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The season of festivals and weddings is round the corner. The last quarter of the year always brings umpteen opportunities for the beauty and wellness industry. The market is flooded with options for the new age discerning client. From revised service menus, new product launches, latest hair and make-up trends and techniques to get the look right, and top-notch marketing strategies – stakeholders bring their A-game forward to stay ahead of competition.

Keeping this in mind, we speak to top brands and professionals in the business to understand their strategies, innovations, challenges, and more, as they leave no stone unturned to make the most of the bridal season dotted with festivities.

In the hair section, we meet Brand Ambassador, Moroccanoil, Peter Beckett who considers education and innovation to be two strong components of hairdressing. On a recent visit to India for the worldwide launch of Moroccanoil's Color Complete Collection, Beckett shares his journey as a hairdresser and view on the brand's foray into the colour category. In a mesmerising photo essay, we present the Elementary Collection by international hairstylist Ian Davies. Back home, we have Abhinav Gandhi, Director and Owner of Toni&Guy Salon, Faridabad. His dedication towards his work makes him stand out from amongst the rest. L'Oréal Professionnel India Creative Ambassador, Vipul Chudasama shares the top trends and techniques in a look and learn session showcasing the Parisian Chocolat Color Collection.

In the beauty section, we have Manjari Singh, celebrity make-up and hair artist, who quit a lucrative corporate career to find her true calling in make-up and hair. Equipped with sharp skills and an undying passion for her craft, Singh aspires to launch a make-up academy at par with global standards for young aspirants. Dr Jamuna Pai shares her views on the evolution of laser in hair removal. Dr Rinky Kapoor, Cosmetic Dermatologist & Dermato-Surgeon at The Esthetic Clinics in Mumbai, shares her views on Snake Venom Facial as a trending aesthetic procedure. An Indo-German venture, Omorfee is an attempt to proffer chemical free organic skin care products to the consumer. Naman Adlakha, Director, Omorfee, shares the brand's USP, marketing strategies and future plans.

In the spa section, we present the visual grandeur of Remède Spa, located at The St Regis in Singapore. The spa sets new standards of excellence for urban spas in the region and offers a wide range of customised revitalising experiences. Franchise Owner, Birla Ayurveda Wellness & Treatment Centre, Dr Varsha Avinash Tawde shares her views on the wellness industry in India, brand USP, and more.

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

Also, we take this opportunity to wish our stakeholders Happy Dusshera!





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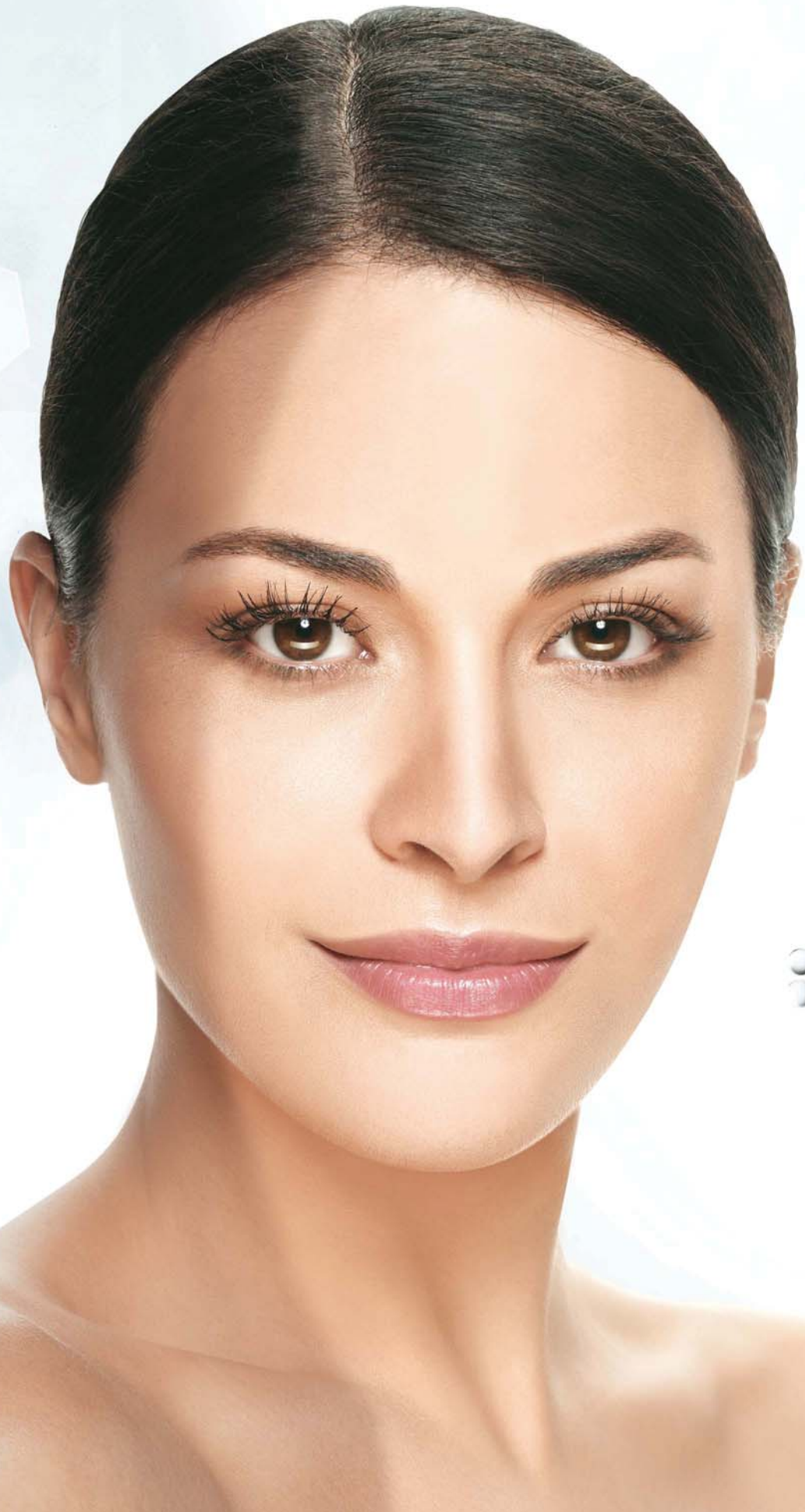


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➤ **Cosmoprof India captivates in its debut**

BolognaFiere and UBM India successfully concluded the preview edition of Cosmoprof India, at the Sahara Star Hotel in Mumbai. The event received an exceptional response in the form of exhibitors and visitors alike and helped formulate new business relations and expansions as well as strengthen current relationships. The two day event concluded on 1st September and hosted 107 companies, both local and international, from 15 countries; presented new opportunities for brands of finished products, leaders in contract manufacturing and private labels, applicators, and more. Shared Yogesh Mudras, Managing Director, UBM India, "Cosmoprof India has offered an extremely wide platform to an even broader B2B consumer base. These have been two extremely engaging and informative days which I am sure has opened up numerous avenues for this sector." Further added Cinzia Barbieri, Board Member of BolognaFiere Cosmoprof and BolognaFiere Group, "We are very proud of the good results of this Preview edition of Cosmoprof India. We are already looking forward to the next edition, scheduled from 12th to 14th June 2019 at the Bombay Convention & Exhibition Centre (BCEC), and we really think that Cosmoprof India will soon become a reference event for the beauty industry in India and South Asia region."



➤ **Colorbar goes live with an all new website**

The third largest colour cosmetics and make-up brand, Colorbar, now in its 14th year, launched their new website on 21st September. Taking the glam quotient a few notches higher with smooth user-friendly browsing experience, visitors can look forward to special offers and gifts! Over the years, Colorbar has grown from strength to strength creating many milestones in their journey. The premium and cruelty-free formulations are manufactured at prestigious facilities across Greece, Italy, France and Germany. The brand is well recognised for its USP of being a market disrupting innovator. From

offering one of the widest ranges of colour palettes in product lines, Colorbar is committed to continue to strengthen its market positioning further with passion and zeal. In a digital economy, continuous focus on bringing the best user experience for customers is a high priority for the brand. Says Samir Modi, Founder and Managing Director, Colorbar, "Customer delight is of paramount importance in how consumers engage with Colorbar. We are committed to delighting them and creating interfaces which enhance their navigation experience and allow them to engage deeper with Colorbar."



➤ **Time Machine Salon raises funds for Kerala flood victims**

A social initiative was taken up to help the cause of Kerala flood victims. From 30th August through 2nd September, Time Machine Salon organised a 'No Rate Card Weekend' at their three salons located in Vashi and Navi Mumbai. The idea was to request clients to visit the salons, get the services and donate as much as they desire for those affected by the recent floods in Kerala. Almost all the clients were generous and paid more than the rate card and together with Pankaj Exports, the salon managed to collect, in cash and card, an amount of Rs.2,75,000. The collection was then handed over to G Rajeev, Manager, Department of Tourism, Government of Kerala to bring some relief to the victims.

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➤ **Iba Hala Care raises \$3 million in series funding**

Ahmedabad-based Ecotrail Personal Care Private Limited that owns the personal care and cosmetics brand, Iba Halal Care has raised ₹15 crore in series A1 funding from Bangalore-based

Addvantis Enterprises LLP. Iba Halal Care was launched in 2014 by two women entrepreneurs, Mauli Teli and Grishma Teli. Iba is India's first and only Halal Certified and Vegan brand of personal care and cosmetics products offering over 100 SKUs across skin care, hair care, make-up and fragrances. Shared Mauli Teli, CEO of Ecotrail Personal Care Private limited, "We are thrilled to have raised this round of funding. We now plan to scale the brand nationally both through expansion in the general trade and online channels and also cater to the growing export market demand. We have the first mover advantage by being the only brand in India that has a full range of Halal certified and Vegan cosmetics which are of high quality and affordable. We intend to maintain the same by investing in brand awareness and product availability to our target customers. We target five times growth this financial year compared to the last."

**INTERNATIONAL**



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➤ **L'Oréal recognised as Global Compact LEAD by the UN**

L'Oréal has been recognised as Global Compact LEAD, one of the highest-engaged participants of the world's largest corporate sustainability initiative, demonstrating L'Oréal's ongoing commitment to the United Nations Global Compact and its Ten Principles for responsible business. The UN Global Compact also selected L'Oréal's Senior Vice President & Chief Ethics Officer Emmanuel Lulin as SDG Pioneer for Advancing Business Ethics. Jean-Paul Agon, Chairman and CEO of L'Oréal, shared "All L'Oréal employees around the world will be very proud of these exceptional recognitions. Bringing about change requires both the long-term commitment of top management and the daily engagement of each employee." Further added Lise Kingo, CEO and Executive Director of the UN Global Compact, "LEAD companies represent the highest level of engagement with the UN Global Compact. For achieving the Sustainable Development Goals, we need companies of all sizes to improve their performance, no matter where they are on their sustainability journey."

➤ **L'Occitane Group announces startup incubator**

The L'Occitane Group announced the opening of Obratori, a startup studio in Marseille, France, which will be used for cosmetics and well-being, as well as in the digitalisation of solutions for retail and early growth which require technical, financial, commercial, marketing or other support. Shared, Reinold Geiger, CEO of the L'Occitane Group, "The opening of the startup studio, Obratori will enable new ideas to be explored and developed in a fast-moving world. The creation of startups around the world is an economic revolution and have become the most important factors in the entrepreneurial system."



➤ **Sephora expands global reach with K-beauty**

Sephora unveiled its first-ever K-beauty colour cosmetics collaboration, in partnership with Memebox. The brand teamed up with the K-beauty platform that incorporates Korean technology and formulations, and offers 47 products for eyes, lips and face. Shared Alison Hahn, Senior Vice President of Merchandising for Sephora, "Memebox and Sephora had a natural partnership with very similar traits. We leveraged the best of our collective talents to create a truly unique colour cosmetics collection featuring amazing new textures and formulas never seen or felt before."



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



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Brand Ambassador, Moroccanoil, Peter Beckett considers education and innovation to be two strong components of hairdressing. On a recent visit to India for the worldwide launch of Moroccanoil's Color Complete Collection, Beckett shares his journey as a hairdresser and view on the brand's foray into the colour space

by Shivpriya Bajpai

# Peter Beckett

## Driven by Passion

### Getting started

I had never thought of a career in hair and literally chanced upon this industry. I always wanted to study Psychology and was an electrician before starting out as a hairstylist. Soon, I reached a point where I did not know which way to go. At this time, a family

friend asked me to visit his salon and meet new people to get a direction. Before I could realise, I was working and learning in the salon.

### Courses undertaken

I studied hair from Toni&Guy, Australia about 15 years ago. Later, I moved to London and worked for Brooks & Brooks Salon. This gave me a perspective and taught me to work on real time scenarios. I stopped following theories and believed on instincts to hone my hairdressing skills.

### Challenges faced

Biggest struggle was doing too much too soon. During my stint at Toni&Guy, I literally had blinkers on and did shows, shoots, contests tirelessly. I should have spent more time in strengthening my weaknesses, which I learnt after moving to London. I wanted to give hair a break and do photo shoots



for Brooks & Brooks. But, I could not stay away from hairdressing! Now, I do not stress myself and go with the flow.

### Association with MoroccanOil

I have been associated with MoroccanOil for the last two years. Again, something that I chanced upon and was not decided. My friend, Violet, from Toni&Guy introduced me to the brand and told me how the brand took education seriously. I had prior experience in education and training programmes with Toni&Guy but, got washed out and took a break. I loved getting back to education with MoroccanOil.

### Role and responsibility

I am the Brand Ambassador for Asia-Pacific with MoroccanOil. Education is the strong component of what I do. We develop new education programmes and train academies, distributors, salon staff, to name a few.

### Importance of education

Education is going to lead the way. At any age or stage of a career, you need to refresh your knowledge to stay relevant. It might be new trends, techniques or product knowledge. It is crucial to attend seminars and workshops to be on the top of your game. Salon owners and distributors have started to value education and are investing on product knowledge sessions.

### About Color Complete by MoroccanOil

Hair colour is big at the moment and the market is growing radically. Keeping the need of care for coloured hair in mind and continuing the brand's leadership in Argan Oil-infused technology, MoroccanOil has introduced Color Complete by incorporating the revolutionary new proprietary technology, ArganID. Harnessing the power of ionic attraction, this advanced technology infuses Argan Oil deep into the cortex of the hair, while simultaneously helping to repair and seal for optimal colour retention. The Color Complete regimen begins at the salon post a colour service. It works together in perfect synergy for maximum colour intake and retention. The collection also offers a home

care range of a shampoo and conditioner to maintain, sustain and protect hair.

### Current trends

Seamless colouring techniques like, Balayage, colour paint, colour shine, and more are in vogue. Experimenting with short haircuts and styling are a personal favourite. It is all about innovating with the usual styles, creating texture and movement.

### Day in the life of Peter Beckett

Every day is different. I start the day with a play session with my daughter, if I am not traveling. My schedule decides what the rest of the day looks like. I might be busy styling for fashion brands, photoshoots, editorials, travelling, product launches, education, to name a few. Most importantly, not any day is the same and that is what I love the most about my work.

### Advice to newcomers

Education is crucial for growth. So, it is a good idea to learn and observe as much as you can. Read and travel to draw inspiration and stay updated.

### Views on the hairdressing industry of India

I will not put Indian hairstylists in a different bracket. They are equally passionate and innovative in their approach. Latest trends and techniques are in full view in India. People value good training and staff. Stylists have the right attitude and are always hungry to learn more.

### Future plans of the brand

While we are always working on the education programmes, for now, Color Complete is our prime focus. It has taken a lot of research and analysis to come up with such an innovative formula. It also takes a long time to launch a product globally and we are aiming to achieve that by next year. We had regional trainings in Japan sometime back and in January 2019, we will meet our global partners. This is a brilliant effort by the brand to provide a knowledge sharing platform to ensure everyone is on the same page. 📍



▲ (L to R): Sandeep Dutta, Peter Beckett; Manish Dialani and Samay Dutta

STYLE FILE



The model is wearing Majirel 4.20 with Majicontrast Magenta Red contour.

# L'Oréal Professionnel Reveals Festive Looks with Majirel

Inspired by ColorMeFrench techniques, L'Oréal Professionnel brings two glamorous looks - Mulled Wine Contour and Champagne Gold Highlights to suit Indian skin tones

The festive season is upon us and it is time when every woman decks up in different hues of the festivals around. The mirth and the cheer is the most palpable at this time with the rhythmic 'dhols' of the west to the 'dhaks' of the east and from the colourful lights of the north to the attractive 'rangolis' of the south. Celebrating new beginnings and victory over evil, each woman steps out in her glamorous best, armed with a glow on her face and beautiful hair.

To ring in the festivities, L'Oréal Professionnel brings two new looks inspired by the ColorMeFrench techniques launched earlier this year, the Mulled Wine Contour and the Champagne Gold Highlights.

## Mulled Wine Contour

It is ideal for clients with a cool skin tone and gives a beautiful iridescent colour with Majirel 4.20. The contour around the face is achieved with the expert placement of the Majicontrast Magenta Red that would give the hair a lovely blush to compliment the autumn-winter season. The richness of the shades can be perfectly tuned to suit the colour appetite of your client ranging from a subtle to a bold Magenta Red.



## Champagne Gold Highlights

It is recommended for clients with a warm skin tone and gives a golden halo with Majirel 5.3 and accentuated with highlights of Majiblond 900S. The highlights can be varied to suit your client's taste and deliver the right balance to match the skin tone.

**Pro tip:** Make sure to add Smartbond to your colour mix for strengthened and softer results so that your client falls in love with not only the colour, but also the velvety texture of the hair. 📌



Smartbond Big Kit (3x500ml)

# Architectural Concepts

Mumbai

## Time Machine Salon



Designed across a 3,000 square feet area, the Time Machine Salon was launched in April and boasts to be the only salon which has an in-house professional portfolio studio and academy. The space has been designed to give a time machine lab feel and the stylists are referred as 'Mad Scientists', who transport clients back in time to make them look younger in their time machine lab. It is equipped with nine hair stations, four back wash stations, two for nail, two beauty rooms, two rooms for academy classrooms and one photo studio. There are special rooms for chemical services which has an exhaust to suck out the chemical odour. The salon

houses a team of well-trained professionals, who drive effective client service. Sharing the brand's USP and future plans, says Shine Janarthanan Shriyan, Salon Director, "Navi Mumbai is the upcoming new city which needs professional salons and we have managed to fill the void. We excel in hair, make-up, beauty and nail services and also take up shoot projects. We already have two family salons and one ladies salon in Vashi and by 2025 we aim to expand to at least 10 more branches which will be spread across Navi Mumbai."



**Colour combination:**  
Black and grey

**Products used:**  
L'Oreal Professionnel for hair; Babor and Remy Laure for skin; Bomb and Bluesky for nails

**Lights:**  
Warm LED

**Flooring:**  
Kota stone

**Architect:**  
Viki Thakkar



**Contact person:**  
Shanthi Janarthanan and Shine Janarthanan Shriyan, Salon Directors

**Address:**  
Bombay Annexe Building, Shop No. 34-35-36-37, Sector 17, Vashi/ Palm Beach Galleria, Shop No. 104, Sector 19D, Plot No. 17, Palm Beach Road, Vashi, Navi Mumbai, Maharashtra - 400703

**Phone:**  
+91-9702402402  
+91-9819249752

**Website:**  
www.mmtimemachine.com

Delhi

## Bespoke Makeup Studio by Anindita Chaudhary



**Owner:**  
Anindita Chaudhary  
**Address:**  
B-1 First Floor, Saket, New Delhi - 110017  
**Email:**  
info@makeupbyanindita.com  
**Phone no:**  
011-45630896

**Colour Combination:**  
Shades of brown and white

**Products used:**  
L'Oreal Professionnel and GK Keratin for hair; O3+, Casmara and Biotique for skin; Huda Beauty, Anastasia Beverly Hills, Nars and Kiko Milano for make-up

**Lighting:**  
Warm and white LED lights

**Flooring:**  
Italian marble

**Architect:**  
The studio is designed as per the personal tastes and preferences of Chaudhary and executed by private contractors



Bespoke Makeup Studio by Anindita Chaudhary is situated in Delhi's centrally plush locality of Saket. Designed in the area of 450 square feet, it is a spacious studio that allures you to experience pampering in beauty and spa treatments. The studio offers a wide range of salon and beauty services. The studio features Victorian hues by way of floral wallpapers and shades of brown and white. A lot of indoor plants have also been added for the sustainability factor, as revealed by the salon owner, Anindita Chaudhary. She further shares, "We have kept minimal use of plastic



and other non eco-friendly products. We use towel warmers to reduce wastage of water and an electric steriliser to sanitise our tools and other small equipment." While sharing the future plans, says Chaudhary, "We are coming up with international chains of the studio in the near future and will also explore the academic side. Also, there is a lack of formal training in make-up artistry and hairstyling in our country. So, we plan to partner with international make-up schools to impart education in India."

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# Client Retention Delightful Offers

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

## **Head Turners Sports Salon, Kolkata**

The salon is offering nail care package including, nail art for both hands, permanent nail extensions with gel, gel nail paint with glitter and free refilling for next visit at a discounted price of ₹1,999. The actual price of the service is ₹3,000.

## **Cut & Style Salon, Delhi**

Get global hair colour service at an offer price of Rs3,199. The actual price of the service is ₹5,000.

## **Azo The Salon & Spa, Mumbai**

The salon is offering a package including Glow Facial, bleach, manicure, pedicure and full waxing at a discounted price of ₹4,499. The actual price of the package is ₹3,500.

## **Belle Salon & Spa, Bangalore**

The salon has on offer a smoothening or straightening service for mid-length hair for ₹3,899. The actual price of the package is ₹4,500.

## **Strands Lounge, Chandigarh**

Get body polishing service at a discounted price of ₹899. The actual price of the service is ₹1,499.

## **F Salon, Jaipur**

The salon is offering basic Dermalogica facial at a discounted price of ₹2,999. The actual price of the service is ₹4,000. 📌



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**EASY.**

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## Seasonal Woes

### Damage Control Recommended by Experts

Environmental aggressors are continuously wreaking havoc on our hair, scalp and skin, and the change of season makes it worse. *Salon India* speaks with experts, who suggest specific measures to combat the concerns

**S**o, the common question is what is on the check list for the forthcoming months; the answer: expect a lot of damage control. Goes without saying that as the weather changes, from excessive moisture to now dryer, our hair and skin take quite a beating. The sweat-inducing air not only leaves a sheen of perspiration on your face, it also puts a dampner on just-washed hair. Stickiness is uniform to skin and scalp, while your tresses takes a flat, unkempt blow, whereas excess oil on the skin leads to uninvited outbreaks and infections. For the unfortunate few, frizzy hair is a challenge that needs effective and long-lasting care. There is a lot of stress on promoting weather-appropriate treatments and products especially designed to combat weather-inflicted humidity. Salons and brands are doing their best to create services and products that address specific concerns. Experts suggest keeping the scalp as clean as possible. For skin, brands are including acne control and anti-tanning products in their portfolio as these concerns, too, are on the rise. Top brands like L'Oréal Professionnel, Sebastian Professional, Wella Professionals, Schwarzkopf Professional, and others, offer detox spas for damaged hair, hair fall rescue, frizz control, and deep conditioning services. Unclogging pores, treating dandruff, and fighting frizz are the usual suspects, however, salons now have a personalised approach as well. 'Get to know your client's specific needs to give them the most effective service they deserve' is the popular motto. Tailor-made skin and scalp treatments that first evaluate the specific issues of a client and then suggest the proper course action to combat them, would not only yield better results, but also instill a personalised experience. Personalisation has unmatched appeal in any business and the hair and beauty industry is no different. Let us find out the view of experts on the matter...



▲ T to B:  
Dhruv Abichandani,  
Dr Blossom Kochhar and  
Heena Dalvi

### Dr Blossom Kochhar

#### Chairperson, Blossom Kochhar Group of Companies

*Importance of offering weather-specific treatments:* For this monsoon, we have come up with Blossom Kochhar Aroma Magic Yoga facial. It helps to stretch your facial muscles, increase the elasticity and Collagen in your skin. In this season, your lymph nodes get clogged and the skin becomes sluggish, and so, this facial will help you unclog it and make it appear relaxed.

*Increasing business with these treatments:* During monsoon, the clients have problems like clogged pores, so this treatment will help in exfoliating and scrubbing off all the dirt and give them a happy glow. Positive results lead customers to come back to you again and again. Also, introducing new non-invasive treatments and methods also attracts new customers.

*Increase in footfall:* Yes, of course, it increases the footfall because who would not like to experience a different facial that gives glowing

skin. Today's hectic life and weather changes have affected our skin. Hence, people are always looking for new techniques that are harmless and give desired results.

### Arti Vaid

#### Vice President, Levo Spalon

*Importance of offering weather-specific treatments:* Hair fall and frizz control treatments keep the hair healthy and groomed through this tough season. There are a multitude of brands which have such product offerings. For skin care treatments, focusing on reducing excessive sebum production and acne control, which are the two common skin care concerns, are also emphasized upon during this period. Dermatological intervention may be required in some severe cases. The treatments can be customised as per the client's requirement and one can opt for hair spas, Keratin and bond repair treatments. Then we also suggest appropriate home care products.

*Increasing business with these treatments:* Salons can definitely increase profits and footfalls by increasing awareness amongst the clients for weather appropriate skin and hair care. This will actually address their needs and requirements, and thus, the client will feel motivated to take up these treatments at the salon.

### Dhruv Abichandani

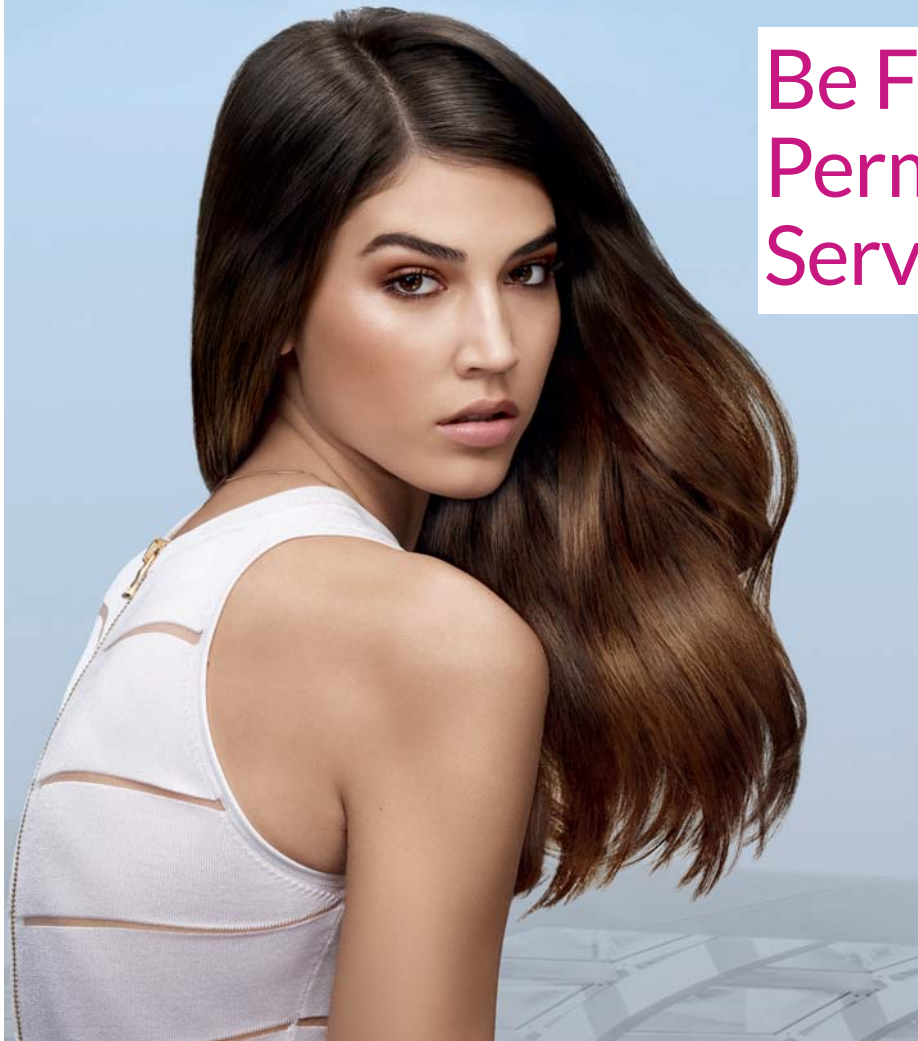
#### L'Oréal Professionnel Dream Team Member

- ▶ Use a frizz control leave-in conditioner, like a Liss Unlimited or Liss Control. The humidity generally makes the hair frizzy. The use of these two products will help combat the issue.
- ▶ Avoid haircuts that require a blowdry. It will not last in the rains and instead fall flat.
- ▶ Avoid colours that bleed.
- ▶ Wash your hair more frequently. Sticky scalps lead to scalp problems.

### Heena Dalvi

#### National Creative Director - Hair, Lakmé Salon

- ▶ Make sure you wash your hair regularly. Due to the high oil secretion and formation caused by the humidity present, your hair can look flat at the roots.
- ▶ Use anti-bacterial hair shampoos and cleansers for the scalp, as they help fight fungal and bacterial infections.
- ▶ Rain water is usually acidic and dirty, so if you get wet in the rain use a protective leave-in product and dry your hair using a dryer. The product will form a protective layer on your hair and shield it from the damage rain water can cause.
- ▶ Avoid tying your hair while it is wet, as it will lead to hair damage and emit a bad odour. Use a good deodoriser like TIGI After Party to make sure your hair always smells good.
- ▶ Do not dry your hair by rubbing a towel vigorously against it, as this will lead to hair breakage. Dab your hair with a towel instead and squeeze out the excess water.
- ▶ Wet hair is vulnerable to breakage, so avoid using a brush to comb it until it is semi dry. 🌀



# Be Festive Ready With Permanent Straightening Services by MATRIX

Get glamorous straight hair in minimal time with Opti.Sculpt and Opti.Straight by MATRIX, powered with latest technologies

It is that time of the year - a perfect blend of great weather and festive fervour. The celebrations are in full swing with weddings, feasts and occasions in abundance. With such a packed schedule, a perfectly groomed hair-do to compliment gorgeous traditional ensembles, will be a boon. A glamorous, ready-to-go, straight hair look is the perfect solution for all the hair styling dilemmas clients face. It is easy to maintain, saves time and helps to avoid excessive use of heat styling tools.

This festive season, let your clients choose from the two permanent straightening services by MATRIX, Advanced Shaping Service by Opti.Sculpt and Natural-Soft Straight Service by Opti.Straight. These services are developed to result in beautiful, straight hair that falls uniformly through the length and can be easily fixed in minimal time.

## ADVANCED SHAPING SERVICE BY OPTI.SCULPT




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

The service is available in three strengths depending on hair type:

- Normal:** For fine to medium hair.
- Resistant:** For thick and curly hair.
- Sensitised:** For brittle or chemically treated hair.



## HOME CARE RANGE

MATRIX offers the Opti.Care Smooth Straight range, a specialist post-straightening hair care range designed to maintain the results of straightening services. The range includes a shampoo, conditioner and serum. 

## NATURAL-SOFT STRAIGHT SERVICE BY OPTI.STRAIGHT



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

The service is available in two different strengths depending on the hair type:

- Normal:** For fine to medium, chemically treated hair.
- Resistant:** For thick, curly hair.

These services are available at all MATRIX salons across India.

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# Biolage Advanced Scalppure by MATRIX

## Combat Scalp Concerns for Healthy Hair

With the breakthrough combination of Bergamot and Zinc Pyrithione, the Biolage Advanced Scalppure range is tailor-made to fight varied scalp concerns to provide deeply nourished and healthy hair

When it comes to hair care, clients mostly look for regimes for long and healthy hair and neglect the ultimate source of nourishment for hair, the scalp. Also, excessive heat and product styling soaks up the oil from scalp, making it dry and unhealthy. Prolonged exposure to sun and pollution further damage the roots, making it prone to other scalp problems resulting in unhealthy hair.

The three most common hair concerns are dandruff, hair fall and damaged hair. These concerns need tailored solutions owing to their different adverse effects on the hair. While hair fall and damaged hair are hair concerns, the most common problem, dandruff, is a serious scalp concern. An unhealthy scalp is either too dry or too oily and can cause dandruff, oiliness, itchiness, sensitivity and perspiration.

### BIOLAGE ADVANCED SCALPPURE

MATRIX, the world's leading American professional brand offers a professional targeted solution to help tackle your client's scalp concerns with Biolage Advanced Scalppure, the first multi-corrective solution for 72 hours of scalp balance. Combining nature and molecular science with Bergamot and Zinc Pyrithione, Scalppure combats various scalp concerns such as dandruff, oily or greasy scalp, odour and itchiness. It cleanses the distressed scalp and delivers visible results.

**Key ingredients:** Bergamot is a citric fruit that has purifying and disinfectant properties to keep the scalp clean. It naturally soothes irritation and regulates excess scalp oil production. Zinc Pyrithione is a powerful anti-dandruff and anti-bacterial agent that helps the scalp by normalising skin cell production and reduces the chances of dandruff.

### THE RANGE

The Biolage Advanced Scalppure range comprises of four products.

**Scalppure Clarifying Scalp Scrub:** MATRIX's first ever pre-shampoo Clarifying Scalp Scrub removes visible flake build up after every use. Silicon free, it is powered with Zinc Pyrithione and Apricot seeds. It gently exfoliates and effectively scrubs away unwanted impurities, leaving the scalp unclogged.

**Scalppure Dandruff Control Shampoo:** A deep cleansing shampoo, it controls the appearance of visible flakes and relieves scalp irritation with continued usage. Menthol helps balance the scalp, leaving hair clean and healthy. It is also suitable for colour-treated hair.

**Scalppure Complete Solution Conditioner:** This complete solution conditioner is a multi-correcting conditioner for all types of scalp as well as hair. It helps target key signs of scalp distress and deeply nourishes the hair fiber for smoother, supple hair.



#### Scalppure Complete Solution Scalp Serum:

The first multi-correcting scalp leave-in serum treats dandruff, oil, odour, itchiness, stickiness and clogged scalp. It is powered with ingredients that help reduce excess sebum and instantly soothe and hydrate the scalp.

### IN-SALON SERVICE

With the breakthrough Biolage Advanced Scalppure Range, MATRIX offers two in-salon treatments:

#### The Scalppure Anti Dandruff Treatment:

It comprises of all the four products/steps (scrub, shampoo, conditioner and serum) in the Scalppure range and is a complete solution to tackle dandruff.

**The Scalp Detox Service:** In this service, the unique Scalppure Clarifying Scalp Scrub and Complete Solution Scalp Serum are added to any Biolage BioSpa service to give clients a scalp detox while addressing their hair care needs.

Give your clients a complete scalp detox with Scalppure treatments and recommend the home care range for better results. 📌

*The Scalppure treatments are exclusively available at MATRIX salons across the country.*

# The Colour of Fall

## Recommended Styles

Salon India speaks to a panel of professionals on the hairstyles that will define Fall/Winter 2018

**A**utumn winter may be the most pleasant to be outdoors, but when it comes to styling your hair and make-up, you really have to keep a few fundamentals in mind. Keeping it 'natural' and 'fuss-free' is the key to survive the season, as revealed by industry gurus. Fashion weeks across the globe are following the same philosophy by featuring a medley of fresh yet wearable, simplistic styles. While colourful eyeshadows reign supreme with Ombre, it is all about texture for the hair. Here is what the salon gurus have to say on the prominent styles that one can adapt on their clients depending on their looks and style.

“The trends observed at the beginning of the year will continue. Cutting is freestyle, using the scissor to give 'character' to the hair, and the finish is almost made to look like you are 'coming in from, not going out to a party'. It is all about playing with the texture of your hair. Very wash-and-go with natural movement. The layers are more seamless, free flowing and invisible. The colour techniques are free and unstructured as well, keeping with the direction the hair is in. It is about creating bespoke haircuts keeping in mind the length and texture of the client's hair, their lifestyle, weather conditions, and likes and dislikes.”

– **Adhuna Bhabani**, Founder & Creative Director, BBLUNT

“In my opinion, there are two broad trends: Big and bold and soft and playful. Big curly hair. Bright loud colours or classic haircuts. Understated colours. To further experiment with these a little, try mixing and matching the above!”

– **Natasha Naegamvala**, Director, Nalini of Nalini & Yasmin Salon

“In hair, it is going to be all about embracing 'natural'. No-fuss textures with fresh, interesting haircuts, un-done and effortless styles. Low-maintenance short cuts, easy bangs, enhanced textures and blunt bobs. We are seeing long, relaxed styles and middle parts or a deep side part make a comeback, as well.”

– **Nikhil Sharma**, Senior Art Director, Adara Beauty & Wellness Salon & Spa

“Trends may change, but your own personal style is timeless. Thus, the season is going to be about hair looking very natural and organic. Healthy hair is always in fashion, so maintain the length with regular trims and spas will be in. Natural cool tones, sandy panels of colour, global placements, and sparkles of tiny highlights will keep you trendy. If you are an adventurous colourist, be prepared to move away from pastel pinks, lilacs, peach, and pale tones. Welcome the shiny blues, sea greens, dark silvers, deep reds and black. Styling is again natural for hair down. Soft messy waves, straight ends, textured roots and medium volume. Hair up will be very popular. Messy top knots, textured top knots, simple plaits, basically very 'DIY'.”

– **Elton Steve Vessoaker**, Art Director at Hairmasters Salon







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# Look and Learn With Vipul Chudasama



L'Oréal Professionnel India Creative Ambassador, Vipul Chudasama recently conducted a look and learn session to showcase the Parisian Chocolat Color Collection. The one-day mega show, attended by over 800 hairdressers, focused on the importance of hair education for a successful career in the industry. A sought-after educator who stresses on creating benchmarks in the hair industry, Chudasama travels across the country to familiarise their salons with the latest techniques and products. The attending hairdressers at the Mumbai show were given an opportunity to understand how inspiration can be drawn from trending styles and implemented for a customised experience.

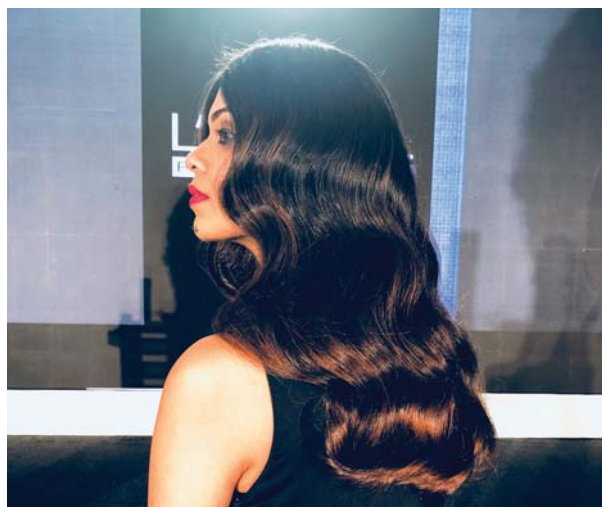
## EXPERT TIP

In order to reach a wider audience, Chudasama recommends hairdressers to dip into the advantages of social media. He shares, "The online presence of an individual hairdresser or a salon can have a massive influence on its target audience and help grow the client base. Visibility and influence are haloed terms in effective marketing today, and putting them to good use could help hairdressers establish a name, sooner than expected."

Apart from a keen eye for trends and a passion to learn through observation, he further advises hair professionals to participate in platforms such as the forthcoming Indian Hairdressing Awards (IHA). 📌



## LOOK BREAKDOWN



Apart from the theoretical knowledge, the masterclass also trained the spotlight on eight hairstyles promoting the L'Oréal Parisian Chocolat Range. The looks were presented with variations in textures, swirls and waves. Here is an exclusive break-down of one of the looks:

**STEP 1:** Make a profile parting.

**STEP 2:** Start from the nape by taking diagonal forward sections till the crown area.

**STEP 3:** Consider the size of the tong for appropriate movement. Remember, smaller the tongs, tighter the result of waves; bigger the tongs, softer the result of waves.

**STEP 4:** Comb or brush the entire hair after styling with tongs.

**STEP 5:** Fix the style with L'Oréal Professionnel finishing styling products.



## Golden Rules of Market Presence

by **Rajul Chaturvedi**

*Rajul Chaturvedi is a consulting expert and author.  
Views expressed are personal.*

It is time to address the issue of professional beauty brands fading too soon from the Indian market. The market offers a plethora of Indian and international products, good products vanish from the shelves. Beauty entrepreneurs are obsessed with their products or concepts and tend to ignore the importance of investing in a robust distribution, infrastructure or technical education. These brands try to use all sorts of shortcuts to build their brand image to eventually fall flat. On the other hand, foreign brands are replicating the European strategy of offering deep discounts in India, failing to understand that the Indian market is a different cup of tea.

The professional beauty products market can be broadly categorised into three segments such as, global professional beauty brands, locally manufactured professional brands and qualitative smaller international brands. Also, in India, the professional beauty market is a congruence of professional brands, salon product distributors, technicians and education academies. With a handful of global brands monopolising the professional beauty services sector, India is in constant need of better products, better technical manpower and more specialised education and infrastructure. Meaning that there is a greater opportunity for all, the smaller international companies need to understand the complexities of distributing in India and hence, the best chance lies in supporting the Indian distributors in making their brand bigger.

On one hand, global brands with deep market penetration target rural areas as they can afford the distribution costs. Their hefty investments go into building brands and perceptions as a certain quality standard is mandatory. They are difficult to match, but have their own problems, leaving gaps for all. On the other hand, domestic companies are investing heavily in innovative brands, producing qualitative products and establishing a distribution infrastructure. It is an uphill task as doing all this at the same time is not easy. What gives the Indian brands some edge is the low cost of production which ensures enough margins to absorb the cost of a sales infrastructure and marketing. The one big mistake that domestic companies make is finding cheaper shortcuts for distributing the brand. Anyone who compromises in building a robust distribution infrastructure is bound to fail irrespective of high investment or quality of the brand.

The third category of brands, the small scale international professional segment player must also look for a good established distribution partner, right product mix for the Indian market and constant investment in education for successful venture in India. An established distribution house needs to have a sales and distribution infrastructure, a qualified technical team and the financial strength to invest in a new brand without disturbing their current operation. Also, they should look at adding a new business, preferably a new segment and invest in it for the next one to three years, before looking for any kind of profit. An established business house looking for an entry into the professional segment is also a good idea. Secondly, the right product mix is important as the market is overcrowded in certain segments with products piling on to each other. This is resulting in negative and unhealthy competition and ultimately resulting in many brands vanishing before making any mark. Most of the products are of inferior quality, without much tech or sales support, finally end in the bin. Hence, each segment needs to be studied carefully and only then result into an offering. Remember the more niche your offering, the deeper your pocket needs to be.

Finally, the success mantra of any professional business is education. More investments in education will translate into technically sound and efficient salon technicians, thus resulting in more sales and a successful brand image.

Having mentioned the above three factors, it is imperative for international brands to participate in building the Indian business as the Indian partner may not be able to do so on his own, however big he may be. Get professional help, people and companies who specialise in setting up sales and distribution infrastructure, some even run it for you. You will have one less worry and the time saved in establishing the brand successfully will save millions and a possible failure in India. 📌



## Abhinav Gandhi

# Work of Art is for an Eternity

Abhinav Gandhi's dedication towards his work makes him stand out amongst the rest. As Director and Owner of Toni&Guy Salon, Faridabad, Gandhi has single-mindedly focused on generating substantial business for the salon and growth of his team

**K**nown for his precise cuts and colouring techniques, Abhinav Gandhi, derives inspiration from the elements around him. An alumnus of L'Oréal Professionnel International Hair Academy in Mumbai, he has aced the craftsmanship by having trained at the prestigious Vidal Sassoon.

### The prep

I am the first in the family to take up hairdressing. As a teenager, I wanted to dabble in fashion, but did not have enough clarity. Someone suggested I should try my hand at hairdressing, and that is exactly what I did. I enrolled myself at the L'Oréal Professionnel International Hair Academy, and feel, I made the best decision of my life.

### Hairdresser to entrepreneur

My journey has been incredible, in fact, my life has turned 360°. My first job was that of an intern (assistant hairdresser) at Hakim Aalim's and then I joined Toni&Guy. From this point onwards, I worked with L'Oréal as their technical trainer for five years, where I travelled across the country imparting education to over 5,000 hairdressers. In 2005, I joined the Vipul Chudasama Academy & Studio where I fine-tuned my skills. Following a year, I moved to Delhi and joined Toni&Guy as their Style Director and Trainer, where I was responsible for training the staff, dealing with the

top clientele, and so on. Having worked at some of the best salon brands, I felt it was time to have a salon of my own. So, in 2017, I took the Toni&Guy franchise in Faridabad.

**Salon industry then and now**

In the last decade, we have made amazing progress, but have long way to go. A decade back, there were either barber shops or parlours, unisex salons did not exist, except for a handful high end ones in Mumbai and Delhi. The



- ▶ *Short versus long hair:* **Short**
- ▶ *Burgundy versus Copper:* **Burgundy**
- ▶ *Ombre versus Colour Melting:* **Balayage, Ombre**
- ▶ *Editorial versus Fashion shows versus Celeb Styling:* **Editorial and fashion**
- ▶ *One hairdresser, you follow on social media:* **Laurent Decreton, Darren Fowler, Christophe Gaillet, Vipul Chudasama, Anthony Mascolo, Trevor Sorbie, and more.**
- ▶ *Celebrities you have worked with:* **Aishwarya Rai Bachchan, Shibani Dandekar, Isha Talwar, and Vijender Singh, to name a few.**



Indian society has changed tremendously in the last five to seven years; the internet and social media has made clients more aware, and they are now willing to spend on personal grooming. Salons believe in education; online content on hairdressing has created global awareness for hairdressers, as well. As far as product development goes, the quality has improved and there is variety, which is great for a modern-day hairdresser. Today, it is wonderful and I am privileged to grow with it. From the industry, I truly admire Vipul Chudasama for



his precision and dedication; Darren Fowler for his charisma, charm and training capability; and Christophe Gaillet for his incredible artistic vision.

**Techniques to adopt**

I somehow, like to always keep it simple and not overly complicate a hairstyle! Remember, a classic is forever. The more natural you keep the texture, enhancement techniques are more useful. For instance, instead of highlights, use free hand painting, and customise and cut according to the natural hair type to define the texture.

**Rules to live by**

Even though I am a trained professional and have always taught myself and others that rules are important as that is how you learn. Keeping that in mind while I stick to the fundamentals, sometimes if you know the rules well, you can break some without causing any damage.

**Advice for aspiring hair artists**

My advice is observe your senior, be technically strong, humble and patient; surely success will come to you. Patience is key! 📌

## Market Watch | Hair Care

### Shampoo and conditioner by Paul Mitchell

Irrespective of one's hair type; curly or straight, short or long, thick or fine, hair can be left dry, dull and damaged due to the environmental changes. Paul Mitchell's Awapuhi Wild Ginger range provides moisture balance, repairs vulnerable hair, delivers intense hydration and enhances the shine. The MirrorSmooth Shampoo is a rich foam that works to restore the hair's optimal moisture balance. This also helps replenish moisture, smoothen the cuticle and boost shine. The MirrorSmooth Conditioner helps prevent frizz, while protecting from thermal damage. It instantly hydrates and detangles at the same time creating a shiny and reflective finish.

**Price:** ₹2,160 for 250ml shampoo

₹2,160 for 200ml conditioner

**Availability:** Hakims Aalim, November Rain, Honey Lulla in Mumbai; Looks Salon in Delhi



### Hair straightener by Vega

Vega Trendy Hair Straightener gives you silky straight hair with Triple Protection. It heats up in 60 seconds and you can choose from five heat settings and set the right temperature for your hair type. Ceramic coated plates allow even distribution of heat and protect hair from heat damage. Floating plates prevent tugging and pulling of hair to minimise hair breakage. It has an easy lock system and 360° swivel cord.

**Price:** On request

**Availability:** At retail stores



### Hair straightener by Berina

Most of us are not gifted with straight hair, however, with Berina Hair Straightener, even extremely curly hair can be smoothened with ease. It is a revolutionary product that straightens hair perfectly even at low temperatures without damaging them. Built to provide instant styling, the straightening iron heats up in a quick duration of 30 seconds, thereby saving time and effort. Also, vibration on the heating plates aids the straightening motion and allows hair to glide effortlessly through the plates without any snagging or pulling, for a smooth finish.

**Price:** ₹5,000

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

### Hair dryer by Dyson

The Dyson Supersonic 23.75 karat gold hair is designed by James Dyson. It is gold leafed using the traditional hand-gilding method and is the first of its kind. Every cap is hand gilt in 23.75k gold. It is fast and focused as the motor is in the handle, so, there is space in the head for Air Multiplier technology. The jet of air that exits the loop creates an area of low pressure, which draws in surrounding air through inducement and entrainment. Air is drawn in by the motor and then amplified three times. It produces a high-pressure, high-velocity jet of air for fast drying and styling. It helps protect natural shine and protects hair from extreme heat damage. There are four heat settings, including a cool shot and 'always cool' option, and three airflow settings. Dyson engineers have designed three magnetic attachments – a styling concentrator, smoothing nozzle and diffuser – to further control airflow, allowing people with different hair types to achieve a range of styles.

**Price:** ₹37,900

**Availability:** [www.dyson.in](http://www.dyson.in); Dyson Demo stores in Delhi and Bangalore



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# The Bridal Season

## Artists Break the Glass Ceiling

by Aradhana V Bhatnagar

The Indian bridal market, known to be the largest after USA, is pegged at ₹35,000 cr with a CAGR of 20 per cent. The bridal season which lasts from September to February, is typically the busiest time of the year and our stakeholders prepare well in advance for it with fervour and enthusiasm. From brand's extending their portfolios in hair, make-up and skin, hair and make-up artists aceing their game with unconventional and innovative trends and techniques, spas and dermats offering special bridal services, it is an exciting time for everyone concerned. Needless to say, with so much investment and energy behind it, the business is inversely bursting at its seams

**K**PMG Report in 2014 states that the \$54 bn wedding services market is a huge opportunity as 10 to 12 mn marriages take place every year. To understand how young Indians are planning their own wedding, a renowned matrimonial website undertook a survey wherein 9,246 people from within India had participated online. The survey revealed that 20.6 per cent of women were planning to spend ₹10 to ₹20 lakhs on their wedding, while only 11.2 per cent of men were spending the same amount; however, it also shared that 6.1 per cent of women respondents said that they were willing to splurge to the tune of ₹20 to ₹40 lakhs! Let's hear more about it from our industry experts...





## WELLA PROFESSIONALS INDIA

Nitin Manchanda, Creative Director



**View on the bridal season:** The bridal season in India is always booming. It is the one time in a year where consumers go all out with the next new look to sport or do colour touch ups. Consumers, today, are aware of global trends due to the invasion of social media and are always demanding a new look. The Indian bride has also evolved and is moving away from traditional looks. They want the hippest colours, innovative hairstyles, and more. The bridal season is one of the most exciting time for our stylists since they get to showcase their talent to the fullest.

**Offerings for the bridal season:** September to December is typically high footfall season for our salon partners. It is also the number one occasion for women to colour their hair. To gear up for this season, we have launched a colour collection where we took five brides from different parts of the country, each with a unique personality and created colours for their ideal look.

**New products:** There are no new products as such, but yes, the five looks as a part of the collection are there. Salons can leverage and get more women to agree to colour their hair. Of course, care is extremely important and we encourage our consumers via our salons to pick the right at-home care products to keep that colour going!

**USP:** Wella Professionals offers a wide range of care and styling products. We have products to make your hair luminous, frizz-free and some are designed specifically for those with coloured hair. Our most recent launch was the new Wella Professionals Fusion range which makes your hair soft and strong.

**Marketing and promotion activities undertaken:** In the age of Instagram and YouTube, we work closely with beauty influencers to drive awareness and education. We also use media platforms to



create interesting consumer connect ideas which has been successful, so far. We run regular contests, product giveaways, get our influencers to experience the products and services and help them guide their followers on any query related to hair care, styling or colour.

**Challenges faced in promotion:** It is amazing how much of social media one can depend upon for promotional measures! All of our promotional activities are led on digital and social media. Not only can one anonymously look for one's requirement, but the digital age has made it easier for one to click and buy. The content on social media is visual, which creates curiosity in the mind of the consumer.





## SCHWARZKOPF PROFESSIONAL

Najeeb Ur Rehman, PPS Director, Schwarzkopf Professional, Henkel Beauty Care India

**View on the bridal season:** Every year the bridal season is getting bigger and bigger and has become like a festival. The entire fashion industry, be it clothing, accessories, hair and make-up wait for the occasion. Every new collection is launched during this season. Everyone wants to look different for the season and that is the demand of the market. We launch the season's collection called Essential Looks wherein we come out with the latest collection of haircuts, colours and styling, along with other special premium launches. This year, we have Dusted Rouge where there is bouquet of red, copper and violet with a styling pattern which is elegant and extremely wearable.

**Offerings from the brand:** At Schwarzkopf Professional, we have geared up not only with our newly launched collection with Dusted Rouge, Beyond Borders and Real Me for the latest in cuts and colours, but we have something new for scalp, hair care and styling through Osis, as well.

**Haircuts to expect:** Dusted Rouge, Beyond Borders and Real Me – the looks from the Essential Looks collection.

**Recommended hair colours:** Shades of red, violet, copper and brown.

**New products:** New Essensity Shades, Scalp Genesis, Igora Royal Reds and Violets and Osis Grip.

**USP:** Essensity has organically derived ingredients and is free of ammonia, artificial

silicons, parabens, and oils; Scalp Genesis, especially designed for oily and sensitive scalps, and concerns such as hair thinning and dandruff, works on the roots and the hair stem code; Igora Royal Reds and Violets have a high definition technology and offers double conditioning and caring and true to tuft colour results; and Osis Grip offers maximum control to keep hairstyles intact for longer time. It acts as a base for any hairstyle, removes frizz and lends complete control.



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# L'OREAL PROFESSIONNEL



Preeti Singh, ID Artist

**View on the bridal season:** It is the most awaited season of the year. Hairdressers, make-up artists, beauty professionals, designers, event planners and anyone and everyone connected to this industry are the busiest around this time of the year. The prep however, starts much before as we come up with new ideas and trends and plan for the upcoming bridal services. It is exciting as we get to put into action our creative plans.



**Hairstyles and cuts to expect:** In terms of cuts, I like to plan at least six months in advance, if the bride-to-be wants a long hair do, or else we work with hair extensions, if we do not have enough time. Most of the brides I work with want to experiment with different kinds of upstyles and combine current trends with a bit of retro styling. We are seeing the 80s and 90s fashion coming back when it comes to clothes. So, hair is designed based on what he/she is wearing. I like to contrast the hairstyle with the clothes to make it more modern.

**Recommended hair colours:** Definitely something that suits the skin tone. I advise a lot of my would-be brides to choose from different techniques of highlighting, as it adds definition to the cut and the style.

**Innovation added:** It is not really an innovation, but I tell my brides-to-be to start

taking care of their skin by eating healthy food, like a lot of greens and drinking lots of water instead of only depending on products. I believe products should be used to enhance hair and skin, but you cannot expect them to do magic in a short period of time.

**Preferred products:** I love to work with L'Oréal Professionnel products. For skin, I like Kiehls, Dermalogica, Charlotte Tilbury and Kama Ayurveda. For make-up, I use Bobbi Brown, MAC, Dior, Kryolan, and many others.

**Challenges faced in catering to the bridal season:** Sometimes the client's expectation is far from reality. The challenge is to then come as close to it as possible. It is hence, important to have conversations and consultations necessary to set the standard before one takes up the job. Sharing reference images help to make sure everyone is on the same page.

**View on the bridal season:** The bridal season is a great opportunity for stylists to step out of their routine of colour, cut and style and make someone look extra-ordinary on his or her special day. That it brings in extra revenue to the salon is a bonus! However, to do justice to the service, one must surely be an expert in upstyling, not just cut and colour.

**Hairstyles and cuts to expect:** I personally recommend keeping long layers because that makes it easier for the bride to put them up. Usually a classic chignon is the best for an Indian bride, but you can also play with texture to keep fashion in mind. Grooms can have a sharp haircut to match several events and different outfits. Short sides and back with medium length on the top will allow the groom to have a different hairstyle each time.

**Recommended hair colours:** Natural sun-kissed colours as they work well with Indian skin tones. I feel, a softer approach to colour is better, so, go for light caramel, hazel or

chocolate browns or dark blonde in shades like 6.13, 7.23, 5.12, 5.52, and 7.35. They are my personal favourites for this season!

**Innovation added:** Did you know that shampooing and treating the hair before styling will give great results is a myth? Unwashed hair give the best control during upstyling and so, is a practice followed by many hairstylists. If we shampoo the hair and use appropriate products for styling, we can mould the hair according to our will. Products like Techni.Art Scruff Me, Constructor, Volume Lift and Full Volume mousse give good control.

**Preferred products:** Constructor, Full Volume mousse and Volume Lift for body and movement, Elnett and Infinium for control and fixing, Liss Control, French Froissé and Siren Waves for that added shine.

**Challenges faced in catering to the bridal season:** Social media has become a rage, but clients fail to understand that copy paste is not the best decision to make. Consult



Sumit Malkotia, ID Artist

with the stylist for your special day, as they recommend styles and colours according to your face shape and skin tone. It is important to remember that a style that looks nice in the picture may not necessarily look the best on you.



Karan Deol, ID Artist

**View on the bridal season:** Personalisation has made its way into every aspect of a bride. They like to show their unique personalities and styles through hair, skin and make-up. The wedding is not only the highlight of the year, but a highlight of a couple's life and now they ask for what they truly want, be it a haircut, colour or upstyling.

**Hairstyles and cuts to expect:** Braided buns, tousled hair, soft loops and scattered pearls lend a natural appeal to the hair. You can never go wrong with a stylish ponytail. For cut, side bangs with soft face-framing contour layers is a good option, as it fits in every kind of styling pattern.

**Recommended hair colours:** Red, caramel and brown hues, and choose from L'Oréal

Professionnel's Mix+ range to flaunt an edgy bridal look.

**Innovation added:** I connect the overall bridal image with fashion, whether it is styling or colouring. A customised accessory can enhance hair goals. I try using different textures like ribbons or threads to exaggerate the look.

**Preferred products:** Elnett for fixing, Tecni. Art Scruff Me for texture, Extreme Splash and Metallic Gloss for glossy edges.

**Challenges faced in catering to the bridal season:** Due to tough competition, one has to be updated on fashion. Today, the brides bring their own reference pictures as they are aware of the trends. So, one has to be aware to guide them correctly in terms of colour, cut or styling is important.

**View on the bridal season:** This bridal season will definitely be very glamorous with a minimalistic touch. It is exciting to see that even men have started exploring and pulling off different styles as compared to classics.

**Hairstyles and cuts to expect:** Clean buns, less volume and sleek ponytails for the cocktail event. For long hair, loose waves with minimum accessories would also look gorgeous.

**Recommended hair colours:** Hair colour is an important aspect for a bride as I believe it can make or break the look. Any colour is good, but it is important to keep in mind that it should not be in contrast with the outfit, jewellery, event, and other accessories.

**Innovation added:** I regularly update myself on fashion trends. Doing so has helped me think of creative ideas, which I add like my signature to all my styles.

**Preferred products:** My favourite products for styling are Elnett, Tecni.Art Constructor and Infinium – all by L'Oréal Professionnel.

**Challenges faced in catering to the bridal season:** The bridal season can get challenging as we are busy with back to back appointments and a delay in even one appointment can end up as a nightmare for the next bride. Managing each one's time slots and making sure the bride does not stress on her big day can get a little difficult sometimes. It is a matter of planning and executing, but in the end, it works out well.



Vaishakhi Haria, ID Artist

**View on the bridal season:** The wedding season is that time of the year when we actually work on creating a look for the bride or groom and their respective families, too. While it is the busiest time of the year, it is also very satisfying to see that smile on the bride once she is ready.

**Hairstyles and cuts to expect:** One can focus on loose, less structured hairstyles and add something pretty, like a diamond headpiece or one of the flowery ideas; and keep the hair as natural as possible.

**Recommended hair colours:** Balayage in any colour you fancy. This natural-looking style will make you look stunning and it does not look over the top, but creates an illusion of thicker, more luscious locks.

**Innovation added:** Innovation is a constant effort for every client. I believe in the philosophy 'all different each unique' as we customise each look.

**Preferred products:** Mythic Oil serum, leave-in cream to retain moisture in the hair, a constructor from the Tecni.Art range for heat protection during ironing and curling.

**Challenges faced in catering to the bridal season:** Hair is the crowning glory of every individual, and you can never deny the power of long, glossy and wavy hair. To pull off a gorgeous look, you need to follow routine hair growth tips, like change your diet, go for trims so that the ends remain healthy, and hair treatments with scalp massage or spa to keep the quality and moisture level of the hair in place.



Sareena Acharya, ID Artist



## CHERYL'S COSMECEUTICALS

Gunjan Jain, National Educational Manager



**View on the bridal season:** Every bride wants to stand out and look her best on her wedding. To look top-notch and to get that flawless radiant glow, many to-be brides visit salons, go through extensive treatments and facials. It is a busy season for skin experts and beauticians as their clients are constantly looking for different types of radiance and skin lightening treatments that will help them glow on their upcoming functions.

**Products recommended:** This season,

we highly recommend our extensive range of radiance treatments and facials that not only give a radiant glow, but also reduce dullness and help even out the skin tone. These vary from different skin types and concerns, like the O2C2 Radiance treatment that infuses oxygen into the skin and improves radiance with the help of an oxygen enzyme peel that gives double exfoliation. This can also be combined with Cheryl's OxyDerm Bleach for better results. We also recommend our clients to go for

skin maintenance post these treatments with the help of O2C2 Radiance lotion that is formulated to draw out and enhance the natural radiance and shine of the skin.

**USP:** The OxyBlast Facial uses papaya enzymes to lighten the skin and oxygen to lend radiance and glow, whereas, the O2C2 Radiance treatment is an oxygen and enzyme peel treatment, and uses two enzymes - papain from papaya and bromelane from pineapple. Both the services oxygenate the skin and add a luminous glow that is perfect for every bride.



## TRUEFITT & HILL

Krishna Gupta, Managing Director, Lloyds Luxuries Limited



**View on the season:** For weddings, grooms have recently started paying a lot of attention to their looks and so, grooming is our popular service. There is a lot of focus on beard maintenance and hairstyling.

**Offerings from the brand:** We have signature services like the Royal Shave, which is a 45 minute experience leaving the gentleman in complete luxury and a state of

relaxation. Other services are Royal Haircut, Royal Manicure and Royal pedicure.

**Marketing and promotion activities undertaken:** We believe in doing experiential marketing and going by referentials. We carry out many signature and curated events where we target the right audience. For weddings, we target wedding planners and designers. Social media is important to spread awareness

about the brand and entice a wide audience with our products. When we do market, it is mostly through social media, and rarely through other platforms.

**Challenges faced in catering to the season:** Being in a young niche, brand awareness was a challenge and explaining the experience becomes a challenge. Thus, we focus on experientials, where we get as many people to experience our services to understand better.

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## KAYA LIMITED

Rajiv Nair, Chief Executive Officer



**View on the bridal season:** When we say 'Look your best on your wedding day' to our customers, we actually mean it. Kaya aims to enable the new age confident bride-to-be, groom-to-be and their families to unlock their real beauty potential as they start a new phase of life through a wide range of skin and hair care services.

**Offerings from the brand:** Kaya offers a wide range of bridal packages that encompass skin services for even toned skin, brightening, face enhancement, laser hair removal as well as hair services for concerns such as undernourished and lifeless hair, dandruff, hair fall and hair thinning. All of these are pre-bridal services. Facials, skin brightening services, laser

hair removal, hair care services and face enhancement services are available, as well.

**USP:** As opposed to superficial solutions that give short-term results, Kaya believes in delivering customised expert solutions at the root to improve the skin and hair health, the results of which last longer. Kaya has a network of more than 150 dermatologists who consult the customer and customise the solution as per the skin and hair type and need.

**Marketing and promotion activities**

**undertaken:** For this bridal season, Kaya is collaborating with many bride-to-be influencers to help them look their best on their wedding day. We would capture their

entire journey from pre-wedding to wedding. We also have special tailor-made packages to excite them. We have been actively talking to the modern bride via our social handles. In addition to that, the bride-to-be collaboration will be promoted on multiple digital channels and in the clinic.

**Challenges faced:** Indian brides usually look for short-term solutions such as basic facials and make-up to look good on their wedding. The effect of these solutions is superficial and does not last. They are not aware of alternatives. Kaya wants to talk to these brides-to-be about its range of services that solve the concern at its core and deliver long-lasting results.

**View on the bridal season:** The bridal season is one of the major seasons in the beauty industry where

professionals can bring to the table new bridal make-up and hairstyle trends. It is a very lucrative time as the economy boosts, people are more interested in the beauty segment; it brings up the business of the smallest salon to the biggest salon. We have come up with new bridal and hairstyle trends, along with bridal and pre-bridal service packages, in all our salons. We have a massive reach, especially in North India, and all our franchise salons are doing well in Rajasthan and Punjab.

**Recommended products:** Anything that is exotic in essential oils have a precedence over other oils, like Ylang Ylang, Neroli, Jasmine, Orange Blossom and Rose. Our special bridal bouquet oils are the ones that brides look for. Facials like Gold Facial, Bridal, Diamond and Jewel are sought after in this season. Taking care of the hair is an essential part of gearing up for this season for the brides-to-be and her bride's maids. It is a must to use an oil balancing shampoo,

shine and volume shampoo, moisture boost shampoo and hair packs as per the requirement of the hair type. The hand and foot also need extra care – so it is a must to use a hand cream and a foot cream.

**New products:** We are launching a hair range which caters to dry and oily hair, and falling hair. We also have products in the range that would help you in taking care of the dandruff. We have an anti dandruff shampoo, an anti dandruff serum and an anti dandruff hair oil in the range.

**USP:** These products help the bride-to-be in maintaining her skin, hair, hands and feet. The exotic oils help in taking away her wedding jitters and bringing in the much needed confidence in the brides.

**Marketing and promotion activities undertaken:** Social media helps us to reach out to our consumers, so yes, it will play a major role in the same.

**Challenges faced in catering to the bridal season:** The challenge is that there are very few bridal dates this year!



## AROMA MAGIC

Dr Blossom Kochhar, Chairperson, Blossom Kochhar Group of Companies





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## VLCC HEALTHCARE LTD

Monica Bahl, Sr. Vice President - Operations

**View on the bridal season:** A wedding is an important life event wherein the bride and groom aspire to look their best. From facials to body scrubbing and polishing, a bride-to-be has a lot of beauty treatments on her list. Skin resurfacers, Porcelain Luxe Therapy, laser hair reduction, Ayurveda ubtan body massage, body shaping and contouring services are some of the treatments which guarantee a perfect look on the big day.

**Offerings from the brand:** With customised looks, crafted by a team of experts, VLCC understands that Indian brides from different regions and walks of lives have

diverse skin tones taking into account the climatic conditions of each location. Besides customising wedding looks, VLCC is equipped with the latest infrastructure, equipment and has a team of professionals that is aware of the latest make-up trends.

**Recommended products and services:**

VLCC offers four customised pre-bridal packages with the choicest of services, namely, The Au Natural Bride, The Silver Splendour Bride, The Dazzling Gold Bride and The Exotic Diamond Bride. These packages include one session each of a facial, waxing, manicure, pedicure, skin re-surfacer, threading, bleach, body glow

service and a hair makeover with a senior stylist, along with a deep-conditioning hair spa. These pre-bridal packages start at ₹6,999 + taxes and can be taken in multiple sittings, based on the time the bride has in hand; VLCC Skin Resurfacer Program uses a number of different fruit acid solutions to remove the damaged outer layers of skin, revealing soft supple, clear skin in just one sitting; Insta Wow is a pumpkin peel which can soothe and protect the skin, unclog the pores, remove impurities and help to control acne; Insta Dazzle is a mango peel which consists of components like Shea Butter, Mango pulp, Orange stem cells, Lactic Acid, and more, which reduce pigmentation and under-eye dark circles; Voodoo Magic or Black Peel is the perfect peel to correct superficial acne scars and improve residual acne pigmentation. In Ayurveda, VLCC offers Ubtan, Bamboo Magic Therapy, Candle Cupping Therapy, and more, for effective weight loss. VLCC is also among the first brands in India to introduce Coolsculpting, the most futuristic innovation in the field of body contouring. It is an FDA-approved non-surgical fat reduction treatment which targets and eliminates fat cells by freezing them without damaging other cells or tissues; and laser treatment for permanent hair removal; skin rejuvenation and acne for both men and women which is FDA-approved.

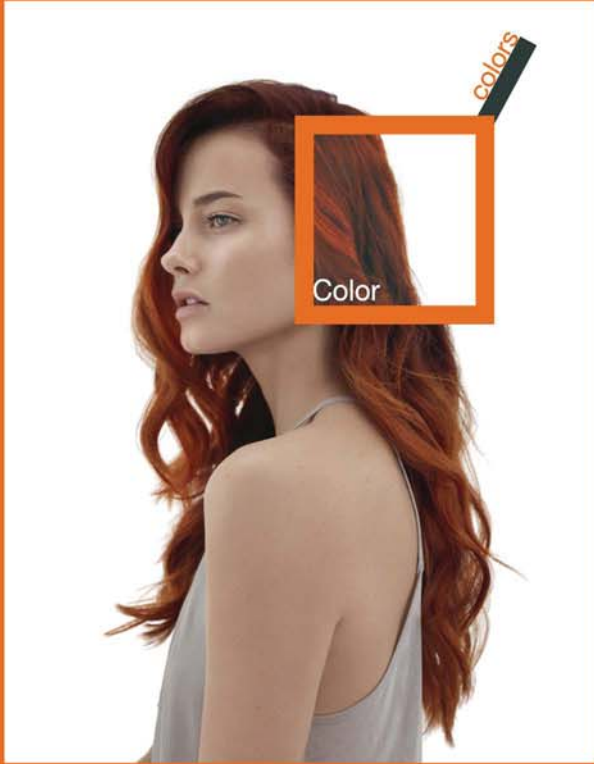
**Marketing and promotion activities undertaken:**

One of VLCC's most popular campaigns, #ShaadiKeBrideEffects focuses on marrying the sentiments and conditions of every bride-to-be with services that VLCC can offer. There are customised pre-bridal packages like The Au Natural Bride, The Silver Splendour Bride, and others, that are designed to meet your requirement. In addition, VLCC offers Prime Bridal membership to all brides-to-be, which has services ranging from the start of the bridal journey to days approaching your wedding. Social media plays an important role in influencing wedding planning. Our research says that on an average, every bride-to-be follows at least three websites or blogs. Visual content consumption is influencing purchase decisions, primarily via Online/ digital platforms.



# PIGMENTS

# ALFAPARF MILANO





## CALEE CLINIC FOR WELLNESS & BEAUTY

Roma Singh, Founder and Owner

**View on the bridal season:** There was a time when the main focus was the wedding planning and the wedding trousseau. Today, brides are not so much into heavy make-up as in the past and tend to opt for lightening treatments which require several sessions, but are natural and lasting.

**New bridal services:** In addition to our clinical procedures, Calee offers the latest in make-up, nail and eyelash extensions. What separates us from the others is that it does not end there. We take care of their future needs, too. So, for brides who want to look beautiful on their wedding day and throughout their honeymoon as well, Calee

gifts them with a quick do-it-yourself make-up tutorial, which would cover two to three looks, along with expert advice, to help you get through each day on your own!

**Pre-bridal services offered:** Calee offers a complete 360° pre-bridal solution that includes Aesthetic Dermatology or Cosmetology for Skin and Hair, Weight Loss and Permanent Laser Hair Reduction for the bride and groom-to-be's. A complete pre-bridal package is booked at least three to six months prior, as most of our aesthetic treatments require several sessions for maximum results. Laser hair reduction, advanced weight loss programmes, advanced skin treatments to lighten and

rejuvenate skin for a natural beautiful glow are popular choices. Some brides are also inclined towards advanced treatments for facial remodelling and body shaping or contouring. Calee also offers advanced hair restoration treatments for the bride or groom suffering from hair loss issues.

**Marketing and promotion activities undertaken:** We use digital and print media in 70:30 ratio. We also have a referral programme designed for our Calee Clients as there is no better way of knowing about the service levels or treatment results than from a person who has already experienced it.



**View on the bridal season:** It is big and beautiful! We love to see the fully booked columns in our appointment book. It surely is the best time for any salon.

**Bridal services offered:** At our salon, we offer bridal make-up, hairstyling services, customised pre-bridal packages, and also nail and hair extensions.

**Pre-bridal services offered:** We make customised packages catering to individual needs. This includes the body grooming services such as body bleach or d-Tan, exfoliation, waxing, customised facials, manicures, pedicure, haircut and colour and hair and scalp nourishing treatments. This starts around two months prior to the big day to ensure healthy and glowing self.

**USP:** We sit down with the bride-to-be to list some effective and specialised pre-bridal sessions plus when to get them done and some extremely important healthy regime at home to maintain the glow even after roaming for hours and hours shopping. We use the best products with therapeutic effect that provide not only body grooming, but mind wellness as well.

**Hairstyles to expect:** It is going to be

romantic, effortless luxe hair. A touch of elegance and glamour to styles that make you 'You'. Textured updos, relaxed low buns and chic ponytails are trending.

**Recommended hair colours:** Unpretentious highlights that are just two to three shades lighter than your natural hair tone are best. Good idea to go for face enhancing Balayage and Ombré that keep you away from the hassle of regular touch-ups. Keep in mind the weather, location, dresses and of course, your personality while choosing the colour.

**Marketing and promotion activities undertaken:** We will be visiting wedding shows and showcasing our work to the wedding planners, dress designers or jewellery designers, and then work on a kind of tie-up. The point is to be visible

## ELVIS & REEMA SALON

Reema Bajaj, Co-founder



to more and more brides-to-be, and then our work will speak for itself. We will be using our Instagram and Facebook pages to showcase our work and promote the packages.

**Challenges faced in catering to the season:** Everyone wants big discounts! We try to work out the best possible costing for bridal and pre-bridal packages, but we also cannot compromise on the quality of products we use. We rather choose more premium products for this big event than any other day.



## L'OREAL PARIS MAYBELLINE NEW YORK NYX PROFESSIONAL

Stafford Braganza, National Education Manager



**View on the bridal season:** Brides will be going for red and burgundy with hints of gold and bronze keeping with the Indian tradition. There will be a focus on highlighting and strobing.

**Make-up looks to expect:** Eyes will have a soft look with thick eyeliners, winged tip or wedged liners. NYX Professional Makeup offers That's The Point Eyeliners, which is a range of felt tip liners with different tips to help you create any look you desire. The focus will be on lips. Go for a bold lip with soft eyes. Brides, who want to play up the eyes, can go for gold and bronze and go nude for the lips. Cheeks will be big on strobing. Define the structure of your face with contour and then make that highlight pop with the Born to Glow Liquid Illuminator or the Away We Glow Liquid Highlighter.

**Offerings from the brand:** NYX Professional Makeup has exciting launches coming up to make you wedding ready, starting with the much-awaited Love You So Mochi range. In addition, there are festive kits especially curated for this wedding season by your favourite influencers.

**Innovations added:** The Love You So Mochi range takes inspiration from the Japanese dessert, Mochi. This range contains two eyeshadow palettes, two highlighter palettes, eight matte lipsticks with a creamy formula and a unique pillowy cushion applicator along with seven different highlighter brushes.

**Products recommended:** Total Control Drop Foundation with the matching Total Control Drop Primer as the perfect base; Highlight and Contour Cream Pro Palette to

define your features like a pro with multiple contour and highlight shade options; Ultimate Eyeshadow Palette – one palette with 16 shades to help you achieve any look you desire. Precision Brow Pencil; Worth The Hype Mascara and That's The Point Eyeliner, and Soft Matte Metallic Lip Creams.

**Marketing and promotion activities undertaken:** We are a brand rooted in digital love and, thus, all our marketing and promotion happens through influencers and Nykaa. We are co-creating a lot of festive content with our community of influencers. NYX Professional Makeup is an online only brand, available only on Nykaa and communicating with consumers purely through social media. So, we depend 100 per cent on social media for promotion.

**Offerings from the brand:** Maybelline New York has launched a special range of long-wearing lipsticks called SuperStay Matte Ink in 10 shades. They allow longevity for make-up with minimum need for touch up; 14 new rich tones of the FitMe range of foundation especially designed to not mask or hide, but to enhance natural skin tones while feeling light and breathable; and Master Chrome highlighter to pop in wedding photos and video by enhancing the bride's best features and causing her skin to glow.

**Products recommended:** The Bride Tribe Range which includes Big Shot Mascara has bold, lasting strokes, Color Sensational Matte Metallic Lipsticks which is the first-ever metallic lip colour range, Master Chrome Metallic Highlighter produces a spectacular highlight and Hyper Glitz Liner glams up the eyes, perfectly fit for the festive season.

**New products:** Yes, we are launching Master Chrome Highlighter in Rose Gold for that celebratory special wedding vibe and Total Temptation Waterproof Mascara with a rich fragrance of coconut oil.

## MAYBELLINE INDIA

Elton J Fernandez, Official Make-up Artist





## THE BODY SHOP INDIA

Rozar Lobo, Make-up Artist

**View on the bridal season:** It is the time for festivity! People have become very conscious of their looks, jewellery, attire and accessories for the bridal season and they start preparing for it, at least three months in advance.

**Offerings from the brand:** The Body Shop has introduced many new shades in matte the lip liquid and shine lip liquid range. The Body Shop believes that healthy skin is the perfect canvas for flawless make-up and always recommends to carry out the protocol of cleansing-toning-moisturing three months in advance. The Body Shop has recently launched Matte Clay Concealer with Tree Tea Oil that hides blemishes, if any. Moreover, all products of The Body Shop are vegetarian

and 100 per cent animal cruelty free. Most of them are vegan as well. So, one can readily use these products without any guilt.

**Make-up looks to expect:** In today's times, nothing can be better than the not-so-dramatic, but neutral shades. The goal is to enhance your features and add depth, but with a subtle touch that matches your skin tone. Opt for the neutral palettes and blush shades that complement your complexion and trick everyone into thinking you just woke up with a radiant glow. The best is to highlight your features, especially eyes, by applying not only the usual smoky and smudged stance, but also add golden and bronze eye shadows with a hit of glitter and sparkle. Red is no longer the only lip shade,

and we are seeing new age brides opting for shades like nude pinks, peaches and hot corals. The trend is getting better in terms of majority of brides sticking to the natural look with minimal make-up. It is great to highlight only selected features and keep the overall look covered with nude shades. With glossy lips and glittering eyes, the idea is to make the pout more prominent and keep the rest understated. New trends include numerous eye shades such as, beige or soft gold and shimmery pink eye shadow with a soft smoky eyeliner and kajal, and topping it off with lots of mascara for drama.

**Recommended make-up products from the brand:** Shine Lip Liquid, Matte Clay Foundation, Matte Clay Concealer, Lash Hero fibre extension, eye colour sticks, brow and liner kit, Down To Earth Eyeshadow Quads and Matte Lip Liquids.

**Challenges faced in catering to the bridal season:** We are working towards adding more colours and shades to the existing line of make-up. The challenge we face is that we do not cater to nail polish and eye lashes.

**View on the bridal season:** It is the busiest time of the year for me. This season, I am expecting brides-to-be to be more open-minded and be someone who wants to stay away from the predictable and traditional look. I am known for minimalistic look and I am hoping my



brides will accept their natural beauty, without going dramatic and heavy with make-up.

**Make-up looks to expect:** Glowing skin and eyes should be the focus, but without overdoing it. I like well-blended washes of colour, instead of harsh lines and contours. I am looking forward to creating fashion forward brides, while keeping in mind tradition. Instead of flowers, I would like to use lace, gota and motifs in the hair or braids with pearl or gypsy flowers. Same in make-up – Ombré lips or metallic eyes or a day bride with soft eyes and flushed cheeks.

## ANU KAUSHIK

Celebrity Hair and Make-up Artist



**Preferred products:** Indulgeo Rose Gold Oil to prep skin, Kevyn Aucoin foundation for long stay; NYX cream blush sticks; Dior Plump and Volume Mascara; Milk Cream shadows from Milk and the Anastasia Beverly Hills lip palette, as it gives me freedom to create my own lip shades.

**Challenges faced:** Last minute breakouts as the bumps cannot be concealed!

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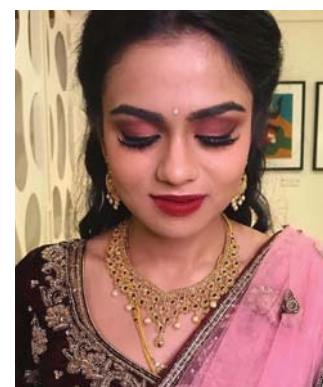
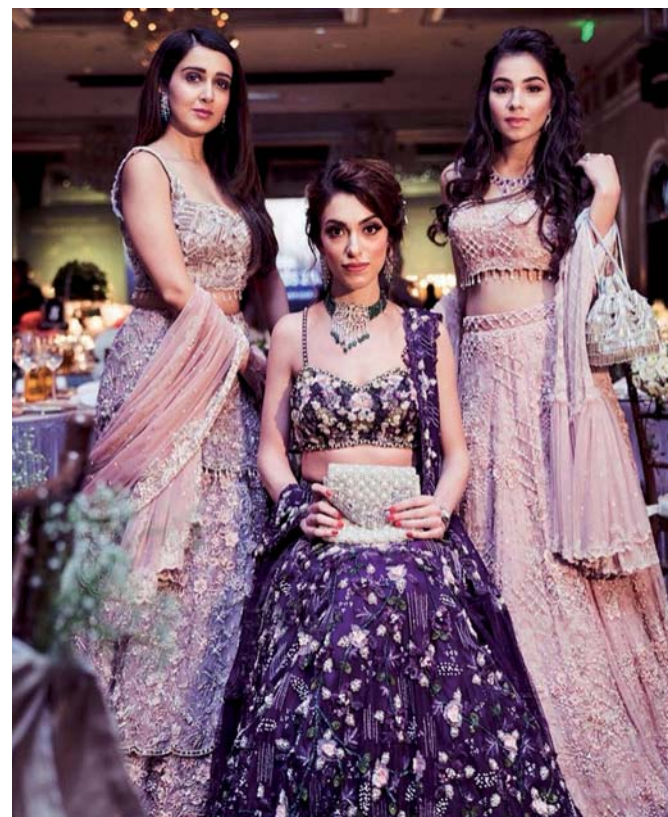
TO KNOW MORE ABOUT BRAND YOU

Contact us : [brandyouderma@gmail.com](mailto:brandyouderma@gmail.com), +91 90990 92569, [www.brandyouderma.com](http://www.brandyouderma.com)



## VARSSHA SUGANDH TILOKANI

Celebrity Hair and Make-up Artist



**View on the bridal season:** Today no two weddings are similar and neither are the brides-to-be. Weddings have taken a classy turn, which is elegant and minimalistic, depending on the taste and personality of the bride.

**Make-up looks to expect:** Bridal looks are diverse and go from soft and natural to peppy and colourful. Today, bride's understand and maintain balance in their overall wedding day look. If you are a fan of the mega-watt shine, lips make a statement, while the eyes are defined and kept glamorous. Make-up on the face has dipped from being thick and layered to clean, dewy and natural. This season, glossy lips are hot.

**Hairstyles to expect:** Locks have gone up a level. Ditching the traditional bridal chignons and blowouts that have become so synonymous with wedding hairstyles, brides today like experimenting with different styles such as, braids, twists, and alternative

updos. The majority of brides choose simple understated styles, like wispy loose buns, messy fishtail braids, or low, deconstructed ponytails. Hair accessories are big this season. From studded pieces to florals, these statement pieces are embraced on the runway and by real brides.

**Recommended hair colours:** Your skin colour is the most important factor to consider before you colour your hair. While the choice of the right hair colour can enhance your appearance, a bad pairing of skin and hair colour can ruin the entire look. Choose your hair colour according to your skin undertone. If you are a warm undertone, you will tan in the sun, and if you are a cool you will turn red. Colours like chestnut, caramel, coffee, gold, copper, honey, ash and rose are trending this season and an absolute yes for Indian skin tones.

**Preferred brands:** I love Kevyn Aucoin foundations, as they double up as



concealers and have a brilliant coverage; Laura Mercier, Tom Ford, Huda Beauty, Anastasia Beverly Hills, Bobbi Brown and Tarte.

**Challenges faced:** I would not call them challenges, but one needs to have an insatiable thirst for creating looks for wedding-related events. As a wedding make-up artist, it is important to meet the client and understand the requirement. A trial run is always a good idea as it helps the artist and the bride-to-be understand what to expect.





## THE WESTIN PUNE KOREGAON PARK

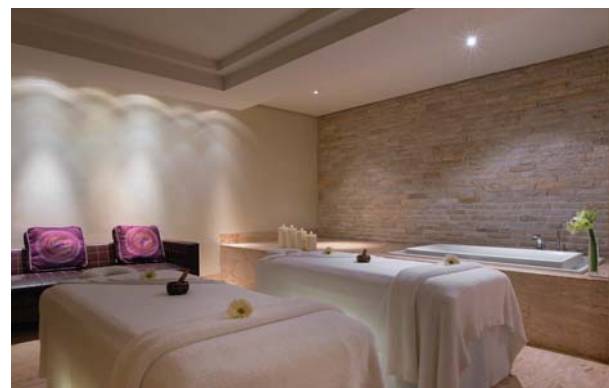
Anu Mohah, Spa Manager

**View on the bridal season:** The Westin Pune Koregaon Park is one of the most premium wedding destinations in the city, hence the bridal season is the peak business season for us. We like to offer our guests only the best of services to make their big day an extremely special one.

**New bridal services:** All brides have planned for and dreamed about it and our spa therapists bring their vision to life. There are so many benefits in a massage and so, it is no surprise that it is a top beauty treatment for brides. It helps to calm their mind and reduce stress to bring out the best in their skin. Whether they need a quick-fix and perk-up at the last minute or a six-month bridal spa programme in accordance with the brides' meticulous wedding plan. So that they are energised



and can be at their confident best, glowing from top to toe, on their big day, we have on offer Bridal Skin Facials; Bridal Exfoliating Scrubs; Bridal Body Wraps for a svelte and slimmer look, and Manicures and Pedicures are deeply hydrating and elemental in improving the condition of skin and nails.



### Online marketing and promotion

**activities undertaken:** The hotel is social media savvy, and today, we all have to stay updated. We often do activities with prominent social media influencers and bloggers to promote our spa offerings.

## COSMETIC SURGERY INSTITUTE

Dr Mohan Thomas, Senior Cosmetic Surgeon



**View on the bridal season:** The season of marriages is at hand and every bride wants to look her best, and be distinct from others. One upmanship is prevalent among friends where one bride wants to do something different for her wedding day. Everyone is now going for skin care, facials, pigmentation treatments and lasers. It would be a good idea to planning for the same a few months before the wedding.

**Preferred services:** Girls come for weight loss, skin toning, while others want to look younger and have a chiselled face. Last year, we saw an increasing number of girls visit us for facial contouring. As girls are now choosing to marry late, they are noticing several signs of ageing on their face. They lose definition of their jawline, have double chins and may also develop jowls and prominent facial lines. Therefore, jawline reconstruction, fat reducing injections, also

called as Injection Lipolysis, and Thread Lift, an advanced method to achieve a youthful chiselled look in women, who have unnatural ageing signs on the face due to weight loss or genetics, are popular.

# Hair Colour for Brides

## Choosing the Right Shade



▲ Santosh Ghantraj and Rebecca Samuel



As the season approaches, it is hard not to get excited for a vibrant year-end, especially for those ladies, who are all set to tie the knot! In between all the wedding planning, a bit of expert help should be more than welcome. So, here is all that you need to know about bridal hair colour and how important it is to choose the right shade, technique, style, and after-care.

### Trend watch

Classic elegance with a hint of fiery passion is the mantra for this bridal season. Browns rule the roost, while reds show promise with shades that sync with the tricky Indian skin tone. From classic burgundy to Marsala, red is definitely on the bridal radar. However, the popularity vote does go to the not-so-humble brown Parisian Chocolat. As for techniques, Ombré has many fans, so does Balayage, both tried and tested finishes that cannot fail when done right. Color melting is already stealing attention. Speaking about the in-trend cuts and styles, Rebecca Samuel, Managing Director, Vurve Salon, Bangalore says, "Long locks are the IT trend. Brides are moving towards a luscious long mane that is styled with soft defined curls with a hint of sheen. Classic styles including long layers have come into play, thanks to its versatility. Brides gravitate towards colours to enhance their look. Since there are different styling techniques involved, colour adds dimension to even a simple hairstyle like the classic French bun." Soft layered curls are in every bride's bucket-list.

### Colour wheel

"Earthy tones with classic updos or messy buns for brides, depending on the outfit," says Santosh Ghantraj, Style Director, Affinity Salon, Mumbai. It is unanimously opined that browns are the go-to hair colour with mocha, burnt, cinnamon and honey working well for brides. Plum red and burgundy are also recommend for daring divas. However, the sure shot route to a stunning look is to

pick a shade that compliments the bride's natural beauty. Keep the season in your thoughts, too. "Hair colours including deep burgundy, purple-black go beautifully with the fall season, while golden brown and caramel blonde worked for the summer months," advises Samuel. Another factor is the hair texture and shape of the bridal hairdo for a voluminous outcome. Classic highlights are evergreen and mixing two to five shades of the chosen colour add movement in hair. Having gauged the client preferences, brands have stepped in to offer a colour palette of customisable browns that are easy to pull off.

### Colour care

Do not forget to follow up with a post-colour care routine. It is best to suggest a colour protection treatment that involves both in-salon and at-home maintenance. "Maintenance is a continuous process. To keep the colour alive and vibrant, using the right colour protectant shampoo is vital. Since some colours have a tendency to lose their sheen early, continuous hair spas and protective masks can be used to increase the longevity of the hair colour," suggests Samuel.

Adds Ghantraj, "Colour and cut go hand in gloves. Colour helps to bring out skin tone of the bride. It enhances the style of hair, shape of the updo and adds volume. Classic highlights are the best and suit a bride. Of course, post colour treatments play a crucial role, as hair tends to get dry after the colour, so a treatment helps to lock in moisture, add shine and softness."

Bridal hair is not a last minute topic – planning is as important as the execution. Moreover, it is a collaborative effort between the bride-to-be and her hairstylist. Salons play a vital role in understanding these demands and offering a customised experience - from choosing the right shade of hair colour to maintaining it with follow up treatments to make every bride feel special. 📌



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# *Elementary Collection by Ian Davies*

### **ABOUT THE COLLECTION**

My collection is called Elementary. The whole aura of this collection was to reflect the simplicity of the techniques used and underpinning fundamental skills that I like to teach in every seminar I work and bestow on any of my private students.

### **THE INSPIRATION**

The inspiration simply came from simplistic shapes and colour. I wanted it to be very natural and clean, so that my peers could identify the techniques used at the blink of an eye.

### **TECHNIQUES USED**

The techniques used were very simple as I did not want to confuse anything and use anything over complicated, the classic techniques are the best, and this is something I stick by. It is about underpinning learning and execution of the dynamics.

### **TOOLS AND PRODUCTS USED**

Everything used was JOICO. As a member of the European Design Team, JOICO is my passion and their products are truly fantastic. Each model had the KPak Rejuvenation System on their hair, as this not only preps the hair but keeps the condition incredible ahead of the technical services. I used a variation of JOICO products to style the hair too.

### **HAIRDRESSING IN INDIA**

Hairdressing in India has to be recognised worldwide for its traditions and techniques. The industry itself manages to retain its heritage to this day and still has a huge feeling of value within the country's culture.

### **PLANNING NEXT**

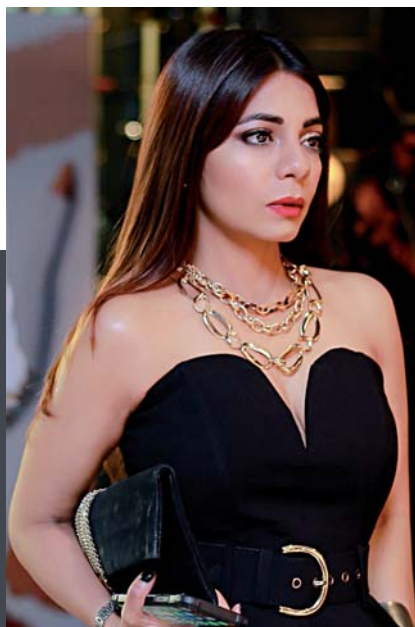
The next 12 months are going to be truly fantastic and I have a very exciting year ahead of me. I am planning several collaborations both with individuals both in and out with the hairdressing industry, and I even have one planned which will take me deeper into the arts – watch this space!







BEAUTY



# Manjari Singh

## Raising The Bar

Meet Manjari Singh, the celebrity make-up and hair artist, who quit a lucrative corporate career to find her true calling in make-up and hair. With top-notch skills and an undying passion for her craft, Singh aspires to launch a make-up academy at par with global standards for young aspirants

by Shivpriya Bajpai

### Glorious start

I was the girl who played dress up, collected fashion magazines but chose a safe and secured life with a corporate job. I started out as a corporate veteran for almost a decade and a half where I worked for top brands like Pepsi, 7UP, Nat Geo, and celebrities including, Shahrukh Khan, Kareena Kapoor Khan, Priyanka Chopra, and more. I used to give my inputs on make-up and styling and finally took the plunge and quit my job at the end of 2016. At the age of 41, I was ready to follow my passion with a zero bank balance!

Post training at The London School of Make up, great opportunities began to come my way. Within no time, I did a Maruti Suzuki Dezire ad film shoot, a grand destination wedding, make-up for celebrity host Ambika Anand, all in a span of six months.

### Courses undertaken

In make-up, I did the advanced professional make-up course from IMA (International Make-up Association) certified school, The London School of Make-up. I further studied hairstyling from Kevin Fortune Hair styling Academy in London.

### First big break

Core backstage team at the London Fashion Week SS17. I was shortlisted and selected from over 100 make-up artists from Europe and Asia. I did everything on my own and feel a great sense of pride in being self made. However, I met some awesome people, who loved my art and recommended me to their network, like Miss Malini. She is now a friend, mentor and my biggest inspiration.

### Overcoming challenges

When I started off, the biggest challenge was ignoring those looking for free trials. I was confident of my skill and talent and I made it a policy not to fall in that trap, unless it helped to build or strengthen my profile. At present, with a hectic schedule, I miss my family a lot. I welcome challenges with open arms and view them more as opportunities to raise the bar.

### Client list

I have worked with Bollywood, theatre and television celebrities including, Gauri Khan, Kalki Koechlin, Huma Quereshi, Richa Chaddha, Malini Agarwal, Ira Dubey, Cherie Blaire, the founder of Cherie Blaire Foundation and wife of former British Prime Minister Tony Blair, top models and super models, business women, to name a few.

### Make-up for different platforms

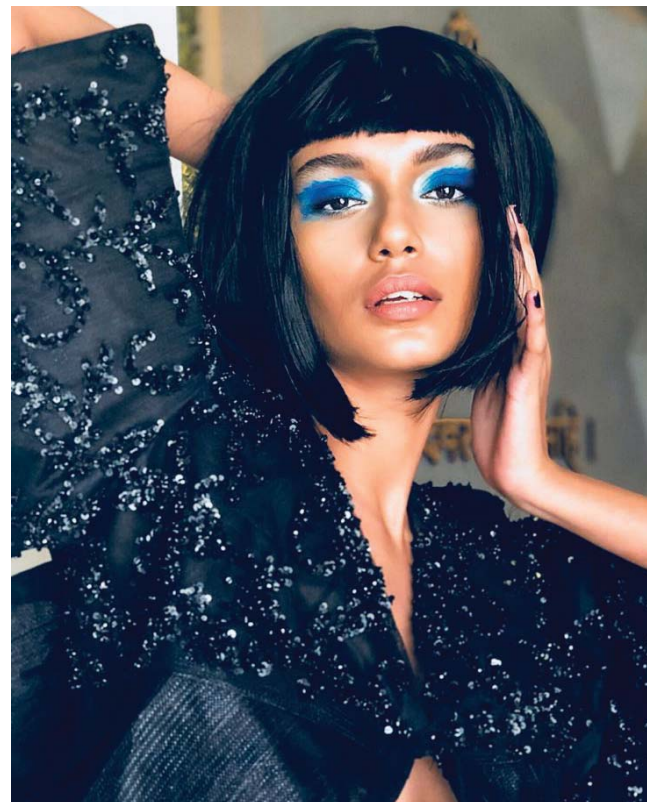
Less is more and perfecting skin is the crucial step in make-up across platforms. For fashion shows and Bollywood celebrities, speed is valued as one has less time in hand. Make-up needs to look good in person and pictures. This is true for bridals. For bridals, I visualise the overall look that the bride expects and keep in mind the outfit, jewellery and occasion. The base should match the skin tone and not be lighter or darker. For editorials or any still shoot, it totally depends on the brief. For instance, skin could be glossy, matte or a combination of both. Understanding lighting also helps. I focus on flawless, clean skin, the right balance of contour and highlight to bring out the best feature of the model.

### Favourite brands and products

There are too many of them including, Giorgio Armani Luminous Silk Foundation, Make-up For Ever Ultra HD foundation, Laura Mercier translucent setting powder, MAC eye shadows, pigments and lipsticks, Huda Beauty liquid matte lipsticks, to name a few.







### Evolution as an artist

I have had the privilege to work with renowned Bollywood celebrities and iconic events like the Cannes Film Festival 2018 for Huma Quereshi and London Fashion Week, and fashion events like Amazon Fashion Week in India. I bagged the Best Wedding Make-up Artist Award, two years in a row at India's biggest international wedding convention - ICWF GIWA Awards 2017 and 2018. It has been a great learning. However, I am constantly looking to update myself on current trends and new skills to evolve.

### Advice for newcomers

Be passionate about make-up. Practice as much as you can. Educate yourself, formally and informally by joining a beauty school and following different genres of make-up experts. Use social media platforms to promote your work and seek inspiration. Keep your attitude right and be enthusiastic. Also, try not to sell yourself cheap or work for free, unless that project adds to your profile. You are an artist and brands or clients need to respect that.

### The make-up industry in India

The cosmetic industry in India is growing twice as fast as the international market. It has evolved over the years with a plethora of international brands entering



“Glowing skin and power lips with jewel tone are big this fall. Pinched cheeks or natural blush tones are in. Experiment with liners like, black, two toned, metallic, and more. Go for a smudged or a structured look. Try the reverse smoky eye, as it is a big hit. Experiment with bright neon hues on your lids. Skip the black liner for day, but rim both waterlines for more drama at night. Glitter lids are here to stay, so are fuller raw brows.”



the Indian market, and even the domestic brands have upped the standards with innovative product launches, ingredients and competitive pricing. Consumers are well-travelled and are discerning in their demands. With their love for international brands in place, they are now open to try out Indian brands, too, and experiment with latest trends and techniques. Cruelty-free brands have gained popularity, as well.

### Future plans

Lots of ideas are brewing, both short and long term, which I am extremely excited about. With an overwhelming response to my make-up workshops, I do plan to open an international level make-up academy, hopefully in the near future, to share my knowledge with aspiring artists and consumers, who want to learn make-up tips and tricks. 📌

# GloVite Facial by Cheryl's Cosmeceuticals

## Expert Recommended

Gunjan Jain, National Educational Manager, Cheryl's Cosmeceuticals shares the ultimate skin care guide to achieve a radiant glowing skin for the festive season round the corner



Gunjan Jain  
National Educational Manager,  
Cheryl's Cosmeceuticals

### What is the difference between skin brightening and lightening?

Skin brightening relates to the glow of the skin. It is the reflection of light from the skin or natural shine on the skin. Whereas, skin lightening refers to the practice of lightening the skin tone or providing an even skin complexion by reducing the amount of melanin in the skin.

### What are the skin care tips to follow this festive season?

A healthy skin care involves a regular regimen that is followed religiously. It must involve a healthy diet consisting of proteins, carbohydrates, fats, vitamins and minerals. Anti-oxidants and Vitamin C in the form of fruits also provide nourishment to the skin. Other healthy habits like, drinking water and Coconut water, impart glow to the skin by boosting the overall skin health and keeping it hydrated, healthy, and plump. Availing professional facials by qualified skin care experts can help boost circulation for dull and tired skin. Crafted with a special blend of three natural ingredients, Orange extracts, Vitamin C and Papain Enzymes, Cheryl's Glovite Facial provides instant fairness by eliminating dull, dry and flaky skin to reveal fresh, smooth and youthful skin. This specialised facial reduces existing melanin on the upper layers of the epidermis and effectively increases fairness, adding a luminous glow to your client's face.



### What are the key ingredients that are used in GloVite facial and how do they help reduce darkening?

There are many effective ingredients in this facial and the active ones include Proteolytic Enzymes that exfoliates dead skin from the superficial layer of the skin. It has Almond Oil which is high in protein and helps in energising and nourishing the skin. It also contains Orange Herbal Complex with Vitamin C that smoothens, tightens and lightens skin.

### Is this facial suitable for all skin types?

The Cheryl's GloVite Instant Fairness Facial is suitable for all skin types except sensitive and acne prone skin. For sensitive skin, we have specialised service called SensiGlow Facial and for acne, we have the SensiAcne Treatment. Cheryl's strongly believes in diagnosis led recommendation. Experts at Cheryl's always provide a targeted diagnosis and check client's skin before suggesting a suitable treatment. Here the knowledge of the beautician plays an integral role as they educate the clients about their own skin type and its needs.

### Can you elaborate on the steps during this facial?

There are five steps in this facial. Powered with a blend of active ingredients, this facial instantly reduces melanin on the upper layers of the epidermis. It starts with cleansing that helps in removing oil, dirt and make-up from the skin. This is followed by deep cleaning to remove dead skin cells with the help of natural enzymes from superficial layer. The next step is toning to constrict skin pores and maintain the pH balance and hydration level which diminishes during the exfoliation process. We also recommend our clients to add skin lightening ampoules for better results. Our experts then massage the clients skin using an energising cream. This step relaxes facial muscles, improves blood circulation and nourishes skin imparting glow. Cheryl's uses scientific massage technique, as it is important to follow correct technique for skin rejuvenation. Finally, a mask is applied that contains Vitamin C which helps to lighten and tighten the skin, leaving a fresh appearance on the skin.

“GloVite Facial by Cheryl's contain active ingredients like Proteolytic Enzymes that exfoliates dead skin from the superficial layer of the skin. It has Almond Oil which is high in protein and helps in energising and nourishing the skin. It also contains Orange Herbal Complex with Vitamin C that smoothens, tightens and lightens skin.”

### Which home care products do you recommend your clients post this facial?

We always recommend our clients to follow a complete home care regime that keeps the skin healthy and nourished throughout the day. We suggest our clients to start with cleansing using the Cheryl's DermaLite Face Wash that has a moisturising and lightening effect which improves skin moisture barrier. This step must be followed with a moisturiser using the Cheryl's HydraMoist Moisturizer which is known to be easily absorbed by the skin and gives it a soft, velvety feel. Post this, we ask our clients to step out of the house using the DermaShade Sunblock that has a photo stable formula to provide the highest protection against UV induced burning and ageing. At night, we recommend our clients to use the O2C2 Radiance Lotion for skin repair. This lotion is formulated to enhance the natural radiance and shine of the skin that is more associated with young, youthful and glowing skin. 📌



## Evolution of Laser

by **Dr Jamuna Pai**

*Dr Jamuna Pai is a Cosmetic Physician, Author and Founder of SkinLab. Views expressed are personal.*

**H**air removal has always been an important part of any woman's beauty regime. An unkempt pair of eyebrows, dark sideburns, greenish hair growth in the underarm area or hair growth on the upper back can be quite bothersome to anyone. Waxing works well for the arms and legs, but it should never be attempted on the face, the chest or the back. Threading or tweezing is a good solution for the eyebrow area, but anything beyond can result in painful ingrowths, boils or a dark greenish growth. Laser hair reduction is a popular, safe and relatively painless method to permanently reduce hair growth.

Hair removal lasers were designed keeping the Caucasian skin in mind. However, seeing its growing popularity in Asia, a laser that was perfectly suited to Indian skin was introduced. The diode hair removal laser is the gold standard in hair removal solutions and works extremely well on any area of the body.

Laser works by the principle of selective photothermolysis. The laser light targets the dark pigment melanin located in the hair follicle and shaft, and is absorbed by the pigment in the hair follicle. This energy is converted to heat which results in damage of the hair follicle. It reaches and treats hundreds of follicles at a time. This damage causes the permanent destruction of most of the hair follicles.

Another unique component of the diode laser is the chilling tip that was designed to protect the Indian skin by actively cooling it before, during and after the laser light is transmitted. The cooling tip also has a mild anesthetic property, which allows tender areas to be treated in a relatively painless fashion. It takes up to a week for all of the hair to fall out followed by a no-growth phase in the treated areas making for an instantaneous boost to the way you look and feel.

Any area being treated requires six to eight sessions to show effective reduction. Hair can initially grow back, however it will be thinner and lighter. If the hormone levels (the cause for excess hair) is being treated and kept under control, the reduction which is achieved by laser will be more or less permanent.

If performed under safety guidelines by a trained medical professional, one need not worry about side effects, except a little redness on the area treated, which settles down in a couple of hours. Blisters or scabs following the treatment are one of the most common side effects. However, the use of cooling devices or other cooling agents have greatly reduced their. Like any other treatment if done incorrectly or by an inexperienced technician it could lead to scarring.

All body areas can be targeted by laser hair reduction procedure as long as the hair is coarse and black. One can start the treatment of laser hair reduction after the age of 16. If the hair in the area which one desires to get treated is not thick and coarse or has started to turn grey, you should not opt for this treatment.

One should avoid laser treatment after getting a tan as the skin would be darker and more sensitive. Since laser treatments target melanin, the first thing that will be targeted is the melanin in the tanned skin, which may lead to burns. As the laser treatment also involves heat, it may burn skin that is already tanned. After the sessions, the treated area should be protected with regular use of a sunscreen and if you have carried out laser on the face, avoid facials or clean-ups. Of course during pregnancy and nursing, it is contraindicated.

**Myth:** Laser is a permanent hair removal procedure.

**Fact:** The laser treatment is always 'reduction' of hair and not permanent hair removal. 🌀

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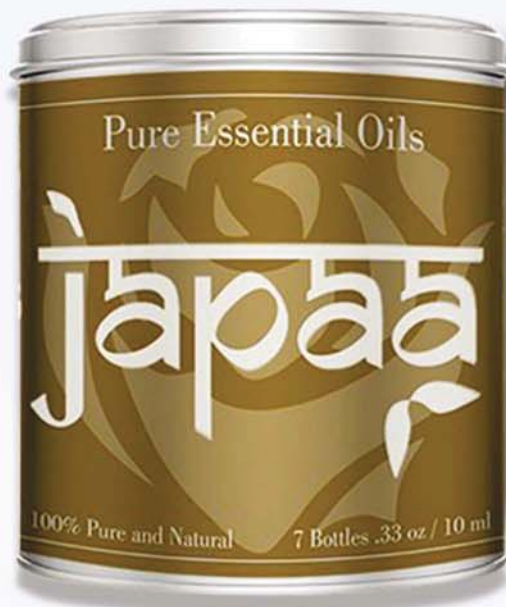
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# Stars Makeup Carnival 2018

## Initiative to Drive Excellence

Stars Cosmetics hosted a two day event, Stars Makeup Carnival 2018, to acknowledge the contribution of make-up maestros and encourage young aspirants to carve a niche in the industry

India's leading cosmetics company, Stars Cosmetics, pioneers in manufacturing make-up products that have been created for the professional community of make-up artists in Bollywood, television, salon industry, to name a few. With a presence of more than five decades, the brand houses colourists and scientists, who put in continuous effort to bring innovation. The aim is to use the latest raw materials with special properties and enhance product attributes. Stars Cosmetics is focused to promote artists and their craft by offering best in class products.

### The carnival

The brand held a two day event on 3rd and 4th September at Kalidas Auditorium in Mumbai which was graced by 10 legendary make-up artists of the country namely, Amisha Salunkhe, Jaywant Thakre, Rupashree Nayak, Sher Bahadur Singh, Vipul Bhagat, Asha Hariharan, Archana Haria, Sanjay Thakkar, Meera Mewawala, Cherag Bamboat, who showcased brilliant make-up skills. This interactive session was in the interest of budding make-up artists, who turned up at the event from across the city to stay updated on the latest trends and techniques. Stars Cosmetics understands that the artist's greatest source of inspiration comes through constant exposure to creativity, education and access to current trends and innovation.





▲ Make-up looks created on models by 1. Amisha Salunkhe 2. Archana Haria 3. Asha Hariharan 4. Cherag Bamboat 5. Jaywant Thakre 6. Meera Mewavala 7. Rupashree Nayak 8. Sanjay Thakkar 9. Sher Bahadur Singh 10. Vipul Bhagat

### Highlights

For the first time in India, Stars Cosmetics hosted a one-of-its kind event to bring not just creativity and education to hundreds of artists but, also to pay tribute to India's leading make-up exponents on a single platform. The brand took the opportunity to honour three of the greatest 'Living Legends' of the make-up industry, Kishore Thakkar, Vikram Gaikwad and Pandhari Juker.

Also, Stars Cosmetics felicitated young aspiring artists in order to appreciate their talent and motivate them by awarding them with the Rising Star award, the nominees were Shree Palan, Atharva Takke, Girisha Nohate and Richa Dave.

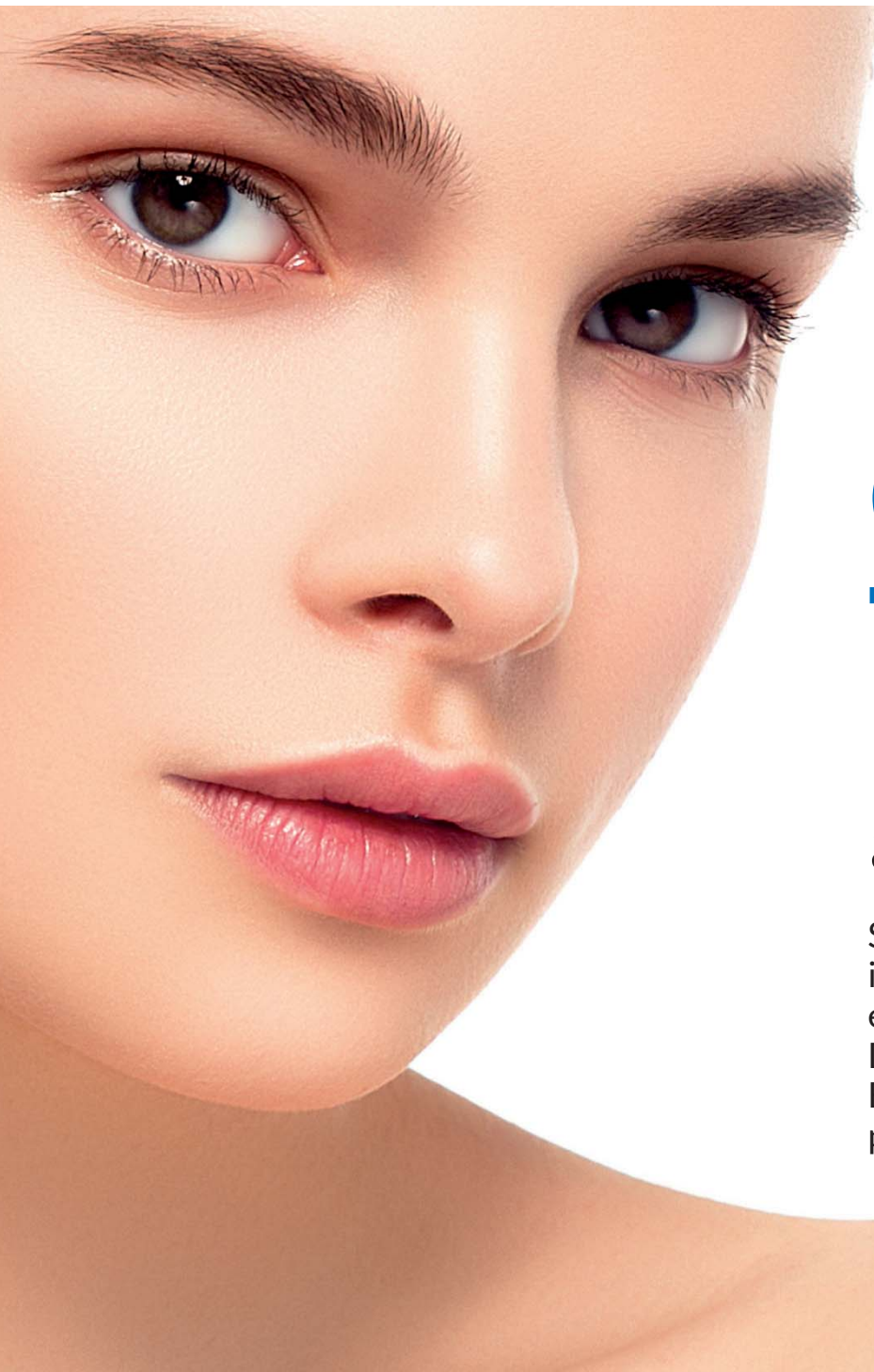
### Future plans

Sharing his views on the successful conclusion of the event, said Dr Vishesh Nayak, Chairman and Managing Director, Stars Cosmetics India Private Limited, "Stars Makeup Carnival 2018, was a fabulous event for the aspiring make-up artists to learn and elevate their skills from industry experts under one platform. It was intriguing to see countless young aspiring artists who showed amazing enthusiasm to learn new tips and tricks. Overall, we got an overwhelming response and will continue to bring such great events in the future." 📌



(T to B) ▶  
Pandhari Juker, Kishore Thakkar and Vikram Gaikwad being felicitated at the event





# Cosmetic Treatment

Recommended by  
an Expert

Snake Venom Facial as an aesthetic procedure is creating quite a buzz. *Salon India* speaks exclusively with Dr Rinky Kapoor, Cosmetic Dermatologist & Dermato-Surgeon at The Esthetic Clinics in Mumbai, to understand the process and technology used



▲ Dr Rinky Kapoor

**About:** It is a facial done with specific products containing ingredients called Peptides. In reality it is not snake venom, but a synthetically prepared solution. While the venom of a snake can paralyse muscles if it enters the body and lead to death, products used in a snake venom facial have properties similar to the temple viper snake venom. During the facial, the muscles are temporarily paralysed in order to relax them and smoothen out the skin. It works like a mild Botox treatment, but is an alternative for those looking for a painless way to get rid of wrinkles and lines.

**Process and technology:** The synthetic form of the peptide called Waglerin1 from snake venom block the receptors on cells in the muscle and stops them from taking up the salts they need to help them contract. The result is that the muscles are temporarily relaxed and give a youthful look. This facial has anti-ageing properties and rejuvenates the skin to impart a radiant glow.





**Teamed with other treatments:** It can be combined with procedures like skin polishing or Microdermabrasion, or even with mild chemical peels. It can also be done as an adjunctive procedure after Botox injections to increase efficacy, and as a maintenance therapy for sustaining the anti-ageing effects of aggressive skin treatments like laser.

**Time take for the treatment:** About 45 to 60 minutes – same amount of time like any other facial.

**Sessions required:** One can see improvement in the texture and disappearance of lines in three days after the procedure. For maintenance, a patient will need to come back in one to two months. In addition, Peptides containing topical products are advised for long-lasting results.

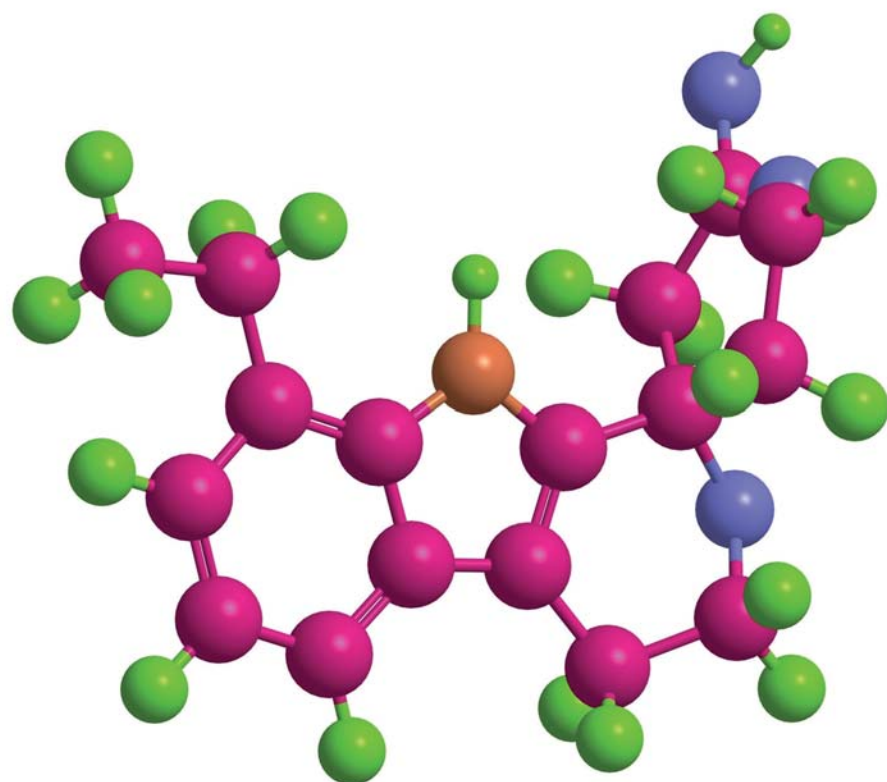
**Side-effects:** Those with sensitive skin may experience a burning sensation and itching. Theoretically, there is a possibility that prolonged, unsupervised use may cause problems with the facial muscles, however, there have been no such reports till date. There are no studies in medical science with this molecule documenting the efficacy or harmful effects.

**Pre-treatment measures:** One should not go for a Snake Venom Facial immediately after or before Botox injections. It is important to have realistic expectations before the treatment and understand that it will not give results like Botox injections. It is a temporary procedure, which will, however smoothen out fine lines and wrinkles.

**Post-treatment measures:** Regular skin care products containing snake venom mimicking Peptides and other anti-ageing creams are recommended for long-lasting results. There is no pain or bruising after the facial unlike the Botox injections or Vampire facials.

**Client recommendation:** If anyone is wary of opting for Botulinum Toxin to remove lines and wrinkles on the face, this can be a safer option. Also, for those who want to prevent formation of wrinkles, regular facial with this technology does give satisfactory results. Clients must consult the dermatologist to evaluate the skin, the sensitivity levels and assessment of expectations.

**Future:** Few clinics in India have it as a treatment. Theoretically, it can help to improve butt cellulite to give a smoother skin. However, it is not currently prevalent in India despite a high demand from clients to carry out a Snake Venom Facial on the buttocks. 📌





# Distribution Strategies for a Successful Brand

by **Aswad Ahmad**

*Aswad Ahmad is the Regional Marketing Manager for Eau Thermale Avène and René Furterer – Pierre Fabre Dermo-Cosmetics. Views expressed are personal.*

I represent a French dermo-cosmetics group and we have been present in India for a decade. We have managed to create awareness, have a good share in the skin and hair care market, thanks to our specific positioning.

Our success is based first and foremost on the identity of our brands. Indeed, you need to know the value of your brand, its proposition and history. The more authentic and captivating the storytelling, higher is the chance to stand out. After all it is about knowing why you are different and perhaps, better. The ideal would be to have an iconic product around which you will tell your story. You must start from a simple and unique offer that differentiates the value proposition to your customers, satisfying their needs.

All major brands have built their success from a simple ingredient or product that has revolutionised the market, thanks to a powerful story, a punchy name, an unforgettable logo, or a catchy slogan. The impact of the brand image must be strong. A logo easily recognisable by its style or colour asserts the identity of a product and allows a company to stand out among its competitors. We now know that the consumer tends to opt for familiar products, rather than buying similar products from an unknown brand. For this reason, no matter what marketing material you use, all your ads should have the same image and the same slogan. Your brand will become your banner to convey your message. That is why it is necessary to have a consistent marketing plan for your distribution channels and touch points of the customers.

You should know your customers to establish relevant segmentations and adapt to those who are constantly changing. When defining the brand's distribution strategy, the question that must be asked is fundamental: Who are your customers? And so, where will you reach them? This is an approach that needs to be analytical and precise, as it will result in you adopting a way to communicate with your customers. To know the customers you may need a local partner who knows the local market better, and sometimes, it is necessary to enter foreign markets.

Knowing your brand and your customer, then allows you to have a reliable mix to have a clear positioning, whose parameters are set accordingly. An in-depth knowledge of the brand's distribution channel is essential to know where the brand can be legitimately sold. For instance, the choice to sell to certain professionals will give you the endorsement you need to have credibility, conversely it will prevent your products from ending up on the wrong point of sale, if you have chosen a selective distribution strategy.

An important step is to build your digital image, as people learn about a brand on the internet. It is not just about finding the right words, but about presenting an extremely consistent brand universe. The images must be carefully selected, they must best relate with the message conveyed by the product and the brand as a whole. You cannot exist in distribution without existing online – digital identity is essential. It must be clear, consistent and visual. This implies that image plays a major role. You need to have solid assets of owned media to touch your customers with a brand website and social media.

After that you may consider the competition to position your brand. Focus on a specific market niche to begin acceptance from customers, and gradually expand to wider segments using this niche position as a reference. This process will build your brand in order to make it harder for new entrants to compete. You must pay close attention on threats and your ability to capture value from customers and competition to make sure you are favoured over your competitors.

Companies whose brands are respected and recognised everywhere share the same secret: they have established a relationship of trust with their regular customers. To do this, they identify the doubts of customers and reassure them by being reachable. They also keep an open mind to make changes, to better adapt to the demands of the market. There are several strategies that can be used to create or maintain brand trust, but nothing will ever equal the company's good reputation in every way. 📌



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# Omorfee

## To Carve a Niche

An Indo-German venture, Omorfee is an attempt to proffer chemical free organic skin care products to the consumer. Naman Adlakha, Director, Omorfee, shares with *Salon India*, the brand's USP, marketing strategies and future plans



### Tell us about your professional background.

I have Master's Degree in Industrial and Commercial Biotechnology from Newcastle University, England and in Export & Import Management from IIFT, India. My research experience in Durham University, England and work experience related to fermentation technology has given me a wider horizon to venture into the field of organic personal care products. Thereafter, I started the beautiful journey of Omorfee with a strong urge to bring nature closer to our everyday lives.

### How did the brand come into being?

Standing by the core thought of 'Healing Through Nature', I strived my best to construct the brand in an attempt to create awareness against deleterious chemical-based personal care products. Also, I have observed that many Indian and international brands have been beguiling the customers in the name of natural or organic

products; whereas chemicals are laden in them. I wanted to proffer honest and pure products to my customers. Omorfee was conceptualised and brought into reality in 2014, under the aegis of Bioruns Private Limited. With the sheer dedication of my team, we have been trying to come really far from where we started.

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

It is really extensive as we provide complete head to toe care. From hair care, facial care, body care to baby care and pure essential oils, the Aromatherapy range, Omorfee has maximum products for a complete personal care. Men's care range includes beard oils, face washes and body washes.

### How many SKUs are there?

There are 97 SKUs and we hope to bring about more innovations in our existing line and introduce some more in the future.

### What is the USP of the range?

It lies in the usage of certified organic ingredients and the inclusion of exotic and highly innovative and patented active ingredients. The products are biodegradable and do not harm the body or the environment. Furthermore, our products are relatable to people from most regions of the world because we use globally recognised certified organic ingredients. Our products are free from Parabens, Paraffins, Silicone, PEG, SLS, alcohol, synthetic colours and fragrances. Even the preservatives used are botanical and have a shelf life of two years.

### What are the marketing strategies to promote it?

We have adopted online and offline marketing strategies.

We use digital marketing, social media, e-commerce, website and PR to promote and communicate about our brand.

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

Our product quality stands us apart from others. An Indo-German brand, Omorfee is a true blend of nature, organic and exotic personal

care products that are free of chemicals and animal cruelty. Our products and ingredients are internationally certified from HALAL, European Union and Health Canada. Our manufacturing and R & D facilities are Intertek certified ISO 9001: 2015 and GMP 22716. We have introduced biodegradable wooden bamboo packaging to keep our environment clean.



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

The biggest challenge is to make our customers understand our pricing model. But, gradually we have been able to develop a loyal customer base and it has been a successful journey, so far. We believe in the retail outlet business model and would like to reach a large mass of India. The idea is to spread awareness and it is our wish to cater to their needs.

### What are the future plans?

We aim to expand our reach in more than five counties by the end of 2019. We are also planning to open three more retail outlets in Gurgaon, Mumbai and Delhi, in addition to the existing outlet in UB City, Bangalore. We are keen to export our products and are actively looking for distributors. We have already launched our products in India, Germany and USA and aim to increase our footprint in UAE, Canada and Hong Kong.

### What are your views on the existing skin care industry in India?

The beauty industry is estimated to reach \$20 billion by 2025. With the increasing awareness, the industry is proliferating in India. Owing to new age discerning consumerism, the industry is driven by quality. Along with quality, the up-market is seeking natural and efficacious products that have no underlying long-term health hazards. About 0.5 per cent of Indian population is particular about skin care and cosmetic products. So, quality organic personal care is the need of the hour. Looking at the current trend, it could be foreseen that in next five years the skin care industry will grow five times. 📌

Market Watch | Skin Care



Gift box by **R K Aroma**

There is no better gift than the gift of good health and wellness. This gift box by R K Aroma contains seven especially curated oils that take care of every aspect of your well-being. Lavender Essential Oil soothes your senses and creates a happy atmosphere, while Peppermint Essential Oil boosts your focus and improves your mood; Lime Essential Oil purifies your skin and home and relieves your anxieties; Lemongrass Essential Oil brings a clean and positive energy, while Tea Tree Essential Oil deep cleanses your skin, hair and home; Orange Essential Oil fills the home with freshness, a feeling of contentment and productivity; and Eucalyptus Essential Oil brings a breath of fresh air and keeps the whole house clean and healthy. Each oil can be used in a variety of combinations for multiple benefits.

**Price:** ₹1,499

**Availability:** Heauty Centre, Beauty Palace (near Crawford Market), New Beauty Centre (Khar West), 1st Beauty (Ghatkopar East), The Beauty Shop (Kandivali East) in Mumbai; [www.rkaroma.com](http://www.rkaroma.com), Amazon, Nykaa and Scootsy



Body oil by **Ras Luxury Oils**

The Bliss Liquid Luxury Euphoric body oil is exquisitely hand-crafted with natural oils of flowers, aromatic plants and herbs – richness and fragrance of which will linger on your skin throughout the day. It soothes and deeply relaxes the mind and body, giving you a transcending, out-of-this-world experience. Deeply hydrating, it lends a luxuriously soft and smooth feel. It acts as aromatherapy and promotes a feeling of absolute bliss and peace.

**Price:** ₹2,650

**Availability:** [www.rasluxuryoils.com](http://www.rasluxuryoils.com), Nykaa, Tata Cliq; Spa at Four Seasons and Iridium Spa at The St. Regis, Mumbai

Scrub by **Skinella**

Scrub away flaky skin with the Honey Oats Face Scrub. Infused with the natural goodness of Oats and Honey, it is a healthy meal for your skin. Oats gently unclog pores and remove dirt, while Honey deeply moisturises and hydrates your skin. Use once or twice a week and unleash a healthy and moisturised skin.

**Price:** ₹245 for 100gms

**Availability:** Leading beauty stores



Peel off Mask by **Casmara**

Clean skin is healthy skin. Casmara Algae Peel off masks adhere to the top layer of dead skin, the dirt in blocked pores and replenishes one's skin with natural antioxidants. It has a balanced and calming effect, as it is infused with Seaweed extract, Goji Berries and Quinoa Seeds. As one peels the mask off, after it dries, even the micro particles of dust and dirt come off to give one a radiant look. Further, it lowers one's skin temperature by upto 6° C, which helps reduce puffiness and dark circles under the eyes.



**Price:** ₹1,200

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

Anti-blemish kit by **The Body Shop**

Fight your skin's imperfections with The Body Shop Tea Tree Rescue Kit. Infused with 100 per cent organic Community Trade Tea Tree Oil, the three-in-one, Scrub, Mask and Daily Solution are a powerful cleansing and purifying duo that keeps blemishes at bay, day after day.

**Price:** ₹3,140

**Availability:** Exclusive brand outlets





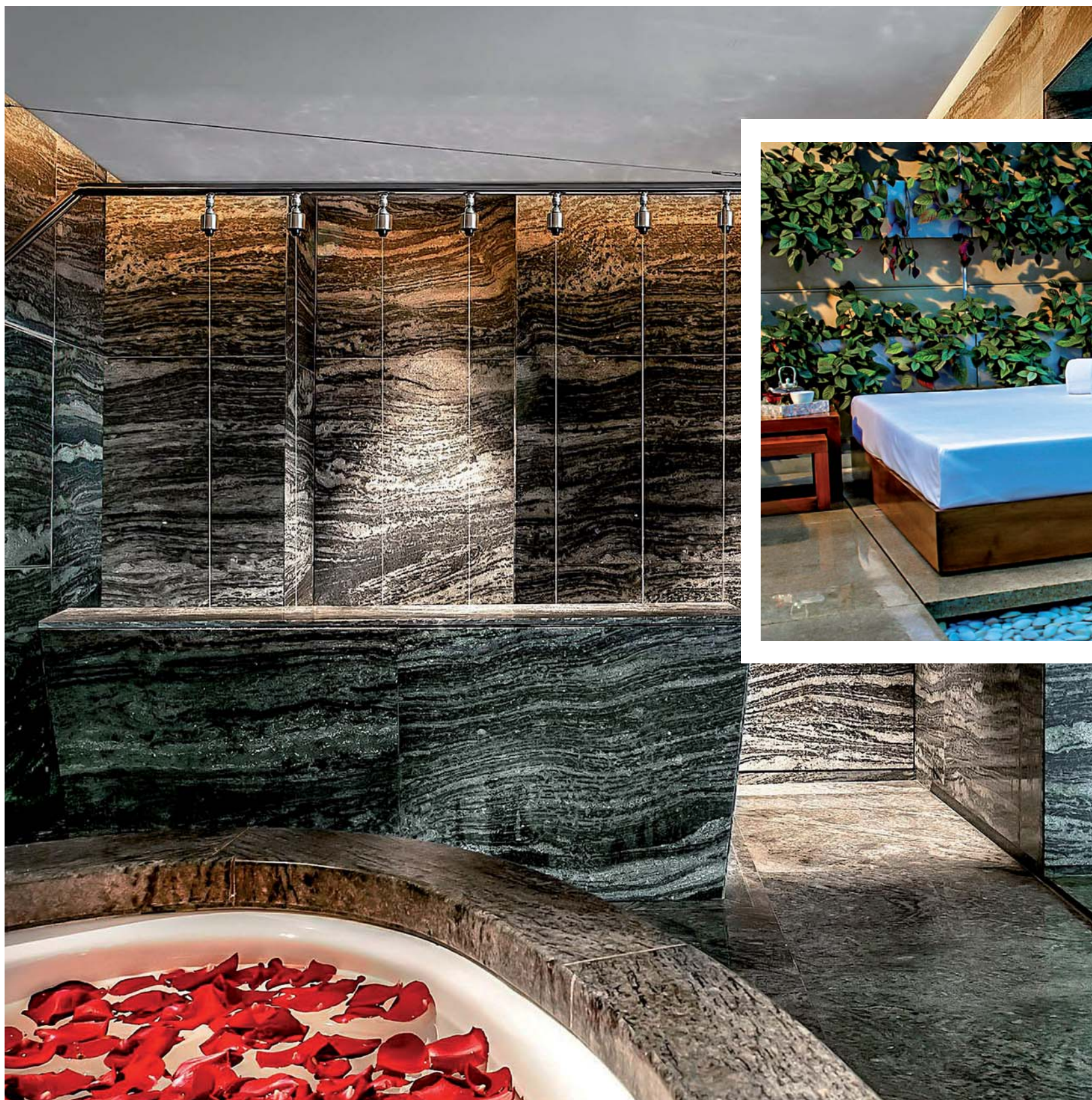
SUNCOOL  
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# Remède Spa, Singapore

## Bespoke Luxury

Located at The St Regis, Remède Spa, sets new standards of excellence for urban spas in the region. The spa offers a wide range of customised revitalising experiences inspired by water and the finest ancient rituals of the bathing art

by **Aarti Kapur Singh**





**Size of the spa:** Approximately 12,000 square feet.  
**Time taken to complete construction:** One year.  
**Architect and interior Designer:** WATG; Wilson Associates.

**About the spa:** The St Regis Singapore houses the first Remède Spa outside the United States, which sets new standards of excellence for urban spas in the region. From the eucalyptus-scented Steam Chambers to the Aqua Reflexology Footpath and Spa Garden, indulge in exceptional experiences with modern interpretations of old-world traditions. The spa offers a wide range of customised revitalising experiences inspired by water and the finest ancient rituals of the bathing art. It has a dynamic and interactive relationship with the element of water. Decorated in chic



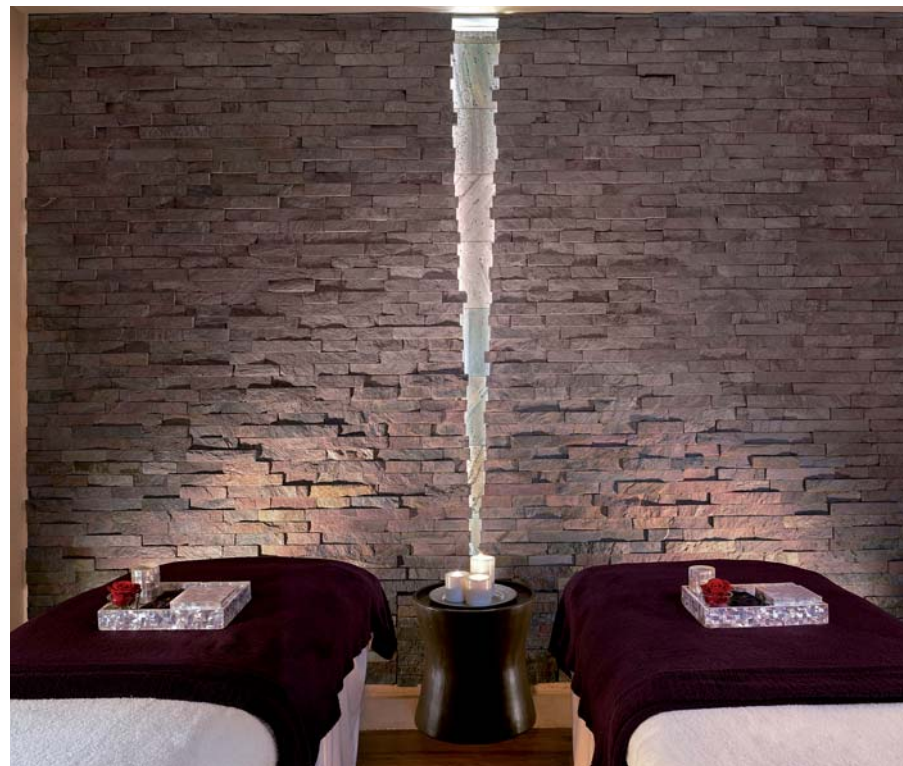
marble, the spa's treatments are centered on the element of water, with bathing traditions at the core of its services. The wet lounge's Ice Fountain, for instance, is inspired by the ancient European bathing tradition of cleansing oneself with snow.

**Number of treatment rooms:** The spa features eight private indoor/outdoor treatment rooms with private gardens, a relaxation room, a 24 hour world-class fitness centre and spacious wet treatment areas with separate vitality pools and steam rooms. Any treatment can be booked in the lavish Single suite, Couple's suite and a suite dedicated to traditional Asian therapies such as, Thai Massage. Spa suites include a shower and bath and separate rain showers. Its unique features include a sensorial lounge with an aquarium, heated wave loungers and Finnish cedar wood sauna. The spa also has a Vichy suite, where you can enjoy a deep-tissue massage as you lie on a heated marble bed under the flowing Vichy shower.

**About the services:** Remède Spa offers a wide range of individualised revitalising experiences inspired by the finest ancient

“What gives Remède Spa an edge is that it is home to a pedicure studio by Bastien Gonzalez, a podiatrist to celebrities such as, Naomi Campbell. All of his foot treatments focus on restoration and relaxation, and incorporate seamless four-hand massages and gentle cuticle treatments to restore the natural shine of your nails. Soak in the hot indoor jacuzzi while bubble jets massage your muscles, or sweat it out in the Finnish sauna or steam chamber. There is even an outdoor jacuzzi, if you would like to take in the sky view. Of course, standard spa treatments are also available. But what we take immense pride in, is how we pamper our guests.”

– Jenna Stagnaro, Studio Manager, Pedi:Mani:Cure Studio by Bastien Gonzalez at Remède Spa, The St Regis Singapore



rituals of the bathing art. The award-winning Warm Jade Stone Massage and the signature Black Olive Signature Scrub are exclusive to the Singapore location. Japanese-inspired Shiatsu massage, Taoist Chi Nei Tsang massage, deep tissue sports massage and pre-natal massage are all on the horizon at the luxury Singapore spa. The royal Thai massage uses acupuncture and other traditional techniques to relax your body. Diverse selection of Babor products are used throughout the Golden Sea Creation Facial. Along with the usual facials, massages, manicures and pedicures, the elegant spa offers distinctive experiences like the floral tea ritual that includes champagne, custom tea blends and bonbon, to name a few.

**Address:** 29, Tanglin Road, St Regis Hotel, Singapore 247911

**Contact details:** +65 6506 6896

**Website:** <http://www.remedespasingapore.com/>

## Dr Varsha Avinash Tawde Holistic Approach to Wellness

Franchise Owner, Birla Ayurveda Wellness & Treatment Centre, Dr Varsha Avinash Tawde shares her views on the wellness industry in India, brand USP, future plans, and more

by Shivpriya Bajpai

### Professional background

I am a highly motivated registered Ayurvedic doctor with seven years of experience in both hospital and wellness industry. My principle areas of expertise are managements of operations, consultation and advice on lifestyle changes. I also suggest Panchakarma treatments as well as Pulse Diagnosis, depending on the relevant body type.

### Source of inspiration

Ayurveda has a holistic healing approach and not only treats a person's physical complaints, but also changes lifestyle practise to improve health. This inspired me to get into wellness industry.

### Views on the wellness industry in India and the world

Wellness industry is getting recognition and gaining popularity. One of the major reasons for the growth is India's ancient Ayurvedic wellness rituals which has been a key attraction for the international market. Apart from this, increasing globalisation and several government schemes are making sure that the wellness industry growth holds potential and looks promising.



### Staying ahead of competition

We do not compromise on the quality of product and treatments to keep up with the tough competition in the market.

### USPs of your spa

Our talented therapists from Kerala ensure a personalised experience for the clients. We offer medicinal oils and herbs from Kerala. We treat an array of lifestyle diseases like chronic arthritis, migraine, slip disc and a range of skin diseases. We do not compromise on service quality.

### Therapies offered

Some of the popular therapies include, Abhyangam for improving rheumatism, eye sight, skin glow and vitality, Shirodhara relieves



strain, stress and discourage ageing, Nasyam, effective in chest congestion, migraine and sinusitis, Udwarthanam, tones muscles, weight loss, to name a few.

### Client awareness

We understand the needs of the client and always make sure to talk to them before the therapy. The guests are also informed about the oils and herbs used in the therapy. According to Ayurveda, the five elements of nature combine in the body as three component known as Vatta, Pitta, and Kapha. These doshas relate closely to basic elements of nature and to specific function of the body. We always make them aware by explaining the importance of the balance of these doshas is required to achieve optimal health which can be derived through Panchakarma treatments.

### Client engagement programs

We engage the clients in various health camps as well as lifestyle management programs. Since Yoga and Ayurveda are also closely related, we also organise yoga session. Other than this, a herbal tea is served to the guests before the therapy.

### Challenges faced

With stiff market competition, there is a rise in client expectation. As we offer purely Ayurveda services, technique is extremely important. We have to ensure we provide the best of service.

### Future plans

Sensing the opportunity, I will tap the market with the help of Birla Ayurveda. 📍



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# Jason Momoa

## Meeting Aquaman

In a free-wheeling chat, Jason Momoa, shares his workout routine with *Salon India*

by **Aarti Kapur Singh**



**J**oseph Jason Namakaeha Momoa is no ordinary man. That he played Khal Drogo and is now all set to unleash Aquaman on us is not the reason. The real reason is that this half-man half-beast, but complete hottie can look drool-worthy in clothes you would never be able to pull off. He dresses like the parts he plays: an idiosyncratic madman. Look at this sartorial madness – he wore a faded bowler hat, torn trousers, an oversized waistcoat or even a waistcoat paired with an untied tie to a red carpet!

### “My body is the result of Guinness. And hard work. In that order”

“Beer runs in my veins. You can have me at Guinness. I am not that much of an indoor exercise person. Why would you want to let a machine run you when you got the whole world to run! Climbing is my second favourite way to exercise. I am a very handy person and build things on my own, log wood, paint, the works – it is natural exercise. I will work out outdoors, if I had to, like I did for Game of Thrones and Aquaman, but I do not particularly enjoy working out inside a gym, enclosed by walls. I have been raised to love the outdoors and it is the most challenging gym there could ever be! I like to work out at the crack of dawn and climb, do hill sprints, box, surf, swim or skateboard, it gives me time to think and focus. It helps me start my day off positively. When I have to change my body type, then we just switch it up. Doing a lot more weights for size; a lot more cardio for definition.”

### “I have always been about healthy living”

“I eat clean and lead an active life. As I like my beer, I go for lean meat and green veggies when I am leaning out because I like to save some

calories for a Guinness. I prefer eating ocean fish, especially when I can catch pure and fresh Aku!”

### “I am huge so I have to dress carefully”

“An all-black suit can be difficult to wear without looking like a bouncer. At 6’4, 108 kg, I know this, so I avoid the pitfall of the obvious choice – a white shirt and swap it for a black vest. Some polished black shoes keep it respectable. The effect is slimming and smart without looking stuffy.”

### “You will be stylish if you are you”

“I am absolutely at ease in a Black Sabbath t-shirt with easy jeans or work pants. I am also at ease in what people call ‘red carpet dressing’. But whatever I wear, I make sure it is exactly as I wish. Yes, it should fit properly. Buy more of the same thing in different colours and materials and wear it every day. Each individual has a style which suits him or her best. Individual style means not letting anyone question your taste.”

### “My tattoos are my only accessories”

“Earlier I did wear a few beads, but I do make an exception for skull rings. The tattoo is a nod to my ‘aumakua’, or family god, which in Hawaiian mythology is an ancestor, who died and came back to life. My family’s guardian is a shark, which is why the tattoo symbolises shark teeth. The negative space is supposed to take the darkness out and bring in the light, but we are still working on that!”

### “I am partial to aquatic fragrances”

“Not just because I am Aquaman, or I am helping sell Davidoff. But it really is strong, reminds me of a stormy ocean. It is also fresh, rather uplifting.”

# QUIZ TIME

SCORE ON HAIR



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

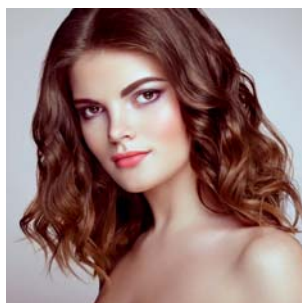
1) The Creative Director at NEU Salonz, Gurgaon, ..... is on an incredible journey to bring Indian hairdressing on the world map

- a) Sumit Malkotia
- b) Karan Deol
- c) Neel David
- d) Brij Kishor



2) ..... is a trending hair colour technique that makes hair look perpetually sunlit and adds shine and dimension

- a) Rooting
- b) Floodlights
- c) Hand Painting
- d) Splashlights



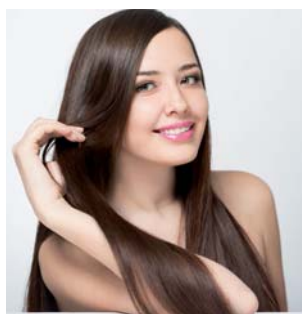
3) Luxury has new doors in Delhi with the launch of ..... at The Claridges, Chanakyapuri that boasts of best in class salon services

- a) Affinity Salon
- b) Magnifique Salon
- c) Looks Privé
- d) Geetanjali Salon



4) ..... provides professional solutions for salon-treated hair with its Opti.Care Smooth Straight range

- a) MATRIX
- b) Alfaparf Milano
- c) Kérastase
- d) L'Oréal Professionnel



5) According to Celebrity Hairstylist, ..... Violet is the most scintillating hair colour trend for fall-winter and can be experimented with varied colouring techniques.

- a) Raman Bhardwaj
- b) Amit Thakur
- c) Gourav Bhardwaj
- d) Asif Ahmed



Send in your responses to:

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QUIZ TIME:

Enter the matching letter

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- 2 \_\_\_\_\_
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NOW!!!



▲ Satishh Saraf, Founder & Director

# Panache Salon and Academy

## Mumbai



**P**anache Academy was launched in the year 2014 with a mission to provide hair and beauty education to young aspirants and the underprivileged, who want to make it big in the industry. The academy is spacious at 550 square feet and divided into hair, skin and make-up sections to accommodate 16 to 18 students at a time. It offers comprehensive courses at par with global standards and covers the segments of hair, skin and make-up. The trainers are qualified with experience of more than 15 years in this industry. The academy pays attention to all the requirements of the students in detail. The convenient location of the academy in Goregaon West makes it easily commutable for the staff and students, both.

Shares Satishh Saraf, Founder and Director, Panache Salon & Academy, "Personalised attention with ample practice is the USP of the academy. A student gets to practice on at least 30 to 35 live models in each subject." On future plans adds Saraf, "We are planning to expand upto 100 outlets pan India. Our mission is to consistently bring you the freshest styles and ideas, by keeping up with the current trends and latest products, and constantly educating ourselves about the best practices. As a brand, we pay close attention to detail to achieve best-in-class services, highest standard in cleanliness, and instil the same values in our students."

### Courses

The academy offers various professional courses ranging from Basic to Advance in hair, skin and make-up.

**Basic Course:** This two to four weeks course is ideal for those who are looking for an entry in the hair and make-up industry. It covers the basics of hair, skin, make-up, including eyebrow shaping, clean-ups, bleaching techniques, manicure, pedicure, haircut, colour and styling, to name a few.

**Advance Course:** It is ideal for professionals who want to expand their career in the hair and beauty industry. The duration of the course varies from eight to 18 weeks. It covers advance techniques including advance facial with machines, advance waxing, mani-pedi, advanced colour techniques, chemical treatments in hair and high-fashion and bridal make-up. This diploma course focuses on both theoretical and practical knowledge.

We also offer individual short courses that are especially designed for professionals looking to upgrade their knowledge in a specific skill like, chemical services or treatments in hair, machines, threading, hands and feet care, hairstyles and personal grooming in make-up. The duration of these courses is from two to seven days.

### Certification and affiliation

On successful completion of every course a certificate is provided by Panache Academy. The academy is also affiliated to L'Oréal Professionnels for Diploma in Hairdressing course.

### Eligibility criteria

Anyone who aspires to build a career in this industry can apply for the courses.

### Fee range

₹2,000 to ₹75,000. All prices are subjected to tax.

**Contact person:** Mugdha Prabhu, Academy Manager

**Address:** Panache Salon & Academy, 103, Keshrinath Bldg, Near Filmistan Studio, S V Road, Goregaon West, Mumbai-400062

**Phone:** 8767876750, **Email:** academy@panachesalons.in

**Website:** <http://panachesalons.in/panache-academy>

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

### HIGHLIGHTS OF THE NEXT THREE ISSUES

**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.

**Beauty & Wellness Industry:** Status of the industry, achievements and setbacks of 2018, forecast and plans for 2019, strategies by professionals, and more.

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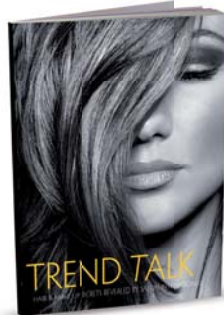
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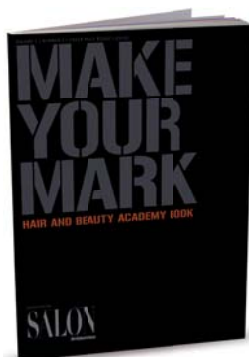
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HAIR & MAKE-UP SECRETS REVEALED BY SALON INTERNATIONAL

Hair and make-up artists are the backbone of the hair and beauty industry. To educate them further on the new trends and techniques in hair and make-up and to salute their hard work, Trend Talk: Hair & Make-up Secrets Revealed has been launched. It is a ready reckoner that not only gives insights into the trending looks in hair and make-up, but also suggests hairstyles and make-up techniques basis face shapes and personalities!



## MAKE YOUR MARK

HAIR AND BEAUTY ACADEMY BOOK

The hair and beauty industry of India has grown manifold, however, it is grappling with the challenge of finding trained personnel. Make Your Mark: Hair And Beauty Academy Book covers some of the best academies in the country and a few reputed international ones. From interviews of academy heads, certification offered to an intensive list of courses, fees and more, the idea is for the Book to work as a bible for professionals in the industry as well as new ones who want to enter the line.

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## Nykaa announces Janhvi Kapoor as brand ambassador

**N**ykaa, India's leading beauty retailer roped in actor and millennial icon, Janhvi Kapoor as their brand ambassador. Kapoor will appear in digital, television and print advertising campaigns and play an active role in creating social media content for the brand. To mark the launch of this partnership, Kapoor picked her favourite products from Nykaa's in-house collection, Nykaa Cosmetics. The curated products will be available in the 'Janhvi Loves' edition that will be available on the brand's website and in Nykaa stores soon. Her talent, confidence and determination to succeed reflect Nykaa's values of empowerment and encouraging women to realise their dreams. She will help

communicate Nykaa's unique identity in the Indian market with an unmatched curation of the best of beauty products along with engaging content to excite and indulge beauty enthusiasts across India.

Shared Falguni Nayar, Founder & CEO, Nykaa, "We are delighted to welcome Janhvi to the Nykaa family. From the first time I met her, I was absolutely charmed by her magnetic personality and down-to-earth attitude. She embodies perfectly the ideals of the Nykaa woman with her conviction to realise her goals. We look forward to an exciting partnership together towards building brand Nykaa." Added Kapoor, "I was fascinated when I heard how Falguni Nayar gave up a career as a successful banker, started Nykaa from scratch and built



▲ Falguni Nayar and Reena Chhabra with Janhvi Kapoor

it into a market leader in just five years. For me, Nykaa is a shining example of what Indian women can achieve. And as a consumer, Nykaa gives you the power of choice and the ability to be your best. I am really proud to be the face of Nykaa."

**WHAT:**  
Announcement of brand ambassador

**WHEN:**  
12th September

**WHERE:**  
Four Seasons, The Gallery North, Mumbai

## Celebrity hairstylist Neeldavid Katwal launches salon

**I**nternationally certified hairstylist, Neeldavid Katwal opened doors to his new salon in Delhi. On the occasion Katwal showcased the latest hairstyles and trends in a specially curated hairstyling session. The event witnessed a Live Hair Show where the maestro exhibited his master feat of blind folded haircutting that left the audience spellbound. Having honed his talent from different institutions in Delhi, Thailand and Singapore, Katwal is considered to be the first international hairstylist from Nepal. He has also been trained under Oscar-winning Hollywood make-up artist, Christine Blundel and Toni&Guy, London,

which is considered to be the premier institute for creative hairstyle. Neeldavid's Hair & Beauty Salon was established in 2006 in Kathmandu and will soon reach 100 mark by 2022. The salon chain is presently operational in four states and 10 cities in the country; 50 outlets and new establishments are soon expected in Thailand and London.

Commenting on the launch of new salon in the heart of the city, shared Katwal, "Our endeavour through launching new salons is to reach out and transform a person's look to make our clients feel good and fashionable. Also, what sets our salon apart is the science-based



▲ NeelDavid Katwal with guests

styling in place of product-based. Just like our earlier salons, this salon will reach out to the masses with quality standards."

**WHAT:**  
Salon opening

**WHEN:**  
22nd September

**WHERE:**  
Lajpat Nagar, Delhi





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# SOFIA

**STEP 1:**

Before.

**STEP 2:**

Subdivide two triangular sections: the first one on the front part of the head and the second one on the back part.

**STEP 3:**

Leave two fingers hair from the joint.

**STEP 4:**

Divide again the back triangular section into two halves.

**STEP 5:**

Start cutting hair in triangular sections taking vertical partitions and keeping roots perpendicular to their growth. Cut at 90°. Repeat on the opposite side.

**STEP 6:**

Go through vertical sections, cutting at 90° up to the back of mastoid point. Repeat on the opposite side.

**STEP 7:**

Work on the front part, subdivide transversally and, throwing hair towards the mastoid point, cut with point cut. Work on both sides with the same technique.

**STEP 8:**

Start graduation of back triangular sections throwing a central section at 90°.

**STEP 9:**

Go on taking sections from the top (orange slice) and go on with graduation.

**STEP 10:**

Go on with graduation up to the end of the first half on both sides.

**STEP 11:**

Split up higher triangle into transversal partitions. Cut with point cut.

**STEP 12:**

Cut front area with transversal splitting at the beginning of opposite side eyebrows arch.

Hairstylist: Manuel Chirico collezione Animae  
Photo: Laura Camia





# Hema Kaul

## Centered on Innovation

Dubai-based fashion designer, Hema Kaul shares her views on fashion and beauty industry, source of inspiration, future plans, and more

### Which international designer is your inspiration and why?

I am inspired by Alexander McQueen. He had a unique take on fashion. He inspired me immensely with his bold experiments in fashion. McQueen was way ahead of his time and I loved the way he added punk to otherwise feminine fashion.

### How did you get started in the fashion business?

I was interested in fashion as a child. So, studying fashion was an obvious career choice. Initially, I used to cater to private clients and later in 2013, I had the opportunity to showcase my designs at the London Fashion Week. Eventually, I started my own label. In fashion, inspiration is multi-dimensional. I draw inspiration from everything around – movies, architecture, nature and travel.

### How important are hair and make-up in fashion?

Hair and make-up set the tone of the collection and help to bring out the story behind the design. They reflect the whole collection and the inspiration behind it. Hair and make-up go hand in hand with the ensembles to complete the overall look.

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

Fashion and beauty have come a long way in India. People are now open to experimenting with the latest trends and techniques. They want to look good and get noticed and so, are inclined towards dressing up well. There is a lot of awareness about fashion in India now and I see, people are trying to break away from the traditional ways of fashion.

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

In Dubai, we work with artists from UAE and there is no dearth of talent.



### Who is your favourite muse and why?

Hands down Sarah Jessica Parker. She is someone who has a bold sense of fashion. She is never shy to experiment and break moulds in fashion. Her series, Sex and The City has been extremely instrumental in my journey towards fashion.

### Which is the most outrageous make-up and hair look in your collection?

For our Spring-Summer 2015 collection showcase in London, we did really big hair on the models to add a lot of 70's drama and that was definitely the most outrageous attempt.

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

We do intensive research on the latest trends and techniques of the season and then incorporate what suits us best and what represents our collection. It has to tell our story!

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

I will continue to work on building my brand presence. Although I do not have any immediate plans to be involved in the beauty and hair industry, but nobody knows what the future holds. 🌐






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#Protection from hair fall and split-end damage.

