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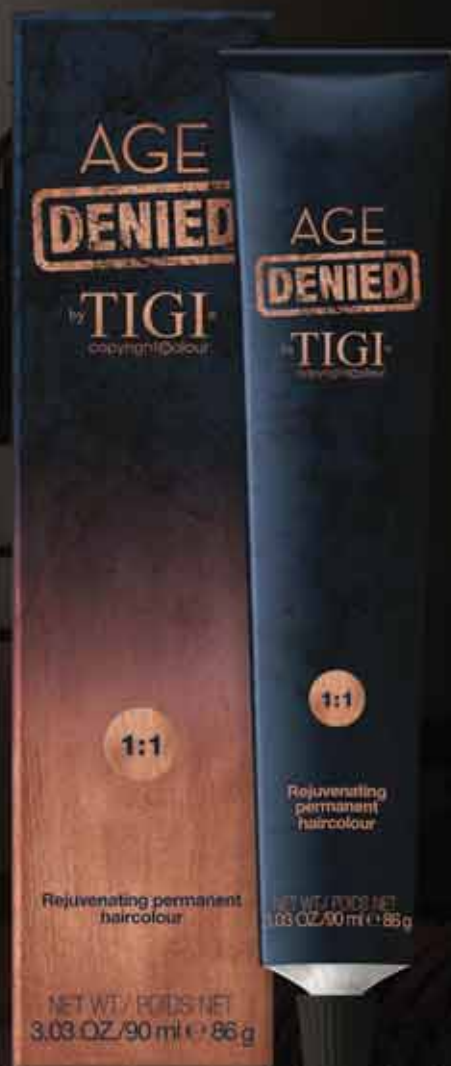
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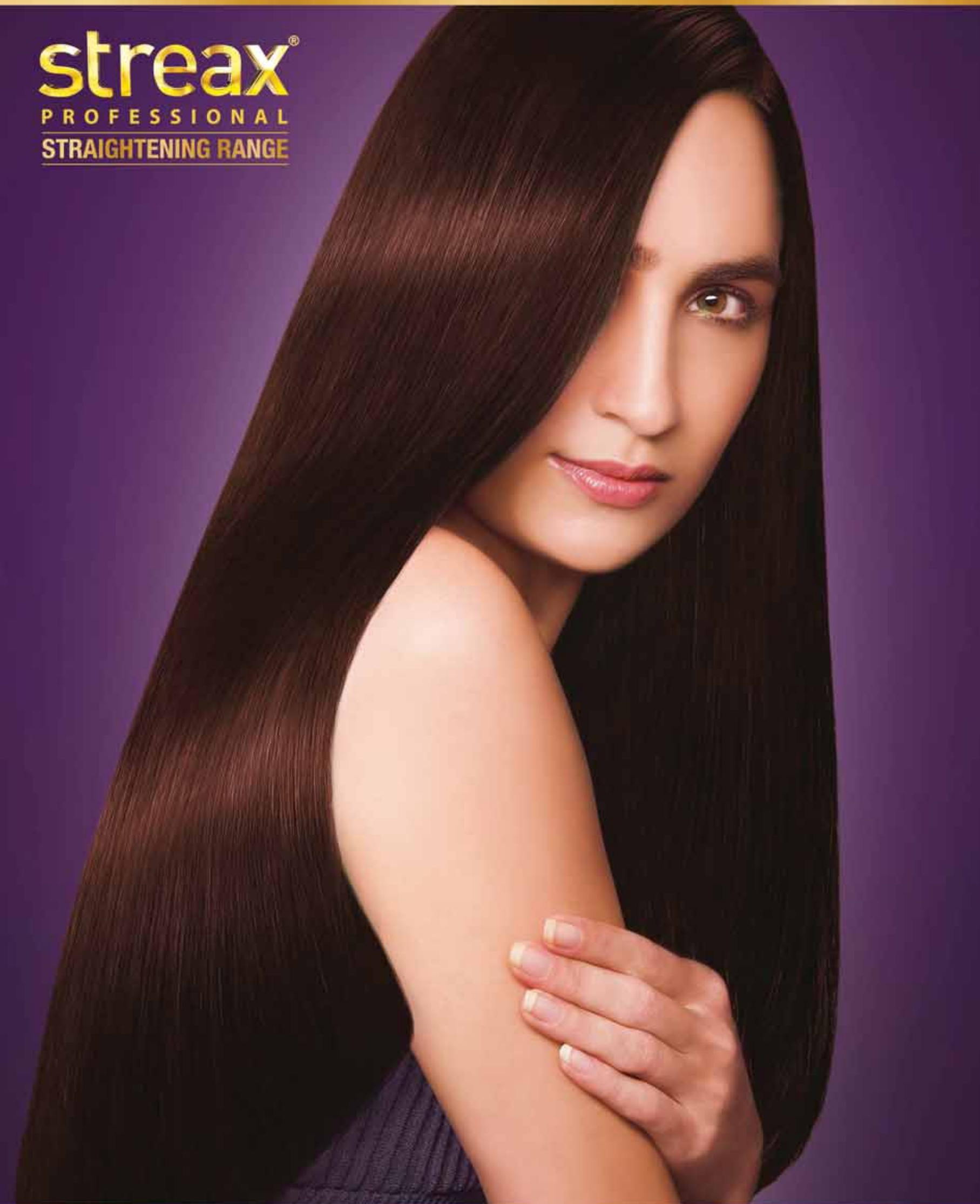
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Mark Simpson, the famous writer and broadcaster specialising in popular culture, media, and masculinity, has said, "Metrosexual man is a single young man with a high disposable income, living or working in the city (because that is where all the best shops are), is perhaps the most promising consumer market of the decade. In the 80s, he was only to be found inside fashion magazines, such as, GQ. In the 90s, he is everywhere and he is going shopping." However, it was not until the early 2000s when Simpson returned to the subject that the term became globally popular. In 2002, salon.com published an article by Simpson, which described David Beckham as 'the biggest metrosexual in Britain' and offered this updated definition: The typical metrosexual is a young man with money to spend, living in or within easy reach of a metropolis – because that is where all the best shops, clubs, gyms and hairdressers are. He might be officially gay, straight or bisexual, but this is utterly immaterial because he has clearly taken himself as his own love object and pleasure as his sexual preference.

With the context in place, we bring to you the cover story titled the 'Men's Grooming Industry: Growing from Strength to Strength'. It highlights the cataclysmic rise of the category thanks to the changing needs of the metrosexual male. With inputs from major players in the business as well as industry-reports by Mintel, we say it like we see it. Dr Debraj Shome, a Cosmetic Surgeon & Director, The Esthetic Clinics in Mumbai, shares insights on the trending aesthetic procedure called Beard Transplant. Shahnaz Husain, veteran in the beauty industry, sheds light on the rapid growth of the category. All this and lots more!

In the hair section, Manuel Ferreres' career has seen a sharp meteoric rise. In mere five years he has gone from being a neophyte in the hairdressing sector to being nominated in one of the most prestigious professional awards. He shares his journey and plans for the future. On the homefront, Vivek Shyam Bhatia, who is relatively new to the hairdressing business, but is as wise as the old, shares jewels from his experience. In the International Stylist section, Helen Tether reveals her Chromatic collection. A glorious photo essay, the hairdresser's craft will surely leave you mesmerised.

In the beauty section, we introduce Kanikka Tandon, an independent make-up artist who aspires to have her own make-up studios around the world. In the brand story, we feature Lakmé Lever's powerful acquisition of the UK-based skin care brand, Dermalogica. Dr Shuba Dharmana, Dermatologist, Lejeune Medspa in Bangalore, shares methods of scar removal and scare revision.

In the spa section, we present the visual grandeur of Tattva Spa at Radisson Blu, Faridabad. The design accents create the impression of a 'garden' of wellness. Jyoti Rathod, Spa Manager, Cedar Spa by L'Occitane at JW Marriott, Mussorie, shares her views on the wellness industry, USP of the spa, future plans, 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 and Prosperous Deepawali!

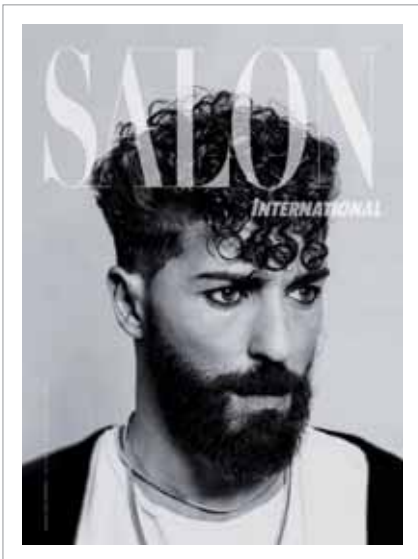




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Hair: Alberto Salvador @Salvador  
 Fashion & Creative Hairstyles  
 Photo: Alfredo J. Llorens  
 Make-up: Angeles Abel

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➤ **VLCC brings Ericson Laboratoire to India**

Leading Indian beauty and wellness chain, VLCC has partnered with renowned French skin care brand Ericson Laboratoire, to introduce five out of their 14 premium range of facial treatments and home care range in India. The therapeutic approach taken by the brand with its line of facial treatments are intended for consumers, who are seeking a genuine skin care treatment that gives visible and long-lasting results, without recourse to a medical procedure. The first five facial treatments introduced at VLCC centres include, Fresh Caviar, Slim-Face-lift, Enzymacid, GenX Skin and Perfection, which are suitable for all skin types and successful in tackling the visible signs of ageing and various skin problems. Shares Monica Bahl, Senior Vice President – Operations, VLCC Healthcare Limited, “At VLCC, we constantly strive to bring in the best and the latest scientific dermal solutions by collaborating with the best skin



care brands from across the world. We are elated to partner with Ericson Laboratoire. Their skin care treatment line has some of the most scientific, innovative and high performing products, which ensure to bring the skin back to its optimal condition. This range when combined with the expertise of our in-house beauticians, will provide customers solution to all their skin concerns, resulting in a healthy and radiant skin.”



➤ **Beauty and Wellness Sector Skill Council joins hands with CIDESCO**

The Beauty and Wellness Sector Skill Council (B&WSSC) under the Ministry of Skill Development has partnered with the international body, CIDESCO, by signing a memorandum of understanding to drive overseas employment opportunities for trained professionals of the country. The MoU will enable the candidates in the field of beauty to get dual certification, which will be recognised across 60 countries, as stated by B&WSSC. Shared Vandana Luthra, Chairperson, B&WSSC, “It is the first-of-its-kind initiative in which a Sector Skill Council has signed an MoU with an international body for boosting global mobility of the candidates trained in beauty. This association will not only help to establish service delivery parameters, but also bring about a uniformity in training, along with helping in knowledge exchange between India and other countries.”

➤ **Truefitt & Hill launches seventh store in Mumbai**

The uber millennials of Juhu can now allow a day to themselves for all their grooming needs as Truefitt & Hill brings their world renowned grooming services along with its first spa service to the store. Spread over 1500 square feet, it has a retail section, a Royal suite, a barbering section, a pedicure suite, a Foot Spa suite and two massage rooms. Offering a quintessential feel with its classy interiors in mahogany wood adding chic blue wallpaper creating a contrast, makes for a complete relaxing environment. Speaking on the occasion, shared Krishna Gupta and Istayak Ansari, Managing Directors, Lloyds Luxuries Limited, “Our aim is that the customer should ultimately feel revitalised and renewed when it is time to leave. The highlight of this store is the Spa service which we have introduced and we will add more to our future stores. We are in an expansion mode and opening stores in Koregaon Park in Pune, Alwarpet in Chennai, and our first International store will come up in Dhaka, Bangladesh in the affluent neighbourhood of Gulshan Avenue.”



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↳ **L'Oréal Paris collaborates with House of Sabyasachi**

International beauty brand, L'Oréal Paris announced the launch of an exclusive festive collection in collaboration with House of Sabyasachi. From bright lipsticks to liners and mascaras, the exquisite L'Oréal Paris X Sabyasachi collection is a dream come true for all make-up and fashion enthusiasts. Handpicked by the man himself, Sabyasachi Mukherjee has especially curated the collection keeping in mind the contemporary sensibilities and eclectic tastes of the modern woman. L'Oréal Paris brings the widest range of the most intense and hydrating matte lipsticks – Color Riche Matte. The new lipsticks, packed with rich pigments for deep colour, are a stunning set. Whether a bold red, a bright plum, a rich brown or an elegant nude, a choice of 10 shades are at your disposal. For the ultimate voluptuous volume and to nail the classic fanned-out look, L'Oréal Paris X Sabyasachi also offer Volume Million Lashes Mascara Extra Black to get festive-ready. For a bold or winged eye look, the collection offers the L'Oréal Paris Superliner Black Lacquer to get the blend of drama and ethnicity.



INTERNATIONAL



↳ **Las Vegas based Color Salon partners with Kérastase**

Color, a salon by Michael Boychuck in Caesars Palace has joined forces with Kérastase to offer the brand's innovative product treatments and in-salon services to clients. Through this exciting new partnership, Color takes luxury care and expert service to the next level by offering outstanding product performance and educational support to its clientele. "As the leading luxury Kérastase salon retailer on the Las Vegas Strip, we strive to always offer the best in the business for our current and future clients," said Michael Boychuck, celebrity colorist and owner of Color Salon. "The high quality of Kérastase products create a flawless finish which truly completes the Color Salon experience, and we are thrilled to continue to offer this high-level of service and quality for many years to come."

↳ **Kobi Bokshish wins TCT Hairdresser of The Year Award**



Australia's prestige hair extension company, Amazing Hair, has contributed to the creative genius of Kobi Bokshish, and his winning the TCT Awards Hairdresser of the Year global award. The TCT Awards are a photo contest for photographers with their mission being to

provide notoriety to professional hairdressers and make-up artists in photography and their work in fashion. The collections are judged by a group of fashion and hairdressing and make-up experts. This year, the TCT Awards 2017-2018 Ceremony was celebrated during the Live 018 hairdressing and make-up artist event on 3rd November, on the amazing island of Gran Canaria in Spain. To create his award winning collections, Bokshish utilised the new Amazing Hair wefts system, tape extensions and fringes to bring different dimensions, textures and strength to his work. Says Bokshish, "I always love pushing my photographic work as far as I can and to do so I need to use nothing but the best! I truly believe Amazing Hair extensions are the best hair extensions out there and they contribute to my work looking polished, real and as good as it can be."

↳ **Coty launches two new men's grooming lines**

Coty Inc. is all set to up its game in the professional men's grooming line with the launch of Seb Man from Sebastian Professional and System Professional in Milan, Italy. These new brands are in line with the latest trends driving the landscape of men's grooming, including social media. The campaign of Seb Man is themed around 'slasher' generation – a breed of man who is not just one thing. The campaign models, Billie Huxley from London, is a boss, biker and music producer, along with Matthias Dandios from Paris, who is a Champion BMX Rider, actor and thrillseeker. On the other hand, System Man has a truly bespoke proposition and offers unique combinations for the client. The barber or men's hairdresser plays a pivotal role to offer a customised service experience for the clients. Both the product lines are slated to hit the UK market by the end of 2018 and beginning of 2019.



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# Manuel Ferreres

## Rebel Yell

Manuel Ferreres' career has seen a sharp meteoric rise. In mere five years he has gone from being a neophyte in the hairdressing sector to being nominated in one of the most prestigious professional awards. With *Salon India*, he shares his journey and plans for the future

by Aradhana V Bhatnagar



### The beginning

I come from a family of hairdressers. Either by rebellion or by not listening to the advice that my parents gave me, I never considered dedicating myself to hairdressing until I was 26 years old. I must say that although I did not dedicate myself to the profession, I had always been interested in fashion and personal image. I liked to see my mother cutting hair and doing up-dos. I think, my first inspiration in hairdresser's world was her. When I was 26 years old, I started working in my mother's salon. In the morning I worked at the salon and the afternoons I spent studying at the academy in order to get my degree.

### Professional education

I have always liked to train with leading brands of our profession. London, Rome, Madrid, Barcelona, Valencia and countless national and international formations have helped me to achieve the level of professionalism that I have, although I think there is still a lot to discover and improve.

### Mentors

I could not say one in particular. Apart from my mother, I have many colleagues and friends who in one way or another have helped me to be who I am at this moment.

### Challenges faced back then

At the beginning, and even more coming from someone who had never touched a comb, there was a lot of frustration when things did not work out. But with the help of my colleagues and with the people who trained me, I managed to bring out the best in myself.

### Current scenario

Three years into the hairdressing sector, in 2015 I setup Salon Five, my own beauty salon, in Vall de Uxó (Castellón). The philosophy is to bring the hairdresser to the highest level of professionalism. I want to give back to the sector the recognition it deserves. I do it by offering continuous training and motivation to the team to better their technique. Salon Five is associated with Club Figaro from its origins. My work does not end in the

salon, since I have immersed myself in the field of creative hairdressing by creating different collections of avant-garde. After three years of presenting my collections to different contests, in 2017 I received my first nomination as a finalist for the Best Women Commercial Collection 2017 in the Spanish Hairdresser Awards offered by Club Figaro. Over time, I have exclusive national and international training with some of the most prestigious brands in the sector, namely, Toni&Guy, Sassoon, TIGI, Revlon Professional, and so on.

### Challenges faced today

The only difference I see is that we have easy access to training. I do not know if they are better or worse, but social networks play an important role to make ourselves more known. Professional media helps to give visibility to brands or professionals who are dedicated to the world of quality training and that is good for everyone.

### Forté as a hairdresser

My strong point, I think, is the perseverance and the desire to continue discovering more every day. You can always improve and we always have things to learn from our profession and our colleagues.

### Inspiring the team to create hair looks for a collection

To create collections, it is vital that all the participating members feel important. You have to let them express their feelings and

concerns when it comes to exposing their ideas, so that they are motivated to take a step forward and the final results will benefit from it. We must make clear which is the idea in which we are going to work, and we have to row towards the same direction in order to achieve the objectives.

**Must-have qualities in a hairstylist**

First of all, it is essential to know how to listen. Also, you need to love the profession and be willing to train every day to get better day by day and be able to transfer those experiences to the rest of the team.

**Day in the life of Manuel Ferreres**

I can say that I am privileged. I like my work, I have a family that supports me in all the decisions I make and I spend hours with clients and colleagues that make every day different. After all that is the best we have in our profession: clients and workmates. However, one of the worst times I had was when accidentally I cut a client with a scissor, and he was just a child! It was at the academy, and I hope it was the first and the last time."

**Trends in haircuts and colour this season**

Swag, midi, lob, micro bob and pixies are the most desired in both textured and curled versions. In colour, techniques of Ombré and Balayage continue being the rage, although in its multitude of colour variants, opting more for a palette of slightly golden and golden copper colours, without forgetting about the colours in block.

**View of the Indian hair dressing industry**

It is a country that continues to grow in terms of notoriety in our profession. I do not know much about it, but I love to travel and see other countries, and one of them is India. Whenever I travel, I like to visit a hairdresser and get to know a little more about the sector there. Of course, I would love to know more about the hairdressing sector in India.

**Plan for the future**

I am enjoying my project Salon Five, which has just been born, so to speak. We recently turned three years old and we



are very happy with the results. I am not saying that in the future I would not like to transfer my experience teaching young people who want to learn our profession, and professionals who seek to evolve and recycle, but today I am enjoying my work. I would like to continue presenting at hairdressing events and competitions and improve my skills further. I also want to create collections and continue growing Salon Five and meet people and learn from them every day. 📍

Credits: Hair by Manuel Ferreres @ Salon Five; Photo by Esteban Roca; Stylist by Ban & Ro; Make-up by Cris García



# Série Expert Powermix by L'Oréal Professionnel

## Instant Hair Fix for The New-Age Woman

Get professional, personalised and powerful hair care with Série Expert Powermix Treatment in just 20 minutes

In today's fast paced world dominated by the modern millennials, the expectation for instant gratification is booming. This generation wants it all and wants it now. Instant meals, instant rewards, instant appreciation. The women of today have a life that is dynamic, fast paced and digitally wired.

L'Oréal Professionnel, the global leader in professional hair care and the number one salon brand in India has always aimed at redefining the salon experience. Creating services that constantly respond to the client's evolving needs, L'Oréal Professionnel presents an instant solution for bad hair day with Série Expert Powermix. A truly professional, personalised and powerful hair care treatment that is quick and effective. A perfect solution for everyone that lives in the bustle of a progressively fast paced world.

### Série Expert Powermix

The Série Expert Powermix hair treatment uses cutting edge professional masques with highly active ingredients, freshly mixed in front of clients. This treatment is designed to give your client's hair an instant healthy boost. The process takes only 20 minutes and hair is left feeling refreshed, restored and reinvigorated.

After a quick consultation with a L'Oréal Professionnel hair expert in the salon, one of the four Powermix treatments are recommended to the client. Each of these are developed specifically to cater to various key concerns. Be it unforgivable hair damage or uncontrollable frizz, demanding colour protection or diminishing hair strength, there is a Powermix solution for you.

Powermix is a tailor-made solution that is quick and effective, perfect for the busy career woman of today.

### In-salon service

The Serie Expert Powermix in-salon treatment is a one-of-its-kind service in which two liquids, highly concentrated with active ingredients are mixed together, forming an intensely nourishing hair masque, right in front of the client. Hair is visibly transformed in just 20 minutes.

### Expert recommends

**Powermix Color:** To protect hair colour from fading and restore radiance and shine.

**Powermix Repair:** To repair hair damage and reveal soft and healthy hair.

**Powermix Force:** For 10 times strength against breakage and freedom from split ends.

**Powermix Liss:** To smoothen unmanageable hair and control frizz.

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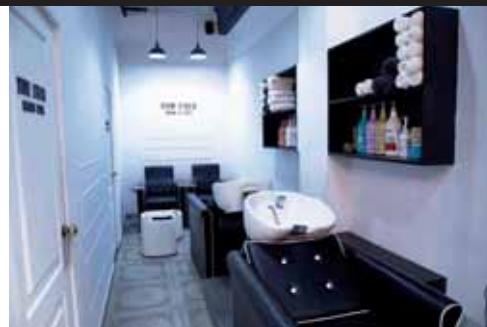


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# Architectural Concepts

## Gurgaon

### Show Studio



Launched in July, Show Studio is a customer-centric unisex salon chain present in four locations across Gurgaon. With a wide range of offerings in hair, beauty and skin services, it aims to render a seamless and comfortable experience to its customers at affordable prices. The salons are not only equipped with state-of-the-art technology, premium amenities, but also professionally trained staff that serves as a testament of their commitment towards excellence. The flagship salon at Paras Trinity, spread across 1,050 square feet, is equipped with eight hair stations, two wash stations, two pedicure stations and two beauty rooms. The distinguishing classic interiors,

with an emphasis on using organic products and offering a personalised touch for its customer, make it a memorable experience.

Says Animesh Singh Rao, CEO, R & R Hospitality, "Since inception, it has been our endeavour to cultivate fruitful relationship with our customers. We have received an overwhelming response, so far, and we hope to continue nurturing these relationships by offering finer premium services, quality products and employing a pool of skilled staff." Elaborating on the next step, he reveals, "In the first quarter of 2019, we plan to create a presence in shopping malls and big markets in Delhi."

**Colour combination:**  
Monochrome

**Products used:**  
L'Oréal Professionnel, Kerarganic in hair; Casmara, O3+ , Organic Harvest, Lotus Professional, Eminence, Ayur-Ve-Lous in skin; MAC Cosmetics in make-up

**Lights:**  
Combination of LED focus lights, pendant lights, filament bulb chandelier

**Flooring:**  
Moroccan tiles

**Architect:**  
Self, with the help of private contractors



**Contact persons:**  
Animesh Singh Rao and Sagar Dhanadiya

**Address:**  
GF-21, Paras Trinity, Sector 63, Gurgaon - 122011

**Phone:**  
8130-629-629

**Email:**  
Customercare@showstudio.co.in

**Website:**  
www.showstudio.co.in

## Delhi

### BNCHY Wellness MediSpa



**Colour combination:** Beige and brown

**Products used:** Ayurvedic

**Lighting:** Ambient and task lighting

**Flooring:** Wood, earthen tiles

**Architect:** Not disclosed



**Owners:**  
Dr R M Nair and Dr Rukamani Nair

**Phone no:**  
9971333448

**Email:**  
pro@bnchywellness.com

**Website:**  
www.bnchywellness.com

To promote naturopathy therapies and Ayurvedic treatments, Dr Nair along with his wife, Dr Rukamani Nair, setup Babu Nature Cure Hospital and Yogashram. BNCHY MediSpa came up in 2017 as an extension. Treating people through research-driven naturopathy techniques is what inspires them.

The Medispa is spread over 21,000 square feet, 7,500 sq ft is being used as therapy and treatment section where an extensive range of spa services and skin care treatments are offered. There are nine multipurpose therapy rooms for Ayurveda treatments

and international therapies. Naturopathy, Ayurveda, Physiotherapy and Reflexology are also on the menu. Says Dr Nair, "At our medispa, therapists work closely with our Ayurveda and Naturopathy doctors. As such our interiors, lighting and products used are quite different from a usual spa. We have one of the most robust hydrotherapy infrastructure, with whirlpool for targeted deep hydro-massage, rooms for steam, sauna, spinal bath, hip bath, and so on. We also have a foot lounge with relaxation area and a world-class salon facility."

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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

## **Hair Masters Luxury Salon, Delhi**

The salon is offering a party make-up package including basic make-up using Kryolan products, hair wash, hairdo, dress draping and nail paint application at a discounted price of ₹ 3,999. The actual price of the service is ₹ 6,000.

## **Spin Salon, Bangalore**

Get Fusio Dose Ritual by Kérastase for your hair that includes nourishment and strengthening of hair for 25 minutes, hair wash and blowdry, at an offer price of ₹ 999. The actual price of the service is ₹ 1,416.

## **Colors Hair, Beauty & Spa Salon, Kolkata**

The salon is offering L'Oréal Professionnel global hair colour along with Smartbond treatment at a discounted price of ₹ 2,899. The actual price of the package is ₹ 6,000.

## **Studio A, Mumbai**

The salon is offering acrylic nail extension service at an offer price of ₹ 1,999. The actual price of the package is ₹ 2,500.

## **Autograph Salon, Gurgaon**

Get signature special Goji Facial at a discounted price of ₹ 1,399. The actual price of the service is ₹ 2,590.

## **Neomis Salon & Spa, Goa**

The salon is offering crown hair highlights limited at 10 streaks at a discounted price of ₹ 2,700. The actual price of the service is ₹ 3,000. 📌



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# Vivek Shyam Bhatia

## In His Father's Footsteps

Smart for his age and experience, Vivek Shyam Bhatia appears to have got it all. As Shyam Bhatia's son, he is expected to do well with all the resources at his disposal, some that others have to work hard for. However, the young shoulders also bear the burden of expectation. *Salon India* finds out how it has been for him and his plans for the future

by Shivpriya Bajpai

### How did you get started in the hair and beauty industry?

I belong to a family of hairdressers, my father Shyam Bhatia is a renowned stylist. As a child, I was influenced and inspired to see him work passionately and grow in life. So, immediately after my schooling, I decided to give hairdressing a shot, and fortunately, the craft has stayed with me till now.

### Please tell us about your professional background. What are the certificates and degrees you have earned?

I have done my foundation from Shyam's Academy and honed the technical skills at the L'Oréal Technical Centre. Post that for my advance learning, I went to Toni&Guy in Singapore, Vidal Sassoon in London, and Image's Academy in Colombo. Later and thanks to L'Oréal, international hairdressers started visiting India to train. I got my expertise in Cut and Colour by the RUSH team, Trevor Sorbie Team and Laurent Decreton.

### What were the challenges you faced back then?

Since I belonged to a family of master hairdressers, I never got a chance to make mistakes. People always expected me to perform at par, even if I was doing it for the first time. I admit, I perform well under pressure, which I think did help somewhere. Another big obstacle I faced was in the first few years of my career, where I attended college, did salon work, travelled long distances for seminars, worked on college projects till late at night – simultaneously. I used to sleep for about four hours a day, but somehow overcame this gruelling schedule.





**Please tell us about your association with L'Oréal Professionnel.**

I am a proud ID Artist for L'Oréal Professionnel, which also makes me the youngest Brand Ambassador for the biggest cosmetic brand in the world.

**What is your role and responsibility as a L'Oréal Professionnel ID Artist?**

With L'Oréal, my responsibility is to travel and train hairdressers across regions. I educate and update them on to the current fashion trends. I am happy that I am a part of this project which allows me to pass my knowledge to thousands of stylists.

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

'Keep It Simple Silly' is my mantra while creating looks for all the platforms, and that should certainly be the key. But yes, every project has its own feel where I suggest an artist must personalise himself/herself to suit that theme. Another important thing is that one must have the right tools, products, and knowledge to flexibly create the desired look, be it salon, shoots, editorial or fashion shows.

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

I am amazed to see how I have emerged from my cocoon, and made this colourful world of mine. As an artist I have evolved from being a stylist to an educator and now an inspiration to many.

**What are your favourite products?**

Elnett is my hot favourite, the most fabulous reworkable styling spray; Full Volume is another styling mousse I really enjoy using for cuts and styling; and Homme Sculpte is my hero product, to create both sleek and messy looks.

“ Short length cuts with wispy layers and ends is trending. Also, beachy waves and messy upstyles have been doing the rounds for long. Parisian Chocolat brown with soft blonde smudged Balayage is the colour of the season. ”

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

Styling trends differ from person to person, as one size or look does not fit all. Short length cuts with wispy layers and ends is trending. Also, beachy waves and messy upstyles have been doing the rounds for long. Parisian Chocolat brown with soft blonde smudged Balayage is the colour of the season.

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

I think our industry is one of the most welcoming, where a person can really work across different platforms while being on the same ground. I mean it is not either salons or either shoots, just hair or just make-up, we are free to show our creative side in anything. Since fashion changes dynamically, it will never ever get boring.

**What is your advise for the newcomers entering this field?**

Go slow, get your basics right, work with the best in the industry and then you will certainly go far.

**What are your future plans and projects?**

I call myself an 'Artistic Entrepreneur', hence while I will never stop learning and building myself artistically, I will also expand my wings and multiply my salon when the time and opportunity is right. 📍

## Market Watch | Hair Care



### Hair straightener by **Berina**

Most of us are not blessed with straight hair, however, now with the Berina Hair Straightener, even extremely curly hair can be smoothed with ease. A revolutionary product, it straightens hair even at a low temperature without damaging them. Built to provide instant styling, the Berina Professional Hair Straightener heats up in a quick duration of 30 seconds, thereby saving time and effort. What is more, vibration on the heating plates aids the straightening motion and allows hair to glide effortlessly through the plates without snagging or pulling. The end result is a silky and smooth finish.

**Price:** ₹ 4,200

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



### Hair straightening range by **StreaX Professional**

#Switch2Straight with the Canvo Line Hair Straightening Range. It is an all-new range of straightening products which are especially crafted to give you straight, easy-to-manage hair you always wanted, along with a protein recharge! The range is enriched with Kera-Charge complex which is a blend of Hydrolyzed Proteins and conditioning agents meant to give the coveted hair straightening experience!

**Price:** ₹ 755 for intense/ mild (500gms); ₹ 290 for intense/mild (160gms); Neutraliser for ₹ 400 (500gms); Neutraliser for ₹ 600 (1litre)

**Availability:** Salon partners

### Curl conditioner by **Moroccanoil**

A no-foam, one-step shampoo and conditioner with natural Tea Tree Oil, the Moroccanoil Curl Cleansing Conditioner gently cleanses and conditions hair. An Argan Oil-infused formula, it effectively cleanses and restores suppleness and bounce, while detangling to maintain the integrity of curly hair. Vegetable proteins and other natural oils leave hair shiny, smooth and soft, while fighting against frizz. Rub quarter-sized amount between palms, thoroughly work into wet hair and scalp. If desired, let absorb for five minutes. Rinse out, continuing to massage.

**Price:** ₹ 2,475 for 250ml

**Availability:** Salons and spas



### Straightening brush by **Vega**

Vega X-Glam Straightening Brush is a perfect combination of a straightener and hair brush. The straightening brush glides easily and smoothly through your hair, detangling and straightening it. The brush has silica gel coated heat protective bristles which protect the scalp from heat. It uses the anti-scald technology which helps to maintain a constant temperature, and anti-frizz technology which leave the hair free of frizz. It has adjustable temperature settings that range from 180°C to 230°C and the LCD temperature display allows you to set the temperature as per your hair type. The brush has 360° swivel cord for ease and convenience while straightening.

**Price:** On request

**Availability:** Retail stores

### Colour and care by **Moehair**



Moehair Colour & Treat is the first hair colour in the world which colours and treats the hair at the same time. A low ammonia formulation, it is available in 69 intermixable shades that ensure complete coverage, modern tone reflection to give phenomenal results. The colour contains Hydrolyzed Protein to replenish lost proteins that strengthen the hair inside out. The result is hair that is soft with a mirror-like shine and a weightless bounce. Also, it helps in improving the elasticity of the hair along with providing 100 per cent grey coverage. Moehair Color & Treats 100ml tube is to be mixed in a ratio of 1:1.5.

**Price:** ₹ 690 for 100ml tube

**Availability:** Salons



# Lotus Makeup India Fashion Week Straight Off The Runway

Fashion Design Council of India (FDCI) in association with Lotus Makeup kicked off the Spring Summer '19 fashion frenzy by rechristening one of the country's most awaited fashion events as Lotus Makeup India Fashion Week

**L**MIFW SS '19 sported a fresh new look in name and on stage. Backstage masters, Ambika Pillai and Kajee Rai, of Monsoon Salons, concentrated on the 'less is more' approach by sticking to a minimalistic base. Here is the line-up of the biggest beauty trends from the ramp.

### Easy hairstyles

For all those who love messy, unkempt hair, LMIFW SS '19 was a perfect mood board. From boho braids and back-to-school plaits, to gorgeous waves or straight tresses, there were many inspiring versions to choose from. The runway hair for Shivan & Naresh, Wendell Rodricks, Anushree Reddy, Swati Vijaivargie and Pratima Pandey, led the way for easy-to-do hairstyles. Kajee Rai, who created the backstage looks for a number of designers, shared, "Since it was a spring-summer edition, most of the looks were simple, clean and fresh. For hair, it was mostly about top-knots and effortless styling."

### Bare face and nude nails

Minimal foundation to lend a subtly dewy look and almost-invisible colours in nail paint have been the status quo at every spring-summer backstage session. So, keeping up with the vibe, the experts presented a similar 'bare' make-up trend.

### Shimmer fun

The beauty look of Anushree Reddy, Rahul Mishra and Karishma Deep Sondhi were spiked with shimmer, which has made a comeback.

### The classic eyeliner

Other exciting beauty trend that came marching down the runway was the extended colourful eyeliner. Case in point was Rahul Mishra, Rohit Gandhi+Rahul Khanna and Gauri & Nainika collections.

### Glossy shiny lips

Keeping up with the theme of the season, the make-up team presented high-shine texture on the lips. There were shades of natural nudes, soft browns and pinks, though designers such as, Siddharth Tytler and Swati Vijaivargie, opted for the classic velvety Hollywood glam red lips.

### The 'IT' look

The finale of the show suitably called 'Rainbow', was an explosion of colour! It found inspiration in the vibrant identity of the LGBTQ+ community. Celebrating the decriminalisation of homosexuality and dilution of Section 377, 40 designers from across the country created one outfit each, reinterpreting the six-colour rainbow, originally created by artist Gilbert Baker in 1978. Complimenting the emotion, the beauty look created by Ambika Pillai's team was vibrant and colourful, too. She enhanced the overall hair look with shimmer as the stand out factor. 🌈

## Guide to Finding the Right Salon Chair

In today's time, salon design and aesthetics are given utmost importance, and are considered to be a make or break deal with regards to building a positive brand image. Similarly, salon furniture is key, as boring or dated styling chairs can only drag down the vibe. Ideally they should be chosen for their look, design and client comfort. While there is no tried and tested formula when it comes to selecting styling or barber chairs, the owner's entrepreneurial skills must be in tandem with comfort, technology, sense of style, to name a few



**T**he salon furniture market is flooded with options, thanks to awareness, innovation and exponential rise in demand. It all boils down to how tactfully can salon owners select the right furniture. Here are a few points to remember...

**Client's comfort:** Client service should be at the heart for selecting styling or barber chairs for your salon. As a client spends maximum time of their service seated, it goes without saying that the word of uncomfortable seating might spread like wild fire and affect your client base.

**Stylist's comfort:** In the age of impeccable client service, it is extremely crucial to prioritise your staff's best interest, as well. Salon jobs are laborious and physically taxing as stylists have to be on their toes, literally. It will only make their work less tiring if the styling chairs are well designed. Superior quality chairs come with easy



twist and height-adjusting features that enable stylists to manoeuvre freely. Also, avoid extremely low seating chairs, as it may be both uncomfortable for your client and your stylist. Sleek designs further expedite the cleaning process.

**Investment:** Consider salon furniture purchase as an investment and it should offer many years of uninterrupted performance. Opting for cheaper brands is equivalent to signing up for long-term grief as they would require constant repair and replacement of broken parts. This would set you back in terms of both time and salon revenue. It is therefore, advisable to score quality over quantity, when it comes to buying styling chairs for your salon.

**Design:** The design and upholstery of your styling chair should be in sync with the interiors and the overall concept. Go for classic, contemporary and timeless styles as they would age well and slow in comparison to fancy ones. It would be cost effective in the long-term when you plan to change the colour scheme and interior design without having to worry about changing the chairs. Think practically while selecting the colour of the chair, as daily salon activities can mark or stain the furniture. When it comes to technology, do ensure that the chair has a gliding motion while adjusting the height or reclining rather than a rigid and jerky motion.

**Planning ahead:** Lastly, plan in advance and have time in hand for furniture purchase and it should not clash with the salon launch dates. Shipment and delivery often takes time and is beyond the scope of your action. So, time management is extremely crucial as last minute decisions could lead to impractical selection. 📌

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*Chromatic by  
Helen Tether*

### ABOUT THE HAIRDRESSER

Helen Tether was keen on hairdressing from the young age of 15. When she left school, she apprenticed at a local salon in Halesowen town centre called Hudson's. She always knew she wanted to be known in the hairdressing industry; winning many awards from an early age. After qualifying, she moved on and worked in numerous salons until she was 24. At this age, she decided to take the plunge and setup her own salon! Her first salon, Sensu, situated in Kinver, was a small village salon that soon extended due to the very quick growth of clients. After three extensions, she decided to come back into the town centre where it all started. She took on the old Hudson's salon and opened it up as Sensu.

Tether had, by this time, won four awards, two British and two international. All of them were for images shot with models from Britain and Berlin. At the height of her award-winning days, she also spent a lot of time doing hair on stage with an artistic team. This role took her across the country to train other stylists, as well as overseas to learn new trends. She is also a Master Colour Expert, which means she has more knowledge about hair colour; she excels in colour correction and creative colouring.

### ABOUT THE COLLECTION

From the beginning it was always about creating a collection that was bright and bold. Tether wanted all the colours to clash against each other, but in a creative way!

### THE INSPIRATION

Tether was inspired by Andy Warhol's Pop Art collection, and feels this is shown through the styles and colours used within the collection. Says she, "I loved the way bold colours were used throughout the images to create such an incredible vision."

### TECHNIQUES USED

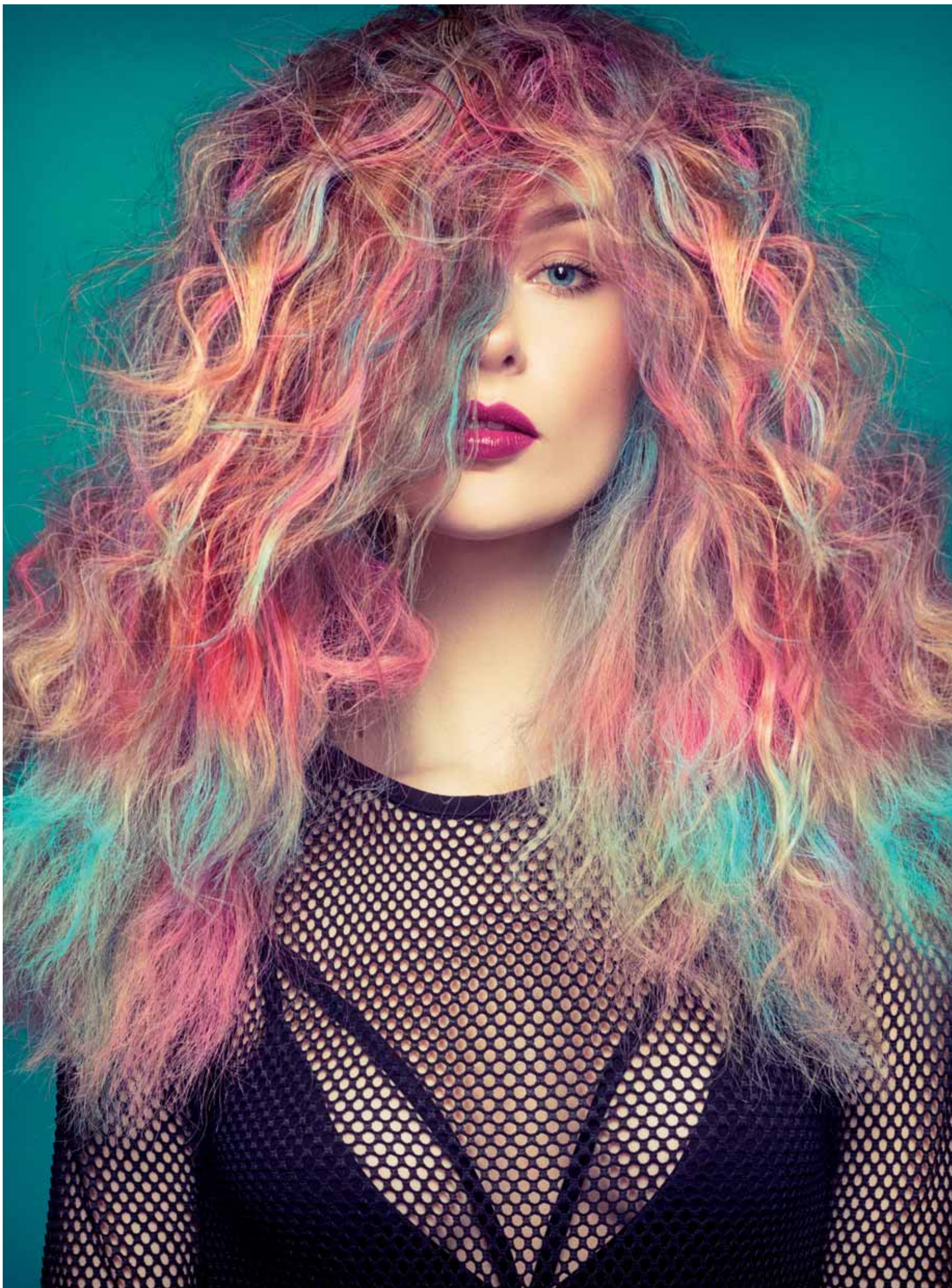
"I used many techniques from twist drying to backcombing. Within the collection I used a variety of classic and modern techniques, as I feel both are important to creating images of a high standard. I wanted to create movement and texture, but I wanted to keep the shapes very bold," shares Tether.

### PRODUCTS USED

"I used Kevin Murphy Products within this photographic collection as they provide a superlative finish along with being very ethical and good for the environment," she elaborates.

### PLANNING NEXT

On the future, she says, "I have just won a Bronze at the UK Wella TrendVision Finals, so, I now go on to the Grand Finals, which I am so excited about. I hope to shoot for BHA in February. 2019 will be about creating another great collection to win me a place at the finals."







Credits:  
Hair: Helen Tether  
Make-up Artist: Lauren Mathis  
Photographer: Richard Miles



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A man with a full, dark beard and mustache is looking directly at the camera. He has several tattoos on his arms, including a large one on his left forearm that appears to be a rose. He is wearing a dark denim shirt and has his hands near his beard, as if adjusting it. The background is a dark, textured wall.

# Men's Grooming Market

## GROWING FROM STRENGTH TO STRENGTH

ASSOCHAM and Euromonitor International reveal that the male grooming market, currently pegged at ₹ 16,800 cr in India, is expected to touch ₹ 35,000 cr in the next three years, growing at a CAGR of about 45 per cent. Growing awareness and better distribution channels of male-centric products has piqued the interest of men. With *Salon India*, a few major players shed light on the drivers of growth, challenges and the way ahead

by Aradhana V Bhatnagar

**A**SSOCHAM's report released in May 2018 reveals that the rising aspiration among Indian men to look groomed, rapid urbanisation and increase in per capita income has led to the men's grooming market to grow rapidly in the last five years. Currently pegged at ₹ 16,800 cr in India and expected to touch ₹ 35,000 cr in the next three years, the growing at compound annual growth rate (CAGR) is about 45 per cent. The growth drivers, reveals Euromonitor International, the world's leading independent provider of strategic market research, that rising aspirations and rapidly evolving tastes and preferences of young men has aided the evolution of men's grooming in India. Previously, men usually only used razors or blades and shaving foam or gel, however, today, the preferences have changed. Today, in a salon or spa, the client list comprises of 40 per cent men who are in the age group of 15 to 60 years. Also, with the entry of men's grooming start-ups, the men's grooming market has witnessed a paradigm shift.

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**TIGI, LAKME LEVER LTD**

Puskaraj Shenai, CEO

**View on the men's grooming market:** The men's grooming market has grown rapidly and evolved from 'tame' to 'enhanced'. Our men are not just availing basic services, but they are looking for rejuvenation and transformation. Services like beard spa and style, intense skin cleansing regime and organic manicure and pedicure are a rage these days.

**Factors governing the rise:** Men are increasingly becoming aware of the latest trends because of the social media exposure. With the rising disposable income, they are willingly shelling out a lot on grooming products. Moreover, the distribution channel is better. Gone are the days when men would use women's beauty products because of lack of options. They now have better substitutes meant exclusively for them.

**Trending right now:** It is about the total look. In addition to hair care and styling, beard grooming has started to play an important role. Beards are not disappearing, just like hair, the styles are changing and evolving. From in-salon services to retail products, there are many options for beard grooming.

**Products offered for men's grooming:** We have Bedhead For Men, which is the ultimate hair care and grooming range for men, who are not afraid to try something new. The range has hair care and styling products which cater to all hair types and looks. We are on the threshold of launching men's grooming products like beard balm and oil, a product to style a mustache, shave cream and aftershave lotion. Combining trendsetting hair, with bold beards, smooth shaves and perfectly crafted mustaches, Bedhead For

Men gives our inner-city warriors a power to create strong, modern looks to rule the urban jungle.

**Marketing strategies adopted:** The brand is created by Anthony Mascolo, a rebellion of product, education and imagery. Hence, we stay true to the brand promise of delivering high performing products and nurturing the hairdressers. We have Backstage Heroes - a one of its kind competition which is 'By the Hairdressers, For the Hairdressers'. It is a great platform to refine, recognise and reward upcoming talent in the hairdressing industry, where we emphasize on mentoring and training the participants, who will then compete to be the best of the best. In addition, we aim on making men comfortable in the salon; by creating an experience using imagery and elements with which they can identify.

**Creating regional awareness:** We are present in leading salons across the country. So, placement in premium salons leads to mileage and visibility, as salons in Tier II and III regions are highly influenced by premium salons.

**Future plans:** We are focusing on being present in premium salons with exclusive services for men; and with world class education for the hairdresser by our global educators in the key cities. We are determined to nurture and train over 1,000 hairdressers on the hottest trends across the globe, which they can recreate at their salons.





## BEARDO, ZED LIFESTYLE

Ashutosh Valani, Co-founder

**View on the men's grooming market:** It is the best time to be a stakeholder in the men's grooming market. The reason behind men focusing on grooming is actually as basic as making a lasting impression! Due to the increasing competition at workplaces, men are putting in that extra effort to look confident, sharp and powerful. These are men, who know the importance of looking the part, and are willing to spend a little on it. So, as long as looks matter (and they do), the market is all set to grow.

**Factors governing the rise:** The reasons are increasing awareness and an improving lifestyle. Urban men, these days, are much more aware of the importance of looking good and the difference it makes. Moreover, the increase in disposable income has made it possible for them to spend on grooming, as well. As more men continue to become conscious and look for solutions, the demand for men's grooming products will only rise.

**Trending right now:** Think about this – less than a decade ago, men were expected to be clean-shaved in professional settings. Bearded men were considered to be casual and lazy. Now, there are styling products to help them pull off the bearded look. So, while trends keep changing, the beard trend is here to stay.

**Market share captured:** We have been able to establish a strong and lasting relationship with our target audience – the urban man. With our reach and products, we continue to create more Beardos every day and grow stronger as a brand.

**Products offered for men's grooming:** Beardo has products for almost every grooming need of a man, even those they do not realise yet. Beardo's mission has always been to help men in bringing out their best portrait. Apart from beard and hair



grooming products, we have quick fixes in skin care. Our USP is that we have been pioneers in this industry and have focused on keeping our communication simple and effective. We are even bold and dynamic, just like the brave new Gen-Y.

**Marketing strategies adopted:** We create 360° marketing and PR campaigns for both online and offline. We make sure that we are present everywhere, and social media has helped us tremendously. Since our brand has been built digitally, our visibility and customer experience depends a lot on our social media interactions and the performance of our digital platforms. Social media has, of course, helped us in understanding our customers better and in delivering what they need. We have made our marketing strategies strong enough to be able to talk to men directly. Our target audience relates to our beliefs and mission, making the process of making them aware much simpler. As a brand, we do not offer much discount, however, we do sell our products on e-commerce platforms like Flipkart and Amazon that offer discounts from time to time.

**Creating regional awareness:** Our products are sold and used in around 10,000 salons across the country including several Tier II and Tier III cities. We conduct regular workshops to explain the USPs of our products to salon professionals, who can in turn help customers make informed decisions. We also organise 'Beardathon' in metros and Tier II cities to raise awareness about men's health and wellness, which is a part of our CSR activity. While we try and reach every Tier, our focus will always be Sec A+, A and B+.

**Future plans:** We have high hopes and grand plans for the brand. Our customers have been very good to us, and we have a lot of good things in store for them. It will all be worth the wait!

**Future of men's grooming in India:** As a brand, we have seen men transition from being unaware about grooming to taking it into their own hands. Seeing the current pace at which the market is growing, it is clear that it is nowhere close to stopping. As long as men want to look good, which they will want to forever, the future of men's grooming is very bright.





**ALPHA MALE**  
*Grooming for Men*

Style  
isn't  
born,  
it's  
groomed.

With Zero Hair Damage, we have got Men a premium hair styling range. From Mild to strong to Brutal hold with 24 hours style regaining power.

Smells like a one night stand and lasts like True Love.  
Water Soluble - Hair Friendly - Premium Ingredients



**Man Up**

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## THE MAN COMPANY

Hitesh Dhingra, Co-founder and Managing Director

### View on the men's grooming market:

Men's grooming market is estimated to be around ₹ 10,000 cr in India, and is expected to have a double digit annual compounded growth rate in the next few years. There are multiple reasons for the current traction.

**Factors governing the rise:** We can attribute it to several factors, such as social media, especially Facebook and Instagram. People have become more enthusiastic about posting their pictures online, and there is a constant effort to look good and presentable. Men have started to spend on their grooming.

They visit salons more often and avail of services like a manicure or pedicure, which were unheard of earlier. Also, in Tier I and II regions, thanks to the penetration of mobile internet, aspirational factors to look like a celebrity have set in. As a result, the demand for men's grooming products is increasing exponentially in these regions.

**Trending right now:** Beards, as a fad, started online and in the last two years is estimated to be more than ₹ 100 cr. So, definitely it is leading the way when it comes to e-commerce channels. Hair and skin categories for men have traditionally been dominated by mass market brands with few functional products like whitening creams or anti dandruff shampoos. So, there is huge opportunity for a premium brand to create a niche in these two categories by offering quality products at reasonable prices. For example, in skin care there is no brand that is completely focused on complete skin care solutions for men. There are a few whitening creams but apart from that there is hardly anything.

**Market share captured:** In the beard category, TMC has captured 30 per cent of the market share, however, in men's grooming, we expect to own 5 per cent of the market share in the next four years.



**Products offered for men's grooming:** TMC offers a head to toe range of grooming essentials, especially formulated for Indian men. From shampoos, face washes, beard oils, beard washes, soap bars, body washes, shave gels to fragrances, TMC is a one-stop shop. Every product is an amalgamation of elements carefully crafted from rich natural ingredients. They are SLS and Paraben free, which makes sure that your skin and hair stay unharmed.

**Marketing strategies adopted:** We want to establish ourselves as the destination for everything in grooming for men. Since we are a classy, premium brand, the marketing strategies and media choices are dictated by that distinction. We are heavily invested in creating a distinguished positioning, a thriving community and great content. Partnering with premium salons in order to be present at the finest retail stores is part of our overall strategy. Social media is a great binding tool where we get to connect with likeminded individuals.

**Creating regional awareness:** As our customers are present in Tier II and III regions, it is crucial to give them a premium experience. Under TMC Lounge, we have partnered with over 300 premium salons in 40 cities.

**Client engagement methods:** Engaging content and correct partnerships go a long way in creating awareness. Men have equal, if not more space on the bathroom shelf, and so, we get queries on not only hair and skin problems, but on grooming, as well. We have a holistic content strategy where we answer all kinds of men's grooming questions and empower them with knowledge on one platform. We cover topics and tips on travel, style, apparel trends, diets, and so on.

**Future plans:** Within this quarter, we are looking at expansion across our categories. We are focusing on activations and engagement programmes with our salon partners. We have a campaign lined up for International Men's Day which will help re-establish the brand ideologies.

**Future of men's grooming in India:** By 2022, the overall market is expected to be around ₹ 25,000 crores, which is two and a half times of what it is now. It eventually proves the potential of the market, which Indian and international brands are going to bank upon. Several large-format organised retail players will have a complete head to toe range for men. Men will be willing to pay a premium for brands that offer quality products and have a strong brand story.



## BOMBAY SHAVING COMPANY

Kajal Dungerwal and Gunjan N, Product Development Managers

**View on the men's grooming market:** The men's grooming market has doubled in size over the past four to five years, and is seeing rapid growth due to rising demand, especially from today's youth. With rising aspirations, evolving tastes and constant life-casting on social media, Indian men have become more conscious of their looks. Many new age men's grooming brands are establishing themselves in providing head to toe solutions for this generations' grooming needs. FMCG giants like Marico, Emami and Colgate have invested in these young companies to enter the fast-moving male grooming market. The market has just started building up in India and has a long way ahead.

**Factors governing the rise:** People who have moved to Tier I and Tier II cities for jobs are driving this growth. Increasing disposable income and the MNC culture of service-oriented jobs that require employees to be well-groomed has gone up. Constant life-casting on social channels like Instagram and Snapchat has also played its part. Since men's own products are available, a noticeable preferential shift from unisex products to gender-specific products is seen.

**Trending right now:** Beard grooming today is roughly a ₹100 cr category, though small in comparison to the overall men's grooming category, but perhaps the fastest growing. It has evolved from a temporary fad to become a trend with widespread acceptance. The bearded look is becoming aspirational for men not only in Tier I cities, but in Tier II and III, as well. Facial hair gives the opportunity change the shape of the face by maintaining a beard style that suits one's face cut. While sporting a beard has become aspirational, there is limited knowledge about the products and techniques available to maintain a beard.

**Market share captured:** 5 per cent.

**Products offered for men's grooming:** We offer products across four categories, namely, Shave Care, Beard Care, Bath Care and Skin Care. Shave Care comprises of a Pre-Shave Scrub that contains black sand to exfoliate, Vitamin E that enriches and Aloe Vera extracts that soothe skin, releasing trapped hair in the process; Precision Safety Razor is a safety razor with generous weight and impeccable design. It is effortless to use which makes it ideal for beginners; Shaving Cream that also moisturises, creating a rich creamy lather that lifts your hair from the base; Shaving Brush with soft bristles generates excellent lather. It glides elegantly on your skin, exactly like a badger would; Post Shave Balm is an alcohol-free, post-shave cooling balm that soothes and repairs the skin. The essential oils hydrate and restore, without leaving a burning sensation and preventing inappropriate consumption/use of alcohol; Feather Blades are platinum coated stainless steel blades, exported from Japan. They are known to shaving purists as the sharpest on earth. Beard Care range comprises of Beard Growth Oil, which is a rich fusion of Vetiver and four essential oils that nourish and

strengthen one's facial hair; Stubble Oil is a light, non-greasy daily companion for ones light beard/stubble or mustache. It relieves itchiness while growing and maintaining a stubble; Beard Shampoo + Conditioner is a balanced cleansing solution that will leave the beard dirt-free, while hydrating to help retain essential moisture; Beard Butter converts dry, unruly beards into soft, manageable ones; Beard Serum helps detangle and treat frizzy beards, while adding shine; Moustache Wax is formulated for medium hold, volume addition, and frizz-control. The Bath Care category comprises of Deep Clean Exfoliating Bath Soap which is a 100 per cent natural handmade soap with a deep clean effect. Activated Charcoal helps remove dirt and toxins from the body and coffee granules exfoliate the dead skin leaving behind a fresh and glowing skin; Moisturizing Exfoliating Bath Soap, also natural and handmade, has moisturising benefits. Shea butter protects the skin by creating a hydrating layer over the skin and Coconut husk provides mild exfoliation to get rid of the dead skin; Refreshing Exfoliating Bath Soap, natural and handmade, has Menthol to give a cooling effect resulting in a very fresh bath, while



Poppy Seeds provide gentle exfoliation to get rid of the dead skin; Oil Control Exfoliating Bath Soap is 100 per cent natural handmade soap with anti-acne benefits. Tea Tree Oil and Aloe Vera helps reduce excess oil generation and acne breakouts, while Oatmeal provides mild exfoliation to get rid of the dead skin. The Skin Care range comprises of a Face Cleanser with deep cleansing, anti-bacterial properties. It is enriched with Salicylic Acid, Vitamin C, Pea Protein and Acai extracts for complete and balanced skin care for acne-prone skin; Face Moisturizer is a non-greasy blend of five essential oils and Aloe Vera for a soft and supple skin.

**Marketing strategies adopted:** We have a strong set of values that we abide by internally and across all consumer touch points: thoughtful design, complete care, honesty and inclusiveness. This is visible in our products, packaging, communication

and customer service. Our packaging design and ability to personalise has helped us gain visibility as customers have posted thousands of unboxing photos and videos. We target relevant audiences through social media, especially Facebook and Instagram with engaging content around grooming. We also collaborate with influencers and participate in relevant events to engage with customers directly.

**Creating regional awareness:** We participate in local exhibitions, flea markets and pop-ups to communicate with our customers directly. We create content in regional languages that appeals to Tier II and III consumers. We collaborate with regional

influencers and organisations like the Kerala Beard Society.

**Future plans:** Expanding the current portfolio of products by entering categories such as hair care, intimate care, fragrances, and so on. Also, proliferating the present ranges into different sizes and fragrance options. We also plan to expand our presence in salons through expert services.

**Future of men's grooming in India:** Demand will continue to rise exponentially, so, the market is bound to grow manifold. However, with so many players entering the market, capturing consumer attention and winning their trust will become a challenge. We are excited by the possibilities!



## ALPHA MALE GROOMING STRIKE ONE LIFESTYLE

Mohsin Khan, Founder & Managing Director

**View on the men's grooming market:** It is a relief that men are not using female grooming products anymore nor are they only buying an after shave! Today, Indian men have become vain and so, it is no surprise that the male grooming industry in India is currently pegged at ₹ 16,800 cr and expected to touch ₹ 35,000 cr in the next three years, growing at compound annual growth rate (CAGR) of about 45 per cent as per ASSOCHAM.

**Factors governing the rise:** Men's grooming is a global trend and Indian men are catching up faster than their western counterparts, as they are more aware. With the advent of Instagram and other social networking platforms, the pressure to look good is no longer restricted to women, men are feeling it, too, especially in their jobs. Also the economic aspect with high disposable income is another factor.

**Trending right now:** Beards are a fad, hence, there was a tremendous growth in beard grooming products. Hairstyling on the other hand, is at an all-time high – be it the 70's hippie or slicked back 2000's. Our brand, Alpha Male is therefore, focusing more on hairstyling and will specialise in

professional hair care. We have developed products with no side effects on prolonged usage, and have a variety of products, namely, Hair Clay, Hair Fiber, Hair Pomades, Hair Serum and Shampoo for all types of hair and Hairstyling (Mild Hold, Volume and Styling, Brutal Hold, High Shine-High Hold).





**Products offered for men's grooming:** Alpha Male started with a shaving cream and an after shave balm. Today, we are grooming men from head to toe. The USP of our products is their organic nature, ingredients

and premium quality. Some of our unique products are Charcoal Clay Face Pack, launched in 2016 and Intimate Wash For Men, which is India's first intimate wash for men. Our range includes Hair Care and Styling, Beard Grooming, Skin care, Intimate Hygiene for Men, Shower and Bath.

**Marketing strategies adopted:** Being a start-up, we have budget constraints and we try to optimise the costing to avail all the opportunities to promote our brand. We do not sell on our website, although we are present on all major Indian ecommerce platforms. To promote our brand, we rely majorly on POS material and do in-shop branding of salons.

**Creating regional awareness:** We do promotional activities in Tier II cities and we try to associate with youth clubs, biker groups, and others, to create regional awareness about the brand. For instance, we had sponsored and collaborated with an

'Off Road Jeep Club' in Sri Nagar, Udaipur and Agra; this year, we sponsored Dandia events in Rajkot and Surat.

**Client engagement methods:** We use social media as an awareness tool along with in-salon advertising. We provide festive offers and other occasional discounts. Our usual discount are 10 to 20 per cent off.

**Future plans:** The company is planning to specialise in Hair Care and Hair Styling.

**Future of men's grooming in India:** The male grooming industry is expected to touch ₹ 35,000 cr by 2022. While it is a fact that opportunities for business will increase, there will be immense pressure to perform on domestic men's grooming brands from international brands. They are also eyeing the segment and are planning to move in at the right time. Therefore, takeovers, mergers and acquisitions are likely to take place in the future, which may have positive or negative connotations.



## VEGA VEGA INDUSTRIES

Sandeep Jain, Director

**View on the men's grooming market:** For the longest time, men's grooming was a need which was considered a basic hygiene issue. Perhaps it was not manly enough, but today it is the fastest growing category. Men, today are very conscious of their looks and are indulging in not only grooming themselves, but also enhancing and experimenting with their looks. There are a plethora of categories which have opened up for this metrosexual male such as, beer shampoos, styling products like creams, gels, hair waxes and body sprays, and deodorants and body sprays have been around for a while now, but the focus has shifted to skin with face washes, creams, lotions and serums, and the latest category which is beard styling. Beard trimmers, beard combs, moustache

combs and beard waxes are one of the most attractive categories for brands.

**Factors governing the rise:** The reasons for the increasing demand for men's grooming products are many, ranging from changing demographics and lifestyle, coupled with deeper consumer pockets, rising availability and exposure and growth in both the retail and the online marketplaces, which have led to this surge in demand by men, for men-specific products.

**Products offered for men's grooming:** We have a complete range of men's grooming products that comprises of beard trimmers, shavers, body groomers, precision trimmers, professional hair clippers and men-specific combs for beards and moustaches. Vega has the largest ranges of hair brushes and in particular flat brushes, which are patronised by men. Our trimmer features compare well with some of the most expensive trimmers in the market. We





also have a range of premium trimmers with USP's like USB charging, innovative length adjustments and titanium blades. There are shavers, both foil and rotary, for full body grooming. Also there are precision trimmers for side burns, eyebrows and nose. We also have hair clippers which are patronised by professionals. Last year, we launched beards and moustache combs in the shape of a moustache to help our consumers tame their beards and moustaches and look groomed. Our hair combs and brushes are unisex, and men use the flat and compact brushes.

**Marketing strategies adopted:** Vega has been in business for last two decades and our mission has been to cater to the 'head to toe' grooming needs of our consumer. With the rise of the metrosexual man, words such as grooming, skin care and hair care have found place in the lexicon of men, as well. Keeping this in mind we are strengthening our men's portfolio and introducing products exclusively for them. Our focus is on innovation and differentiation and we are creating USP's such as, 20 lock in length adjustments, USB charging, dura power, titanium blades and moustache shaped combs, which

are all unique offerings. We will continue to offer value pricing and ensure that the features we offer at any price point are far superior to competition. We are focusing on digital marketing to promote our products this year and working closely with Flipkart, Amazon and Nykaa, our channel partners, to promote our products with exclusive offerings and promotions. Next year we will plan to promote this category heavily on digital and BTL and may look at ATL, too.

**Create regional awareness:** Our current marketing campaigns are targeted towards metro cities, but next year, we will be focusing on Tier II as there is a lot of potential there. We will be focusing on educating the consumer in these cities through tutorials, styling videos and expert and influencer recommendations.

**Client engagement methods:** The Vega Men's Grooming category is positioned as an aspirational style and fashion category and not a basic grooming essential for the man of today. Digital marketing is an effective and targeted channel which we have started deploying to convey the brand messaging, product benefits, usages and styles to the consumer through our website and e-commerce portals. While the category is growing, the target group is still evolving and needs to be educated. Awareness revolves around educating the consumer on how to satisfy their needs better and what all to expect when they buy grooming appliances. For example, with different

length settings, you can groom your beard into a hipster, full beard or many different styles. Our packaging details about the product usage and application in graphic form also gives tips to explore new styles. Another important source of awareness for the men's category is through our robust sales team, retailers and distributors, who are selling our products. They are all men and the biggest source of word of mouth for the category. Schemes and discounts are dependent on multiple factors such as, potential markets which we want to develop, seasonality, festivity and competition. We do not believe in discounting our products heavily, but tactical primary and secondary schemes are given from time to time.

**Future plans:** We want to have a strong presence not only in women personal care appliances category, but also foresee a huge growth coming from the men's category. With the Sonam K Ahuja campaign in 2018, we have revamped our imagery and positioning to being an aspirational hairstyling expert for young girls. Ahuja, a fashionista, is our brand ambassador and the imagery we are trying to build is chic and fashionable. Innovation, our motto, will reflect in our campaign, new products, packaging and distribution and will continue to be a source of growth. With innovative offerings and imagery revamp, we want to be within the reach of our consumer and continue to focus on distribution expansion, Vega exclusive store model and launch flagship stores in more cities across India. Digital marketing will be a key marketing channel. We will be reaching the metrosexual man through one-on-one interactions with them.

**Future of men's grooming in India:** If you thought Indian men have a lot to learn when it comes to self-care, you could not be more mistaken. And, we are not talking about Indian male celebrities who are always at the top of their grooming game – and of course, they are; their job demands it. Surprisingly, this is also exactly the reason why most Indian men want to clean up. The grooming market for men in India is well worth over `5,000 cr and is rapidly expanding purely because Indian men want to get in the good books of their bosses at work and climb up the corporate ladder.

## SALONS AND SPAS IN THE BUSINESS



### JEAN-CLAUDE BIGUINE SALON

Michel Baltazar, Creative Director Training & Education, Jean-Claude Biguine Salon

**View on the men's grooming market:** The men's grooming industry is witnessing an evolution! We are seeing more and more men interested in self-care beyond just shaving and hairstyling. The millennial man is more curious now and open to experimentation, like never before! He is evolving from the basic routine and adopting new trends to stay on top of the grooming game!

**Factors governing the rise:** We are witnessing a rise globally. The male consumer is better informed than before, thanks to the boom in digital and social media spaces. Diverse trends and variations in men's grooming fashion are catching on. Working professionals with more disposable income are on the lookout for better self-care and are going for advanced beauty regimes. We, as a brand, are constantly evolving our services and experiences to cater to our new demanding consumer base. We cater to all age groups, but there has been a substantial rise in visits from the 20 to 45 years age bracket.

**Preferred services by male clients:** We offer a holistic range of services that include skin, hair, beauty and nails. Our approach is a professional one! We always begin our services with a consultation from our experts, and accordingly, propose suitable treatments. From organic men's facials to bespoke manicures and pedicures,

hair spas and aromatherapy massages, we have clients coming in with different requirements and we ensure we match their needs adequately. Beard grooming is always a favourite! The trend for beards is still strong, with new styles, fashion hitting the market time and again. There is quite a demand for facial hair care when it comes to our clients. We have also seen a recent inclination towards our Trica Hair Clinic, an in-salon health centre that caters to hair and scalp solutions. Our expert trichologists address areas such as hair thinning, hair loss, dry scalp, and more. Also, there are clients, who choose our French expertise for cuts, styling, colouring, and more. Our stylists are trained on a monthly basis to ensure that we offer fresh and fashion-forward grooming services.

**Products offered for men's grooming:** We ensure we partner with the best brands from around the world to deliver professional experiences. Homme by L'Oréal Professionnel and Sebastian Professional have a vast range of products for styling and hair care that help us create newer possibilities of self-expression. Moroccanoil Style Collection also has a great product line-up in hairstyling and grooming. Dyson Hair Dryers are a must when it comes to creating more detailed looks. These brands offer select quality products that give the best results.



**Marketing strategies adopted:** Clients, today, are looking for information that interests them on the internet or through social media networks. We keep this in mind and plan our strategies in a way that their queries are answered.

**Client engagement methods:** Our digital campaigns and social media networks play a crucial role in creating awareness and reaching our database. Also, our in-salon interactions are a great way to develop a more personal relationship with the client and address their requirements. In-store branding, a dedicated men's menu and seasonal customer engagement activities are a great way, too, to share a dialogue with our clients. Male grooming packages are available.

**Future plans of the brand:** We are currently evaluating exclusive men's grooming offerings and services from across the world. We are also in talks for further developments in men's grooming sector with our existing brand partners.



Indian men are getting more conscious about their appearances. They are no longer reluctant to devote time to grooming and styling, which was widely considered to be a woman's prerogative. I strongly feel that this market is a dynamic one, ever-evolving with new services and offerings. These are exciting times in the world of grooming, and in a way, 'A beauty revolution has been declared by men!

SAMir Shrivastav,  
Chief Executive Officer, Jean-Claude Biguine Salon



## SALON MUAH

Ryan D'Rozario, Salon Director



**View on the men's grooming market:**

Men's grooming is definitely on the rise, infact it has been on a steady rise for the last couple of years. There is so much of potential that our stylists and barbers need to be clued in with men's styling so that we are able to cope up with the demand. Did u know there are more than 50 per cent hairstylists who are not a part of men's hairdressing in India? Even beards is a recent trend that has so caught on, and we, as stylists, have only now started experimenting with shapes and styles. However, many of us still need to hone our skills in that aspect.

**Factors governing the rise:** Social media, globalisation and all the international web channels on the rise that give men's styling so much of importance are responsible for the rise. Our culture maintains that corporate and banking jobs need to have very simple looks, but that seems to be changing drastically as we have experienced this first hand at our salon. Today, the age group of our clients is from

16 to 60 years, however, the majority would be in the 30 to 40 years age group.

**Trending right now:** Undercuts are phasing away, slightly longer sides and classic looks, buzz cuts will be in vogue in the next season. One of the key trends for the months ahead is an unconventional look, in that it uses the same length all over, pushed up but left messy. The 80's style, but more pumped up.

**Recommended brands and products:** Since beards have been in fashion, Godrej Professional, ammonia-free base 5 gives great grey coverage since skin staining is negligible. One of the cool hair products for the upcoming trends are the texture maker and sea salt spray that give the hair a thick, voluminous and disheveled look. Denman thermal small round brushes work great to give the sides that volume at the roots. There is a big portfolio of men's grooming products developed by Cinthol India, which is price sensitive, from deodorants to soaps to beard oils, and more, it has good products to start off.

**Client engagement methods:** We have a unique approach for every male client with a personalised style that suit their hair as well as lifestyle. We do not only cut men's hair short, we style their hair, whereas many stylists try to make the haircut look good. I, on the other hand, check what is the worst my haircut could look like and work on that.

**Future of men's grooming in India:** I think, it is imperative that the common man starts looking at a haircut not as 'cut it short' but with a style in mind, something that will suit his persona. As far as I can see, this change will come, when at street level this change is seen. So, barber shops and little salons need to educate their clients. Also, I would tell the corporate guys to play it safe only in the bedroom and leave their hair to us!



## THE WHITE DOOR

Sana Dhanani, Founder

**View on the men's grooming market:**

As with everything chic and modern, the men's grooming market, too, is growing dramatically in India. Thanks to the advancement in internet and its outreach, information is easily available and it was only a matter of time that the modern Indian man became aware of his physical appearance. There is a notable shift from the times when men would dip into their girlfriend's or sister's beauty cabinet and use female beauty products (on the sly), for lack of product options for men. Over the last decade, the demand for male grooming products has driven companies to address the gap and make provision for products beyond gels, deodorants and razors. There is also a surge of male-oriented international



THOSE WHO  
AIM FOR STARDOM,  
REACH FOR STARS.

Creating professionally inspired,  
trendy and luxurious products since 5 decades.  
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Kelin Rivera Kroll  
Miss Eco International Peru 2018

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COSMETICS

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brands coming down to India, thanks to our strong domestic market.

**Factors governing the rise:** I think it all comes down to the competitiveness in the world we live in. It is not enough to be good at just one thing, you have to excel in every department for success. Being well groomed will always get you a positive response from your peers, whether it is that beautiful date you are trying to impress or that important job interview you are trying to nail. Everything in today's world needs to be packaged right. This does not dilute the fact that your personality or acumen does count, but a pleasing appearance adds to your hard work and gives you that extra push in achieving your goals. Other than that there are the fanboys, who want to look like their favourite pop icons and movie stars, and I am sure they drive the rise to a strong percentage as well. All of this compounded with a strong economy and a lot of people with disposable income are few of the reasons for this dramatic rise in demand. White Door has been around for only five months, yet the balance is shifting progressively as more and more men are getting aware of our specialised men's grooming services. Our spa caters to a broad age group, with a target audience ranging from 30 to 65 year old men.

**Preferred services by male clients:** When it comes to men's grooming, at our spa the preferred services are pedicures and skin treatments. Did you know men are just as particular about their feet as women? Pedicures help them keep their

nails trimmed, calluses controlled and skin moisturised. Coming to their skin, men like to look better and sharp, too, and opting for the right facial is the new norm. They also opt for specialised body massages, which can be customised to individual requirements.

**Products offered for men's grooming:** We use unisex products. Just looking the part of being unique was not enough, we had to source elite brands that are not easily obtainable or serviced with anywhere in Mumbai, namely, luxury brands like Aromatherapy Associates from The UK and Biologique Recherche from France sit proudly on our menu.

**Marketing strategies adopted:** Our services and referrals from our patrons are our prime drive, social media, too, plays a strong role in getting the word out. Our outreach has been focused around the idea of taking a tranquil break, getting that little me-time and peace of mind while our experts look after you. We have created the cosiest of environments enriched with amenities like blankets, e-tablets, noise cancelling headphones and books to read, while you are being serviced. Our services are extremely well crafted and they really do set us apart. Social media has helped us visually share these efforts with the world.

**Client engagement methods:** We have been growing organically with the help of social media. Our clients have been extremely loyal and helpful by referring our bespoke services to their inner circle. The schemes offered by us involve pairing

of different packages to make it easier for our patrons to choose from. Depending on the swing of the market, we have kept our packages dynamic in nature, like a pedicure called 'Fatigue Fix' is designed keeping our gym fanatics in mind.

**Future of men's grooming in India:** International brands that adapt to the Indian market will definitely see success. They will need to get their marketing and communications right as that will be the key. This, in turn, will result in specialised products for the Indian audience. It is a win-win future for both.





## BELLA MADONNA SALON

Manisha Yadav, Director



**View on the men's grooming market:** Nowadays, men are concerned about their looks, hence they are adopting various techniques to groom themselves. The areas they focus are on beards and haircuts, and so, like to go for trendy options.

**Factors governing the rise:** The demand for male beauty products has surprisingly increased, as a men have become conscious about their appearance and like to use a variety of products, like charcoal face wash, face serums, beard oil, hair wax, and so on. We have a range of Beardo products and our clients absolutely love them! Most men above 23 years prefer to avail of the beauty services.

**Preferred services by male clients:** The services vary from customer to customer, but if we narrow it down, most men like

to get facials done every once in a while for that clean look. Men also like to have manicures and pedicures regularly. Usually men in the corporate world come to us for various services like hairstyling, style grooming, facials, and manicure and pedicure.

**Products offered for men's grooming:** L'Oréal Professionnel, Beardo, Seasoul, ILSCI and Décleor. We also have Madonna's specialised face masks and cleanups for men. In pedicure, the range starts from basic pedicure and goes up to Dead Sea, Seasoul, and others.

**Marketing strategies adopted:** We regularly post images and testimonials of our clients, and also host events at our salon with influencers and bloggers. With the emergence of social media, it has really become much easier.

**Client engagement methods:** To create an effective awareness amongst our target audience, we feature creative videos and images of our clients. We also provide easy tips on male grooming on our social media platforms. In terms of offers and discounts, we regularly hold interesting contests on important events.

**Future of men's grooming in India:** Men's grooming is one such industry that will continue to evolve and grow in India as more and more men are now becoming aware about personal grooming and hygiene. Dressing up for special occasions is now a thing of the past, as they are now more likely to keep up with the latest trends and make extra efforts to groom themselves. Hence, the future of men's grooming is promising!

## OXFORD CUT - THE MAN'S SALON

Mahika Yadav, Director



**View on the men's grooming market:** From beard grooming to hairstyling, men's grooming in India has got a whole new spin with the emergence of new salons and products. From youngsters to corporate professionals, everyone is caring about the way they look.

**Factors governing the rise:** The awareness levels of men has gone up manifold.

**Preferred services by male clients:** Beard grooming, facials, haircuts or head massage.

**Products offered for men's grooming:** L'Oréal Professionnel, Kérastase, Balmain, O3+ and Lotus.

**Marketing strategies adopted:** We regularly host events where influencers and bloggers are invited to experience our services and post on their Instagram; organise contests and put up offers on Instagram that do well.

**Client engagement methods:** We offer special discounts on our services during the festival season. The videos and pictures of clients are featured on our platforms. There are some men who skip grooming completely, so we write easy grooming tips for them.

**Future of men's grooming in India:** Men are realising the importance of grooming and are making effort by availing services at salons and spas.



## JUICE HAIR

Shailesh Moolya, Technical Director – Hair



**View on the men's grooming market:** Male grooming is relatively untapped and has a huge scope for growth. We are currently witnessing a boom in the male grooming segment with a large number of national and international brands venturing into this space.

**Factors governing the rise:** Social media is a major contributing factor driving this demand. With the evolution of Facebook and Instagram, there is an increasing need to maintain your image and appearance. Grooming was predominantly associated with women, however, we are now witnessing more men indulging in maintaining their appearance by investing in grooming services and products. International brands have also launched exclusive products catering to the specific needs of men. Overall, a greater awareness coupled with a shift in attitude towards self grooming has led to a rising demand in this segment. The average age of a male client would range from 15 to 55 years.

**Trending right now:** Some popular looks which a majority of men are sporting includes, the fade, pompadour and the quiff. The textured messy look is in trend, as well. A few colours ruling the market are metallic, silver, violet ash and ash blonde.

**Recommended brands and products:** To create different looks, I prefer products which are versatile, such as moldable wax, texture wax, matt wax, texture spray, dry shampoo, hard gel and texture dust.

**Client engagement methods:** We occasionally organise grooming workshops within the corporate, airline and hospitality industry. We educate clients about the



importance of personal grooming in such consumer facing industries. We highlight how grooming and hygiene plays an integral part of creating a lasting impression, thereby generating profitable business for the organisation. Through our own social media platforms, we showcase the latest trends in cut, colour and style for male clients. We offer exclusive packages for our male clients, too, wherein they can avail huge benefits on the services. These packages offer a wholesome solution for all their grooming needs. We also run themed offers exclusively for men around special occasions like Father's Day.

**Future plans:** Our mission is to be a brand that brings in latest trends and cutting edge technology to our customers in a comfortable yet, modern environment. We seek to increase our brand's presence

pan-India entering into new markets and venturing into new categories. We endeavour to continue being a catalyst in shaping trends that define the industry.

**Future of men's grooming in India:** I feel we have not scratched the surface in regard to men's grooming. We still do not have exclusive men's salons that can cater to the specific needs of male grooming. Our barbers need to acquire structured education on barbering and men's hairdressing. We need to have certifications and licensing to open exclusive men's salons. The future seems very bright, as we are one of the fastest growing economies and have a huge demand. The younger generation is ready to invest on themselves for their grooming experiences and hence, there is an immense potential to grow in this segment. 📌

# Men's Grooming in India

A decade on and metrosexuality has successfully moved into the mainstream. Taking pride in, and taking greater confidence from, maintaining a well-groomed appearance defines what it is to be 'a man' in today's society. Rather than being a minority, men who buy grooming products to boost self-esteem or feel more attractive, are now the majority

by Minu Srivastava

Men's grooming is under the spotlight with a plethora of new product launches, innovations, and new entrants over the past few years, catapulting the category into a high-growth trajectory. Skin care and hair products are the engines driving this growth over deodorants, bath products, shaving, and depilatories indicating the steady acceptance of other men's product besides deodorants, shaving, and bath products. The men's grooming market is evolving, however, it is inconsistent and varies greatly across different regions and tiers in India. According to Mintel research, men from the South are least concerned about their appearance, which is significantly higher compared to other regions.

## Man in the mirror

Indian men are getting adventurous with aesthetic services, as well. Mintel Trend Man in the Mirror notes how more men are buying grooming products to boost confidence or feel more attractive. According to Mintel research, Indian men are expected to catch up with the male grooming trend, as two in five urban men already agree that appearance is very important. Men in metros are significantly more likely to agree, but lower-tier cities are catching up, too. Services such as Botox and laser are slowly finding favour among Indian men. In India too, an increasingly youth-obsessed culture is driving more and more corporate professionals, a large chunk of the men, to jump on the bandwagon. Treatments get

scheduled around important occasions. Brands can look to target the younger cohort (18 to 34 year olds) who are active on social media and are more open to trying and experimenting with their looks. Celebrities and influencers play a role in terms of latest grooming trends and styles.

## Startups, product innovations fuel the category

Online start-ups like Beardo, Ustraa, the Bombay Shaving Company, and others are firing up the category with product innovations. They are disrupting and challenging the FMCG players by going the online route, beyond basic grooming products and expanding into skin care, beard care, and such. Exclusive men's brands are pushing the boundaries to expand product portfolio beyond basic products.

The recent success of e-commerce portal Happily Unmarried, a quirky merchandise company that started selling men's grooming products is notable. Launched in August 2015, it generated sales of ₹10 cr in its first year, and is now aiming to cross ₹100 cr in sales in the next 24 months, says Rajat Tuli, Co-founder of Happily Unmarried.

Mainstream brands and companies are also understand the importance of this category and are either launching their range of men's grooming products, or some companies are also investing in these startups to get their foot into this lucrative category. 📌



**Set Wet Studio X Styling Shampoo** is said to give the right balance of softness, smoothness and volume. It also conditions and lends a natural shine; the musk fragrance is fresh. So, it is used on hair that is ready to style.

Source: Mintel GNPD



**Kaya Men RegiMen Whitening Moisturiser SPF 15** with whitening active Azelaic Acid gives a notably lighter skin. Anti-oxidant Vitamin C fights free radicals and improves skin texture, while also offering UV protection for men's tough skin.

Source: Mintel GNPD



**Pond's Men Oil Control Brightening Moisturiser** is said to give an oil-free look all-day, while helping reduce dark spots. The formula contains Mineral Clay, which absorbs oil, and spot-fighting vitamins especially developed for Asian men's skin.

Source: Mintel GNPD



**Men's Fair & Lovely Instant Fairness Rapid Action Cream** features a clinically-proven formula with multivitamin boosts and rapid action technology for a fair and bright look. It also reduces dark spots and marks caused by sun and pollution.

Source: Mintel GNPD

Minu Srivastava is a Consumer Research Analyst at Mintel India



# Male Grooming Touching New Heights

by Shahnaz Husain

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

There have been some prominent trends in the cosmetic industry over the last decade. One of the most significant is the growth of men's personal grooming. This includes salon care, as men's only salons have also mushroomed at a fast pace. Men realise the importance of appearance; that looking one's best imparts self confidence, very necessary in today's competitive career world. Moreover, there are many jobs in which personal grooming counts, such as public relations, media relations, front office jobs, marketing and sales, hospitality and tourism and the fashion industry. Exposure to the Internet, commercials and global trends are some of the other factors that have contributed towards the demand for male grooming products and salon care.

Yes, men have certainly become more conscious of their appearance. They are spending much more time and money on grooming. It is estimated that on an average a male spends about 90 minutes at a salon today, compared to 30 minutes, a few years ago. Skin and hair treatments have become increasingly popular among men and so have spa treatments, especially to ease stress and aid rejuvenation. So much so that about 25 per cent to 30 per cent of the total business that a salon does, is attributed to salon treatments for men. With the 'total wellbeing' concept gaining ground, spa treatments have also caught on, mainly because of their relaxation and stress reduction benefits.

A man's skin is just as vulnerable as a woman's and needs as much care. In fact, men spend more time outdoors in the sun, hence exposure to air pollutants, chlorinated water, air-conditioning, stress, all affect the skin and give rise to skin problems and even hastening the ageing process of the skin. Male skin is also more vulnerable to problems like acne, however, the number one concern most men have is that of losing hair or hair fall.

We believe that men need their own personalised space and expert care for grooming. There is nothing like a massage to reduce fatigue and stress. Since we are known for our salon treatments for specific skin and hair problems, men also visit our salon for concerns, like acne, pigmentation, premature ageing, scars, dandruff, hair loss, alopecia, and so on. We have found that facials, anti-ageing treatments, manicure, pedicure, even waxing, body massage, body polishing, head and foot spa treatments have over a period of time become popular among men. That is why we have on offer several services for men, including hairdressing, styling and cutting, according to contemporary styles, along with head massage, shampoo, conditioning and colouring, to cater to the total hair care needs of men.

India's male grooming segment is estimated to be pegged at ` 5000 cr and is set to grow at CAGR of about 45 per cent. In fact, Shahnaz Herbal is one of the earliest players in the men's cosmetic care segment. With keen foresight of future trends in male grooming, we started our men's salon and launched an entire range of men's grooming products in as early as 1993. It was created to cater to the demand for an energising and uplifting skin and hair regime for men. Products that provide a refreshing feeling are popular among men, such as skin fresheners and tonics, scrubs and after-shave creams or moisturisers. The market in India for male grooming products includes shampoos and fairness creams, beard shampoos and creams. According to a report by Neilsen, "Data confirms that the sales of men's face creams have more than doubled, while the use of face cleansing products among men in India has jumped a massive 60 times between 2009 and 2016." Today, online sales of men's grooming products indicate that such sales trends will continue. 📌



# Beard Transplant Trending Cosmetic Procedure for Men

by Dr Debraj Shome

*Dr Debraj Shome is a Cosmetic Surgeon & Director,  
The Esthetic Clinics. Views expressed are personal.*

**B**eards are in and there is no doubt about it! The modern day beard has become the symbol of a man's fashion sense. You can see famous sports persons, actors and celebrities sporting perfectly shaped beards. They are a norm nowadays and beard transplants make it easy to have the type and shape desired.

Beard transplant is a type of plastic surgery that aims to increase the density and thickness of hair in the beard area. It does not only change the appearance of the face, but also helps to hide scars or marks caused by previous injuries or acne. The transplant is meant for those with less density of hair in the beard area and a patch with no hair. There are many reasons for men not being able to grow the perfect beard such as heredity, a primary reason for lack of a thick beard; hormones, the area around the cheeks may have lesser blood flow which leads to less nutrients and beard growing hormones, testosterone and DHT. Both low and high levels of these hormones can cause limited beard hair growth or patchy hair; Alopecia Areata, which is spot baldness, can also cause it to appear less dense and patchy; and lastly, lifestyle choices – stress, poor eating habits and irregular sleep patterns.

## Process

Hair for the transplant is taken from the back of the scalp and depending on the number of grafts needed, they are first matched with the texture and structure of the existing beard hair. At times, hair from the sides of the head is also used to match the beard hair. Once the surgeon is satisfied with the collected grafts, they are implanted in the bald patches of the beard area. The aim of the transplant is to make the hair resemble the natural hair as closely as possible and ensure that it appears natural. On an average, about 900 to 4,000 hair grafts can be used for successful transplant. During the transplant, the surgeon also manoeuvres the hair in such a way that the growth takes place in the right direction.

## Techniques used

In Follicular Unit Extraction (FUE) hair is grafted one by one from the donor area and then harvested over a larger area. In Follicular Unit Transplantation (FUT) the surgeon takes a small strip of tissue from the donor area and transplants it on the area where hair is required. FUE is a more common process as the scar is less visible and the healing time is less. However, in FUT, it is easier to harvest a large donor area and therefore, maximum fullness of the transplant is achieved.

## Points to remember

Take an appointment with the surgeon to set the right expectations and learn about the precautions you need to take. Carry a recent photo of your face and a good surgeon will be able to give you a clear picture of the expected changes, post transplant. If you have a particular shape of beard in mind, carry its picture, too. You might have to take a day off from work on the day of transplant. Before the surgery, avoid taking any medication, alcohol and nicotine without consulting your doctor. The process takes about two to five hours to complete and is done under anaesthesia. Formation of small crusts around the transplanted hair is normal and not a cause of worry. You will be able to go home and resume normal activity the next day. It is normal for the transplanted hair to fall off in a few weeks and then start to regrow in three months. The results of beard transplant are permanent. Make sure that you visit a proven clinic and choose a skilled surgeon. Gather all the information you can beforehand for excellent results. 📌



# Make-up for Men The Beauty Revolution

by Sohni Juneja

*Sohni Juneja is an independent make-up expert.  
Views expressed are personal.*

Conventionally, we associate make-up with women, except the dramatic and colourful make-up sported by rockstars. But, with changing times the stigma of men wearing make-up is breaking. Living in a well informed and aware society, the demand for make-up for men seems to be increasing or in other words, even evolving. Just like women, men are now equally conscious of their appearance and want to keep themselves groomed, which can include basic make-up to even out their skin tone. The society has finally shattered the taboo as make-up is not a 'feminine thing' anymore.

I have also noticed an increase in the number of inquires by grooms for make-up. Men are giving importance to grooming and the perfectly photoshopped faces and bodies displayed on social media is setting up bars and pushing people to look attractive. The new-age discerning man is not leaving any stone unturned to achieve the desired look. This is the general consumer opening up to the idea, not male models on the ramp. Make-up for men has been around clandestinely for a long time, but now there is slow but sure acceptance by the society. As of now, we have a comparatively smaller population of men who want to use make-up products, but that proportion is growing and will continue to do so.

The latest trend in men's make-up is to achieve a natural look. The same can be achieved by using concealers and foundations to camouflage flaws like dark circles or acne or pigmentation on the face. Using bronzers to enhance the cuts of the face with corrective contouring techniques, also achieve the sun-kissed look. Another trending product is transparent mascara, which is used to groom lashes in the most natural way possible. Brow pencils are also making way in men's kits, since softly filled out brows without it looking too done up, is another trend making rounds with fashion-conscious men. With the advent of corrective make-up techniques one can even sketch abs on the body and enhance the cuts on one's muscles making them appear more ripped and masculine. Needless to say, it is one of the most popular make-up techniques amongst men.

The realisation of self image, fashion and trend consciousness in men as much as the women, has led to the birth of the metrosexual men. The cultural shift drives beauty brands to now market their products with a gender neutral approach, aiming to achieve higher sales with an increase in number and versatility of the target market. The explosive expansion of the online cosmetic industry has propelled male make-up artists to emerge as make-up and beauty influencers to be leading spokespersons or face of the industry. The general public seeing these men trying on cosmetics and reviewing the same is warming up men towards the idea of make-up.

The fact still remains that most people associate make-up with women only. Companies have actually been trying to sell to men for decades, but the challenge, as everyone would agree, is getting men to believe make-up can be manly. Some companies try to do this by opting for more masculine names, rebranding product names like foundation to tinted moisturiser, from mascara to manscara, from concealer to tinted under eye cream and from brow liners to brow gel brushes. Men are not open to the idea of applying 'make-up' on their face. As they say little knowledge is dangerous, the same applies here considering how men may only relate to make-up as a basic lipstick, eyeshadow and blush making them feel feminine. The cosmetic brands have to create products that actually do the job they promise and are undetectable at the same time, which can be quite a challenge.

High-end international fashion brands like Chanel and Tom Ford are coming with unique lines of make-up for men. This could just be the beginning of a trickle down trend. Considering the rise in awareness, today's men know the need and scope of make-up. With the current scenario, it will not be far fetched to say that in a few years from now, we could also spot male dominating cosmetic counters at stores, as well. 📍



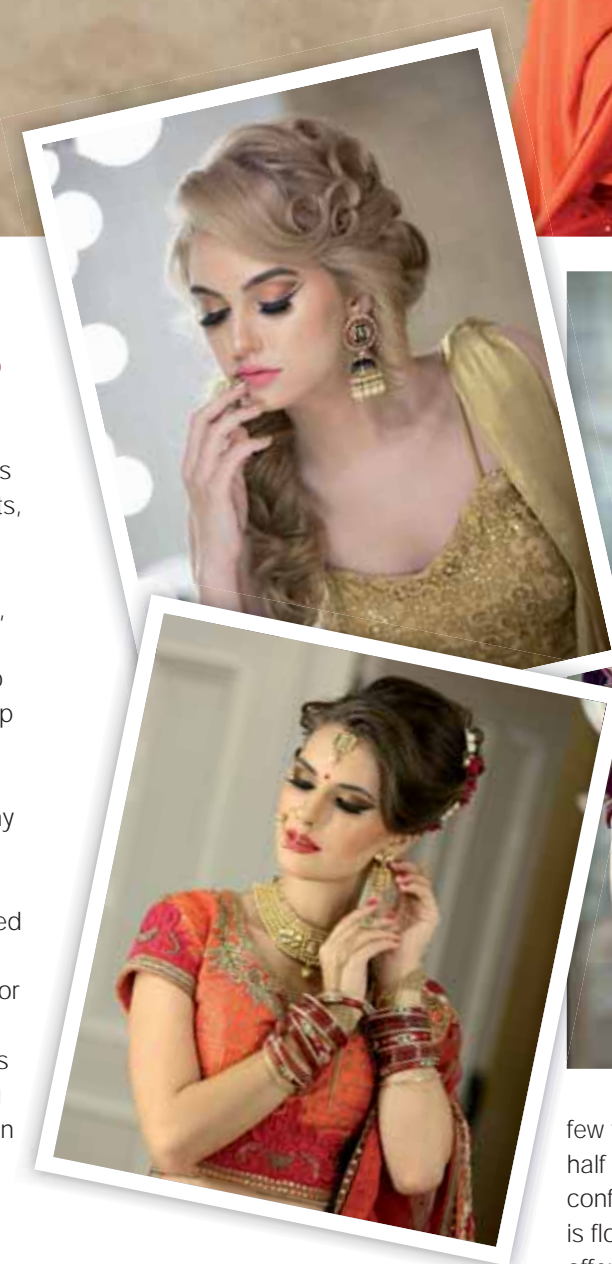


Beauty

# Kanikka Tandon Making a Mark

Meet Delhi-based make-up artist, Kanikka Tandon, who has set the standard high with her top-notch skills and quality of service. Tandon calls the shots at her eponymous studio and juggles bridal make-up, editorials and shoots, to name a few. She shares her journey with *Salon India*

by Shivpriya Bajpai



## How did you get started in make-up artistry?

I loved painting and playing with colours, as a child. I was curious about my mother's vanity box and used to explore the products, whenever left alone. Soon, I started doing my own make-up and was always complimented by friends and family. Once, we were attending a cousin's destination wedding and few of my relatives wanted to get their looks done by the bride's make-up artist. It did not work out as the artist was busy with the bride. So, they approached me to do their make-up. Everyone loved my work and convinced my husband to push me take it up full time. I enrolled into Pearl Academy of Fashion in Delhi and completed Fashion Media and the make-up course. I topped the batch and started freelancing for editorial shoots with magazines. I pursued advance make-up courses with Madonna's make-up artist, Tiffany Saxby. After gaining enough experience, I launched my studio in Punjabi Bagh, Delhi.

## What was your first big break?

It has to be Wills India Fashion Week in 2011. I was selected among the 20 make-up artists for designer Rajesh Pratap Singh. I was an opportunity to work on internationally acclaimed models including Carol Gracias, Rachel Bayros and Michelle Innes.

## Did you have a mentor?

I was mentored by Ashima Kapoor in make-up and Esther Kinder for hair. However,

there are many people who have inspired me and continue doing so.

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

Initially, I had to face the major challenge of convincing clients about my expertise. I have always believed in my craft and passion. This helped me to overcome a



few tough hurdles. I started offering half face demos on clients to gain their confidence. At present, the market is flooded with freelance artists, who offer services at extremely low rates by compromising on product quality. It becomes a challenge to quote rational and comparatively higher rates to clients against superior quality brands and products. I personally educate clients on the brands we use and the quality of work we offer.

## The A-listers on your client list?

Our client list has Priyanka Chopra,



Anushka Sharma, Shefali Chayya, Sayali Bhagat, Sonam Kapoor, and many others.

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

For fashion, we have the liberty to experiment in terms of using vivid colours on the eyes and lips, 3D effect with jewels, rhinestones and feathers. Skin has to be kept ultra highlighted and heavily contoured. It is crucial to be in sync with the designer's theme and make-up should be an extension of the design concept. For editorials, the ochromatic look is trending. Mohawk braids and avant-garde hairstyles are experimented with, too. Bollywood make-up is all about gorgeous-looking skin with subtle eye and lips. Bridal make-up involves a lot of gold and bronze using holographic glitters on the eyes with natural shades on lips. The skin has to look fresh with a subtle blush with heavy contouring and gleam toned highlight. One can experiment with eye make-up with winged liner and bold kohl.

**What are the favourite products and brands in make-up?**

Nars blushons, Becca concealers and highlighters, MakeUpForEver Ultra HD, Huda Beauty foundation, lashes and eyeshades, Inglot pigments and glitters, Fenty Beauty foundations, MAC eye and shades, RCMA concealers, Tarte

foundation, Anastasia, Makeup Studio eyebrow pomades, Lit glitters, Ben Nye powders, to name a few.

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

I think we are growing well. We are catering to a lot of esteemed clients and we are making a mark in the industry with all the right noises and perfect ambitions.

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

Use and buy original make-up products and charge your clients on the basis of your service. Do not buy cheap products and maintain a standard of hygiene. Let your clients understand that they are paying you for your creativity and versatility.

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

We have a very strong industry in India that is growing rapidly. Our Indian brands have also created a mark internationally. We can see a lot of artists have started using expensive and international brands which show that there is awareness and the knowledge to use them.

**What are your future plans?**

I aspire to take my work on the global platform by launching my own make-up academy and studio in London, Toronto, New York and Melbourne. 📍



Soft, gleaming skin with panoramic liner, prominent mascara and with vivid lips are a major hit. Metallic eyes with tinted brown, mauve and bronze hues with half way liner is in vogue. You can experiment with glossy lips or matt Ombre for the festive season. Dewy ultra sheen skin.

# Power Mix

## HUL Acquires Dermalogica

Speaking exclusively with *Salon India*, Aurelian Lis, Chief Executive Officer, Dermalogica and Pushkaraj Shenai, CEO, Lakmé Lever share information on the acquisition, current positioning of the brand and the mandate of elevating skin care education in India

by Zainab S Kazi



(T to B): Aurelian Lis and Pushkaraj Shenai

**T**aking the reigns of the most coveted skin care brand Dermalogica, Hindustan Lever

Limited's (HUL) Professional Beauty Business in India is looking at scaling up the execution of the brand's core philosophy of education. Sharing his thoughts on the market dynamics for skin care in the country, Aurelian Lis, CEO, Dermalogica, points out, "The premium skin care market in India is at a nascent stage." He is visibly excited to take on the onus of educating therapists, an exercise that the brand has been doing since its launch across the globe and for the last decade of being present in India. Shares Lis, "We have always been an education brand and we continue to teach 100,000 therapists worldwide. During our decade-long tenure in India, we have set up centres where therapists have been trained, and now with HUL taking over the brand, the reach and spread is only going to get better."

### Focus on training

Dermalogica has close to 40 company-owned locations worldwide and another 60 locations which are owned by their distributor partners. Founded in the US by Jane Wurwand, a tenured, UK-trained skin therapist, Dermalogica began its journey in 1986. Before the brand was launched, Wurwand had set up the International Dermal Institute

(IDI) in Los Angeles in 1983, where she invited licensed skin therapists to get hands-on postgraduate training on skin care. Today, IDI is considered to be the international gold standard for postgraduate and body therapy training, where stringent procedures and protocols are followed. Elaborating on the thought shares Lis, "Post a three day intensive training period, the therapist receives a certification which is further complimented by regular training sessions." Also, a therapist will be allowed to treat or recommend Dermalogica products only after receiving proper certification from the brand. According to Lis, "The pathway curriculum has to be followed."

Elaborating Pushkaraj Shenai, CEO, Lakmé Lever, shares, "Dermalogica has a strong expert pathway. Every new therapist goes through a three day training programme that is Derm DNA. Post that, she is a certified Dermalogica therapist, who can serve about 60 per cent of the brand's treatment portfolio, and recommend the right post care solutions to customers. After the certification and after garnering experience of three months, she is ready for the Dermalogica Specialist Certification, which is two days of intensive classroom training. After six months, she can then enroll for the Dermalogica Expert Certification." In between these certification programmes,

therapists have access to various seminars and online sessions held by HUL, where they can witness live skin care treatments by international experts from Dermalogica.

### HUL's contribution in India

On the value addition HUL would bring to the table, Lis says, "For the last decade, we have an education facility in the city and trainers in the field. In the future, we are going to invest on setting up more training facilities and have more trainers." Considering the brand has a defined positioning and almost zero competition, there are a host of opportunities that Shenai is eager to tap. Since the premium skin care category has not seen a commitment from brands, Dermalogica with its thrust on education is bringing in a change. On the role of HUL's Professional Beauty vertical, Shenai shares, "HUL is known for quality of execution and scaling up the same. The team that handled the brand earlier has done a good job of positioning the brand and building an educational platform, which is the ethos of the brand. We will, now, further strengthen the quality of education and bring it at par with global standards. We will have more of global modules and global educators, as that is sorely needed. We plan to focus on elevating the stature of skin care therapists and have consumer engagements in the salon and out of it. As the brand



has innovation at its core, we will bring the latest cutting edge innovation to the Indian market, which are in line with global launches.”

### Dealing with challenges and competition

The most important challenge is that of attrition and according to Lis, it is being faced by the salon industry at a global level. He explains, “It is not uncommon to have therapists jump from place to place, and we deal with it by training a set of new people. The point is that we need to always meet the consumer’s expectations.” He further adds, “There is a massive opportunity before us to create necessary brand awareness. In other countries, the brand is evenly spread, but in India, we are well-known in Mumbai and some metros. Hence, we need to expand the geographic reach and to do that

we have digital tools that give us an opportunity to reach people in far flung areas to try our brand. This may not be relevant in other countries.” Dermalogica has been helping its patrons identify their skin type through various digital platforms like face mapping. A consumer is guided on her skin type and then given details of a therapist she can meet for a treatment. According to Lis, the Internet-savvy Indian consumer can avail of these digital tools and the brand reach will eventually increase.

Elaborating on the opportunities for the brand, Shenai says, “Today, there is a discerning skin care consumer in India, who wants to go beyond brightening, anti ageing, and hydration. She needs to understand her skin type and find the right bespoke solution, whether it is a treatment or after care regimen. Dermalogica is

here to educate her and the therapist. The big opportunity is driving up education so that our consumers through our therapists get exactly the kind of skin care and treatment that they deserve.”

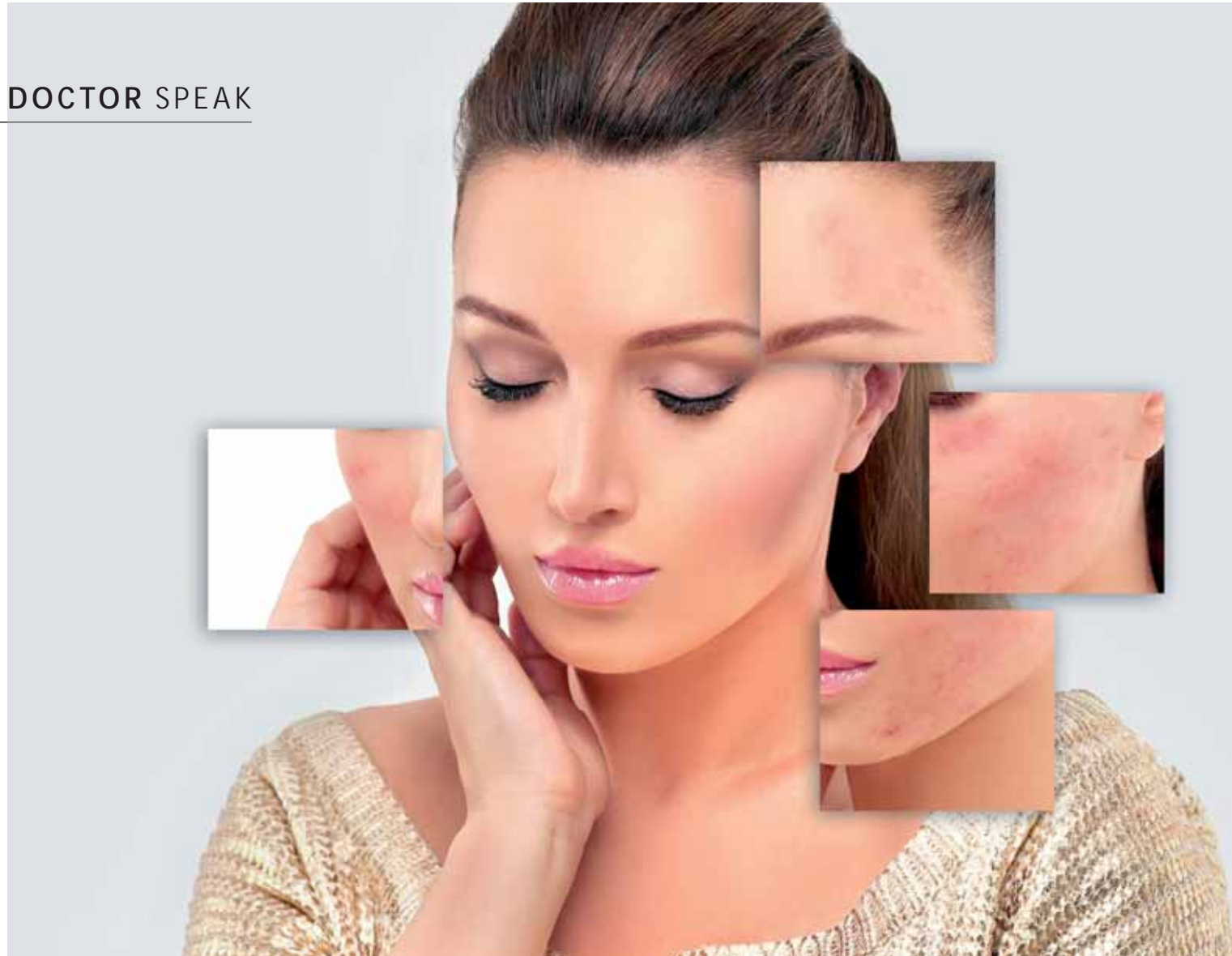
### New objectives to follow

Taking charge of the brand, Lis modestly accepts that though the brand has been in business for three decades, there are many that still do not know anything about it. The reason could be that the founders of the brand, before it was taken over by Unilever globally, spent considerable time and money on the education of therapists. He reveals, “Dermalogica has always been a beautiful brand with a high quality product range, however, people do not know about us in comparison to how many people should know about us. My biggest objective is thus, to draw people to the

brand through more therapists; and as consumers are now expecting experiences, we are thinking of moving the therapists to new venues, perhaps doing treatments in public.” He adds, “We would be thrilled to work with entrepreneurs, who can come up with new skin care concepts. There are concepts relevant to the hair segment, we need new ways of urging customers to go for skin treatments.”

### Changing with time

Each industry is seen undergoing a transition. It is the age of consumer revolution and brands across categories are pulling up their socks to bring in a change at every possible level. The salon industry, too, is witnessing a shift. According to Shenai, it is going to be the age of specialisation. Where today, we have salons offering beauty, hand-feet and hair services all under one roof, going forward we may have specialised salons, each with their own USP. Shenai further shares how going forward, we would have talent that wants to work with salons run by corporates, rather than individuals. On the industry dynamics, he shares, “The professional beauty business, if you look at the consumption, is expected to reach `9,000 to `10,000 cr by 2020. The market is fragmented, though the hair segment is consolidated between a few players. With the entry of HUL and its specialised team, there will be an elevation in standards – whether its education, quality of talent or infrastructure.”



# Cosmetic Treatment

## Recommended by an Expert

Scar Removal and Scar Revision as aesthetic procedures are creating quite a buzz. *Salon India* speaks with Dr Shuba Dharmana, Dermatologist, Lejeune Medspa in Bangalore, to understand the process and technology used



Dr Shuba Dharmana

**About:** Scar Removal or Scar Reduction and Scar Revision are treatments that help reduce the conspicuousness of a scar. Scar reduction or removal is a broad term which uses surgical and non-surgical methods to minimise a scar. The surgical intervention is called Scar Revision.

**Process and technology:** Scar removal or reduction aims to reduce the visibility of a scar so that it looks smoother and smaller in size. It may not be possible to completely remove it, but by removing the scar tissue or inducing collagen, the scar can be made to look much smaller, smoother and lifted. Various non-surgical treatments that reduce scars are microneedling, subcision, fractional laser treatments, chemical peels and injectable dermal fillers. Deeper or surgical ways of reducing a scar involve removing excess scar tissue by cutting and closing the wound in layers along better lines to form a better scar. This maybe done under local or general anaesthesia.

**Teamed with other treatments:** There are multiple ways of approaching a scar, however, it will depend on the size, location, skin type, age, other medical conditions, type of scar, and several other factors. Since complete removal is not always possible, reduction may be achieved by a combination of modalities such as, using creams and gel sheets with fractional laser treatments or microneedling. Subcision with injection of dermal fillers is also quite a satisfactory treatment. Also, surgical reduction may be combined with other non-surgical treatments and with compression systems, creams and gel sheets.

**Time taken for the treatment:** Most non-surgical treatments, like laser, take 15 to 45 minutes depending on the area. Subcision and dermal fillers also are lunch-time procedures that take 20 to 30 minutes to perform. However, surgical reduction takes longer as it depends on area, size, medical problems, types of anaesthesia to be used, and so on.

**Sessions required:** Non-surgical treatments need repetition. Most fractional treatments will need three to six sessions. The more aggressive a treatment, the lesser the number of sessions. Chemical peels improve the pigmentation around the scar and may also need three to six sessions. Dermal fillers ideally need touch ups two to three times and may last for upto a year.

**Side-effects:** Fractional laser treatments often have a downtime of a few days and skin sensitivity to sunlight is an issue. The more aggressive a treatment, the more the downtime. Post Inflammatory

Hyperpigmentation (PHI) or dark discolouration of the skin is an issue in Indian skin, especially in dark skinned individuals. Sometimes this can also lead to hypopigmentation or white spots. Surgical treatments have the most downtime with swelling, bleeding and risk of infection. Most treatments will see some minor swelling and redness with skin sensitivity. Steroid injections into a hypertrophic or keloid scar may thin the skin and fat underneath causing an unwanted depression in the scar area.

**Pre-treatment measures:** Those going for non-surgical chemical peels or laser treatments should avoid getting tanned pre-procedure, avoid other procedures and that too in the same area. Discuss with the doctor on the usage of retins or steroids. For a surgical treatment, your surgeon may ask for blood tests to see your suitability for the surgery.

**Post-treatment measures:** For non-surgical treatments, you may be asked to use gels, creams, compression wound care creams and sunblock. Your doctor may also prescribe specialised skin care for scars on the face, if they are due to acne, to reduce the recurrence.

**Client recommendation:** Clients are bothered by scars on visible places like face, arms and chest. All types of scars can affect a person's confidence level. While women resort to wearing heavy make-up to camouflage the scars, men cannot. In an aesthetic clinic, majority of the cases are acne scars followed by surgical and traumatic scars. Hypertrophic and Keloid scars also seek improvement and can sometimes be reduced by carefully placed Intralesional Corticosteroid injections.

Medical treatments such as scar creams, silicon gel sheets, dressings and compression systems are also available and prescribed as per the condition. Surgical revision is recommended for those with deep, severe, extensive scars and/ or are not benefitting from non-surgical treatments.

Discussing all the possible options with the client including medical, non-surgical and surgical treatments along with their risks and benefits help them make an informed choice. Brochures, leaflets, website, reference articles and before and after pics help in setting realistic expectations. Also, a consent form has to be signed by the client before the procedure.

**Future:** Most procedures are carried out in India regularly except a few treatments that do not suit Indian skin such as Dermabrasion, CO2 laser and Deep Trichloroacetic (TCA) Peels. The future of scar treatments looks good with constant innovation in technology. We can look to treat Indian skin better with lasers and modalities that are not only effective, but also have the least side effects. 📌



# Skin Scan 2.0 by Cheryl's Cosmeceuticals



## Redefining Skin Care with Technology

Powered by visual diagnosis and cutting-edge Artificial Intelligence technology, Skin Scan 2.0 enables professionals to recommend targeted solutions to clients for an enhanced skin care experience

**C**heryl's Cosmeceuticals, India's professional skin care brand has always empowered salons with its breakthrough products and targeted solutions to tackle skin care problems. Its holistic approach to treatments is based on scientific diagnosis, expert consultation combined with effective products to enhance the results.

### Skin Scan 2.0

Cheryl's introduced Skin Scan 2.0, India's professional in-salon skin diagnostic App powered by visual diagnosis. Designed exclusively for salon professionals, Skin Scan enables skin experts to provide their clients with customised skin care recommendations and treatments at the touch of a button. Using cutting-edge Artificial Intelligence technology, the app utilises complex computer vision algorithms to analyse facial skin and diagnose concerns. Clients get a targeted solution for their concern that also enhance their overall skin care experience. Incorporating both machine-learning and neural-network architectures, the app aids users to formulate a treatment plan in tandem with Cheryl's products and services. The user-friendly app is made for professionals

to elevate their expertise and recommend personalised skin care solutions.

### Steps to use Cheryl's Skin Scan App

#### Step 1: Visual face scan

Visual diagnosis of the skin to determine skin type, condition and concern.

#### Step 2: Generating diagnosis report

Creates diagnosis report on seven parameters and generates a score for each. The expert then explain the information and the effects.

#### Step 3: Recommend customised solutions

In-salon treatment and home care products.

### Other features of the App

**Product and treatment showcase:** The drop-down menu lets users view Cheryl's product portfolio and select treatments and home care. It showcases the SKUs available in both retail and technical category. It also gives salons access to their private password protected database.

**Client history:** A list of all the clients, data of the last skin scan, personal details and appointment history is stored.

**Book appointments:** Clients can schedule appointments for any date and time, also set reminders for the same.

### Diagnostic tools by Cheryl's

Cheryl's believes that skin needs are specific and require the right consultation to give results:

**Cheryl's Hydrometer:** It measures the skin's hydration levels pre and post treatment.

**Cheryl's Woodslamp:** It helps the expert to understand the underlying concern that may or may not be visible yet.

Elevate your expertise and enhance your client's experience with Cheryl's Skin Scan 2.0. 📱



We believe in scientific and new age technology study. We want in-salon clients to understand that consultation for skin types is now an easy step with expected results. With Visual Diagnosis Skin Scan 2.0 app, the in-salon experts will be enabled to understand the deeper layers of skin types, level of pigmentation and common concerns including, anti-tanning, anti-ageing and dark circles.

- Gunjan Jain

National Education Manager, Cheryl's Cosmeceuticals





# The Meke Dance Step-by-step Guide

Chelsea Baart, OPI Global Educator, shares an easy to achieve nail art with *Salon India*

**W**ith over 14 years of experience as a nail technician, Chelsea Bart has been an OPI Educator since 2012. Armed with a passion for education, she strives to bring each student to a new level of enthusiasm, purpose and ability. She has had her work published in Nails Magazine, NailPro Magazine as well as local publications throughout North America. On a recent visit to Delhi, she decodes the nail art look.

## Decode

The Meke Dance look is in line with the trending nail art concept of 'colour splash' to achieve a fluid effect. This vibrant design involves the usage of more than one colour and can be experimented with innovative designs. From pastels to pop colours, clients can transform their overall look from day to evening. As prep, on a prepared nail, apply a thin coat of OPI GelColor Base Coat. Cure 30 seconds in the OPI LED Light.



### STEP 1:

Apply 2 thin coats of OPI GelColor Exotic Birds Do Not Tweet. Cure each coat 30 seconds.



### STEP 2:

Use a striping brush with OPI GelColor Living On The Boulevard! to draw a wavy line in an 'S' pattern on one side making it slightly thicker at the free edge. Cure 30 seconds.



### STEP 3:

Use a striping brush with OPI GelColor No Tan Lines draw a 'C' shape on the opposite side making it slightly thicker at the cuticle area. Cure 30 seconds.



### STEP 4:

Use a striping brush with OPI GelColor Is That A Spear In Your Pocket? to outline one side of each wave. Cure 30 seconds. At the end, apply a thin coat of OPI GelColor Top Coat. Cure 30 seconds. Remove gel residue with Expert Touch Nail Wipe and N.A.S. 99. 📌



# Heliocare by Skinovation

## The New-Age Sun Protection

### About the company

Skinovation strives to be at the forefront in providing the latest revolutionary technologies and systems for existing and new treatment methods. It is working to serve the varied and growing needs of both patients and practitioners in the Indian aesthetic industry. They enable practitioners to offer safe, effective and profitable aesthetic and surgical treatments to their patients, while allowing patients to benefit from the capabilities of state-of-the-art, clinically proven technologies and methods available worldwide. The aim is to help medical professionals in the field of aesthetic dermatology with cutting-edge solutions that fit seamlessly.

### About the product

Heliocare is a topical and oral photo protection line based on patented Fernblock technology (polypodium leucotomous) developed by Dr Fitzpatrick, father of modern dermatology at Harvard Medical institute. Fernblock technology is unique, powerful, clinically proven, tested and recommended by American and international dermatologists. It has been there for over 20 years and has a presence in over 80 countries across the globe. It represents an important technological innovation, going beyond traditional protection focused on sunburn only to include four new levels of protection – immunological, anti-oxidant, skin architecture and cellular DNA. Fernblock works as an anti-oxidant and photo protector for oral and topical use. Fernblock is the first and only technology to have demonstrated oral photo protection effectiveness in humans after a single administration. Oral topical to go hand in hand as it has a full spectrum effect.

### USP

Oral sunscreen such as Heliocare is safe to consume. It has been extensively tested and researched for its safety and efficacy. Its safety profile has been established in acclaimed journals such as JAAD and J.EAVD. Over millions of capsules have been sold worldwide and no major side effects have been recorded. The unique mechanism of Heliocare helps in sun protection, anti-ageing and reducing hyper pigmentation. It inhibits free radicals produced by UV rays, as it comes with recognised anti-oxidant protector capacity, protector of immune system, with repair capacity from sun damage and prevention from photo-ageing.

### Price and availability

Considering the level of protection that Heliocare offers, it is priced at Rs3,340. It is available with all leading dermatologists in India. 📍



India, being a tropical country, is largely exposed to sun and its effects, and Melasma and pigmentation are common. The Heliocare range, available in topical and oral photo protection lines, provides anti-oxidant, anti-ageing, immunological and DNA protection. The Advanced Heliocare range guards not only against UVA and UVB, but also visible and infrared radiations.



– Kal pesh Gawade  
Director, Skinovation Private Limited

The Heliocare oral sunscreen range is absolutely an essential component in anybody's skin care routine. It is definitely not enough to use a topical sunscreen. The Fernblock technology also works by correcting pigmentation at the cellular level. It is an excellent tool to treat melasma, as well. It protects your skin inside out.



– Dr Bhairavi MD  
Dermatologist and Acne Expert, Medical Director,  
Behanced Healthcare, Chennai



# Charcoal FACIAL KIT

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*Detoxify your skin &  
make it look younger*

**NEW**

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Deep cleanse

Healthy skin



Natural facial kits for glowing and healthy skin

## Market Watch | Skin Care

### Skin care ritual kit by **Mittee**

Mittee is a clean and natural skin care brand with meticulously created high-performance formulations, specifically engineered to deliver the most effective combination of nature and leading-edge science. The kit comprises of Rateeh, a gentle foaming wash; Vapurda a face mask; Yemaya, a facial retexturing serum and Ixchel, a revitalising night cream. The formulations are Paraben and Sulphate free and are packed with several innovative and potent natural actives to maximise results. All Mittee products are proudly manufactured in Canada and are Health Canada Certified.

**Price:** ₹ 17,695 + taxes

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



### Scrub by **Biotique**

Bio Papaya Tan Removal Scrub is blended with the pure Papaya fruit to dissolve dead surface cells, unclog pore openings and smooth the way for clear skin to surface. Gentle refining action uncovers natural brightness for a younger-looking complexion.

**Price:** ₹ 75 (50 gms); ₹ 140 (100 gms)

**Availability:** [www.biotique.com](http://www.biotique.com) and stores



### Facial cleanser by **Casmara**

Casmara Balancing Cleanser is an emollient facial cleanser infused with Goji Berries (Lycium Barbarum). Given the countless properties inherent in Goji Berries, their use goes back thousands of years in traditional Chinese medicine to recover vital energy. It is for this very reason that it is known as the berry of longevity. It is a preventive treatment to arrest signs of ageing and reinforces the skin's natural defenses.

**Price:** ₹ 2,650 (500ml)

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

### Anti pollution by **Innisfree**

City Pollution Defender Micellar Water contains Calamus Jeju Jujube extract that removes grime and pollutants from the skin and affords rejuvenation. It helps in hydrating the skin without inducing tightness with its Hyaluronic Acid and cleanses the skin with gentle Amino Acid cleansers.

**Price:** ₹ 1,100 (300ml)

**Availability:** Exclusive stores



### Mask by **Alanna**

The '4 in 1 Exotic Clay Mask' is a go-to product for all skin concerns for all skin types. It has a perfect balance of cleansing, tightening, hydration and brightening, for a smooth and radiant complexion. This mask also helps in treating the most common skin concerns of pigmentation and acne. So, while the Volcanic Mud Ash and Kaolin help in deep cleansing, Red Sandalwood Powder brightens and cleanses, whereas the Sandalwood Pulp has a cooling effect and acts as a non-irritant. Turmeric helps in brightening, too, along with carrying the benefit of being an anti-oxidant. Red Sandalwood Pulp, Aloe Vera and French Red Clay add hydration to the skin, making it good enough even for sensitive skin types. It is FDA and PETA Approved and is free of Sulphates, Paraben and cruelty making it 100 per cent natural and Vegan.

**Price:** ₹ 800

**Availability:** [www.alannaforyou.com](http://www.alannaforyou.com), Nykaa, Amazon and Flipkart



SHOOT

# Tattva Spa at Radisson Blu

## The Urban Wellness Sanctuary

The design accents at the Tattva Spa in the form of carvings, relief work on the walls and curios take inspiration from natural foliage to create the impression of a 'garden' of wellness. The spa celebrates the confluence of the rich mystic fusion of Ayurvedic body massages and the latest contemporary wellness techniques

by Aarti Kapur Singh



“The spa at Radisson Blu Faridabad has beautiful and elegant interiors which refresh the guest's sight first and make them feel more comfortable. We assure the best experience to guests in terms of service, treatments and relaxation. The spa is designed to be an urban sanctuary offering personalised spa experiences taken from Ayurvedic traditions. Our therapists are highly trained to understand and evaluate a guest's requirement and personalise the treatment experience for them.

– Harpreet Vohra  
General Manager, Radisson Blu, Faridabad

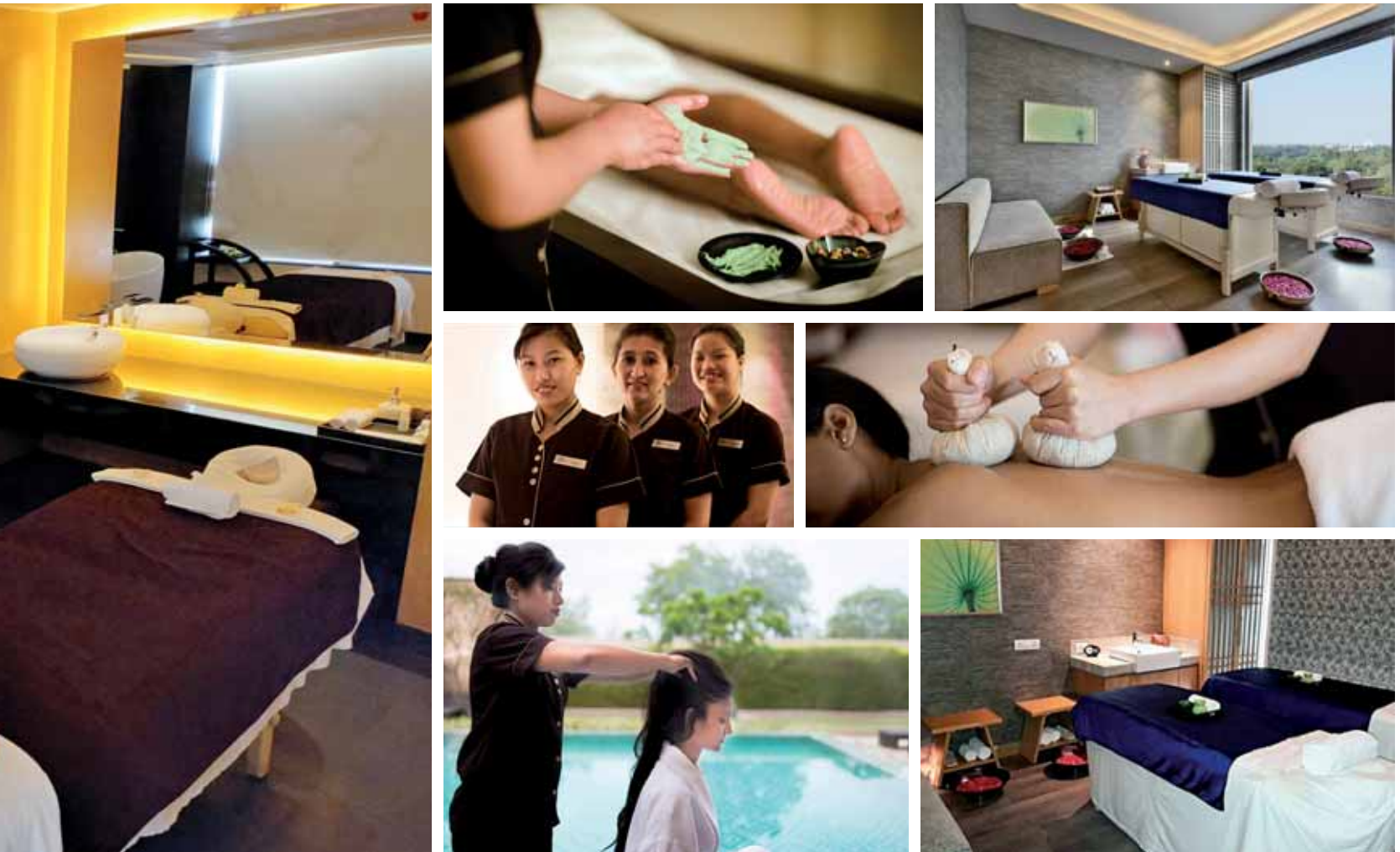


**Size of the spa:** 2702 square feet.

**Time taken to complete construction:** Approximately one and a half years.

**Architect and interior designer:** Anil Sharma; Rahul Shankwalker, Studio HBA.

**About the spa:** A premier spa, Tattva Spa is designed to pamper guests from start to finish. The calm and tranquil spa welcomes guests to a serene wellness oasis. The design, layout and visuals integrate the rich mystic fusion of the ancient Indian philosophy of ayurvedic body massages with the latest contemporary wellness



and indulgence. Tattva Spa offers a range of treatments, including massage, beauty essentials, beauty elixir and wellness retreat services. They prefer to call their technicians and service personnel 'healers' and these healers will pamper you with carefully chosen authentic aromatic oil blends. All the massages start with a short breathing exercise to remove stress and calm your mind so that the body is more receptive to the therapies. Guests can choose from a range of Indian and international massages that best suit their needs, such as, Deep Tissue, Swedish Therapy, Aromatherapy, Hot Stone, Lymphatic Drainage, Thai Yoga Sparsa Therapy, Ayurvedic Abhyanga, Ayurvedic Shirodhara Therapy, and several others.

Their combined package called 'Beauty Elixir' includes a perfect blend of a light massage and body exfoliation. The range of Body Scrubs are a delight and are often mixed and matched keeping in mind individual guest requirements. The same goes for the organic and natural ingredients used for facial therapy, body wraps, hair spa, and so on.

The spa manicure and pedicure service go beyond the regular cleaning, cutting and shaping of nails. The organic products used for these treatments definitely give a new lease of life to the nails and skin. Manicure and pedicure services include a relaxing massage of the hands and/ or feet for a memorable experience. The best part is that the healers are adept at advising guests on the specific type of manicure or pedicure depending on the skin type and also as per weather conditions.

techniques. Light wooden accents on pale cream coloured walls, offset with dark upholstery, provide the perfect colour palette that instantly evoke a feeling of calmness. The decorative accents in the form of carvings, relief work on the walls and curios take inspiration from natural foliage to create the impression of a 'garden' of wellness. The state-of-the-art spa offers a full-service salon, three single therapy rooms, and one couple's therapy room with an en suite steam and shower facility.

**About the services:** With a dynamic squad of professional therapists, the holistic spa treatments are defined to rejuvenate and reinvigorate the senses. The spa aspires to be a premier pampering place for customers celebrating special moments of relaxation

**Address:** Tattva Spa, Radisson Blu Hotel, Sector 20 B, Mathura Road, Faridabad.

**Contact details:** +91 129 2666000

**Website:** [tattva.del2@tattvaspa.com](mailto:tattva.del2@tattvaspa.com)



# Jyoti Rathod

## Raising The Bar for Wellness

Jyoti Rathod, Spa Manager, Cedar Spa by L'Occitane at JW Marriott, Mussorie, shares her views on the wellness industry, USP of the spa, future plans, and more

by Shivpriya Bajpai

### Please tell us about your professional background.

I did the Spa Executive Course from HMI, Gurgaon and joined ITC Maurya Delhi as Spa Assistant Manager. I was with the group for six years and then joined Cedar Spa.

### What inspired you to be a part of the wellness industry?

Clients, today, are seeking solutions for better sleep, stress management, proper nutrition and genuine self-care. It is a segment that allows me to understand a customer's need, provide guidance and offer rejuvenating therapies – all of this in entirety inspired me enough to join the wellness industry.

### What are your views on the growing wellness industry?

The international market for wellness is growing because health and wellness have become the new luxury for customers. Also, rapid growth in the travel and tourism industry continues to generate significant revenue for this segment.

### How does your spa stays ahead of competition?

We ensure that Cedar Spa by L'Occitane keeps up with competition by understanding our customers' needs and delivering 'unparalleled luxury' – what L'Occitane truly stands for.

### What are the USPs of your spa?

The Couple Treatment Rooms which aim to take a couple on a journey of rejuvenation together and allow them private moments.



Also, our facials which are developed with the Provençal methods and provide our guests with an unforgettable experience. Additionally, every treatment, ingredient and ritual is drawn from a page of the L'Occitane grand herbarium, a resource of hundreds of essential oils and natural ingredients.

### What are the therapies offered?

At Cedar Spa by L'Occitane we offer facials, body massages, body scrubs, body wraps, area focused treatments, spa journeys and baths. The top three therapies include, Relaxing Aromachologie Massage, one of the best relaxing body massage which includes medium pressure, the techniques which is applied are Swedish, Balinese and Acupressure; Immortal Divine Secret, this facial is recommended to combat ageing concerns. It prevents and cures





“ The international market for wellness is growing because health and wellness have become the new luxury for customers. Also, rapid growth in the travel and tourism industry continues to generate significant revenue for this segment. ”

– Jyoti Rathod, Spa Manager, Cedar Spa by L'Occitane, JW Marriott, Mussorie



signs of ageing such as, fine lines, wrinkles, pigmentation, dark spots, sun damage, to name a few. In this facial, we apply the lifting massage technique that stimulates micro circulation, reduces pigmentation and evens the skin tone; The Couple Escape is a 90 minute journey for a couple, which includes steam followed by a body massage where clients can go for any one of the three massages – Relaxing Aromachologie, Revitalizing Aromachologie and Deep Tissue Intense Relief. The overall experience ends with an Aroma Bath enriched with Lavender Foaming Gel and Rose Oil.

#### How do you educate clients on the importance of wellness?

Our process involves spa consultation as soon as a guest walks into our spa. We educate our guests on the importance of self-care and the lifestyle choices they need to adopt in order to sustain the effects of our treatments.

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

Every month we introduce therapy packages for guests. At the spa, we offer two types of technical treatments for the body as wellness packages.

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

Raising the standard for wellness and health is an uphill task. We strive to maintain our protocols and the values that the L'Occitane as a brand stands for and take the brand to new heights.

#### What are the future plans for the spa?

We are constantly looking forward to raising the bar for wellness and health. Spa is a lifestyle choice, and in coming years, we expect to see a change in the industry dynamics in favour of the spa treatments. 🌿

# Spa Solace Lucrative Offers

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



## Classic Salt and Oil Scrub, Chi The Spa, Shangri-La's Eros Hotel, Delhi

A unique and classic scrub, rich in mineral salts and a citrus oil blend, gently rejuvenates and radiates your skin. This scrub stimulates the lymphatic system, removes dry skin cells and helps energy flow freely throughout your body.

**Duration:** 30 minutes

**Price:** ₹ 3,500 + taxes

## Detox Day Package, Space The Spa, Bangalore

This three-and-a-half-hour spa session re-wires the system and release locked energy. It begins with a body scrub that cleanses and moisturises the skin. An intense relaxation massage and a rejuvenating body wrap follow the scrub. We use our signature Rose Cocktail or Sandal Saffron products for the scrub and wrap. The session includes facial, pedicure, and manicure that leave your face, hands, and feet looking fresh and well-groomed.

**Duration:** 210 minutes

**Price:** ₹ 7,360 + taxes

## Aksha, Jiva Spa, Taj Wellington Mews, Mumbai

Specialised scrub and wrap using herbs with exfoliating and cleansing properties, keep your skin more youthful-looking. The exclusive range of concoctions are prepared using the freshest ingredients. We combine Indian herbs, sea salts and pure essential oils whose essential benefits and goodness are still intact and will help in nourishing your body. The therapeutic properties of these scrub will cleanse and moisturise your skin to impart a radiant glow.

**Duration:** 30 minutes and 70 minutes

**Price:** ₹ 1,500+ taxes for 30 minutes; ₹ 3,500+ taxes for 70 minutes

## Influence Signature Massage, Spa Influence, Chennai

This signature massage combines Balinese, Deep Tissue and Thai Yoga massage techniques into a combination massage that is sure to calm your body and mind. Signature massage technique is unique to Influence and is a result of years of experience gained by their therapists.

**Duration:** 60 minutes; 90 minutes; 120 minutes

**Price:** ₹ 2,750 + taxes; ₹ 3,750 + taxes; ₹ 4,750 + taxes, respectively



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# Kritika Kamra Keeps It Real

A popular television actor, Kritika Kamra, recently made her Bollywood debut with *Mitron*. She shares with *Salon India*, she shares her beauty and fitness mantra

by Jaideep Pandey

### “I swear by”

My mother told me that I should use haldi. It can be added to any of the homemade face pack because it is the best antiseptic. The fact that it has anti ageing properties and helps in preventing hair loss is a bonus. My mom swears by it, and now even I do.

### “My hair care routine”

Honestly, you cannot keep away from dust and pollution. So, I invest a lot in quality shampoos and conditioners. Besides, I also alternate between scalp treatments and hair spa. Since I have dry hair, so a conditioner and a serum or leave-in oil are a must for me. I try to oil my hair twice a week.

### “My skin care regimen”

I feel that de-stressing from time to time is really important given my long schedules. It all adds up. My day starts with an alkaline shot, which is followed up by an application of a quick cooling face mask or I roll ice on my face for five minutes. I then apply a toner, serum and a water-based moisturiser with SPF and I am ready to face the day. I am quite particular about removing all traces of make-up before I sleep. So, at night, after cleansing my face, I apply a toner and a face oil.

### “My favourite product”

Organic Aloe Vera gel is my favourite. I think it is versatile, light, and good to use any time and in all sorts of weather. Since it has cooling properties, it soothes my skin after a day of heavy make-up or sun exposure.

### “My biggest beauty splurge”

I am pretty good at make-up. I have always found it interesting and because I am an actor, it is a part of my daily life, as well. So, I enjoying doing my own make-up and buying the latest products. In fact, recently I bought everything from the La Mer foundation range including the brushes. I think they are steeply priced, but they are high in quality and absolutely worth it!

### “Glamour is...”

Glamour, to me, is wearing a sexy cocktail dress or a plain, white T-shirt with equal confidence.

### “About myself”

Kritika likes to keep it real, but fashionable.

## RAPID FIRE

### What does your travel beauty kit consist of?

Kama Ayurveda Face Mist, Burt's Bees Tinted Lip Balm, Yves Rocher Serum and Sunblock, Giorgio Armani Luminous Silk Compact, Bobbi Brown blush and an eyebrow kit.

### What are the five things you cannot leave home without?

Phone, charger, sunglasses, card holder and perfume.

### What is the make-up move you cannot master?

Applying false lashes. It is a

nightmare and I cannot do it by myself. I do not want to, either.

### Which beauty trend do you love?

Contouring. It accentuates your features.

### You like straight or curly hair?

It can be anything, but with volume!

### For you, what are the best hair care products?

Kérastase Chronologiste and the Gisou Honey Infused Hair Oil.

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

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

### HIGHLIGHTS OF THE NEXT THREE ISSUES

**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.

**Coloured make-up:** Top trends in coloured make-up products including, lip shades, eye shadows, nail paints and more. Experts share the forecast for Spring-Summer '19.

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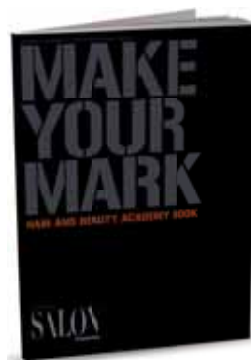
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### TREND TALK

HAIR & MAKE-UP SECRETS REVEALED BY SALON INTERNATIONAL

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



### MAKE YOUR MARK

HAIR AND BEAUTY ACADEMY BOOK

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



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## Always On the Go Pernia Qureshi

Designer, stylist and an entrepreneur, Pernia Qureshi is an established name in the Indian fashion industry. We speak to the style guru about her endeavours and future plans

### **Please tell us about yourself.**

I have worked as a stylist with Harper's Bazaar, Elle and Conde Nast in New York and New Delhi, as later ventured into costume designing for films like Aisha. I launched Pernia's Pop-up Shop, India's first true fashion e-commerce website in 2012. I have also penned down my first fashion style guide 'Be Stylish with Pernia Qureshi'. Published by Random House India, the book gives guidance on how to understand and hone one's personal style. I have also learned Kuchipudi, the classical dance form and trained by Raja-Radha Reddy.

### **What inspired you to enter the fashion industry?**

It was a chance internship at Cosmopolitan India, after my first semester of college. It inspired me to look into more internships in the fashion industry which directly led me to where I am right now.

After college, I moved to New York for two years and got a dose of what it is like to be a part of this industry. I started with Elle USA, the Fashion department at Harpers Bazaar USA and finally assisted Ann Caruso, the fashion stylist and consultant. My experience in New York prepared and inspired me to choose this career.

### **How do you think the industry is faring in India?**

Globally savvy customers are expecting fashion to align the latest trends with value-for-money and the fashion industry is gradually coping with the prerequisite.

### **From e-commerce to exhibitions – what are your plans down the line?**

We are planning a full stack house of luxury and lifestyle brands to extend access of premium fashion to our patrons and shopping enthusiasts. As of now, we are in the process of outlining more retail stores and other projects.

### **Your online store houses a host of eminent fashion brands, so, do you have any plans to partner with luxe beauty brands?**

Beauty business strongly compliments the luxury fashion business. We are focusing on the businesses directly related to the luxury fashion viz online-offline stores, exhibitions, fashion shows and trunk shows. The team is currently dedicated to strengthening the current associations. In the future, we might consider an association, but as we speak, we are not actively looking for any such tie-ups or partnerships. 📍



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# Lotus Herbals launches IKKAI, an organic skin care brand

India's leading natural beauty brand Lotus Herbals unveiled IKKAI at the Lotus Makeup India Fashion Week. A fun skin care brand for the millennial and contemporary women, IKKAI has an innovative range of products that are made with naturally sourced ingredients and enzymes. Acai Berries, Blue berries, Papaya Enzymes, extracts of Orange, Lemon, Carrot Oil, Almond Meal, Walnut shells, and more, are skin food that promise to pamper and rejuvenate. The one

of its kind Berry Blush Soufflé, loaded with berries, delivers instant whitening and radiance. Shared Nitin Passi, Director, Lotus Herbals, "It has been our endeavour to provide the Indian consumer with the finest natural care products since we launched Lotus Herbals in 1993. IKKAI is a premium organic skin care brand that caters to the emerging skin care needs of today's millennial and contemporary women. We are confident that our range of organic face masks,

scrubs and soufflés packaged in one-time use packs will appeal immensely to our target consumer."

Safe, natural and preservative free, products from IKKAI come in single-use packs and helps combat the effects of stress, pollution and environmental damage making it one of the finest natural care products available.

The range can be found at e-commerce portals such as, Nykka, Amazon, Purple and Flipkart at attractive prices.



Nitin Passi, Director, Lotus Herbals



**WHAT:**  
Skin care brand launch

**WHEN:**  
12th October

**WHERE:**  
Lotus Makeup India Fashion Week, JLN Stadium, Delhi

# Olivia Garden Celebrates golden jubilee



L to R: Subham Virmani, Ankit Virmani, Vidya Tikari, Pierre Renette and Cherry Petenbrink

Marquee hair tools pioneer, Olivia Garden recently celebrated its golden jubilee amongst partners and industry pioneers. Brought to India by Esskay Beauty Resources, the 'Look & Learn Seminar – The Art of Hair Design' that showcased

knowledge, techniques, and the latest trends in hairdressing. The event kicked off by Ankit Virmani and Subham Virmani, Directors, Esskay Beauty Resources, lighting the traditional lamp with Pierre Renette, Owner, Olivia Garden, Cherry Petenbrink, and renowned Make-up Artist Vidya Tikari, who also was

the make-up partner for the event. Subham Virmani then introduced the guests to Esskay Beauty Resources, its business and partner brands. He also invited Petenbrink to present some of the hottest hairstyling trends which she had perfected across big-budget Hollywood films.

Introducing hairstyling tools exclusively developed by Olivia Garden, Petenbrink invited Renette to shed light on the brand, its lineage and heritage

while speaking on the brand ethos, philosophy and the product range. Said Renette, "It feels nice to introduce Olivia Garden's wide range of hair tools in India. Seeing the potential of the Indian salon market, Olivia Garden can prosper in this segment."

The seminar saw more than 100 enthusiastic hair, beauty and wellness practitioners. It came to an end with certificates being handed and photo opportunities with Petenbrink.



**WHAT:**  
50th anniversary celebrations

**WHEN:**  
4th October

**WHERE:**  
Lé Meridien, Delhi



## Beauty soirée by Shagun Gupta

**F**ashion, beauty and makeover expert, Shagun Gupta hosted 'A Rendezvous with Shagun Gupta', a private beauty soirée. A VIP affair, the event saw full attendance from beauty aficionados, fashion enthusiasts and social glitterati of South Mumbai. The guests got a peek into latest beauty trends that will be blossoming across runways for Fall Winter/ Festive Look 2018 with trendsetter Shagun Gupta. From bold make-up



choices to creative hairdos, the guests were introduced to the hottest look for the season by celebrity hairstylist, Savio John Pereira and make-up artist, Asha Hariharan. The evening was an occasion for guests to indulge in champagne, savories and camaraderie as Gupta stepped up to unravel her trend secrets. For the season, she recommended mauve lip shades for a pop of colour. The two tone make-up is another new trend from the Fall Winter runway that she believes will spice up your make-up routine. To get the creative make-up juices going Gupta enlists dual liner with soft lip colour. Elaborates Gupta, "Eye make-up can give a dramatic flair by using a heavy liner with different styles, keeping in mind that the lip shade, on



L to R: Guest with Shagun Gupta, Asha Hariharan and Savio John Pereira

the other hand, is kept soft and subtle. Sugary shimmer or glitter shades that will add more sparkle to overall look are in trend."

Pereira introduced the guests to a new wavy look, which is not just a normal curve, but a defined texture that adds volume to your hair. He also showcased the hairstyle that combines straight with curls. Hariharan presented an amazing collection

of eye shadow palette to match various skin tones. At the end of the evening, guests took home goody bags loaded with amazing beauty samples.

**WHAT:**  
Beauty trend showcase

**WHEN:**  
17th October

**WHERE:**  
Amara, Mumbai

## Meet and greet by Mallika Gambhir



L to R: Guests with Mallika Gambhir (centre)

**A**ce beauty and makeover expert, Mallika Gambhir hosted a meet and greet soirée to announce the forthcoming pageant, Global Diva of India. As the event, guests tried out myriad salon services offered by experts

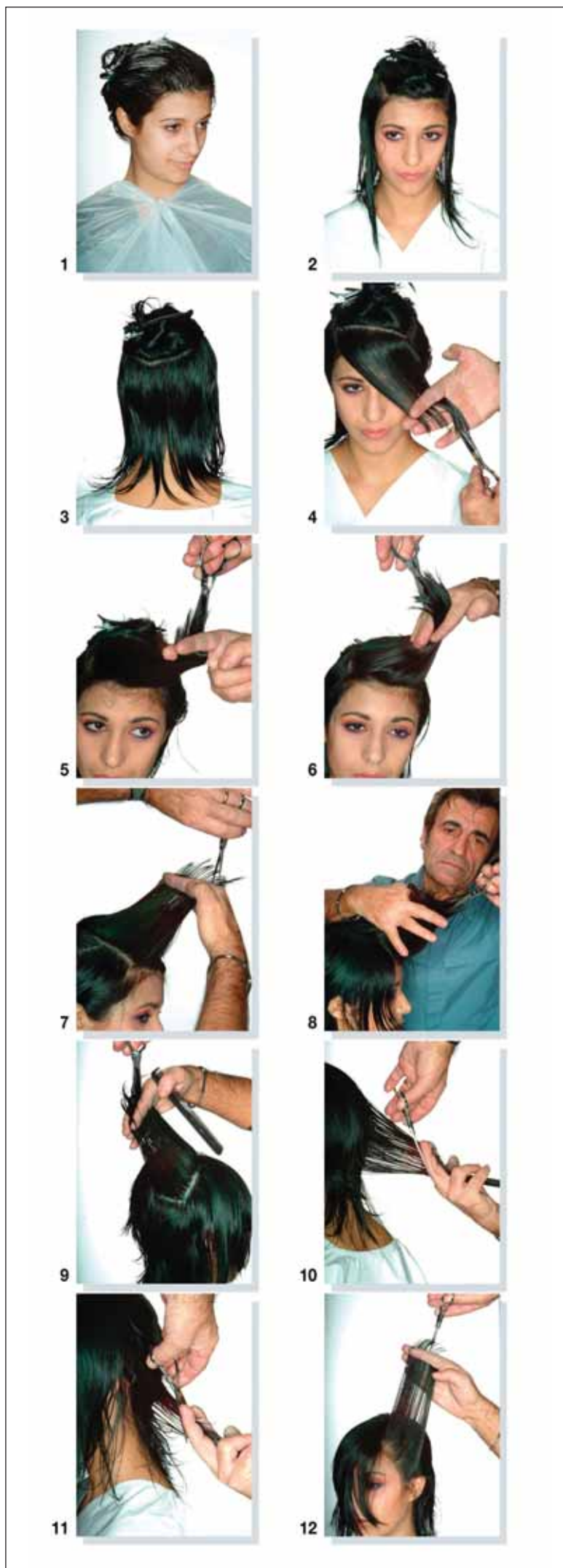
displaying a wide range of beauty aspects. Industry professionals shared the latest trends, makeover tips and best practices. Innovation and experimentation in the field of aesthetics were discussed at length. Gambhir showcased a collage of the latest trends

in beauty. The occasion was graced by renowned names including, Faizal Khan, Krishna Verma, Sraboni Chatterjee, Dushyant Kathuria, Nidhi Bakshi, Sanjana and Krishna Verma, Kushal Kundra and Naveen Chauhan, Preeti Puja, Anjali and Sneha.

**WHAT:**  
Beauty meet and greet

**WHEN:**  
5th October

**WHERE:**  
HNSP and Persona Salon in Indirapuram and Karol Bagh



# VALERIA

**STEP 1:**

Take a horseshoe bat parting on crown area,

**STEP 2:**

Comb hair perpendicularly along the perimeter.

**STEP 3:**

Start cutting taking a parting on forelock horizontally, move axis to the line area, cut shorter on point of line and longer on the opposite side.

**STEP 4:**

Carry more locks.

**STEP 5:**

Cut and transfer on line area to create more graduation on forelock also called "Portuguese style".

**STEP 6:**

Check again bringing locks at 90° on forelock.

**STEP 7:**

Leave the part of the perimeter on forehead longer.

**STEP 8:**

Section some locks radially on the centre of the head, cut inside the structure with tip of scissors.

**STEP 9:**

Go to the below area.

**STEP 10:**

Take some locks vertically, cut using unthread technique below your fingers.

**STEP 11:**

Join parietal areas to some locks to be sectioned vertically.

**STEP 12:**

Lift at 120° to find the central length. At the same time the hair on temples will be longer as the style wishes.

Hair, Photo & Make up: I Donadelli  
Fashion: Anna Marchetti



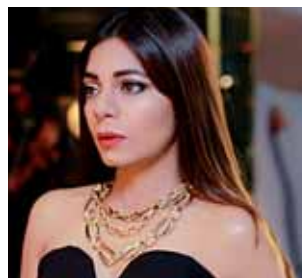
# Quiz Time

Score on Beauty



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

- 1) ....., the celebrity make-up and hair artist quit a lucrative corporate career to find her true calling in make-up and hair.
- a) Swarnalekha Gupta
  - b) Anu Kaushik
  - c) Manjari Singh
  - d) Bhumika Bahri



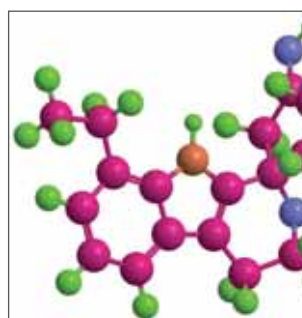
- 2) GloVite Facial by ..... contains Orange Herbal Complex with Vitamic C that smoothens, tightens and lightens skin.
- a) Cheryl's Cosmeceuticals
  - b) Dermalogica
  - c) Shahnaz Husain
  - d) Lotus Herbals



- 3) ....., Director, Omorfee, attempts to proffer chemical free organic skin care product to consumers.
- a) Aswad Ahmad
  - b) Pushkaraj Shenai
  - c) S C Sehgal
  - d) Naman Adlakha



- 4) Snake Venom Facial utilises the anti-ageing properties of synthetic form of ..... to rejuvenate the skin and impart a radiant glow.
- a) Amino Acid
  - b) Peptide
  - c) Triglyceride
  - d) Vitamin C



- 5) Dr Jamuna Pai, Founder of ..... offers best-in-class laser hair removal services at her clinic.
- a) SENS Clinic
  - b) Skin Alive
  - c) SkinLab
  - d) Lumiere Dermatology



Send in your responses to:

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QUIZ TIME:

Enter the matching letter

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

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