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INDIAN SUBCONTINENT | Vol 10 No 8 | August 2018 | 80 Pages

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The monsoon season brings with it innumerable challenges and opportunities for the beauty industry, both at the same time. Consumers are always on the look out for innovative products as skin and hair are not always on their best behaviour. To make things worse, the high humidity index can play a spoil sport in an effort to keep make-up in place. Industry stakeholders on cue bring in innovation, awareness, top notch marketing strategies, to name a few, to stay ahead of competition. From beach-proof to heat-resistant beauty products, the market is flooded with options.

In the cover story, we speak to top make-up brands and renowned make-up artists in the business to understand the concept of weather-proof make-up, trends, top line innovations, star products, and more.

In Hair, we interview Lesley Jennison, Global Colour Ambassador, for Schwarzkopf Professional and Essential Looks. With an experience spanning over three decades, Jennison loves everything about hair and styling, but her absolute passion is colour. We present a photo essay titled Pezzonovante Collection by celebrity hairdressers, Michael Piastrino and Adrian Rotolo. On the homefront, we meet Samantha D'Souza, owner of one of the most sought-after salons, Samantha's Salon in the plush locales of Bandra West in Mumbai. In its sixth successful year, the salon is the result of D'Souza's quest for creative freedom. We present the top hair and make-up trends from the five-day extravaganza at the India Couture Week '18. The artistic blend of hair with make-up, gave us an insight into the immense variety in looks available for the modern woman of today.

In the Beauty section, we have the renowned bridal and celebrity make-up artist, Pakkhi Pahuja Siroya, who trusts her instincts instead of following trends. With the launch of Team Vanity, her own salon, she has embarked on a mission to redefine the in-salon experience for brides-to-be. Dr Batul Patel, Dermatologist and Medical Director at The Bombay Skin Clinic shares her view on Lip Tattoo as the trending aesthetic procedure. Shahnaz Husain sheds light on the importance of a positive professional image.

In Spa Focus, we present the Sakura Spa at The Marriott Suites, located in the upscale Koregaon Park neighbourhood. The spa focuses on integrated healing and wellness modalities to rejuvenate the body and mind. Japanese-inspired architecture restores the sense of calmness and serenity and prepares one for an invigorating experience. Ankit Rawat, Director Spa at the Ritz-Carlton in Bangalore, has a passionate take on the key elements that make an 'it' spa. He shares his meritorious journey of 15 years.

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

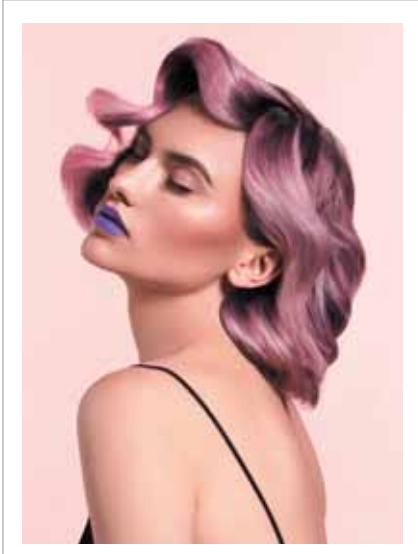


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PAUL MITCHELL
LIVE BEAUTIFULLY



Hair: Jpms Artistic Team
Photo: Todd Marshard
Make-up: Fiona Stiles

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NATIONAL

➤ **Shahnaz Husain store at Select CityWalk gets a makeover**

The Shahnaz Husain store at the upscale mall in Delhi boasts of exclusive design, luxurious ambience, an efficient customer information system and houses the brand's organic formulations. The frontage and façade is revamped with beautiful panels on either side, depicting plant power and new products from the Flower Botanics range. It is a modern dimension in shop window décor. The signage is clear, bold and elegant. In fact, visual displays are designed to attract the attention of customers. Trained beauty advisors are present to guide customers regarding their selection of products. Shared Shahnaz Husain, veteran in the beauty business, "Redefining our retail business to provide an unforgettable shopping experience is the reason for the makeover of our store at Select CityWalk. It has a totally new look, with beautiful interiors that reflect the contemporary international face of beauty retail. We have also introduced several new products, ideal for the changing trends in the global beauty industry."



➤ **L'Oréal appoints Amit Jain as Managing Director, India**



L'Oréal announced the appointment of Amit Jain as its India Managing Director, effective from 1st August, 2018. He will also look after Bangladesh, Sri Lanka and Nepal, and report to Pierre-Yves Arzel, Vice President - South Asia Pacific Zone and additionally to Jochen Zaumseil – Vice President, APAC. In his last role, Jain held the position of Managing Director, North-West Europe for Akzo Nobel, based in Amsterdam. He succeeds Jean-Christophe Letellier.

➤ **Monsoon Beauty Fest by Persona Salon and Spa**

Ace beauty expert, Mallika Gambhir of Persona Salon and Spa organised an innovative beauty workshop on 28th July at Persona Salon and Spa, Indirapuram, Delhi-NCR, which aimed at providing solutions for monsoon-related skin and hair concerns. Guests, including professional women, entrepreneurs and housewives, tried Casmara facials and Aromatherapy skin rejuvenation treatments. Exclusive sessions on picking the right products, skin analysis, diet counselling and natural remedies were conducted. Shivani Sharma, Mrs Asia Pacific Exquisite International, graced the event.

Sharing her views, said Gambhir, "Monsoon in India takes a toll on our skin and hair. Humidity, pollution and UV rays of the sun make it worse. Skin tends to accumulate oil and break out in pimples, eruptions, infections and dullness. Moisture leads to frizzy and tangled hair. Through this educational workshop, we have tried to bust various skin and hair myths, and help women deal with these problems."



➤ **Sonam K Ahuja to endorse Vega**

Bollywood star and the country's leading fashion icon, Sonam K Ahuja has been roped in to endorse Vega, one of the biggest beauty accessory and appliances brand in India. As part of the brand association, Ahuja will feature in the latest television campaign in August 2018 for the brand's hairstyling appliances portfolio. Shared Sandeep Jain, Director, Vega Industries Private Limited, "This is the second campaign from Vega and we are really excited about it! We are happy to be associated with Sonam K Ahuja. Her fashion and style complements the personality of the brand and the campaign perfectly." Said Ahuja, "I love fashion and style and any brand that resonates my attitude, I proudly flaunt it. Hairstyle is an important aspect to look good. Vega hairstyling products have a solution for all my hairstyling needs, whether I like to keep it simple or experiment. This is my first campaign with Vega and it has been a great experience so far."



VEGA

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STRAIGHTENER**



1



5 HEAT SETTINGS
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2



CERAMIC COATED PLATES
MINIMIZE HEAT DAMAGE

3



FLOATING PLATES
MINIMIZE HAIR BREAKAGE

↳ **Lakmé Salon ropes in Raftaar for bridal anthem**



Lakmé Salon has collaborated with Indian rapper, Raftaar for its show-stopping Bridal Contest. Brides-to-be get a chance to stand out through the brand's beauty expertise and three lucky bride squads will be featured in an exclusive music video with Raftaar. Said, Pushkaraj Shenai, CEO, Lakmé Lever, "Lakmé Salon believes in keeping up with the latest trends, and with Raftaar being a hit amongst the millennial crowd, this partnership seems like a natural fit." Added Raftaar, "It is one of the most exciting projects. Lakmé Salon is taking things up a notch this year through this beauty-meets-music partnership." To participate, clients can register on The Show Stopping Bride Contest page on the brand's website.

 **INTERNATIONAL**

↳ **Jennifer Lopez collaborates with Inglot**



Editorial credit: Tinseltown / Shutterstock.com

The style diva, Jennifer Lopez has collaborated with global beauty brand Inglot Cosmetics to launch a limited-edition capsule collection. Achieve the authentic 'JLo Glow' with this Jennifer Lopez Inglot collection! The 70-piece collection comprises of eye shadows, eyelashes, cosmetic palettes, nail enamels, highlighters, bronzers, blushes, powders and matte and gloss lipsticks. The star of the collection is the unique Freedom System palette that allows consumers to create personalised palettes with one's choice of colours and products. Lopez worked very closely with Inglot in every aspect of the collection including the shade range, ad campaign, packaging and even the product names of the hero SKUs, such as 'Boogie Down Bronze' and 'Livin The Highlight' which are inspired by her career. All colours in the line have been created and handpicked by Lopez herself. The Jennifer Lopez Inglot collection allows women to create unique looks of their own, whether for a natural daytime look or going out-glam, inspired by the diva's iconic styles.ww

↳ **Watch out for Belleza y Salud 2018 in South America**



Belleza y Salud, the event scheduled in Bogotá, Colombia, from 3rd to 7th October 2018, will offer a complete overview of the South American market and will allow companies and international buyers to evaluate the business opportunities offered by the cosmetic industry in Colombia and Latin America. Thanks to the partnership as international sales agent with BolognaFiere Cosmoprof, the number of attendees from foreign countries keeps growing. BolognaFiere Cosmoprof will involve exhibitors, buyers and media from all over the world, in a dedicated area, The International Hall & Cosmetics powered by Cosmoprof, will host the leading companies in the sector, interested in new business opportunities with local distributors, retailers and influencers.

↳ **Henkel's new beauty research center in Düsseldorf**

The German FMCG giant, Henkel launched a new consumer testing facility, the Beauty Insights Center, in Düsseldorf. The Center will be used for research purposes wherein beauty and skin care experts will observe consumer habits and use the insights in product innovation. The new facility, in addition to existing test sites in Düsseldorf and Hamburg, is equipped with bathrooms for product testers to use while under observation. Shared Thomas Forster, Head of Global R&D at Henkel Beauty Care, "Our customers use our products in their own individual way. Different trends and regional practices bring significant differences in consumer behaviour. We can now analyse these differences in detail test and integrate these directly into our product development process."



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Architectural Concepts

Mumbai

Hair Station LLP



Spread across 1,500 square feet, Hair Station is a venture helmed by Avanti Birla, Kajal Anand, Kauser Sheikh, Rukshana Eisa and Shweta Bachchan. The salon provides luxury at a budget with several pockets of spaces offering privacy for various services. It offers best in class services in hair, skin, manicures, pedicures and body care. With the latest products and technology available, the salon has efficiently trained staff who give clients a feel-good aura so they come back for more. The space is well equipped with 10 hair stations, three wash stations, two each for manicure and pedicure, one waxing room, one beauty room and one outdoor cafe. The

interiors have been fashioned by architect Mustafa Eisa, who believes that simple and elegant design with a timeless colour palette of black, white and gold accents running throughout, would be classic.

Hairstylist par excellence, Sheikh says, "After spending 22 years in the beauty industry, I have decided to join hands with these wonderful women to start a salon which has always been my passion. With my experience with colour, cut and styling, we hope to transform the discerning women who come to Hair Station."



Colour combination: Black, white and gold accents

Products used: L'Oréal Professionnel, Schwarzkopf Professional for hair; Dermalogica, Rémy Laure, Thalio for skin; IBD, OPI for nails

Lights: Task lighting, Syska LED warm white/ complemented by imported and decorative chandeliers

Flooring: Onyx tiles

Architect: Mustafa Eisa Design

Contact person: Aakash Samani, Manager
Address: Hair Station LLP, Krishna Worli Sagar, 242/243 Ground Floor, Worli Junction, Mumbai - 400030
Phone: 022 2499 8866
Email: ashsamani1993@gmail.com

Orange Tree Salon



Contact person: Mamta Joshi, Proprietor
Address: Shop No. 20, Earth Pride, Sadashiv Lane, V P Road, Opposite Sikka Nagar, Mumbai
Phone: +91 022-23856900; +91 8104576597
Website: www.orangetreesalon.com

Colour combination: Powder blue and white silver

Products offered: L'Oréal Professionnel, Schwarzkopf Professional, Olaplex for hair; Thalio for skin; OPI, Colorbar, Sally Hansen, Lakmé, Chambor for nails

Lights: Oma lights

Flooring: Beige tiles

Architect: Balvinder Singh, Ideas Unified



Orange Tree Salon launched its second branch and it boasts of well equipped therapy rooms, hair stations, bridal make-up and grooming section, spa and shower facilities, and manicure and pedicure sections. Spearheaded by Image and Fashion Consultant, Mamta Joshi, the salon offers organic services to minimise the use of chemicals on hair and skin. Excellent infrastructure with a soothing ambience provides a relaxing space for clients. The team of professionals ensure 100 per cent client satisfaction. It also offers grooming and styling services which helps it to stay ahead of competition.

Sharing her views, says Joshi, "Orange Tree Salon deviates from merely providing staple hair salon and beauty services. We seek to deliver a distinctive, enriching in-salon experience that goes above and beyond what good salons in Mumbai usually offer. Our focus is more than beautifying our clients, it is to nourish and sooth their bodies and minds, cleansing away the stress and toxins of everyday life. We complement our premium treatments with stellar customer service, first-class quality products, at reasonable prices." 📍









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Lesley Jennison

Visionary Wizard

With an experience spanning over three decades, Lesley Jennison, Global Colour Ambassador for Schwarzkopf Professional and Essential Looks, loves everything about hair and styling but her absolute passion is colour. On her recent visit to India, Jennison shares her journey exclusively with *Salon India*

by Shivpriya Bajpai

Lesley Jennison started her career in 1984 at Vidal Sassoon. She became the first colourist in the brand's history to hold positions as both Head of Colour and Manager at the Covent Garden branch in London. Her high profile clientele has famous faces from the media, fashion and celebrities including, Gwyneth Paltrow, Elle MacPherson, and more. She has also worked her colour magic for fashion shows for Raf Simons, Alexander McQueen and John Richmond, and worked alongside world-renowned photographers such as Simon Emmett and Rankin.



How did you get interested in hairdressing?

I never wanted to be a hairdresser. I grew up with our parents taking us to the theatre and fell in love with the idea of being a make-up artist for theatre and television. When I wrote to BBC for apprenticeship in make-up, I was asked to get hairdressing qualification. So, I made up my mind to get the best education in hair and enrolled into Vidal Sassoon. The rest is history. I did a three and half year apprenticeship at Vidal Sassoon. It was a tough as Vidal Sassoon expected the very best at all times, but it taught me discipline.

Please tell us about your association with Schwarzkopf Professional.

I have been associated with Schwarzkopf Professional for 12 years now. I was invited to do a brand shoot for Vibrance 12 years ago which went on to win industry awards. So, when Essential Looks (EL) came up, I was asked to join them.

What is your current role?

I am the Global Color Ambassador, which means I am responsible for forecasting colour trends, creating colour combinations and techniques that are fashion focused, yet salon friendly for the clients and the hairdresser.

What is Essential Looks 2018 all about?

We are now social media focused and want to make EL accessible to the end clients as well as our fabulous hairdressers.

What is the source of inspiration behind the EL looks?

It is inspired by the catwalks from fashion weeks held in different fashion capitals of the world.

How did you prepare yourself and the team for creating these looks?

We are a close knit team that is in constant communication with each other and the marketing department. We are passionate about EL being a viable lookbook for the hairdressers.

What are the top three colour trends for Indian skin tones?

There are several shades in blonde that compliment the Indian skin tone. With FibrePlex, the incredible new technology introduced by Schwarzkopf, being integrated into bleach powder, one can go from black to blonde without compromising on the quality of hair. Another hot trend is colour melting. We have made it fun, easier and cleaner for hairdressers with the creation of our ColorMelter tray and sponge. I co-created it with Schwarzkopf. Vintage red is also in vogue and it looks fabulous on Indian skin tones.

What is a normal day in Lesley Jennison's life?

There is never a normal day! I can be in a studio filming or shooting. I can either be on stage or in our salon.

What is your view on the hair industry of India?

Indian hairdressing has gone from strength to strength with so many hairdressers realising the potential of learning new trends and technology.

What is your advice for those who want to join the hairdressing industry?

Remember that solid education with in-depth knowledge on hair science will always help. It is good to watch all the people you are inspired by. Get connected to social media, as it plays a vital role.

What are your future plans?

To remain as passionate about our industry and craft as I always have been, and to return to India as soon as I can. 🇮🇳





Samantha D'Souza Riding High On Success

Owner of one of the most sought-after salons, Samantha's Salon in the plush locales of Bandra West in Mumbai, Samantha D'Souza is a young prodigy in the hairdressing industry. In its sixth successful year, the salon is the result of D'Souza's quest for creative freedom

How did you get started in the hair industry?

I was a curious child and loved to watch my aunt cut hair. I guess from there on, I decided that I wanted to be a hairdresser.

What is your work philosophy?

It is to never give up. There will be moments when you will struggle, but you will need to tell yourself 'I can do this' and keep moving forward. Also, patience is the key to success.

What are the courses you have taken up?

I have done several courses namely, Schwarzkopf Professional Advanced Cut and Colour courses from UK and Budapest, the Essential Looks Schwarzkopf training in Macau, and I have also trained at Vidal Sassoon in London.

What was your first big break?

It was my first hairdressing job at the age of 18.

What was the inspiration behind launching your salon?

After working for the longest time, I wanted to pursue my passion independently and be my own boss. This is how Samantha's Salon came into being.

How do you drive operational excellence at your salon?

I strongly believe creative freedom is both satisfying and motivating. I always encourage my staff to rely on their creative instincts. In return, it makes both the clients and staff happy.

What are the current trends in cut, colour and style?

For women, beach waves and Balayage in colour are trending. Fade haircut is here to stay for men.

What are the key factors to be kept in mind while creating styles for different platforms?

No matter what the platform, it is crucial to be confident and work around your strengths. Whether fashion, editorial or Bollywood, translating the concept is critical.

How would you like to define your evolution as an artist?

It has been an incredible journey, from working for other people to calling the shots at my salon. I have learnt to be patient and focused. Every day is a learning opportunity and it is how I cease the moment.

What is your advice for aspiring hairstylists?

Work hard and stay focused to achieve your goals. It is extremely important to stay updated on the latest trends and techniques. Follow your instincts and never shy away from implementing new ideas.

What are your views on the salon and hair industry in India?

The industry is constantly evolving. Clients are more aware and experimental with trends and techniques. There is a rise in demand for trained and experienced stylists and that elevates the importance of education. Hairdressers in India are reaping the benefits of social media and global awareness to stay ahead of their game.

What are your future plans?

I live in the moment and do not think about the future. 🌱

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X-Tenso Oleoshape by L'Oréal Professionnel Breakthrough Innovation in Straightening Services

The all-new straightening services, X-Tenso Oleoshape, is enriched with nourishing oils and powered with Thio Complex, which leave the hair fibre beautifully straight and strengthened



L'Oréal Professionnel reinvents the in-salon permanent straightening experience with the all-new X-Tenso Oleoshape, a breakthrough formulation that provides intense care as it transforms and straightens even the most resistant hair.

Cutting-edge formula

The new formula with the powerful Thio Complex has been developed with a low odour innovation in order to provide an improved experience for hairdressers and consumers, alike. Combined with Oil Trio and Cationic Actives, it not only nourishes and strengthens the hair fibre, but also reduces frizz in wavy and curly hair types.

Available variants

With two variants in Resistant and Extra Resistant, X-Tenso Oleoshape straightening services have been created for a sensorial experience like no other with hair that is beautifully straight and has an incredible sleek shine. Only in salons, the X-Tenso Oleoshape services can be availed with the aid and expertise of your hairdresser.

X-Tenso Oleoshape guarantee

Only L'Oréal Professionnel X-Tenso Oleoshape allows you to straighten your hair without any compromise.


No compromise on nutrition and care

As it has Thio Complex, a breakthrough innovative formula, the in-salon experience for both hairdresser and consumer is enhanced and more pleasant than ever thanks to the new low odour technology. It is further enriched with Oil Trio, a blend of sweet Almond, Cotton Seed and Rice Oils; the new straightening services with X-Tenso Oleoshape visibly improve hair quality for a more nourished fibre with incredible shine.

No compromise on protection and strength with Smartbond

X-Tenso Oleoshape services combined with Smartbond, the breakthrough bond reconstructing system from L'Oréal Professionnel, ensures that the hair is even more protected and strengthened.

No compromise on hair colour with Dia Richesse

For that perfect makeover, experience X-Tenso Oleoshape with Dia Richesse, the ammonia-free, tone-on-tone colour service, on the very same day. Take your pick from 21 shades for a sleek and glossy effect. 



Professional Image

Leave a Positive Impression

by **Shahnaz Husain**

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

Running a successful salon business has a great deal to do with your professional image. Also, this holds good for therapists or beauticians who work in salons. One's personal appearance may be attractive, but the professional image is of utmost importance, and includes personal appearance and self-conduct as it helps in building a loyal clientbase. Your physical appearance, attitude and manners, business ethics and professional ability work in unison to create a first impression, and at times, the last. Clients create an image of you in front of them. They must trust and respect you, not only for your professional knowledge and skill, but also for personal qualities.

As a salon owner, your aim is to help others look their best. Today, beauty has a holistic approach that ropes in wellness, as well. It includes how your client feels physically and mentally. The focus is not only on looking best, but also to come across as a sincere and genuine person whom they can trust. Good health and fitness further helps to project vitality. Self confidence, professional knowledge, communication skills, empathy, are some of the multiple aspects that create a positive professional image.

The image that you project includes the way you look and the way you dress. It also reflects how comfortable you are in your own skin. As already mentioned, your behaviour and the way you conduct yourself should be genuine. How you come across to others is equally important. So, develop self-evaluation skills to understand how people perceive you. Do you speak loudly? Cultivating a well modulated voice really helps. When you speak to someone, look at the person. Looking away indicates lack of self-confidence. Avoid too much hand gestures while speaking. Be a good listener. But, what really makes an impact is sincerity. Be interested in what the client has to say. Be courteous and well mannered. Warmth, kindness and a sense of humour help to put others at ease.

While running your salon, you may encounter dissatisfied clients with complaints. This is where your approach plays an important role. A friendly, understanding and sympathetic demeanour is half the battle won. Feedback is important, so listen to their complaints and handle it gracefully. Go out of your way to help them and compensate them in any way you can to deal with complaints. This approach is likely to pay high dividends in terms of your professional image and building a client base.

Beauty and wellness go hand-in-hand. Salon and spa treatments have been integrated in many salons. Indeed, best-in-class salon services will make clients look good and feel good. In order to provide wellness services and advice, your own health should be in top form. Good health has a positive effect on the body and mind. It will provide you with more energy for creativity and innovations. Nutrition, regular exercise and a healthy lifestyle will help you achieve balance in your life.

Personal hygiene is one of the most important aspects of professional image. This includes bathing, dental hygiene, clean hands before attending to clients, using deodorants, and so on. Bad odour will put off your clients. Your hair should also be well groomed and not come in the way of your work. Dirty, unkempt, greasy hair is a complete no-no. Nail care is also important as your hands and nails come in direct contact with the client. They are also in full view of others. Dirty, chipped nails are a most unwelcome sight. Nails should be trimmed and clean. Have regular manicures and pedicures.

Indeed, appearance and personality are just as important as your technical skills. Being a successful therapist or salon owner is a subtle blend of many attributes, like being groomed, poised, graceful and self-confident. Your professional image should reflect that you are a real and vital person who leaves behind a positive impression on clients. 📌

Berina
PROFESSIONALS

Let Your Hair Talk

New Collagen Treatment

Berina Collagen Treatment with the effects of hydrolysis Collagen and almond milk Helps to keep hair healthy. The hair is soft, sleek, shiny, almond scent, soft on the hair with two trials.

Apply after shampooing hair, cream and massage over head for 5-10 minutes, then rinse with clean water.



New Treatment Spa

It retain moisture to your hair and repair the deteriorated hair as through the nutritious for hair to have a nature good condition.

It is very easy to use firstly rinse well with a shampoo then apply to wet hair with gently massage the scalp with the flats of the hands after that leave with steamer for 10 minutes and lastly rinse thoroughly then get all new healthy, smooth & silky hair with better result.



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Extend Your Limits

Experience the latest breakthrough technology with Résistance Extentioniste by Kérastase to achieve strong and luxurious lengths

With over 50 years of experience in luxury hair care and pioneering science, Kérastase has a unique understanding of hair care. For long hair in particular, Kérastase has identified three main pain points:

Roots: Damage can cause the roots to break.

Lengths: When weakened hair fibre becomes rough, lose shine and appear lifeless.

Ends: Thinning ends split, if left untreated and need to be cut.

As damaged hair grows, the signs of poor conditioning, like, breakage, dullness and split ends, become more evident. Long hair requires fortifying, length-boosting care along the entire fibre.

Résistance Extentioniste is the answer

In the quest for longer and stronger hair, Kérastase has introduced Résistance Extentioniste. When most women speak about ideal hair in salons, social media and amongst friends, they share two common desires of having beautiful and longer hair. These goals can only be achieved with hair that is at its healthy best. Résistance Extentioniste does just that to strengthen hair from roots to tips.

In-salon reset with the Bond and Fibre Strengthening Ritual

Every Kérastase experience begins in-salon with a consultation by a Kérastase ambassador who will use the exclusive Kérastase camera to identify the client's hair and scalp needs. A client that's looking for strong hair which can grow to its full potential length is recommended the Extentioniste programme. The Bond and Fibre Strengthening Ritual includes the usage of two new in-salon exclusive products, namely, Soin 1 and Soin 2. Additionally, Serum Extensioniste is also used to activate the scalp and ensure that new hair grows healthy and strong.

In just one salon visit, a client can experience upto 78 per cent less split ends* and 99 per cent less breakage*.

At-home care regime

The range includes four products, four textures and four combinations for those who are seeking healthy new lengths.

Bain Extentioniste: Length-boosting shampoo that helps to retain the strength of the fibre, even to the touch, with great cosmeticity.

Fondant Extentioniste: Length strengthening conditioner strengthens lengths and tips by powerful detangling and leaves a lightweight coating from root to tip.

Masque Extentioniste: Length-strengthening masque that reinforces the hair fibre and seals cuticles with a uniform coating from root to tip.

Serum Extentioniste: Strengthens lengths and tips and activates scalp. 🌿

Breakthrough Technology of Creatine R

Together with the hair experts at the L'Oréal laboratories, Kérastase presents the breakthrough technology, Creatine R, a Bond and Fibre Strengthener which is a fusion of Creatine and Ceramides. The five powerful ingredients that make this range are:

- ▶ **Creatine:** Proteins that work on the bonds and fibre to repair and condition them.
- ▶ **Ceramides:** Lipids found naturally within the hair cuticle that act as a shield, keep the cuticle smooth and lock moisture.
- ▶ **Taurine:** An Amino Acid with protective effects on hair follicle.
- ▶ **Citric Acid:** Recovers the natural strength of the fibre structure and provides shine.
- ▶ **Maleic Acid:** Small particles that penetrate the fibre for reinforcement action and seal the cuticle from root to tips.



*Instrumental test protocol - Extentioniste Bain Extentioniste + Soin n°1 + Soin n°2 + Serum Thérapiste.



Courtesy: MAC Cosmetics



India Couture Week

Bespoke Special

As the curtains came down at the India Couture Week '18, the five-day extravaganza left us mesmerised. The artistic blend of hair with make-up, gave us an insight into the immense variety in looks available for the modern woman of today

From state-of-the-art décor to structured silhouettes, ultra-glamorous beauty and sophisticated hairdos, India Couture Week was a majestic experience. With MAC Cosmetics as the official make-up partner, this edition displayed intricately crafted collections of 10 designers, namely, Amit Aggarwal, Anju Modi, Falguni Shane Peacock, Pallavi Jaikishan, Rahul Mishra, Reynu Taandon, Rohit Bal, Shyamal & Bhumika, Suneet Varma and Tarun Tahiliani. Working in tandem with the designer's brief, the backstage team, headed by Sonic Sarwate, Global Makeup Artist at MAC Cosmetics India, and Navreet Josan, National Artist at MAC Cosmetics India, focused on highlighting the model's natural features and skin tones.



Shimmer and shine

Glitter was all-time high. Revealing it to be one of the biggest beauty trends of this edition, Sarwate shared, "The models' had a stunning sheen on their cheeks and eyes, which made them look like angelic princesses. They wanted to create stunning yet wearable looks straight out of the runway. So, the focus was on wearability too." In terms of his favourite look, Sarwate said, "It has to be Tarun Tahiliani's show, where models had super sheen on their eyes with glossy lips and strongly highlighted cheeks."

Subtle all the way

Another beauty takeaway was the classic back liner. "Liner and lashes were big on the ramp - a subtle stroke of a black eyeliner was the key to enhance the overall look," shared Sarwate.

High-octane hair

Hair was mostly pulled back with flawless perfection to imbibe the elegance of the ensembles. Amit Aggarwal's runway hair was sculpted at the front with a polished ponytail at the back, while for Pallavi Jaikishan, it was about reminiscing the old world charm. Her dreamy look was finished with the romantic side-swept retro waves with intricate flowers on one side.

Bright lips

The lips were mostly bright and beautiful as seen in the shows of Rahul Mishra, Anju Modi and Shyamal & Bhumika, where pink glossy lips played a perfect contrast to the Suneet Varma's whimsical collection. An intoxicating mix of delicate allure and nature's colours, Rohit Bal's finale collection was an ode to the unparalleled beauty of flowers and nature's best treasures. 🌸



Courtesy: MAC Cosmetics



Go Burgundy This Season

The Trend Forecast by MATRIX

Give your client's hair a touch of Burgundy this season with a professional guide by MATRIX

This is the season to experiment with Burgundy, the hottest hair colour trend, which is a big hit with celebrities across the globe including, Rihanna and Aishwarya Rai Bachchan. It compliments every skin tone and can be added either to the ends or as highlights for warm, moody richness. Keeping this in mind, MATRIX, the world's leading American professional brand, shares the ultimate guide to help you get the delectably rich burgundy hues.

Determine the skin tone

There is a shade of burgundy for everyone. From dark and subtle, to more vibrant and bright, it is possible to find one for every skin tone and personality. It is essential to determine the client's correct skin tone before selecting a shade. For pink, olive

or ebony skin tones, cooler burgundy hues with lots of red and violet is ideal; shades with brown tones look beautiful on peachy or golden complexions.

Work on natural hair colour

Post determining the correct skin tone, it is time to understand the client's natural hair colour to blend the edgy hue. Depending on how dark their natural colour is, you may have to lighten their hair before applying the final burgundy tone for a bright result. With darker hair, you can afford to use a heavy permanent colour, it will leave the hair with a purple glow. For pale hair, you will have to darken it a bit before applying the final burgundy tone.

Experiment with Color Melting

With several techniques to flaunt different shades of burgundy, you can also give your client the Blackberry Melt using the in-trend Color Melting technique. Introduced by MATRIX, this technique mirrors natural hair patterns and shades together to create the 'melted effect'. Inspired by the richness of luscious blackberries, Blackberry Melt is created using MATRIX SoColor shades #5.26 and #6.62. This technique ensures a seamless blend for a natural look.

Styling and make-up to compliment the colour

Post the desired makeover, it is necessary to guide them on the correct style and make-up. Since it is a dramatic shade, fresh and minimalistic make-up works best. Dark hair creates shadows which means the eyes need to be defined with two to three coats of mascara to boost volume. Dust highlighter on cheekbones, jawline, bridge of the nose and crest of the lips for extra dimension. Add subtle colour on the lips, like pinks and nudes, to create a soft contrast. Complete your client's look with loose side braids or mermaid waves.

Maintain the colour at home

Burgundy hair colour looks best when it is vivid. To prevent the colour from fading, recommend shampoo and conditioner that are specifically made for coloured hair. MATRIX Biolage ColorLast home care range, inspired by the anti-fade properties of the vibrant Orchid flower help maintain shiny and vibrant colour for upto nine weeks.*

Educate clients on the importance of using the complete home care regime including, shampoo, conditioner and leave in serum. It is also essential to recommend an in-salon treatment atleast once a month for care of their tresses. 



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



Client Retention **Delightful** Offers

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

Affinity Express | Delhi

The salon is offering Olaplex hair repair treatment at a discounted price of ₹1,999. The actual price of the service is ₹2,950.

Envi Salon & Spa | Mumbai

Get haircut, hair wash and blow dry at an offer price of ₹899. The actual price of the service is ₹1,416.

Big Bangs Theory Unisex Salon | Pune

The salon is offering a package including O3+ Whitening Facial along with full arms and half legs waxing at a discounted price of ₹1,999. The actual price of the package is ₹3,650.

YLG Salon | Bangalore

On beauty services, there is a discount of ₹250 on a minimum billing of ₹500.

Headturners Salon | Kolkata

Get L'Oréal Professionnel hair spa and deep conditioning at a discounted price of ₹1,299. The package is valid for both men and women. The actual price of the service is ₹3,000.

Essentials Salon | Chennai

The salon is offering advanced tan removal facial at a discounted price of ₹1,799. The offer is valid for both men and women. The actual price of the service is ₹2,645. 📌

5 Hair Serums by MATRIX For Instant Rejuvenation

This monsoon, combat concerns such as frizzy and undernourished hair with the help of a professional range of serums by MATRIX

Fast-paced lifestyles demand outdoor activities, and our woes are compounded when we are in the middle of the monsoon season. Rain brings with it high levels of humidity, which makes the condition of our hair worse. It becomes rough, frizzy and lacks lustre, and all we need is an instant fix. Recognising this need, MATRIX, the world's leading American professional brand presents a range of hair serums that tackle such hair concerns and leave the hair soft, smooth and frizz-free.



For frizzy hair Biolage Deep Smoothing Serum

Frizzy hair is a common problem experienced by clients. Environmental issues like rain, humidity and even perspiration lead to frizz and result in tangled and wilder hair. Biolage Deep Smoothing Serum, the 6-in-1 must-have serum from a nature-inspired hair care range, is a revolutionary product that answers hair problems. Infused with the goodness of Avocado, Grapeseed Oil and frizz-taming Polymers, it controls frizz and keeps hair intact even in upto 97 per cent humidity*. Avocado conditions the hair to shine with lustre, provides nourishment from root to tip and removes split ends completely.

USP: With multiple benefits packed into one, the Serum controls frizz, smoothens rough ends, protects from humidity, adds instant shine, nourishes dry hair and instantly detangles. It can be used in salons during or post a BioSpa service, before or after blowdry, before a haircut and for styling. At home, the serum can be used after shower, before or after blowdry, for styling as well as while traveling.



For scalp and hair issues Biolage Advanced ScalpPure Complete Solution Scalp Serum

A flaky scalp is an alarming sign. It means that the scalp is unhealthy and requires intensive care and treatment. Biolage Advanced ScalpPure Complete Solution Scalp Serum is one of the few serums that can be used on the scalp post wash. It is powered with ingredients that help reduce excess sebum and instantly soothe and hydrate the scalp. It also relieves the daily discomforts of dandruff and a stressed scalp.

Pro tip: Use on clean scalp after hair wash and apply evenly onto hair and scalp by gently massaging for two minutes.



For long hair
Opti.Long Nourish Protect Professional Nourishing Leave-in

Long hair is among the top attributes that defines beautiful hair. However, most women with long hair do not leave it open as they are afraid of the dust, pollution and humidity that add roughness to the mid-lengths and tangle up the ends. Thus, using a leave-in product after hair wash helps to nourish, protect and flaunt luscious long hair without any worry. The Opti.Long Nourish Protect Professional Nourishing Leave-in cream provides strength to the hair fibre and protection from split-end damage**. It helps to resurface hair strands for a smooth finish and a nourished feel across the length of hair.

Pro tip: Rub a small amount into hands and apply to towel dried hair and style as desired.



For straightened hair
Opti.Care Smooth Straight Professional Split-End Serum

Clients usually have concerns about frizzy and unmanageable hair and damage caused by environmental factors and styling tools. While straightening and smoothing services have proven to be a boon for frizzy and untamed hair, it is essential to invest in a serum to prolong the results of these services. Opti.Care Smooth Straight serum, enriched with Shea Butter, is perfect for smoothing frizz and flyaways in chemically treated hair. Its light and non-greasy formula tames frizz and helps to maintain the straightened texture of the hair while making it silky smooth.

Pro tip: Distribute the serum to the part of the hair that needs it the most, the mid-lengths and the ends. For effectiveness, use the serum on damp hair, few minutes after the hair wash.



For shiny dark hair
Opti.Black Dazzling Shine Professional Shine Enhance Serum

Clients dream of dark, shiny, beautiful hair and while ageing is inevitable, they opt for grey coverage colouration services. Post colouration, it is important to protect the colour from fading and it must be a part of hair care regime. While coloured hair undergoes fading, naturally dark hair also undergoes dullness due to exposure to sunlight, pollution and other environmental factors. The Opti.Black Professional Shine Enhance Serum, enriched with Antioxidant Vitamin E gives a dose of shine for dull, naturally dark hair. For tresses that have undergone grey coverage colouration with dark shades, the serum helps to impart dazzling shine and protects the colour for up to 24 washes***, if used regularly along with Opti.black Dazzling Shine Shampoo and Conditioner.

Pro tip: Apply a small amount on damp hair to render smoothness and softness with a dazzling mirror shine. 🌀

*When using the system of SmoothProof Shampoo + Conditioner + Serum versus a non-conditioning shampoo.

**Instrumental Test: Shampoo + Conditioner + Leave-in versus a non-conditioning shampoo.

***Instrumental Test: Shampoo + Conditioner + Serum versus a non-conditioning shampoo.

Market Watch | **Hair Care**

Scalp care by **Paul Mitchell**

The Tea Tree Scalp Care Anti-Thinning product regimen is a preventative system that gently and naturally helps create an optimal scalp environment to encourage healthy, thicker hair. The entire regimen is infused with Regeniplex, an exclusive botanical blend that includes Kakadu Plum, Pea Peptides, Clover flower,

Turmeric and Ginseng, to help promote a healthy scalp and hair. The three-step action of Scalp Care Anti-Thinning Shampoo, Scalp Care Anti-Thinning Conditioner and Scalp Care Anti-Thinning Tonic works wonders on the scalp and hair.



Price: ₹1,890 each for shampoo and conditioner (300ml); ₹3,870 (100ml) for tonic

Availability: Looks, Hakim Aalim, Taj Hotel Salons and more



Hair colour by **Moehair**

Moehair has launched six colours, namely, Blue, Red, Yellow, Burgundy, Violet and Green called Moehair Crazy-6. They are colour concentrates mixable with any Moehair colour that gives stylists the power to intensify, refill or perform a colour correction or create a new colour. Inspired by flowers, the colours create intense special effects. Lasts up to 10 to 12 washes, depending upon the porosity level of the hair.

Price: ₹8,990 for the kit

Availability: Salons



Hair colour cream by **Berina Professional**

Discover a vibrant flush of colour with Fitz Hair Color Cream. A revolutionary product, it contains an innovative component which protects and provides glamorous colour to hair. The hair colour cream contains actives that makes your hair healthier and silkier.

Price: On request

Availability: Nykaa, Flipkart and Paytm

Shampoo and conditioner by **Olaplex**

Repair your hair at home with Olaplex 4-5 from Bond Maintenance System. The Olaplex No.4 Bond Maintenance Shampoo repairs bonds while gently cleansing all types of hair. Formulated with Olaplex Bond Building Chemistry, it restores the hair's internal strength and moisture levels, and further adds shine and manageability. Designed for all hair types, it is free of sulfates, parabens and is colour safe. The Olaplex No.5 Bond Maintenance Conditioner, formulated with Olaplex Bond Building Chemistry, restores, repairs, hydrates and is lightweight. Designed for all hair types, it is sulfate-free, paraben-free, gluten-free and colour safe.

Price: ₹2,250 each (250ml)

Availability: Salons like Looks, Bblunt, Madonna, JCB, Geetanjali, Toni&Guy and more



Cream and oil for mature hair by **label.m**

The Therapy Rejuvenating Protein Cream is powered by the Rejuven8 technology and is hair Botox to make hair more radiant, healthy and shiny. Lightweight, it acts as a leave-in treatment, it has Amino acids, Hydrolyzed Oat proteins and Cupuaçu Butter that strengthen and deeply moisturise. Therapy Rejuvenating Oil is ultralight and has Moroccan Argan oil to transform the look and feel of dry, damaged and matured hair.

Price: ₹2,500 for cream (50ml); ₹3,000 for oil (100ml)

Availability: Write to info@inocorp.in



Hair styler by **Vega**

Get a new hairdo everyday at home with Vega 3-in-1 Hair Styler. You can curl, straighten and crimp your hair with this styler. Switch to different hairstyles with just one button. The styler has flat plates to straighten the hair and create sleek look, the crimper plates create beautiful textures and the curling iron helps to create lustrous locks.

Price: ₹1,599

Availability: Retail stores



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SALON OF THE YEAR*

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Ashima Sharma Of Contemporary Silhouettes

Delhi-based fashion designer, Ashima Sharma shares her views on the fashion and beauty industry, source of inspiration, future plans, and more

How did you get started in the fashion business?

My love for art got me into fashion. I have a prêt and Western couture line, and soon I will be exploring Indian wear, as well. I take inspiration from everything around me.

Which international designer is your inspiration and why?

Tom Ford is an inspiration as despite the ups and downs he went through, he was able to make it big and has ventured into all the spheres of fashion.

How important are hair and make-up in fashion?

Hair and make-up form the back bone of the fashion industry, without which fashion would be incomplete. Both hair and make-up are vital to make the ensemble stand out. It adds to the drama and helps in storytelling via the designer's creation.

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

I have been working with not one but many make-up artists and hairstylists. Instead of the very well known ones, I try to provide a platform for those who are trying to make a mark in the beauty industry.

Which is the most outrageous look adapted in your collection?

I will not call it outrageous, but once we tried a top knot in boho style for a bohemian outfit. I think it was an off beat concept.

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

I generally like poker straight hair or soft curls. Apart from these, I also like the wavy beach baby hair do. These looks are a hit on the ramp when combined with smoky eye make-up and subtle contouring.

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

Both the industries have come a long way and have witnessed phenomenal growth. India has a rich cultural heritage in terms of natural beauty and Ayurveda. We have an edge over the rest of the world.

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

I have plans to explore various genres in fashion. I will always be connected with the beauty and hair industry as fashion is forever incomplete without beauty makeovers. 📍



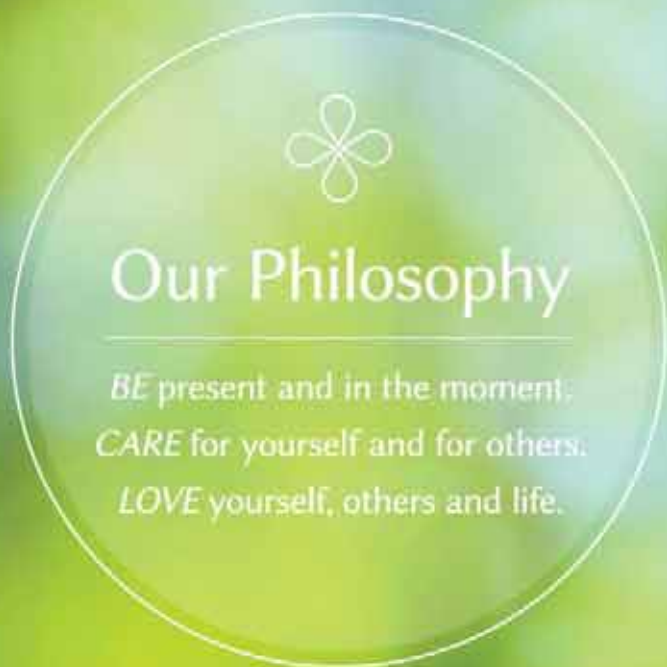
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Best Face Forward with **Weatherproof Make-up**



The monsoon season brings with it innumerable challenges and opportunities for the beauty industry, both at the same time. The high humidity index can play a spoil sport in an effort to keep make-up in place. Industry stakeholders bring in innovation, awareness, top notch marketing strategies to combat the concern and stay ahead of competition. From beach-proof to heat-resistant beauty products, the market is flooded with options. Keeping this in mind, we speak to top make-up brands and renowned make-up artists to get an insight into weatherproof make-up

by **Aradhana V Bhatnagar**



KRYOLAN INDIA

Amita Raj



TREND IN WEATHERPROOF MAKE-UP We have unique products like Dermacolor Camouflage Crème and Dermacolor Fixing Powder, when it comes to weatherproof make-up. When used together, these products are highly water resistant, which make them a perfect all weather product.

TOP SELLING RANGE Dermacolor Camouflage Crème, Dermacolor Fixing Powder, Supracolor, Lip Stain, and HD Micro Foundation Mattifying Liquid.

STAR PRODUCT Dermacolor Camouflage Crème.

USP OF THE PRODUCT An ECARF certified product, it provides high coverage. It is so versatile that it can be used for those who want to cover skin imperfections, and on a daily basis as well. It is a favourite of the professionals and is recommended by dermatologists.

FACTORS KEPT IN MIND WHILE CREATING THIS RANGE The idea was to take make-up to the next level. Not only do we make make-up that is used for beauty purposes, we also offer a range that helps people with skin imperfections, like vitiligo, pigmentation, birthmarks, and more.

MARKETING STRATEGIES YOU HAVE USED TO PROMOTE THE RANGE We work closely with dermatologists, who in turn recommend our product to their patients, while they undergo treatment for skin imperfections.

PLANNING NEXT We continuously strive to keep ourselves updated with new technology. We are preparing ourselves and developing a range of products that will be suitable for the latest filming technologies.



DERMACOL

Ashish Girdhar | Managing Director | Sanash Impex (P) Ltd (Dermacol India)



MARKETING STRATEGIES USED TO PROMOTE THE RANGE

We intend to appoint distributors Pan India, identify major retailers, place the products in modern retail and go online to reach remote places which can be catered to by couriers. We plan to have open our own shops or kiosks, but it may take some time.

PLANNING NEXT In Phase 1, we are launching 120 variants from all the categories, such as make-up bases, foundations, fixing powders, eye liners, mascaras, matte lipsticks both liquid and creamy in texture, 16 hour lipsticks, creams to combat ageing, SPF, hydration creams and 3D cloth masks. We will come to the next phase when we have stabilised a bit. We want to have a solid customer base as there is a lot to unveil in the days ahead.

TREND IN WEATHERPROOF MAKE-UP

We try to give our best in water proof, hypoallergenic and preservative free full coverage make-up cover with SPF 30.

TOP SELLING RANGE

BTCELL Non Invasive and Intensive Lifting Care for those above 30. It is an anti wrinkle skin care with effects similar to Botulin injections. It is effective in addressing the concerns and problems of ageing skin and wrinkles.

USP OF THE RANGE

The legendary high coverage make-up cover provides perfect coverage for all types of skin imperfections, even in a thin layer. It has SPF 30, is waterproof, preservative free for all types of skins.

STAR PRODUCT

Dermacol Make Up Cover was innovated more than 50 years ago which brought the brand international recognition. It is a creamy preservative free consistency with a high pigment content

of more than 50 per cent and makes the skin appear smooth. It is hypoallergenic, provides intense protection against UV rays. It is a perfect corrector for dark under eye circles and blemishes.

FACTORS KEPT IN MIND WHILE CREATING THIS RANGE

The idea is to cater to masses so that they can have perfect skin balance. The range covers imperfections and evens the tone and protects the skin throughout the day.



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PAUL PENDERS

Sargam Dhawan | Director | Paul Penders



TREND IN WEATHERPROOF MAKE-UP For weatherproof make-up, we suggest using Paul Penders' BB Cream. It is non-sticky and has a non-oily texture, which blends well into the skin and takes on the natural colour.

TOP SELLING RANGE Foundation range.

STAR PRODUCT (S) Moisture Foundation, Serum For Natural Luscious Lashes and All Natural 4 in 1 BB Cream.

USP OF THE RANGE Paul Penders' products are organic, botanical and Ayurvedic. The range is made in the foothills of Himalayas and contains a unique 100 year-old natural family recipe- LevensESSENTIE Gold extract from 22 organic herbs. The products are formulated with pristine Mount Everest water traversed down for 20 years from 20,000 feet up and enriched naturally with

minerals before reaching the underground aquifer, straight to our products.

FACTORS KEPT IN MIND WHILE CREATING THIS RANGE We wanted to create products with natural and herbal ingredients. This puts special mixing processes that use bio-active ingredients at full strength for maximum potency. Also, the products are cruelty free.

MARKETING STRATEGIES USED TO PROMOTE THE RANGE The products are organic, vegan and Ayurvedic in nature. Paul Penders himself is an environmentalist and animal rights activist, which makes the brand unique in itself. We have also collaborated with many online portals so that the range is easily available.

PLANNING NEXT To introduce extensive make-up, consisting of matte lipsticks, liquid liners, eye shadows, lip glosses, blush and compact powders.



COLORBAR

Samir Modi | Founder & Managing Director | Colorbar

TREND IN WEATHERPROOF MAKE-UP India has hot weather conditions for most part of the year. So, when we develop formulations, we accordingly test our products for high temperatures and lasting capabilities. Our foundations, blushers, highlighters and mascaras are waterproof and water-resistant; eye products and the Kissproof Lip Stain range have long-lasting hours claims, irrespective of the weather. Our Stay the Day Finishing is a toner and make-up fixer that allows make-up to stay longer.

TOP SELLING RANGE Take Me As I Am Lip Color, Just Smoky Kajal, Matte Nail Lacquer and Perfect Match Primer.

STAR PRODUCT Just Smoky Kajal.

USP OF THE PRODUCT Just Smoky Kajal is long-lasting and multi-tasking with three in one benefits – can be used as a liner, kajal and an eye shadow and lasts for up to 12 hours depending on what you use it as. It comes with a built-in smudger, which can be used to demystify the art of smoky eyes. The intense colour and matte texture adds definition. It has a waterproof property and does not transfer, making it perfect for all weather conditions.

FACTORS KEPT IN MIND WHILE CREATING IT It should be super long-lasting, non-transferable, should not bleed,

stay put through humidity, heat and water exposure, and of course, be multi-purpose, so that our brand can offer the consumer more for less.

MARKETING STRATEGIES USED TO PROMOTE IT At the time of launch, we did a media blitz targeting mediums that had the best reach. We also ran a social media campaign continue to do so for shade extensions.

PLANNING NEXT We are launching the Limited Edition Collections that showcase global colour and fashion trends. Our collections will be diverse, each one very different from the other, with unique products, packaging and formulations.



MAYBELLINE NEW YORK

Pooja Sahgal | General Manager | Maybelline New York India

TREND IN WEATHERPROOF MAKE-UP Tones of reds and pinks around the eyes have made a comeback. The simplest way to achieve this would be using the Maybelline New York Blushed Nudes palette. I recommend pairing the Maybelline New York Lasting Drama Gel Liner alongside Maybelline New York Lash Sensational Mascara to keep those eyes waterproof, wide-eyed and ready. If you hate having to touch up your lipstick ever so often, try the new Maybelline New York Superstay Matte Ink which is long-wearing and modern at the same time, and comes in youthful colours. A classic wing look with fanned out lashes and a statement lip our go-to look this monsoon.

TOP SELLING RANGE Maybelline India's top selling range for waterproof long-lasting make-up includes Maybelline New York Super Stay Matte Ink Liquid Lipsticks (now available in 20 versatile shades), Maybelline New York Lasting Drama Gel Liner, Maybelline New York Lash Sensational Mascara Waterproof and Maybelline New York SuperBlack Kajal! Our range of natural matte finish Maybelline New York Fit Me Foundation, compacts and concealers also fly off the shelves.

USP OF THE RANGE Waterproof and smudgeproof make-up which is long-lasting.

STAR PRODUCT (S) For the eyes Maybelline New York Lasting Drama Gel Liner, Maybelline New York Superblack Kajal and Maybelline New York Lash Sensational Mascara. For the lips, Maybelline New York Superstay Matte Inks. For the face, Maybelline New York Fit Me Foundation which gives a matte finish in humid weather.

FACTORS KEPT IN MIND WHILE CREATING THIS RANGE

We want to make life easy and mess proof for our consumers. As young women are constantly on the go, the last thing we want them to worry about is streaky make-up. Hence, we put together this beautiful collection of weatherproof, waterproof make-up.



REVLON

Experts at Revlon

TREND IN WEATHERPROOF MAKE-UP

UP Revlon's Colorstay range comprises of product for the face, eyes, lips, and nails. These products are essentially water resistant and have a long lasting effect that will not leave the user disappointed. The product formula is lightweight and suitable for all skin types to provide a smooth and perfected overall look.

TOP SELLING RANGE Revlon's Colorstay Range is our bestseller.

USP OF THE RANGE Long-lasting and water resistant.

STAR PRODUCT(S) Revlon Colorstay One-Stroke Defining Eyeliner Kajal steals the show along with Revlon's Colorstay Foundation. Both the products are available in a variety of shades.

FACTORS YOU KEPT IN MIND WHILE CREATING THIS RANGE The Colorstay range is best suited for the Indian climatic conditions. It feels light on the skin and yet provides full coverage. At Revlon, we always strive for skin safety and consistent quality.

MARKETING STRATEGIES USED TO PROMOTE THE RANGE A balanced media approach is what we have traditionally gone for, however, in the digital era that we live in, the focus is shifting to digital media.

PLANNING NEXT Constant innovation is always on the list at Revlon. We are looking at expanding by adding to the product range and product line.



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RECOMMENDED BY MAKE-UP ARTISTS

SOHNI JUNEJA

Independent Make-up Expert



WHAT IS HOT One sure shot thing really trending now a days is the natural dewy look. So, to tune in with the monsoons, a fresh, dewy and sultry look can be played with.

EYES Go for shadows in shades of dark brown, teal green, sultry blue and mauve. Go for tightlining your lash line with a gel liner by Bobbi Brown or Gel Liner by Inglot. Let the eyebrows make a statement of their own. Brush your brows out and fill them in with a shade or two lighter than the colour of your brows for a more natural look with Dip Brow by Anastasia Beverly Hills.

CHEEKS Go for a lip or cheek stain instead of a cream or powder blush as this tends to stay longer and also looks like a beauty rosy natural flush of pink.

LIPS Use Bene Tint by Benefit. Coat a layer of lip stain and top it up with a long stay gloss. Use Lip Tattoo by Dior Addict.

MUST-HAVES Primer for your make-up to stay put and last long such as the Photofinish Primer by Smashbox, a waterproof fresh base like Air Flash by Dior or long wear foundation by Bobbi Brown. Make sure you set it in with matte powder and take it a notch up with dramatic lashes by Benefit. Go for All Nighter by Urban Decay or NYX Setting Spray.



ANU KAUSHIK

Celebrity Make-up Artist

WHAT IS HOT As the weather is grey and dull, make-up has to be happy.

FACE Keep the base at a minimum with BB Cream. Benefit's liquid tints are my favourite to apply on lips or cheeks. All Nighter fixing spray from Urban Decay keeps make-up in place.

EYES Go for pop colours, a waterproof mascara and liner. NYX has nice waterproof liner pencils in pop colours. Instead of powder eye shadow, you can apply matt lipsticks with fingertips over your eyelids as wash of colour.

LIPS NYX soft matt lip cream.





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GURSEWAK SINGH

Celebrity Make-up Artist



WHAT IS HOT Do not let humidity, heat or a dip in the pool ruin your make-up. A good sweatproof foundation and concealer will definitely save face.

EYES Waterproof make-up is a must. Outline your eyes with a dark coloured eyeliner and kajal to make your eyes stand out even when clarity is blocked due to heavy rainfall. Eyes define the face, hence never go light on your eye make-up. As far as eye shadow goes colours like creamy pink, light brown, pastel and beige complement the season. Opt for waterproof mascaras.

LIPS Since the lighting during rainy season is a bit depressing, it can be confusing to wear a nude colour lipstick like baby pink or a darker shade. What would blend in better with the season's light? A matte peach shade lipstick is the best option for such an unbiased lighting as a peach shade is suitable for a bright day as well as a starry night and hence, perfect for this season.

MUST-HAVES MAC Pro Longwear Nourishing Waterproof Foundation, Make Up For Ever Full Cover Concealer, Stila Stay All Day Waterproof Liquid Eyeliner, Make Up For Ever Aqua XL Eye Pencil, Laura Mercier Caviar Stick Eye Colour, Givenchy Ombre Couture Cream Eyeshadow, mascara by Better Than Sex waterproof or Too Faced, NYX Professional Makeup Full Throttle Lipstick, Huda Liquid Lipstick, Anastasia Beverly Hills Dip Brow Pomade, for brows Make Up For Ever Aqua Gel, Urban Decay Naked Skin Shapeshifter and Kate Somerville UncomplIKated SPF 50 and Soft Focus Makeup Setting Spray.

VARSSHA SUGANDH TILOKANI

Independent Make-up Expert



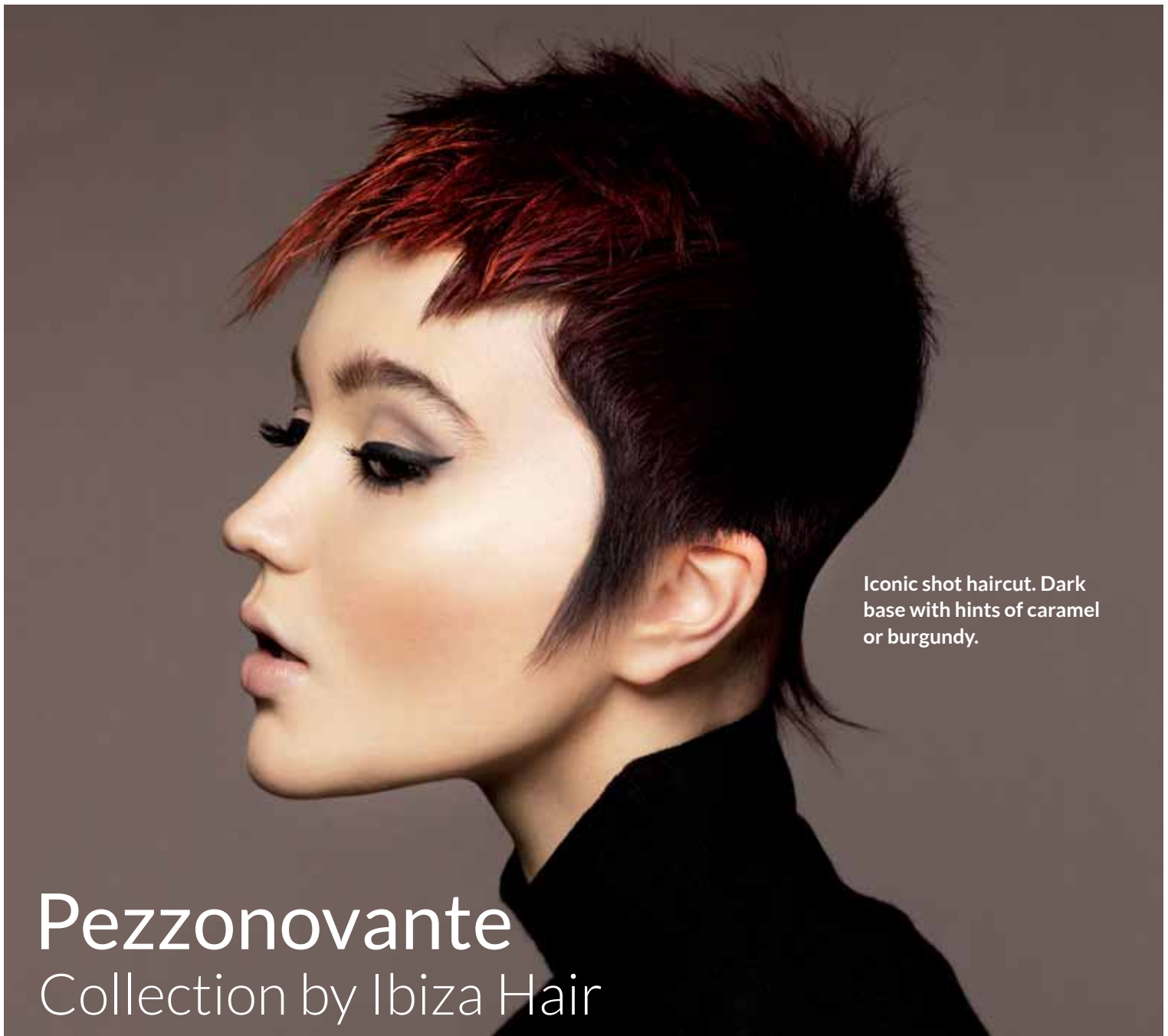
WHAT IS HOT Be clean and flirty.

FACE Inspired by the Korean beauty trends, glitter is going to have its moment. This season, embrace the natural, but with the added intense glow. Replace cream based foundations and blushes with light powder foundations and blushes.

EYES Use of waterproof eyeliners and mascara is the trick. Ditch the black kajal pencils and opt for white or brown which makes the eyes appear bigger.

LIPS My personal favourite – go for lip and cheek tints in soft matte pink shades or soft browns instead of bold and bright reds. Avoid gloss and go for matte finished lips during this season. Gloss and cream lipstick should be avoided as they would bleed easily. 📌





Iconic shot haircut. Dark base with hints of caramel or burgundy.

Pezzonovante

Collection by Ibiza Hair

The inspiration

During a trip to Milan to buy furniture for their salon, Ibiza Hair, celebrity hairdressers Michael Piastrino and Adrian Rotolo were intrigued by how the women dressed - chic and simple, yet with an unassuming sophistication and assuredness. This prompted the duo to think about creating a collection that would capture this style, paying homage to women and their beauty and strength. Usually a term used to describe a 'big shot' or man in power the collection name Pezzonovante, is used to describe women on the streets of Milan. To Piastrino and Rotolo, they were powerful and confident embracing their

own individual strength and sensuality and this reflects in 'Pezzonovante'. Key statement pieces in the styling and neutral tones - camel, teak, mahogany, oak, mauve as they complement the beauty in the natural feel of the hair that lends itself to a distinct editorial feel. Each look displays a subtlety in movement and softness, allowing the model's natural strength to shine, confident in her own individuality and sense of style.

Colour

Each woman is a Pezzonovante in her own right. Colour techniques were chosen to highlight the cut of the hair with subtlety and naturalness to the

colour a key objective. From dark bases to flickers of colour at the ends, to hints of caramel or accents of rich chocolate tones to a sexy Birkin orange, it was a goal to accentuate each style through colour.

Photography


Say the duo, "We wanted the models to be mainly photographed cropped in to highlight the intricacies in the colour and the texture of the cuts, yet still engage with the viewer. The backdrop is neutral, in keeping with the editorial feel yet keeping the theme strong and sensual. The backdrop is not to detract from the beauty and hair, but enhance it."

Styling

"We wanted our styling to exude strength and confidence. We wanted the chosen pieces to complement but not distract from the hair. We chose black and white predominantly for sophistication and a beautiful way to offset our work," reveal the duo.

Make-up

Make-up was kept very natural, with dewy skin and strength through the eyes with defined lines. "Our brief was to really enhance the beauty of each individual model yet not detract from the hair colour, style and texture," shares Pastrino. 📸



Effortless style and colour. Caramel and butterscotch fading from a natural ash base.



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Sophisticated and sultry. Beautiful natural dark base, burning out into a sexy Birkin orange.

Credits

Hair: Michael Piastrino
Colour: Adrian Rotolo
Photography: Andrew O'Toole
Make-up: Kylie O'Toole
Styling: Elaine Marshall



BEAUTY



Pakkhi Pahuja Siroya Perseverance is Key

Renowned bridal and celebrity make-up artist, Pakkhi Pahuja Siroya, trusts her instincts instead of following trends. With the launch of Team Vanity, her own salon, she has embarked on a mission to redefine the in-salon experience for brides-to-be

by Shivpriya Bajpai



Getting started

My inclination towards make-up started when I was 17 years old. While my parents wanted me to pursue an MBA, I felt that it did not enhance my creative itch. Instead I started to assist make-up artist, Vipul Bhagat and did so for three years.

Courses undertaken

Post my stint with Bhagat, I worked with MAC for a year. Later, I went to London to study professional make-up under renowned make-up artist, Christine Blundell. I also did a master class with Alix Box, who is known for her avant garde style.

Challenges faced

There is no dearth of make-up artists in the industry today. The competition is tough with amazing talent around. One has to always do their best in order to stay ahead. I do not use make-up to change one's appearance, rather focus on highlighting the features.

First break

Back in the day when I was experimenting with make-up, my sister asked me to do her bridal make-up. This gave me the platform and allowed me to seriously tap my potential.

Inspiration behind Team Vanity Salon

There is a need for brides to find everything under one roof. They are looking for a bunch of services and consulting different people. There are so many places that are over-styling them. The ideology behind starting a salon was to actually offer real services for brides-to-be.

Driving operational excellence

In a service based industry, quality is key. I ensure that my staff is motivated enough to provide that quality to my clients. I give them the freedom to be creative and that is how we bring excellence at the salon.

Current trends in make-up

Loose waves, textured and tousled hair are big at Paris and Milan Fashion Weeks. In make-up, the focus has shifted from avant garde to dewy, wearable make-up. Bridal make-up is all about glamorous and beautiful looks.

“Loose waves, textured and tousled hair are big at Paris and Milan Fashion Weeks. In make-up, the focus has shifted from avant garde to dewy, wearable make-up. Bridal make-up is all about glamorous and beautiful looks.”

Different platforms of make-up

It is all about imbibing the client's concept and adding your creativity to the mix of things, be it in the space of fashion, an editorial shoot or a bride. Bearing in mind the skin type, I try creating a look that is closer to the expectation of the person and stick to the brief given to me. Natural skin works best, irrespective of the platform. Less is more in Bollywood. You have to be a lot more abstract in make-up for fashion. With brides, it is all about enhancing and elevating their look and making them look beautiful.

Evolution as an artist

I am still learning, it is a process. We meet people with different skin types, textures, features and that provides diverse scope for learning. I have evolved into a space where I prefer glamorous, yet wearable make-up. I follow my instincts and believe in my craft.

Advise for newcomers

Give yourself time to hone your skills. Remain focused, do good work, have patience and it will all come together soon enough.

Views on the make-up and salon industry in India

In today's digital space, where knowledge is a click away, it is sad to see individuals unwilling to learn and expand their skillset. The metropolitans continue to rule the roost, whereas Tier III and IV cities are still defining beauty in a distorted way where everyone wants to be fair. It is high time people accepted their complexion. Also, clients shy away from professional services as they find it expensive. Via Team Vanity, I want to ensure in-salon services reach as many people as possible.

Future plans

I already have too much on my plate at the moment. So, will focus on the present and let the future take its own course. 📌



Lip Tattoo as an aesthetic procedure and fashion trend is creating quite a buzz. *Salon India* speaks with Dr Batul Patel, Dermatologist and Medical Director at The Bombay Skin Clinic to understand the process and technology used

Cosmetic Treatment Recommended by an Expert

About: Lip tattooing is a semi-permanent cosmetic make-up technique ideal for correcting irregular shape and colour of the lips and lighten dark lips. It is also effective in making the indistinct and unclear lip line more vivid. It can also help in case of uneven spots and vitiligo on the lips. Lip tattooing is done to enhance the beauty of the lips, and not for adding volume or fullness.

Process and technology: Micro pigments similar to traditional ink tattoos are deposited on the epidermal layer of the skin covering the lips. To begin with a detailed examination of the health of the client's lips and expectations are discussed in detail. The thickness and tone of the upper and lower lip lines are checked after which we design the lip line. A local anaesthesia is applied to the lip area to reduce pain. The colour that suits the client's lips is selected. The micro pigmentation machine is setup. Gentle pressure is applied with the tip of the machine needle and the ink is deposited in a sequential manner. A bearable pain might be experienced on the treatment area. The treatment area is gently massaged for better penetration of colour.

Time taken for the treatment: The complete procedure takes about one hour. The post treatment healing can take anywhere from one to two weeks.

Sessions required: Only one session is required. As it is a semi-permanent technique, the tattoo fades away in a few years, so we recommend clients to come for annual touch-ups.

Side-effects: If the procedure is carried out by an inexperienced person, there might be chances of bruising and post treatment pain. Poorly sterilised equipment can result in infections. We feel those interested in this procedure should visit a registered doctor only.



Pre-treatment measures: Ensure your lips do not have any cold sores or blisters. Ensure enough hydration of the lips, since smoother skin retains pigments better than dry and flaky skin.

Post-treatment measures: The colour will naturally fade in the first two weeks. Ensure that you do not pick at the dead skin after the procedure. Do moisturise your lips. Try to stay away from spicy and salty foods. We recommend a follow-up in four to six weeks.

Future: Semi-permanent techniques including lip tattooing have become popular in India. With the younger generation becoming aware through social media and being exposed to the effectiveness through photos and videos, there is higher willingness to try these newer semi-permanent make-up options. 📌



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OxyBlast Facial by Cheryl's Cosmeceuticals

Burst of Oxygen To Replenish Dull Skin

The breakthrough OxyBlast Facial is specifically formulated with actives such as an oxygenating complex and Vitamin A and E for enhanced radiance and luminosity

Beauty is often defined by sharp facial features, but nothing enhances it more than a luminous and a radiant complexion. Indians usually opt for skin lightening treatments to achieve a bright and glowing look, however, they are unaware of the difference between skin lightening and brightening. Skin lightening treatments help in reducing the level of Melanin that causes pigmentation and uneven skin tone, whereas, brightening treatments increase the glow by stimulating Collagen production and restoring vibrancy to the skin.

As we start ageing, there is a breakdown of Collagen and Elastin components that cause dead skin cells to pile up, and oxygen levels decrease, making the skin look dull. This results in loss of skin elasticity and ultimately leads to the formation of lines and wrinkles. Other factors like a stressful lifestyle, lack of a nutritional diet, pollution and harmful sun rays also make our skin thin and more fragile. While all these factors are a part and parcel of our lives, one can prevent further damage by regaining the lost vibrancy of the skin.


OxyBlast Facial

Cheryl's Cosmeceuticals, the pioneer in the professional skin care, presents a targeted treatment to restore the skin's lustre. The OxyBlast Facial replenishes lost oxygen and visibly fills up lines and wrinkles by stimulating cell regeneration. Based on the latest technology, it delivers oxygen deep into the skin, which leads to a healthier, supple and hydrated skin. Specifically formulated with actives like oxygenating complex and Vitamin A and E, this facial enhances radiance and luminosity with a burst of fresh oxygen on the epidermis. Imparting life to dull and dry skin, the OxyBlast Facial not only lightens and hydrates the skin, but also reverses the damage caused by the environmental factors, making it the go-to facial for dull and damaged skin.

The protocol

Cheryl's OxyBlast facial is a breakthrough seven-step process which is crafted and targeted towards giving long-lasting comprehensive results. It starts by using a cleansing gel that helps in reviving the

lost Vitamin C and E from the skin. This is followed by deep cleansing using a peel, and toning with a skin oxygenator that helps to rebalance the pH in the skin. Once the skin is hydrated, an innovative Oxygen Serum that contains pure oxygen, is used to activate the skin's cellular metabolism and enhance glow. A deep penetrating mask, which is covered with a cling wrap, is then applied. This step helps in the deeper penetration of the Oxygen serum and ensures skin stabilisation and an increase in blood circulation. The facial ends with a massage using an energising cream which is followed by a radiance mask that is enriched with Aloe Vera and Canadian Willow Herb to lighten skin. This facial is especially designed for dull and tired skin and is known to have an effect that lasts for minimum 20 days.

To maintain the results of the professional treatment, continue with proper care at home with Cheryl's O2C2 Radiance Lotion. 



“Cheryl's OxyBlast is an Oxygen Energising Radiance Facial that gives instant radiance and glow. This is one of our unique facial services that infuses oxygen with the help of a deep penetrating mask that is covered with a cling wrap to help oxygenate the deep tissues of the skin. The infused oxygen in this facial, boosts cellular functioning and helps revitalise mature and dull skin, making it lighter and radiant. We recommend this facial to clients with dull and tired skin that lacks nourishment.”

– Gunjan Jain,
National Education Manager,
Cheryl's Cosmeceuticals

Avail the OxyBlast Oxygen Energising Facial at your nearest Cheryl's salon.

Market Watch | **Best of Perfumes****Rose Vanilla by NEESH PERFUMES**

Rose Vanilla fragrance is a classic Oriental perfume, rich in wood, rose and fruity notes, yet has a distinctive amount of Bergamot to balance it out. It blends the sweet tangs of Rose and Vanilla with just enough essence of Wood and Musk to give it an enduring presence and unmistakable character. The Bergamot adds an instant dose of shimmer, while the rich woods and amber essence adds a radiant backdrop. The Rose, symbolising femininity, beauty, and love, is showcased in all its glory.

Price: ₹4,850

Availability: www.neesh.in, Amazon and Flipkart

**Rose Rouge Eau De Toilette by L'OCCITANE**

The ruby bottle embodies the purity of romance, combining the scent of blooming red Roses with Pink Peony, Berries and musky undertones. The muses that inspired this fragrance, the four daughters of the Count of Forcalquier, all cherished roses are the flowers that were said to have made them queens. This new fragrance will help you leave a passionate mark on the world.

Price: ₹3,590 for 75ml

Availability: L'Occitane stores

Mild Cotton Blossom by INNISFREE

A clean and powdery fragrance reminiscent of comfortable, soft linen, Mild Cotton Blossom blends scents of Cotton blossom and White Musk. A cozy feeling of comfort that comes after extensive travelling, leaving the wearer relaxed on clean, soft linen. Nostalgic in its essence, this perfume is a must-have for those with a thirst for travel and adventure.

Price: ₹1,850 for 30ml

Availability: Innisfree stores

**Floral collection by HAYARI PARFUMS PARIS**

The ultra luxury brand distributor, Excedo Luxuria has introduced its Floral Collection from the French Luxury brand Hayari Parfums. Celebrating the sensuality and femininity of women, the new collection comprises of three exquisite fragrances, namely, Only For Her, Broderie and Goldy. Only For Her opens with fruity notes and has base notes of Patchouli, Sandalwood and creamy Vanilla; Goldy is a combination of White Jasmine with Orange Blossom, Musk and Cedar, and Broderie combines the fragrances of Lily and Gardenia.

Price: On request

Availability: www.excedoluxuria.com

**Maasai Mara by PARFUMS BERDOUES**

Founded back in 1902 by Guillaume Berdoues, the house of Parfums Berdoues has been developing perfumed creations for more than a hundred years. Produced by a spicy blend with subtle honeyed notes, Maasai Mara is a warm, spicy perfume which encapsulates a journey to the heart of Africa's untamed Massai Mara lands. Maasai Mara generously asserts its personality and beckons to discover unspoilt nature.

Price: ₹7,000 for 100ml

Availability: Scentido India



Market Watch | Skin Care

Face wash by **Derma Klinisch**

Beat the sun tan this summer with So Clean Face Wash. Infused with the goodness of Tea Tree Oil, Ice Algae and Vitamin C, it comes with a unique silicon brush which gently removes black and white heads and opens clogged pores. There are no scrub particles, it gently and effectively clears acne bacteria and inflammation. What is more, it improves the texture of the skin and brings softness.

Price: ₹1,500

Availability: Salons and spas



Cleansing gel by **Casmara**

Casmara Balancing Cleanser is an emollient facial cleanser made up of Goji Berries. Given the beneficial properties, Goji Berries have been used for thousands of years in traditional Chinese medicine. It is known to lend vital energy to the skin cells and so is acclaimed as the berry of longevity. The cleansing gel ably overcomes signs of ageing and strengthens the skin cells. It suits all skin types and can be used on the eye contour as well.

Price: ₹1,200 for 150ml

Availability: www.esskaybeauty.in

Moringa facial kit by **RK's Aroma**

The Moringa Facial Kit is rich in Vitamins C and E, and contains over 30 different natural anti-oxidants, minerals, phytonutrients and natural anti-inflammatory agents that gently soothe the skin. It is perfect for everyday use.

Price: ₹210 (small kit), ₹1,850 (big kit)

Availability: ww.rkaroma.com and salons



Clay mask by **Innisfree**

Volcanic Cluster Pink Mask, infused with Jeju Volcanic Cluster and Pomegranate Seed Oil, essentially revitalises dull and lifeless skin. Its water-gel clay texture, thinly spreads and rapidly dries on the skin. It is a welcome relief for those with oily skin as the sebum control action rejuvenates and lends a healthy oil-free shine.

Price: ₹700

Availability: Innisfree stores

Beauty oil by **Gulnare**

Goddess Rose Gold Elixir is a fast absorbing, lightweight oil which is infused with 24K carat Gold, Saffron and Rose petals. Rosehip Oil is the hero ingredient which helps reduce the appearance of fine lines, hyperpigmentation, and even stretch marks. The formula locks in moisture, treats acne/scarring, reduces pigmentation and visible signs of ageing.

Price: ₹1,800 (30ml)

Availability: www.gulnareskincare.com and store



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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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

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.

Male Grooming: From eyebrow threading to body waxing and stylish beards, the Indian male has come a long way. We speak to brands, salons and spas on the services rendered and preferred, USPs and more.

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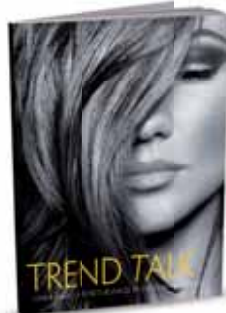
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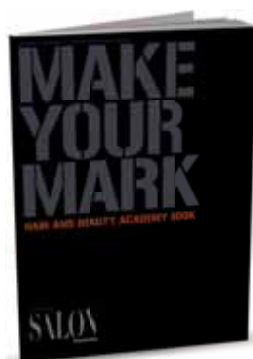
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TREND TALK

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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SPA FOCUS



Sakura Spa

Japanese Accents

Located in the upscale Koregaon Park neighbourhood in Pune, the Sakura Spa at The Marriott Suites Pune focuses on integrated healing and wellness modalities to rejuvenate the body and mind. Japanese-inspired architecture restores the sense of calmness and serenity and prepares one for an invigorating experience

by Shivpriya Bajpai

Size of the spa: 5,200 square feet.

Time taken to complete construction: Six months.

Owner of the spa: Panchshil Infrastructure.

About the spa: The Marriott Suites Pune is one of the most popular hotels for guests coming for long stays and staycations. The property has always had a small spa to offer a luxurious experience for the guests, but the Sakura Spa was launched only recently. The spa strives to release the stress of daily busy life and allows each guest to radiate from within. Sakura in Japanese means cherry blossoms and represents the fragility of life. The spa focuses on integrated healing and wellness modalities to revive the body and mind through an array of luxurious and holistic therapies and treatments. The spa has distinct personalised treatments that suit their clientele, while the focus is solely on customising therapies to balance and restore the body's energy flow along with providing an everlasting glow and an unforgettable experience.

About the facilities: The spa has been carefully constructed and designed to equip four individual therapy rooms and and couple massage room. The Japanese-style architecture immediately brings a sense of calmness and serenity with its wooden walls guiding the guests to the therapy rooms. Soft notes of traditional Japanese music transport one to a calm space. The



dim lighting and the authentic oriental setup with expert therapists and bespoke rituals instill a sense of peace and tranquility.

About the services: The spa offers an array of luxurious therapies and treatments. Some of popular therapies offered are Sakura Signature Massage with Cherry Blossom Oil, Jet Lag Massage, Brightening Rejuvenation Facial and Multi Soothing Facial. Brightening Rejuvenation Facial is recommended to people suffering from dark spots and pigmentation. It refines skin imperfections and pores, reduces pigmentation marks and age spots. It also enhances skin clarity, plumps the skin leaving behind a soft, illuminated and clear complexion. Hydra Radiance Facial is a moisture boosting delight for all skin types, particularly dehydrated skin. The skin is gently cleansed and exfoliated. A deeply hydrating serum is applied with Thalgo's signature Heart of the Ocean Facial and Massage. Post the passage, a moisturising mask is applied for intense and lasting hydration. It improves the texture of the skin along with a smooth complexion and radiance. Jet Lag Massage relaxes the nervous system, back, shoulder and neck. It also helps the body recover its internal balance. Sakura Signature Spa includes a body wrap, a body scrub, massage with Cherry Blossom Oil, a facial and a milk bath.

Architect and interior designer: Kapil Utture, Panchshil Realty.

Address: 81, Mundhwa, Koregaon Park Annex, Pune - 411036

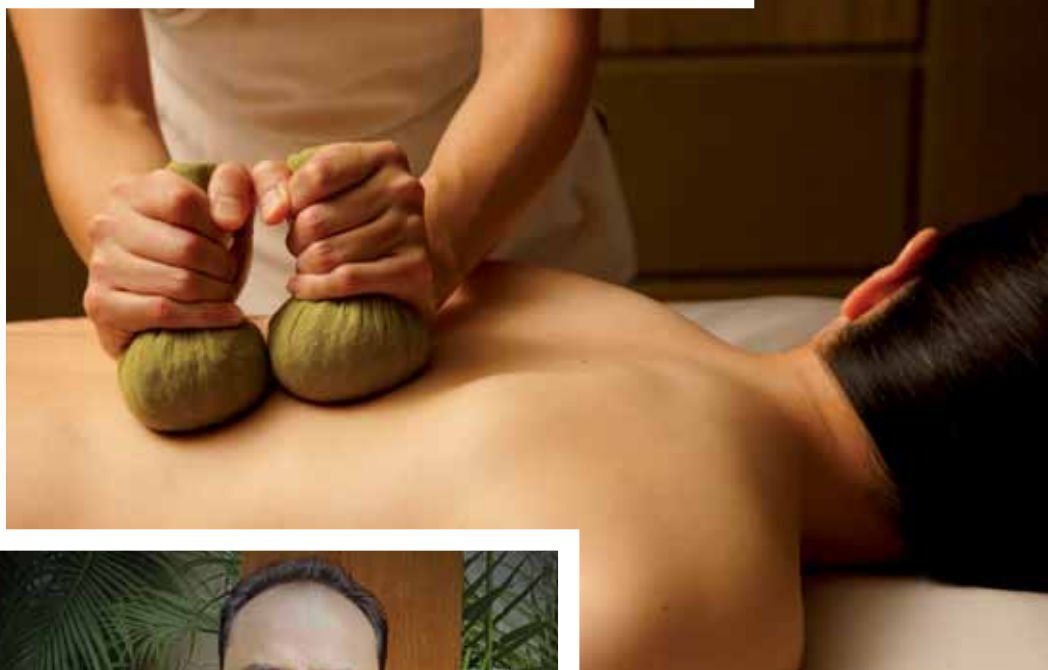
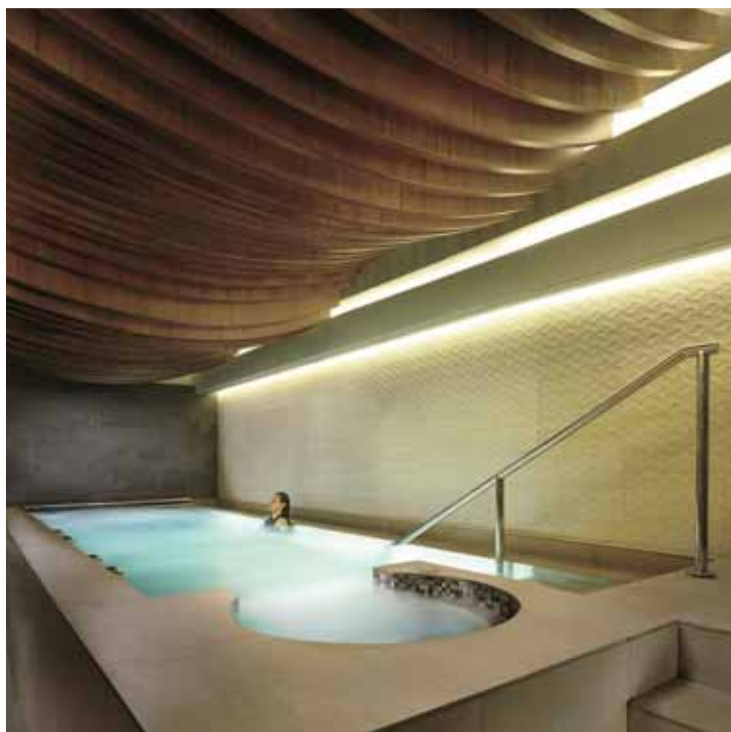
Phone: 020-67257777.

Contact person: Priscilla Jungio, Spa Manager.

Email: priscilla.jungio@marriotthotels.com

The USP of our spa is our therapists and products. Our therapists are highly trained in the latest techniques and styles from around the globe. The products we use are free of paraben and are made of non toxic natural ingredients. Our future plans are to expand our range of beauty therapies and come up with innovative massage treatments.

- Priscilla Jungio,
Spa Manager, Sakura Spa,
The Marriott Suites, Pune



Ankit Rawat

Nurture Talent and Take Care of your People

Ankit Rawat, Director Spa at the Ritz-Carlton in Bangalore, has a passionate take on the key elements that make an 'it' spa. He shares his meritorious journey of 15 years with *Salon India*

by **Aradhana V Bhatnagar**

Please tell us about your professional background.

Before joining The Ritz-Carlton in Bangalore, I was with Ananda – In The Himalayas and have been associated with leading hotel chains such as, Raffles International Hotels and Resorts (West Indies), Mandarin Oriental Hotel Group (Thailand), The Leela Kempinski Goa, The Westin Gurgaon-Sohna and JW Marriott Chandigarh. For the last 15 years, I have worked with globally recognised hotel chains and spas with a responsibility to drive their business and meet their respective goals. I am also a part of the pre-opening hotel team as that helps a property to establish brand's benchmark along with setting the standards of Spa and Recreation facilities. Born and brought up in Rishikesh, I am a Post Graduate in Philosophy, Naturopathy and Traditional Holistic Wellness.

What inspired you to get into the wellness industry?

My first desire was to become a hotelier and a certified wellness practitioner. Post the Naturopathy course, I got an opportunity to work with Ananda – In the Himalayas, where I enhanced my learnings and experience. After more than a decade of experience, I am still passionate about trying out novel practises for my associates and guests. As a practise, whatever I learn or study, I apply it on myself first; only when I am confident of the result, do I share it with others.

What are the USPs of your spa?

It is a spacious set up of 17,000 square feet with an exclusive private spa suite with the facility of its own relaxation room, couple shower with steam bath, Jacuzzi with chromo therapy, personalised vanity area and beautifully decorated couple's treatment room. There are 11 individual treatment rooms, separate facilities for men and women that are well equipped with steam bath, sauna, cold shower, thermal suite and digital lockers. Our range of therapies include western, traditional Indian, Thai and Asian therapies using renowned brands such as, Ila, Espa, Omrovicza, Gemology and Forest Essential. There is a state of the art fitness studio, an all-weather swimming pool with a private cabana as well as a salon by Rossano Ferretti.

What are the therapies offered?

Apart from various international and Indian therapies for beauty, body and healing, our signature treatment is Jaali. It is a four hand healing massage.

How do you stay ahead of competition?

In order to run any spa, one must have deep knowledge of Wellness as a whole – the concept, practice and philosophy must be clear. If one is working in a hotel, the person needs to be a disciplined hotelier first; second is the team – they must be cheerful, full of enthusiasm and mature to deal with issues of health, spirituality and more. They must be provided with proper training, coaching and counselling effectively; and finally, an understanding and awareness about the latest trend in the market, competitors, and most importantly, the different market segments, as different parts of the country demand different businesses. Being curiously aware of the customer's need lends a personal touch to meet their expectations, which in turn, makes them loyal to you.

How do you educate clients on the importance of wellness?

We offer a personalised consultation before each treatment wherein therapists obtain detailed information about the guest's health and recommend the treatment accordingly. Apart from this, we also have one-to-one sessions with the guest, moreso if they want more information or knowledge about any subject of wellness. Our dedicated fitness trainers are well educated and trained to carry out body analysis for the guest and create a workout plan as per the individual's requirements. At the time of departure, we offer the home recommendation card which keep a guest aware of his or her wellness, and works as a reminder to be aware of themselves.

Please tell us about the different client engagement programmes offered by the spa.

We have several spa packages to celebrate our client's special day with us. A monthly newsletter and weekly promotions are effective ways to keep our guest's engaged. Time to time, we host a thanks giving high tea for our regular visitors and loyal guests. With our retail partners, we organise several events like salon day, spa product launch, fitness day, and so on. Apart from this, we invite our guests to various hotel events and activities.

What are the main challenges that you face?

First of all, I feel, finding the right talent and professionals is very difficult; secondly, these roadside spas are a challenge, as they are cheap and do not have professionals in the team; also they do not follow any norm or process. However, at the Ritz-Carlton, we ensure that everyone in the team follows a protocol. There are audits that take place from time-to-time which help us maintain the brand's standard.

What are your views on the wellness industry?

Wellness industry is witnessing an all-time boom due to changing customer preferences and lifestyles. Over the years, I have witnessed many changes and mind-changing adaptability in people. The wellness industry has a lot of potential worldwide in every aspect be it revenue, employment, medical tourism, education, treatments, and so on. Unfortunately in India, there is hardly any recognition given to this profession and lack of basic education structure are the main reasons we have a dearth of professionals in this field. If we see worldwide, Wellness is a billion dollar industry growing with each passing day.

What are the future plans of the spa?

Here at The Ritz-Carlton, my endeavour is to create a high benchmark by generating the highest revenue and maintaining the highest guest satisfaction index. We are well equipped with high end luxury services, products, equipment and other resources that encourage us to do better today than what we did yesterday. I am a firm believer of what I learnt while I was at the Marriott – 'Grow talent and take care of your people'. Being a senior business leader at the Ritz-Carlton, my main aim is to help my team grow personally as well as professionally. 🧘

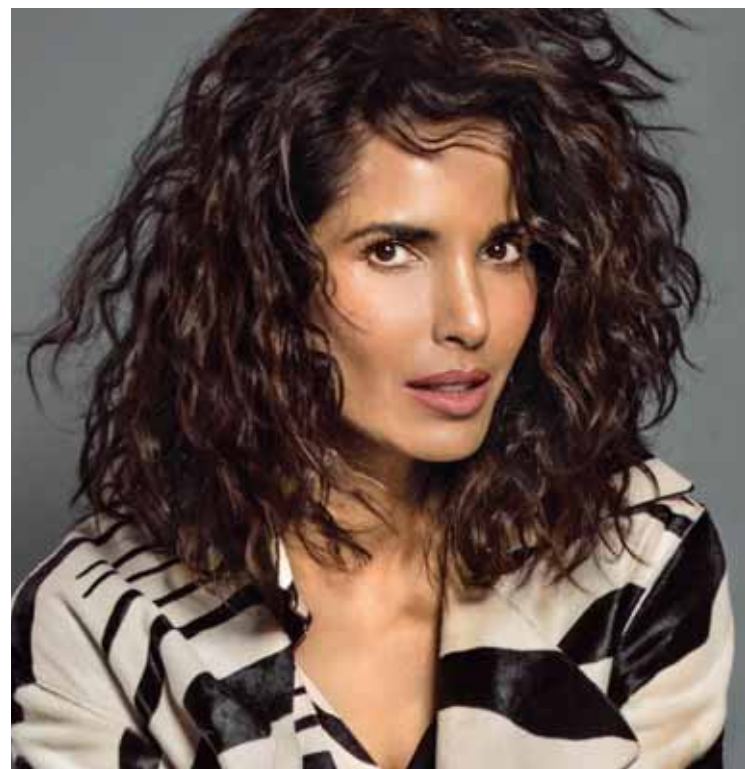


Padma Lakshmi

“We can buy you beauty, we can’t buy you smarts”

Padma Lakshmi wears a rather well-plumed hat. The 47-year-old food expert, actress, The New York Times best-selling author, television personality and entrepreneur, the India-born Padma Lakshmi has now collaborated with beauty giant MAC Cosmetics, to produce a unique India-inspired capsule collection

by **Aarti Kapur Singh**



“People come in different shades and shapes”

“I have always believed that anyone who is unconventional in appearance can be attractive. MAC celebrates everyone – they promote campaigns with people and models, who may not be viewed as pristine or feminine, but have more prominent features, be a bit older, or a scar on their arm, like me! They connect with

someone, who may consider themselves to be a misfit, and that made me want to be a part of their beauty message. Those of us, who are never going to fit into that narrow mould of what is deemed desirable and attractive, have been silently waiting for this moment. We know that all sizes are beautiful, all complexions are intriguing, and anything that is ‘perfect’ or ‘flawless’ is often actually pretty boring!”



“Inspired by my experiences”

“While growing up and during my travels, I have experienced varied cultures, faces and ideas. I have been mesmerised by paintings, streets, food and so many things that I wanted this collection to speak to all of them. Personally, I always do make-up an hour before I need to be on the carpet. The make-up looks better when it mixes with the oils of your skin. I always carry a lip balm and a pencil. If you line your lips, put on a balm and blot it, your lips will have a stain instead of looking made up.”

“The idea of India is how I define beauty”

“There are so many rituals in Indian culture associated with self-adornment, that to me, femininity and make-up are intertwined. I looked closely at how the older women in my life adorned themselves. They would stand in front of the mirror and make themselves up and I would be mesmerised as they applied their powder, placed their bindis and drew these beautiful purple and red circles. The eye shadow palettes and individual colours in liners and lipsticks in my collection are designed to bring out the inner beauty of women, making them feel confident in their skin and highlighting their best assets. I specifically kept an Indian woman in mind while choosing the colour palettes. For me, the beauty of a woman has

everything to do with her eyes. I wanted eyes to be a focus because for Indian women, eye make-up is important. I wanted to include purple eye shadow and also an eye liner, so we created these dual ended eye liners. Now there is an option of either wearing one, or both, as they blend so beautifully. There is a gorgeous very inky black blue liner, too, which gives depth to the eye, and it can be blended outward to make the eyes truly pop. We also have six lipsticks that suit every skin tone.”

“You must love yourself to look truly beautiful”

“If you know what works for you, you will never make clothing or make-up choices based on what other people like. Individuality is important. That is what my mother taught me and that is what I intend to pass on to my daughter. I would like my daughter to understand that personal beauty comes from making the most of what you have. I always tell her we can buy you beauty but we cannot buy you smarts! It is important to understand what truly makes a person beautiful. It is about multiplying, whether it is through her actions towards people, or the way she takes care of and respects herself.”

“Pick fit over fashion”

“One of the things I always tell women or anyone for that matter – no one is looking at the tag of your outfit. It would look better if it fit you well.”

“I am bohemian in my sartorial choices”

“In my head, I am a flamboyant dresser. I love jewellery and I love a lot of colour. A lot of my personal tastes reflect in my fine jewellery line called Padma. Actually, I am working on transitioning it into a costume line. Dressing in the morning is always a haphazard exercise, done in semi darkness. I take my daughter to school and either I am totally dressed when I get her there, or bleary-eyed in pajamas with my coat. Once I had a couple of meetings scheduled, including one planned for lunch at ABC Kitchen, so I wore a dress, which was a Diwali present from the designers Costello Tagliapietra. It was a jersey material, which I thought worked for the day, and I had these rusty red Hue tights in my closet. They seemed to go perfectly. My favourite is a pair of Christian Louboutin boots. For me, it is either high heels or sneakers.”

“There are no tricks to weight loss”

“What you eat shows up on your skin, hair, nails and on the whites of your eyes. I do not drink alcohol, or eat flour, fried food, sweets, red meat, dairy, except low-fat cottage cheese and non-fat yogurt. I eat a lot of vegetables, fruit, fish, chicken, shellfish, lentils and beans. I was raised as a vegetarian and did not really start eating meat until I was a teenager. It is hard for your body to process meat. Mostly I am eating a handful of beans, some brown rice, a lot of roughage. But I like to eat like that. This diet also makes me feel less tired.”

Beauty Palace celebrates 30 years in the beauty industry

Beauty Palace is one of the most popular beauty and cosmetic stores among consumers and B2B segment. The brand began its journey in 1984 and today retails through four multi-branded stores. The company houses around 100,000 products and distributes 200 brands through 100 distributors across the country. Beauty Palace started with a focus on fulfilling the beauty needs of the consumers and gradually started to provide solutions to meet the demands of salon and spa chains, too. Their clientele includes SJP, Zido, JCB, Enrich, ENVI, SVJ, Hakim Aalim, Bblunt, Kromakay, Urban Clap, Bounce, Blow Dry Bar, Lemon Salon, Hair Station, to name a few.

Beauty Palace had conducted a two-day distributor meet which was followed by a success party. Top notch salon and spa owners who attended the event were Savio and Priya Pereira – SJP Salons, Dodo – Zido Salons, Samir Srivastava – JCB Salons, Mukesh – Enrich Salons, Rajesh and Renu Kant – Envi Salons, Seema V Jerajani – SVJ Academy, Asha Hariharan – BTF Salons, Disha – Urban Clap, Ubaid Dandekar – R Nail Lounge, Vivek Bhatia, Atharva and Uday Takke, Vikram Mohan – Bounce Salons, Rukmini and

Akshata Honawar – Runah Salons, Faisal – Lemon Salons, among others.

Irfan Bhamla, Managing Director, Beauty Palace commented, “When we first started the retail business, reaching out to a handful of consumers it was about the passion of making a difference in the Indian markets. Today, that passion is still at the heart of our business attracting bigger brands and clients with the same thirst to ensure the highest and best use of our solutions.”



(L to R) Shadab Nagani, Rayed Merchant, Irfan Bhamla and Anwar Kapadia

WHAT:
Anniversary celebrations

WHEN:
9th July

WHERE:
Novotel Hotel, Mumbai

Cut and colour seminar by Inocorp

Inocorp Marketing Private Limited, importer and distributor of renowned international brands in India, organised a Cut and Colour Seminar to create awareness about Alfaparf Milano, the brand. The event was inaugurated by Sanjay Macwan, Regional Business Manager, Inocorp Marketing Private Limited, who introduced the Chief Guest and Celebrity Hairstylist, Master Pankaj. Jigar Amreliya, Area Technical Educator, showcased various colours on models and Vyomesh Tank, Business Development Executive, explained the theory behind it. The first model opted for global colour and Pigment Golden Mahogany was selected. On the second model, Evolution Color Metallic Silver and Pigments Violet Ash were used to give the global colour lift. Amreliya did the colouring and the haircut was done by Master Pankaj.

The second colour segment was showcased by Neeraj Kumar, Area Technical Educator with haircut done by Master Pankaj. The focus was on Revolution Colours. The hair of the third model was pre lightened using Eq Supermeches High Lift with Oxid’o 40Volume Developer, before the application of Revolution Color in blue. The fourth model was selected for Pigments Violet Ash and before applying Evolution Color Metallic Rose, her hair was first pre lightened. Post wash with Pigments Violet Ash along with the mask, Evolution Color Metallic Rose with 20Volume was applied and then rinsed. For the last segment, the fifth model was given a haircut and her hair was pre-lightened twice. It was then washed with Pigments Violet Ash with mask and Revolution Color in magenta was applied.



WHAT:
Haircut and colour seminar

WHEN:
29th June

WHERE:
Hotel Fortune Park, JPS Grand, Rajkot

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Cosmopack Awards Asia and **Cosmoprof Awards Asia**
in partnership with *Beautystreams* will honour the most innovative
packaging and the most impressive finished products.

SKINTONIC

SKINTONIC The Factory & The Shop, a live journey of a luxury
skin care serum, from production to the experience in store.



CosmoTalks and CosmoForum: Educational sessions in 2 venues
focusing on Ingredients & Packaging, Trends, Market Analysis, Spa &
Wellness and more.



On Hair, the event dedicated to the hair sector in HKCEC with hair
shows, seminars and competitions.

COSMOPROF
ONSTAGE

Cosmoprof Onstage, a place for beauty and hair live shows and
demo sessions in HKCEC, will showcase the latest beauty trends!

COSMOLAB

CosmoLab in AWE offers an unique hair analysis by AI Hairbot in a
fun and interactive way, you will receive a special formulated shampoo!

BOUTIQUE

Enjoy the charity shopping at **Boutique** in HKCEC, and donate to Chi
Heng Foundation to help AIDS impacted children in China.

FOLLOW US ON:



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Noida and Chandigarh Niti Luthra Makeup Academy

Launched in 2018, Niti Luthra Makeup Academy is the ambitious venture of celebrity make-up artist and educator, Niti Luthra. She was inspired to create a holistic course for students which would comprise of a unique philosophy, quality education and learning environment through theory and practical learning experiences. In order to provide international education to the students, Luthra has developed a curriculum that gives students the right tools to succeed in any aspect of make-up that they choose to pursue. With highly experienced and dedicated panel members including Grooming Expert, Barkha Kaul, Fashion Photographer, Vipin Gaur, Fashion Consultant, Niket Mishra, to name a few, the academy assures diverse theory lectures, demonstrations, and practice sessions throughout the courses. With presence in Noida and Chandigarh, the academy is all set to create a benchmark in make-up education in India.

Commenting on USP, shares Luthra, "We have signed an exclusive deal with ShaadiWish.com, one of India's best online wedding planning portal, to offer placements to our students making it the only make-up academy in India that facilitates placement. On the brand mission, she adds, "Our mission is to provide students with quality education through theory and hands-on learning. The different make-up courses strive to develop and achieve both professional and personal goals. The students are taught techniques that prepare them for editorial shoots, fashion, to name a few. The course also includes a training programme, which aims to help students to receive diverse education in both brand names and product knowledge awareness."

► Courses

Self Makeup Course: This course is designed to provide basic training in skills for self make-up spanning day, evening and special occasion looks. It helps students to understand their own features and transform the same. It covers topics such as, product knowledge, make-up tools, brow shaping, contour and highlights, and more.

Advanced/ Fusion Makeup: The course helps to learn the art of make-up on self and on others for special occasions. It is suitable for both beginners and those who want to launch their own studio. The course covers basic make-up skills required for day make-up, evening looks and bridal make-up. It is the prerequisite for moving on to a Media course. It provides in-depth knowledge in product application, tools for make-up, face shapes, brow shaping, contour and highlights, dewy look for day and evening, latest trends, to name a few.

Media Makeup: This is an ideal course for professionals wanting to excel in creative and photography make-up including editorial, advertising and ramp make-up. It covers a huge amount of make-up artistry providing the best of skills to be a trained professional.

► Certifications

On the successful completion of a course, a student is certified by Niti Luthra.

► Eligibility criterion

Applicants must be class 12 pass.

► Fee range

It ranges from ₹30,000 to ₹1,00,000. 📞

Contact person: Niti Luthra | **Address:** D-73, Sector-26, Ashok Road, Noida-201301 | **Phone:** +91 7838866611 | **Website:** www.nitiluthramakeupacademy.com |



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Step by Step



STEP 1:

Subdivisions. Sector A: Isolate a frontal triangle between the arch of the eyebrows and 1 cm dot in front of the apex.

STEP 2:

Sector B: Take a line from one tip of the ear to the other passing by perimetral centre.

STEP 3:

Sector C: Take a back central line.

STEP 4:

Subdivide sectors B and C with diagonal separations, according to the drawing.

STEP 5:

Take a tail in the centre of each section.

STEP 6:

Start at the first tail, subdivide into two parts and fix it to the second, the second to the third, and so on.

STEP 7:

Until the top of the head.

STEP 8:

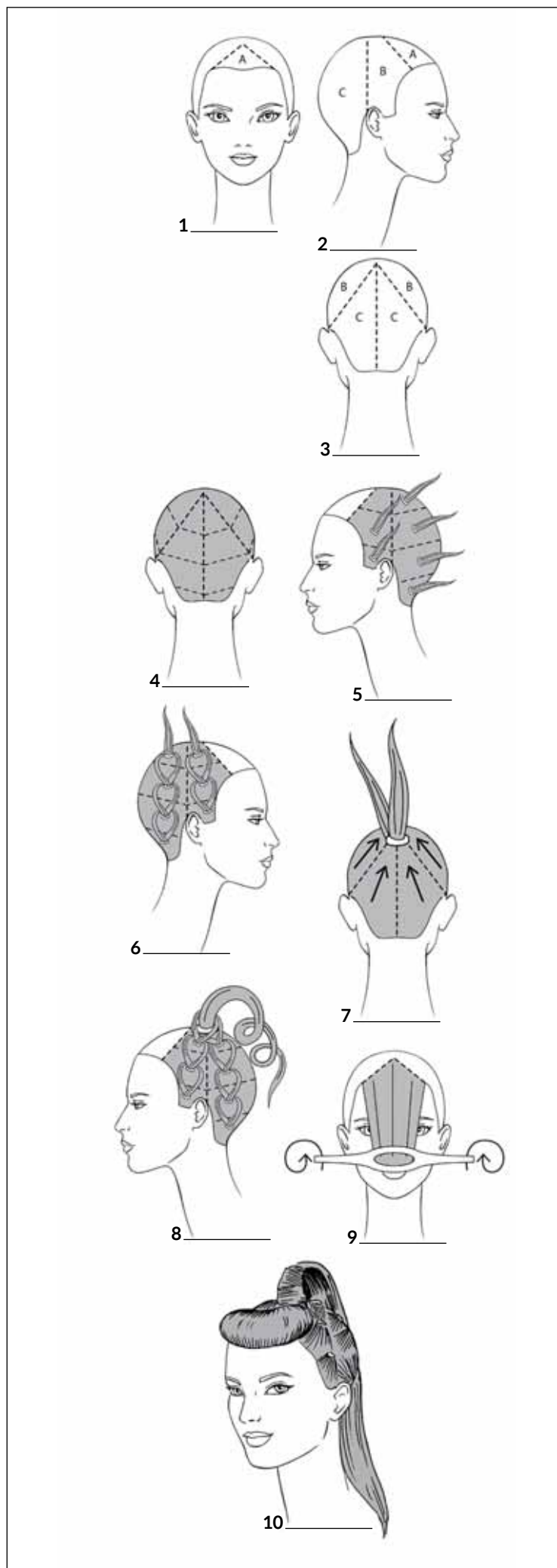
Take a tail in perimetral centre, apply some extensions and curl hair.

STEP 9:

Roll up the fringe below with support.

STEP 10:

Give finishing touches by applying a metal ring on each elastic. 



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

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