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Managing Editor Aradhana V Bhatnagar  
Correspondent Shivpriya Bajpai

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Sr. General Manager Manish Kadam  
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#### ADVERTISING

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

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**Membership Team:** Priti Kapil Sarika Gautam

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

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For subscriptions: [subscription@imagesgroup.in](mailto:subscription@imagesgroup.in)  
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September. A beautiful time of the year when you can feel the weather change, the fervour of festivity is high as is the sense of anticipation. In a bid to look and feel good, a pampering session at a spa or wellness centre seems most befitting. With this in mind, in the September issue of Salon International-India, the country's premier business-to-business beauty and wellness magazine, we present our focus story.

The spa and wellness industry is on the rise due to a number of reasons, like, awareness created by the Internet, everyone wants to look and feel young and healthy, rising disposable income of those aged 25, to name a few. Therefore, not only do we see a proliferation of day spas and wellness centres, we also see a boom in destination spas. There are more spa-used brands today, both domestic and international. However, the challenge that the industry faces is of finding skilled therapists, hence some spa academies have also come up. We speak to top brands and industry stakeholders in the business to learn more.

In the hair section, Michael Piastrino and Adrian Rotolo of Ibiza Hair in Melbourne, Australia are a young and dynamic team. They have kicked up quite a storm by winning prestigious industry-organised awards. In a mesmeising photo essay, we present international celebrity hairstylist from Syria, Elie Kashi, who presents 'Sumood', a hair collection that reflects the war ravaged nation. Full marks to the hairstylist's creativity and zeal to live! Closer home, Creative Director, NEU Salonz in Gurgaon, Brij Kishor is on an incredible journey to bring Indian hairdressing on the world map. He brings in latest trends and techniques for his clients and to educate his team.

In the beauty section, Vardan Nayak is one of the most sought after make-up artists in Bollywood. He shares his professional journey with us; Minash Bablani, Founder, Ellement Co. shares her views on the salon and beauty industry, brand USP, and more; Dr Viral Desai, Celebrity Cosmetic Surgeon, DHI India and CPLSS, shares his views on Butt Implant as a trending aesthetic procedure; Product launches in skin care, and more. Best known for her supporting work in mainstream productions and roles in independent films, Swara Bhaskar shares her skin care and beauty mantras.

In our spa section, the Bodhi Spa at Radisson Blu Resort Temple Bay, Mamallapuram specialises in traditional art of healing and offers a wide range of services including, signature massages, Ayurvedic therapies, body wraps, and more. The rustic nature-inspired interiors transport clients to a tranquil haven; Spa Manager, Alila Diwa Goa, Dr Arjita Kumari shares her view on the spa industry of India; Best selling spa therapies; Spa packages and more.

All this and more in a visually delightful issue. Keep reading and liking on Facebook and Insta!



# NEW TEA TREE SCALP CARE

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Hair and photo:  
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**NATIONAL**

➤ **Shahnaz Husain with Priyanka Chopra at FICCI event**

FLO, the FICCI ladies organisation recently held an event entitled, 'Challenging the Status Quo and Forging New Paths' at FICCI Federation House. There was an interactive session with film star Priyanka Chopra in conversation with eminent media person, Vir Sanghvi. It was mainly on the empowered woman and how she is perceived today. Shahnaz Husain and other prominent woman achievers attended the event. Chopra highlighted the dream of every woman to be able to make her own decisions without being judged for them.



➤ **SkinLab launched their first clinic in Chennai**



India's renowned Cosmetic Physician, Dr Jamuna Pai launched her first clinic, SkinLab in Chennai. Treatments include permanent laser hair reduction, professional peels, advanced medi-facials, anti-ageing techniques, acne treatments, dermal therapies, pigmentation treatments, among other state-of-the-art skin care solutions. Shared Dr Pai, "I have been feeling that the need for skin and beauty treatments has been growing like a wildfire. Especially after my successful launch in Bangalore, I realised that this needs to be addressed in other parts of the country, as well. Hence, SkinLab Chennai happened and I am excited about my first clinic in the city. We want to provide Chennai with world-class solutions for skin. We are happy about this launch and confident to bring the same standards of service, attention and personalisation that our clientele from across India have been accustomed to for the last 24 years."

➤ **Vega launches 'Be Vega' campaign**



Beauty accessories and personal care appliances brand, Vega, has launched the 'Be Vega' campaign targeted at the fashion conscious, free spirited young girls of today, who like to experiment with their hairstyles every day. The film revolves around three situations where Brand Ambassador, Sonam K Ahuja sports hairstyles for different occasions which promote Vega hair straightener, dryer and curler. The tag line captures the essence of the film, 'Be all that you want to be with Vega multi-styling and grooming products – Be Vega'. The campaign also has a hair straightener product television commercial which focusses on Vega Trendy Hair Straightener (VHSH-16) positioned on styling with care. Shared, Sandeep Jain, Director, Vega Industries Private Limited, "This is the second campaign by Vega and we are happy with Sonam K Ahuja's association. She complements the personality of the brand and the campaign, perfectly. Catch the hair straighteners, dryers and curlers with Be Vega campaign, coming soon to various platforms."



➤ **Dyson launches professional edition hair dryer in India**

Dyson has officially launched the new Dyson Supersonic hair dryer professional edition in India. This new machine is designed to tackle some of the intrinsic issues with conventional hair dryers, whilst providing professional hairstylists with a machine engineered for their needs. It uses a fast but focused airflow for precise styling, with the temperature of the airflow constantly measured to prevent extreme heat damage to the hair. It comes with a newly-developed filtration system and professional attachments.

# VEGA

**TRENDY HAIR  
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1



**5 HEAT SETTINGS**  
FOR ALL HAIR TYPES

2



**CERAMIC COATED PLATES**  
MINIMIZE HEAT DAMAGE

3



**FLOATING PLATES**  
MINIMIZE HAIR BREAKAGE

➤ **The Body Shop flagged off its first-ever Flavathon**

The Body Shop hosted the 'Flavathon', Beauty meets 'fun-marathon' to launch Body Yogurts at DLF Cyberhub in Gurgaon in August. Brand Ambassador, Jacqueline Fernandez graced the occasion. Five different teams of nearly 300 participants represented the five unique flavours of body yogurts namely, Strawberry, Moringa, British Rose, Mango and Almond Milk. The event witnessed a zumba session and pulsating music to match the spirit. Seven lucky participants won luxe hampers and each participant took home a body yogurt. Shared, Shriti Malhotra, CEO, The Body Shop India, "It is immensely satisfying to see all the love that we receive for our launches and novel initiatives. We were the pioneers in launching body butters, and with this format of Body Yogurts, we hope to create another winner."



INTERNATIONAL



➤ **L'Oreal launches Augmented Reality Collaboration**

L'Oréal and its recently acquired Augmented Reality and Artificial Intelligence entity, ModiFace, have announced a long-term collaboration with Facebook to create new augmented reality experiences delivered through Facebook camera products. Via a direct and seamless connection between both platforms, ModiFace and Facebook will deliver to people all over the world, for the first time, augmented reality powered make-up try-on experiences from the world's leading beauty brands, such as Maybelline, L'Oréal Paris, NYX, to name a few. Lubomira Rochet, L'Oréal Chief Digital Officer shared, "Facebook and L'Oréal share the vision that Augmented Reality is becoming key for product and brand discovery and purchase. We are at that magical moment when technologies have matured enough and consumer appetite for using them is growing everywhere. We are very excited about that new step in our long-term partnership with Facebook." Added Parham Aarabi, CEO and founder of ModiFace, "This collaboration is very relevant for ModiFace since it will allow our AR experiences to be live on Facebook and be used by millions of consumers across the world. This is a great way to discover L'Oréal products and brands through realistic, engaging and meaningful beauty experiences."

➤ **Fenty Beauty to provide scholarships to Malawi girls**



Global icon and popstar, Rihanna has reportedly pledged to donate proceedings from her cosmetics line, Fenty Beauty to African students. Her charity, Clara Lionel Foundation will partner with the Global Partnership for Education (GPE) and the Campaign for Female Education to provide scholarships to girls in Malawi attending secondary school. The star strongly believes that this collaboration would allow Fenty Beauty community to be a part of her charity foundation and would create an equitable world by contributing in their own way.

➤ **Wella Professionals appoint Zoe Irwin as UK Colour Trend Expert**

International hairstylist, Zoe Irwin has been roped in by Wella Professionals as the brand's UK Colour Trend Expert. Irwin will also act as the brand's spokesperson and offer insight and predict trends to showcase the craftsmanship and magic of the hairdressing directly with end consumers. With over 30 years' experience in hairdressing, she is an expert in salon, session, editorial and product development. Irwin also works in tandem with trend agencies and guide on hair aesthetics. With the collaboration, she will work alongside Wella Professionals Colour creatives, as well as work with consumer



media to highlight colour trend forecasts. Shared Irwin, "I feel so lucky to be given this brand new role as it combines what I love, trends and colour. Being part of Coty Professional Beauty is a real thrill for me, it is such a fabulous opportunity to bring the world of professional colour to life in a truly relevant way."

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# Michael Piastrino and Adrian Rotolo

## Brothers in Arms

Michael Piastrino and Adrian Rotolo of Ibiza Hair in Melbourne, Australia are a young and dynamic team. They have kicked up quite a storm down under by winning prestigious industry-organised awards. In conversation with *Salon India*, they share their independent beginnings and the coming together at Ibiza Hair

by **Aradhana V Bhatnagar**

### How did you decide to be a part of the hair business?

**MP:** My mother is a hairdresser and while growing up, I spent a lot of time in the salon. I loved seeing what she created as an artist. So, very early in life I knew I wanted to become a hairdresser.

**AR:** When I was growing up, I was learning to be a dancer. I attended an arts-focused high school in Adelaide, South Australia. I tried out some visual arts and found I was interested in painting and colour.

Post the course,

I joined Yellow Strawberry, a family friend owned a salon, which specialised in French Balayage techniques at a time when Balayage had been forgotten. I quickly developed a talent for the technique and mastered it.

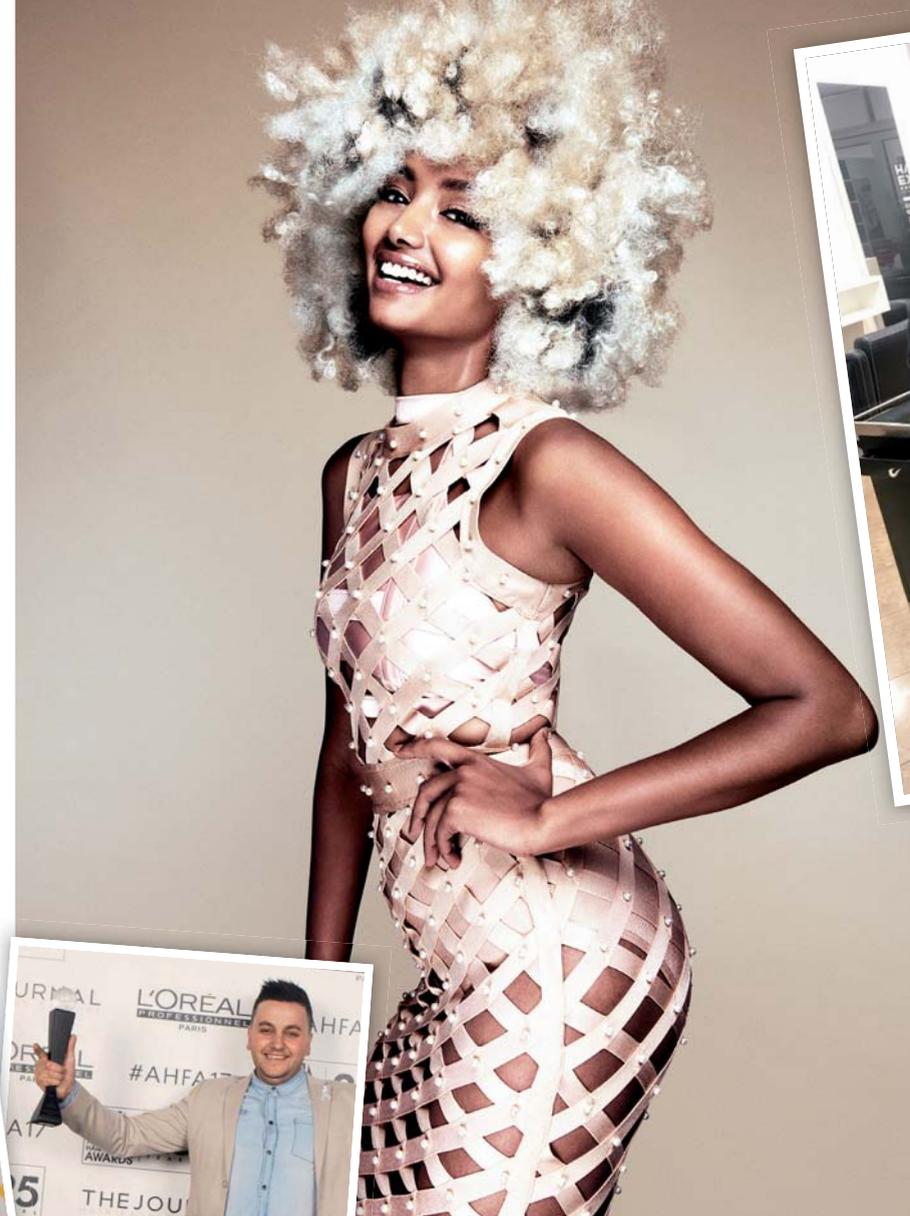
### Who was your inspiration?

**MP:** Without a doubt my mother! She spent time teaching me how to 'dress hair', the real basics and then, allowed me to use my creativity to push what she had taught.

**AR:** The family friend in Adelaide, who took a chance on me, indulging my fascination with painting and colour, but through the medium of hair.

### What is your professional education?

**AR:** I trained with L'Oréal Professionnel, completing every colour course I possibly could, whilst learning from the best. Throughout my apprenticeship, I followed the work of celebrity colourist Johnny Ramirez, Owner of Ramirez Tran Salon in Los Angeles. I visited the salon in 2010 and admired his 'lived in' approach to colour using old fashioned Balayage techniques combined with modern era foiling. So, I adopted this approach too, and eventually discovered, by mistake, a technique I call 'Brushlighting'. Brushlighting combines fine woven face framing highlights with Balayage, wherein instead of using a traditional board and tint brush, I use



a Tangle Teezer brush to create the soft sun-kissed glow seen on celebrities, such as Giselle.

### Who is your mentor?

**MP:** I do not have a mentor, but

I am inspired by people I consider to be visionaries, such as, my mother, who has been a hairdresser for 30 years, Joe Giampa, Emiliano Vitale, Caterina Di Biase, Matt Clements, the Mascolos, Errol Douglas, and the list goes on!

**AR:** My main mentor would have to be my first employer, Anthony Gosti. He had an incredible eye for detail and produced flawless colour work. Throughout his training, he would send in mystery clients to have their colour done and then would have them give me feedback once they revealed themselves to be clients sent in by Gosti himself. His motto was 'you never get a second chance to make a first impression'. It has helped me create a solid, loyal client base.

### What is your forte as a hairdresser?

**MP:** Cutting, colouring and hair extensions.

**AR:** Creative colourist; creating hair colour that has a commercial wearability.

### How do you inspire your team to create hair looks for a collection?

**MP:** We are always up-to-date on trends, then we give it a twist and create our own version of it.

**AR:** Preparing for collections is a lot of work behind the scenes. Firstly, we research and take note on what others (photographers, hairdressers and stylists) are doing, particularly overseas. We often



Adrian Rotolo



Michael Piastrino

that suit the individuality of each client, and also techniques that complement the haircut. Our latest collection, Redenzione, is an example of what we are creating for clients, but obviously adapted for the salon client.

### What are the must-have qualities in a hairstylist?

**MP:** Hard working, honest, a passion for hair and a willingness to keep learning and educating themselves. Learn as much as you can from your mentors and other key influencers in the industry. You can never say you know everything, so, continual education is so very important.

**AR:** Do not get complacent. A willingness to learn new techniques and be open to learning about the business you work in and how it runs. Aim to be a leader in your team. The ability to network with other hairdressers in the industry. Being able to give and receive constructive criticism. Be humble, but confident at the same time.

### What is a day like in the lives of Michael and Adrian?

Every morning after our staff meeting, we ask the most important question – what does everyone want for lunch? Generally it is pizza! During the day and till closing time, we create amazing work and have such a great time doing it. We are truly blessed with a beautiful team, who work hard. We could not do what we do without them. Thank you to Marie, Caitlyn, Keegan, Ashan and Latoya.

### Do you plan to open your academy?

**MP:** We are currently renovating the salon, so, there are no plans to open an academy. Both, Adrian and I, are passionate about education and want to continue to be award-winning hairdressers and colourists because it is an affirmation of our work. We also want Ibiza Hair to continue to succeed.

### What are your views on the Indian hairdressing industry?

**MP:** Like every hairdressing industry, we believe the Indian hairdressing industry is continuing to evolve and produce work that is recognisable on a global scale. Each country has its own aesthetic because the people and climate are different. There is a different feel to techniques, cutting, styling and colouring. Like many countries, India is no doubt looking at creating its own aesthetic and being recognised for it around the world. It is an exciting time to see what will be coming next!

### What are you planning next?

**MP:** Adrian and I recently spent time in Asia, educating on behalf of Ahead Media, which was an incredible experience. Sharing our expertise and encouraging education is our passion. We are available for education around the world – find out what we offer, fly us there and we will educate! 🌐

save several photographs and take bits and pieces of what I like most about each shot and see if there is a common theme, which usually there is. This forms the very base for the collection. I then choose my colour palette. This is the most enjoyable part. I often have many more colours chosen than what you see in my collections. Once colour is chosen, we then cast models and the hairstyle or cut is chosen last. We choose a style based on each individual model's facial features. This is the most important part of the process, as style enhances colour and vice versa. Usually Michael and I do a process of elimination.

### How does it all come together?

**MP:** Adrian and I are like brothers; we have been brought up with similar values and taught old school hairdressing. For us, much of the technical side is from the heart and mind. Believe it or not, we do very little preparation prior to the shoot, and on the day we slice and dice the model's hair. Of course, colour is done prior to the shoot day, but the styling or cutting is all done on the day. Just like an artist would do.

### What are the trends in haircuts and colour this season?

**MP:** We are seeing a return to more natural hairstyling; strong styles or cuts, yet with subtle movement and softness. A more natural approach lends itself to a commercial wearability and editorial feel.

**AR:** At Ibiza Hair, we see hair colours across the spectrum, but in subtle muted tones





## All new Xtenso Care Sulfate Free Range by L'Oréal Professionnel

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**X**tenso Care Sulfate Free by L'Oréal Professionnel is a new sulfate and paraben-free hair care range. Infused with Keratin Repair + Asta-Care, it strengthens the hair fibre and infuses the hair deeply with Keratin. The range gives smooth, frizz-free hair, restored with strength and shine.

Finding the right shampoo is key to making temporary in-salon smoothing treatment last for long and maintaining the health of your hair. Salons and hair experts recommend sulfate-free home care products as they are gentle on the hair fibre and maintain the cosmetic effect of such services for longer.

Together with hair experts, L'Oréal Professionnel has developed this gentle, non-stripping sulfate-free formula to offer the best home care solution to consumers.

### 'Sulfate-free', not just a buzz word

There is a growing demand for sulfate-free hair care products all over the world as consumers understand the benefit of less chemicals in their personal care products. 'Sulfate-free shampoos' as a search query on Google India has seen a mammoth growth of +460 per cent in the last four years.

Hairdressers and consumers alike are searching for hair care products that are free of sulfate-based surfactants and therefore, gentler on the hair and scalp. Sulfate-free formulations preserve the moisture barrier and protect the natural Keratin in the hair fibre. This translates to softer, smoother hair with superior frizz control.

### The range

The new XTenso Care Sulfate Free range consists of a Shampoo for gentle cleansing and a Masque for intense nourishment. The key ingredients, Keratin Repair, deeply penetrates the hair to restore natural keratin, and Asta-Care reconstructs and strengthens the over-processed hair fibre. Powered with this unique combination, the range restores strength, flexibility to the fibre and adds softness to unruly, over-processed hair.

**Key benefits: Anti-frizz:** Protects against humidity.

**Fluidity:** Perfect hair movement.

**Shine:** Restores natural health and shine.

**Price:** Masque ₹900 for 200ml; Shampoo ₹800 for 250ml; In-salon Shampoo ₹1,900 for 1,500ml. 



# Architectural Concepts

Bangalore

## Marie Claire Salon & Wellness, Bangalore



Designed across 2,000 square feet area, Marie Claire Paris has launched its first salon and wellness centre at Koramangala, Bangalore. B2C Network LLP is the Exclusive India Franchisor/ Licensee for Marie Claire Paris Salon. It offers a French theme with a young, colourful, but relaxing concept for the clients to feel at home. The salon offers customised bridal packages, wellness therapies and makeovers from the Paris Fashion Week. It is well equipped with a hair section, make-up studio, nails and manicure section, pedicure section, wellness therapy rooms and retail display area. Designed by Marie Claire artistic team in Paris, the salon

has contrasting colours and lights, which make the atmosphere bright. The design team has used light colour shades to present a natural, soothing and relaxing ambience. The use of natural plants for décor, bamboo walls (pipes instead of real bamboo) and big vases add to the splendour and transforms it into an eco-friendly space.

Vandana Bhardwaj, Director, Marie Claire Paris Salon & Wellness India shares, "We are proud to launch our first Marie Claire Salon & Wellness in the fastest growing city of Bangalore. We look at expanding the chain through franchise business model across the country. The salon with its global look, slick ambience and premium fashionable services aims at 100 per cent client satisfaction."



**Colour combination:**  
Peach, jute and cream

**Products used:**  
Wella Professionals, SP, Rene Furterer for hair; Dermalogica for skin; Make-up Studio for make-up and bridal services

**Lights:**  
Warm white and day LED lights, along with wooden hanging lights

**Flooring:**  
Wooden flooring in light wood colour

**Architect:**  
In-house architect and design team



Vandana Bhardwaj, Director

Contact person:  
Vishal Bhardwaj, COO

Address:  
Marie Claire Salon & Wellness, 515 KMJ Identity, 8th Block, 20th Main Road, Koramangala, Bangalore

Phone:  
7506897976

Email:  
info@b2cnetwork.in

Website:  
www.marieclairesalon.in

Delhi

## LOOKS Privé, Delhi



Owners:  
Sanjay Dutta and Deepak Jalhan

Address:  
The Claridges Hotel, 12 APJ Abdul Kalam Road, New Delhi - 110011

Email:  
Privelooks@gmail.com

Phone no:  
011 23793448

**Colour Combination:**  
Black, white and grey with wooden textures

**Products used:**  
Sebastian Professional, Moroccanoil, Paul Mitchell, Wella SP for hair; Dermalogica for skin; Climazon, Ikonik, Dyson and WAHL tools

**Lighting:**  
Yellow and cream white

**Flooring:**  
Marble

**Architect:** Not disclosed



Luxury has new doors in Delhi with LOOKS Privé opening up at The Claridges, Chanakyapuri. The salon occupies 2,400 square feet area with an impressive design strategy that features world-class interiors and décor. The uniqueness of the interiors comes from the monochrome theme running throughout with a wooden finish. This gives a rich and sophisticated look to the salon without cluttering the floor space and makes it appear more functional and clean.

LOOKS Privé promises a luxe experience with a versatile range of hair and skin care brands. The salon has opted for an eco-friendly approach. Explaining it further, LOOKS Privé owner Deepak Jalhan says, "We have tried to incorporate a host of eco-friendly activities in terms of lighting, saving water, and more. For instance, we say 'no to plastic' by offering drinking water in glasses. Also, we have plenty of indoor plants that will reduce carbon emissions. We are further using energy efficient LED lighting."

In terms of expansion, the brand plans to open LOOKS Privé in Mumbai, too.



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# The Blackberry Melt Decoded by MATRIX

## Hottest Trend of The Season

MATRIX presents a breakdown of Blackberry Melt from its Color Melting - The Berry Edition, in an easy to achieve step-by-step guide



**M**ATRIX brings Color Melting, the hottest international hair highlighting technique to India. Color Melting is the technique of blending two or more fashion shades seamlessly, so that one cannot tell where one colour ends and the other begins. It is the technique used to achieve the mermaid and rainbow hair as seen on social media, but we all know those colours do not show the same way on dark hair. With this in mind, MATRIX decided to create three looks to especially suit dark hair and Indian skin tones. This edition comprises of three melts, namely, Blackberry Melt, Caramel Raspberry Melt and Choco Cherry Melt.

### DECODING THE BLACKBERRY MELT

In this look, SoColor #5.26 is melted into a #6.62 to achieve rich, vibrant blackberry tones.

- ▶ **STEP 1:** Divide the hair into four sections.
- ▶ **STEP 2:** Starting at the nape area, take thick sections and back comb with three strong strokes.
- ▶ **STEP 3:** Pre-lighten the hair that is left out of the back combing.
- ▶ **STEP 4:** Once the lightening level is achieved, rinse, shampoo, treat and dry.
- ▶ **STEP 5:** Apply SoColor #5.26 global away from the root to the mid-lengths, after application, apply on the roots.
- ▶ **STEP 6:** Once roots are done, melt SoColor #6.62 on the pre-lightened ends starting from the mid lengths.

Ask your MATRIX hairstylist for your Color Melt now.



# Alopecia

## Alert for the Millennials

by **Dr Vinod Sonawane**

*Dr Vinod Sonawane is MD in Hair Transplant Surgeon, PG Diploma in Trichology and Managing Director at Bloom Hair Transplant. Views expressed are personal.*

Imagine walking up to the podium to make an important presentation with a well-memorised script in hand, looking dapper, but you may feel uncomfortable due to a condition called Alopecia, the bane of many an adult male and female today. Alopecia or baldness can begin at any time after puberty and can have a crippling effect on one's morale and confidence. It is possible to draw parallels between Alopecia and productivity, as a depressed employee's performance may be hampered by this condition. At a time when there is a lot of stress on employees to meet their targets, such ailments increase the pressure one is under. While the cause is unknown, it is believed that genetics play a major role and can be treated and cured by medical professionals.

How does Alopecia affect most people? It begins with a receding hairline followed by a thinning of the crown. The symptoms of Alopecia are easy to see and cause a great degree of alarm. Patients may lose hair in patches from a condition known as Alopecia Areata. They may even lose all the hair on the scalp and this is known as Alopecia Totalis. In certain rare cases, they may lose all the hair from the body leading to Alopecia Universalis.

One of the commonly held misconceptions about Alopecia is that it is contagious. This could not be further from the truth. Alopecia only affects a certain percentage of the population and proximity to someone who is suffering from this disease has no effect on anyone else.

It is widely known that Alopecia is a polygenic condition, meaning that it cannot be transmitted from just one parent, but both parents must contribute a certain number of genes for Alopecia to develop in their children. Sadly, because of the complex nature of the disease, it is impossible to predict whether or not Alopecia will be transmitted from one generation to another. However, scientists have discovered links between other diseases and Alopecia through some in-depth studies. Alopecia has been known to be more prevalent in families with a history of other diseases such as Rheumatoid Arthritis and Celiac Disease. At the same time, because of the vague nature of how the condition may be caused, prevention may be difficult. We recommend that you visit a hair care specialist to get an idea of preventive measures. Experts at Bloom Hair Clinic recommend a balanced diet, filled with calcium to fully nourish your hair.

It is believed that poor quality shampoos can trigger this condition, thereby allowing it to grow and spread unfettered. Even though prevention may be difficult, treatment is possible by specialists. This includes two main methods – medicine and surgery. If you wish to undergo surgery, there are a variety of clinics that offer specialised hair transplant treatment solutions. Make sure you check the track record of your specialist before you agree to one. Also, make sure that you are not paying an arm and a leg for it. A little bit of research can make it easy for your wallet.

Another possibility that one can explore entails prescription drugs like Propecia. Studies have indicated it helps hair regrowth and so, hair loss can be curbed. Some patients take corticosteroids to help in hair regrowth, however, it is not recommended especially without expert supervision, as it has side effects. Even with Propecia, it has been found that consumption without expert supervision can impact sexual performance.

So, when do you consult a doctor? Only if you see yourself losing a great degree of hair, be it in the bath or in your bed. Experts may conduct blood tests and prescribe the right treatment. Make sure that your diet consists of fish, spinach and the like. Thanks to the strides taken in hair transplant technology, it is possible to regain one's confidence and self-esteem once again. 📌

# MATRIX Opti.Care Smooth Straight

## Specialist Care for Salon-treated Hair

Maintain salon straightened hair with professional hair care solutions by MATRIX Opti.Care Smooth Straight

It is that time of the year again when celebrations are in full swing and women are busy, demanding new and trendy looks for the festive season. With a busy social calendar and multiple events to attend, women are inclined to experiment with different looks and undergo a lot of chemical hair services, such as straightening and smoothing. While the services offer the much-loved straight, sleek look, it is also essential to prolong the effect of these services by regularly treating serviced hair with perfect post-care.

So, as your clients gear up to flaunt their luscious straight hair this festive season, help them maintain and enhance salon-treated tresses with the specialist care range for straightened or smoothed hair by MATRIX Opti.Care Smooth Straight. Enriched with Shea Butter, this range helps soften texture, tame frizz and add manageability to chemically straightened hair. This range is especially formulated to help protect, condition and moisturise for healthy looking, smooth, silky hair.



### IN-SALON CARE TREATMENT

#### OPTI.CARE NOURISH AND SEAL TREATMENT

Duration: 60 minutes

- ▶ It is an intense nourishing in-salon treatment for straightened or smoothed hair. It deeply treats the hair fibre resulting in soft, smooth and silky hair. It can be recommended for clients who have undergone multiple straightening services.

#### OPTI.CARE SMOOTH AND SEAL TREATMENT

Duration: 30 minutes

- ▶ Enriched with the goodness of Shea Butter, it is a deep nourishing treatment that helps prevent split-ends in straightened or smoothed hair. It can be recommended to clients to maintain their straightened or smoothed hair week after week and leaves the hair feeling soft and silky.

**Pro tip:** Recommend your clients to take home the Opti.Care shampoo, conditioner and split-end serum to maintain their smooth, straight tresses.

Availing the Opti.Care specialist treatments at your nearest MATRIX salon.



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# Top 7 Crowning Glory Age Defying Products

Our hair takes the biggest hit as we age. When combined with change in seasons and environmental aggressors, it is safe to say that we need professional products to pamper and care for our hair. Here is a pick of some of the best products in the market that are likely to reverse the hair ageing process and in turn, make you appear confident and beautiful

**A** cliché but tell-tale sign of ageing is discovering that first wiry gray strand. However, dryness, brittleness, dulling colour and thinning are also effects of ageing hair that most everyone will face at some point in life. Broach the topic delicately with clients, and arm them with products that are specifically formulated to revive locks' health and vitality.



## SHAMPOO Aura Botanica by Kérastase

Aura Botanica, a hair care range inspired by nature with rich natural ingredients including hand pressed Samaon Coconut Oil and Moroccan Argan Oil, provides expert nourishment and a healthy shine for all hair types. The range consists of a Gentle Aromatic Shampoo, Moisturising Deep Conditioner and an Aromatic Nourishing Oil Blend. Formulas are composed from an average of 98 per cent natural origin ingredients without silicones, sulfates and parabens. A complete sensory experience – indulgent textures and a bespoke fragrance, enveloped in elegant packaging.

**Price:** On request



## COLOUR Wonder.Black Ammonia Free by MATRIX

This formula is conceptualised and created exclusively for the Indian market with an ammonia-free formula that caters to dark bases. Formulated with an innovative 'oil like' patented thick golden gel, the colour delivers five times shinier hair while covering 100 per cent grey for six weeks. Available in four shades and powered with a breakthrough technology, Wonder.Black Ammonia Free has

worked wonders in salons across the country and has proven to be the most preferred colour by salon owners, as well as consumers.

**Price:** Varies from salon to salon

## DRY SHAMPOO Drynamic+ by Sebastian Professional



Sebastian Professional is taking their styling game a notch higher with the Drynamic+, a matte texturising refreshing spray created to be used at any time and at any place. The breakthrough formulation in Drynamic+ allows your hairstyle to be refreshed and texturised in the blink of an eye. The key highlight of Drynamic+ is that it is a styling spray with cleansing properties. Products that cater to audiences that want an evening glam look as well as a morning refreshed look are rare to find, but with Drynamic+ by Sebastian Professional, consumers can now enjoy the dual use of styling your hair for a morning look as well as an evening look. With consumers becoming highly aware and conscious about what go into their hair, Sebastian Professional promises the best results one could possibly hope for with regards to both the ease of usage as well as hair health.

**Price:** ₹1,800



## SERUM

### Biolage Deep Smoothing Serum

Frizzy hair is a common problem experienced by clients. 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 (when using the system of SmoothProof Shampoo, Conditioner and Serum versus a non-conditioning shampoo). Avocado conditions the hair to shine with lustre, provides nourishment from root to tip and removes split ends completely. 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 BioSpa service, before or after a 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.

**Price: On request**



## CONDITIONER

### Hair Management Replenishing Conditioner by Truefitt & Hill

The replenishing conditioner contains milk and wheat protein which strengthens hair and adds body. The protein not only makes the hair appear thicker, but also adds lift to the hair follicle, helping hair to appear fuller. It is scented with a citrus-melon fragrance. Recommended to be used two to three times per week, the Hair Management Replenishing Conditioner is an indulgent grooming essential to keep your hair in check this monsoon!

**Price: ₹2,000**



## REPAIR

### MoroccanOil Mending Infusion

The MoroccanOil Mending Infusion is an advanced argan-oil infused lotion-serum that not only mends hair to provide a frictionless finish, but also nourishes, conditions and helps to strengthen hair. A breakthrough formula that acts as an instant fix styling agent, it transforms dry, brittle ends to a smooth, freshly-cut appearance. Additionally, the ultra-lightweight formula provides long-lasting benefits that help prevent future damage, resulting in healthier-looking, touchably-soft and silky hair with each use. So, now women can fearlessly explore boundless hairstyles, knowing their hair looks perfectly healthy and damage-free.

**Price: ₹2,475 (75ml)**

## OIL

### Therapy Rejuvenating Oil by label.m

label.m Therapy Rejuvenating Oil is ultralight and has Moroccan Argan oil to transform the look and feel of dry, damaged and matured hair. As it is a lightweight formula, it gets absorbed in the hair quickly, without leaving any trace of oil. Hydrate, repair the hair damage with natural antioxidants like Vitamin A and E that provide additional protection against daily damage for a smoother finish. It can be used on dry or damp hair or even before or after blowdry. A perfect product to carry in your tote and apply whenever the hair seem to appear dull. Just few drops of Rejuvenating Oil makes your hair into super soft, shiny and healthy in seconds.

**Price: ₹3,000 (100ml)**



(AVB)



Shyam & Ravi Gupta of Gargee Designers



## Ravi Gupta Reviving a Legacy

Owner of Gargee Designers, Ravi Gupta shares his views on fashion and beauty industry, source of inspiration, and more

### Getting started

I started my journey when I was a teen. My dad has always inspired me. In the 80s, he was into men's custom tailoring and I grew up watching him. He would work passionately to grow his business into a brand. Knowing the possibilities and being from a business background my interest in fashion grew. Equipped with a business sense and love for fashion, I began my career in 2002.

### Importance of hair and make-up in fashion

Not only women, men, too, are keeping an eye on emerging fashion trends. The most important thing about fashion is not being up-to-date all the time, but following the right trends that make you appear presentable. The right attire along with complementary hair and make-up, boosts your confidence.

### Views on fashion and beauty industry

The fashion and beauty industries are at a peak, as of now. This will keep growing

as new entrepreneurs and fashion experts find them to be lucrative areas brimming with opportunity. As the population increases, demand and exposure goes up as well, and new start-ups and brands come up and open doors to international markets.

### Working with hair and make-up artists

There are so many fresh talent in hair and make-up, who may not be popular, but are good at their work. We work with a few shortlisted ones to be sure of the results as there is not much time during the shoots.

### Make-up and hair looks adopted

Most of the looks are wearable so I have not got a chance to experiment much. I keep it simple and try not to push the limits for the models, too. Fashion is not what you make of yourself, but how you carry it. Make-up is always minimal. Sometimes a straightened hairstyle completes the look and other times, it would look off track; so, it depends from model to model. My collection is based on simple and easy to carry hairstyles which have to be in sync with the outfits.

### Global inspiration

Thom Browne, Yohjiyamoto, Hussein Chalayan, are my favourites, as they always keep pushing their boundaries and experiment well on stage. They keep my horizons wide and inspire me to be more creative every day and give beyond 100 per cent.

### Future plans

I want to grow and make a mark in the menswear industry. If given a chance, would love to get involved in the beauty and hair industry. 📌





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## Brij Kishor Innovation is Key

Creative Director, NEU Salonz, Southpoint Mall in Gurgaon, Brij Kishor is on an incredible journey to bring Indian hairdressing on the world map. With an experience spanning over eight years, Kishor juggles responsibilities to introduce his clients to latest trends and techniques in hair and educate his team on the same

by **Shivpriya Bajpai**

### Getting started

My elder sister has been a celebrity hair and make-up artist since 2002. I was fascinated to see her pictures with celebrities and decided to be a part of it. I did my hairdressing course from Pivot Point International Academy in 2009 and later was certified by City & Guilds UK, where I worked as an Educator for six months. I have taken multiple trainings from academies and hairstylists across the globe, including, educators of Wella Professional, L'Oréal Professionnel, Vidal Sassoon London to name a few.

### First job and learnings

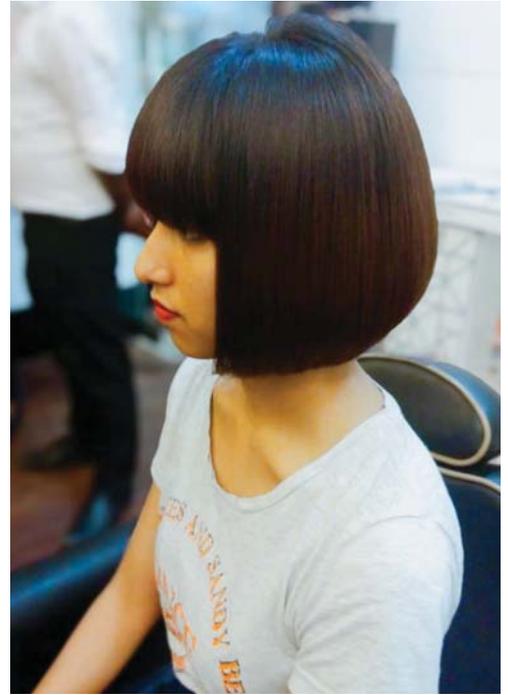
I started as a Junior Hair Artist with NEU Salonz back in 2010 and gradually gained experience on the floor observing other senior stylists. I attended trainings and seminars which again helped me to hone and perfect my skills.

### Places worked with

After NEU, I worked with VLCC as a Senior Hair Artist. I moved to Lakmé Salons, where I was offered a job as a Field Trainer-cum-Senior Artist. With Lakmé, I travelled a lot to conduct seminars and educated other artists which turned out to be an excellent exposure. I had multiple opportunities with prestigious events like Wills Fashion Week and Lakmé Fashion Week! I joined back NEU Salonz as a Senior Hair Artist in 2015.

### Association with NEU Salonz

NEU Salonz has always been like my second home. My first job was here and I learnt a great deal working on the floor. The thing I value most about NEU is the creative freedom given to a hairdresser on the floor. The brand trusts its people and values



client relationships. I was offered an opportunity to work with NEU again in 2015 and never looked back.

### Current role and responsibility

I have recently been promoted to being the Creative Director at NEU Salonz, South Point Mall in Gurgaon. I lead the hair team and make sure they are updated on the latest trends and techniques. I make sure that each and every guest in the salon is satisfied with our services.

### Convincing clients to experiment

Clients are convinced to experiment only if they trust you as a stylist. To build that trust, I maintain transparency between me and my client. I never suggest any service/treatment if it is not needed. I maintain a fair price for the services and that is what my clients know me for. I keep myself updated about the latest trends and techniques to cater to the new age discerning client, who has exposure and awareness.

### Staying updated

Previously, magazines, television shows and trainings were the few platforms available to gain knowledge. In today's age of digitalisation, we have information from every corner of the world at our disposal. I watch a lot of YouTube videos and follow artists on Instagram. Also, travelling has helped me extensively to stay relevant.

### Favourite colours and brands

I love to experiment and create unique looks with shades of red as it compliments all Indian skin tones. Also, French Browns or Parisian Chocolat are much in vogue.

### Forte

I like to experiment with short haircuts like variations of bobs and lobs. I believe only a true artist can do a good job of them.

### Current trends

Pastel colours are in trend. We are using a lot of them at our salon to create unique looks. For instance, I have done a blue and teal Balayage for a lot of my clients. In styling, soft waves are here to stay. It lends a chic and classy look.



### Views on the salon industry

It has a long way to go. We have to focus more on the artistic and creative side rather than commercial. I dream of a day when Indian artists will travel across the globe to educate and not be the other way round.

### Advice for newcomers

Being technically sound is most important in our industry. Get your basics right and be open to gaining knowledge. Learn from your fellow artists, clients or even the housekeeping team. Stay focused and updated.

### Client list

I have been fortunate enough to have worked with some of the best names in the industry including, Lara Dutta, Swara Bhaskar, Manisha Koirala, to name a few.

### Future plans

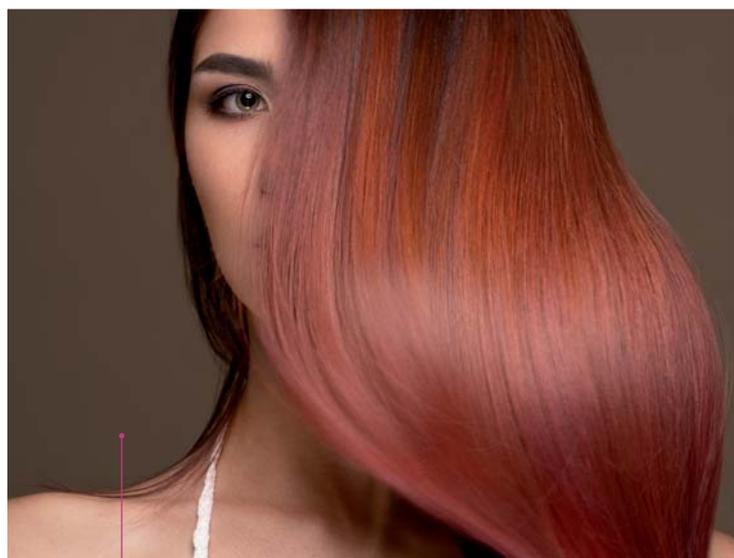
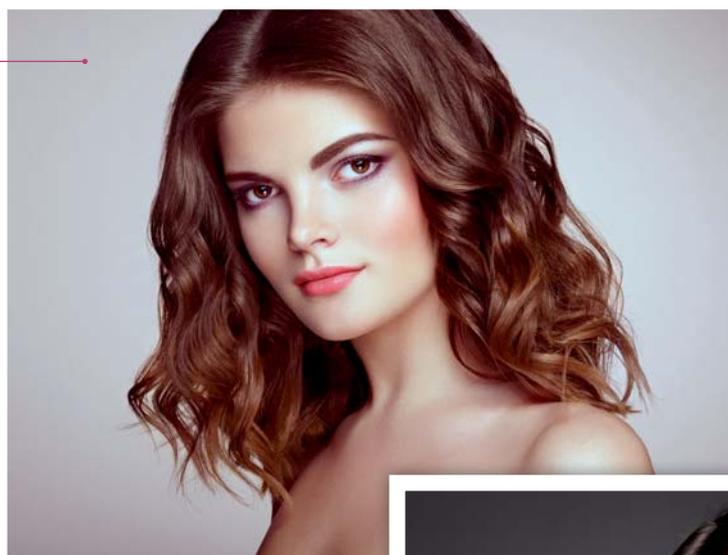
I will continue to work on myself to become a better hairstylist and be recognised globally. Luckily, NEU has been extremely supportive and we share the same vision to achieve excellence. 📍

# Hair Colouring Techniques Upgrade your Skill

The days of Balayage and Ombre are truly over. Here are some of the newer techniques to include in your repertoire

## Floodlights

This technique makes hair look perpetually sunlit or like there is a spotlight on your head adding shine and dimension. You get it by applying tint all over the hair, because when you put the highlights through straight over the tint, you get the tone of the tint as well — so it is like when a light hits your hair. It is great for those looking for a subtle change and still feel different.



## Strobing

For hairstylists who want to think like a make-up artist and want to highlight the features of their clients, this technique is a delight. The colours to play with are coral, rose-gold, lilac, and pearl hues.

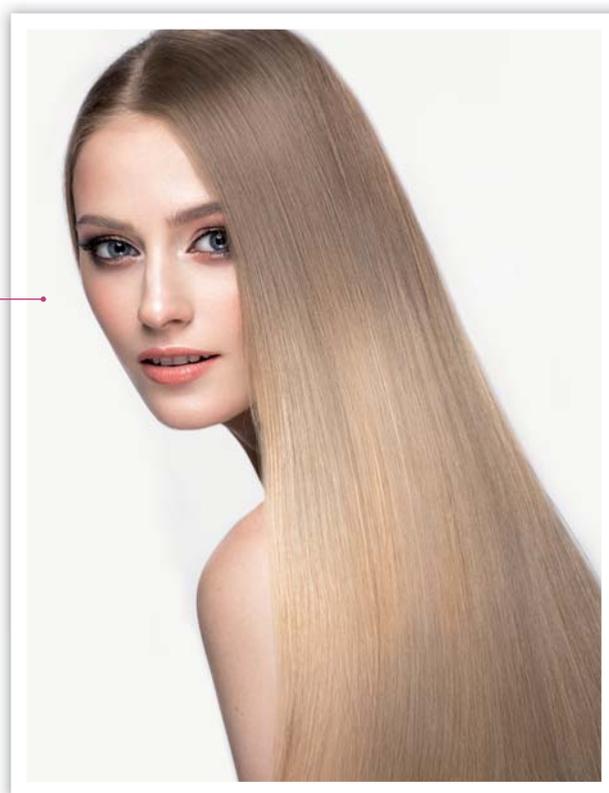


## Rooting

So, when a client comes to you for a technique that gives them time between appointments, this is the technique to suggest. These days, many women have highlights, so after that colouring, go over the roots with a semi-permanent gloss to tone down the colour. By delicately hand-painting a faux shadow on the roots, create a dark-to-light gradation that looks more natural than straight-from-the-roots highlights. It is not an Ombré, as it usually starts around, depending on the length of the hair, a few inches up from the bottom and creates a very distinctive dark-to-light look. Rooting is just a subtle little glossing right at the root.

**Sombre**

This technique is softer than the Ombré as the contrast between the hair at the roots and the hair at the ends is low. The dark shade at the roots gently blends into the colour at the ends to look seamless. You can choose from shades such as brown-blonde, caramel and mocha.

**Splashlights**

To achieve Splashlights, your colourist paints a streak of bleach across your hair and dyes the sections above and below it in a colour similar to your natural shade. The result is a head-turning halo of colour that works with any length. Draw inspiration from the splashlights that Redken Global Color Creative Director, Josh Wood created for the models at Marc Jacobs FW18. The looks were inspired by nightclub strobe lights, emphasising where the light would hit the hair with a splash of colour.

**Hand painting**

The technique is to handpaint the surface of your hair. Hair colour is applied with your head leaned back and your hair splayed over a table, gives the colourist more control over the look of your hair since he or she will be able to see how the colours melt with each other. The technique creates stunning results!

**Tortoise shells**

Also known as Ecaille (French for tortoise shell) Balayage, this is a multi-dimensional hair colour that combines Sombre and Balayage techniques and uses a colour palette of caramels, golden blondes, chestnuts and chocolates. Just like with Ombre hair colour, hair at the roots is coloured slightly darker than your natural colour, while hair at the ends is lighter. Then hair painting is used to create different tones in the hair. 📌

# India's Beauty and Wellness Industry

by **Shabir Afzal Gojwari**



*Shabir Afzal Gojwari is Director at Moehair India Private Limited. Views expressed are personal.*

**T**he beauty and wellness Industry in India is now at an all-time high, and growing twice as fast as that of the US and European markets. The urban salon market is small by international standards, but it is growing at a rapid pace. The size of India's beauty and wellness market would nearly double to ₹80,370 cr by 2017-18 from ₹41,224 cr in 2012-13 as projected by a KPMG Wellness Sector report released in April this year.

Consumer lifestyles along with growing influence of global trends are changing the face of wellness and making it a part of the consumer's everyday life. The industry is growing due to demand for high-quality salon services, increasing disposable income among the middle class, and media exposure to international brands. As a result, the desire to look good is raging among people from all walks of life. They are quite confident about what they want. Salons and spas are mushrooming at a fast pace as consumer demands have accelerated rapidly. With more brands coming into the market, the competition is huge, however, the market is big enough to provide everyone their own share, even every product has its own market share, it only depends on how one positions it. Styles are constantly changing and techniques ever evolving! It is important for not only the stylists, but a brand also to keep up with these changes.

Education is a fundamental part of the industry. A huge problem faced by the industry is the lack of quality manpower. The demand supply gap of trained staff is a challenge. Skill development and vocational training in beauty and wellness are the need of the hour, not only for the international market, but also to compete with international brands in the Indian market. Our traditional knowledge of herbal healing is a boon, but it needs to be related to modern demands and techniques.

A critical challenge for the beauty industry in 2018 is the need for professionally qualified personnel. Beauty care as a service sector offers great scope for employment and entrepreneurship for women and men, both. An increasing number of people are choosing this industry as a career option as it is an exciting profession to be in, despite the long hours and hard work. Beauty institutes and academies have sprouted all over towns and cities to cater to this increase in demand. This is one of the area where government direction, assistance and encouragement is required. It is necessary to learn about the market and make use of changing conditions, like the Internet, commercial advertising methods, e-commerce, different business models, and more.

Products and services are needed for the global market and this requires efforts at various levels. Markets need to be explored. Presenting the products in a globally attractive manner is also essential, along with knowledge of the demands of the global market. The government can provide support in identifying markets, trade and promotions. That is why a great deal of attention in 2018 has to be directed towards research and development, product innovation, improvement in quality, in keeping with international standards and also combining traditional knowledge with advanced scientific techniques. The overall outlook for 2018 is encouraging, because the beauty industry in India has a great future. 🌐

# TheHAIR Supporters

ALFAPARF  
MILANO

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ELASTICITY  
**+20%**  
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**COMPLETE.**

It acts on the scalp conditions and the hair resistance, with an extraordinary performance product.

**VERSATILE.**

Can be applied during any technical service without altering the final result

**EASY.**

Does not change the standard use of the products needed for the service.

**FLEXIBLE.**

3 products that can be used together or separately.



## Market Watch | Hair Care

### Hair repair by Moehair

Moehair's Original Hair Repair System rejuvenates and straightens hair using Keratin proteins to restore lustre and silkiness. Available in two variants namely, Original Hair Repair System Normal for thick coarse and curly hair and Original Hair Repair System Plus for fine, wavy and frizzy hair. Both are formaldehyde free with break-through ingredients such as, Hydrolyzed Keratin that revitalises hair's natural protective layer, while rebuilding its strength and returning elasticity to the strands; Hydrolyzed Soy Protein which is a water-soluble protein derived from soy that strengthens and mends hair fibre and increases hair's ability to retain moisture while adding shine and smoothness; Hydrolyzed Silk Protein forms a crystalline protective barrier because it is derived from silk. It improves hair's elasticity, resilience and increases shine; Green Tea has anti-oxidant properties and adds shine to the hair; and Aloe Vera helps in taming frizzy hair, locking in moisture and promoting hair growth.

**Price:** Original Hair Repair System Normal for ₹26,490

**Original Hair Repair System Plus for ₹28,900**

**Availability:** Salons



### Hair repair from Berina

Berina hair solution with Polysorbate 20, Chloroacetamide + Sodium Benzoate and Camellia Sinensis Leaf Extract leaves prevents and protects hair from damage. It weightlessly smoothes hair for straight, sleek and frizz-free hair. It protects hair during the straightening process leaving it beautifully sleek and manageable.

**Price:** ₹525

**Availability:** [www.berinacosmetics.com](http://www.berinacosmetics.com)



### Hair dryer by Vega

Vega X-Style 1200 Hair Dryer is a new age hairdryer for the contemporary woman of today. The dryer is a perfect combination of style and quality and comes with two heat settings – low heat setting for perfect gentle drying and high heat setting for fast drying. It also has a cool setting to dry the hair at a relatively cool temperature. The dryer comes with a non-slip grip handle for ease and convenience and has a detachable nozzle for precision styling.

**Price:** On request

**Availability:** Retail stores



### Hair mask by Paul Mitchell

Tea Tree Lavender Mint Deep Conditioning Mineral Hair Mask is a deep conditioning treatment and is known to calm the senses and hydrate moisture-starved locks. The creamy, ultra-rich mask has natural French clay and restorative minerals. For hair that is strong and smooth, follow it up with the Lavender Mint Conditioning Leave-In Spray.

**Price:** ₹1,800

**Availability:** Looks, Hakim Aalim, Taj Hotel salons, and more



### Shampoo and conditioner by Moroccanoil

Moroccanoil Color Complete Collection comprises of Color Continue Shampoo and Conditioner, Protect & Prevent Spray and the In-Salon Chromatech Service. Gentle and sulfate-free, Color Continue Shampoo extends the results of the in-salon ChromaTech Service. Every time you wash, the Colorlink technology continuously repairs both chemically and physically so that hair retains the colour better. The Color Continue Conditioner has a nourishing, sulfate-free formula that helps rebuild the keratin structure and locks in colour using the Colorlink technology.

**Price:** ₹2,160 (250 ml) each for shampoo and conditioner

**Availability:** Salons and spas



## Pantone Shade of the Year

# Purple All the Way

Be it about layering to painting your hair purple, industry experts have forecast it as the IT colour of 2018. Here's an expert guide on how to nail this trend on the clients



**P**urple haze is trending across the globe, and we see hair and make-up professionals incorporating this vibrant hue in their collections and look books as well as on their clients' hair and beauty look. The most recent being the 2018 TIGI Retrospective Collection that exhibits brilliant references of the ultra-violet shade, while retaining the focus on wearability.

### Colour your hair

As far as hair is concerned, again the naturally dark hair can take either lowlights or highlights of the colour. There is also the option of doing an Ombré finish using violet. The really edgy ones can go all out for a striking head full of purple! And, why not? If there was an ideal time for expressing oneself quite freely, it is now. According to celebrity hairstylist Gourav Bhardwaj, violet is the most scintillating

On the darker side of the spectrum, violet comes from the high-maintenance colour family and needs extra TLC to curb your hair colour from fading. "Since it is a high maintenance shade, we need to use Olaplex while pre-lightening the hair to reduce damage from hair bleach. Less you wash your hair the longer the colour last. Since the colour bleeds on every wash, the post colour shampoo should be Purple Shampoo by Fanola," elaborates Tamta.

On the contrary, Bhardwaj feels that violet is a not at all a high maintenance colour, if you follow the rule, which is to ask the client to avoid frequent hair wash, and opt for a dry shampoo! He further advises not to pair warm colour along with this cool colour as results may not be appreciable. For bleaching the client's hair, he surely recommends using Olaplex or Smartbond by L'Oréal Professionnel.



▲ L to R: Gourav Bhardwaj, Pallavi Symons and Vinay Tamta

shade for this fall-winter and can be adapted as per the clients features and personality. "With winters coming up, violet is an ideal tone for your tresses. I would like to recommend this colour as all over rather than highlights, as Indian hair is dark in colour, so the shade blends beautifully with a deeper tone. However, the shades of violet can be used globally as well as for highlights to accomplish the complete reflection of the colour," he shares.

Purple hair is no longer for the youth anymore, with celebs and social media influencers painting their hair purple for new look. While agreeing to this is Vipin Tamta of LOOKS Cyber Hub. Says he, "Since violet colour is in trend, it is easy to convince clients. Violet is from cool colour family, so there is no particular technique to stick with to do this colour experiment as much as you can to make it more creative but, I would suggest techniques like Balayage, dip-dye (colour on tips) to achieve best results," he says.

### Make-up looks

Going back to the basics and referring to colour theory, one will see that the most complimentary colour for violet/purple is yellow. The two colours lie bang across one another in the colour spectrum and spark each other off as a very complimentary pairing. Being Indian, our skin tones are generally golden yellow in tone and Violet or Purple brings out the desired glow!

Celebrity make-up artist, Pallavi Symons, says, "One can opt for layers of the colour, soft blends of it in eyeshadows, smokey eyes in rich violet, kohl either worn stark or smudged for a sultry effect or make bold statements by using them starkly on the lips or as a block liner. The trick in using a bold colour in make-up is to choose a focal feature and play it up while subduing other features or aspects of a make-up look. I also would recommend choosing the tone of the said colour, as it works for each individual complexion. Pastels are also a pretty option that give off the soothing vibe in contrast to using the colour as a pure hue. And of course, there is always nail lacquer for the ones that are too shy to wear the colour on their faces.

For the conservatives, Symons advises, "If one is taking baby steps to use this colour in make-up, I would recommend using it as a kohl first, smudging it to a smokey finish and slowly working their way up to using the colour more frequently and freely in their make-up. Often inhibitions come from conditioning and categorising, so approach make-up playfully and go for the kill. One can always remove it and start afresh!"



# The Spa and Wellness Industry

## Experts Show the Way

The Spa Association of India estimates the spa and wellness industry to be pegged at a value of about ₹11,000 crores, with a promise to grow at a fast pace. This rise can be attributed to several reasons such as, inclination of consumers towards health, awareness created by the Internet, steady disposable income, to name a few. Therefore, not only do we see a proliferation of day spas and wellness centres, we also see a boom in destination spas. However, the challenge of finding and retaining skilled therapists looms large

by **Aradhana V Bhatnagar**

# CHI, THE SPA

Jasmine Kaur, Manager, CHI, The Spa and Health Club



**View on the Spa/ Wellness industry:** Wellness is about making healthy lifestyle choices and maintaining one's wellbeing, both physically and mentally, and spa is a core business within wellness. With the increasing complexities in one's day-to-day life, spa and wellness services are important to maintain a healthy lifestyle.

**Professional journey:** I started my career in 2004 as a skin trainer, worked for five years and introduced a leading skin care brand in India. In order to gain global exposure, I followed this up by working as a skin trainer for an international skin care brand. I then worked towards introducing Shanaya Spa at Kempinski Hotel and Aheli Spa at Roseate Hotels and Resorts. Now, I manage operations at CHI, The Spa at Shangri-La's - Eros Hotel, New Delhi.

**Theme of the spa:** The interiors take inspiration from the traditions that lie in these ancient rituals through the use of unique accents reflecting local architecture and materials, as well as the subtle use of Asian art and accessories. Warm tones, wooden accents and dim lighting cast a calming yet mystical glow on the overall space creating an ideal ambience for revitalising one's body and spirit.

**USP of the spa:** It is an award winning signature spa brand for Shangri-La Hotels and Resorts, and has made its mark in more than 47 countries. In traditional Chinese philosophy, 'chi' or 'qi' is the universal force that governs wellbeing and personal vitality. Skilled therapists and authentic treatments will ensure you find tranquility and the true essence of Chi.

**Therapies offered:** We offer authentic natural healing treatments and therapies found in the traditional wellbeing practices shared by many Asian cultures. There are signature journeys based on the Sense of Place such as, the Taste of India Retreat and the Kalp Shringar that use indigenous ingredients and techniques drawn from the ancient healing traditions found in the rich and mystical history of India. With roots set in the Chinese theory of 'chi' and the five elements of metal, water, wood, fire and earth to harmonise the body's energy, we also offer ayurvedic therapies along with other

Asian therapies like Aromatherapy, Balinese massage, Deep tissue massage and Jet Lag treatment to name a few. Moreover, brides-to-be can also opt for a special series of beauty rituals that finish off with the ultimate experience of a milk bath to obtain a hydrated and glowing skin for the big day.

**Popular therapies in the monsoon season:** Although, monsoon brings relief and relaxation from the heat and dust, it is undeniably also associated with several issues like skin allergies, acne breakouts, clogged pores and frizzy hair, to name a few. We recommend therapies such as, Deep Pore Cleansing Spa face ritual to deeply clean your pores and prevent unwanted breakouts; body exfoliation to deeply clean and detoxify the skin; hair spa to get rid of frizziness, dandruff and hair fall and to achieve a smooth shine; and the dry Thai massage for complete relaxation without having to deal with stickiness caused by oil.

**Brands used:** We use products from Zents, a luxurious line of hydrating and healing body care that leaves a healing imprint on the mind and body.

**Challenges faced:** Well-heeled travellers prefer to use disposable spa kits to eliminate the risk of cross contamination from tools used on more than one client, while avoiding the expense and hassle of using disinfectants. Also, opening the disposable kit in front of guests provides them with visual assurance that fresh products are being used.

**Overcoming the challenges:** We are planning to introduce disposable spa kits for guests shortly.

**Selection criteria of spa therapists:** A therapist should be competitive in both soft and technical skills. Our therapists are well informed about body anatomy and physiology and trained in all therapies and treatments offered at the spa. A key skill that we look for while recruiting for therapists is to ensure that they have a personality that is open to adapting to the leading quality standards of the organisation. Being polite, humble and kind to the incoming guests is always a prerequisite.

**Focus on training of the therapist:** Guest satisfaction remains our prime focus. Skilled therapists dramatically improve customer satisfaction scores, which is followed by their induction in the organisation to ensure that they have complete information about functional aspects of the property.

**Immediate plans for the spa:** Apart from getting our global spa trainers to train our therapists, we are also planning to introduce some new therapies for winters.



## NEOVEDA SPA

Jayan A Narayanan, Manager, NeoVeda Spa

**View on the Spa/ Wellness industry:** Spa or the Wellness Industry is booming in India as people have realised the importance of a healthy lifestyle. Apart from having a balanced diet, people are moving towards the Wellness industry as they play a vital role in easing out a stressful day. These days wellness industry is not only limited to beauty treatments or spa therapies, but also have yoga sessions under one roof. On the other hand, the industry has created good job opportunities, too.

**Professional journey:** I have been working in Hospitality for few years now. Before joining The Metropolitan Hotel & Spa, I worked with The Lalit, The Bagh Hotel, Rajasthan and Ishana as a Spa Operations Manager handling a team size of more than 100 employees. I started my career as an Ayurveda Panchkarma Nurse with Ayurveda Kendra and it helped me to understand the essence behind traditional massages.

**Theme of the spa:** NeoVeda Spa is based on the concept of new ayurveda. We use the time-honoured powers of ayurveda with a modern influence to heal and restore, relax and invigorate mind, body and spirit. It is an exclusive paradise filled with exotic aromas, essential oils, spice and floral fragrances, designed to enhance and optimise the 'mind-body experience' and peel away the layers of daily stress.

**USP of the spa:** It is the only spa based on the concept of new ayurveda. The spa is a perfect blend of Eastern and Western approach towards healing and beauty practices. It is centrally and strategically located at Connaught Place, New Delhi's premier business and shopping district, with easy access to the international and domestic airport, railway station and walking distance access to Airport Express Line's Metro Station. The spa menu is extensive and innovative and offers unique techniques like aroma therapy, stone therapy, crystal healing and incorporates products like honey, cocoa butter, chocolate, fruits into the offerings. It also lets guests indulge in organic treatments using natural substances like sea-weed, jasmine, wild rose, salt, sandalwood and more. One of the few spas to have dedicated Online Spa Reservation Box on the hotel's official website, wherein, residential and non-residential guests can make reservations and get instant confirmation.

**Therapies offered:** We offer an array of classic and modern treatments, massages, scrubs, wraps, facials, baths, foot and hand care, slimming, and numerous beauty and detoxification therapies.

**Popular therapies in the monsoon season:** NeoVeda Signature Balancing of the Senses, Active Calming and Soothing Facial, Almond, Honey and Aloe Vera Body Wrap, Cucumber Wrap Udvartana Body Scrub and Yoghurt and Turmeric Skin Smoother.

**Brands used:** We have our own range of exclusive products like bath gels, body lotions, face masks and massage oils developed

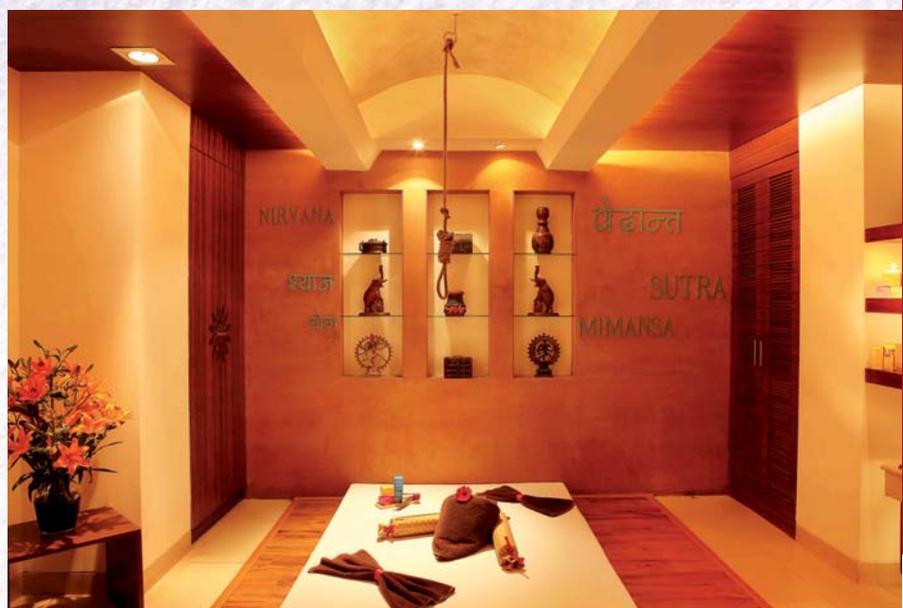
and tested by our own experts. They are free of Paraben, Silicone, Sulphite Mineral Oils, Triethanolamine and Phenoxyethanol.

**Challenges faced:** The challenge of getting well-trained and honest staff. Also, staff retention is an issue despite a good pay, perks and working conditions. **Overcoming the challenges:** A friendly atmosphere encourages two-way communication. I, as a team leader, try to make the spa atmosphere as friendly as possible and avoid negativity to crop up. I help my staff to grow by providing new joiners with proper training sessions so that they could be an asset, update them on new techniques and motivate them to work as a team. An annual appraisal boosts their morale to do their best.

**Selection criteria of spa therapists:** Careful hiring of well-trained therapists is the key to success for our spa and a therapist must be fully qualified with suitable experience, excellent people, communications and administration skills. He or she should be well groomed, highly hygienic, medically/ clinically tested and professional, and be able to perform normal spa and beauty treatments. A therapist undergoes thorough spa training to ensure smooth operations, exceptional service and maintaining of stocks. Most importantly, a therapist should have excellent customer service levels and exceed the customer's expectations.

**Focus on training of the therapist:** We are focusing on our NeoVeda concept and provide base training in ayurvedic, western and Indian style of massages.

**Immediate plans for the spa:** We are constantly adding new therapies and treatments to our menu. We also keep on innovating season-based therapies like bridal, monsoon, summer, de-tanning, and so on. In the future, we are planning to open various NeoVeda Spa outlets in both domestic and international markets.

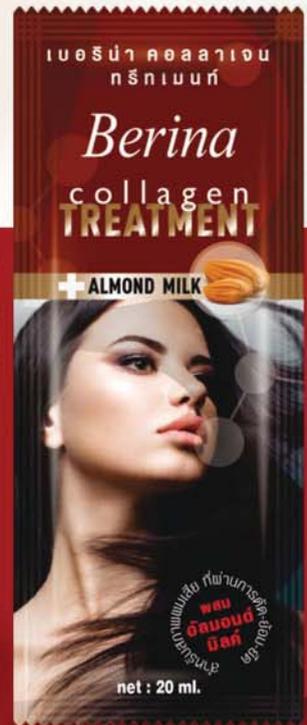


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TREATMENT**

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This collagen will make the hair condition come back to look healthy, soft, smooth, easy to get and helps you in -

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- This will strengthen your hair making it more tough and hard to break
- Reduces hair breakage and frizz making your hair much more manageable and lessening your number of bad hair days.
- An added advantage of using this berina almond milk collagen treatment is that it is an excellent source of nutrients which help nourish your hair and prevent split ends & damage.
- This treatment can be used for all hair types.





## QUAN SPA

**Mahima Sharma**, Multi Property-Director of Spa, Renaissance Mumbai Convention Center Hotel

**View on the Spa/Wellness industry:** Around the world, there is growing interest in changing the way people take care of themselves, not just the body, but also the mind, spirit, society, and planet. There is a growing impetus for a paradigm shift, a switch from mere reactivity, trying to treat or fix our problems to a proactive and holistic approach to addressing and prevent the root causes of our personal and societal ills. According to a KPMG report, the size of India's beauty and wellness market is expected to touch ₹80,370 crores by 2017-2018. This includes the beauty products, beauty salon and spa businesses. There is huge amount of awareness in customers and this is attributed to exposure to global trends, rising disposable incomes, changing lifestyles, increasing number of women in the work force and so on. There is thus no doubt that the beauty and wellness industry is booming in our country.

**Professional journey:** I have more than 15 years of experience as a technical spa manager in the top spas of the industry. While many have or aspire to have the title in the spa industry of heading a spa, I have found them solidly up to the task of successfully balancing the competing needs of spa owners, therapists, and the customers being served. I feel, spa is a place where people come with their pains and aches and many more come for relaxation. Working in the spa makes me feel more like a healer of mind, body and soul, thus giving immense personal satisfaction on the job.

**Theme of the spa:** Quan means a source of pure water, be it from a spring, fountain or spa. The Chinese character for Quan is derived from Bai, meaning white, and Shui, meaning water. Bai Shui literally means white water, or pure water. Symbolically, Shui in Chinese is often associated with good luck. To the Cantonese, it refers to wealth and prosperity. Quan is also a synonym for another Chinese character that means total and wholeness. Quan's allusion to purity and positive states of being makes it a perfect symbol of our approach to restore balance and harmony to body, mind and spirit.

**USP of the spa:** The ability to provide customised spa and salon packages as per guest's needs.

**Therapies offered:** Couple treatments, ayurveda treatments, salon services and spa packages.

**Popular therapies in the monsoon season:** Quan Signature Treatment.

**Brands used:** Thalgo Professional products for face and body and Companion Plants for body.

**Challenges faced:** During the last decade, the industry experienced a boom in terms of the number of spas and wellness centres in the market. However, this development in terms of quantity was not matched in terms of quality of services and treatments. This was the biggest challenge and is still faced by Spa Managements across the country.

**Overcoming the challenges:** Consistency in commitment and quality is the key to success. We boldly follow the basic principles to deliver better results.

**Selection criteria of spa therapists:** Go-getter attitude, essential spa qualifications and of course experience in the industry are key attributes that we look forward to in a therapist.

**Focus on training of the therapist:** To provide guidance on new curriculum that would address wellness concepts and teach spa therapists how to educate their customers in holistic wellness principles and behaviours are the focus.

**Immediate plans for the spa:** Thai Spa promotion by Thai Spa professionals.



# SEVENTH HEAVEN SPA, CLARKS EXOTICA RESORT & SPA

Lily Bernard Serrao, Spa Manager-Operations, Seventh Heaven Spa



**View on the Spa/ Wellness industry:** Wellness is a concept which has been important to mankind since ancient times. Traditional medicinal and health practices like ayurveda and yoga have propounded the concept of mental and physical wellness. With the progress of time, wellness as a concept has taken up a multi-dimensional definition, encompassing the individual's desire for social acceptance, exclusivity and collective welfare.

**Professional journey:** With background of MA Psychology and Spa course and Management, I began my career as a Manager and have worked with Serena from Sri Lanka, Jetwing Group's Light House Hotel and Cyprus. I have completed 19 years in the industry and my association with Seventh Heaven Spa at Clarks Exotica began six years ago. This was not my aim, but with time as I saw the prospects and the satisfaction I felt on seeing guests happy and relaxed, inspired me to be a part of it.

**USP of the spa:** Marma, Body, Mind and Spirit massage is an ayurveda-inspired massage with aromatic herbal oils that stimulate the Marms, the body's vital pressure points. It begins with the balancing of the head's Marmas followed by points massage by the therapist's feet, then by hand with long sweeping strokes. The treatment concludes with a healing herbal body mask followed by a warm water shower.

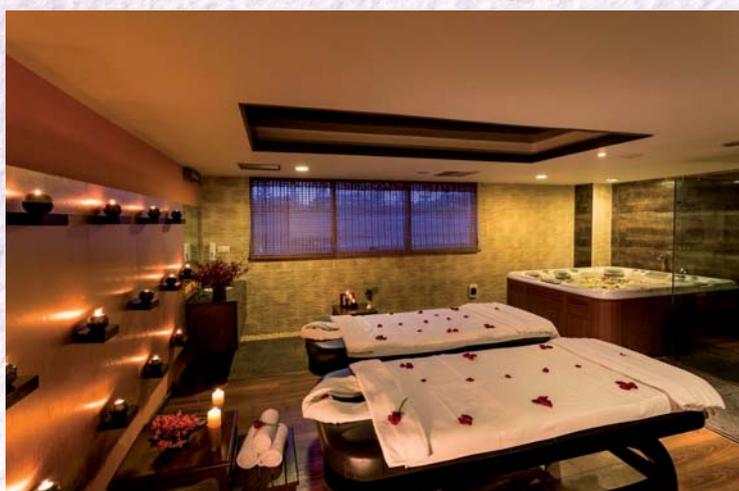
**Therapies offered:** Offering a signature spa experience using exclusive natural lifestyle products and wellness facilities such, steam, sauna, salon, health bar, and ayurvedic treatments; classic Swedish and Balinese massages; Seventh Heaven Sports, Seventh Heaven Thai massage; Aromatic Delight and Chinese reflexology; Royal ritual packages such as, Javanese Mandilur, Balinese Boreh, Marma Body, Mind and Spirit massage; Adam and Eve Serenity; Seventh Heaven Ayurvedic rituals, Seventh Heaven Express Revive, Seventh Heaven Skin Care treatments, signature face therapies and Hydro Indulgence.

**Popular therapies in the monsoon season:** In this season, we focus on ayurveda spa treatments. We consult and suggest our guests to opt for Ayurveda Abhyanga massage along with herbal steam bath and a good exfoliation.

**Brands used:** Allay Matthan natural products for body and skin and L'Oreal hair products in our salon. We also use a lot of fruit and vegetable-based products, which are naturally prepared in-house.

**Challenges faced:** It is organising our schedule. With the rising demand, arranging and attending to all the requests for a session together at times gets a bit difficult. But, as professionals, we have managed till now to offer memorable experiences to everyone and hope to continue the same.

**Overcoming the challenges:** Talking to the guest and creating awareness is the key. Spa is a delicate blend of the mind, body and



spirit experience that involves the five senses, hence sufficient time needs to be given to each guest. By having an efficient and professional team, I overcame most of the challenges.

**Selection criteria of spa therapists:** We select therapists on the basis of their previous organisation and experience level. We pay close attention to their skills and professional attitude towards the industry and the concept.

**Focus on training of the therapist:** Training for a therapist is done every six months to bring in freshness by using new techniques and to understand its concept and its effect around the world.

**Immediate plans for the spa:** We are creating special packages to cater to various guests. We will also be promoting the spa services through our Membership Program – Clarks Exotica Club; Only Spa Package; Spa and Rooms Package; Spa and F&B Package; Customised Wedding Packages and Seasonal Packages.

BRANDS IN THE BUSINESS



## ANITA'S AROMATICS

Anita Golani, Proprietor



**View on the Spa/ Wellness industry:** The beauty and wellness industry in India is booming and there is tremendous potential for growth. This is attributed to exposure to global trends, rising disposable incomes, changing lifestyles, increasing number of women in the work force, and so on.

**About the brand:** We are committed to manufacturing and supplying natural and ethical products nurtured with unadulterated essential oils and botanical ingredients for holistic wellness experiences. Our clients recall our products as eco-friendly, sustainable, rich in actives and essential oils and at value for money.

**Inspiration behind creating a spa product:** I am reminded of a saying by Kahlil Gibran – 'Forget not that the earth delights to feel your bare feet and the winds long to play with your hair'. We are from nature and its resources that enable us to formulate our products.

**USP:** Our products are vegan, rich in essential oils and natural actives and available at a competitive price. They are free of paraben, sulfate, phthalate and cruelty.

**Number of SKUs:** 24 in the spa category.

**Distribution strategies:** We have direct tie-ups with various spas. We also have distributors in certain sectors.

**Marketing activities adopted to promote the brand:** We focus on building relationships with our clients and develop exclusive ranges for them. Word of mouth marketing, mass marketing through social media and print media are some of our key marketing activities.

**Staying ahead of competition:** We bring in quality control and keep in line with changing trends and demands of the industry to stay ahead. Every product from Anita's Aromatics is a result of gauging consumer preferences, global lifestyles, hands-on clinical research and applying futuristic technologies to produce world-class natural products.

**Planning next:** We are constantly innovating new products that make us the most preferred aromatherapy choice of brand across the wellness industry symbolising purity, quality and authenticity.



## COSMO HERBALS

A K Wali, Head-Marketing

**View on the Spa/ Wellness industry:** Wellness is about having a lifestyle and maintaining one's wellbeing, both physically and mentally. Economic up-gradation in the Indian sub-continent has influenced the impulsive aspiration-driven beauty and spa culture, which has led to the concept of grooming for both men and women. The reasons for seeking spa treatments range from medical reasons and pain relief to relaxation and stress relief or even just to indulge and pamper yourself. Tourism and the leisure culture has further increased the demand for people to be keen on spas, which has resulted in the mushrooming of spas and wellness centres in the country. However, our spa industry is far behind when compared to that of developed countries as skilled therapists are not easy to find.

**About the brand:** Cosmo Herbals Ltd is an integrated manufacturing and marketing company with more than 42 years of expertise in producing and marketing state-of-the-art skin care, hair care and beauty care range of cosmetics products.

**Number of SKUs:** 11 SKUs and 24 variants and sizes.

**Distribution strategy:** We have a network of 38 super distributors and around 650 stockists to cater to the on-going business. We are also establishing our spa business through selected high end salon distributors.

**Staying ahead of competition:** Our quality of products matches the best with moderate a pricing structure.

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**Kelin Rivera Kroll**  
Miss Eco International Peru 2018

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## BERINA PROFESSIONAL

Ajay Jalan, Managing Director

**View on the Spa/ Wellness industry:** Over the last 10 years, India has witnessed an increase interest in the spa and wellness sector. This is due to customer demand as 'nutritional' and overall lifestyle advice is becoming a common part of the services provided by spas. More destination spas are introducing neuroscientists and psychotherapists with meditation becoming mainstream.

**About the brand:** Berina has over 60 years of global experience in hair fashion. We are a complete hair care solution brand for professionals, and is among the top brands in Thailand in terms of quantity and quality sales in professional hair colour and care products. We have our own manufacturing unit in Thailand since 1955 and have been in India for the last 15 years. We have an entire range of hair care products like shampoos, conditioners, heat protector, hair serum, hair coat, and hair sprays, straightening creams and curling products. We have off the beat products like special hair treatment spa and collagen treatment.

**Inspiration behind creating a spa product:** Beauty is the inspiration and is the industry to focus on. In India, around 15 years ago, Berina was probably a pioneer in the hair spa category. At that point, people only knew about body spas, but slowly people became aware that hair also needs pampering, and soon after, our hair spa services were realised as the best solution for hair.

**USP:** Quality has always been central to us. In past decades, hair colour was only meant for premium customers, but Berina introduced its products in India at affordable prices so that every person of any class can experiment. Our products have unique

quality like Hair Coat – it is the only product, which provides protection from UV rays as it has special ingredients which makes a layer on your hair.

**Number of SKUs:** Over 150. Berina has professional hair products in Hair Colour that range from base shades, global shades, fashion shades, highlighting shades, bleacher, developer, Frenia hair colour without ammonia, Fitz professional hair colour tubes, Symple hair colour; Styling Range with sprays, styling mousse, styling gel and wax; for treatment – Collagen treatment, treatment spa, shiny wax for chemically treated hair, After care – shampoo, serum, conditioner, leave-on conditioner; Gadgets like straightening irons, hair dryers, curling irons and more.

**Distribution strategies:** Berina works on the B2B module and working with over 200 distributors across India. Berina products has created its market in many countries namely, Thailand, Malaysia, Indonesia, Dubai, Kuwait, Nepal, Sri Lanka, Bangladesh, Myanmar, India, Pakistan, South Africa, Bahrain, Singapore and other Asian and Middle East countries.

**Marketing activities adopted to promote the brand:** Berina is available at over 5,000 salons in India. We have technicians across the country, who train and educate salon teams through workshops and seminars.

**Staying ahead of competition:** Know your competition. Unless you take time to really study and monitor your competitors you do not know what your differentiators are – what makes a customer choose you not your competitor.

**Planning next:** Clients are more ingredient-savvy than ever and are aware of which ingredient works. They expect a product to offer multiple benefits. The consumer is still spending money on cosmetic products, but is looking for value; it is not so much about price as it is about value. If a product delivers real results and can do double-duty, it will be successful. So keep that study in eye, we are planning to come up with different innovations in hair care products so, that our authentic formulas will lead the hair care industry as a major force.



# CALIX HERBAL

LA Khan, Vice President



**View on the Spa/ Wellness industry:** This industry is at a nascent stage today and will be growing leaps and bounds in the coming years. It is growing at a fast pace and moving on a progressive track. It is growing double fold in comparison to the US and European Markets. The customer awareness is increasing towards the ingredients and treatments and they are taking decisions based on their knowledge and research. The reason behind the change is rising disposable income, lifestyles, awareness about grooming and increase in the number of working women. Brands are also becoming conscious in terms of research, quality, packaging, pricing and marketing their products. There is a lot of scope in terms of employment in this sector. The government is also promoting employment through various courses under schemes such as, PMKVY and others. In a nutshell, it is a promising industry and Calix Herbal foresees its bright future in this segment.

**About the brand:** Calix Herbal Ltd, established in 1997, is a manufacturer of nature-inspired skin, hair and body care products. It is a leader in promoting nature's way to beauty through a range of ayurvedic products. We are accredited for using original herbal extracts referred in the ancient Indian texts. We have an established distribution network in India and other countries. To fulfil the demand of the growing customers, we have a factory in Roorkee, Uttarakhand, which is home to a variety of herbs and has been declared as Herbal State by the Government.

**USP:** In today's world, majority of men and women are undergoing chemical treatments which cause dry, damaged hair, hairfall, dullness, roughness, split ends, bald patches, and more. Pollution is further adding to the problem. This is the gap we want to plug and so have come up with an entire range of hair spa products to cater to such concerns of scalp and hair, both. Since our core strength lies in ayurveda, which has always been an integral to our products, after years of research we have come up with Hair Spa Crème and Power Dose Oil. The ingredients used in them are permitted by ayurveda and processed as per the techniques mentioned in the ancient ayurveda texts.

**Number of SKUs:** We have a vast range of skin and hair care products, however, the ones used in a spa are Hair Spa Crème and Power Dose Oil. These two products are a complete solution to any hair problem and cover dryness, roughness, split ends, hair fall, bacterial infections, and more, which result from various chemical treatments and pollution.

**Distribution strategies:** We are promoting this range to spas and salons through our distributors across India. It will also be available in the local shopping centres, retail market, online sites such as, [www.calixherbal.com](http://www.calixherbal.com), Amazon, Flipkart, Snapdeal and Paytm.

**Marketing activities adopted to promote the brand:** We are conducting trainings and seminars and masterclasses in various cities where we invite the spa and salon owners and train them about the usage and benefits of the spa range. We are also doing free sampling in spas and salons.

**Staying ahead of competition:** Our products are unique and do not have any competition, as our USP is ayurveda and we are the only company manufacturing ayurvedic skin and hair care products.

**Planning next:** We are planning to come up with a 'Hair Regrowth Tonic' for patchy scalp where hair regrowth is possible, but with regular use. Other product is 'De-Pigmentation Crème'. This product is ready to be launched and will be in the market soon. 📌



# Pushing Boundaries

## Novel Spa Therapies

So, what is the new spa offering gracing a plush menu in a hotel – a wrap, massage or a gooey facial? None of them! The latest spa services are pushing the boundaries. Hotel and resort spas across the world are going that extra mile to bring novelty and freshness to the table by adding therapies which are more immersive and holistic. Needless to say, the guests are left feeling elated and rejuvenated



### Float spa

Floating is a unique experience in which one floats weightlessly on his or her back in a dense saline solution. Your relaxed and creative states of mind will flourish as cortisol levels are reduced, followed by elevated levels of endorphins and dopamine. All the elements of floating combine to provide you with a well-deserved break and an increase in energy, mindfulness and patience. These are the benefits that apply to everyone, but in addition, you will have your own unique experience. Quickly discover your personal benefits within one to three floating sessions.

**Price:** ₹3,000 for 60 minutes; ₹4,000 for 90 minutes

**Location:** Shalom Float and Mind Spa, Pune

### Aerial yoga

Sushmita Sen, Bollywood diva, has raved about this practice! It combines elements of asana with circus-style stunts and is said to improve circulation and health, reduce pain and create a fun feeling akin to flying. Students learn to wrap the fabric around their bodies to hang from their lower backs or their hips and allow gravity to stretch their bodies in different directions.

**Price:** ₹37,700 (11 Days/ 10 Nights package)

**Location:** Thavathiru Yoga, Tamil Nadu

### Forest bathing

What our parents used to call 'getting outside' has become a full-blown wellness craze with a fancy name and, increasingly, fancy

trappings. The Japanese tradition of rejuvenating by spending contemplative time in nature when the sun is out has been upgraded and like how!

**Price:** Complimentary

**Location:** Green belt near your home

### Salt therapy

Pink Himalayan sea salt is not only for food, it has grown to become a cornerstone of spa architecture. Caves and walls made of the substance are said to improve cell activity, energy, and blood sugar levels; impart 84 elements and trace elements to the body; and flood a person's system with negative ions that reduce inflammation and improve the mood.

**Price:** ₹12,000+tax (monthly)

**Location:** Salt Escape, Mumbai

### Cryotherapy

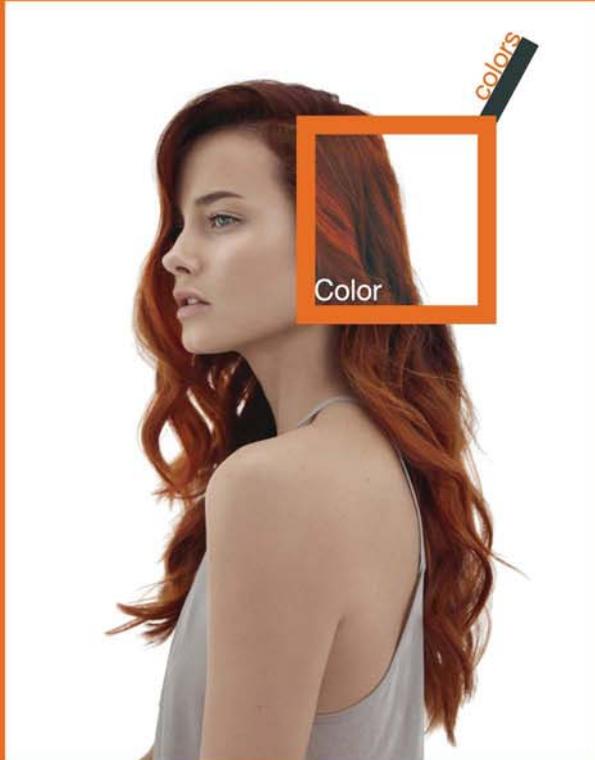
Firmly in the hard-to-believe-people-pay-for-this category is Cryotherapy, or freezing yourself down to negative 85° Celsius. It claims to promote youthfulness, boost metabolism, reduce cellulite, loosen the muscles, and provides a serious jolt of energy.

**Price:** ₹2,000+tax

**Location:** Alchemy, Mumbai 📍

# PIGMENTS

# ALFAPARF MILANO



# Thalassotherapy

## The Benefits of Seaweed and Seawater

Your spa does not need to be near an ocean to provide your client with the intrinsic healing benefits of seawater. However, you can create wonderful treatments with seaweed to leave your client feeling young and looking radiant

by **Lydia Sarfati**

**T**here has been a lot of buzz about the benefits of seawater and seaweed in television and newspapers. It seems that more and more medical articles are finding that deep sea therapies can provide a wealth of benefits. For thousands of years, people in countries including Japan, Italy and Greece have sought out the therapeutic benefits of seawater therapy.

### What is Thalassotherapy?

Thalassotherapy, stemming from the Greek word for sea, thalasso, is a term coined by Dr La Bonnardiere in 1867 to describe the usage of seawater for therapeutic purposes and preventive measures based on the belief that immersion in seawater revitalises and cleanses the system. Used as a healing method, it is known to firm and tone skin, reduce cellulite, stress, chronic fatigue and circulatory problems and maintain overall wellness.



### Seaweed: The miracle plant

Seaweed is a concentration of seawater. The plant has no roots so, it feeds through osmosis, absorbing minerals and vitamins from seawater. Due to its feeding process, seaweed becomes a dense concentration of vitamins, minerals, trace elements, macro elements, phytohormones and amino acids. The first form of life was unicellular seaweed, which appeared in the ocean over 3 billion years ago. There are over 40,000 different species of seaweed

worldwide, which can be used for every health and skin care concern. Roman women created the illusion of a fresh complexion with red seaweed-based make-up, for Aztecs the lake-dwelling seaweed is an important part of their diet and today, the Japanese eat on an average 50 grams of seaweed a day.

### Bathing in seawater

Seaweed baths made with Laminaria Digitata and Ascophyllum Nodosum seaweed extracts provide hydrating, nourishing and anti-oxidant properties. Just like seawater, these extracts are natural sources of 12 vitamins including B12, C, E, K and Beta Carotene, 18 amino acids and 42 trace elements. Essential fatty acids help maintain the skin barrier, while Alginic Acid, a polysaccharide, helps to lock moisture into the skin. To use, fill the tub with water 101°F (38°C), add 1 fl. oz (30ml) Seaweed Bath and allow your client to rest in it for 15 to 20 minutes. Follow the bath with a massage with Seaweed Body Cream to help relieve muscle tension and aches, providing detoxification and toning benefits. This is perfect for spas near gyms to help relax and detox clients after a work out.

### Seaweed Body Mask

A seaweed body mask with mint and fresh seaweed extracts is a great spa treatment to relieve stress and invigorate sore, stiff muscles. A seaweed body treatment protocol would be as follows:

- ▶ Place an electro thermal blanket on the bed, and drape a flat sheet over the electric blanket. Place Mylar sheet over the flat sheet.
- ▶ Place Seaweed Body Mask in a bowl and heat in the hot cabi. Do not microwave it.
- ▶ Client begins treatment, lying face down. Sanitise hands. Begin with dry brushing using Repêchage Dry Brush to gently exfoliate the skin and stimulate circulation.
- ▶ Put on a pair of vinyl gloves. Apply a thin layer of Seaweed Body Mask onto the skin.
- ▶ Cover client with Mylar sheet and electro thermal blanket or use heat lamps for 15 to 20 minutes. Be careful not to overheat the client. Administer a scalp massage during this time. Also you may apply a cool compress over the eye contour area.
- ▶ After 15 to 20 minutes, uncover client and escort them to the shower.

A seaweed body mask treatment will leave your skin feeling toned, firmed, more supple and rehydrated for the unmistakable look and feel of young, radiant skin. 🌊

*Lydia Sarfati is the CEO and Founder of Repêchage.*





## Challenges Faced by the Spa Industry

by **Shahnaz Husain**

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

**W**ith the concept of 'total wellbeing' gaining ground, spa treatments are becoming increasingly popular, especially in terms of stress removal and rejuvenation. The accent has been on providing a luxurious route towards de-stressing the body and mind. Recently however, the USP has undergone a change. Today, we believe that spa treatments are not merely luxury treatments, but actually necessary for reducing stress. It can have a renewing and refreshing effect, contributing to both mental and physical wellbeing.

I have always believed that India has a great deal to offer to the rest of the world, in terms of Ayurveda, our tradition of herbal healing. There has been a growth of Ayurvedic Service Industries and the traditional treatments of Panchkarma, Dhara and Kerala massage. These can easily be incorporated in spa treatments in India. In fact, such treatments are already attracting foreign tourists to India, due to the worldwide interest in holistic and alternative healing systems. In the present scenario of globalisation, the challenge is to develop Ayurveda to compete in the international spa industry. It will also help to promote our tourism sector, because the west is looking towards India and her herbal traditions for holistic treatments.

Running a business, whether a salon or spa, is not exactly a piece of cake. There are several challenges that one has to face, especially where operating the spa business is concerned. The brighter side is that the spa business is growing. A growing sector also throws up challenges.

One of the first challenges one has to face in the beauty and wellness business is keeping up with new trends. One needs the foresight to identify long-lasting trends, or be one step ahead and innovate new products and treatments. The total wellbeing concept and holistic approach are influencing trends. A healthy lifestyle, fitness and exercise are concepts that have already caught on. There is increasing awareness about the benefits of organic ingredients and the spa menu today depends on traditional ingredients for various spa treatments, like body wraps, body polish, hair spa, baths for relaxation and oils for both hair and skin.

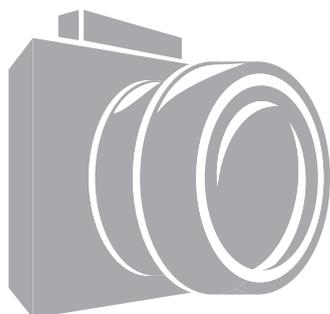
The other challenge is to stay ahead of the competition by offering unique products and treatments. For instance, we adopted the 'Care and Cure' principle, formulating therapeutic products and incorporating them in clinical treatments devised by us. This helped us to stand apart from the rest. Product innovation is a must, as it helps in defining and strengthening the brand.

In India, massage has always been considered a most important part of maintaining and restoring good health, however, there is a dire need of trained spa therapists. To recognise and develop talent is critical, as they need to be mentored and not just taught. Moreso, as building up clientele depends a great deal on spa therapists. There must be a good reason why a client wishes to return for another treatment.

I would say that there is another challenge built into the challenge of recruiting dedicated therapists – the challenge of pricing. Spa treatments are usually considered affordable only by the wealthy. However, day spas are helping to price the treatments to come lower than five-star resorts. Other spas have to pay attention to this aspect and offer services that are more reasonably priced. After all, our work-force mainly comprises of the middle class, who also need to reduce stress, as well as look and feel good. Perhaps, we really need to consider a business model for spas that offers more flexibility in services and pricing. Despite these challenges, the spa industry has a bright future. 📌

# Entrepreneurs Take Note

## The Importance of Vibrant Salon Photographs



It cannot be stressed enough that in today's time your salon needs to be aesthetically designed and be visible, even to those who have never entered it. As an entrepreneur you want to attract and capture every walk-in and convert them into a regular, while simultaneously rope in every one who cares to visit your social media page or app. One of the best ways is to take pictures of your swanky salon and post them online! Gone are the days when walk-ins would be wowed by the glamour of your salon and spread the word around. You have no time to wait and it is a long-drawn process! However, if the property is visible on the Internet, it will be noticed as the images will register in the mind of the consumer and in turn, you will get heavy footfalls. It is a fact that today, salons that succeed make sure they stand out online

While as a salon owner, you may have spent a lot of money on the décor of your salon, but if the pictures do not come out right or do not do justice, you can be sure that you have yourself sunk your ship. Nothing can be more off-putting than seeing badly taken photographs of a salon on social media or even an app. It hints at your professionalism and the quality of services that you are offering at the salon.

### What are the options?

The most obvious choice is to hire a professional photographer to take pictures of your property. It will definitely be an expensive proposition, but think about the great snaps and how appealing they will be for new clients to come through your doors. Alternatively, you could get in touch with someone from an art college or a young filmmaker or photographer. And yes, you could think of taking the images yourself!

### Points to stick to

**Pre-shoot:** Before shooting, ensure to clean up the salon to make it look attractive. Hide or remove whatever is unappealing, as clutter does not look great, especially on film. Add some plants for a whiff of nature, sort out the magazines at the reception table, organise the chairs and cushions. Let there be a thread running through all the images, so that the salon looks put together in the snaps. Avoid dark galleries or corners which do not do anything and only serve as a passage. Pictures of the reception area, hair stations and the product display area are the ones worth shooting. Also, if you have decorated a wall with an amazing artefact or chandeliers, so much the better. In your photographs, you might want to either show customers for a busy look or keep it clean without any element of busyness.

**Camera:** If possible, go for a professional camera. Else, you can use your mobile camera to work! Pick a vantage point for great images.

**Lighting:** If you do not want to rent professional lighting equipment, then use natural sunlight to your advantage. Go for warm lights for most impact. However, avoid taking a photo with a window straight ahead, as it will create shadows. Get rid of unattractive shadows with out-of-frame lamps and lights.

**Balance and focus:** Keep your hands firm while shooting, as shaky and blurred images are off-putting. A good camera adds depth-of-field to your photograph, which give both crystal clear and blurry areas to add charm. 📷

First-ever **Ayurvedic** Treatment for  
Complete Hair Rejuvenation...

# CALIX HERBAL

*Since 1997*



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Roorkee, Distt. Haridwar - 247667

Email: [info@calixherbal.com](mailto:info@calixherbal.com)

Website: [www.calixherbal.com](http://www.calixherbal.com)

Customer Care: +91 9997146786

## A COMPLETE AYURVEDIC RANGE

- SKIN CARE
- HAIR CARE
- BODY CARE



*Sumood by Elie Kashi*

### **ABOUT THE COLLECTION**

The collection, 'Sumood' means perseverance and is inspired by the splendour of tenacity. I navigated back to my roots for inspiration and came across the Syrian culture, the rich history and traditions of the area. Despite the wars that continue to rage on and the continuous struggles, the people manage to persevere against all odds, showing incredible strength.

'Sumood' is not only inspired by the struggles and determination of one nation, but by falls and rises of great people throughout history. It is a fusion of historical and modern design elements, intertwining past and present. Drawing inspiration from famous individuals such as Cleopatra and her timeless beauty, gives a unique twist to the collection, but still pertains to the original idea.

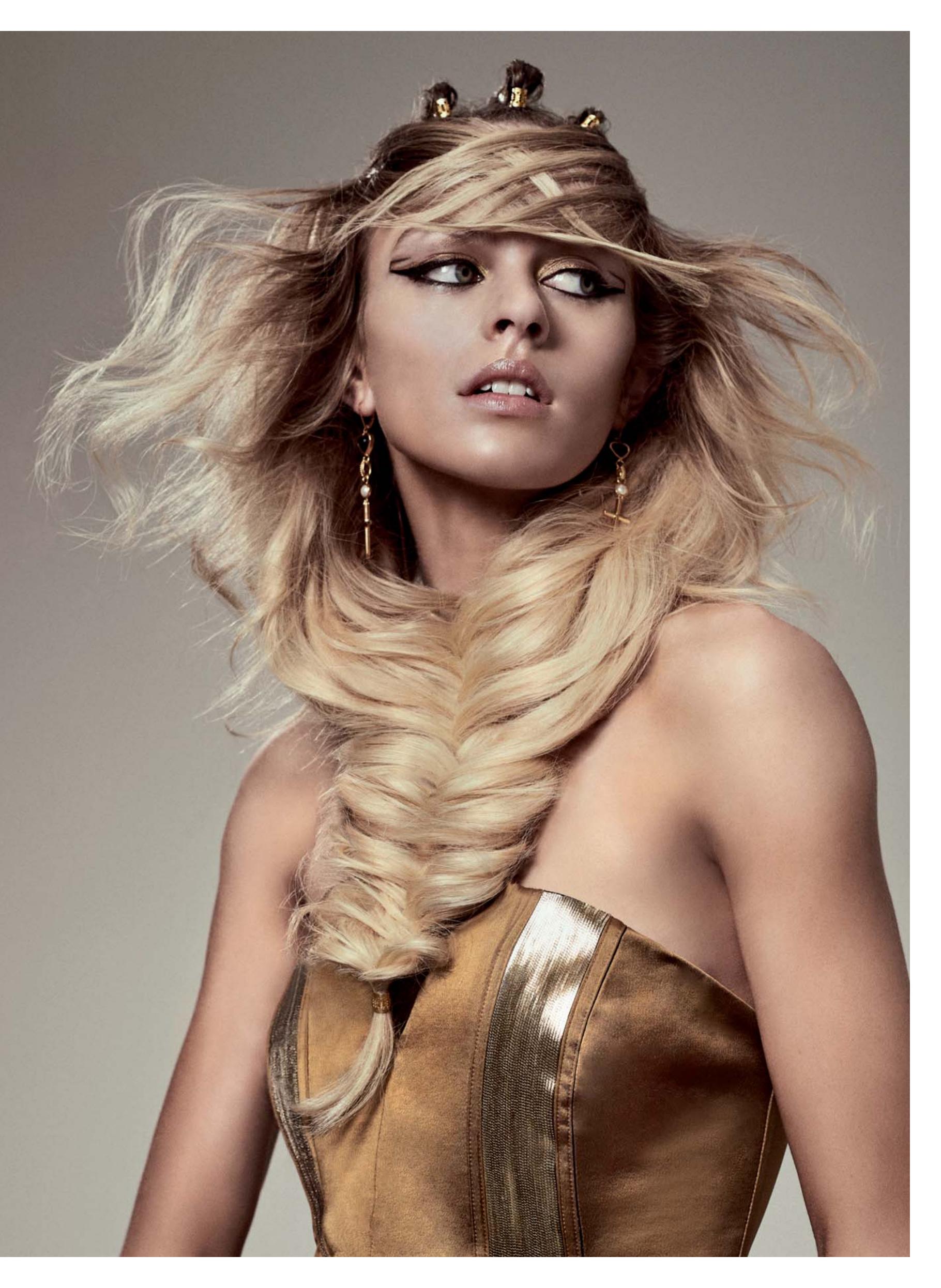
As an ode to the beauty and strength of the people in the region, and their ability to survive and persevere against insurmountable odds, every element of the collection paints a vivid picture that is going to illustrate glorious strength.

### **ABOUT THE STYLIST**

Elie Kashi's story is unlike others, with twists and turns that have shaped his gift for hair artistry today. He started hairdressing with his uncle at the age of 15 and discovered a passion for the craft. He was determined to follow in his uncle's footsteps. While in Syria, Kashi was studying English literature, when suddenly war broke out. He had to overcome many obstacles to get to where he is now. His unbreakable spirit and passion were a force that pushed him to pave his own path, even in the darkest of times.

In one of the bombings, he found himself in a situation that most of us will never experience. Kashi along with his friends from his church brotherhood went out to check for survivors and were held captive by ISIS. They were supposed to be executed the next day. But, their captors were attacked by the Syrian Army and in the middle of the battle, Kashi managed to escape. He was shot in the arm and was left with a scar that reminds him of his struggles and his strength every day. After escaping, he wanted to go back to University, but he was unable to start where he left off, although he only had one year to graduate. At this point, he decided to pursue his childhood passion of hairdressing.

His first encounter with hairdressing was not as inspirational and encouraging as you would think. Starting at a small, local hair studio in Lebanon, he was not treated as a young, talented individual. As a refugee, he was treated poorly, and given just enough to go by, but he knew that hairdressing was not just about money, it was art, something he adores. He was determined to chase the dream and took private classes, tutorials, learnt from others in the salon. He used to practice on doll heads. Luckily, after acquiring his visa to Australia, he was on his way, to another beginning. This brought Kashi to Royals Hair Salon. His strength, vision and persistence in even the toughest conditions, made him thrive as a creative individual.



INTERNATIONAL STYLIST







Credits:

Hair: Elie Kashi

Photography: Daniel Knott

Make-up: Chereine Waddell

Styling: Cheryl Tan

Salon: Royals Hair



# Client Retention

## Delightful Offers

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

### **Monsoon Salon & Spa, Delhi**

The salon is offering hair smoothening, rebonding or Keratin service for any length of hair at a discounted price of ₹4,699. The actual price of the service is ₹10,500.

### **Basil Salon & Spa, Mumbai**

Get gel nail extensions and gel nail polish for both hands at an offer price of ₹1,499. The actual price of the service is ₹2,400.

### **Toni & Guy Salon, Bangalore**

The salon is offering Advance Head to Toe package including, haircut, hairspa, wash, blowdry, facial (whitening/rehydrating/purifying), threading, waxing and manicure or pedicure at a discounted price of ₹5,499. The actual price of the package is ₹10,456.

### **Bellezza Salon, Kolkata**

The salon is offering party make-up package including, face clean-up, make-up, hairstyling and draping at an offer price of ₹999. The actual price of the package is ₹1,500.

### **Ace Studioz, Chennai**

Get beauty package including, Sothy's Whitening Facial, Essential pedicure and manicure at a discounted price of ₹4,499. The package is valid for both men and women. The actual price of the service is ₹6,962.

### **Shades Skin & Hair Care, Jaipur**

The salon is offering Keratin treatment for any length of hair at a discounted price of ₹2,999. The actual price of the service is ₹5,500. 📌

# How to Pick the Right Backwash

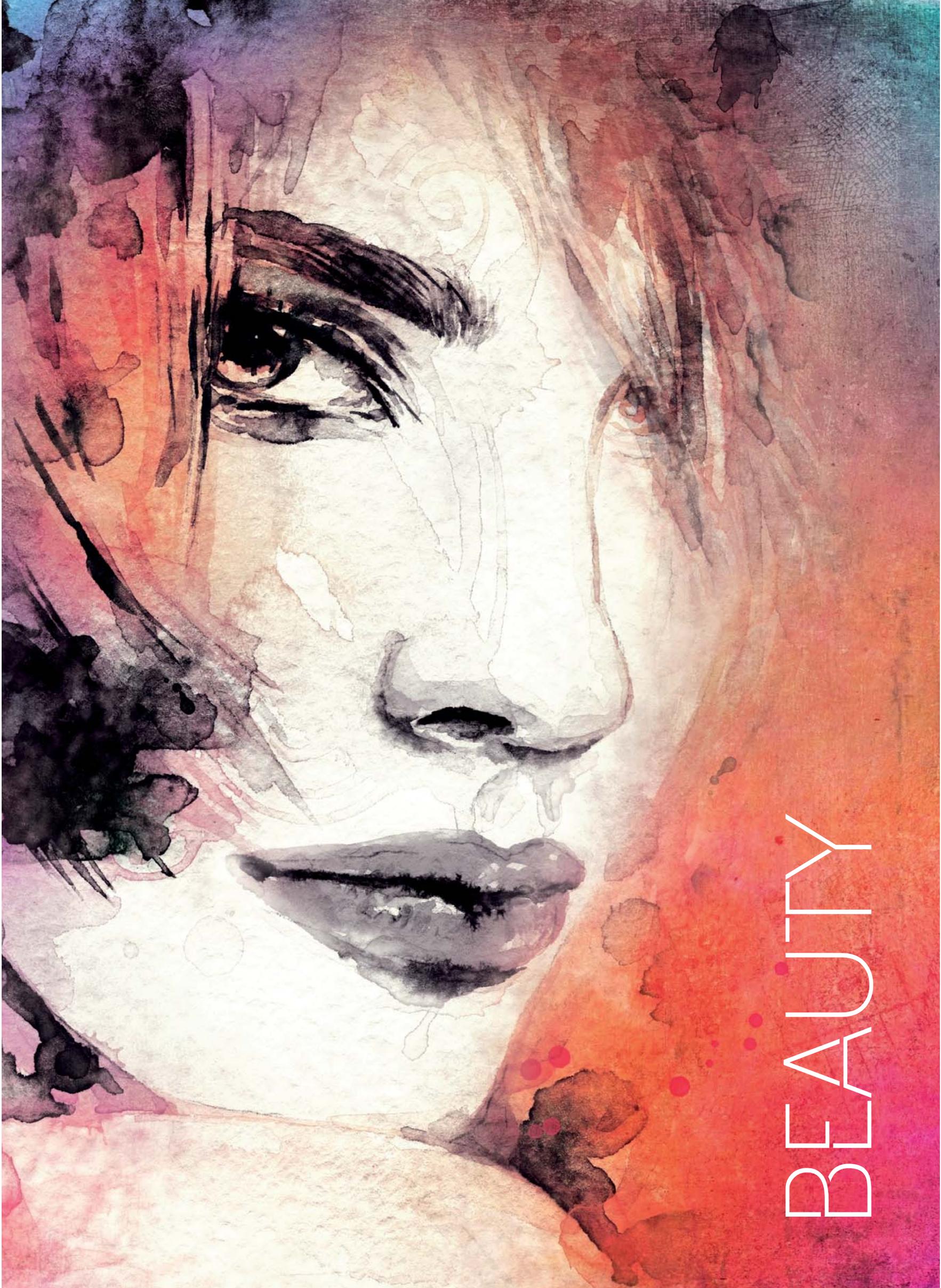
Gone are the days when clients dreaded having their hair washed; nowadays, having a treatment and massage is all part of the backwash experience, with some clients spending more than 30 minutes at the basin

**W**hen you are planning to open a salon, apart from shortlisting chairs and trolleys, you will also need to buy backwashes, where your client has his or her hair washed. It is one of the most critical pieces of furniture as comfort and hygiene are important requirements in the mind of your clients. Gone are the days when clients dreaded having their hair washed; nowadays, having a treatment and massage is all part of the backwash experience, with some clients spending more than 30 minutes at the basin. You need a fit-for-purpose unit in order to be able to wash a client's hair before a cut or during colour work. A sink or washbasin are not the correct substitutes for it. Therefore, before choosing your backwash unit, it is advisable to create a separate area within your salon in which to place them. This allows you to store everything you need nearby – from towels, shampoos, conditioners to several other products, as well as giving your clients some privacy from the rest of the salon floor.

## Features and aspects to remember:

- ▶ Your clients need to be comfortable in the position the backwash places them in, which is lying backwards. You need to ensure that the chair of the unit is ergonomically designed for comfort, is made of comfortable material and fitted with neck rest or support. However, while client comfort is essential, it is also of paramount importance for the shampooist.
- ▶ The backwash unit needs to be easy to clean and resistant to colour stains, so that it remains hygienic after each and every use.
- ▶ Look for an ergonomically designed basin on the backwash. It offers comfort to the customer and is easier and more effective for the shampooist.
- ▶ The best backwash units offer non-drip showerheads, which resolve the problem of water dripping onto the floor.
- ▶ Check if the backwash has an energy-efficient option of a pre-set thermostatic control, ensuring the temperature remains constant.
- ▶ There is no doubt that backwash units with raising leg rests and massage have become extremely popular. Look for either manual or electric leg rests and check out the different types of massage available, for example, shiatsu or air massage.
- ▶ Ensure the backwash has an anti-rust stainless steel frame.
- ▶ Try before you buy: always visit showrooms to see and try the backwash unit as a client and as a shampooist. 📍





BEAUTY



Vardan Nayak is one of the most sought after make-up artists in Bollywood. He shares his professional journey with *Salon India*

by Shivpriya Bajpai



**How did you get started in the make-up industry?**

Make-up is in my blood. I grew up watching my father, who is a well-known make-up artist in Bollywood. As a child, I used to visit the sets and was naturally inclined towards make-up. He has worked with Priety Zinta and several other actresses in the past.

**What are the courses you have taken up?**

I feel there is no training like assisting and watching a make-up artist work magic on a client. In the initial years, I trained under my father. After some years, I started assisting Mickey Contractor, the guru of make-up artistry in India. I worked with him for a period of 10 years. So, I can safely say that I have grown up on film sets and learned from experiences.

**What was your first big break?**

My first break was with Alia Bhatt in *2 States* and Huma Qureshi in *D Day*. For both the films, I worked as an independent make-up artist, and both happened simultaneously.

**Did you have a mentor?**

Yes, Mickey Contractor is my mentor.

**What were the challenges you started and now? How did you overcome them?**

I was 16 years old when I started assisting Mickey Contractor. It is quite a young age, I think. I had the zest to learn and was bursting with enthusiasm! I did not think of challenges, as I always knew that I wanted to make a mark in the field of make-up artistry. I look at it more as an opportunity than doing a job that I would regret waking up to go to every morning.

**Please tell us about your client list.**

Over the year, I have managed to work with the best in Bollywood. Some of them are Alia Bhatt,

Priyanka Chopra, Rani Mukherji, Huma Qureshi, Sonam Kapoor, Sonakshi Sinha, Parineeti Chopra, Ashwariya Rai, Madhuri Dixit, Kajol, Anushka Sharma, Manushi Chhillar, Bipasha Basu and Jacqueline Fernandez. My most recent work was with Janhvi Kapoor. I am also working with Ananya Pandey in *Student Of The Year* and with Jacqueline Fernandez in *Drive*.

**What are the current trends in make-up?**

Healthy skin is the biggest attraction and does not need much gilding. The dewy skin trend, which is an enhanced version of your natural oils, is in vogue. This season, it is about liquids and creams that look real, have high shine and lend a major glow.

**What are the key factors to be kept in mind while doing make-up for different platforms like, fashion, editorial, Bollywood and bridal?**

In films, the face is magnified and every small detail of your face is visible in close ups, which means the skin should look clean. Therefore, foundation should be close to the skin tone of an individual. Fashion and editorial make-up provide a look that will

help to achieve the image for a client or a brand, that is usually not worn everyday. The most important aspect of editorial make-up is skin. It must be flawless and professionally contoured, and involves highlighting and shadowing the correct areas on the face in order to prompt and emphasise the best look of a model. On the other hand, bridal make-up depends on the requirement of a client. Some like it subtle, others prefer it loud. The colour scheme depends on the venue, outfit and ornaments.

**What are your favourites in make-up?**

MAC, Armani, Estée Lauder, Clinique, Iconic London and Charlotte Tilbury, to name a few.

**How would you like to define your evolution as an artist in this industry?**

After 16 years, I feel that now I have more creative freedom than I could have asked for.

**What is your advice for aspiring make-up artists?**

Always remember that less is more. Make-up is used to enhance

“ In make-up, less is more. It is supposed to only enhance your natural features. Dewy look is in, so, do not paste on a lot of make-up. Keep your skin clean and healthy for make-up to look natural. ”



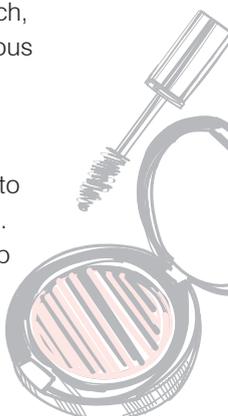
one's natural features. Practice a lot as that alone will take you far in your choice of career. Stay enthusiastic and be passionate about learning.

**What are your views on the make-up industry in India?**

The beauty business is booming. There is a sense of awareness in people, and they are willing to try all sorts of make-up looks and even hairstyles. Since international brands are within reach, people are quite brand conscious, too, and making a conscious decision to stay away from chemical-ridden products.

**What are your future plans?**

Well, there are two plans – in the not-so-distant future, I want to create and launch my brand of make-up for Indian skin tones. And, in about 10 years, I do visualise having my own make-up academy. 📍





## Ellement Co. One Step at a Time

Minash Bablani, Founder, Ellement Co. shares her views on the salon and beauty industry, brand USP, marketing strategies, and more, exclusively with *Salon India*

### Tell us about your professional background.

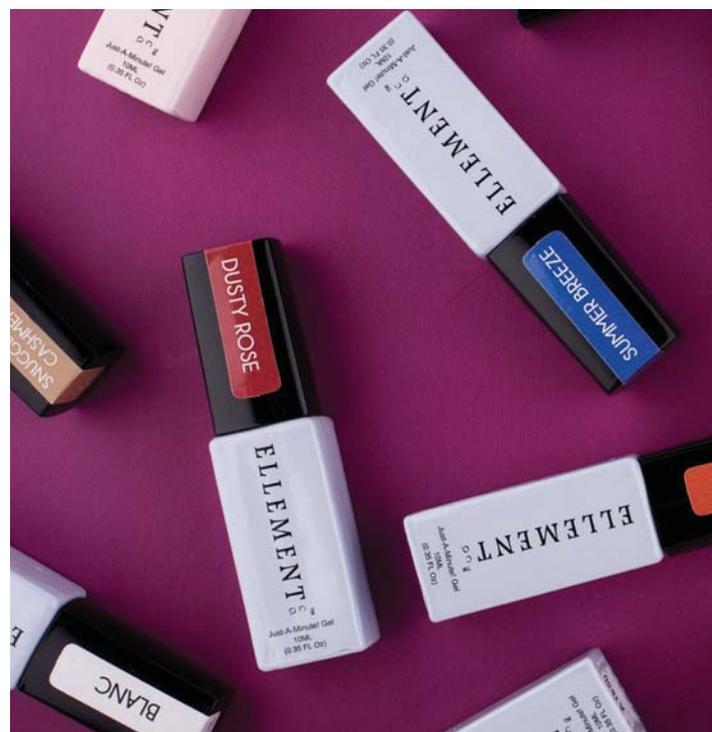
I studied in the UK for three years and graduated with a Bachelor in Social Sciences of Communication and Media Studies. At the university, I researched and analysed trends, gaps in the market and how to fill them, and market new products. Brand building has always been one of my most passionate roles. With the purest intentions, greatest quality products and a vision to provide time-efficient with premium quality nail care, here we are, plugging one of the biggest gaps in the Indian market currently providing pigment-rich, quality products which are lightweight and on removal, cause no damage to the nail beds.

### When and how did the brand come into being?

The brand was founded in March 2016 when I realised, as a working woman after the hectic daily schedule, the last thing I needed as rest and recreation was a long salon session. I needed to spend some time fixing myself up to be ready for the weekend or even work ready. Realising that I was not alone and a lot of women felt the same, the need of the hour was definitely quick beauty treatments, time-efficient, natural and result oriented. Given the fact that the hair and skin market is quite crowded with several brands trying to sell various concepts, I saw a gap and capitalised on it. We have the first mover's advantage in the nail care and enhancement industry. It is a large requirement, but not consistent, so here we are. After 18 months of research, development and perfecting the formula of Just-A-Minute! Gel, we launched ourselves. We have been in the market officially since September 2017 and have received great response this far.

### What is the professional product portfolio of your brand?

We currently hold three nail enhancement systems, namely, the gel polish, builder gel and acrylic powder. We have 114 gel colours and a



bunch of basic colours available in builder gel and the acrylic range. We also provide nail care tools and accessories.

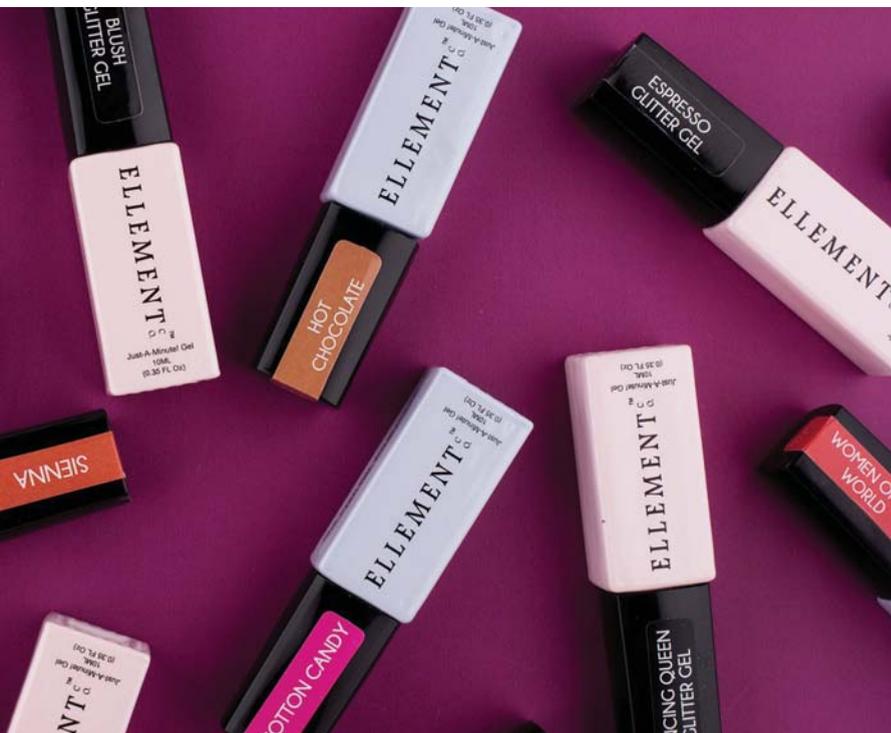
### How many SKUs are there?

We have 400 SKUs, including colours, nail enhancement and accessories ranges. We look forward to innovating and building on it and supply the best variety of colours.

### What is the USP of the range?

All our products are free of Dibutyl Phthalate (DBD), Formaldehyde, Toluene, Formaldehyde Resin and Camphor, non-toxic, vegan, cruelty-free and most importantly, easy to use. With our Just-A-Minute! Gel Polish, we train manicurists and pedicurists to be able to service their clients. Our products take little training and practise to get it right, making it a more profitable business model for salons. We avoid things such as base coats, primers, dehydrators, bonders, cleansers, and more. Suffice it to say that our ranges are quite complete in themselves.





**What are the marketing strategies adopted?**

We are currently growing organically. I believe in word of mouth publicity and the greatest form of flattery is referral. However, in time we plan to put in place some marketing plans for the brand.

**How does the brand stay ahead of competition?**

We look into details like hygiene, training staff to greet a client, explain the product USPs, be well versed enough to answer all the queries. I look beyond the product, or the service and realise it is more about the people who are selling the product or the service. Hence, wherever we place our product, we pay importance to staff education. Also, innovation is the key. My core strategy to grow the brand is to provide people with things they want and need, but do not have access to.

**What are the challenges faced in marketing and distribution?**

Challenges are part of every business model. Having said that, I feel, lack of education and awareness is one of the biggest hurdles. Inadequate supply and knowledge have ruined people's perception of gel nails and enhancements. There is a fear in everyone that it will ruin the nail bed, damage cuticles, to name a few. As a matter of fact, it is the removal process which when not adhered to correctly, causes these issues. All the concerns faced in marketing and distribution stem from a lack of education on nails as a category, how to use products, remove them and how to care for your nails.

**What are your plans for the last quarter of FY2018-19?**

We have walked into 2018-19 with great pride and happiness from the response received last year. We have big plans and will be starting to sell our professional range on Nykaa. We will be launching around 75 more colours, Builder Gel in a bottle, a Nail Care Treatment range such as, a Calcium Gel, Vitamin Nail Booster, to name a few. We are also working on offline business models and plan to expand PAN India by disseminating teams into three cities to begin with.

**What are your views on salon and beauty industry of India?**

The salon industry is an ever-changing and volatile industry. As trends change, people's requirements change. It is so important to provide the clients whatever their requirement is, so we have a monopoly in the nail market. I feel everyone works a little harder so that they can have more disposable income to spend on themselves and their convenience. 🌟

# Kronokare

## For Hair and Skin Care

### About the company

Cyril Feuillebois introduced Kronokare, an innovative approach for hair and skin care in 2008. Kronokare products are the perfect blend of best in Indian know-how of feeling good inside with the French technique required to look good outside. The products are inspired by natural remedies and are animal cruelty free and vegetarian. All our products are sulphate, mineral oil, silicone and paraben free. We believe that a better world starts at home and by simply giving better standards of life to people around us.

### About the product

'Flower Power Face Toner' is the flower-infused face toner ideal for all skin types. It is naturally made from pure distilled flower water. The active ingredients that instantly make the skin texture supple and illuminated are Lavender, Neroli and Ylang Ylang, while distilled water, Lavandula Angustifolia, Cananga Odorata, Citrus Aurantium Dulcis, Kathon CG, and some of the ingredients. The face mist also helps in shrinking the pores and give instant freshness.

### Price and availability

The Flower Power Face Toner is priced at ₹245 for 55ml, and ₹370 for 100ml. A combo of the two is also available for ₹615. One can either buy it from the website or other e-commerce retailers such as Nykaa and Amazon.



“The aim is to massively expand the product range of spa and professional products in order to increase the market share in this segment. This year, the focus is specifically to open retail outlets in Delhi NCR. In the future, the company may consider a franchise model to accelerate the expansion plans.”

– Cyril Feuillebois  
Founder, Kronokare



“I call the Flower Power Face Toner the spray of freshness. It is super easy to carry and quite essential in getting rid of all the dust and pollution from all day travelling.”

– Ankita Jaiswal  
Social Media Influencer



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# Cosmetic Treatment

## Recommended by an Expert



Buttock Implant as an aesthetic procedure is creating quite a buzz. *Salon India* speaks exclusively with Dr Viral Desai, Celebrity Cosmetic Surgeon, DHI India and CPLSS, to understand the process and technology used



**About:** Buttock augmentation or butt implant involves the surgical insertion of artificial body implants into a patient's buttocks to create a larger and shapely rear end.

**Process and technology:** Butt implants made of semi-solid silicone are inserted through an incision in the fold beneath each buttock cheek and placed between the muscle and the bone. The size of the implants will depend on your body shape and desired fullness. Using silicone implants can add significant dimension and contour to your backside and smoothen out the skin. They can fill the void of lax skin and reduce cellulite by stretching out the skin.

**USP:** This is a popular plastic surgery procedure among those who wish to enhance the appearance, shape, and size of their rear ends. Patients who have underdeveloped buttocks can now achieve a more proportionate figure with it. Women who wish to achieve an hour glass figure or are unhappy with the size of their buttocks can benefit from butt implants.

**Teamed with other treatments:** Many doctors combine fat grafting with implants but, I would definitely not perform both at the same time. Fat graft survival will depend on having maximum blood flow to keep the fat cells alive. If you place an implant at the same time, the amount of blood flowing to the areas of fat placement is diminished as the blood vessels are cut while inserting implants. Also, the pressure from the butt implants will diminish the amount of blood flow to the fat grafts.

**Time take for the treatment:** Usually takes 2 to 2.5 hours.

**Educating clients:** During the consultation, the surgeon will discuss with the patient about their need and expectations to get a better understanding of the results they are hoping to see, post-surgery. Patient will be asked about the texture and shape she is looking for. It is important to remember that butt size should be in proportion to the body shape. Personal preferences need to be considered to decide upon the best size.

**Side-effects:** Potential side-effects are rare under the skilled and experienced hands of a buttock implant surgeon. However, every

surgery involves few risks and complications. Surgical risks include infection, bleeding, nerve and/or muscle damage, slippage and asymmetry.

**Pre-treatment measures:** As with most procedures, one needs to have a blood test done. You will be required to stop smoking and not consume alcohol three days prior to the surgery day. Avoid taking aspirin and certain anti-inflammatory drugs, as it can increase bleeding.

**Post-treatment measures:** Patients are suggested to consume medication as directed by their doctor. Do not lay flat on your butt. Keep your back elevated on two to three pillows or on a recliner for the first 48 to 72 hours. Also, support your knees with pillows. For at least two weeks, do not sit directly on your buttock for extended period of time. Do not lift weight for at least three weeks. Do not exercise until advised by the doctor.

**Future:** Butt implants have become popular in the past few years as people are influenced by models, actresses and their enhanced derriere. For instance, pop icon Jennifer Lopez is equally known for her songs and her hour glass figure achieved with the help of butt implants. While Indian women and men have a sizeable butt, yet with so much exposure to the western culture, changing body shapes and the desire to look more attractive, they are exploring cosmetic opportunities. The future for butt implants is positive and may grow further as people become aware about enhancement procedures to improve their overall persona. 📌





# Relieve Sensitive Skin Concerns With Cheryl's Cosmeceuticals

Powered with the latest scientific technology and active herbal ingredients formulated for sensitive skin, Cheryl's Cosmeceuticals presents a wide range of products and services to soothe sensitive skin concerns

**S**ensitivity is a problematic skin condition that reacts to various irritants, even minor ones. Triggers can be internal or external factors that affect different types of sensitive skin. Naturally sensitive skin has inflammatory skin conditions such as, Eczema, Psoriasis or Rosacea, whereas, in some cases the skin is environmentally sensitised due to sun exposure, skin care products, smoking or air pollution. These extrinsic factors cause visible symptoms such as, stinging, pigmentation, redness, and more.

Cheryl's Cosmeceuticals, India's first professional skin care brand, understands the needs of every sensitive skin and has a customised range of products and treatments specifically available for sensitivity. With a breakthrough combination of latest scientific technology and active herbal ingredients formulated for sensitive

skin, Cheryl's range of products and services are powered with the anti-inflammatory and antioxidant properties of Aloe Vera, Chamomile, Niacinamide, Vitamin C and natural enzymes. The natural extracts from Tomato, Pomegranate and Noni Fruit, blended in these products, are specifically formulated to soothe sensitive skin concerns.



## SensiGlow Facial for dull sensitive skin

With the festive season approaching, clients look for services that add glow and radiance to their skin. However, those with sensitive skin are apprehensive of trying out a facial for the fear of rash and redness. Catering to this need, Cheryl's SensiGlow Facial not only provides an instant glow, but also helps in drastically reducing itchiness, sensitivity and irritation. It heals and protects sensitive skin, leaving behind a healthier, younger-looking complexion.

**Key ingredients:** With the help of active herbal ingredients like Portulaca extract, natural sources of Niacinamide and Biosaccharide Gum, this advanced facial is the solution to sensitive skin issues, except acne.

## SensiNzyme Treatment for sensitive skin with uneven skin tone

Pigmentation is a condition characterised by darkening of the skin beyond its normal colour due to Melanin imbalance. Cheryl's SensiNzyme is an enzymatic treatment that uses natural enzymes to remove dead skin and renew uneven skin tone and patchy pigmentation. The highlight of the treatment is a specially formulated Sensi patch that protects skin against external aggressions. Once

applied to the skin, the patch melts and becomes an invisible film that gradually transforms into a protective second skin. It continues to hydrate the skin long after application. This unique enzymatic treatment repairs and reduces redness and soothes the skin.

**Key ingredient:** With the help of Aloe Vera and Sea Buckthorn Oil, this treatment tops the moisture levels and adds a luminous glow to the softened skin.

## SensiAcne Treatment for troubled sensitive skin with acne

Acne is a common skin disorder. Those with sensitive skin find it more challenging to treat it as the products may worsen the condition. Cheryl's SensiAcne, an acne control kit for those with sensitive skin, is a breakthrough treatment that delivers powerful results by reducing the occurrence of acne, without the use of harsh chemicals.

## Cheryl's home care

Sensitivity is a challenging issue with limited available treatments. While there are salon services for this skin type, it is important for clients to regularly maintain their skin at home. Cheryl's portfolio includes a skin specific home care range to treat their sensitive skin concerns effectively. Recommend your clients to cleanse their sensitive skin with Cheryl's SensiWash and moisturise it with Cheryl's SensiMoist. These used together help to protect and control sensitive skin. These products contain powerful herbal anti-inflammatory ingredients which have a hydrating and normalising action as they relieve the skin from discomfort and reduce redness. ☺



Avail the wide range of Cheryl's portfolio at your nearest Cheryl's salon.



# LOVIEN

ESSENTIAL



Presenting Lovien Essential from Italy, A professional Hair Colour and Haircare line developed after research to combine science with nature and develop products that care for the hair and make it look wonderful. The range of products include 120 Shades of hair colours, Hair Care products, Keratin Treatments, Styling Products. All the products contain Natural Ingredients and are Cruelty free. Lovien Essential is brought to you by Osian India.

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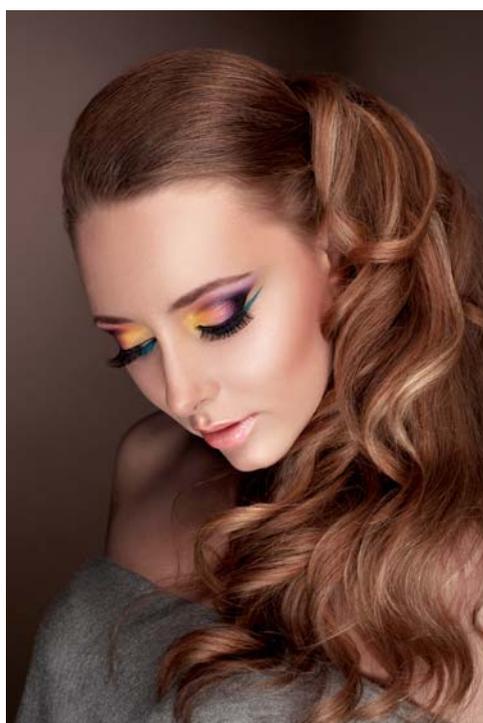
# Expert Decodes Graphic Eye Make-up

A big hit, both on and off the ramp, graphic eye make-up has made quite an impact. What started as an international make-up trend, is now being innovated extensively by artists, worldwide. With festive season round the corner, this heavy-duty trend makes for an ideal evening look. Get the technique right as celebrity make-up artist and Colorbar Brand Ambassador, Shraddha Naik, decodes Monotone and Coloured Graphic Eye Make-up looks, exclusively for *Salon India*.



## Step-by-step for Monotone Graphic Eye Make-up

- ▶ Clean the face with Colorbar Fresh Start Water Cleanser.
- ▶ Prep the skin with Colorbar Perfect Match Primer and apply Colorbar Skin Perfect Foundation.
- ▶ Set it with Colorbar Sheer Touch Mattifying Loose Powder.
- ▶ Place a strip of surgical tape diagonally on below the brow bone to draw the winged eyeliner.
- ▶ Use Colorbar Ultimate Eye Liner to outline winged eyeliner.
- ▶ Fill with Colorbar Black Gel or Liquid Eye Liner and intensify.
- ▶ Let it dry and peel off the tapes.
- ▶ Use the strips of surgical tape to get the desired lower lid as well.
- ▶ Take a small strip and place it diagonally on the lower lid where you want the skin to be visible. Now, leave about quarter inch and place the strip on the lower lid in a semi circular manner.
- ▶ Draw the line using Colorbar Ultimate Eye Liner and add the Gel or Liquid Liner for intensity.
- ▶ Peel of the tapes, once the liner is dried.
- ▶ Add Colorbar Lash Illusion Duo Mascara and dab a fresh coat of powder on the face.
- ▶ Finish off with a lip balm.



## Step-by-step for Coloured Graphic Eye Make-up

- ▶ Clean the face with Colorbar Fresh Start Water Cleanser.
- ▶ Prep the skin with Colorbar Perfect Match Primer and apply Colorbar Skin Perfect Foundation
- ▶ Set it with Sheer Touch Mattifying Loose Powder.
- ▶ Place a strip of surgical tape on the outer corner of the eyes and use Colorbar Amethyst Spark on the socket line and the outer corner of the eyes. Blend it outwards.
- ▶ Use a purple pigment mixed with Colorbar Fix Spray over the pencil for intensity.
- ▶ Use a bright yellow shadow from Colorbar Hook Me Up palette on the inner corner of the eyes.
- ▶ To intensify the colour, dab fix spray mixed with yellow pigment on top of the yellow shadow.
- ▶ Use a highlighter over the brow bone and on the centre of the lid.
- ▶ Draw a black liner with Colorbar Gel Liner and smudge the outer corner for desired effect.
- ▶ Use Colorbar I Glide eye pencil in Emerald Charm on the lower lids and extend on the outer corner of the eyes. Peel off the tape.
- ▶ Add fuller lashes.
- ▶ Dab a fresh coat of powder on the face.
- ▶ Contour the cheeks and add highlighter on the cheekbones using Colorbar Flawless Touch Contour and Highlighting kit.
- ▶ Keep the lips bare and use a tinted lip balm. 📌



## Step-by-Step Guide Bejewelled Nails

The festive season is upon us! Wonluishon Ragui, Technical Director and Trainer at Juice Salons, shares an easy to achieve nail art guide. It flatters one's hands and combines the latest trend of rhinestones and bijoux



### THE LOOK

**Products to be used are** gel polish base coat, gel polish, gel top coat, hard gel top coat and nail art rhinestones or Swarovski stones.

#### Steps to follow:

- ▶ **STEP 1:** Wash hand and sanitize.
- ▶ **STEP 2:** Remove nail polish with nail polish remover if needed.
- ▶ **STEP 3:** Push back the cuticles and cleanse nail with LYN (Live Your Now) Master Cleanser. Cut extra cuticles with cuticle cutter.
- ▶ **STEP 4:** File and shape nails with Lyn File 220/220 and use LYN Smoother 100/180 to buff the natural nail.
- ▶ **STEP 5:** Remove dust particles and clean nails with Master Cleanser.
- ▶ **STEP 6:** Apply LYN (Live Your Now) Ph-erfect Balance on the nails.
- ▶ **STEP 7:** Apply LYN (Live Your Now) Super Bond on the nails.
- ▶ **STEP 8:** Apply one coat of gel polish base coat and cure for 60 seconds in LED or two minutes in UV Light.
- ▶ **STEP 9:** Apply first coat of the chosen gel polish and cure for 60 seconds in LED or two minutes in UV Light.
- ▶ **STEP 10:** Apply second coat of Gel Polish and cure for 60 seconds in LED or two minutes in UV Light.
- ▶ **STEP 11:** Stick the nail art stone or Swarovski stone on the nails with hard gel top coat and cure.
- ▶ **STEP 12:** Apply Gel Polish Top coat and cure for 60 seconds in LED or two minutes in UV Light.
- ▶ **STEP 13:** Remove tacky layer with LYN (Live Your Now) Master Cleanser. Ⓢ



# Go for Z-Wave to Remove Cellulite

by **Dr Shuba Dharmana**

*Dr Shuba Dharmana is a Dermatologist and Medical Director at Lejeune Medspa, Bangalore. Views expressed are personal.*

**C**ellulite is one of the most feared cosmetic problems that women face today and there is no easy solution for it. Cellulite is even seen in slim women, so it is a myth that it is only related to extra piles of fat. There are multiple factors that cause cellulite, however, fat is only one of them.

Cellulite is the orange peel effect with dimpling of the skin that is usually seen on the thighs, buttocks, upper arms, although it is visible even on areas such as, the abdomen and back.

There are varying degrees of severity of cellulite and if it is not addressed early enough it can progress in severity. The reason for this effect on the skin is the accumulation of excessive fat cells underneath the skin, which are separated by fibrous bands called septa. Due to various influences such as, genetics, hormones, bad lifestyle, unhealthy food with high sugar, high salt, high fat, lack of exercise and tone, ageing, thinning skin and more, it shows up as dimples and irregular bumps on the surface of the skin.

There are various technologies that have been developed to target the elimination of cellulite, and they include lasers, vibration and massage therapies, creams and therapies. They all work on the basis of either reducing the amount of fat by shrinking the fat cells, by disrupting the fibrous septae or by thickening the skin so the cellulite shows less.

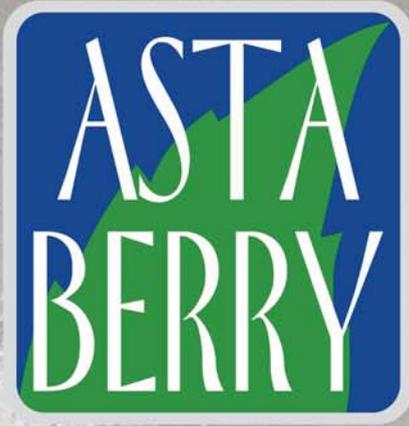
One of the new technologies on the block that is making waves is the 'Z Wave' technology by Zimmer, a German brand and the makers of Z Wave and Z Lipo Cryolipolysis. Z Wave uses high energy radial shock waves that specifically disrupt the targeted connective tissues, and thus, improves circulation and collagen formation. The shock waves destroy the gas bubbles that are present within the fatty layer and when these gas bubbles reopen, they trigger collagen production.

The procedure is very comfortable for the patient, as it does not require local anaesthesia or numbing creams. It takes about 5 to 15 minutes depending on the area that needs targeting. About 10 to 15 sessions are needed to see a dramatic improvement in the appearance of cellulite.

Z Wave can be undertaken after Cryolipolysis or fat freezing treatment which targets stubborn areas of fat, reducing the deposits and contouring the body. In this way, excess fat is targeted as well as collagen stimulation and skin tightening is achieved. Z Wave is also typically used at the end of a Cryolipolysis cycle to disrupt and destroy more fat cells and also to tighten the area.

For a long time in Orthopedics, Urology, Physiotherapy and Veterinary Medicine, radial shock wave technology has been used. The acoustic waves produced by the shock waves have biologic effects which are being used extensively now.

Along with the treatment and improving one's lifestyle, there will be a big change. The patient needs to exercise regularly to increase and tone muscles, avoid sugar and processed foods, eat well balanced meals with an antioxidant diet rich in fruits and berries. Dry brushing the area helps to improve circulation and it can be followed by coffee-based anti cellulite creams. This will all help to smooth and tone the area and to banish cellulite. 📌



# Charcoal FACIAL KIT

Skin Detox & Glow

*Detoxify your skin &  
make it look younger*

Anti Dark Spots

Deep cleanse

Healthy skin

**NEW**



Natural facial kits for glowing and healthy skin

Market Watch | Skin Care



**Brightening cream by Kabru**

Magnifique is infused with Green Tea and Willow Bark extracts, Licorice, Deionized Water, Aloe Barbadensis Leaf Juice and more. The formula helps even out the skin tone without bleaching it. It helps improve radiance, prevents visible signs of premature ageing and reduces redness and spots. It is known to promote long-term radiance and diminish age-related spots.

**Price: ₹3,999**

**Availability:** [www.kabru.co.in](http://www.kabru.co.in), Nykaa, Amazon, Flipkart, 1mg



**Mask by Decléor**

Decléor offers the most advanced science of essential oils for therapeutic skin transformations. The ageing process of our skin is accelerated with a variety of urban aggressors such as, lifestyle, diet, heredity, personal habits, excessive sun exposure, and more. All these combined, result in early ageing signs including fine lines, wrinkles and dull skin. To help combat the effects of time, an anti-ageing skin care regime is a must to prolong healthy, youthful and glowing skin. Decléor presents the best natural solution to your anti-ageing regime with the new Prolagène Lift Contouring Lift & Firm Mask, a one-minute miracle flash mask for firmer, more radiant skin. Use this as part of Decléor Prolagene Lift Rituals and Home Care range to reveal youthful skin.

**Price: ₹2,700 (50ml)**

**Availability:** Decléor salons in 14 cities in India

**Moisturiser by Omorfee**

Body Softening Moisturizer is enriched with the goodness of natural butter, nourishing oils and an entire concoction of sumptuous natural ingredients. The exotic Baobab Oil, containing Omega 3, 6 and 9; Avocado Oil and other nourishing oils, deeply moisturise the skin, apart from providing nourishment. Along with skin rejuvenation, Shea Butter is a powerful antioxidant, while Kiwi Fruit extracts instil a dose of Vitamin C in the skin, allowing for new cell regeneration.

**Price: ₹1,799**

**Availability:** [www.omorfee.com](http://www.omorfee.com)



**Facial kit by Calix**

The Gold Facial Kit comprises of five products which help in brightening a dull complexion. The main ingredients are Gold leaves and Saffron which are known to slow down collagen depletion and increase the skin's elasticity, lighten it, improve blood circulation which prevent premature ageing and wrinkles.

**Price: ₹449 (50gms); ₹1,699 (260gms)**

**Availability:** [www.calixherbal.com](http://www.calixherbal.com), Amazon, Flipkart, Snapdeal, Paytm



**Facial hydrator by Belli B**

nuluv.in has introduced a specialised skin care range for expecting mothers. The launch of the selectively curated products from American brands, Belli Skincare and Bella B, it is successfully providing ethical, eco-friendly products free of paraben, gluten and recommended by OB/GYN and dermatologists. The Healthy Glow Facial Hydrator is infused with Vitamin C, Grape Seed and Chamomile and is free of parabens, animal by-products, petrolatum, Lanolin and other harsh chemicals which might cause permanent or temporary harm to the mother and her baby.

**Price: On request**

**Availability:** [www.nuluv.in](http://www.nuluv.in)

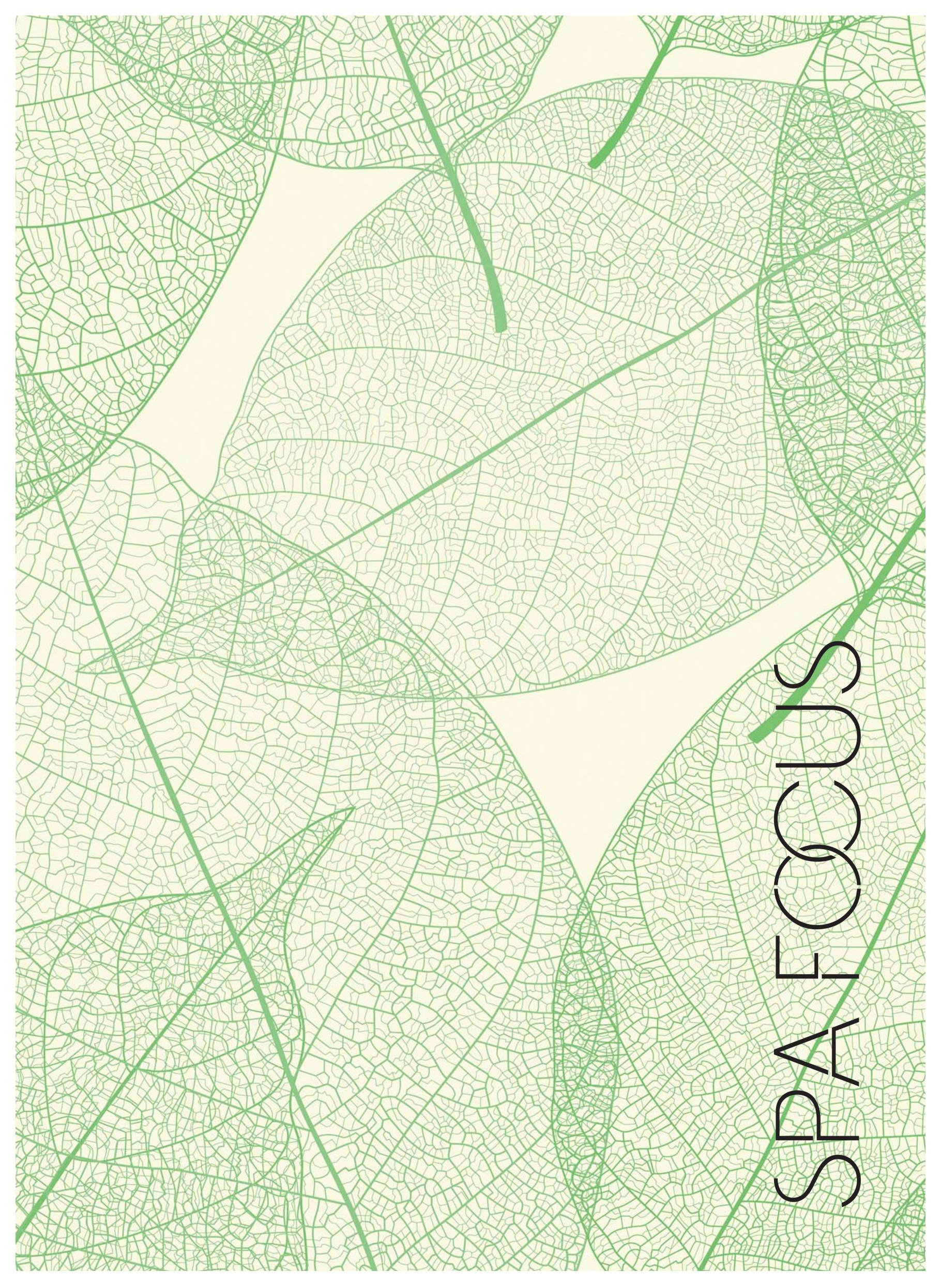
**Face care by Avon**

Avon's new range of Naturals face care is enriched with Papaya and caters to everyday skin care problems, making the skin spotless and bright. Papaya as a core ingredient is rich in vitamin A and helps to remove dead skin cells so that the skin becomes smooth and glowing. The Papaya Whitening Cleanser effectively cleanses the skin making it brighter. The goodness of Papaya extract gives instant fairness and cleanses the face off dullness. Use twice a day for better results.

**Price: ₹259**

**Availability:** Through independent Avon Sales Representatives worldwide





# SPA FOCUS

# Bodhi Spa

## Engaging Five Senses in Wellness

The Bodhi Spa at Radisson Blu Resort Temple Bay, Mamallapuram specialises in traditional art of healing and offers a wide range of services including, signature massages, Ayurvedic therapies, body wraps, and more. The rustic nature-inspired interiors transport clients to a tranquil haven

**Size of the spa:** The resort offers two spas and a salon which are built across 10,000 square feet, nestled in the centre of 45 acres property.

**Owner:** The spa is owned by GRT Hotels & Resort.

**Architect:** Tony Joseph.

**About:** The award-winning Bodhi Spa at Radisson Blu Resort Temple Bay Mamallapuram is located at East Coast Road in Mamallapuram in a peaceful, self-contained commercial establishment. The name derived from the Sanskrit word 'Bodhi' means awakening, enlightenment or self-realisation. The spa adapts a holistic approach known for healing and purifying the mind, body and soul. It believes in engaging five senses - sight, sound, touch, taste and smell to provide therapeutic treatments which transits client on a journey to acquire seventh sense called 'Bodhi' for ultimate enlightenment. The products used are exclusively handpicked from popular luxury brands and special attention is given to natural ingredients from Mother Earth for multiple benefits. Most of the apparels used in the spa are made from organic cotton and materials that are extracted from herbs. Specially formulated essential oils are diffused for therapeutic inhaling and herbal teas and spa cuisine are offered pre and post therapies. The relaxation lounge 'Nirvana' at Bodhi Spa offers a peaceful view.

**Décor:** The spa has been designed to instil a sense of relaxation and tranquility within guests. The elegant interior features perforated ceilings with full length windows overlooking beautiful garden that allows natural light to enter the rooms. Living artwork like plants and bamboo are used to add a natural charm. The indoors feature

“Self care is one of the most essential lessons to be learned. Nurture yourself and with the power of touch, the first sense we acquire. There is no greater power that can heal, connect, nourish and soothe. I take personal interest to educate people about the growing needs of wellness and wellbeing through the therapeutic concept of massage.”

– Sangeetha R

Director Operations - Housekeeping & Spa,  
Radisson Blu Resort Temple Bay, Mamallapuram



a pond with colorful mix of fish and water fountains, the rhythmic waves of which create a relaxed environment to induce sleep. The spa endorses the concept of minimal lighting and is equipped with dimmers, fire elements, candles to create a relaxing ambience. The Bodhi Spa has 10 chambers, namely, Tulsi, Elaa, Vetiver, Brahmi, Ashwagandha, Maricha - each equipped with shower rooms, Jaati and Jivanti, Champaka and Nagavalli. The special couple rooms Jaati and Jivanti, are uniquely designed with dip pool and steam room facilities. The Ayurvedic therapy rooms, Champaka and Nagavalli, have attached steam with shower facilities.

**Services offered:** The spa offers various services including, Bodhi's signature massages, face therapies, Ayurvedic healing therapies that cover body essentials, special body wraps and Gentleman's Spa Space, designed specifically for men.

**Address:** Bodhi Spa, Radison Blu Resort Temple Bay  
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Tamil Nadu, India

**Phone:** +91 9840616117

**Website:** [grtbodhispa.com/GRT-Mamallapuram.html](http://grtbodhispa.com/GRT-Mamallapuram.html)

**Email:** [bodhispa@rdtemplebay.com](mailto:bodhispa@rdtemplebay.com)

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“India has an unmatched heritage in healthcare”

**Dr Arjita Kumari**

Spa Manager, Alila Diwa Goa, Dr Arjita Kumari shares her view on the spa industry of India, and more

by **Aarti Kapur Singh**

**Tell us about your professional background.**

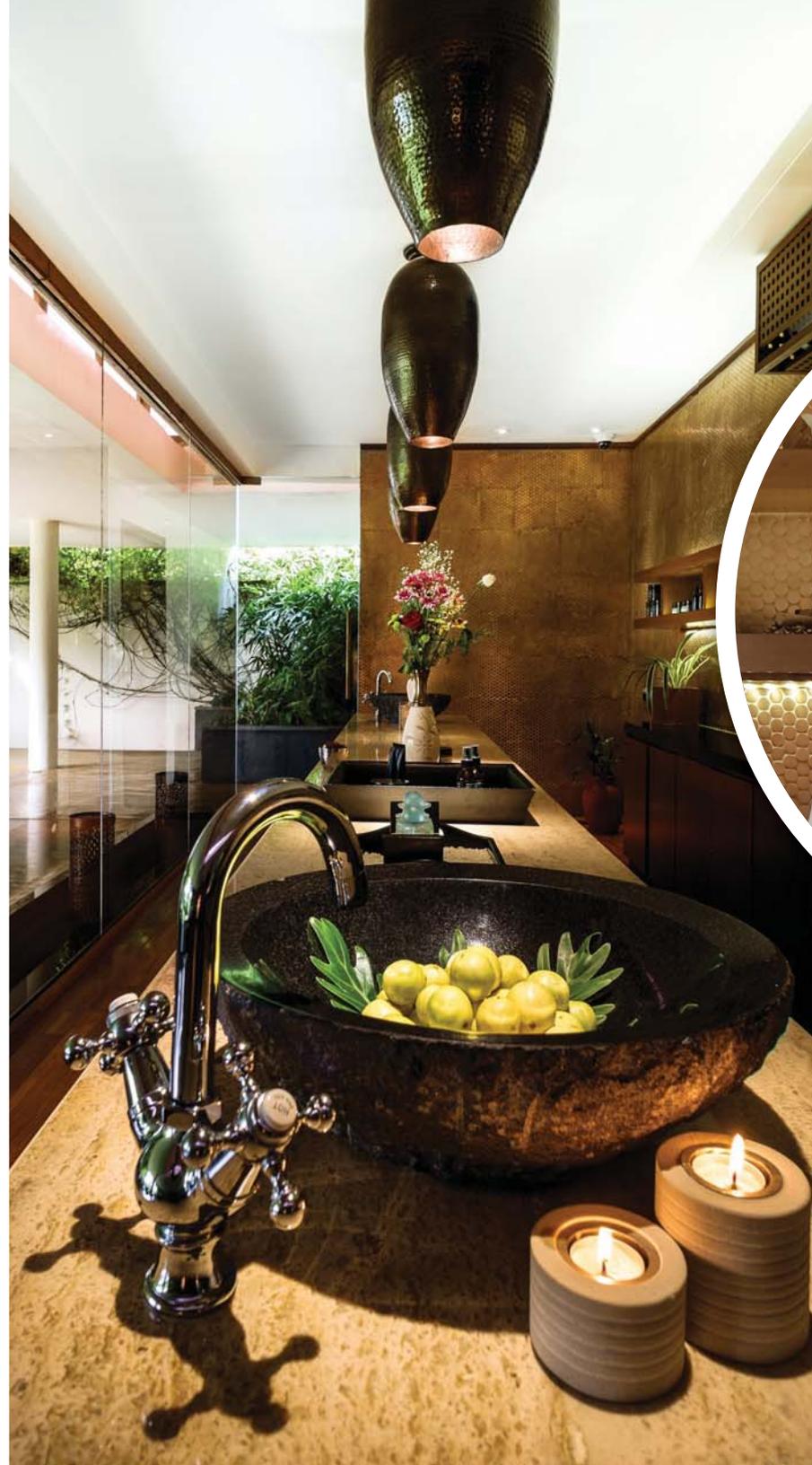
Coming from a traditional Ayurveda family background, Ayurveda has always played an important part of my life. After completing my degree in BAMS (Bachelor of Ayurveda, Medicine and Surgery), I pursued my dream of studying alternative sciences like yoga, hypnotherapy, nutrition and pranic healing. With 10 years of experience in the wellness and spa industry, I have a strong faith in preventive and holistic medicine. Additionally, I have been involved in designing various high end wellness retreats and spa treatments for some of the properties I have worked with. Presently, I am working as a Spa Manager for Alila Diwa Goa.

**What are the therapies offered at the spa?**

Spa Alila offers 36 different kinds of holistic Indian as well as international therapies. Some of the rejuvenating and relaxing holistic therapies include varieties of full body massages from across the globe like Swedish, Balinese, Therapeutic and Reflexology, facial treatments, holistic Ayurveda therapies, scrubs and body wraps. All the spa therapies are advised as per the need of the guest following a personalised consultation and advice from an Ayurveda physician. Beauty treatments like pedicure, manicure, hair spa, eye treatments are also offered to the guests. Special therapies like couples spa, kids spa, pregnancy spa, family spa, and bridal spa packages are also offered at Spa Alila.

**What are the preferences of visitors that come to your spa?**

Spa Alila offers world class therapies like Balinese treatment and therapeutic journeys which are amongst the most popular with our visitors. With the changing trends, many of our guests are also opting for wellness based spa retreats like the detox detour programme.



**What are the USPs of your spa?**

Alila Diwa Goa has two double treatment rooms with private jacuzzis, two Ayurveda rooms and five single treatment rooms, each equipped with an individual steam, chill shower and outdoor patio with day beds plus a sauna, yoga studio, gymnasium and a beauty salon. Spa Alila offers bespoke products in treatments that are specially designed to provide rejuvenating experience. We encourage our guests to choose the right kind of products for their skin by conducting a small skin test. Spa Alila offers various wellness programmes like detox detour, weight management and vitality and revitalise programmes which are based on balancing three chakras (physical, physiological and psychological) of human life. Spa Alila also offers specially customised programmes which include a variety of wellness consultations like doctors consultation, diet and nutrition, yoga, meditation, fitness sessions, emotional wellbeing sessions, Ayurveda consultation, homeopathy consultation, pranic healing, hypnotherapy, art therapy and meal planning sessions.



“Spa Alila offers world class therapies like Balinese treatment and therapeutic journeys which are amongst the most popular with our visitors. With the changing trends, many of our guests are also opting for wellness based spa retreats like the detox detour programme. We would like to add more wellness retreats to our spa. We have started spa apothecary lab and are also promoting more of digital detox and mental detox retreats to our guests.”



**What are the main challenges that you face?**

Lack of awareness about one’s wellbeing is a common challenge. People are yet to prioritise healthy lifestyle. Spa Alila has a variety of wellness based programmes which cater to an individual’s physiological and psychological wellbeing. People often give importance to wellness when their health is at stake which should not be the case. In today’s fast-paced lifestyle, one should dedicate time to wellness from their busy schedule for their individual self-healing.

**What are your plans for the spa?**

We would like to add more wellness retreats to our spa. We have started spa apothecary lab where workshops on natural ingredients are being promoted to in-house as well as local guests. Apart from focusing on physical wellbeing, we are also promoting more of digital detox and mental detox retreats to our guests.

**What are your views on the growing wellness industry in India and the world?**

Health and wellness industry has seen a steady growth in India and globally in the past two decades. Self-wellbeing is the need of the hour as people are placing more value on health than on materialistic things. The kind of lifestyle we follow today has created immense imbalance in our physical, physiological and psychological chakras. That is why holistic sciences like Ayurveda, yoga, meditation, nutrition, naturopathy, reiki, pranic healing, homeopathy, siddha, unani are gaining popularity. India has an unmatched heritage represented by its ancient systems of medicine which are a treasure house of knowledge for both preventive and curative healthcare. People are gradually understanding the need of physical and mental wellbeing and are ready to spend their time and money in self-healing. 🌿

# Spa Soiree

## Best-selling Signature Treatments

It is always a good day to head out to a spa. Take a pick from our best-selling therapies and you will emerge rejuvenated and rested



**Explore Spa, Le Meridien, Mahabaleshwar**

Their most popular therapy is the Vichy Scrub Therapy in which the Vichy shower stimulates the feeling of floating on water. The pulsating massage relaxes soreness and muscular fatigue. During the therapy, the pressure of the water stimulates circulation in the body encouraging the transportation of fluids and blood to the lymph nodes and the back of the heart.

**Shamana Spa, Grand Hyatt, Goa**

Introducing Halotherapy, a treatment that uses Himalayan pink salt blocks to detox and rejuvenate the body. There are salt blocks in their sauna room and fitness centre. These blocks of salt act as natural ionisers, and when used in enclosed spaces they absorb all impurities present in the air, creating an antibacterial environment within that space. Based on this concept, Halotherapy is of great benefit for those with respiratory problems. This ancient therapy is also known for its balancing effect on the chakras, leaving one absolutely destressed. When heated, these salt blocks release negative ions, increasing the oxygen supply to the brain which leaves an invigorating effect. In one way or the other, Halotherapy heals one's body, mind and soul by virtue of the extremely beneficial pink salt.

**Della Spa, Della Adventure & Resorts, Lonavla**

The Royal Indulgence is a signature treatment that begins with a soothing massage, followed by a body scrub. After cleansing, a purifying mask is applied and while the client waits for the mask to dry, a gentle head massage completes the experience.

**Conrad Spa, Conrad Hotel, Pune**

One of the signature treatments at the spa is the Ku Nye Massage. It is a rejuvenating therapy using time honoured techniques for dry skin, deep fatigue and recovery. This Tibetan body treatment balances the five elements to restore harmonious flow of energy and vitality. This treatment provides a blend of five essential oils, which work together to stabilise the five sensory organs. Tibetan cupping, kneading and acupressure techniques help release physical and mental tension. Warm crystals and poultices bring harmony from the tips of the toes, to the crown of the head. The spa uses products from the signature British spa brand called Ila. At present, none of the spas in Pune have this brand.

**U Sante Spa, U Tropicana Hotel in Alibaug, Maharashtra**

Lomi Lomi Massage is a massage technique derived from the Hawaiian Islands, Lomi Lomi uses long flowing deepstrokes which run throughout the length of your body from head to toe in one continuous motion. The rhythmic waves of motion send deeply relaxing sensations to your brain. 🧘

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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.

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- ☞ Authored articles by industry experts offer deep insights.
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**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.

**Aesthetic Dentistry:** Industry veterans share top trends and innovation in cosmetic dental procedures.

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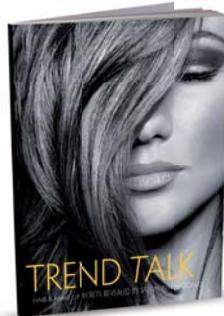
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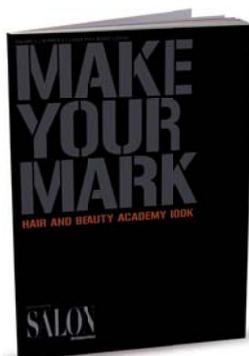
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Hair and make-up artists are the backbone of the hair and beauty industry. To educate them further on the new trends and techniques in hair and make-up and to salute their hard work, Trend Talk: Hair & Make-up Secrets Revealed has been launched. It 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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# Setting Up a Wellness Centre

## Challenges and Opportunity

by **Dr R M Nair** and **Dr Rukamani Nair**

*Dr R M Nair and Dr Rukamani Nair are Naturopathy technocrats. They manage the Bapu Nature Cure Hospital and Yogashram (BNCHY) in Delhi. Views expressed are personal.*

**W**hen we set up a centre, we met with several challenges. However, there were learnings, too, which we would like to share with those who are also planning to set up a spa or a wellness centre in the near future.

**Location is key:** Choosing a location for spa is one of those important decisions you will make in the early stages of establishing your new business.

**Conduct a feasibility study:** A lot of things can go wrong if you do not have much experience in the spa industry. Before your spa ever opens, it is vital to determine the most appropriate size, scope and complexity for the facility. This can be done through a commissioned feasibility study, which helps you or the developer understand the appropriate size and costs of the spa.

**Educate yourself:** Do not blindly rely on your architect and interior decorator. They may lack the knowledge specific to your industry, especially because of the new speciality equipment. Educate yourself about the plumbing, heating, electrical, and ventilation requirement for steam and sauna units, hydrotherapy tubs, and so on.

**Selection of staff:** It is critical to select, train and develop service-oriented staff, who not only have high customer service ethic, but also know how to best promote the spa. One of the most challenging aspects of being a spa owner is hiring and retaining good employees. It is a daunting task, not only because it can be very time-consuming, but also because there is so much riding on employee's skills. Their ability and talent, as well as their attitude and work ethic, will influence every aspect of the business, from client retention rate to the bottom line, so you will need to choose your employees very carefully. While selecting staff, focus on the soft skills rather than on technical competence. People with good attitude can learn the job, but it is hard the other way round. Continuous education keeps both the service providers and front desk teams engaged and excited about what is going on in the spa, the services offered and the products for sale. It leads to increased revenue and a consistently high level of guest experience.

**Selection of therapy:** For therapy selection, we rely on customer feedback and data. As a MediSpa, we recommend therapies that treat clients of her/his ailments. As we receive more queries through our channel partners, we get a sense about the therapies we should offer. It is usually a combination of naturopathy and ayurveda and physiotherapy. Sometimes you also position yourself to capture a trend.

**Staying ahead of competition:** We believe in blue ocean strategy of competition – finding your brand niche where competition is at a minimum. It is all about brand positioning and understanding your customer.

**Creating awareness about the spa:** Use of social media tools is paramount for disseminating appropriate information to the potential clients. Other than that, one should provide educational material on your website that is not hard sell; send emails about new treatments and offers; business partnerships with local companies; build relationships with realtors and offer them incentives to refer clients; reconnect with past clients; participate in local health fairs; hold a masterclass with leading experts and invite loyal customers; create a stand out treatment that offers results and makes headlines, and lastly, start a birthday club. 📌

# Spa Solace **Lucrative** Offers

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



## ROYAL INDULGENCE THERAPY, Della Spa, Della Adventures & Resorts, Lonavla

This signature treatment is extremely popular with guests and begins with a soothing massage of your choice using signature oil blends such as Night Jasmine, Indian Rose or Ylang Ylang, followed by an invigorating body scrub. After cleansing, a purifying mask is applied and while the client waits for it to dry, a gentle head massage completes the experience.

**Duration:** 120 minutes

**Price:** ₹7,500 + taxes

## EPICUREAN BODY WRAP, Explore Spa, Le Méridien Resort & Spa, Mahabaleshwar

This richly flavoured body wrap uses culinary delicacies to nourish the skin while evoking your inner gourmand. Blending the delicate flavours of essential oils with exfoliating benefits of natural ingredients, the invigorating body polish buffs the skin and leaves the body infused with long-lasting sustenance and moisture.

**Duration:** 90 minutes

**Price:** ₹5,500 + taxes

## INDOCEANE SPA RITUAL, Quan Spa, Renaissance Mumbai Convention Centre, Mumbai

This luxurious treatment allows one to discover four experiences from four different cultures. Mediterranean - sweet and savory body scrub which is made from sacred Lotus, Brown Sugar, Salt and Essential Oils of Lemon, Mandarin and Grapefruit. They are blended together to give a velvety smooth skin; Egypt - a precious milk bath; India - luxurious oil massage of Sandalwood and Cedar Oil; China - sublime cream wrap.

**Duration:** 180 minutes

**Price:** ₹12,99 + taxes for single; ₹24,900 + taxes for couple

## ROMANCE - COUPLE THERAPY, Heavenly Spa, The Westin, Pune

Enjoy a romantic package of Choco Body Scrub, Choco Body Wrap and a rejuvenating body massage. Renew and foster together with a dip in an aromatic bath tub among flowers and candle light. All this at the luxury of your private couple suite.

**Duration:** 150 minutes

**Price:** ₹14,500 + taxes

# Swara Bhaskar Makes a Big Impact

Best known for her supporting work in mainstream productions and roles in independent films, Swara Bhaskar turned up the heat in her latest film, *Veere Di Wedding*. With *Salon India*, she shares her skin care and beauty mantras

by **Jaideep Pandey**

## “My idea of glamour”

As a consumer and a fashion enthusiast, glamour is that X factor which makes you look special or extraordinary in a sense. As an actor, however, it is meaningless, unless it serves a purpose and is required in the role for a reason. For example, in my film *Nil Battey Sannata*, if my role Chanda had been glamorous, we would not trust her, but in *Veere Di Wedding*, my role as Sakshi Soni can afford a certain kind of glamour as the role requires that look and dress.

## “Secret to smooth and unblemished skin”

My first most basic secret to having good skin is to religiously remove all of my make-up no matter how tired I am or what time of the day or night it is. I have an elaborate routine, which I incidentally also enjoy. I cleanse my face, moisturise it, and these days, I am also doing different things to purify my skin and keep it healthy from inside. To that effect, I have made it a point to drink a bitter neem beverage every morning, which has improved my skin considerably.

## “I spend a lot on beauty”

My biggest splurge is on creams, lotions, serums and make-up. I just love it! And of course, the dermatologist.

## “Hair oils are important”

It is important to stay hydrated and so, I think, regular oiling of hair really helps. Also, a good hair pack once or twice a week is best, and if it is natural, it cannot get better. Apart from this, I go for a trim regularly.

## “Swara in short”

Confident, energetic, straight forward, plain speaking, well intentioned and loving, and reasonably friendly. Even though she has verbal diarrhoea she deserves to be forgiven because her heart is in the right place.



Pic courtesy: Apoeksha & Vaishnav, The House Of Pixels

## RAPID FIRE

### Are you good at doing make-up?

I am okay. I can do a basic look for a meeting.

### Your beauty kit consists of?

Moisturiser, bath products, skin scrubs and more. I do not travel light!

### One thing your mother told you to swear by?

Kaajal – I used to watch my mom apply it.

### 5 things you will not leave home without?

Mobile, wallet, mobile charger, identity cards and water.

### Make-up move you still have not mastered?

The winged eyeliner.

### Beauty trend you love?

Thick eyebrows.

### Straight or curly hair?

Long curly hair.

### Your go-to outfit in summer?

Anything in cotton.



# Gurgaon Brush by Vanshika Beauty & Makeup Institute



**L**aunched in the year 2016, Brush by Vanshika Beauty & Makeup Institute is the brain child of professional make-up artist and educator trained under City & Guilds, London, Vanshika Chawla. She is inspired to provide top notch make-up education at par with global standards to all aspiring make-up artists. A call from her alma matter, NIFT for a guest lecture and workshop on make-up and styling is when Chawla realised her passion for training and the need for global practices to be introduced in India.

Spread across 1,000 square feet, the academy offers comprehensive courses that has been designed keeping in mind the different experience levels of the students. Each course aims to help students develop a confident personality ready to take on the world with the best skill set. Classroom sessions are a blend of practice exercises, assignments, and theoretical lectures. Shares Chawla, "Students are guided by professional make-up artist in small batches of six to 10 students to develop individual style and skills of a professional make-up artist." Students get best-in-class make-up products to practice with and are offered 100 per cent assistance with placement, finance and accommodation. On completion of advanced courses, professional photo shoot is arranged for portfolio. The academy also ensures exclusive discounts to build make-up and hairstyling kit with premium brands.

On future plans, adds Chawla, "With the first fully stabilised center, plans are underway to open couple of more centers in Delhi and NCR and increase our footprint to entire North India, followed by the other parts of India."

## ► Certification

On completion of any course, certification is issued by the academy.

## ► Courses

**Professional Makeup Courses:** These courses are for three to 10 weeks depending on the level of expertise. The first level takes you through the basics of make-up and hairstyling followed by Diploma which includes HD bridal and fashion make-up along with advanced hairstyling. The last one is the Airbrush make-up which covers practical application techniques.

**Short Courses:** These courses are for three days to a week depending on the skill you are looking to upgrade, like, bridal make-up, hairstyling, fashion make-up, airbrush make-up, to name a few.

**Self Makeup Courses:** These courses are designed to give an individual the confidence and skills to become their own make-up artist, to learn how to apply make-up on themselves. The five day schedule takes you through all the techniques necessary to create your own look. These classes can be one-to-one or in a group on appointment basis.

## ► Eligibility criteria

Anyone can apply for the courses. For, Diploma courses, applicants must know the basics of make-up.

## ► Fee range

₹20,000 to ₹85,000. All prices are subjected to government taxation. 📞

**Contact person:** Sonam Chauhan, Assistant Make-up Artist | **Address:** DSS 06, 2nd floor, Old Delhi Gurgaon road, Sector 14, Gurgaon-122001  
**Phone:** 0124- 4681944, 8527366370 | **Website:** www.brushup.co | **Email:** info@brushup.co



# Cosmoprof Asia 2018

## Focused On Customer Experience

The 23rd edition of Cosmoprof Asia, the leading b2b event for the cosmetic industry in the Asia Pacific region, will once again adopt the '1 Fair, 2 Venues' formula, bringing together the entire Asia-Pacific beauty industry in Hong Kong this November. Cosmopack Asia to be held at AsiaWorld-Expo (AWE) from 13th to 15th November, will present avant-garde products and solutions, focusing on raw materials and ingredients, machinery and automation, primary and secondary packaging, contract manufacturing and private labels. From 14th to 16th November 2018, Cosmoprof Asia, to be held at the Hong Kong Convention & Exhibition Center (HKCEC), will host companies and professionals specialising in finished products in various sectors, including, perfumery, cosmetics, salon and spa, hair, nail and accessories, naturals and organics. There will also be special initiatives dedicated to exhibitors and professionals to facilitate networking and promote the products of exhibiting companies. Special attention will be paid to customisation, an important emerging feature in the global beauty market.

### Skintonic

This is a real installation specially designed by international design agency Centdegrés to provide visitors with a unique experience from the production to the selling of the Skintonic product in retail stores. It involves both fair venues in a journey which includes the manufacturing steps of a luxury cosmetic product, to design

solutions and technologies created by LTU-Tech. The 'Skintonic – The Factory' at AWE will showcase the production process of a special serum with anti-ageing and lifting effects. At HKCEC, visitors will continue their experience at 'Skintonic – The Shop', a concept store of the future featuring elements of virtual and augmented reality as well as IoP – Internet of Product, a brand-new packaging approach to beauty products. Selected exhibitors of Cosmopack Asia will be partners of the project including, Citus Kalix, a Coesia company and a global leader in the machinery sector; Quadpack, recognised worldwide for its innovative packaging solutions; Pinkfrogs Cosmetics – an Italian skin and hair care contract manufacturer and Homer Printing, a leading printer and folding cardboard boxes manufacturer.

### CosmoLab

Cosmopack Asia will host CosmoLab from 13th to 15th November in collaboration with Opal Cosmetics. The featured area will demonstrate the manufacturing process of personalised shampoo, the advanced technology of Artificial Intelligence (AI) and Industry 4.0, automated and data-driven manufacturing technologies. Visitors will interact with an AI robot, serving as both sales person and chemist, which will store analytics based on hair types and features of each attendee. These data will be used to create a unique formulated shampoo sample (40ml) as giveaway for visitors.

# Highlights



**On Hair project:** A highlight of Cosmoprof Asia dedicated to the hair sector, this project will feature live demonstrations and shows at Cosmoprof Onstage, Hall 5C, HKCEC. The event is in collaboration with Asia Hair Masters Association (AHMA), Hong Kong, which will host the Hong Kong Hair and Styling Arts Festival 2018 on 14th and 15th November comprising hair contest, awards ceremony and industrial summit. The event is estimated to witness

200 contestants and close to 1,000 audience at the award ceremony and hair show.

## Hong Kong Hair and Styling Arts Festival 2018:

**DAY 1:** It will host hair contest and awards ceremony. The AHMA Hair Show on the theme 'Root New' is one of the spotlight performances on the occasion of the 23rd edition of Cosmoprof Asia in Hong Kong. It is expected to attract over 2,000 hairstylists and salon owners from all over the world. Cosmoprof Asia 2018 will welcome close to 3,000

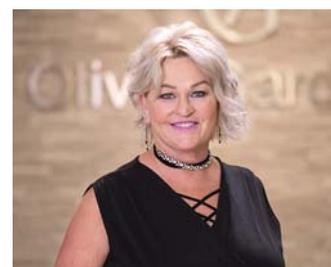
international exhibitors and more than 80,000 visitors from the beauty and hair industry.

**DAY 2:** It will bring to you a series of industrial seminar and summit, perfect chance to broaden your horizons! There will be some not-to-be-missed hair demonstrations showcased at Cosmoprof Onstage in Hall 5C.

## Hair performance by AHMA

**Club Malaysia:** Asia Hair Masters Association, AHMA, serves as the guidepost, strengthening synergy within the industry, assisting hairstylists to improve their knowledge and skills, promoting the professionalism and standardisation of the hairstyling industry. Aligned with one of our spotlight events this year, On Hair, eight talents from AHMA Club Malaysia will showcase extraordinary performance on festival's key theme, Root & New

**Hair demo by Cherry Petenbrink:** Celebrity hairstylist,



Cherry Petenbrink, who is renowned with her bold colouring work in the blockbuster film Hunger Games, will be performing at Cosmoprof onstage for On Hair.

**Latest haircut and colour demo by Gary Woo:** Hair master Gary Woo from Debut Academy will bring the latest hairstyle and colour to the stage. Catch up with the latest trend and be the trend leader.



new technologies and social evolution. CosmoForum, an area in Hall 3G, HKCEC, will host the Spa Conference and Natural & Organic Symposium, in addition to thematic seminars by trade organisations and experts.

## Industry recognised awards

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

## Educational programmes

CosmoTalks is a series of presentation and roundtable discussion participated by international leaders, market experts and key figures in the cosmetic industry focusing on the latest issues in the beauty industry; from market and regulatory analysis in Asia-Pacific countries to the most fashionable trends in Asia, with the aim of understanding needs of local consumers and how the beauty industry will evolve as a consequence of digital transformation,

## Boutique

HKCEC will host the 5th edition of Boutique, a charity initiative of Cosmoprof Asia where visitors can choose 7 travel-size products presented in a deluxe gift bag sponsored by Baralan, for a symbolic cost of HKD100. Proceeds from this charity event will be donated to the Chi Heng Foundation, a Hong Kong-based charity dedicated to addressing children impacted by AIDS and also to AIDS prevention and education. 🌱

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

## Swiss skin care brand BelleWave in India

**B**elleWave, a premium Switzerland-based skin care brand, launched a range of products for top 1,000 salons, covering 10 metro cities in India. BelleWave products use the finest blend of natural botanical ingredients and vitamins that stimulate energy and balance, ensuring a rapid and spectacular improvement in the appearance and feel of the skin and body silhouette. Under the BelleWave range of skin care products – Essencious, ClearWave, WhiteWave, GlamorWave and SunWave cater to various skin issues and are available in salons. As part of the launch, Daphne Danielson, Regional Training Manager, BelleWave conducted focused group skin care 'Masterclasses' for salon professionals to get them



▲ Daphne Danielson, Regional Training Manager, BelleWave

acquainted with the product and its benefits on different skin conditions.

Speaking on the launch, Danielson shared, "At BelleWave, we strive to deliver effective and efficient scientific dermal solutions, while constantly collaborating with reputed salon chains to expand our reach, bringing BelleWave products and treatments closer to our customers. Revolutionary in approach, our team of dermatologists and biochemists continually strive to create the most precise blend of biologically active ingredients in the most luxurious texture to ensure that each of our products treats the skin with care."

**WHAT:** Skin care brand launch  
**WHEN:** 10th August

**WHERE:** VLCC Center, Gurgaon

## Beauty seminar by Blossom Kochhar Aroma Magic

**B**lossom Kochhar, pioneer Aromatherapist and Chairperson, Blossom Kochhar Group of Companies and Samantha Kochhar, Managing Director Blossom Kochhar Group of Companies and World Deputy Expert Hair for World Skills International, addressed 200 leading beauty professionals at a seminar. They updated the professionals on the latest skin care trends, hairstyles and make-up looks for the upcoming festive season. Speaking on the session, shared Dr Kochhar, "Understanding the need of the consumer, I had decided long back that I wanted to create beauty solutions that had the same green, natural life giving philosophy that I grew up with - 'What we apply should be as healing and effective as what we eat', and this gave birth to Aroma Magic." She demonstrated the use of Glow Like a Diamond Facial Kit and the Yoga Facial Kit. Samantha demonstrated the reigning fashion and festive looks of the season and shared, "This year we have subtle avant-garde fashion looks which will have bright colours as a predominant element. Apart from this, runway make-up look, abstract minimalistic look with aqua and hot pink as dominant colours will be in trend for make-up. A clean look with retro double eyeliner and a little sparkle of silver elements on the eyes with zircons on top, will be the talk of the season. The hair trends will include big buns, which have voluminous big hair styles in fashion, along with finger waves and braids."



**WHAT:** Beauty seminar

**WHERE:** Hotel Surya, Delhi

**WHEN:** 21st August

▲ (L to R) Dr Blossom Kochhar and Samantha Kochhar with the models

## Cleopatra Spa Salon and Makeovers celebrated 15th anniversary

To ring in their 15th anniversary and Independence Day celebrations, Cleopatra Spa Salon and Makeovers hosted a festive soiree, 'Fashion Meets Festivity'. The event witnessed trend-setting festive looks, styles and organic commandments to achieve them. Makeover maestro and Promoter of Cleopatra Chain of Beauty Salons and Makeovers, Richa Aggarwal along with make-up expert, Harveen Kathuria created versatile and vibrant palette of looks. Adding glamour quotient to the soiree was beautiful actress Samaira Sandhu, who looked enchanting in a festive look. Sheer metallic, gold hues and sequined ensembles to match, were the hottest trend. Mehendi art, nail art and sparkling tattoo designs captured everyone's fancy. Shared Aggarwal, "Festive season has ushered in with Janamashtami, Rakhi, Eid, Teej and Independence Day. Keeping these occasions in mind, we have launched versatile, traditional yet contemporary looks with a hint of patriotism." Added Sandhu, "I am happy to adorn a look that is a fusion of traditional and contemporary. This season is all about bling and sparkle without going overboard and Cleopatra has achieved it impeccably." The celebratory spirit continued with the launch of Crystal Club that offered premium memberships, discounts and benefits on all organic skin treatments. Green beauty routine organic commandments were also unveiled for everyone to imbibe a healthy lifestyle during festive season that calls for indulgence. Diet modification, lifestyle counselling were the highlights of the event.



▲ Richa Aggarwal (L); Samaira Sandhu (C)

**WHAT:** Anniversary celebration  
**WHEN:** 4th August

**WHERE:** Cleopatra Spa Salon and Makeovers, Chandigarh

## Salon Assist by Esskay Beauty

To remain competitive, a salon not only requires the team to hone their technical skill sets, but they should also have complete control over their overall business management. A salon manager plays a vital role in executing the vision and goals set by management or business owner of a salon. To improve the management skills of salon managers and salon owners, Salon Assist conducted one day workshop on Salon Management where they learned various skills and gained knowledge on effectively managing their manpower, client consultation, marketing and sales.

Salon Assist, an initiative of Esskay Beauty Resource Pvt Ltd is driven by Subham Virmani and Sandeep Sharma, both of whom have a vast experience in salon audit, management training and consulting. In the pipeline, they have sessions on salon business management, marketing, soft skills and sales training for hairstylists, managers, and new and established salon owners, who are thinking of expanding the salon business further.

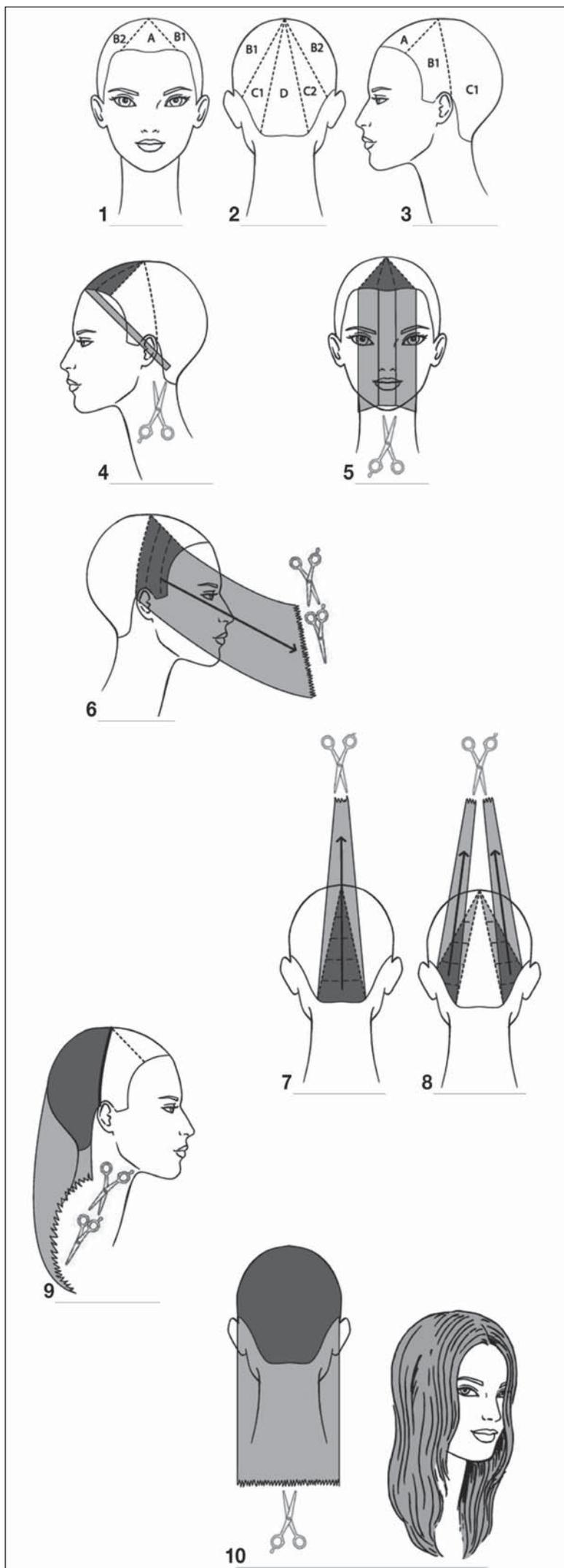
**WHAT:**  
An initiative

**WHEN:**  
31st July

**WHERE:**  
Esskay Beauty House, Gurgaon

▲ Subham Virmani:  
Training in progress





# FRANCESCA

**STEP 1:**

Subdivisions. Sector A: Included between  $\frac{3}{4}$  of eyebrows arch and the top.

**STEP 2:**

Sector B: Included between sector A and mastoids. Sector C: Included between sectors B and the corners of the nape.

**STEP 3:**

Sector D: Included between sectors C.

**STEP 4:**

Sector A: Divide sector into three triangles.

**STEP 5:**

Cut central section on mastoids and two side sections at the same length, taking them lightly towards the centre.

**STEP 6:**

Sectors B: With vertical and lightly curved separations, cut hair with Open and Close technique with fixed guide, taking them towards the tip of the nose and referring to the length of the fringe, holding the palm of the hand towards yourself, until reaching the maximum length.

**STEP 7:**

Sector D: Horizontal and lightly curved partings and refer to the measure on top, cut with fixed guide and Point Cut.

**STEP 8:**

Sectors C: Cut with the same technique used in Sector D, placing yourself in front of the sector to cut.

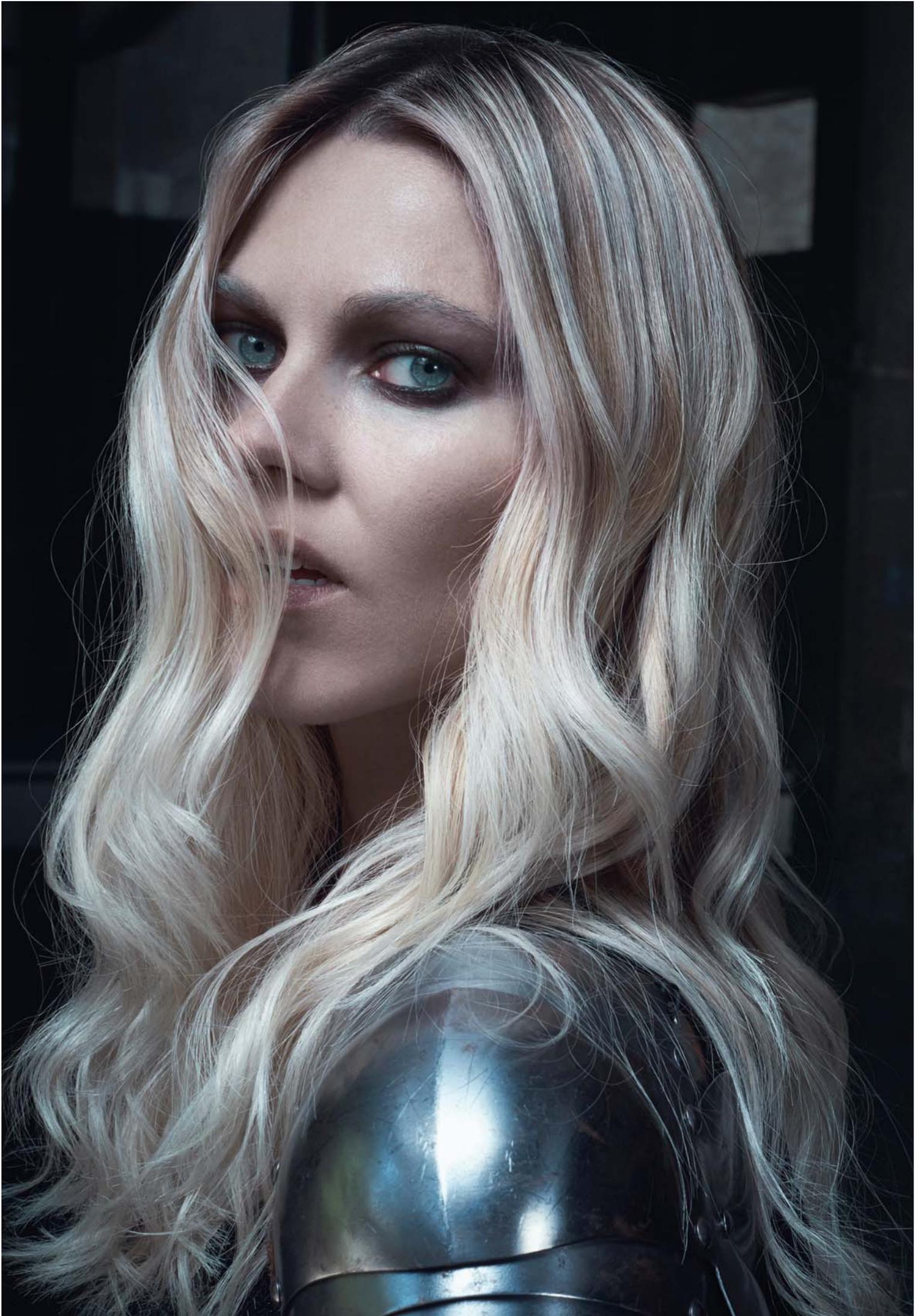
**STEP 9:**

Divide hair with a line from one ear to the other passing by the top. Draw a central back parting and, referring to the length obtained on upper part, comb hair up to the ear and take out excess up to the maximum length with Open and Close technique.

**STEP 10:**

Comb hair in natural fall and create a perimetre at the back cutting square and Point Cut considering the maximum length.

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



# QUIZ TIME

SCORE ON SPA AND WELLNESS



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

1) The ..... at The Marriott Suites, Pune focuses on integrated healing and wellness modalities.

- a) Sakura Spa
- b) The Heavenly Spa by Westin
- c) The Thai Spa
- d) Sawasdee Namaste Spa



2) The Spa Manager, Jiva Spa, Vivanta by Taj Dwarka, ..... is on the forefront of spa and wellness and plans to create more bespoke packages.

- a) Lyvia Wu
- b) Priscilla Jungio
- c) Lalitlanpari Varte
- d) Rubu Runku



3) ..... in Mahabaleshwar plans to add a Thai Massage Room which will have a special bed required to perform Thai massages.

- a) Sohumi Spa at Evershine Keys Prima Resort
- b) Prana Spa at Brightland Resort
- c) Explore Spa at Le Méridien
- d) Spa at Belle Vista Resort



4) Director Spa at the Ritz-Carlton in Bangalore, ..... believes one must have deep knowledge of wellness as a whole to run a spa.

- a) Ritesh Mastipuram
- b) Ankit Rawat
- c) Krishna Semwal
- d) Dr David K Ranjit



5) In ....., the motive is to stimulate the nerves to treat mental fatigue, increase focus and relieve headache.

- a) Garshana
- b) Elakijhi
- c) Abhyangam
- d) Shirodhara



Send in your responses to:

The Managing Editor,  
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New Delhi 110020

QUIZ TIME:

Enter the matching letter

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_

Name

Profession

Address

Phone



HURRY!

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

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