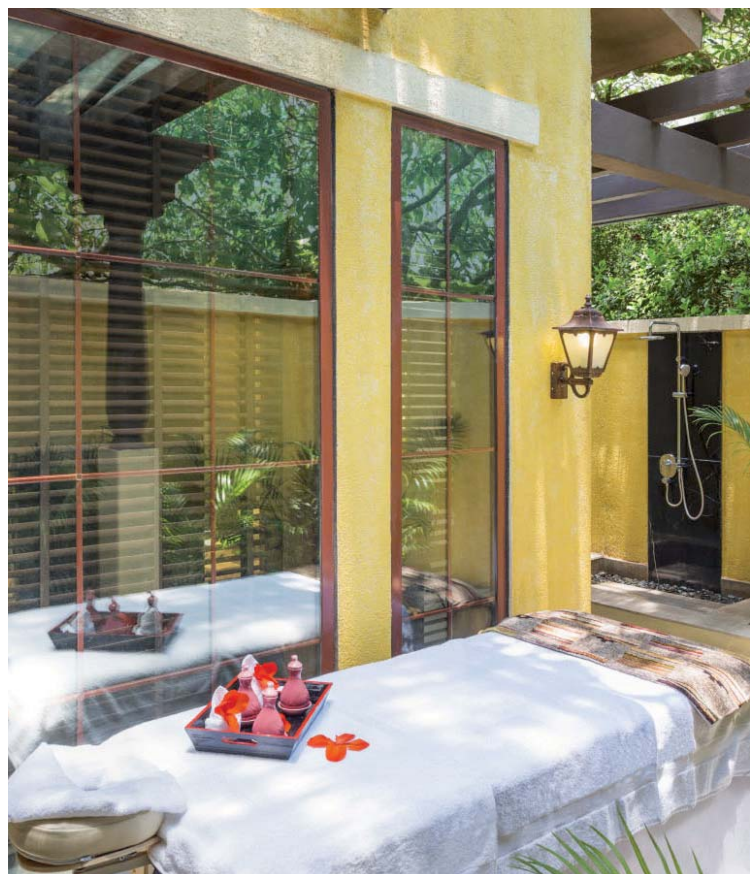
One challenge that we face in our industry is lack of awareness. As much as this is a challenge, I personally try to turn it into an opportunity, as well.

Future plans

We are looking at bringing trainers to educate the staff about new therapies and techniques. Another addition that we will be making to the Explore Spa, is a Thai Massage Room which will have a special bed required for performing Thai massages.

View on the growing wellness industry

Wellness as an industry has come a long way since its inception. It has, and is becoming, more organised as a sector. The ever increasing demand has not only been creating supply in the form of new spas and wellness resorts, it is also bringing in innovative concepts. What fascinates me is the transformation of a single entity called spa into a wellness industry! Guests are aware of what they want and are ready to experiment. At the Le Méridian Mahabaleshwar Resort and Spa, we have witnessed many guests staying with us solely to experience the Explore Spa. 🌿



Spa Solace **Lucrative** Offers

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



Photo: Shutterstock

MASALA SCRUB,
Jiva Spa, Vivanta by Taj | Bangalore

This treatment uses a scrub made from a blend of traditional Indian spices that help relieve sore muscles while improving blood circulation. It further exfoliates the dead skin for a radiant glow. The enriching experience imparts a renewed sense of self.

Duration:

45 minutes

Price:

₹2,000 + taxes

PALMS AYURVEDA,
Spa at The Golden Palms Hotel & Spa | Delhi

In this classical Indian massage, warm oils prepared with 10 to 20 herbs are applied to the whole body and massaged. This technique balances the Tridoahas, namely, Vata, Pita and Kapha and releases stress from the mind and body working through deeper levels of the being.

Duration:

60 minutes

Price:

₹1,999+ taxes

BLACK SOIL WRAP,
Rewa Escape | Mumbai

Rich black cotton soil sourced from the heartlands of the royal province of Rewa are combined with traditional roots and herbs to create an authentic royal experience. This bespoke wrap leaves the skin supple and firm. It is followed by a gentle head massage for ultimate relaxation.

Duration:

45 minutes

Price:

₹1,500 + taxes

BALINESE MASSAGE,
Blue Terra Spa | Gurgaon

This conventional yet effective therapy is strongly recommended by spa doctors for joint and back pains. It is a full body deep tissue holistic treatment that combines acupressure, reflexology, stretching and aromatherapy to stimulate circulation, ease muscular and joint pain and help in sports injuries and migraine.

Duration:

75 minutes and 90 minutes

Price:

₹2,950 + taxes and
₹4,000 + taxes

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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.

Weatherproof Make-up: Artist recommended trending make-up products designed to keep humidity levels and moisture at bay.

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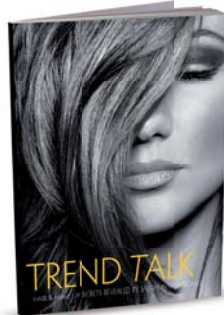
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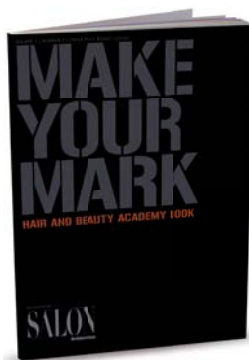
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TREND TALK

HAIR & MAKE-UP SECRETS REVEALED BY SALON INTERNATIONAL

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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Aditi Rao Hydari

Keeping it Effortless

The girl with the porcelain skin and fantastic eyelashes has turned heads ever since she stepped into the limelight. She shares her beauty secrets with us

by **Aarti Kapur Singh**

From nailing the minimal and 'no-make-up' look, Aditi Rao Hydari rocks grunge and red carpet with equal aplomb. Her flawless skin and luminous glow may make you believe that the actress has been honing her make-up game for years, but she sheepishly admits that she had "no idea how to even apply lipstick" before she moved to Mumbai.

"My genes"

"If your skin is good, you hardly need make-up. I thank my mother a million times for my skin! Her skin is better than mine, and she has encouraged me to take care of it the natural way! I follow the mantra of not using chemicals on your skin.

"Diet and exercise"

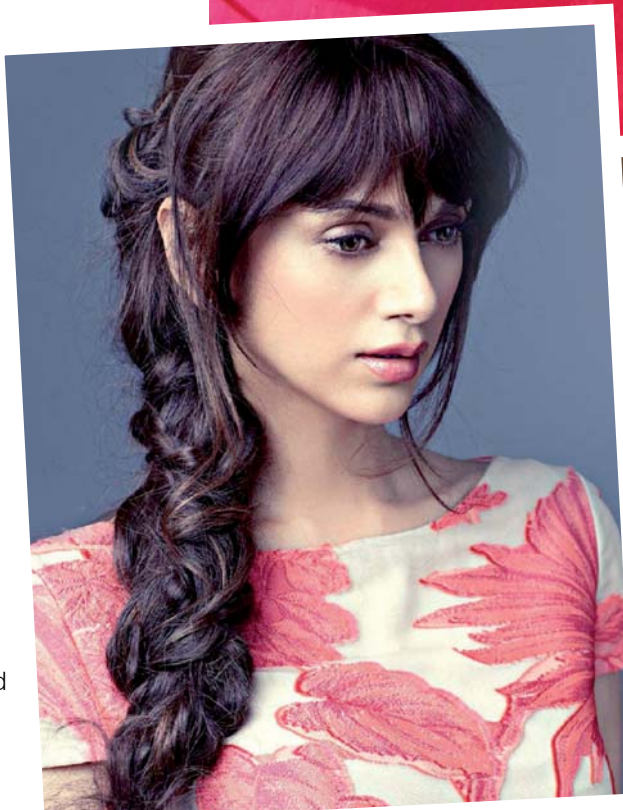
"What you eat reflects on the outside. My favourite beverage is a vegan protein drink with chia, berries and nut butter. I drink that as a mid-morning meal. I also love to munch on makhaana (toasted lotus seeds), and indulge in Hyderabadi food. I make yummy creamy scrambled eggs with truffle, Hyderabadi ande ka khagina, and dosas to go with it. Eating nutritious food and drinking a lot of water are my essentials. I do not smoke, so that helps keep my skin clear and fresh, too. A fitness regime is as important for the skin as it is for your body, and so, I switch between functional training, Pilates and yoga, depending on what my body needs."

"Listen to your skin and hair"

"I have sensitive skin, so, I am careful about protecting it by applying a sunscreen. When I am not working, I avoid make-up completely. My favourite solution for any skin issue is a chandan stick. All you need to do is grind it with some water and apply the paste on the affected area. I indulge my hair with regular coconut oil massages and hair spas with kitchen ingredients such as, honey, egg and curd."

"I am not always minimalistic with make-up"

"How much make-up I use depends on the occasion and my mood. I prefer a natural, dewy fresh look and only ensure that my eyebrows are in place. Avon's Big & Daring mascara and add some colour to my cheeks with their Hibiscus blush are my staple. My signature 'dressed up' look revolves around a highlighter, mascara, brow kit and a bright lipstick. My favourite look is clean, raw eyes; dewy skin; stained lips and cheeks. My favourite lipstick colour for



a really striking look is a saturated red or deep oxblood, and Avon's Ruby Shock Bold Lipstick works best. If I am doing nude lips then I add a liner, neutral brown eyeshadow and a swipe of mascara to well-defined brows to complete the look. I am obsessed with my brow kit. I always carry it in my handbag!"

"Message to the readers"

"Make-up must enhance what you are inside. No one is more beautiful and stylish than a happy person. Looking good is subjective. Beauty is not about effort. It is about having an open, guileless face and clean, clear skin. Good health, both in body and in mind, shows on your skin. Look beautiful for yourself and accept yourself as you are first. That is when everybody else will accept you. I think it is important for everyone to always feel good. No one can mess with that!" 📌



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Lotte

1



2



3



4



5



6



7



8



9



10



STEP 1:

Before: Lotte wishes to revitalise her haircut and get more style options. Structure: the structure graphic shows four areas discontinuous among themselves (nape, crown, inside and fringe). Short graduation on the nape. Discontinuous long graduation inside and in the crown. Very short full fringe. Gradual lengths superposed to the fringe.

STEP 2:

Select a large circle around the crown area; subdivide the circle in order to make two semicircles.

STEP 3:

Cut the fringe with notching technique. Alternate the angle of the scissors to create an irregular effect.

STEP 4:

Create partitions in back diagonal; distribute the hair perpendicular to the partition (T); employ a high angle of projection; keep the position of your fingers parallel to the partition; continue till the centre of the nape and proceed with the same technique on the opposite side.

STEP 5:

Use radial partitions in the crown; distribute the hair horizontally; use the razor with notching technique; go on following the central point of the radial partition and mobile basic line.

STEP 6:

Take vertical partitions for the front inside; distribute the hair with a high projection angle (almost 90°); use the notching technique to create irregular lengths.

STEP 7:

Move the front section of the hair towards back and create a link with the crown area.

STEP 8:

For the crown: distribute the hair towards upward (90°) and "clear" the tips employing the peeling technique with razor.

STEP 9:

Distribute the hair with a low projection angle and refine with the canalisation technique with a razor.

STEP 10:

Colour: level copper/beige dark field; level beige on mid lengths medium field; level pinkish on the tips light field. Ⓢ



Hair and
Photo:
Pivot Point



Delhi Charu Khurana Makeup Hair Beauty & Academy

Launched in the year 2016, the Charu Khurana Makeup Hair Beauty & Academy is the brain child of renowned make-up artist, Charu Khurana, who fought and won the long time legal battle against gender discrimination in the make-up industry, especially in Bollywood. Says Khurana, "The academy genesis goes back to the year 2000 when I started my career in make-up. Thereafter, I did my Diploma in Master Make-up and Special Effects from Hollywood's renowned Cinema Make-up School in Los Angeles. I wanted to set up state-of-the-art institution in India to empower women by learning new skills and make-up techniques. Right after winning my case and ending gender discrimination, I wanted to start an institution that empowered women to lead a dignified life. Hence, the birth of our academy and studio."

Spread across 1,000 square feet, the academy offers extensive courses designed to meet international standards and are personally conducted by Khurana. The focus is on interactive sessions with hands-on practice classes to ensure students can handle real-time scenarios with ease. On the future plans, adds Khurana, "This is our first studio and academy. We are contemplating opening a chain of academies across India."

► **Courses offered:** Basic Make-up Course, Advance Make-up Course and Creative Hairstyling are few of the popular courses offered.

Basic Make-up Course: This is ideal for beginners and trains to use different make-up tools, enhances knowledge of different face shapes, skin types, make-up texture, colour blending techniques, to name a few. The course is designed in a way where students learn how to create different looks for different occasions.

The Advance Make-up Course: The four week programme comprises a thorough study of every aspect of professional fashion make-up and hairstyling, complemented by an introductory study of film, music videos, and commercials including, television and print.

Creative Hairstyling: This course gives in-depth knowledge of hair design for different occasions. The curriculum covers introduction to hair products, equipment, electric hair implants, study of hair type and texture, hair washing, blow drying, roller techniques, current trends in hairstyling, to name a few.

Post the four week programme, students get an opportunity to work with photographers for fashion magazines, editorial shoots, and print advertisements such as, catalogues and billboards, prepare models for the runway, work with their own private beauty service clients for makeovers and lessons, and work on commercials, music videos, trade shows, exhibitions, special events, live concerts, news, broadcasts, and talk shows. Not only will graduates be prepared for all areas of fashion make-up, they will also have the basics of make-up for films, television, theatre and special effects.

► **Certification**

Students receive a Diploma from the academy on the successful completion of the course.

► **Eligibility criterion**

Every passionate individual is eligible.

► **Fee range**

₹30,000 to ₹80,000

Contact person: Charu Khurana, Owner | **Address:** E-134, 1st Floor, Amar Colony, Lajpat Nagar, New Delhi-110024 | **Phone:** +91 9910029161, 011-49042808 | **Website:** www.charukhurana.com | **Email:** charukhurana_vlounge@yahoo.com



Patrick Cameron showcased Easy Classics Collection in India

Showman, educator, mentor, trainer, innovator, and Wella Professional hairdressing icon, all rolled into one, Patrick Cameron was recently in India to showcase his Easy Classics Collection. With a multi-city tour starting from Delhi through Chennai and culminating in Mumbai, each event saw the attendance of the who's who from the hairdressing industry. The collection has 13 looks – seven timeless classic hairstyles inspired by iconic looks, and six brand new hairstyles with techniques that are created for everyday use in the salon. Easy Classics is the perfect tool for every hairdresser. Cameron de-coded each of his looks on live models on stage giving hairdressers a look into how effortlessly they can re-create these looks. Known to be a maestro of long hair, for Cameron, India is his perfect muse. The models were dressed in bridal attire showcasing vibrancy and colour on Cameron's recommendation, as he wanted to capture the essence of India in his workshop.

Keeping this in mind the models were prepped with Wella Professionals colour, which has been revolutionary in the hair colour category around the world, making the looks even more desirable. Cameron swears by the Wella Professionals EIMI range of products and while creating the looks, both on and off stage, he gave the hair the necessary hold and finish using various products from the range. Some of his hero products are the EIMI Flowing Form, EIMI Stay Styled and EIMI Dry Me. The best results to create the looks were achieved through the use of all Wella Professionals products and services across colour, care and style.

Says Cameron, "It is incredible to be associated with Wella Professional as the brand primarily focuses on education. The Easy Classics Collection is an attempt to inspire the new generation of hairdressers to be creative and experiment with long hairstyles. The easy-to-achieve collection is split into two sections, Easy Ponytails and Beautiful Classics. All the styles can be easily replicated and are perfect for any occasion."



WHAT:
Launch of hairstyle collection

WHEN:
21st May

WHERE:
Hyatt Regency, New Delhi



Esskay Beauty makes a mark again

Esskay Beauty participated in the Hair & Beauty Show 2018 and highlighted its wide range of international brands. Esskay Beauty represents 10 international brands in India and has a widespread network of more than 8,000 salons across 105 cities. The company aims at bringing the highest quality products which cater to the requirement of salons and spas. The show saw bridal hair trends showcased by Bollywood hair expert Tanveer Sheikh using Mr. Barber tools. The professional range of tools consist of dryers, hair straighteners, curling tongs, clips, combs and hair brushes. Models walked the ramp flaunting eyelashes from the world's number one brand, Ardell. Today, the brand has a lash collection of over 125 different styles to suit every woman, every event.

Nail art was revealed using IBD Beauty products. As a favourite brand of top nail professionals worldwide, IBD has developed unique formulas, such as the Hard Gel segment, which has been a top seller in the industry for years and is always in demand among the best nail artist in the industry. With a product shell comprising of Acrylic to Gel, IBD thrives on revolutionising the nail spa experience by offering the best Gel Polish, Professional Lacquer, Hard Gels,

and Builder Gels to the professional nail industry. Dazzling colours of Ola Candy nail paints were launched during the show. The growing demand for hygiene and monodose treatments in salons is fulfilled by the cartridge wax launched by Rica.

Industry specialist Subham Virmani, Director, Esskay Beauty Resources, who is a expert in Salon Consultation, interacted with the audience and gave tips on Salon Management.



WHAT: Trade show
WHEN: 9th and 10th April
WHERE: Bombay Exhibition Centre, Mumbai

skinOn Professional's 11th India International Beauty Kongress



Medispa Group, a pioneer in skin care, has in the last decade successfully launched brands such as, Phytomo Clinical, Klapp Cosmetics Germany, Derma Klinish, Zootox Medical Beauty, skinOn Professional, amongst others. Varun Mitra, CEO, skinOn Professional, recently hosted the 11th India International Beauty Kongress over two days. Over 30 salon and spa owners from Delhi and North India were present at the first of its kind master-class of skinOn Professional conducted by cosmetologist, Mohit Narang, Managing Director, Medispa Dermal Sciences. He is regarded as the guru of modern aesthetics in the beauty industry and has helped students sharpen their skills to their best potential.

The class covered multiple areas in skin anatomy, skin problems, basic rules of routine skin care to technicalities of consulting for skin. Narang explained the newly launched Photo Dynamic Treatment by skinOn Professional. He said, "Photo Dynamic Treatment (PDT) is like treating your skin with a long level laser. This simple, but unique, technique will definitely help the salon industry to achieve great results for pigmentation, acne, skin brightening, wound healing, deep hydration and wrinkle recovery."

The event ended with Narang awarding certificates by Institute for Dermal Sciences to the participating members. He also announced the educational Megatrip – 13th India International Beauty Kongress in Pattaya, Thailand, in June. 🌐



WHAT: Masterclass on skin care
WHEN: 14th and 15th May
WHERE: Jaypee Siddhartha Hotel, Delhi

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