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INTERNATIONAL



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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, Varssha 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!



Hairdresser: Rafael Bueno @ Rafael Bueno Hairdressers
 Photographer: Alberto Zaldivar
 Styling: Desiré Espinosa and Moisés Utrera
 Makeup: Lulú Pérez
 Models: Olga and Dariya
 Extensions: Elegance Hair Extensions

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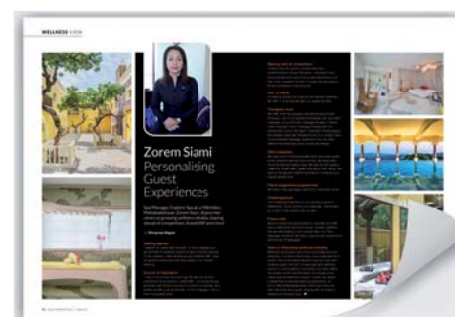
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Royal Wedding to Red Carpet

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.

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.

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



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 Ikonix. 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. 📍





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

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

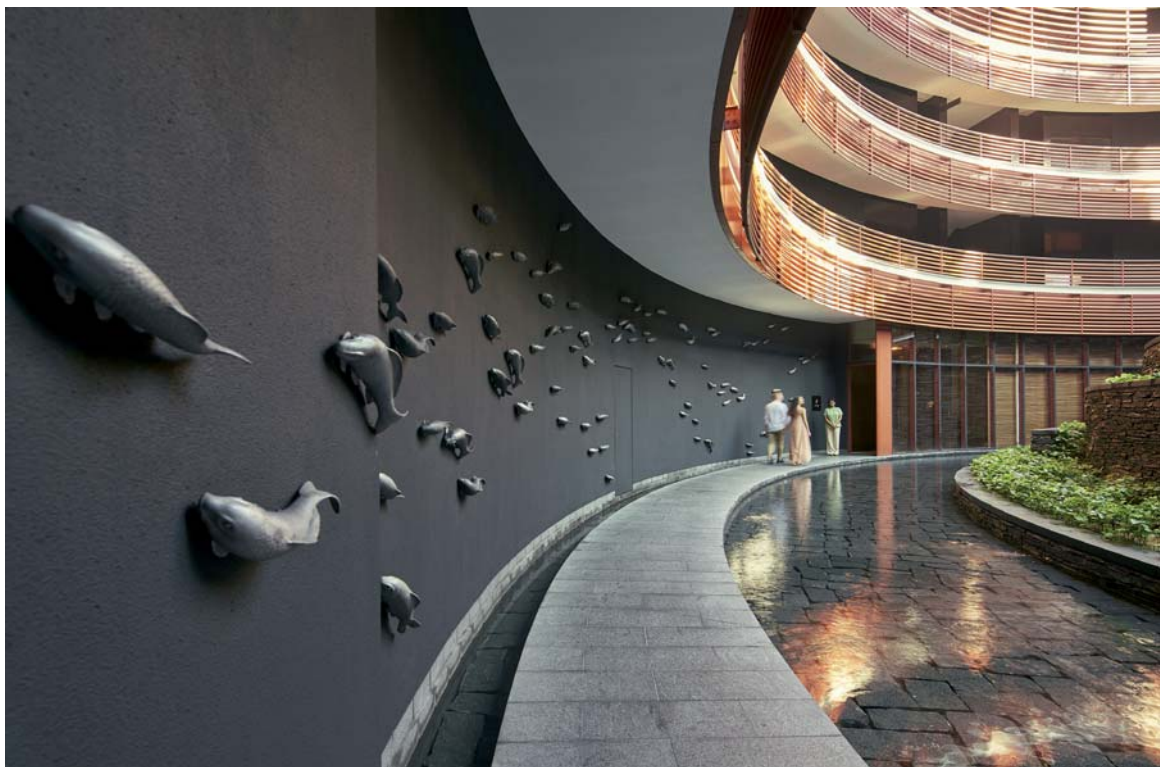
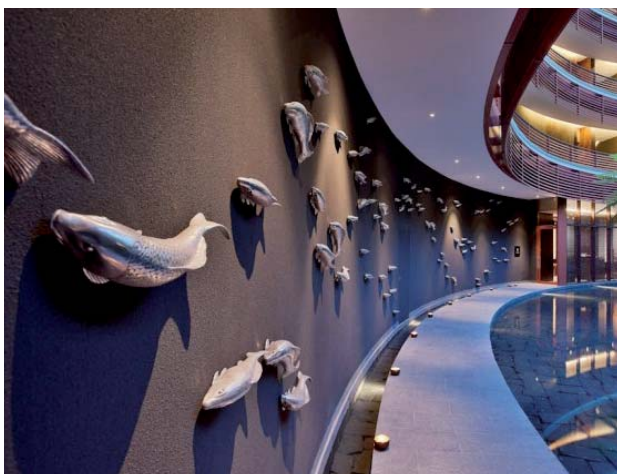
The Matte to Last is a collection of 10 liquid lipsticks that celebrates 10 cities in India. Choose from the royal hues of 'Begum', inspired by Hyderabad, or the vibrant 'Kudi' of Amritsar or swirls of 'Madras-kaapi', from Chennai, and more. Whats more, the formulations have an extreme matt finish and 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



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**



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