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INTERNATIONAL

INDIAN SUBCONTINENT | Vol 10 No 7 | July 2018 | 82 Pages

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In the age of international exposure, the salon industry is thriving on customer service, which ropes in multiple aspects including ambience, quality of service, products offered, to name a few. The first impression is always the game changer and holds umpteen opportunities for salon owners. Design and décor speak volume about the brand image. With innovative concepts ranging from minimalism, modernist, green salons, and more. With this as a backdrop, we present the July issue wherein we speak to renowned architects and interior designers to understand the trend, challenges, and more.

In Hair, we interview Calle Lindroth - musician, photographer, hairstylist and educator, all rolled into one. Based out of Shanghai, he travels across the continent imparting education through seminars and workshops. He shares his journey, the special India connection and plan for the future. We present a photo essay by the leading barber, Sheriff Mehmet, Director of Envy Barbers in London. On the homefront, we meet Owner of 24k Tattoo Hair & Oddities in Hyderabad, Karishma Thakkar who has been in the industry for 14 years. Creatively driven, she specialises in cut, colour and styling. She shares her journey with us. We present celebrity endorsed trend on 'bangs', the face accentuating and endearing style.

In the Beauty section, we have Delhi-based make-up artist, Mouna Lall, who specialises in bridal make-up with an experience spanning more than two decades. She provides a knowledge sharing platform through her academy to inspire newcomers. S C Sehgal, Founder and Managing Director of Ozone Group, shares his view on their Glo Radiance treatments, USP and future plans. Dr Sameer Karkhanis, Cosmetic Surgeon, Centre for Cosmetic & Reconstructive Surgery, shares his view on Blepharoplasty as a trending aesthetic procedure. With the business of nail lacquers and nail art growing at a steady pace, international brands are marking their presence in salons and spas and domestic brands are also expanding their product portfolio to include lacquers, nail accessories, and so on. Taking cue, we have distributors and brands sharing on focus.

In Spa Focus, we present The Heavenly Spa by Westin in Kolkata, one of the most well laid out spas in the East. The modern architecture and design sensibilities are based on the five sensory elements balanced well with the right colours, warm lighting, relaxing music and subtle aroma. Rubu Runku, Spa Manager, Jiva Spa, Vivanta by Taj Dwarka, Delhi, shares her view on the spa and wellness industry, USP, future plans, and more. Whether it is in the idyllic locales of a beach getaway or a rigorous detox regime to glow from within, global celebrities share their preferred choice of spa therapies.

All this and more in this issue. Keep reading, liking and sharing on Insta and FB!



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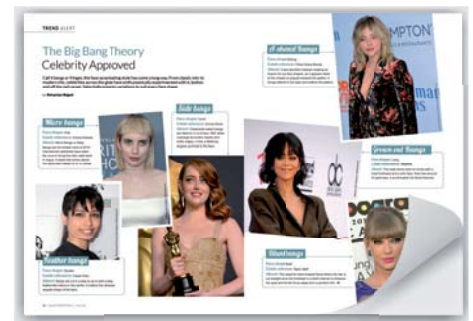
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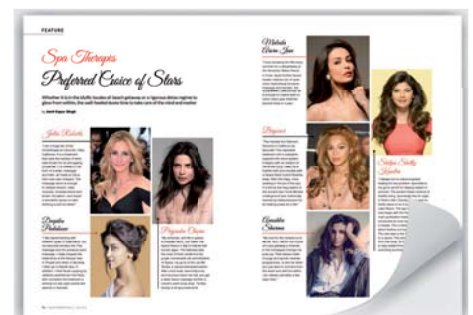
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▶ APS Cosmetofood receives an overwhelming response



One of the leading organic and vegan skin care brands, APS Cosmetofood participated in the Beauty & Spa Expo on 28th and 29th May, held at Pragati Maidan in Delhi. With increasing awareness about healthy lifestyles and a growing demand for natural and organic beauty products in the market, the brand received a great response from the visitors, who not only tried the products, but tasted them, bought them and found them to be extremely beneficial for their various skin types. Speaking on the occasion, Himanshu Chadha, Founder, APS Cosmetofood, said, "It is our endeavour to bring the finest range of completely vegan and organic skin care products to the consumers. Beauty & Spa Expo provides us with the right platform and opportunity to connect with the buyers and professionals in the beauty industry and provide them first hand experience of the wide range of quality organic products that the brand has to offer. The response has been tremendous and consumers have shown keen interest in trying out our products and buying them."

▶ JB Skin Care bags 'Distributor of the Year' award by Repêchage

At the 20th Annual International Conference held in New York for salon and spa professionals, Repêchage's CEO and Founder, Lydia Sarfati welcomed over 150 skin care and spa professionals from over 20 countries and the USA. Beauty professionals gathered for knowledge sharing from industry experts and participated in the launch of the professional express facials. The event



included a two-day Master Class with Lydia Sarfati and the annual Repêchage President's Awards, given in various categories to an establishment or person that demonstrates aesthetic excellence as well as dedication to the elevation of the industry. This year's awards and winners included Bikram Sapra and Arpita Das, JB Skin Care, Delhi, Distributor of Repêchage in India, who won the 'Distributor of The Year' award.

▶ Medispa conducted 12th India International Beauty Kongress

Medispa Group, a pioneer in skin care who has successfully launched several brands including Phytomo Clinical, Klapp Cosmetics Germany, Derma Klinish, Zootox Medical Beauty, skinOn Professional, to name a few, held the 12th India International Beauty Kongress between 8th and 15th May.

The event, in Hongkong and Macau, was attended by handpicked 15 salon and spa owners from Delhi and other parts of North India. The master-class on day one covered multiple areas in skin anatomy, skin problems, basic rules of routine skin care to technicalities of consulting for skin at Jaypee Siddhartha Hotel, Delhi. The second master-class was conducted in Hotel Sheraton,

Macau which covered topics on laser application along with the advanced knowledge about pigmentation problems and its removal from the skin.

The class was conducted by renowned cosmetologist and Managing Director of Medispa Dermal Sciences, Mohit Narang. The event ended with the certification and medallion ceremony, where he awarded certificates to the participating clients who cleared the examination. At the end of the event, he announced the forthcoming educational Megatrip - 14th India International Beauty Kongress in Abu Dhabi and Dubai in August for the launch of Medispa's new brand, Zootox- Medical Beauty.





Bodycraft's exclusive school connection with Vidal Sassoon Academy

Salon Bodycraft, through an exclusive school connection has ushered in the esteemed Vidal Sassoon Academy to Bangalore to train budding hairstylists in the country. On the connect, said Swati Gupta, "We are extremely thrilled to be bringing such a prestigious learning academy to India. We have always seen such talent in the hairdressing industry and are proud to be able to provide the best education to budding talent right here in India. We are looking forward to a long and extremely fruitful association with Vidal Sassoon."

Elaborating further said Gupta, "I want to bring in a significant change in the world of beauty and hairdressing. Beautiful hair and skin are a person's crowning glory. An artist, a hairstylist or a beauty aesthetician is the one who creates the difference to the image of a

person. We are a country rich in talent, who have the potential to be global trendsetters. I want to channelise it and build the industry into one where the youth are confident professionals, who choose hairdressing or cosmetology out of pride and not due to lack of options."

The courses on offer are Bodycraft Sassoon Comprehensive Cut Programme for a duration of 18 weeks, Bodycraft Sassoon School Programme for 24 weeks, Professional Make Up for 8 weeks, Do-It-Yourself for 8 hours, Express Skin for 10 weeks, Premium Skin for 20 weeks, Cosmetology for 8 months and Advance Cosmetology for 15 months. The trainers will be Sassoon Certified professionals, who will teach student hairdressers through an international, rigorous curriculum and practical hands-on training.



Sassoon Academy announced scholarship winner



The Sassoon Academy announced Tanahya Nash from Tony Wood Hairdressing in Southsea as the winner of the Fellowship for British Hairdressing's Sassoon Scholarship. The academy encourages budding artists by providing scholarship to one lucky member of the Fellowship for British Hairdressing every year. The awardee is offered four week-long courses from Sassoon that cover technical aspects of the craft to strengthen their foundation. They also receive a fully equipped tool kit from Denman to get started. This year saw a shortlist of 10 applicants, however, Chloe Daniels from Heavenly Hair in Saxmundham, Portia McVinnie from KJM Salons in Fleet and Tanahya Nash from Tony Wood Hairdressing in Southsea were the final three shortlisted stylists, who the panel had to pick between hours of interviewing and deliberating. Ultimately, Nash was named as the winner and will now go on to enjoy a year of education and support from the Fellowship. Says Nash, "I want this year to be my best year yet. I am planning to learn and develop as much as possible, so I can become a secure and steady stylist in the salon. The Fellowship provides incredible opportunities to educate hairdressers – it is all about progression and self-development in an inspiring atmosphere."

Lush Cosmetics launches Slap Sticks, a new line of vegan foundation

Natural beauty brand, Lush Cosmetics has launched a new range of vegan foundations. The brand's Lush Labs introduced a 40-shade 'Slap Stick' foundation line offering medium coverage. It contains 45 per cent Indonesian Coconut Oil to provide hydration to the skin on every application. The vegan formula further includes Peruvian Jojoba Oil for colour pigments to blend smoothly, Argan Oil for an extra dose of moisture along with a combination of Candelilla, Sunflower and Turkish Rose waxes. The limited-edition Slap Sticks will be available to purchase online from Lush Labs for one month only, and will be available in 18 countries apart from US.



Architectural Concepts

Delhi

Marco Aldany Salon



The first flagship Marco Aldany Salon is designed across 3,000 square feet and houses two salon brands within the same space, the mainstream unisex salon, Marco Aldany and Mister A. While the unisex salon offers best in class services in hair, skin and nails, Mister A represents the quintessential men's barbershops that uses special techniques and unique product applications.

Shares F Javier Pelayo, Senior Vice President – International Operations, Alma Beauty Corporation, "With presence in over 10 countries worldwide, this is an ambitious foray for us into India, arguably the world's

top five markets for salon services. We bring to the customer our unique sense of style and service methodology and we hope the customers here accept us in the same manner as in other countries globally. Our immediate plan is to focus only on NCR and some nearby cities in Northern India. We expect to have five to six stores by the end of 2018. We also have a robust franchise model for which there has already been a lot of interest from potential partners viewing the flagship salon."



Colour combination: White, black and birchwood finish

Products used: Wella Professional, Sebastian, SP, for hair; Kama Ayurveda, Décleor for skin; ColorBar for nails; Bombay Shaving, Whiskers

Lights: Daylight tones and open layout lighting

Flooring: Reflective pure white tiles for Marco Aldany. Classic checkered tiles in black and white for Mister A

Architect: Not disclosed

Contact person: Ranbir Singh and Sakshi Nagpal, Salon Managers

Address: C Block, New Friends Colony, New Delhi

Phone: +91 11 4019 9891 / 98212 39944

Email: ysamat@marcoaldany.in

Website: www.marcoaldany.in

Mumbai

Birla Ayurveda Wellness & Treatment Centre

Owner: Dr Varsha AvinashTawde
Address: Shree Sai Aashirvad Apartments, 1st floor, Teen Petrol Pump, Thane West, Mumbai
Phone: +91 9137898310
Email: birlaayurvedathane@gmail.com
Website: www.birlaayurveda.co.in

Colour combination: Cream and brown
Products used: Birla Ayurveda products, authentic products and oils from Kerala
Lights: Orange LED lights
Flooring: Marble flooring
Architect: Not disclosed



Situated in the heart of Thane, Birla Ayurveda Wellness and Treatment Centre is laid out in the signature Birla Ayurveda style. It has been thoughtfully designed and detailed to ensure an experience for the guests. Spread across 1,500 square feet, it is a healing centre which aims to cure various skin problems, arthritis, paralysis, migraine and various lifestyle disorders. It is a combination of wellness Ayurveda, a day care treatment centre, stay and spa, and also offers Ayurveda medicines and Ayurveda doctor consultations. The spa has four treatment rooms and boasts of

trained professionals from Kerala. Some of the popular therapies are Navara Kizhi, Podi Kizhi, Navara Facial, Pizhichil, Shirodhara, amongst others. It has over 17 therapy centres in India.

Sharing her views on the USP of the spa, says, Dr Varsha Tawde, Owner, "It is the most spacious, hygienic and classy therapy centre in Thane. The aim is to provide authentic and quality treatments to our clients. Medicinal oils and herbs from Kerala are used for Ayurvedic therapies. Talented therapists, duly guided by our experienced Ayurveda doctors, ensure an authentic and personalised experience, each time."



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Calle Lindroth

Learn the Rules to Break Them

Musician, photographer, hairstylist and educator, Calle Lindroth has worn many hats. The constant, however, has been his love for hair and fascination for Asia. Based out of Shanghai, he travels across the continent imparting education through seminars and workshops. He shares with *Salon India*, his journey, the special India connection and plan for the future

by **Aradhana V Bhatnagar**



The initial years

I come from a hairdressing family. My dad, a hairdresser, owns Salon Lindroth in Stockholm. My earliest memory is of sitting in the salon looking at women with blue hair, hairspray flying around and big round brushes. It was mesmerising! However, it was not what I wanted to do. Like any kid, I wanted to be rich and do something cool. So, I worked at a bar, grocery stores and then, I got into music. I formed my own band called City Trash. Then my dad said 'Get a decent job'. So, I thought of joining the hair industry.

Professional education

In 2002-2003, I joined the Academy of Hair in Stockholm, for a Foundation Education to become a hairdresser. In 2007,



from Sanrizz Salon, I did the Re-Education Staff Trainee System for a duration of three months.

Joining the industry

Hairdressing was creatively satisfying, but I was actually inspired and became serious after I saw pictures of old classic Sassoon haircuts from the 70s like the bob and wedge. I went to Sassoon for a job, but I failed the trade test. I was told I was not good enough. I went there six times. It soon became an obsession and I thought if I was to be a hairdresser, it would have to be at Sassoon. So at age 24, I moved to London, got a job and training from Sanrizz Salon.

Making it to Sassoon

After a year I felt confident enough to go back to Sassoon for the seventh time. I did the trade test and I got it. It was one of my biggest moments! I joined the Sassoon salon in Nottingham, London. In 2008, I then undertook the Vidal Sassoon Staff Training for six months, and the subjects were Haircutting, Sales, Client Psychology and Fashion. In 2010, NVQ A1 Assessor for six months. Being part of the teaching team of Vidal

“India is an exciting place to be in! The industry is young and thanks to social media, everything is happening at great pace. It is an honor for me to be here to push the industry forward.”

Sassoon, it allowed me to get the qualifications necessary to assess, monitor and teach young hairdressers within the UK through Government Standard. Then I did the Teacher Training for Sassoon Academy London for six months. I worked at the academy, too, where I got the 'Teacher of the Year' flag by the same person who said 'please do not ever come back' after I had failed the trade tests! I then moved to the academy in

Shanghai. I was with Sassoon for almost a decade, and now I am running my own consultancy.

India connection

With India, it was love at first sight. In the past when I was training at Sassoon, I did see a huge potential here. Each time I came back, I feel the industry has sky rocketed than before. It has instilled in me a feeling that I am doing the right thing by being in India. The hairstylists understand and take directions well, however, I feel that as the service levels are so high, clients have very high expectations. It is at a point where the client dominates and has too much power. The only way the hairstylist can get the power back is by mastering the theory of suitability of hair design and consultation. When you do that people will actually listen, but they need to hear the right words.

Advice for aspirants

Strive for education. Be dedicated and passionate. Practice a lot. Learn the rules, then break them; this is how an artist evolves.

Plan for the future

I get back to Shanghai and travel to Vietnam and Taiwan for seminars. I am looking at setting up my own academy in 2019. So, watch this space for more! 📍



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What are the contents?

Step 1 Additive: To be put in colour or pre-lightener mix or used after straightening cream.

Step 2 Pre-shampoo: To be applied on hair after rinsing colour or pre-lightener or straightening cream.

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Cleaners: It cleans the bad ions from hair fibre and allows weak bonds to reconstruct.

How to use?

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An Additive: Added at the time of colouring or straightening to help protect and strengthen bonds during the technical service.

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Hairdressers speak

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- Adam Reed, UK

"I have been blown away with the results."

- Karen Dodds, UK

"I need Smartbond on long hair to maintain hair quality and shine!"

- Assad El Sharif, Egypt



Client Retention **Delightful** Offers

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

Monsoon Salon & Spa | Delhi

The salon is offering hair spa by L'Oréal Professionnel at a discounted price of ₹1,199. The actual price of the service is ₹1,500.

Bblunt Mini | Bangalore

Get a haircut by Senior Stylist along with hair wash, deep conditioning, styling and consultation at an offer price of ₹1,199. The actual price of the service is ₹1,500.

Blush Salon | Pune

The salon is offering L'Oréal Professionnel hair smoothening (up to waist-length) along with third day hair wash, hair trim and blow dry at a discounted price of ₹1,999. The actual price of the package is ₹4,000.

Tress & Beyond Spa & Salon | Mumbai

Get Cysteine or Keratin treatment for any length of hair along with hair trim, next day wash and blow dry at an offer price of ₹2,999. The actual price of the package is ₹6,000.

Ace Studioz | Chennai

The salon is offering Sothy's whitening facial along with essential pedicure and manicure at a discounted price of ₹4,499. The package is valid for both men and women. The actual price of the service is ₹6,962.

Shades Skin & Hair Care | Jaipur

Get highlighting service including 16 streaks at an offer price of ₹1,699. The actual price of the package is ₹3,000. 📌

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MATRIX Presents The Ultimate Guide to Grey Coverage

With SoColor, a pathbreaking Kera Protect Technology and Woner Black Ammonia Free, an innovative formulation of 'oil like' patented thick golden gel, MATRIX offers long lasting coverage and shine for grey hair

Grey hair is inevitable, but the way we embrace this natural occurrence is up to us. Despite the rising popularity of flaunting Meryl Streep inspired salt-and-pepper hair or George Clooney's silver fox, discovering that first silver streak on the perfectly black mane still freaks people out. This rogue grey hair can be unnerving as it indicates both ageing and an altered hair texture, making it coarser and wirier. It, thus, becomes progressively essential to cherry-pick the correct shade to camouflage your client's locks with the right hair colour that would also lend a healthier appearance. MATRIX, the world's leading American professional brand, helps you select the perfect way to seamlessly mask your clients grey mane.

Coverage for onset of grey hair

The initial phase of sprinkling greys may not require an overall shade change. If it is limited stray greys that are interrupting your client's flawless appearance, you may want to hold on to the beauty of their natural hair colour. Hence, adding a few highlights to the top and frame of the face will allow greys to blend in perfectly. If clients are not open to completely changing their hair colour, you can shade strands individually using a base that matches their natural colour.

Coverage for sparse grey hair

Turning grey should be treated as an exciting opportunity to experiment and let your creativity splurge. There is no better way to add depth and movement to dull ageing hair than with highlights and lowlights. Not only can you mask the grey strands, but also provide a pleasing texture and life to maturing hair. Pick a highlight colour that would match your client's natural hair colour while complementing their skin tone. This would help blend the grey strands while sustaining depth and dimension.

Coverage for partial grey hair

As time progresses, grey strands tend to multiply and this is the time to use permanent hair colour to get the best coverage and long-lasting result. If majority of grey hair is condensed near the roots, choose a colour that matches the original colour exactly or a shade or two darker. The roots are the most translucent part of grey hair, so you may need a slightly darker shade to match the original colour.

Coverage for abundant grey hair

There comes a time when most of your client's hair starts to turn grey. This is the moment of truth and the time to ensure you use a heavy duty permanent colour designed to provide full blanket coverage to those greying hair. Multi-tonal peaks and valleys in the finished hair colour result is one option to brighten the eyes and skin tone. However, some clients may prefer complete opaque coverage. Either way, it comes down to you and your expertise at colouring hair to achieve the desired effect.

Hair colour range for grey coverage

When it comes to assisting your clients to choose the perfect hair colour, MATRIX offers two ranges for effective grey coverage - SoColor and Wonder Black Ammonia Free.

MATRIX SoColor Permanent Nourishing Hair Colour Cream

It offers long-lasting, vibrant colour with up to 100 per cent coverage and shine along with even results from root to tip. With a mix of fashion shades and natural base shades, the SoColor formulas are pre-adjusted to eliminate warm undertones providing a vibrant colour impact even on darker hair. The pathbreaking Kera-Protect Technology has been specifically developed to protect hair's keratin during the colouring process. This SoColor palette is available in 38 exciting shades best suited for Indian skin tones.



MATRIX Wonder Black Ammonia Free

This formula is conceptualised and created exclusively for the Indian market with an ammonia free formula that caters to dark bases. Formulated with an innovative 'oil like' patented thick golden gel, the colour delivers five times shinier hair while covering 100 per cent grey for six weeks.

Available in four shades and powered with a breakthrough technology, Wonder Black Ammonia Free has worked wonders in salons across the country and has proven to be the most preferred colour of all by salon owners, as well as consumers. 📌





Karishma Thakkar

Master of Technique

Owner of 24k Tattoo Hair & Oddities in Hyderabad, Karishma Thakkar has been in the industry for 14 years. Creatively driven, she specialises in cut, colour and styling. With *Salon India*, she shares her journey and tricks of the trade

Professional insight

I started my career as a Salon Manager with Enrich Salons & Academy in Mumbai. I used to manage staff, handle clients and communicate with back office. It was a big learning experience. Later I joined Juice Salon and in 2008, I worked with Hakim's Aalim. I also had stints with The Park, Soul Beauty and Wellness; then was a TIGI Educator for the Telangana and Andhra Pradesh regions. I hold certificates in hairdressing from Hakim's Aalim and an additional certificate in hair colouring from L'Oréal Professionnel.

Current role and responsibility

At present, I am calling the shots at my own salon in Hyderabad, 24k Tattoo, Hair & Oddities. It is an appointment-based salon where my husband and I work side by side. He has his tattoo station called Tattoos by Vikram. I also take up freelancing projects.

Convincing clients to experiment

Clients, today, are more aware as they are traveling the world and social media is so deeply entrenched in our daily lives that knowing the latest trends or the cut and style that suits you has become easy to know. They are discerning in their expectations, and in order to understand those expectations, I spend time with them to know their requirement, and then suggest looks which enhance their overall personality.

Staying updated

The credit goes to social media which has made the world accessible. It has become so easy to follow international trends and experiment with them here in India. Instagram, Pinterest, Youtube, and hair magazines are enough to stay updated about what is trending.

Favourite hair colours and brands

I prefer cool shades like ash and violet as it is challenging to get best result with these colours, and as I love challenges, I prefer to use these two the most. Once you learn the technique the outcome is brilliant. The brands I favour are L'Oréal Professionnel and TIGI.

Forté

I enjoy the entire process of hair transformation – right from cut, colour to styling. If any of the steps are skipped, the end result or the desired outcome can be difficult to achieve. So, my forté lies in all three.

Current trends

Cut: Reverse inversion, bob, solid bangs and forward graduation are evergreen styles.

Colour: Balayage, vibrant colours like red, violet, gold and teal are a rage.

Client list

My clients come from all walks of life like from teenagers to models to actors to service class, business class and even housewives. I have done styling for many well-known actors like Allu Arjun, Riya Sen, Ayesha Shroff and director Kabir Khan. Along with this, I have also styled many models for ramp shows.

View on the salon industry in India

The salon industry has evolved since the time I joined it. Clients are happy to experiment with international trends and go for funky cuts and colours. It is wonderful that the industry is growing at a rapid pace, however, there is a lot of scope for growth. There is also a need for trained professionals to run the industry.

Advise for newcomers

The industry is not as glamorous as it looks. Be passionate and work hard to hone your craft. Opt for formal education before joining the industry. Also, stay updated on the job. So, learning is a constant process even after a degree or a diploma.

Future plans

I am planning to get an international training to bring back the best to my clients. I am working on creative looks to make a mark for myself in the Indian and international hairstyling industry. 📍

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Berina Shiny Wax & Berina Treatment Spa

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The Big Bang Theory Celebrity Approved

Call it bangs or fringes, this face accentuating style has come a long way. From classic retro to modern chic, celebrities across the globe have enthusiastically experimented with it, both on and off the red carpet. *Salon India* presents variations to suit every face shape

by **Shivpriya Bajpai**

Micro bangs

Face shape: Oval

Celeb reference: Emma Roberts

About: Micro Bangs or Baby Bangs are the hottest trend of 2018. International celebrities have taken the onus to bring this retro style back in vogue. It starts few inches above the eyebrows instead of on or below.



Side bangs

Face shape: Round

Celeb reference: Emma Stone

About: Classic side-swept bangs are ideal for a round face. With wider coverage around the cheeks and softer edges, it lends a flattering angular symmetry to the face.



Feather bangs

Face shape: Square

Celeb reference: Freida Pinto

About: Bangs are cut in a way so as to add a wispy feather-like texture in the centre. It softens the otherwise angular shape of the face.

A-shaped Bangs

Face shape: Oblong

Celeb reference: Chloe Grace Moretz

About: It works wonders towards creating an illusion for such face shapes, as it appears wider at the cheeks and angular towards the jawline. It brings attention to the eyes and softens the jawline.



Editorial credit: Featureflash Photo Agency / Shutterstock.com

Grown out Bangs

Face shape: Long

Celeb reference: Rihanna

About: This style works best for those with a broad forehead and a slim face. Kept low around the eyebrows, it accentuates the facial features.



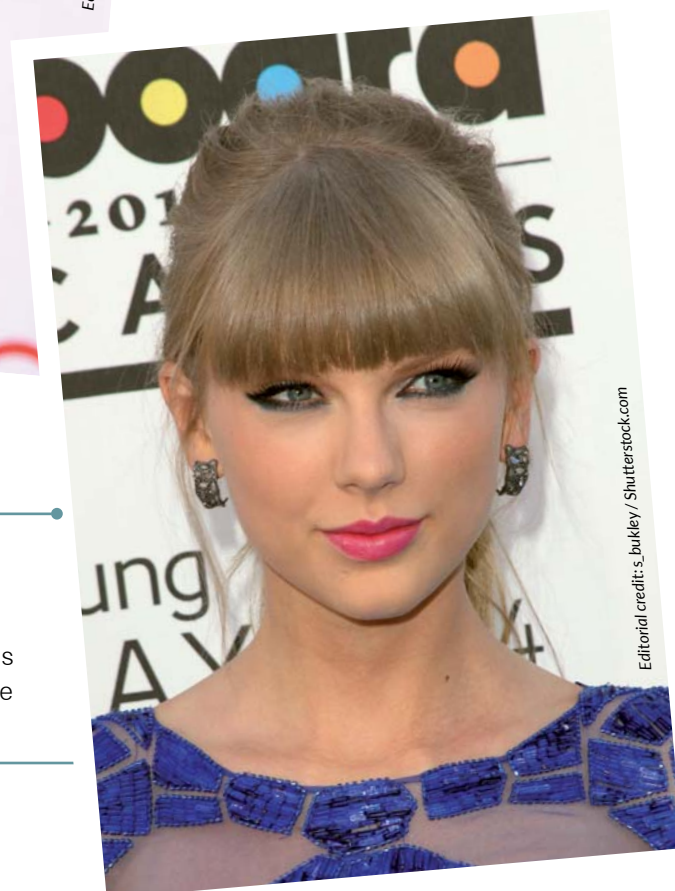
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Blunt bangs

Face shape: Heart

Celeb reference: Taylor Swift

About: This is ideal for heart shaped faces where the hair is cut straight across the forehead in a blunt manner to enhance the eyes and take the focus away from a pointed chin. 📌



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Biolage Advanced FiberStrong Anti Breakage Treatment by MATRIX Cutting-edge Formulae to Fight Hair Fall

MATRIX presents an effective blend of nature and molecular Science - Biolage Advanced FiberStrong Anti Breakage Treatment, powered with Intra-Cyclane, Bamboo and an added dose of Aminexil to address severe hair concerns

With the onset of monsoon, hair fall becomes a reality of life. The humidity adds up to the worries, leaves hair worn out, lifeless and brittle; as a result, clients lose clumps of hair during this season. Other factors like busy schedules, increasing stress and other environmental factors also make the hair fibre weak, which eventually destroys the cuticle making it brittle and prone to breakage.

To provide a targeted solution to your client's distinct hair worries, MATRIX Biolage Advanced range offers a unique blend of nature, combined with cutting-edge scientific formulae to address the most severe hair concerns. Biolage Advanced is the answer to specific hair troubles, such as, breakage, damage and thinning. Prescribed by stylists, this range offers the highest level of diagnostic precision and treatment innovation for clients suffering from hair fall due to breakage.

Biolage Advanced FiberStrong Anti Breakage Treatment

The first advanced system designed to strengthen the hair strand, MATRIX Biolage presents Biolage Advanced FiberStrong Anti Breakage treatment, a revolutionary hair care range and set of

services that promise to leave your client's hair stronger, nourished and aptly prepared to battle stress. This treatment is enriched with Intra-cyclane and Bamboo, known for its resilience, fills gaps in the cuticle and enhances the fibre integrity. Being an exclusive strengthening advanced treatment, it is perfectly suited for weak exhausted tresses that lack any elasticity and to break easily. This service reinforces hair with FiberStong Intra-cyclane concentrate to make it up to 12 times stronger with 95 per cent less breakage in just the first application*.

Biolage Advanced FiberStrong also includes exclusive in-salon products such as, FiberStong Concentrate and Masque.

Biolage Advanced 360° Anti-Hair Fall treatment

To help control and prevent hair loss from the roots, Biolage Advanced 360° Hair Fall treatment is the best solution. It not only includes the FiberStrong treatment that strengthens and reduces breakage, but also has an added dose of Scalpsync Aminexil that anchors hair to prevent hair loss from the roots by up to 5000 to 7000 strands.




Home care range

The FiberStrong Range boasts of a comprehensive set of home care and in-salon products that reinforce strength and elasticity for shiny, resilient, healthy-looking hair. Backed by immense research and technological innovation, the MATRIX Biolage Advanced FiberStrong range includes a Strengthening Shampoo and Strengthening Conditioner as part of its home care.

Biolage Advanced FiberStrong Shampoo: Perfectly suited to hair that needs an extra boost of resilience. The shampoo helps reinforce strength and elasticity for shiny, healthy-looking hair.

Biolage Advanced FiberStrong Conditioner: A conditioner that not only helps detangle hair and reinforce strength, but it also adds moisture and elasticity to leave hair resistant to damage and soft to touch.

Strengthen your roots and prevent hair fall with the Biolage Advanced FiberStrong Range available at MATRIX salons across the country. 









*When using the system of FiberStrong shampoo, conditioner, masque and leave-in cream vs. a non-conditioning shampoo.

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	SKIN LIGHTENING	CRYSTAL	8050
	COLOUR BALANCE	ROSE	8080
	HEALING & CURING	BLACK ALGAE	8090



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Cosmoprof Asia 2018

New Initiatives that Set the Beauty Industry Abuzz

Slated to be held from 13th to 16th November, the 23rd edition of Cosmoprof Asia will once again adopt the '1 Fair, 2 Venues' formula, bringing together the entire Asia-Pacific beauty industry in Hong Kong.

Cosmopack Asia, from 13th to 15th November at AsiaWorld-Expo (AWE), will showcase avant-garde products and solutions, focusing on raw materials and ingredients, machinery and automation, primary and secondary packaging, contract manufacturing and private labels. From 14th to 16th November, Cosmoprof Asia to be held at the Hong Kong Convention & Exhibition Center (HKCEC), will host companies and professionals specialising in finished products in perfumery and cosmetics, salon and spa, hair, nail and accessories, naturals and organics.

The 2017 edition of Cosmoprof Asia saw a total of 2,877 exhibitors coming from 54 countries and regions, 25 international pavilions and the attendance of 83,793 professionals, with over 60,000 of them from overseas. These figures testify to the continuous growth of the fair, which reached an exhibition space of 108,600 square meters in 2017.

Cream factory and experience

After the success of previous editions, Cosmoprof Asia proposes an integrated project between the two exhibition venues to provide visitors with a unique experience of the production process of a luxury cosmetic product. Thanks to the collaboration with international design agency centdegrès and selected companies exhibiting at Cosmopack Asia, an exclusive prestige serum with dual effect of moisturising and concealing skin imperfections, will be 'produced' in the 'factory' area of AWE. Visitors will get a taste of an innovative shopping experience, thanks to the use of virtual reality and augmented reality technologies, in a 'concept store of the future'. The initiative will demonstrate how the influence of IoP - Internet of Product solutions is growing at an international level, bringing the relationship between product and customer to a whole new level.

Educational programmes

CosmoTalks is a series of presentations and round table discussions wherein international leaders, market experts and key figures in the cosmetic industry focus on the latest

issues in the beauty industry: from market and regulatory analysis in Asia-Pacific countries to the most fashionable trends in Asia, with the aim of understanding the needs of local consumers, and how the beauty industry will evolve as a consequence of digital transformation, new technologies and social evolution. CosmoForum, an area in Hall 3G, will host the Spa Conference and Natural and Organic Symposium, in addition to thematic seminars by trade organisations and experts. Meanwhile, shows and live demos are scheduled for Cosmoprof Onstage, to be held at Hall 5C, will give visitors a preview of new make-up techniques, nail trends, as well as the most innovative beauty treatments and product designs.

On Hair event

On Hair, the highlight of Cosmoprof Asia dedicated to the hair sector, will feature live demonstrations and shows at Cosmoprof Onstage, Hall 5C. The event is made possible through the collaboration with AHMA – Asia Hair Masters Association HK, which will host the Hong Kong Hair and Styling Arts Festival 2018 on 14th and 15th November. It is expected to see the participation of 200 contestants and close to 1,000 audience at the award ceremony and hair show.

Industry recognised awards

Cosmoprof Awards Asia and Cosmopack Awards Asia, curated in partnership with Beautystreams, recognise the best company in each venue for their outstanding product, based on criteria like brand awareness, formulation, packaging, design and technologies. Two specialised juries comprising journalists, influencers, designers, researchers, brands, retailers and professionals in the beauty sector, will select the best products and solutions from exhibiting companies.

International Buyer Programme

Apart from the exciting programmes, the organiser strives to continuously bring in quality buyers from potential markets via the International Buyer Programme. In its 12th consecutive year, this programme is a special initiative to promote B2B meetings between companies and international buyers. Buyers and distributors from specific international markets will be invited for business meetings with exhibitors at both fairgrounds, which will provide unique opportunities to evaluate and develop projects in key markets yet to be explored. 📍

For further information, visit www.cosmoprof-asia.com.
Online visiting pre-registration now opens: www.cosmoprof-asia.com/en-us/VISITING/Pre-registration



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Aspiring for your Own Salon?

by **Shahnaz Husain**

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

Once you decide to become an entrepreneur and start your own salon, among several other things, the first to consider is why you wish to have your own enterprise. In other words, what is your aim in having your own salon? After all, if your aim is to put your professional beauty training to use, you can always gain employment in a salon as a beauty therapist or even a salon manager. Perhaps, you want to be independent, be your own master, instead of being employed by somebody else. Or, you may wish to derive a higher income by making your own venture profitable. When I opened my own herbal salon, I did so because I adopted a new principle of 'natural care and cure'. I needed the independence to translate my own ideas into reality, and to be honest, you can only get that independence in your own enterprise.

The first consideration, before you open your clinic is of finance, or the capital you need to invest. This means that you need to find out how much capital is available to you and how much more you will have to procure. To determine the capital needed, you will be required to consider the nature of your enterprise, meaning will it be a small salon, owned only by you, with you as the Proprietor? Or, will more people be investing and the venture will be a Partnership? Or perhaps, you have a large venture in mind and want to start it as a limited company. In other words, consider if you are starting your clinic in your own home in a small way, or have a partner to share in the investment and profits, or have the capital to open a large salon, or take up the franchise of a branded salon. Naturally, your decision will depend on the amount of capital at your disposal. In case you wish to take a bank loan, you should find out details of the interest at which the bank will forward a loan. Find out the incentives available for women entrepreneurs.

Another important consideration is the location of your salon. It could be your home, but if it is a larger enterprise, you will have to think of a vantage point in a commercial area, and so, a shopping complex near a residential area would be ideal. Many other considerations come into play, such as do you already own a property you can use, or do you wish to purchase property, or rent one? You will have to find out the legal aspects of buying or renting property. Also, if you choose a residential area, find out the nature or size of the commercial establishment you are permitted to run.

Investment is not only needed for the property, but also for salon décor and floor plan. You will need furniture and equipment, apart from air conditioners, telephone, external décor and signboards. Furniture and equipment costs will depend on the size of enterprise. The basic furniture or equipment needed are clinical beds, trolleys, cupboards, shelves, chairs, sofa, treatment equipment, mirrors, wash basins and so on. Think of the advertising you may need in newspapers, leaflets, and so on. You will also need to employ personnel. You will need to have capital set aside for recurring expenses, like rent, electricity, telephone, supplies (creams, cleansers, mask, shampoo, etc.), linen service, salaries and administration expenses, insurance and taxes. Do take depreciation into account, too. For all this, you need the services of an accountant, who also has to be paid!

No enterprise can be a success without proper planning. You must have an idea of what you wish and how you wish to go about it. Careful planning is the only way of dealing with daily problems in setting it up and in day-to-day functioning. For instance, the equipment surely undergoes wear and tear. Make sure they are handled properly and are always in working order. Keep aside funds for repair and replacements. A client should never be turned away because a gadget is not functioning correctly; a backup is critical.

Plan your method of receiving clients, system of payments, and so on, in order for things to move smoothly. If you have employees, their duties should be defined. Decide if you will follow a method of prior appointments, or work on a first-come-first-served basis. Be strict about following the method you decide on. Confusion means that you lose the goodwill of clients. After all, the success of your enterprise will depend on the building up of a large and loyal clientele. 📍



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Market Watch | **Hair Care**

Hair colour cream by Berina

While most consumers use additional products to provide hair care and prevent damage, Berina Hair Color contains a component which reduces damage caused by ammonia to a considerable amount. It lends a powerful radiance to your hair. Berina Hair Color Cream gives extraordinary results from a range of 41 shades to choose from. Global colours and base colours according to the shade card are A1- A15 and A25 - A30 are used to cover grey; A16 - A24 and A31 - A41 are fashion shades and highlight shades. Berina hair colour fashion shades has shades in magenta, blue, grey, blonde grey, blonde green, and more.

Price: ₹ 230

Availability: www.berinacosmetics.com



Hair repair mist by SOVA

Exotic Persian Saffron and the seed of the mighty Kalpavriksha (Baobab Tree) make this a unique blend that reverses damage caused by harmful chemicals, pollution and UV rays to hair. With the nutrient-rich herb Maca Root, this mist effortlessly fizzles into your hair shaft to mend split ends. As you gently spray this before you sleep, let this mist leave only the memory of a soothing aroma in your subconscious. It is free of mineral oil, parabens and silicones. Let this elixir work its magic on the split ends and damaged hair through the course of the night. Do not spray on the scalp.

Price: ₹ 1,650 for 100ml

Availability: Nykaa, Amazon, Ensemble Delhi, Lemill Mumbai and Anantaya Jaipur

Long hair curler by Vega

Get lustrous locks with great ease with the Vega Long Curl hair curler. The curling iron has ceramic coated plates which give you bouncy, shiny and frizz-free curls in minutes. The long barrel of 210mm length is ideal for faster styling results as you can wrap longer strands in one set around 22mm diameter barrel. It has a clamp to hold the hair and create natural curls without kinks. There is a LCD temperature display and you can easily adjust temperature from 80°C to 230°C as per your styling need.

Price: ₹1,999

Availability: Retail outlets and online



Mousse by MoroccanOil

The MoroccanOil Beach Wave Mousse is an upgrade on the classic sea salt spray. The innovative, Argan Oil-infused salt-free formula lends a tousled texture in a mousse form for greater application and styling control, without dehydrating the hair. Designed for all hair types, it includes unique styling polymers that allow for wave retention and curl definition, while also providing volume and thermal protection. Additionally, the argan-oil infused mousse also features starch derivatives which help to add long-lasting texture with a dry, touchable finish. Simply shake well, dispense a golf ball size amount and then disperse through wet hair mid-length to ends. Air dry or diffuse.

Price: ₹ 1,800 for 200ml

Availability: Salons and spas

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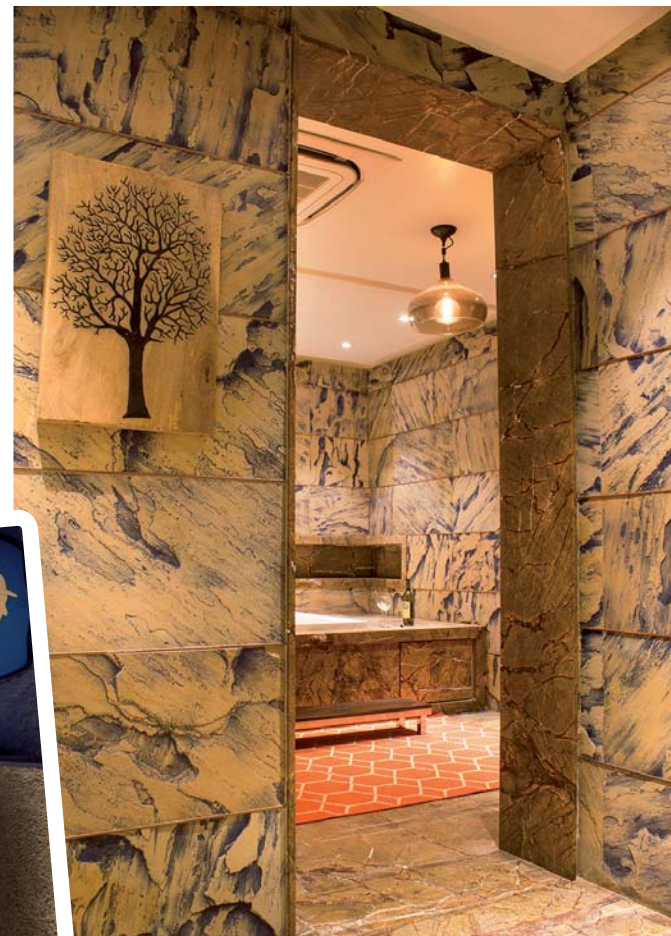
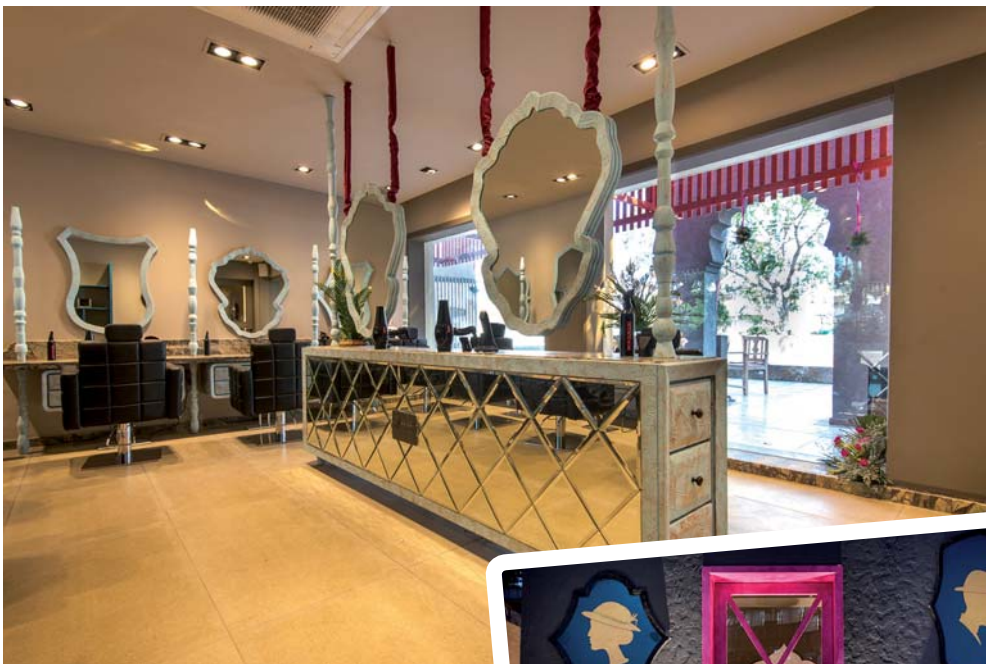
Dealers enquiries solicited

Breathing Life into Blue Prints

Architects and Interior Designers Inspire

In the age of international exposure, the salon industry is thriving on customer service, which ropes in multiple aspects including ambience, quality of service, products offered, to name a few. The first impression is always the game changer and holds umpteen opportunities for salon owners. Design and décor speak volume about the brand image. With innovative concepts ranging from minimalism, modernist, green salons, and more, we speak to renowned architects and interior designers to understand the trend, challenges, and more

by **Aradhana V Bhatnagar**

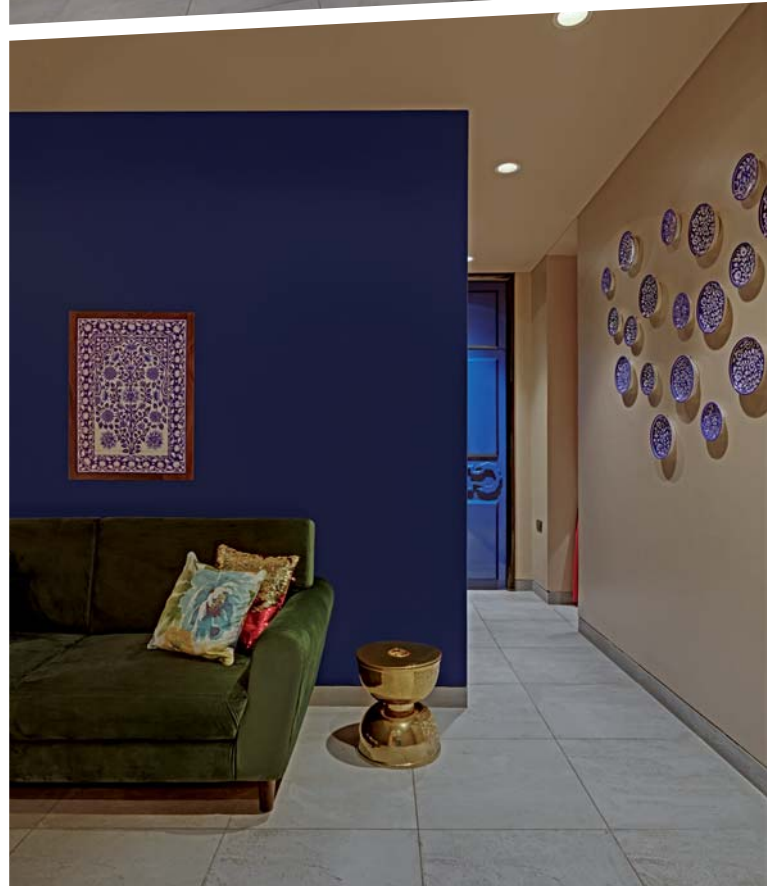


SHANTANU GARG

Architect and Interior Designer
Shantanu Garg Design

Design trends prevalent: Trend is balance, harmony and contrast, and design trend is about visual aesthetics and parameters. When I say balance is the trend, it means it must be visually experienced, and to visually experience 'balance', contrasting elements need to interact and helm harmony. This aids in incorporating multiple styles, elements of different design philosophies and contrasting elements to blend or conflict so as to achieve visual balance. This philosophy of blending of multiple styles is called Transitional Design, and aids incorporating contextual approach, heritage and culture in a modern functional space .

Innovations made to design: To incorporate balance in my visual aesthetics I like to use the modernist approach for the structural spaces. I use proportionate, clean, straight and planar forms that act as perfect backdrops for my multiple styles to perform. Another medium that aids in implementing this trend is styling. It helps in accentuating the modern space with elements from various design styles, thereby, helping contrast and visual balance.



Challenges: When a particular trend is your language of design and its attributes are grammar, there is not a challenge at all.

USP of the salon or spa designed: I design salon spaces as an open canvas that I can paint on with my inclination towards multiple styles. The salons that I design are unusual spaces that gives the viewer an opportunity to experience art, bold colour palettes, context, tradition and culture. My salons act like a modern backdrop for these elements to perform. There is a lot of art performance that reflects in our ceremonial culture and a bold colour palette uplifts mood, adds drama and lot of layers to create suspense and interest the visitor. The ittar installation is special. Throughout the reception of the Style & Scissors Salon in jaipur, we have placed about 100 ittar bottles in blue coloured glass which sit on brass shelves. We have an elephant, horse and a Mughal lady in her garden as bespoke art handpainted by artists that narrate the ceremonial details of Rajasthan. The colour palette is inspired from the Ottoman period and is balanced yet bold enough to exemplify each colour individually, such as powder pink, lapis blue, emerald green and Burmese ruby red. The décor accessories take centrestage and bring in the contextual approach. The indigo durries, cushions, blue pottery, chandeliers, beaten brass work narrate it all.



VIKI THAKKAR

Director
Viki Thakkar Design Studio



Design trends prevalent: There is a perceptible difference in thinking. Today, salon owners, architects and interior designers are moving towards a raw approach, rather than sticking to the contemporary minimalistic route. More salons are made in a shabby, yet chic way.

Innovations made to design: I have tried and always tweaked random orthodox materials to suit my design capabilities and liking. I use decopage paper techniques and recycled rubber wood, beautiful textures on walls for a green salon approach.



Our salons are spaces where our customers come and invest time in themselves. So, it is critical that they find themselves in an ambience that they identify with, about being real, natural and minimalistic. At the same time, our spaces are open, nurturing collaborative and warm, which are values that Enrich stands for. The Ghatkopar salon encompasses these values. It follows the leading trends in interiors today. It is also environment-friendly, with an awesome system to recycle water.

- Vikram Bhatt
Director, Enrich Salons & Academy

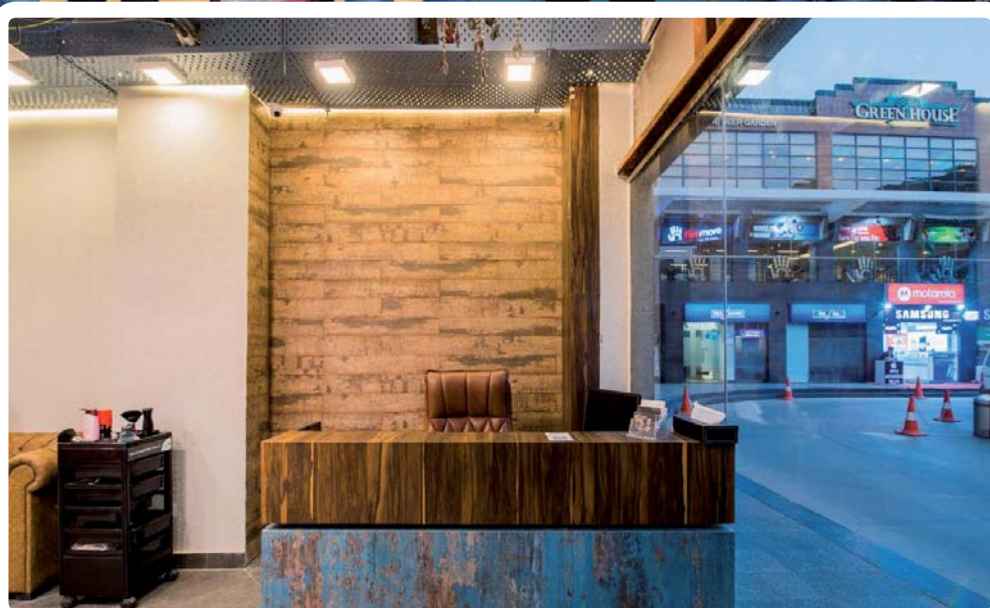


We needed a mad architect to meet our mad scientist requirements and come up with innovative ideas. So, we went with the maddest! Viki did full justice in utilising the space to its fullest and fit in all the verticals such as the salon, academy and photo studio in the best possible way.

- Shine Janarthanan
Owner, Time Machine Salon, Academy & Photo Studio

Challenges: It is a challenge to convince clients to think differently and not want a routine contemporary salon design. They get carried away with the European and western contemporary approach as product companies drive over the merchandise for ease in manufacturing and replication. I have now created a way of designing salons where I have changed the entire outlook and processes; added personalised accessories for a different result altogether.

USP of the salon or spa designed: At Enrich Salon in Ghatkopar, space management was done. The facade was utilised for branding, which is better than ones done abroad. At Time Machine Salon, the look is raw and laboratory styled. The sci-fi feel is deliberate to keep the customer engaged and involved.



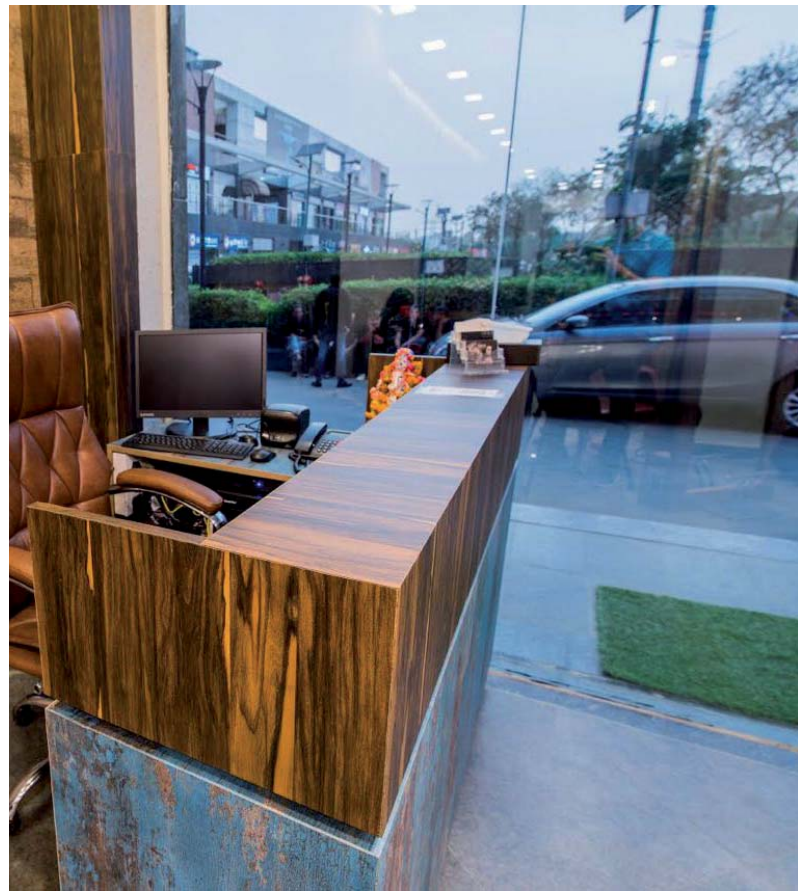
KANIKA KUMAR

**Interior Designer and Owner
Space Origami**

Design trends prevalent: Salon designs nowadays focus on creating a complete experience for the client, as they now offer a spectrum of the latest beauty and hair services. As there is a shift in administering these services, many salons want to be designed in order to adapt to the different needs such as, opening up into bigger spaces for large parties or featuring closed pockets of space for privacy or offer a VIP experience. With so many treatments

and products on offer, salons need to be functional as well as accommodating.

Innovations made to design: We use a natural colour palette which has a fair share of vibrant hues best served with muted tones. With solid fabrics and non shiny metal, we use pastel colours in paints and texture with a selection of vintage themed laminates on furniture. We use special lighting wherein we bathe the salon with 'day-



light' lighting. This is done so that a service undertaken, such as hair colouring can look as normal in the salon as out in the sun. We also use materials that go well with our theme and also helps in reducing cost. The unfinished ceiling is a trademark of contemporary design and used to create an interesting contrast when paired with soft-edged furniture, earthy floors and textured walls. To separate spaces, we use jaalis so that the clients can experience their services. Even

mirrors are fitted on the floor with stylish accent lighting features above it. The lighting, on the other hand, is meant to be functional and to continue on the industrial palette introduced by the ceiling and walls. Overall, the design is both simple and complex and this makes it intriguing and alluring.

Challenges: Space is the biggest challenge while designing a salon. We design different spaces for privacy which focus on creating

an experience for the client as there are stations provided for a variety of services.

USP of the salon or spa designed: 1909 was our first salon project though we have done a lot of residences, restaurants, boutique stores and studios. At Space Origami we believe that our clients are the best designers in their own way. It is here that a thought meets form and the space comes alive in a symbiotic way.

Twist And Turn Your Hair With THE SHADES OF MARIGOLD

Streak Professional brings to you our Spring-Summer 2018 – Marigold Collection. This vibrant flower perfectly embodies the spirit of summer and the sweet smell of spring. The collection celebrates hues of golden, copper and blonde. This breathtaking color palette complements the unique personalities of each of our show stoppers. In fact, these highly coveted looks are easy to achieve.



Dutch Braid

Sonakshi Sinha stunned everyone with her cascading curls and intricate Dutch braid. The gently teased roots and curled side bangs add a glamorous touch to her demeanor. While her extra light blonde crown highlights seamlessly fade into a light beige blonde, complementing her skin tone.

Global Colour: Streak Professional Argan Secrets Colourant shade no. 8.32 Light Beige Blonde

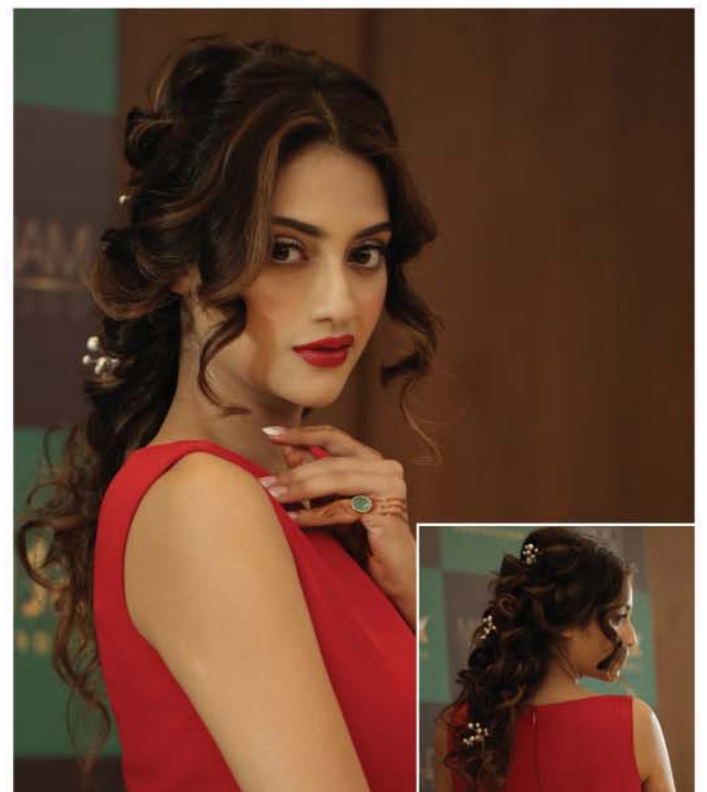
Highlights: Streak Professional Argan Secrets Colourant shade no. 10 Extra Light Blonde

Twisted Contemporary Braid

Nusrat Jahan made a statement with her voluminous, contemporary braid and curled bangs that framed her face. Nothing says old Bollywood more than a back combed puff that transitions into elaborately twisted curls. This paired with her Golden Blonde streaks make her look rather poised.

Global Colour: Streak Professional Argan Secrets Colourant shade no. 5.74 Light Brown Copper Matte

Highlights: Streak Professional Argan Secrets Colourant shade no. 7.3 Golden Blonde





Crimped Loose Braid

Nusrat Bharucha looked straight out of a fairytale with her crimped loose braid. Her breathtaking braid will definitely invite hair envy. This, alongside the gradient Copper Blonde shade adds a perfect touch of elegance to her look.

Global Colour: StreaX Professional Argan Secrets Colourant shade no. 7.44 Intense Copper Blonde

Highlights: StreaX Professional Ultralights



Contrast Twist Braid

Nimrat Kaur's undeniable grace and beauty was perfect for a look that left everyone in awe. Her neatly pinned back contrast twist braid looked sleek yet also somehow voluminous. The Light Ash Blonde shade added an element of surprise and edginess to her overall appearance.

Global Colour: StreaX Professional Argan Secrets Colourant shade no. 9.1 Light Ash Blonde

Highlights: StreaX Professional Ultralights



Contemporary Braid

Hina Khan managed to look like a greek goddess with her contemporary braid. The Golden & Ash Blonde streaks made her look like a work of art and gives her an elusive allure.

Global Colour: StreaX Professional Argan Secrets Colourant shade no. 6.1 Dark Ash Blonde

Highlights: StreaX Professional Argan Secrets Colourant shade no. 7.3 Golden Blonde & 9.1 Very Light Ash Blonde

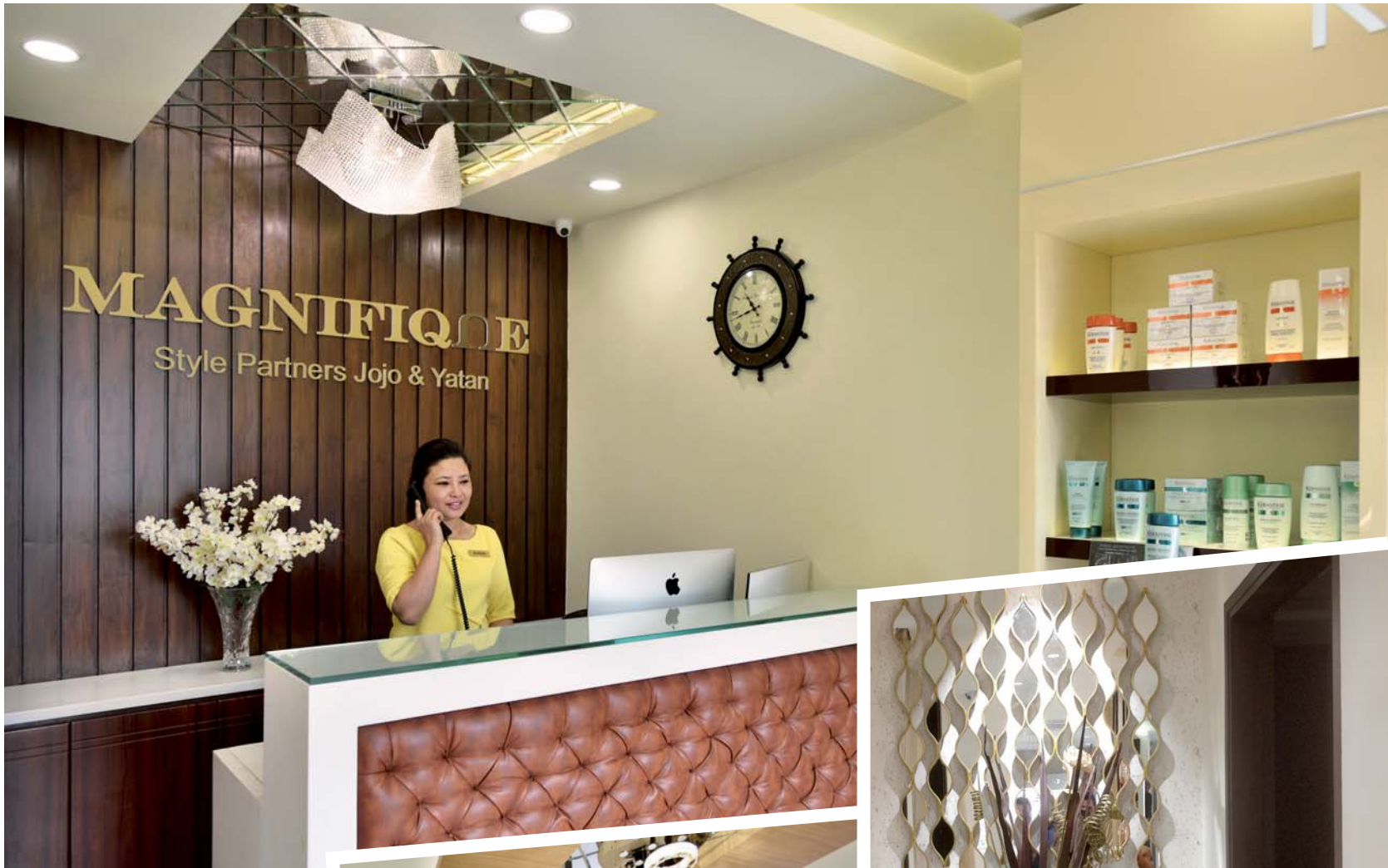
Up The Fashion Quotient
with StreaX Professional Range



Ask your stylist for the latest Looks from StreaX Professional Marigold collection

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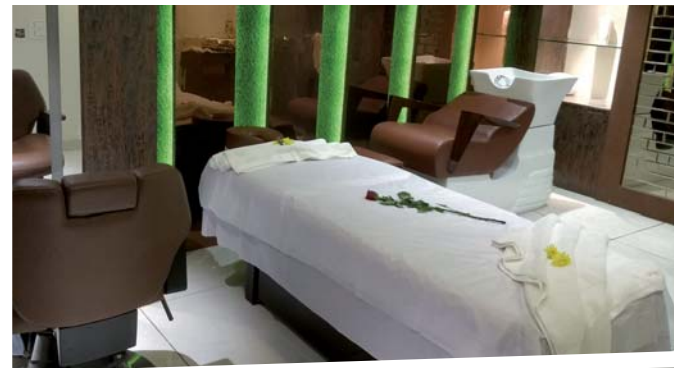
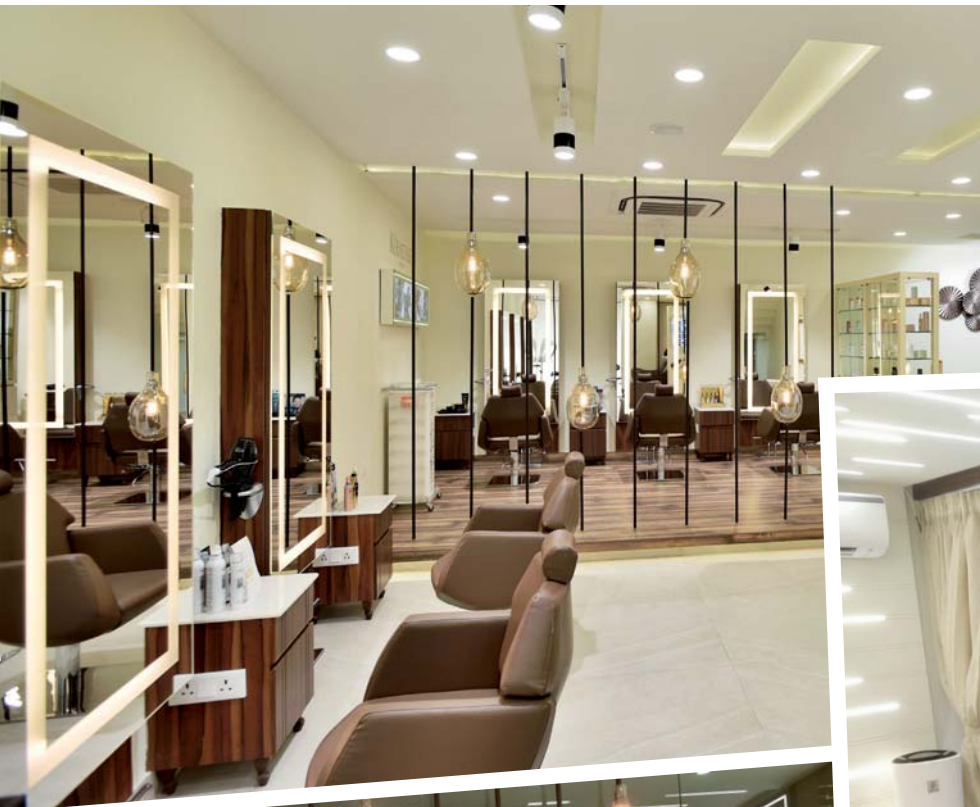
MAYANK MANCHANDA

Principal Architect
Centroid Plus

Design trends prevalent: These days, a trend is defined by a particular style used in a design project. It should be unique in itself in terms of the use of form, texture, colour and style.

Innovations made to design: We go through a lot of images which are available on the Internet. After selecting few images, we run through a discussion-cum-design iteration which has evolved from those reference images. We then tweak the same to make it unique and classy in our way of representation. We do change the scale, size and format to suit the need of the project and its usability.

Challenges: As the salon furniture is not decided at the start of the project, problems come in defining the placement and size allocation in the initial stages of the project. Some changes are apprehended along the closure when finally the salon furniture comes for delivery. Ideally, the furniture models and colours should be finalised in the initial stage itself to relate it to the overall colour scheme, size, fitting requirement, and so on, for an appropriate look and functionality.



Then to provide the uniqueness to the space, we define or create certain specific items which are difficult to make in the short timelines of the execution of the project. More time is required to work on the uniqueness or innovation we want to add to the look and feel of the salon. Also, we need to create a benchmark salon, like the Magnifique Salon in Defence Colony, Delhi, as this was the way for the owners to create a new brand in the market and open possibilities if it turns out to be a success story. So, too many expectations from the client is also very difficult to handle.

USP of the salon or spa designed: We try to carve out a niche design which is unique and soothing for the customer, who is here to relax. They should be given a 'majestic' or 'private', and yet 'subtle' feel of the environment. Creating such spaces fulfill the need of client, and that is our USP. At the Magnifique outlet, we had similar thoughts in our mind, and I feel, we have achieved what we intended to create from the very start of the project.





MUKESH BHATIA

Director
SS Bhatia & Associates

Design trends prevalent: When it comes to a salon's décor, the overall design and feel can often be the ultimate selling point for a client when considering their next appointment. Some salons are environment friendly and others, luxurious. The former tend to use earthy tones for the walls and furnishings, and focus on displaying their environmentally packaged products in natural settings, such as among plants and greenery to really show off their commitment to eco practices. The latter show no sign of slowing down, as clients want to feel pampered amidst the hustle and bustle of their daily lives. Such a salon will go for rich fabrics and an elegant colour palette, with soft furnishings contrast with gold coloured metal. It would also have high end professional service menu and quality range of products. Here, product placement should be slightly more minimalistic and displayed in an orderly and precise manner.

Innovations made to design: Design thinking works best when we need to make sense of things, addressing challenges in ways that suit our needs regardless of the scale or authority of the challenge. A traditional, controlled, technical or linear approach is no longer able to match the complex and sensitive needs of modern society. It starts with an intention, a desire, a need or thirst towards a better situation or state.

Challenges: Today, there is greater awareness about the impact of design on client and customer experience. Therefore, designers need to focus more on their design strategy if they want to be successful. The industry is calling for designers who are also leaders and strategists, offering tailor-made solutions and flexible ideas that overcome concerns of limited space or resource availability.



They will continue to define the industry as a whole, right from decisions about size and style of a space to the furnishings, lighting, and materials used. There is a rising demand for interiors that tell a story, share a message and create an emotional 'connect', across the design spectrum. So, making customers happy according to their needs through the concept plan was the biggest challenge I had to overcome on a project.





VIVECK VERMAA

Architect
VIVEA Consultants

Design trends prevalent: Design is a complex process. The final product is the result of factors such as site location, shape and volume of the site, applicable design controls, programme of requirements, brand's individuality, vision, value systems and aspirations, visual expression, financial budget, material availability, selection and application, and workmanship. The most important factors that give direction to the visual expression of the brand are the brand's individuality, vision, value system and aspirations. Every brand has a unique value system which results in a unique design for the brand. It is like music where

the notes are only seven, but how one arranges the notes and the instruments, one is able to generate various kinds of music.

Innovations made to design: Innovation is important. It is easier when the client has a big budget, but it is rare. Most of the time, the budget is tight and aspirations are high. We have to find innovative ways to achieve the desired result. We have been innovating in all the projects that we do. For one beauty salon on a shoestring budget, we used exposed brick tiles on walls and junk wood for the partition paneling. It was available for almost no cost and used it in such a



way that it became the prime feature of the aesthetics. For another project, we wanted to have a minimalistic and industrial look. So, we selected materials those one would associate with a factory, like, cement floors, metal sheets, steel trusses, no false ceilings, and so on, and we exposed all the elements, like electrical conduits, cable trays, AC ducts and pipes which are generally concealed.

Challenges: Clients carry pre conceived notions, which depend upon their exposure and design sensibilities. Some

are willing to experiment, while others are not. It is one of the challenges to bring the client on board to try and achieve greater results while staying within the brief and budget. There is always a gap in the architects and contractor's vision. The challenge is to reduce this gap. First, we try to leave no lacunae in the drawings and specifications, so that there is no scope for any diversion from the drawings; second, we guide and help them during the execution to achieve what was intended.

USP of the salon or spa designed: For Angel Salon, it was to create an environment which was efficient in terms of services, low on energy consumption, maintenance and have natural materials expressing themselves in aesthetics. With Alchemy, it was to create a luxurious environment with high end finishes, high comfort levels for the clients and support system for efficient services. For Crunch Spa, it was to create a comfortable, soothing and luxurious environment with high comfort levels and support system for very efficient services. 📍

Envy Barber's **Men's Collection**



The artist

Sheriff Mehmet, Director, Envy Barbers in London, has worked with the British Barbering Association building upon its strengths since inception. With accolades to his name, including Master Craftsman Diploma in Men's Hairdressing, State Registered Hairdresser (SRH), Mehmet's dedication to the industry has seen him travel the world, while working with clients including L'Oréal, Rooney, Morris Forndran Brushmakers, Castle Forbes and Sanrizz.

Mehmet has several generations of barbering history in his family. He worked at

his uncle's barber shop in London where he spent time observing the craft. Customers visited the barbers on a weekly basis to get wet shaves, haircuts and scalp massages, using hair tonics. It was at this point Mehmet knew barbering was his passion. Furthering his knowledge and experience, he went on to work at London's Truefitt & Hill. He has also been a consultant to prestigious men's grooming brands, namely, Denman's Jack Dean, Molton Brown and Clarins, as well as salons that are renowned for equal superiority, such as Gentleman's Tonic, The Refinery and Selfridges.



The collection

This collection was particularly important for us. It was a collaboration of key talents within the Envy Barber network. Imagine the wonderful work that could be created with good collaborations and mixing of skills.

The inspiration

This collection was taking the key elements of what the modern man in London is all about or aspires to be. With a global texture approach, we were able to create a collection that facilitated this thought. We are fortunate to have done it!

Techniques used

We utilised a mix of barbering specific techniques, like clipper work, which is very popular with young men in London, to classic hairdressing techniques to get the textures correct.

Tools and products used

We have a product line called Envy London. For this collection, we used products from the line. For the styles created here, we used clippers, scissors and a mix of brushes and combs are always important for concise and clean work.

View of the men's hairdressing in India

I feel that India has incredible potential; the world is watching the evolving industry in the country. Good education will always be key to having great results in hairdressing and barbering. I actually travel and train across the US and Canada, Hong Kong and beyond.

Planning next

We are concentrating on our product line, and seeding the market both in our home market and internationally. 📍



Credits

Hair: Sheriff Mehmet and the Envy Barber Team @envybarbers
Photography: Kevin Lutchmun IG @kevinluchmun
Make-up: Sarah Redzikowski IG @beautybysarah
Stylist: Tahnee Mitra IG @tahneemitra





BEAUTY



Mouna Lall Transcending Boundaries

With an experience spanning more than two decades, Delhi-based make-up artist, Mouna Lall is the epitome of passion and dedication. Lall specialises in bridal make-up and provides a knowledge sharing platform through her academy to inspire newcomers

by **Shivpriya Bajpai**

Glorious start

I got exposed to beauty at the age of 16. After giving my 10th class exams, I got an opportunity to do a beauty course with a Shahnaz Husain salon, in which I, incidentally, excelled. After a few years, I moved to Saudi Arabia and I started assisting my mom, who studied at the Morris School in London and had been running a successful salon for the expatriate community. So, I worked tirelessly and dressed a bride when I was 19. After that we set up the Mouna Lall Makeup and Academy in 1996.

Courses undertaken

I have trained under Sylvie and Ambika Pillai. Later, I went on to do some short-term courses, one was with Cory Walia, and the rest is 22 years of creating excellence in the field of make-up, hair,

and styling alongside Cosmetology. Earlier, we used to refer to magazines to know the trends and replicate them. The Internet has nowadays made things simpler.

First break

My first big break was when I was in my boarding school, cutting the hair of my batch mates. It was noticed by a few nuns who used to teach us and one of them asked me to give her a haircut. I knew it was the day I was given my calling.

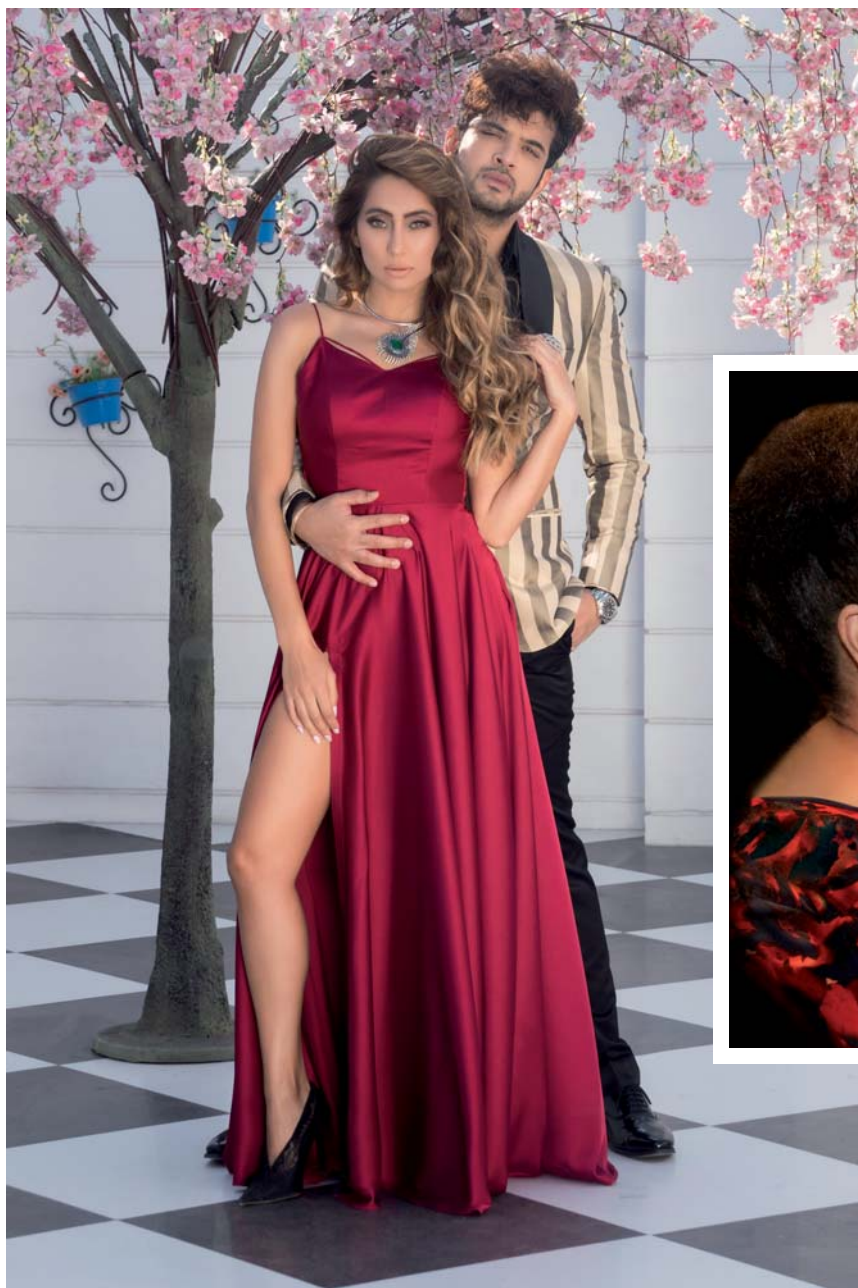
Mentor

My biggest mentor had and will always be my mother who was a very beautiful and stylish woman, from whom I learnt all the different hairstyles of the 70s and 80s, and also I learnt a lot when she used

to do bridal make-up. Even today, while doing my own bride's make-up, I visualise how my mother would have done it and that makes my bride look exceptional. I also look up to Shahnaz Husain for revolutionising the beauty industry with Ayurveda. It has inspired and encouraged me to a great extent.

Challenges faced

There was no social media for reference, so I used to learn everything by observing. India did not have many hair and make-up schools, though there were many beauty parlours back then.



Make-up for different platforms

Create a statement with your look, do not go overboard. A good base and a peachy blush with a nice shade of lipstick is enough. Brown smoky eyes and nude lip shades go well with Indian skin tones. Bridal make-up should be glamorous, yet subtle and classy. Being an exclusive bridal make-up artist, I focus mostly on translating the bride's personality through her make-up.

Favourite brands and products

Anastasia Beverly Hills' Eyeshadow and brow pencil, Urban Decay, Nars foundation, Bobbi Brown, Becca Cosmetics, Airbrush make-up by MAC and Makeup Studio are few of my favourites. Kryolan has always been important as it is on the lower end and is still a major part of every make-up artist's life.

Evolution as an artist

The make-up industry is huge now and challenging as well. So, the biggest challenge is to be better with each passing make-up I do. As an artist, evolution is important and so I have been excelling through the work which I have been doing with zeal and passion.

Advice to newcomers

Be creative, work hard and have fun, but build your observation powers. Also, it is not important to use expensive brands, nowadays, less expensive brands and products have flooded the market that also gives good results.

Views on Indian make-up industry

The Indian make-up industry has been doing tremendously well. Artists are now coming up with great new concepts in make-up artistry. We are now at par with international standards in terms of talent and resources.

Future plans

I am working towards building one of the best make-up academy in town where I would teach and pass on my the knowledge and experience. I would love the industry to have ace make-up artists with a vision of beautifying the world. 🌐

“ Just like fashion, make-up is something which repeats over time. Nowadays heavy eye make-up and neutral to nude lips are in trend. Also, women are opting for the no liner or kohl with shiny make-up and thick mascara look. Indian skin tones should usually go for light peach lip shades, as it enhances our skin tone. ”

Market Watch | **Make-up**



Mascara by NYX Professional

The NYX Professional Worth the Hype Volumizing & Lengthening Mascara is a must if you want your lashes to look darker and fuller all day long. A breeze to apply and comfortable to wear, this buildable formula does what it promises, making it 'worth the hype' in every which way. It also features a brush that tapers at the tip, so you can brush, build, and lengthen even the tiny baby lashes at the inner corners of your eyes. Do not be afraid to build up your volume and length for some serious lash power!

Price: ₹700

Availability: Nykaa.com

Metallic lipsticks by Maybelline New York

Take inspiration from Alia Bhatt and her best friend Akansha Ranjan, as they team up to show us how make-up is done right. Maybelline New York's Bride Tribe Collection has the perfect metallic collection and looks curated to suit each and every member of the Bride Tribe. Try the matte lipsticks as even they go metallic! Go for the sophisticated brushed metal texture in lavish metallic hues for the most sensational lip look. The matte metallic formula gives an uncrackable finish.

Price: ₹450

Availability: Retail beauty stores



Eyeliner and brow powder by MyGlamm



Mastering eye make-up can be quite an intimidating task, ask any make-up enthusiast. It takes elbow grease and years of practice to get your blending right and to get evenly winged liner on both sides. Now simplify your eye make-up routine with these easy and smart beauty hacks.

MyGlamm Stay Defined 2 in 1 set is one of a kind high definition brow powder and liquid eyeliner duo that comes in one single packaging for easy portability. It is a pen-style liquid liner that does not fade, flake or smudge for a dramatic line combined with HD Brow Powders to shape and add colour to your brows for a complete and full finished look.

Price: ₹1,095

Availability: Shoppers Stop and online at MyGlamm, Amazon, Myntra and Nykaa

Nail enamel by FACES Canada

The Hi-Shine Nail Enamel Summer collection in pastel hues add zing to your look with 10 shades that are a must have in your nail paint collection. With shades like Fluffy Cloud, Minty Mintness, Purple Frosting, Orange Scoop, Dreamy Blue, Dusky Crumbs, Punchy Coral, Spring Flower, Lush Pink, and Rose Hues, glam up your attire any day of the week in a jiffy. Besides, FACES Hi Shine Nail Enamel gives an immaculate finish and intense shine to your nails, just with a single stroke. The superior quality of the brush offers smooth application to get that perfection of a salon.

Price: ₹229 each

Availability: At EBOs



For the first time in India



100% natural solution for radiant skin!

Propolis is a resin collected from plants and flower buds by bees. It's the glue that keeps the beehive intact. But the usefulness of Propolis extends much beyond that! Therapeutic and medicinal uses of Propolis date far back to the Greek and Egyptian civilizations. Propolis is rich with anti-fungal and anti-bacterial properties. It also is a storehouse of Polyphenols - antioxidants that help fight aging.

Benefits:

- A safer and natural alternative to Botox
- Gives you a glowing complexion
- Works wonders against acne



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Ozone Organics

Fusing Science with Nature



S C Sehgal, Founder and Managing Director of Ozone Group, shares his views on their Glo Radiance treatments, USP and future plans

Established in 1992, the Ozone Group came up on an initial investment of ₹3 Crore in the Pharma space. With Ozone Ayurvedics, herbal products that were infused with natural ingredients were developed and marketed. As S C Sehgal felt that most beauty products were laden with synthetics and chemicals, he came up with Ozone keeping in mind 'the bond of beauty with nature'. Excerpts of the interview follow...

Inspiration behind creating Glo Radiance

It is easy to get lost in the jargon of salon and spa services, especially when it comes to figuring out which facial will work for you. Keeping this in mind, our skin care experts have researched every skin type to make the decision easier for consumers. The answer lies in our Glo Radiance treatments. They are designed to rejuvenate the face through a variety of therapies and skin care products.

Product portfolio

Glo Radiance comprises of 14 products that can be used on normal and dry skin types, and oily and normal skin types. They can be further divided according to the intensity – Lumen 3000-Skin Rebirth with Luminosity, Lumen 2000-Skin Resurfacing, Lumen 1000-Deep Hydration, 8 Products – 8 step facial, 6 Products – 6 step facial and 4 Products – 4 step facial. The range includes Ozone Glo Radiance D-tan Cleanser, Luminous Skin Purifying Polisher, Complexion Enhancing Gel, Luminous Skin Protective Lotion, to name a few. The home care range includes Ozone Glo Radiance Renewing Day Cream, Repairing Night Cream, Facial Oil, Luminous Skin Protective Lotion and Hydra Skin Cleanser.

USP

Ozone Glo Radiance range comprises of distinct treatments in facial skin care. Our scientifically formulated treatments offer products with natural actives, ECOCERT certified ingredients and being Paraben free are safer alternatives in skin care. It imparts extra radiant glow, true transformation with true radiance, cleanses and purifies skin, improves skin tone and texture, and more.

Marketing strategies adopted

Ozone believes that without a marketing strategy, success cannot be defined. Hence, the Ozone Professional Range adheres to strategies such as, education for the customers (Salon Owner, Therapist and End Consumers). The axis is education, as we talk about science behind the art of beauty. Our professional experts conduct seminars, workshops and demonstrations, and we resort to social media to promote our products.

Staying ahead of competition

Our products are based on ancient principles of Ayurveda that are blended with modern scientific practices. We deliver quality products at affordable prices for our target audience. For the elite, we have luxury products and for our middle income consumer, we have an excellent range of herbal products and pharmaceuticals. Therefore, our consumers are not limited and this is how we are ahead of other brands.

Challenges faced in marketing and distribution

We have been in the professional space for the last seven years and are associated with 17,000 salons across India. I feel, challenges and competition is healthy and imperative in business. Some of the difficulties we face include existence of look alike products, gap between Indian and the international market, and tracking of sales of those products which involve a third party.

Plans for the future

Overall, we plan to reach a larger number of customers. Since Glo Radiance is one of the best product range and has done record sales, we are planning more to increase our professional range. 📌



Cosmetic Treatment

Recommended by an Expert



Blepharoplasty as an aesthetic procedure is creating quite a buzz. *Salon India* speaks exclusively with Dr Sameer Karkhanis, Cosmetic Surgeon, Centre for Cosmetic & Reconstructive Surgery, to understand the process and technology used



About: Blepharoplasty, an aesthetic procedure to address the upper and lower eyelids, uses several permutations and combinations to reduce excess skin to give the patient a refreshed look. It also eliminates bags under the eyes and tightens the lower eyelid skin. The result is a brighter, more alert and rested appearance.

Process and technology: With age, as the tissues give way eye bags are formed due to the prolapse of fat in the lower eyelids. Blepharoplasty tightens the loose tissue and repositions the fat to reverse the effect of ageing. When upper Blepharoplasty is performed, an incision is placed along the crease or fold of the upper eyelid and finely sutured. Excess skin or fat is removed with this incision. As the incision is made in the crease of the eyelid, it is barely visible and easily camouflaged with make-up. A lower Blepharoplasty can be performed with an incision inside the eyelid or externally, just beneath the eye lashes and dissolving sutures are used. Excess fatty tissue is removed from the lower eyelid giving the patient a less tired look and reduced puffiness. It is often common to have laser performed on the lower eyelid to decrease lines around and underneath eyes.

USP: Blepharoplasty is ideal for conditions such as, excess skin obscuring the natural fold of the upper eyelids, loose skin hanging down from the upper eyelids, perhaps impairing vision, puffy appearance to the upper eyelids, making the eyes look tired, excess skin and fine, creepy wrinkles of the lower

eyelids, bags and dark circles under the eyes, often with a depression along the bony border of the lower eyelids and droopiness of the lower eyelids, exposing the white portion below the iris.

Teamed with other treatments: It can be clubbed with facial rejuvenation along with a facelift.

Time take for the treatment: 30 to 90 minutes depending on the extent of the procedure.

Side-effects: Immediate side effects could be bleeding post surgery or a Hematoma. Swelling and bruising will occur the day after surgery, which causes discomfort and it takes a week to subside. Take prescribed medicines. Eyes will feel tight for a time, but it is a normal reaction. Do not exercise, smoke or drink alcohol during the recovery period as it can slow the healing process. Sutures are removed after five days. Do not wear contact lenses for two weeks post-operatively and wear UV protective sunglasses when exposed to sunlight.

Pre-treatment measures: Avoid smoking and intake of blood thinning tablets, like, aspirin or disprin and Vitamins, at least a week prior to surgery.

Post-treatment measures: Follow the instructions of your doctor to the last detail. Ice packs are recommended post operatively to reduce swelling.

Future: Blepharoplasty is not as common as other facial surgeries like a Rhinoplasty, for instance. Awareness about the cosmetic benefits of eyelid surgery will definitely increase the demand in India, just the way it has gained popularity internationally. 📌

Market Watch | Skin Care

De-tan kit by Calix Herbal

An Ayurvedic ensemble, the De-tan Kit is enriched with botanical extracts and herbs that lighten the facial skin, remove tan, re-energise dry, dull and darkened facial skin, impart a glow and helps to make it soft, smooth and fairer in only five steps.

Price: ₹399 for 5x10gms, ₹1,599 for 4x50+60gms

Availability: www.calixherbal.com, Amazon

Paytm, Flipkart, Indiamart, Tradeindia



Tan remover by Everyuth Naturals

Everyuth Naturals Pure & Light range of products bring together chocolate and cherry for at-home tan removal solutions. The launch kit comprises of a face pack, a scrub, a face serum and a night cream. Chocolate is well established in tan-removal facial treatments, while cherry is known for its brightening multivitamins. This tan removal scrub gently washes away dead skin cells, while uncovering the skin's natural brightness. It is suitable for face, neck, arms and shoulders and is recommended for all skin types.

Price: ₹115 for 50gms

Availability: Retail outlets

Anti-ageing crème by Lotus Herbals

The YouthRx Anti-Ageing Transforming Crème is enriched with highly potent active ingredients such as Ginseng, which activates cell metabolism and boosts collagen production, Ginger which has more than 40 antioxidants and Milk Peptide. Gineplex blends the goodness of these potent active ingredients to provide the ultimate solution for ageing skin. The SPF 25 PA +++ protects against sun damage and visibly reduces appearance of fine lines and wrinkles in seven days flat. Natural and the most powerful alternative to tackle ageing of skin, YouthRx scientifically harnesses the active proteins and minerals from natural ingredients, replenishes lost nutrients and nourishes from within to lend a radiant glow.

Price: ₹545

Availability: Lotus Exclusive Brand Outlets

and premium beauty and departmental stores



Day cream from Alanna

The Dew Fresh - Day Cream is a heavily nourished, SPF-based cream with Raspberry Seed Oil, Lemongrass, Jojoba and Tea Tree essential oils. The Avocado Cocoa butter cream base, Coconut Oil and Aloe Vera fight skin sensitivity, nourish the skin, giving it the necessary hydration and a natural radiance. The aromatic day cream helps in harmonising various skin issues like fine lines, acne scars, rashes, tan, dullness, and the SPF content protects the skin from UV rays, serving as the central solution for various skin-related issues. It is 100 per cent paraben and sulphate free and PETA certified.

Price: ₹450 for 50gms

Availability: www.alannaforyou.com

Amazon and Nykaa



Bleach by Oxylife

The Spot Reduction Crème Bleach has been especially formulated to work on dark spots and blemishes. It comes with a serum and is enriched with antioxidants like Carrot Seed Oil, Birch Extract and Vitamin C to give visibly effective results. Free of paraben, it is dermatologically tested.

Price: ₹500 for 345gms

Availability: Beauty stores and salons



Astaberry PROFESSIONAL

Astaberry Gold Glam Kit is an advanced facial that brings long lasting glow to the skin. Astaberry has created this facial using revolutionary technologies like the scrub 2 creme and the alginate peel off mask.

Astaberry Gold Glam kit contains natural ingredients that penetrate into the skin and give radiance. This kit heals and repairs the skin, makes complexion lighter, works on blemishes and gives a velvety feel.



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nail lacquer brands trends and tips for artists

The business of nail lacquers and nail art is growing at a steady pace. Not only are international brands marking their presence in salons and spas, domestic brands are also expanding their product portfolio to include lacquers, nail accessories, and so on. However, education is key and nail therapists need the knowledge. On cue, *Salon India* reccees the market and speaks to distributors and brands on their focus



Ola Candy and IBD

Subham Virmani, Director, Esskay Beauty Resources

About Ola Candy: Esskay Beauty, as part of its wide portfolio of brands, has two important brands in the Nail Care segment, namely, Ola Candy and IBD. While Ola Candy consists of lacquers, IBD deals in gel nail paints and extensions. IBD, also known as International Beauty Design is one of the best nail extension brand in the world and has been dominating the market with world-class technology and unmatched innovation. As a trusted go-to for top nail professionals worldwide, IBD has developed iconic formulas, such as Hard Gels which is a top seller and must-have amongst the best nail technicians in the industry. With a product catalogue spanning from Acrylic to Gel, IBD prides itself on revolutionising the nail spa experience by offering the best Gel Polish, Professional Lacquer, Hard Gels and Builder Gels.

Star products and their USP: Ola Candy is free of Formaldehyde, DBP, Camphor, Toluene and Formaldehyde Resin. IBD has developed new technologies in nail art.

Trends in nail paint/ art: There has been variety of trends this season such as, Modern Metallics, Black Accents, Colour Blocking, Neutrals and Embellished Cuticles.

Top shades to flaunt this summer: Neons like Hush Hush Pink, Daffodils Valley (Yellow), Sundowner (Coral); Pastels like Shell Princess and Shell Beach. These shades are available in Ola Candy.

Recommendations for nail artists:

Do use thinner drops, do use a base coat and allow the nail polish to dry fully. However, do not use a nail polish remover to thin your polish, do not skip the nail preparation or apply thick layers and finally, do not use more than two coats.



OPI Nails

Giuseppina Pede, Global Educator

About OPI: OPI offers a range of colours that suits any occasion or skin type. There are shades in the three systems, so depending on your lifestyle, you can choose between Nail Lacquer, which lasts up to a week; Infinite Shine, which lasts up to 11 days for those who want to change often without compromising on the shine; and for a perfectly polished look with ultimate shine, we offer GelColor, an in-salon service only, that lasts for more than 21 days.

Star product and its USP: We have so many products to choose from within the range. OPI is the number one salon brand worldwide, with the most complete range of products from sanitation, colours to care. My favourite product is Infinite Shine because I like to be always on trend! I can change the shades often without compromising on the gel-like shine. However, it is true that I sometimes prefer to use GelColor, especially, when I am travelling and do not have time to do my nails.

Trends in nail paint/ art: Have you seen the latest show of Moschino? Tom Bachik our OPI Ambassador has been working for the catwalk and guess what? Shimmers and Glitters are back! To be the trendsetter, do not hesitate to wear shades like 'I'm Not Really a Waitress' or 'Princess Rules' if you are more discreet.

Top shades to flaunt this summer: A great choice to go with is the vibrant, pop kind! Pick corals like Cajun Shrimp or bright pink like Strawberry Margarita, or the bold 'Big Apple Red' if you want to be more classy, yet on-trend!

Recommendations for nail artists:

Book your appointment to the nearest salon to remove GelColor. Ensure you do not peel it off at home as it can damage your nail matrix. Take care of your cuticle with a cuticle oil, nourish them everyday and everywhere. Also, do not cut the cuticle as it can damage regrowth of the nail.



ColorBar

Sam]r Modi, Founder-Managing Director

Star product and its USP: Matte Nail Lacquer – while matte lips are a big trend, matte nails are a favourite, too. The ColorBar Matte Nail Lacquer has a beautiful palette of pastels, brights, darks, and the latest to join the crew are three shades of metallic matte in gold, silver and maroon. All our nail enamels have been formulated to give maximum anti chip durability. Also, ColorBar has the largest palette of colours amongst all the brands in the industry. We have patented formulations that are the safest in the market. Our products are seven-free formulations and certified by USA, EU, United Kingdom and Japan. We use a unique application brush to give an even finish. ColorBar lacquers are formulated to withstand frequent washing of hands.

Trends in nail paint/art: This year has led to many innovations in the industry. Holographic and the Cosmic trend has found a new avatar in Chrome and Mirror finishes with high shine and high impact. ColorBar has been the first in the Indian industry to launch the Magic Mirror Kit – a DIY kit that transforms any freshly applied nail lacquer instantly into a reflective mirror finish. ColorBar is a leading brand to launch these innovations in our portfolio. The focus is more on nail care wherein



consumers like to use a combination of nourishing oils, base coats and top coats that focus on colour hydration, strength, anti-chipping, brightening, ridge filling, colour refreshment, quick drying, among others. Nail care systems that include primer/oil, base coat, colour and top coat are starting to be the next steps in this year trend. This summer of 2018 is a season for all things bling as well. Glitter paired with dark, deep hues of lacquer makes for perfect nail art. The Pantone 'Color of the 2018' Purple, in different tones, has also found its way into the nail colour palette.

Top shades to flaunt this summer: Turq Blue, Mustard and Reflective Silver.

Recommendations for nail artists: Use nail enamel that is safe to use and does not have harmful ingredients. Use a base coat/ ridge filler to help give an even finish. Always apply two coats of polish. Finish the application with a top quality top coat. As rudimentary as this may sound, but always let your first coat dry completely before beginning the second coat. This ensures that your nail polish lasts longer. Do not use acetone based nail polish removers as it is harsh on the nails. Use nail enamels that allow your nails to breathe. Although Gel nail polish is becoming popular since it lasts for almost 14 days and is easier to maintain, in my view, they completely ruin your nails for life and the UV light used to set the nail polish is a killer. Always choose your nail enamel carefully. Get a pedicure and manicure at least once a month as it will take care of cuticles and allow the nails to be healthy and strong.

Disclaimer: The views expressed in this article are not medical advice. It is the reader's discretion to consult registered medical practitioners for a specific medical concern.

Revlon

Experts at Revlon

Range at Revlon: Revlon has a range of nail paints which is one of the largest and most popular. The Revlon ColorStay Gel Envy Nail Enamel is a high performing gel lacquer, enhanced with a blend of acrylic polymers that boost shine. While the optical brightening pearl essence of the enamel creates a fabulous payoff, the ultra-smooth, ultra-glossy finish helps create maximum colour dimensionality and enriches the vibrancy of the rich saturated colour.

Star product and its USP: The star product is the ColorStay Gel Envy Diamond Top Coat. Some of the unique benefits of the range are its high performance thick gel lacquer top coat with a blend of an acrylic polymer; the smoothing technology helps provide multi-dimensional high shine, unique formula complex forms a protective coating that promotes a high gloss finish, delivers glass-like shine and professional looking nails and can be used with practically any nail enamel.

Trends in nail paint/ art: From glittered cuticles to tiny gold wires with pastel nail polish is the new trend on the horizon. Minimalistic is the way to go for neat and beautiful nail art. Prints and floral designs are also on the rise.

Top shades to flaunt this summer: Pastel pink, mauve, and neon yellow.

Recommendations for nail artists: Suggest use of a nail hardener to strengthen nails and buffer often. Avoid acetone, harsh nail products or nail paints that chip off quickly. Ⓢ



(AVB)



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SALON INTERNATIONAL

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

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

HIGHLIGHTS OF THE NEXT THREE ISSUES

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

Spa Special: We talk to new spas and product distributors, what are the new therapies, their USPs, innovation introduced, staff education, marketing strategies.

Bridal Special: Changing trends in bridal hairstyles and make-up for men and women by top 10 hairstylists and make-up artists.

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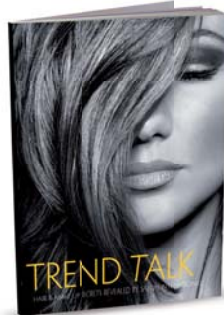
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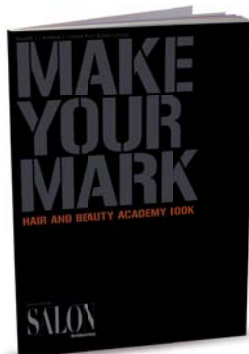
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TREND TALK

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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Prerana Nagpal Creative Instincts

Mumbai-based fashion designer, Prerana Nagpal hits the right chord of bespoke women's apparel with her eponymous label, where style is met with comfort and class

How did you get started in the fashion business?

I remember telling my mother when I was 12 that I wanted to be a fashion designer. Coming from a family with business roots running generations deep, it was a dream to break the norm and follow my creative calling. It led me to pursue a rigorous three year fashion designing course, and be an intrinsic part of the industry.

How important are hair and make-up in fashion?

It is one thing to look beautiful, but being both stylish and beautiful can only be attributed to a good sense of fashion and grooming. Hair and make-up are indispensable to the fashion industry as they define the collection.

What are your views on the fashion and beauty industry?

India has a huge population of young and ambitious individuals who want to step out of the box and try their hands at new trends. Thanks to social media, we have design experts and influencers delivering the latest in the apparel and cosmetic industry in India and abroad.

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

There is so much talent and ideas that it is difficult to pick one. Also, each collection demands a different theme for hair and make-up which gives us the opportunity to work with new experts each season.

Which international designer is your inspiration and why?

Alexander McQueen has been the epitome of outrageousness in his designs. He always left his audience awestruck and often in shock with his infamous fashion theatrics.

Who is your favourite muse and why?

It could not possibly be a person specifically, but I like to bring out the

individuality of strong and empowering Indian women.


Which has been the most outrageous look in your collection?

I have not had the opportunity yet! It is crucial to translate the inspiration behind the thought process appropriately when putting together the look for the collection.

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

The whole process of seeing your designs come to life sets in a rush of ideas to portray the collection in the most suitable manner. A lot of factors influence hair and make-up, like the season, current trends, target audience, colour palette, to name a few. All of this is usually decided mutually with the expertise of the stylist and make-up artist on board.

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

With a career in the fashion industry, there will always be a close relationship with the field of grooming and beauty. 



SPA
FOCUS



The Heavenly Spa by Westin

Clean Contemporary Lines

The Heavenly Spa by Westin in Kolkata is one of the most well laid out spas in the East. The modern architecture and design sensibilities are based on the five sensory elements balanced well with the right colours, warm lighting, relaxing music and subtle aroma

by **Aradhana V Bhatnagar**

Size of the spa: 3820 square feet.

Time taken to complete construction: Four months

About the spa: The Heavenly Spa by Westin promises a revitalising experience in a serene setting. It houses five treatment rooms, a Couple Treatment Room with Jacuzzi and a Sauna. The spa features the best international and local therapies designed to revive the body and spirit. The spa menu has especially curated healthy snacks, detox drinks, smoothies and herbal infusions and SuperFoodsRx Elixirs. It offers in-room spa services, as well.

About the services: The spa menu has an exhaustive list of therapies. However, the popular treatments are, The Heavenly Spa by Westin Massage, which is a heated compress combined with the healing power of White Tea and Aloe Oil to relieve aches and pain before a Swedish massage leaves you feeling physically rested and mentally uplifted. The powerful effects of White Tea and Aloe Oil on the body and mind, combined with a technique designed to elicit a feeling of profound relaxation, makes it an ideal choice for anyone who wishes to reduce stress; Body Polish is a scrub to slough off dead skin cell and rub away hard and flaky skin, leaving it feeling soft and smooth. Choose the scrub type according to the sensitivity of your skin, namely, Sea Spa Glow, Honey Body Polish and Pomegranate Cran Apple; the Body Wrap, also known as a 'body cocoon' or 'body mask', is a spa treatment created to enhance the health and appearance of skin; there are numerals facials such as Express Facial, Purifying, Anti-Aging, Balance, Hydration, Opti Firm Eye Treatment and Bio light Miracle Facial. The products used are from Repechage Skin Care, which is a luxury collection sourced only the finest and most potent Seaweed ingredient from under the sea. It has instantly earned its reputation as an effective, indulgent and result oriented skin care line. Westin Workout Members can enjoy an exceptional experience, along with privileges only with the membership offers.

Architect and interior designer: Salt Design, Delhi.

Address: Heavenly Spa by Westin, 3rd floor, Plot no CBD/2, Action Area II, New Town, Rajarhat, Kolkata – 700 156

Contact: 033 4037 1234; heavenlyspa.kolkata@westin.com. 📞



Feel life and take time off often. The hectic pace of life will eventually take its toll on your physical, mental and spiritual state, if you allow it to overcome you. No one can escape the ageing process. So, it is benevolent to care and indulge in the wellbeing of your body. Respond to your needs and rejuvenate your inner peace. The USP of Heavenly Spa is the in-room service and Couple Room with Jacuzzi and the Heavenly Spa signature massage. We plan to incorporate more traditional services in the future.

– Joycee Panger,
Spa Manager, The Westin Kolkata Rajarhat

Rubu Runku

On the Forefront of Spa and Wellness

Rubu Runku, Spa Manager, Jiva Spa, Vivanta by Taj Dwarka, Delhi, shares her views on the spa and wellness industry, USP, future plans, and more

by Shivpriya Bajpai



Please tell us about your professional background.

I have been associated with the Taj group for over 10 years. I started my career with Taj Safaris Lodge followed by Rambagh Palace in Jaipur, Usha Kiran Palace in Gwalior, Nadesar Palace and the Gateway Hotel in Varanasi after which I moved to Delhi to work with Taj Mahal Palace and Towers. Currently I am with Vivanta by Taj Dwarka as a Spa Manager for Jiva Spa. The experience I have gained over the past few years has helped me maintain a standard for our guests.

What inspired you to get into spa and wellness industry?

While growing up my focus was always on wellbeing and maintaining a healthy lifestyle. Soon, I knew which path to take in terms of my career. Today, I love promoting healthy living and sharing insights with my guests. It helps me establish a bond with them and also understand their needs and focus areas.

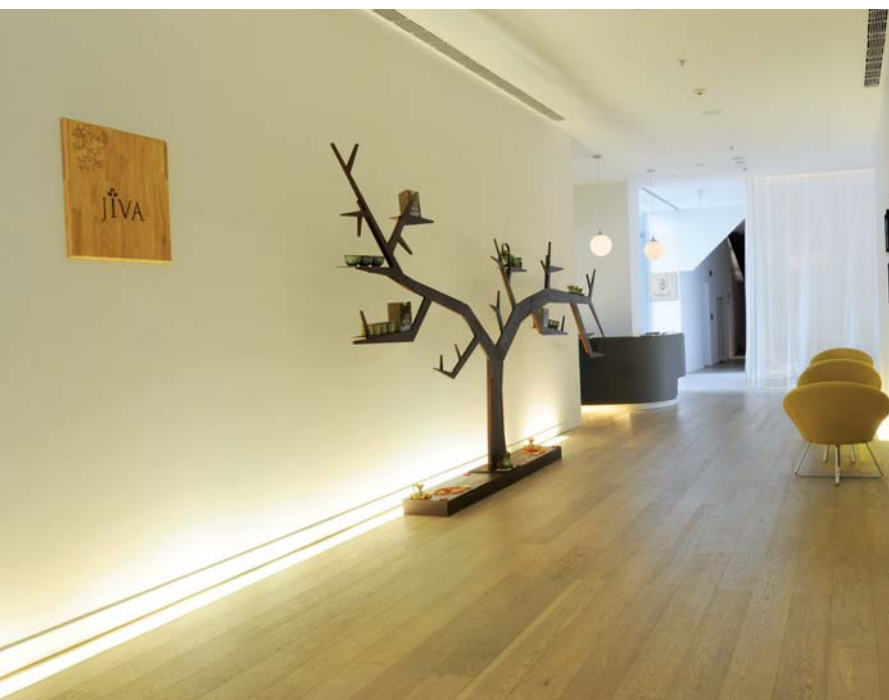
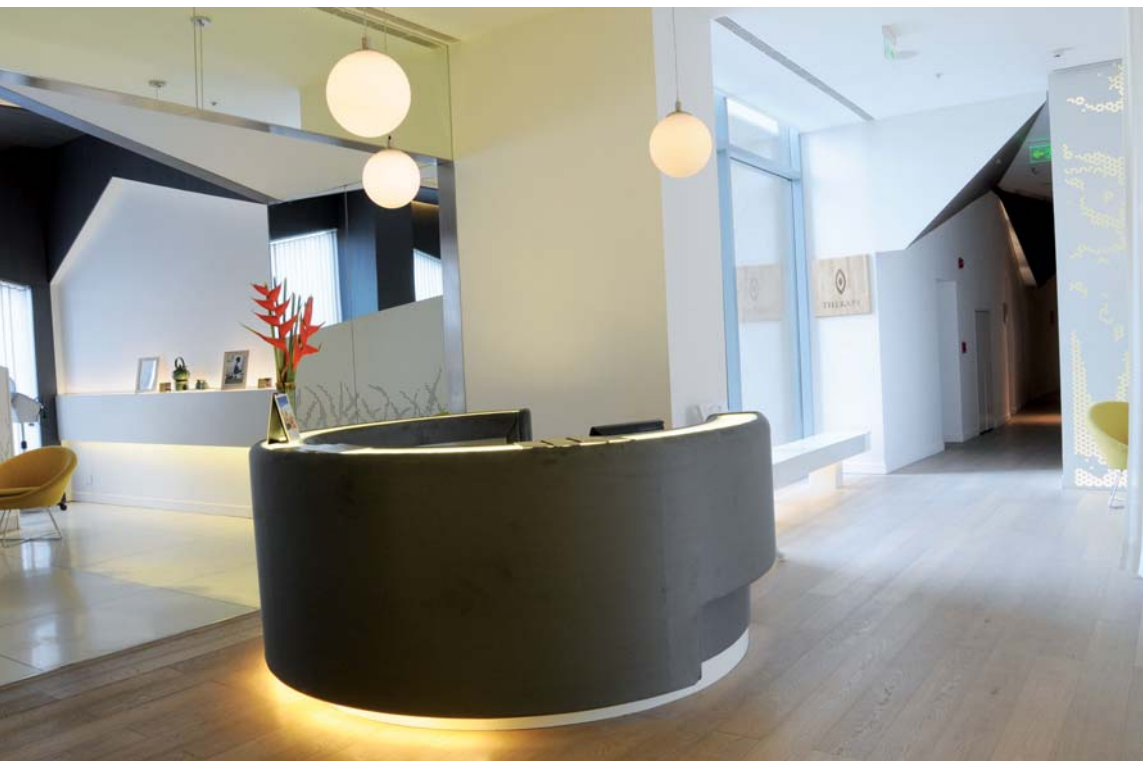
What are the USPs of your spa?

Our USPs lie in our professional services, hospitable team and comfortable ambiance. The Jiva Spa at Vivanta by Taj, Dwarka is a relaxing modern space. The Jiva team can tailor make menus and provide personalisation to each guest. We also offer yoga, reiki, and meditation. Our signature tea, Vishudhi, is also a big draw which is served before every therapy. The in-house salon is also a favourite with our guests.



What are the therapies offered?

Guests can choose from an array of therapies and rituals. Few of the signature therapies include, Trupti, an experience which begins with an Indian head massage to relax and improve circulation and ease sore neck muscles; Jivaniya, an energising treatment relieves muscular tension and improves blood circulation, and Jagr erases fatigue and leaves you refreshed.



How do you make sure the spa stays ahead of competition?

Every spa has its own USP and its own signature offerings, so it depends on how well you showcase your strengths to your target audience. In order to beat today's competition, one needs to think five steps ahead. At Jiva, we use extensive knowledge of the body, health and medicine to enhance rest and rejuvenation. This along with the health benefits, our customers see helps us stay ahead.

How do you educate clients on the importance of wellness?

As a team, we educate our guests about the rituals we perform before any therapy. We try to understand the needs and focus points of our guests in order to serve them better and effectively. Guests are educated about the essential oils used in therapies and their benefits. The team also educates the guests on different ways to use specific ingredients at home which will benefit them in the long run.

What are the client engagement programmes offered?

Our signature tea, Vishudhi, is made of tulsi and jaggery and is served to every guest before their therapy. We also offer signature Jiva products to our guests for use. Jiva celebrates birthdays and anniversaries of all its regular guests and members with a special treatment and a complementary stay at the hotel.

What are the main challenges faced?

The main challenge is the inadequacy of highly skilled professionals. Hence, we have our own training school and train our staff from scratch. The spa industry is also in huge demand and hence, ensuring that we stay competitive and true to our values, is our focus.

What are your views on the growing wellness industry?

The wellness industry is growing at a fast pace. With hectic schedules and busy lives, people are focusing on their wellbeing and turning to traditional therapies for rejuvenation. Specialised products and services are being developed to cater to specific needs. In the coming time, this industry will only double seeing the current trends.

What are the future plans?

With the growing footprint of the industry, we will be further strengthening our guest base in the west Delhi region with bespoke packages created for larger groups. 📍

Spa Therapies

Preferred Choice of Stars

Whether it is in the idyllic locales of a beach getaway or a rigorous detox regime to glow from within, the well-heeled devote time to take care of the mind and matter

by **Aarti Kapur Singh**

Julia Roberts

"I am a huge fan of the Vinotherapie at Cal-a-Vie, Vista, California. It is a treatment that uses the residue of wine best known for its anti-ageing properties. It is offered in the form of a wrap, massage and bath, all made at Cal-a-Vie's very own vineyard. The massage alone is enough to release tension, relax muscles, increase blood and lymph circulation, and impart a wonderful sense of calm. Nothing could be better!"



Deepika Padukone

"I like experimenting with different types of treatments, but my favourite remains the Thai massage and the pressure point massage. I really enjoyed the treatments at the Banyan tree in Phuket and when in Mumbai, I often go to Myrah Spa. In addition, I tried facial cupping by celebrity aesthetician Kat Radu, who considers the treatment a remedy for late night events like awards or festivals."



Priyanka Chopra

"My schedule, and life in general, is insanely hectic, but there is the Ayana Resort in Bali to help me feel human again. The Balinese make the most of fresh vanilla from the jungle, homemade oils and exfoliants. At Ayana, my go-to is the Lava Me Tender, a natural antioxidant heaven. After a foot soak, lava body scrub, and luxurious black rice bath, you get a deep tissue massage and then a volcanic earth body wrap. The Mac Daddy of all spa treatments!"

Malaika Arora Khan

"I love escaping to the hills every summer for a detox getaway at the Atmantan Wellness Resort in Pune. Apart from their famed master cleanse (a mix of open colon hydrotherapy, hot stone massage and liquid diet), the unparalleled clean mountain air is enough to make me want to return every year, sometimes several times in one year."



Beyoncé

"The Harvest Kur at Fairmont Sonoma in California is my favourite! This regenerative treatment rich in antioxidants supports the immune system. It begins with an exfoliation of the entire body, followed by a bubble bath and concludes with a Grape Seed mud and Rosehip wrap. After this therapy, I love soaking in the pools of the spa. It is fed by the healing waters of the ancient Geo Thermal Mineral underground spring, historically revered by Native Americans for its healing power. That is life!"



Anushka Sharma

"My love for the mountains is no secret. And, neither is my choice of a spa getaway. It is Ananda in the Himalayas that brings me pure joy. Their extensive roster of yoga and ayurvedic cleanse programmes, is perfect for when you just want to disconnect from the world and detox from within. I am always calmer after a few days here."



Shilpa Shetty Kundra

"I always turn to nature-inspired healing for any problem. Ayurveda is my go-to secret for staying radiant in summer. The ancient Indian science of healthy living, Ayurveda has its origin in God's Own Country, Kerala and no better place to try it out at Kumarakom Lake Resort. The spa experiences here begin with the Panchakarma, the main purification treatment which is conducted at most Ayurveda resorts in Kerala. This is followed by Snehana which flushes out toxins from the body. The next step is the Swedana, similar to a sauna. This removes the toxins from the body. So this is the best way to stay radiant from within even in the scorching summer heat." ❦

Spa Solace **Lucrative** Offers

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



Photo: Shutterstock

DETOX EXPERIENCE, **Rejuve The Spa, The Lalit | Chandigarh**

The rejuvenating experience is started off with a Mineral Mud Body Wrap rich in natural vitamins and minerals is applied on the body to de-stress and detoxify. It is followed by a Deep Tissue Massage that works on the deeper layers of the muscles and connective tissues to relax the body. It is concluded with an invigorating Aroma Facial that soothes skin, neutralises oil production and evens tone.

Duration: 150 minutes

Price: ₹7,788+ taxes

BE RELAXED, **SPA.ce The Spa | Bangalore**

This therapy is ideal for complete relaxation within a short span of time. It is a combination of scrub and massage and relieves stress and fatigue. For the scrub, Rose Cocktail is recommended for women and Lavender Cologne for men. For the massage, one can either choose the relaxing Swedish Massage or the uplifting Aromatherapy.

Duration: 75 minutes

Price: ₹3,816 + taxes

SIMPLY SO THAI BODY MASSAGE, **So Thai Spa | Goa**

This traditional Thai full body massage is an improved version of Yoga like treatment that focuses on gentle stretching and pressure point work, without using any oil, to release stress and to promote better blood circulation. The spa offers Thai pajamas to wear for this treatment.

Duration: 90 minutes

Price: ₹2,900 + taxes

FOUR HAND HOT STONE THERAPY, **Sawasdee Nmaste Spa | Kolkata**

This rejuvenating massage is performed by two therapists together with hot stone therapy style. This four-hands therapy simultaneously releases stress and re-circulates powerful, sensual energy. It treats a variety of health conditions like back pain and aches, poor circulation, osteoarthritis and arthritis pain, stress, anxiety, insomnia and depression.

Duration: 90 minutes

Price: ₹5,500 + taxes



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Karishma Tanna Bold and Beautiful



Much in the news for her role in the latest blockbuster, *Sanju*, Karishma Tanna prefers homemade remedies to address her hair and skin concerns. The model and actor shares with *Salon India* her fitness and beauty mantras

by **Jaideep Pandey**

“My idea of beauty”

For me beautiful refers to someone who is beautiful inside. I would say that a person with a good heart is beautiful.

“Secret to a flawless skin”

I think it is relatively easy to keep your skin in a healthy condition as it depends on what you eat and apply on it. So, I try my best to eat healthy every time and I try not to step out in the sun without my sunscreen. My mother’s advice to me was to daily apply Aloe Vera gel in order to keep it hydrated. Also, a pack made of gram flour, curd, turmeric and rose water when applied every three days completely rejuvenates the skin. Aloe Vera gel is my favourite as it rejuvenates and repairs my skin. It is great for hydrating the skin and provides a natural glow and the reason I do not feel the need to go for facials. On my days off, I try to catch some sleep, so I do not have a specific beauty routine. I just make sure that I take care of my skin everyday.

“Self make-up tips”

I am actually very good at doing my own make-up. My standard advice is to keep it simple every time and also try to know your face shape and the skin tone beforehand. Be careful and buy skin safe beauty products.

“Essentials for hair care”

When I am outside, I ensure that I have a scarf handy. I am not a person who uses too many products, but twice a week, I massage my hair with a coconut or mustard oil. For hair care, I believe that desi products work and domestic methods are the best. After a head massage, I wash my hair with an infusion of Amla, Reetha and Shikakai and it is the best remedy to keep your hair healthy and safe from chemicals. I like to sport straight and curly hair, both.

“My travel must-haves”

First, a good foundation that is not too creamy and the colour that matches and suits my skin; a lip gloss to keep the lips hydrated and glossy; and lastly, a kajal pencil.

Message for the readers

It is summer time, so, drink a lot of water, eat right and do not sleep without removing your make-up. Remember to love yourself and look at yourself in the mirror and say, “You are beautiful.”

RAPID FIRE

One make-up move you have not mastered till now: How to apply a perfect winged eyeliner.

The beauty trend you wish you had never tried: It was Furry Nails.

One beauty trend that you love: Rainbow hair.

Favourite lip colour: I like nudes or a very light pink.

Your go-to outfit for this summer: Jeans, a white shirt with a nice hat and sunglasses.

The last product you apply at night: I do not apply anything. I let my skin breathe.

Your biggest beauty splurge: Giorgio Armani Luminous Silk Foundation.

Most important part of a travel beauty kit: Sunscreen, lip gloss and foundation for sure.

QUIZ TIME

SCORE ON HAIR

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

1) is a passion driven hair and beauty venture of three hairdressing experts, Rohan Jagtap, Farah Tarapore and Sandeep Jagtap.

- a) Studio 11 Salon & Spa
- b) Bespoke Salon
- c) BeBonnie Salon
- d) Toni&Guy Salon



2) Celebrity hairstylist, created the most talked about hairstyle makeover of Bollywood actor, Tiger Shroff for his latest blockbuster, *Baaghi 2*.

- a) Savio John Pereira
- b) Santino Tamang
- c) Aalim Hakim
- d) Amit Yashwant



3) brings nature-inspired hair care with Biologie, a collection of in-salon treatments that use natural ingredients to address everyday hair concerns

- a) TIGI
- b) Kérastase
- c) Schwarzkopf Professional
- d) MATRIX



4) Senior hairstylist at Oxford Cut - The Man's Salon, Delhi, is a team player who pushed limits to achieve his goals in hairdressing.

- a) Sanky Evrus
- b) Amit Thakur
- c) Mohammad Arif
- d) Sumit Malkotia



5) showcased Easy Classics Collection in India.

- a) Patrick Cameron
- b) Franco Vallelonga
- c) Robert Kirby
- d) Rae Palmer



COFFEE BREAK

Send in your responses to:

The Managing Editor,
Salon International
Images Multimedia Pvt Ltd
S-21, Okhla Industrial Area, Phase-II
New Delhi 110020

QUIZ TIME:

Enter the matching letter

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

.....
Name

.....
Profession

.....
Address

.....
Phone

WIN! WIN!



HURRY!

The first 10 correct responses to the quiz will get three issues of *Salon International* absolutely free!

Send in your answers

NOW!!!

Schwarzkopf Professional Unveils Essential Looks 2018



Schwarzkopf Professional, a global leader in professional hair care, recently unveiled the 'The Essential Looks REInventing Hair Collection 2018'. Essential Looks celebrates hairdressers' passion for hair, fashion and future trends, encapsulating it all into a breathtaking catwalk show, combining it with a spectacular stage event, featuring live cuts and colours. Leading this event was the iconic hairstylist from London, Lesley Jennison, who is the Global Colour Ambassador of Schwarzkopf. The season, this year, also coincides with the brand's 120 years of hair expertise across the globe with new trends that REinvent, REImagine and REInspire hair. The audience comprised of leading salon owners across India, top media houses, and celebrity bloggers, who were addressed by Kartik Kaushik, General Manager, Henkel Beauty Care – Schwarzkopf Professional India and Najeeb Ur Rehman, Director, Professional Partner Services, Henkel Beauty Care – Schwarzkopf Professional India.

The trends were broken down into five categories, such as, Random Rebel, inspired by the rise of club culture, it celebrates self-expression, the cultural outsider, and the rebellious maverick; Real Me embraces the authentic, showcasing real life in every shade of natural; Beyond Borders blends our global status and highlights a new generation of multi-culture where attitude is everything and no rules rule; Royal Takeover with Dusted Rouge is the new must-have colour trend showcasing deep, vintage reds, beautiful iridescence, super powerful, yet soft; Urban Diva celebrates the modern Indian woman, who is smart, confident, wears trending styles that suit her personality.

Shared Kaushik, "Essential Looks is a trend setting property created by Schwarzkopf Professional which showcases the hairstyles and colouring techniques inspired by the fashion capitals of the world, and in the process transform the world of hair. The aim of Essential Looks event was to bring these international styles to Indian salons."

WHAT:
Launch of hair looks

WHEN:
19th June

WHERE:
Taj Lands End, Mumbai



Esskay makes a clean sweep

Esskay Beauty participated at Professional Beauty India to showcase its wide range of international brands. Sheila Campos, the International Skin Expert and Trainer from Casmara Cosmetics Spain demonstrated various techniques of face massage. Various bridal hair trends were showcased using Mr. Barber's range of hair tools, such as straighteners, dryers, curling tongs, clips, combs and hair brushes.

Macadamia Hair from USA was also showcased. Its two ranges, the Classic Range – Macadamia Healing oil Treatment, Rejuvenating Shampoo and Moisturising Rinse, and the Macadamia Pro Range – Nourishing Range for thin hair, Nourishing Collection for medium to coarse hair and Ultra Rich collection for thick hair. The models on the ramp flaunted eyelashes by Ardell, world's number one brand with an extensive lash collection of more than 125 different styles. IBD nail extensions and Ola Candy nail paints were displayed during the show.

The growing demand for hygiene and monodose treatments in salons is fulfilled by the cartridge wax launched by Rica. Salon consultation helps technician apply waxes according to the clients' skin type.

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

WHAT:
Trade show

WHEN:
4th and 5th June

WHERE:
Pragati Maidan, New Delhi

Bioline, the Italian skin care brand launched

Bioline Jatò, one of the most coveted skin care brand from Italy, will be imported into India by Pure Glam and distributed and marketed jointly by Lure Nails and Amida Spa. The event saw skin experts from Italy showcasing the brand in a presentation to salon owners and aestheticians with live demos of skin rituals from the line.

Shivani Sharma, Technical Head and MD, Lure Nails, said, "We are elated to bring Bioline to India and add another feather to our cap as we believed in the brand values and its vision right from our first interaction in Trento, Italy. Bioline has always worked with pure active ingredients derived from nature and most importantly, they know Skin and Beauty in the most profound way – how to enhance it, nourish it and protect it in all its expressions."

"With the future growth envisioned by the industry's professionals, the company believes strongly that education will play a key role to support this growth. Education is a long-term investment," said Jasmin Arethna, Technical Head and MD, Amida Spa.

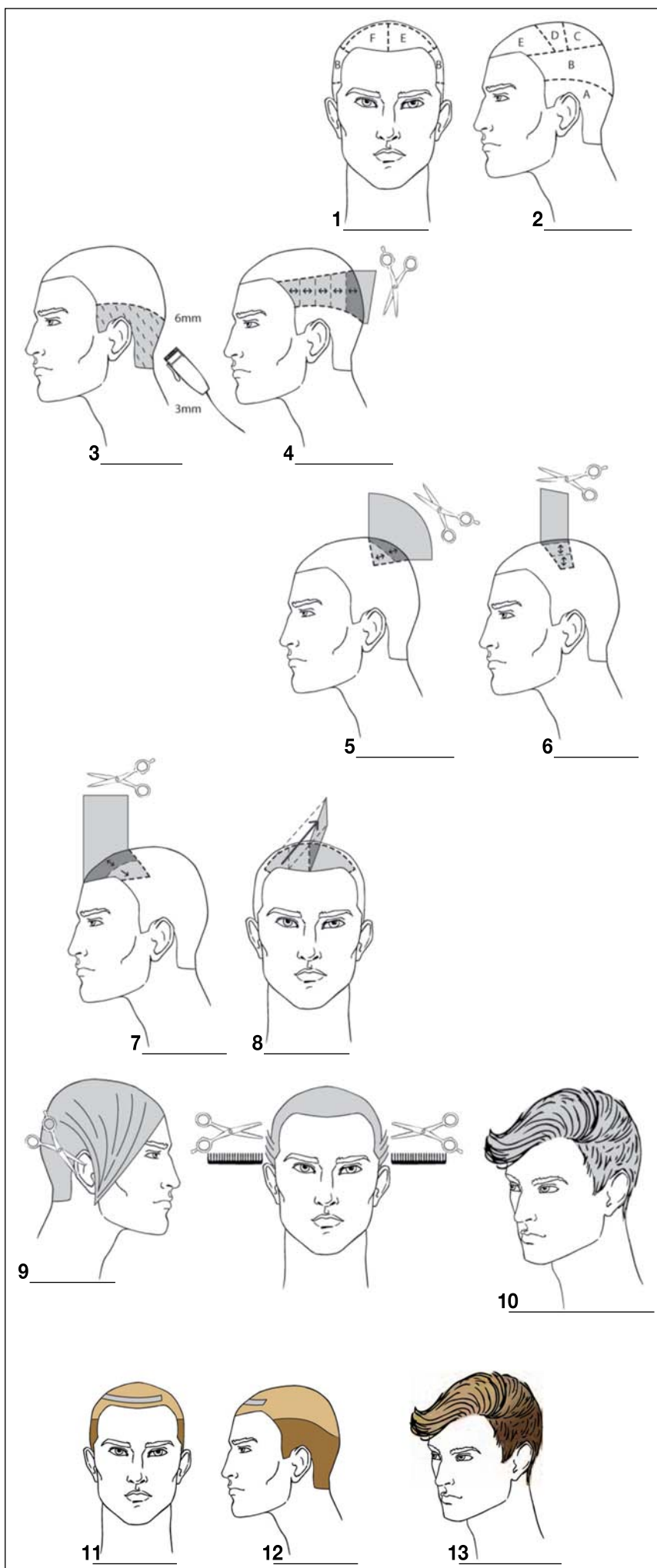
To ensure service excellence, Bioline selects only highly qualified and experienced spa professionals to service valued partners. Bioline educational programmes reinforce service protocol to ensure professional excellence. It has a wide portfolio of luxurious beauty treatments and home care products providing non-invasive, corrective and preventive effects for the face and body.



WHAT:
Launch of skin care brand

WHEN:
6th June

WHERE:
Hotel Sheraton-Saket, New Delhi



Raoul

STEP 1:

Sector A and B: Draw the crown line and divide the lower sector in half with a line passing over the occipital bone.

STEP 2:

Sectors C, D, E and F: Draw a line from the perimetral centre towards the mastoids. Draw a line from the top towards the ear tips. Draw a central parting.

STEP 3:

Sector A: Cut in a taper from 3 to 6 mm with the machine.

STEP 4:

Sector B: Making vertical subdivisions, cut in perpendicular guide and in high graduation with reference to sector A length.

STEP 5:

Sector C: With radial partitions, cut in soft roundness and in perpendicular guide, making longer towards the top (till 5 cm).

STEP 6:

Sector D: Making horizontal partitions, cut in perpendicular guide at the length you got in sector C and keeping your fingers slightly diagonal.

STEP 7:

Sector E: Making horizontal partitions, cut in square at the length of sector D, taking care to cut the most external section in guide for movement.

STEP 8:

Sector F: Cut in fixed guide at the length you got on the central parting.

STEP 9:

Comb the right lock and cut in Sliding Round at the eye height.

STEP 10:

Refine the proposal in Dry Cutting with the cogged scissors and remove the surplus between sectors A and B.

COLOUR

STEP 11:

Remaing at 2 cm from the frontal hairline, separate a section of 2 cm thickness, between the tip of the left eyebrow and the tip of the right ear.

STEP 12:

Draw a line along the crown, but passing over the occipital bone.

STEP 13:

At first, colour the lower sector and then the upper one with the desired tone. Decolour till level 8 the separated section and tonalise. 🌀



Hair: Italian Style Framesi
Make-up: Silvia Dell'Orto



Mumbai Zeenat Merchant International Academy of Hair & Beauty

Launched in March 2018, Zeenat Merchant International Academy of Hair & Beauty is designed across 1,000 square feet area and well-equipped with spacious theory and practical classrooms. Brainchild of Zeenat Merchant, whose expertise in the beauty industry spans 15 years, mentored students have progressed to establish a successful career in hair and beauty. She worked at multiple institutes to train students before launching her own academy. It houses trained and experienced faculty to generate highly skilled, perfectly trained and creative beauticians. During the course, students are exposed to live salon experiences, demonstrations from senior beauty experts, which are followed by interactive workshop sessions.

Sharing her views, says Merchant, "Our trainers constantly assess and monitor the progress of each student individually and offer valuable feedback at every stage of the training. Our objective is to provide each enrolled student with a quality programme in an environment conducive to attaining real-world skills by adopting a straight-forward pragmatic methodology. We offer courses for those who wish to embark on a new career, and also for those who are just starting out in the beauty industry." Further adding to the USP of the academy, she shares, "Our batches are deliberately small so that we can spend more time with each student. The courses are run with small groups of students per tutor thereby allowing for plenty of personal attention and ample opportunity for question and answer sessions or seek further support." The team is working on expansion plans within Mumbai and across Maharashtra.

► Certification and affiliations

The academy is affiliated to various national and international schools, such as, IHB.

► Courses offered

Hair Dressing and Styling Course – 22 weeks for all modules: The academy provides short to advance courses for beginners as well as professionals in hairdressing and styling techniques.

Skin Care Course – 16 weeks for all modules: It is an integral part of Cosmetology and booming segment of the Beauty and Wellness industry. At Zeenat Merchant International Academy of Hair & Beauty, aspiring students can enrol into different modules as per their requirement or interest.

Professional Make-up Course – 10 weeks for all modules: The need to feel beautiful and younger is increasing and trends are being introduced every now and then. This course covers trends and techniques of professional make-up.

Nail Course – 7 weeks for all modules: New and funky nail trends have opened a new arena of creativity and expression. This course is ideal for budding nail artists.

Salon Professional – 8 weeks: It covers basic and advanced knowledge in skin, make-up and hair.

Personal Grooming – 1 week: It covers the basics of skin, make-up, hair and nails.

We also train students for CIDESCO, CIBTAC and offer government recognised courses, as well.

► Eligibility criterion

Candidates should be class 9 pass and speak and understand Hindi, English or Marathi.

► Fees

On request. 📞

Contact person: Zeenat Merchant | **Address:** Elco Arcade, Flat no 22, A wing, Hill Road, Bandra West, Mumbai - 400050 | **Phone:** 9820994513/ 022-6400128 | **Website:** www.zeenat.academy | **Email:** zminternationalacademy@gmail.com



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