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FOR INDIAN HAIR**

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In the new age of beauty and wellness, looking good and leaving a positive impression are of utmost importance for the young and old, alike. Some are blessed with good looks, while others have to make an effort. Gone are the days when resorting to products and procedures to beautify yourself was looked down upon. What was a social taboo in the past has taken the shape of social pressure, now. Consumers want to go to any extent to put their best face forward.

The moment we talk about 'face', the importance of a beautiful smile cannot be stressed upon enough. Cosmetic dentistry has made great strides over the past couple of years. Thanks to modern technology, patients have options galore to gain a beautiful smile in a short amount of time. Teeth whitening, veneers and dental implants are cutting edge procedures that are defining a new era in dentistry. While, the global market of cosmetic dentistry is expected to reach US\$22,363 million by 2020, the quality of such aesthetic treatments in India, too, is at par with the world, while the cost is one tenth or lesser than that in Europe and North America. Cited as one of the reasons for a sharp rise in dental tourism, we speak with stakeholders in the realm of cosmetic dentistry and image makeovers, who share that a pleasant smile and healthy dentures play a key role in enhancing one's overall personality.

In the Hair section, we have Gonzalo Zarauza, a Spanish hairdresser and Founder of Centro Beta hair school, who is a passionate educator with decades of experience. He plans to visit India soon and explore the industry. International hairdresser, Amy Gaudie showcases her latest collection, He. She. Me, in a visually eclectic photo essay to depict the latest trends and techniques in hair. On the homefront we meet Siddhesh A Shinde, a Mumbai-based hairdresser and Owner of Elite Salon. Extremely talented and an inspiration to many, Shinde shares his journey and future plans with us. Leading hair professionals, Hardik Malde and Vipul Chudasama share expert tips on holiday hairstyles.

In Beauty, we interview Priyancka Jaini, Kolkata-based make-up artist and Owner of The Himalayan Spa Family Salon and Boutique in Gangtok and Invogue by Priyancka Salon in Kolkata. She has her eyes set firmly on launching an academy and her make-up brand soon. Dr Viral Desai, Celebrity Cosmetic Surgeon, DHI India and CPLSS shares his views on Scalp Micro Pigmentation, as a trending aesthetic procedure. Founders of Gulnare Skincare, Shonali Bedi, Surya Uday Bedi, Karishma Bedi and Bharti Singh Rao, share their views on the skin care industry in India, brand USP, future plans, and more.

In Spa Focus, we present the visual grandeur of Anara Spa at Grand Hyatt Kauai Resort & Spa in Hawaii. The spa is designed in classic Hawaiian-style architecture featuring open courtyards and lush gardens. Bussayawan Chanchai, Spa Manager at The Rayavadee Spa in Krabi, Thailand, reveals the importance of detailed discussions with guests, to understand the requirement and offer benefits in totality. Director of Sawadhee Traditional Thai Spa, Vibha Khanna Rastogi throws light on the requisites of a luxury spa.

All this and more in the December issue. As we ring out 2018, we wish you a sparkling 2019. Till we meet again...





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

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Gonzalo Zarauza

Art and the Maestro

Spanish hairdresser and Founder of hair school, Centro Beta in Spain, Gonzalo Zarauza is known for his unique style of using suture as an art form in hair. A passionate educator with decades of experience, he plans to visit India soon and explore the industry

by **Aradhana V Bhatnagar**

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

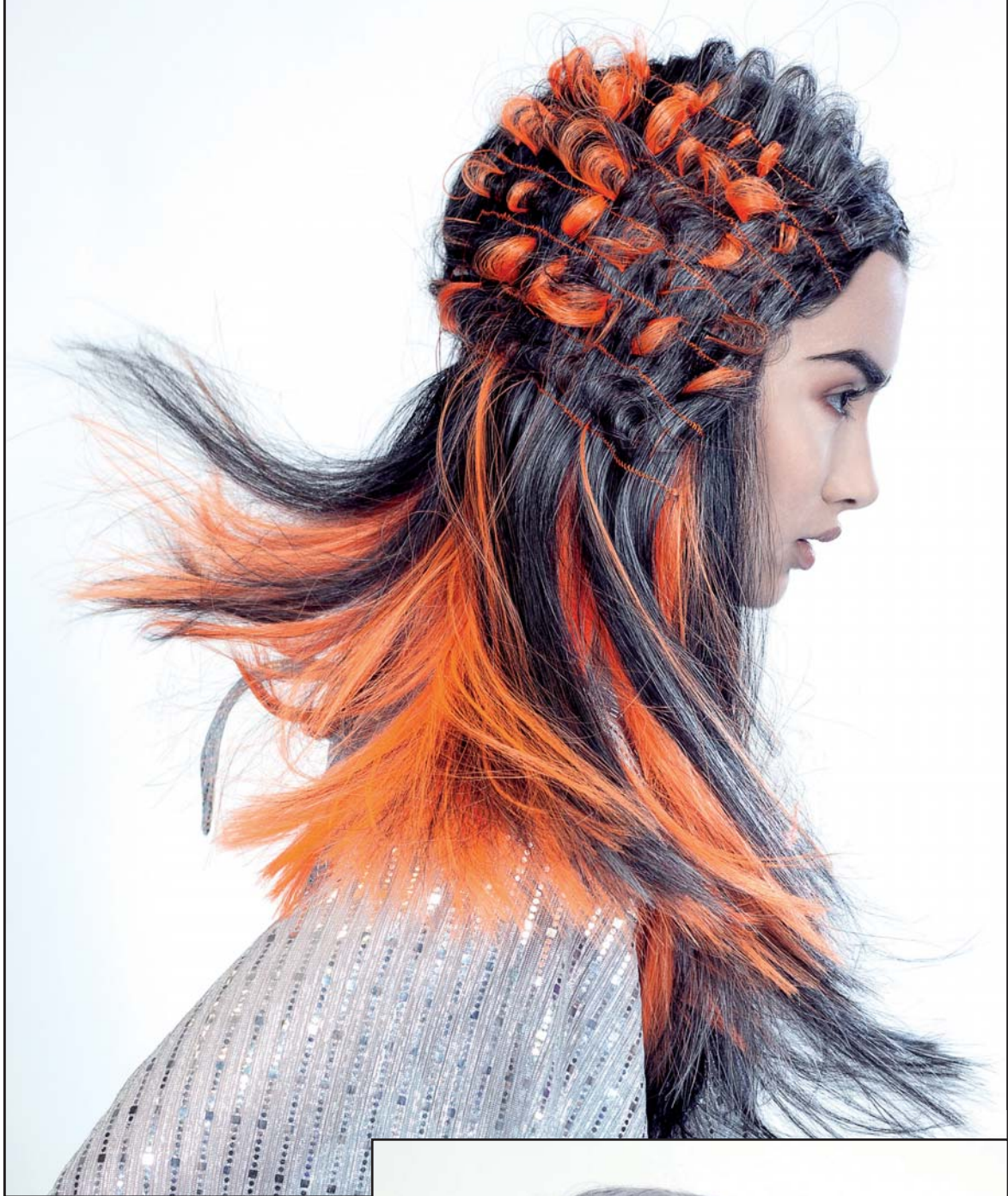
I had always wanted to be a hairdresser, but due to circumstances I got into teaching and halfway through it, I had to abandon it because I decided to join a hairdressing school. I do not regret it and feel it was the best decision of my life! I was 21 and the oldest at the school, and although at first it was uncomfortable, soon I discovered that it was an advantage: I was progressing faster than anybody.

What was the inspiration?

I have been attracted to the world of personal imagery and specifically to hairdressing. Having the power to beautify people and feel better about yourself is more than an inspiration.

Please tell us about your family.

I come from a typical middle class family. My father was a fireman and my mother a hairdresser, well, the only hairdresser in my town. We are five brothers and they are all university students, because my parents believed that the university was the best inheritance that they could leave us.



Hottest Hair Styles by MATRIX

Expert Recommended

Get festive ready in trendy hairstyles for the season as MATRIX expert, Melroy Dickson, General Manager, Education, MATRIX India share an easy to achieve step-by-step guide



The Super Braid Ponytail

Recommended: For the perfect brunch look.

- Start with a French braid. Once you reach the nape area, make a ponytail.
- Make sure you secure the braid so that it does not come undone in your ponytail.

This is the season to bring in festivities and celebrations. From weddings to festivals, the social calendar is dotted with occasions. Just like ensembles change as per the occasion, some of your clients may want to try a new look for the day and the night. They may wish to experiment and go for hair updos or keep their hair straight and flowing. Whatever maybe their chosen look, this festive season, MATRIX, the world's leading American professional brand, gives you tips and shares tricks to achieve these looks within minutes with Opti.Long Nourish Protect and Style Fixer. This festive season, urge your clients to try new hairdos every time they step out.





Siddhesh Shinde

To Conquer the World

Meet Siddhesh Shinde, Mumbai-based hairdresser and Owner of Elite Salon. He considers passion, service and creative consulting to be the three pillars of salon operation. Extremely talented and an inspiration to many, Shinde shares his journey and future plans with us

by **Shivpriya Bajpai**





Cosmetic Dentistry

The Makeover Begins with a Smile

Cosmetic dentistry has made great strides over the past couple of years. Thanks to modern technology, patients have a plethora of options to gain a beautiful smile in a short amount of time. Teeth whitening, veneers and dental implants are cutting edge procedures that are defining a new era in dentistry. While, the global market of cosmetic dentistry is expected to reach US\$22,363 million by 2020, the quality of such aesthetic treatments in India, too, is at par with the world, while the cost is one tenth or lesser than that in Europe and North America. Cited as one of the reasons for a sharp rise in dental tourism, *Salon India*, speaks with stakeholders in the realm of cosmetic dentistry and image makeovers, who share that a pleasant smile and healthy dentures play a key role in enhancing one's overall personality

by **Aradhana V Bhatnagar**



Cosmetic Dentistry Top 5 Procedures

by **Dr Gunita Singh** and **Dr Tanvir Singh**

Looks is the new mantra that has spread to the dental world as well. A dental office is no longer thought to be a painful affair, instead dental technology is now attracting men and women across all ages, who aspire for that perfect photogenic smile. We, at Dentem, have a highly specialised team that is equipped with new material, cutting-edge technology and improved procedures in order to preserve your natural teeth giving you beautiful yet natural smile.

The trend

The trend of cosmetic dentistry started with celebrities in Hollywood and quickly moved to Bollywood. It has so expanded its reach that today, be it businessmen or women, professionals or home makers, everyone is looking for a better smile to improve and boost their confidence. The idea is to ensure that everyone gets that perfect smile no matter what tooth defect a person may experience.



Priyancka Jain

Powerhouse of Talent

Kolkata-based make-up artist and Owner of The Himalayan Spa Family Salon and Boutique in Gangtok, Sikkim and Invogue by Priyancka Salon in Kolkata, Priyancka Jain grabs every opportunity to learn and stay updated. Jain has her eyes set firmly on launching an academy and her make-up brand soon

by Shivpriya Bajpai



Please tell us about the beginning of your journey.

I was always passionate about hair and make-up. Once I was randomly approached by a customer at a MAC store to help choose a shade of lipstick. Later, I questioned myself as to why would a complete stranger seek my advice. At that point, I decided to pick make-up artistry as my calling and took the leap of faith.

What are the courses you have done?

I have done certified courses from celebrity make-up artist, Mario Dedivanovic in Sydney, Kryolan and Namrata Soni, who is my inspiration.

What was your first big break?

I have done high profile weddings where I did the make-up of 50 guests. I also had the opportunity to create looks for Miss India World 2016 and Miss Japan, which in return opened avenues.

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

When I started out, I was full of zest and enthusiasm. I wanted to make a mark in make-up artistry, so I was not fazed by the challenges. Instead I welcomed them with open arms and viewed them as opportunities.

What inspired you to launch your salon and spa?

The opportunities in the beauty and wellness industry are immense and it remains unaffected by recession. As an individual, I like to be well-groomed, and helping others look their best does not seem like work to me. So, I launched my own salon and spa.

How do you juggle both salon and make-up artistry?

My husband is the back bone of our business. He looks after the financial and administrative matters, while I only concentrate on the technical part. Even when I am away on assignment, my husband has my back.

What are the key factors to be kept in mind while doing make-up for different platforms?

For fashion, we have the liberty to experiment with vivid colours. The most important aspect of editorial make-up is skin – it must be flawless and professionally contoured. It involves highlighting and shadowing to correct areas on the face in order to emphasise the best feature of a model. For editorials or any still shoot, it depends on the brief. For instance, skin could be glossy, matte or a combination of both. It is essential to understand the concept of lighting. For films, speed is key and make-up needs to look good in person and pictures. In case of bridal make-up, the skin has to



Cosmetic Treatment Recommended by an Expert

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



About: Scalp Micropigmentation (SMP) is a highly advanced method in cosmetic pigmentation. While similar to traditional tattooing, SMP involves the use of highly specialised equipment and techniques to inject pigment into the scalp.

Process and technology: Specialised ink is implanted with skillfull precision into the affected area. The ink is also carefully matched with your natural hair colour, but is a shade darker, which gives the illusion of a shadow and the appearance of three-dimensional natural hair.

USP: SMP creates a density effect. It colours the scalp as a tattoo and decreases the skin/ hair contrast, this gives instant density and visible volume. The three-dimensional effect is created giving the appearance of a natural shadow. It hides scars; many men

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