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INDIAN SUBCONTINENT | Vol.11, No. 1 | January 2019 | Price ₹150

10th
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Model wears INOA 7.18
with Dialight 9.13

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Model wears Majirouge 5.20 with
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*Model on cover wears Majirel 6.13 with Dialight 9.02

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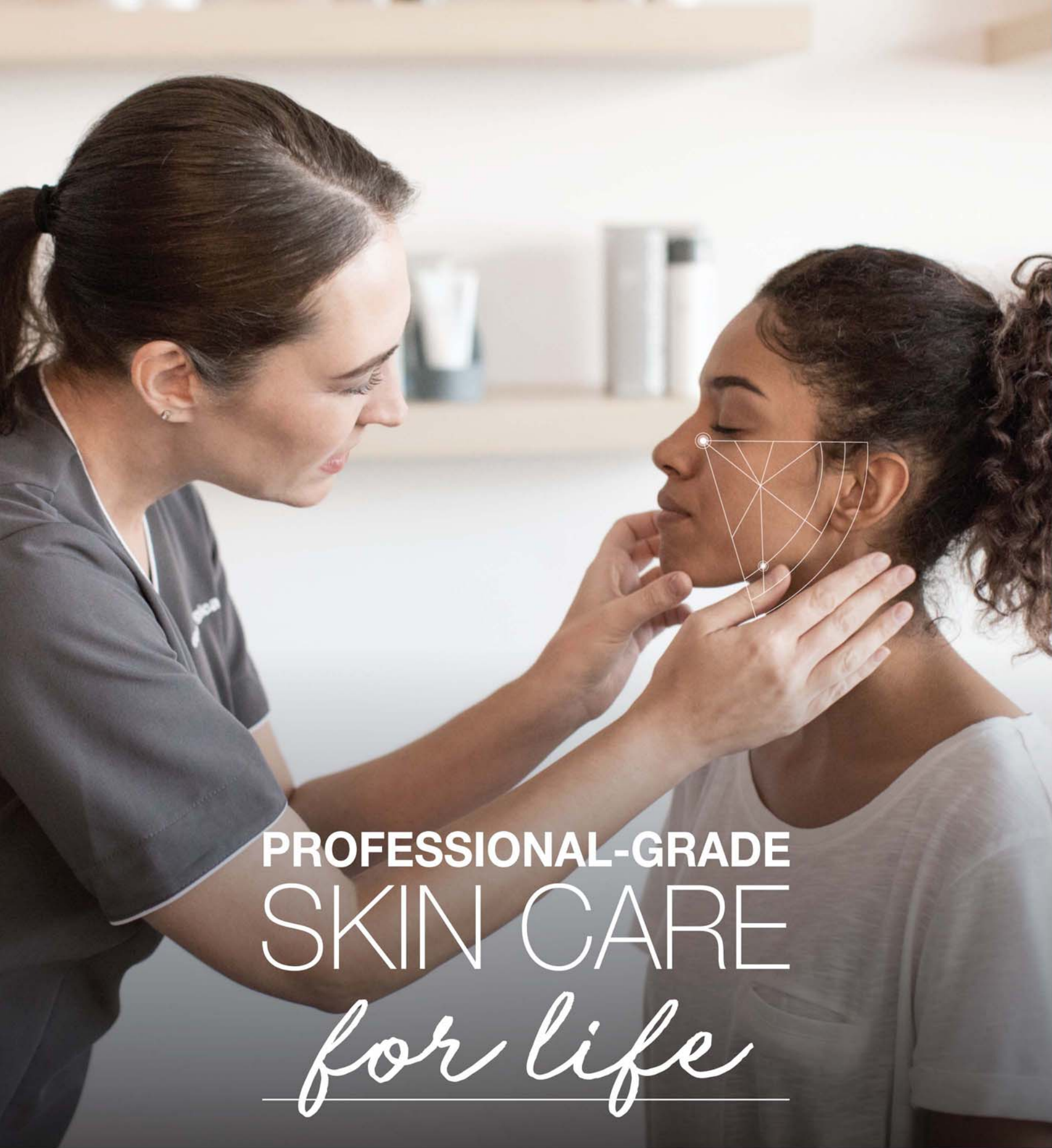
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2019, a brand new year promising innumerable opportunities to realise aspiration and dreams. The first month of the year is also the time when *Salon International-India* completes 10 glorious years with the support of renowned brands, industry veterans and professionals, who have religiously contributed for trend forecasts, industry insights, market reces, and more. We are thankful from the bottom of our heart. Your support encourages us to keep doing better!

The innate need of humans to look good makes the business of beauty infinite. Beauty no longer lies in the eyes of the beholder, but in the hands of those who are in the business of beauty – be it salons, spas, skin care and hair care products or tools. This is more relevant today with the culture of selfies and mobile uploads of images on various social media platforms. The movers and shakers from the business of beauty in India share with us key industry highlights from the year gone by and their forecast for 2019 in the cover story. In the ensuing pages, we share with you critical takeaways from the year gone by and the plans for the year ahead.

In Hair, we meet and interview Kobi Bokshish, Art and Salon Director at Intershape Hair in Australia, who is an artist with an impeccable eye for detail. Known for his innovative styling techniques, Bokshish has won several prestigious awards. Back home, young and dynamic hairdresser, Vipin Tamta shares his inspirational journey of eight years in the hair industry. Najeeb Ur Rehman, PPS Director, Schwarzkopf Professional, Henkel Beauty Care India, shares his views on the hair and beauty education in India. Adhuna Bhabani, Co-founder, BBLUNT, ceases the day by predicting sensational cuts and colouring techniques for face shapes along with a step by step guide to achieving it. We have creatively designed the visually spectacular photo-essays by Spanish hairdresser, Ulises Mesa, who draws inspiration from the young millennials and common people on the street.

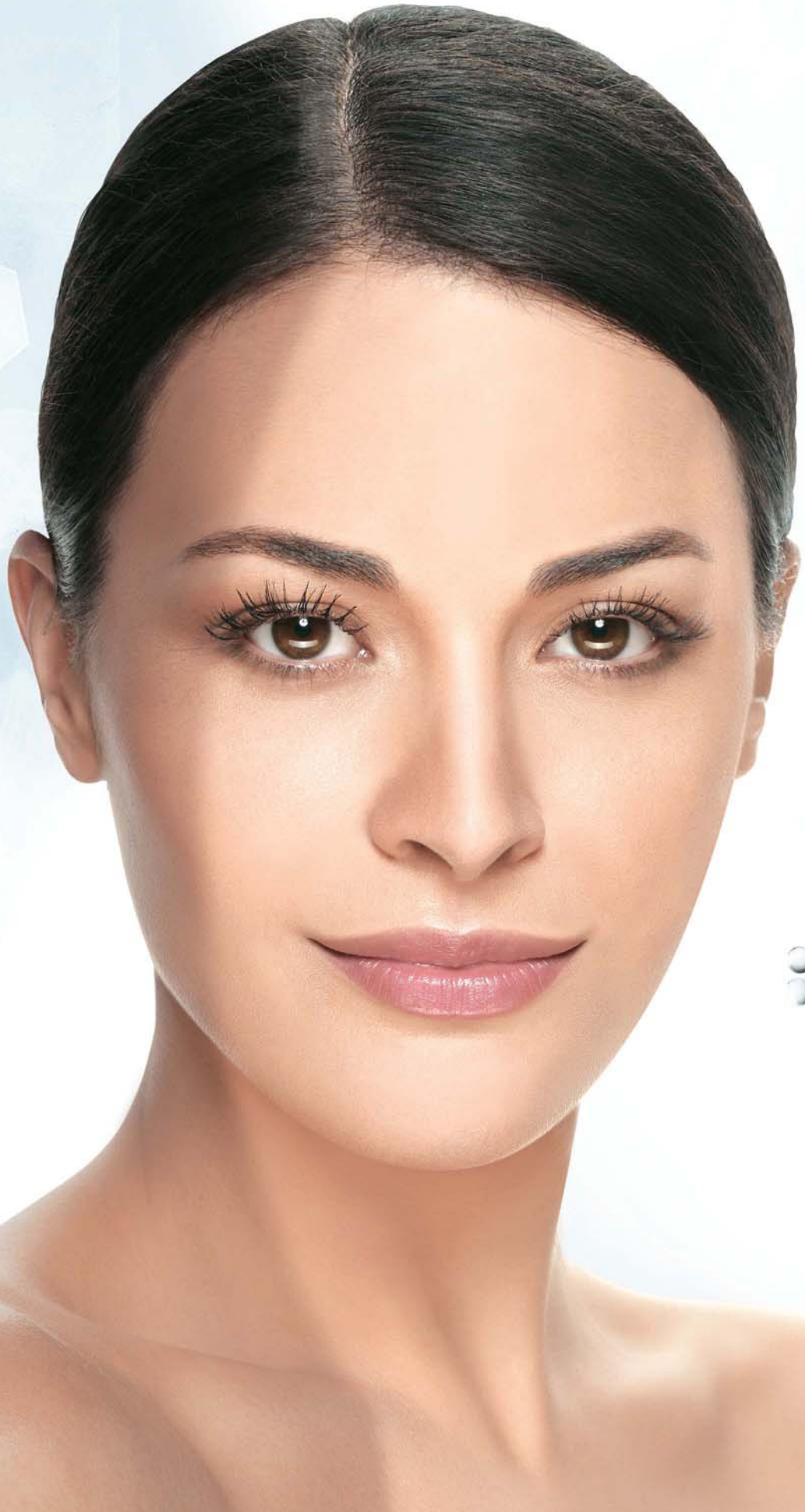
In Beauty, we meet David Maderich, the New York-based make-up artist and the proud winner of NAHA 2018 Makeup Artist of The Year. He believes make-up is not limited to beautification of one's face, but is more of an artistic expression. On the home front, we have Saba Khan, Head Make-up Artist, MUD India, who is in sync with the brand's vision of reaching a milestone in education. Dr Debraj Shome, Cosmetic Surgeon and Director at The Esthetic Clinics, gives an insight into Lip Reduction, as a trending aesthetic procedure. Sana Dhanani, Founder of The White Door in Mumbai, decodes the hottest trends in nail art, colours to go for, nail care tips, and more.

In Spa Focus, we present the visual grandeur of JIVA Grande Spa in Delhi. The design simplistic, yet luxurious, allows guests to indulge their senses in the ambience created by the fragrances and sounds that are unique to the brand. Also, the award winning Ayspa at Ayada Maldives gives inspirational design goals. Aditya Bhutani, COO at AIS Glasxperts throws light on glass as a sustainable design element.

All this and a lot more in the anniversary special. Keep reading, liking and sharing on FB and Insta. Here's wishing you a fantastic 2019!

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 Extensions: Elegance Hair Extensions

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Salon International India

Celebrating Years of Passion and Creativity



Salon International is truly an international magazine not just because of its look and feel, but the top class content it has. The team gives a lot of emphasis on current styles, trends with regards to products and services. What I really like is their holistic approach wherein they are conscious about the health and overall wellbeing of their audience/subscribers. I regularly contribute my two bit to this vibrant magazine. My heartiest congratulations to Salon International for having completed 10 stunning years."

- **Dr. Viral Desai**, Celebrity Cosmetic Surgeon, DHD India and CPLESS



Absolutely love Salon International and I count myself as one of the lucky one's to have been featured in the magazine. Every story is an inspiration to professionals like me, especially the industry talks and trends that help create ideas. Love the engaging content and layouts that keep me up-to-date with industry developments."

- **Deepak Jalhan**, Creative Director & Educator, LOOKS Privé



Salon International has created a benchmark for itself in the hair, beauty and wellness space. They provide a knowledge sharing platform for aspirants in the industry with their content spanning trend forecasts, market reces and elaborate visuals. It has always been a pleasure to be associated with the magazine. I would like to take this opportunity to congratulate Salon International on completing 10 glorious years in the business.

- **Adhuna Bhabani**, Co-founder, BBLUNT



Vega has been advertising with Salon International since many years. I have personally seen the magazine in most of the salons. With their reach, we have expanded our presence in the salon channel, as well.

- **Sandeep Jain**, Director, Vega Industries



Heartiest wishes to Salon International for completing 10 amazing and prosperous years. It has always been my pleasure to be associated with them. The magazine has always shared meticulous insights about the ever-changing hair and beauty industry. Their dynamic and up-to-date reporting always makes it a fantastic read for me! Wishing the team many more successful years ahead."

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



Salon International is a world-class magazine, covering the latest news and aspects of the beauty industry."

- Viveck Verma, Architect and Interior Designer, Vivea



It's been a pleasure working with Salon International over the years. Wishing you a lot of success and prosperity in the years to come".

- Subham Virmani, Director-Sales & Strategy, Esskay Beauty Resources



Salon International is a great resource for insights into the salon industry. The content is helpful and keeps you updated on the latest buzz. A perfect salon companion!

- Sagar Dhanadiya, Partner, Show Studio



I have had a long and pleasurable association with Salon International. They have carved a niche of their own in the B2B segment of beauty and wellness with their well researched content on industry reports, expert views, to name a few. Heartiest congratulations to Salon International as they complete 10 incredible years."

- Anu Kaushik, Celebrity Make-up Artist



Salon International has always caught my eye for the freshness in content as well as the layouts that give it a professional appeal. The industry updates and trends always keep me hooked to this magazine as it updates on the go. Congratulations on this milestone and I am happy to see how the magazine has shaped up over the last 10 years. Looking forward to quality content and innovative ideas, as you move ahead to the next achievement."

- Vipul Chudasama, Director, Vipul Chudasama Hair Education & Studio

Salon International-India marks its 10th anniversary! A major feat to accomplish and come such a long way. I take this opportunity to thank each and every stakeholder, who has made this possible. It has, indeed, been a thrilling and fulfilling ride!

~ Aradhana

TOP HAPPENINGS OF 2018

Salon India is 10 years old! It is a time for celebrations and look back in retrospect. In the anniversary issue, we select the big and best salon and spa launches, events, happenings and top brand entries in the hair and beauty industry in 2018

TOP STORE LAUNCHES



↘ Shahnaz Husain store in Delhi

The Shahnaz Husain Store at Select CityWalk boasts of exclusive design, a luxurious ambience and an efficient customer information system and houses the legendary Shahnaz Husain organic formulations under one roof. The frontage and façade is revamped with beautiful panels on either side, depicting plant power and products from the brand's new product range, Flower Botanics. It is a modern dimension in shop window décor. The signage is clear, bold and elegant. The interiors have also been changed with easy visibility of products. In fact, visual displays are designed to attract the attention of customers. Trained beauty advisors are present to guide customers regarding their selection of products.

↘ SkinLab in Chennai

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



↘ Beauty Palace store in Kolkata

Offline multi-brand beauty store, Beauty Palace, owned by Bhamla Group, launched its first store in Kolkata. It is the fourth store in India with three major stores in Mumbai. The launch is a part of the brand's vision to launch 30 offline stores by 2025. This store has an area of 2,400 square feet for cosmetic retail and 1,200 square feet for salon furniture. Sharing his views, says Irfan Bhamla, Founder, Chairman & Managing Director, Bhamla Group, "We are thrilled to continue our expansion of Beauty Palace stores. We have had a huge demand from the Kolkata markets especially from salon and spa owners and this will mark our first franchise outlet outside Mumbai." Adding to it, said Rayed Merchant, Director Marketing (Global) & Head Brand Procurement, Bhamla Group, "We are excited to have our first physical location outside Mumbai. I knew our brand was growing expeditiously but, I never envisioned a physical store so soon in Kolkata! To see it come to fruition, is something I

↘ Cheryl's Skincare Institute in Jamshedpur

Cheryl's Cosmeceuticals launched Cheryl's Skincare Institute in Jamshedpur in association with Dilip Choudhary, Owner of ID Truly Makeover Salons. With a vision to build three transformative forces, the salon, the skin care professional and the client, the brand launched Cheryl's Skincare Institute, a new collaborative platform that brings skin care to the forefront of the salon. Shared Choudhary, "We are excited to be associated with Cheryl's and further aim to grow our offerings in a more personalised environment." Added D P Sharma, Professional Products Division Director, Cheryl's Cosmeceuticals, "The brand has received tremendous response from salon professionals and clients across the nation. This is the third flagship for Cheryl's in less than a year and we intend to grow further".



FORAYS AND ACQUISITIONS

↘ Cosmoprof India captivates in its debut



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

↘ Emami debuts in professional salon segment

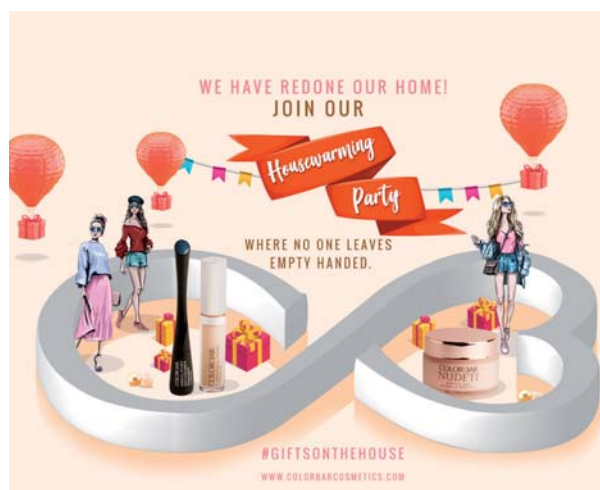
Kolkata-based FMCG company, Emami Limited has entered into an agreement for strategic investment in Brillare Science. In the next two to three years, Emami aims at expanding the business of Brillare, a high end professional care brand. Brillare owns premium hair and skin care portfolio for use in professional salons and also provides customised beauty treatments which enables salon professionals to treat multiple hair and skin concerns simultaneously. Commenting on the association, Harsha V Agarwal, Director, Emami Ltd, said, "The investment in Brillare is in line with the company's strategy of exploring professional personal care segment through channels like high end salons that has the potential to become one of the key channels in the future that requires a different capability, expertise and relevant products. Added Jigar Patel, Founder and CEO, Brillare, "Emami with its strong business insight and deep industry experience is a perfect partner To help accelerate growth and take it to the next level. Together, we aim to become the most aspiring, innovative, focused and consumer loved brand from India.



↘ Marie Claire Paris Salon and Wellness forays in India

French lifestyle brand Marie Claire has now entered the beauty and wellness vertical in India with the launch of Marie Claire Salon, Wellness and Academy. The event in Mumbai saw an extravagant fashion parade with celebrities and business personalities in full attendance. Hosted by beauty entrepreneur, Vandana Bhardwaj, Soha Ali Khan was the chief guest, Sundhanshu Pandey, Gaurav Chopra, among others, graced the launch. Said Roberto Bre, CEO, Private Collection and Co (Marie Claire Paris), "We are extremely delighted to venture into India. For generations Marie Claire brand has captivated women with its smart, trend setter, stylish and great appetite for life and this philosophy will be reflected in the Marie Claire Salon & Wellness". Vandana Bhardwaj, Director, Marie Claire Salon & Wellness India, said, "We are proud to become the exclusive licensee of Marie Claire Salon & Wellness as well as IWA in India. We aims to have 20 unisex salons in next three years. All salons and academies in India will be franchisee owned. The brand would initially focus on major metros, Tier 1, Tier 2 cities before expanding its footprint to smaller towns.

TECHNOLOGY



↘ Colorbar goes live with an all new website

The third largest colour cosmetics and make-up brand, Colorbar, now in its 14th year, launched their new website on 21st September. Taking the glam quotient a few notches higher with smooth user-friendly browsing experience, visitors can look forward to special offers and gifts! Over the years, Colorbar has grown from strength to strength creating many milestones in their journey. The premium and cruelty-free formulations are manufactured at prestigious facilities across Greece, Italy, France and Germany. The brand is well recognised for its USP of being a market disrupting innovator. From offering one of the widest ranges of colour palettes in product lines, Colorbar is committed to continue to strengthen its market positioning further with passion and zeal. In a digital economy, continuous focus on bringing the best user experience for customers is a high priority for the brand. Says Samir Modi, Founder and Managing Director, Colorbar, "Customer delight is of paramount importance in how consumers engage with Colorbar. We are committed to delighting them and creating interfaces which enhance their navigation experience and allow them to engage deeper with Colorbar."

TOP COLLABORATIONS



↘ Dr Blossom Kochhar partners with Femina Miss India 2018

Pioneer Aromatherapist and Chairperson of Blossom Kochhar Group of Companies, Dr Blossom Kochhar is the Grooming Expert for fbb Colors Femina Miss India 2018. Blossom Kochhar Aroma Magic has also announced their Association as the official Glowing Skin Partner for fbb Colors Femina Miss India 2018. This double association marked its beginning in February 2018, with the fbb Colors Femina Miss India South Zone Finale held in Bangalore. Industry Veteran Dr Kochhar provided an exciting session on grooming tips to the 15 finalists of the South Zone. She imparted generic knowledge on grooming followed by a private session, wherein she cleared queries individually related to all aspects of grooming for the contestants. The association of Dr Kochhar and brand Blossom Kochhar Aroma Magic with Femina Miss India goes back a long way, with Dr Kochhar having groomed earlier Beauty Queens like Aishwarya Rai, Priyanka Chopra, Sushmita Sen, Dia Mirza, Urvashi Rautela, Lara Dutta and Neha Dhupia. Said Dr Kochhar, "It gives me immense pleasure to be associated with the pageant as it provides a beautiful platform for young talented

↘ 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.



↘ Bodycraft's exclusive connection with Vidal Sassoon Academy



Salon Bodycraft, through an exclusive school connection has ushered in the esteemed Vidal Sassoon Academy to Bangalore to train budding hairstylists in the country. On the connect, said Swati Gupta, "We are extremely thrilled to be bringing such a prestigious learning academy to India. We have always seen such talent in the hairdressing industry and are proud to be able to provide the best education to budding talent right here in India. We are looking forward to a long and extremely fruitful association with Vidal Sassoon." The courses on offer are Bodycraft Sassoon Comprehensive Cut Programme for a duration of 18 weeks, Bodycraft Sassoon School Programme for 24 weeks, Professional Make Up for 8 weeks, Do- It-Yourself for 8 hours, Express Skin for 10 weeks, Premium Skin for 20 weeks, Cosmetology for 8 months and Advance Cosmetology for 15 months. The trainers will be Sassoon Certified professionals, who will teach student hairdressers through an international, rigorous curriculum and practical hands-on training.

NEW APPOINTMENTS



↘ L'Oréal appoints Amit Jain as Managing Director, India

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

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AWARDS AND FELICITATIONS

↘ JB Skin Care bagged 'Distributor of The Year' award by Repêchage



At the 20th Annual International Conference held in New York for salon and spa professionals, Repêchage's CEO and Founder, Lydia Sarfati welcomed over 150 skin care and spa professionals from over 20 countries and the USA. Beauty professionals

gathered for knowledge sharing from industry experts and participated in the launch of the professional express facials. The event included a two-day Master Class with Lydia Sarfati and the annual Repêchage President's Awards, given in various categories to an establishment or person that demonstrates aesthetic excellence as well as dedication to the elevation of the industry. This year's awards and winners included Bikram Sapra and Arpita Das, JB Skin Care, Delhi, Distributor of Repêchage in India, who won the 'Distributor of The Year' award.

↘ Lotus Herbals won silver medal at the Magzimize Awards

India's leading natural beauty care brand Lotus Herbals bagged the silver medal under the Beauty and Cosmetics category for their WhiteGlow campaign at the second edition of Magzimize Awards organised by The Association of Indian Magazines (AIM)



in partnership with Exchange4media. The prestigious award ceremony which took place at the India Habitat Center, Delhi awarded Excellence in Advertising in Magazines across creative and media categories. A jury of industry stalwarts judged the award winning entries through a stringent process. On receiving the award, Nitin Passi, Director, Lotus Herbals said, "We are truly honored to be awarded the Silver Medal at the second Magzimize Awards. This award is a testimony to the diligent creative process we followed to develop an impactful campaign which does justice to the innovative nature of our WhiteGlow Gel Crème formula. The range accentuates and highlights the beauty and grace of every woman making her feel beautiful and giving her a radiating noticeable glow."

CELEBRITY ENDORSEMENTS

↘ Lakmé roped in Isabelle Kaif as their new brand ambassador



Leading cosmetics brand, Lakmé India has appointed upcoming actress and model, Isabelle Kaif as their brand ambassador. Kaif, the sister of popular Bollywood actress Katrina Kaif, is supposed to join the league of Kareena Kapoor and Shraddha Kapoor to endorse the cosmetics brand. The brand aims at maintaining its undisputed position in India's booming cosmetic market, with the help of this association. Kaif will be a part of the campaigns slated to be launched in the coming months across all verticals including, television, print and digital. Said Purnima Lamba, Head of Innovations, Lakmé, "We are proud to introduce Isabelle, following in her sister Katrina's footsteps as a Lakmé discovery. We look forward to a long association and some great campaigns with her." Kaif added, "Lakmé is India's favourite brand. It is incredible to get an opportunity to represent a brand that has worked with the best make-up experts and introduced some of the biggest beauty trends and products. I am extremely excited to be starting my journey with this iconic brand."

↘ Sonam K Ahuja endorses Vega



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



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8 STEP RITUAL





Kobi Bokshish From Isreal With Love

Kobi Bokshish, Art and Salon Director at Intershape Hair in Australia, shares details of his professional journey with *Salon India*

by Shivpriya Bajpai

How did you get interested in hairdressing?

I was always inspired with hair and fashion. I grew up in a house with three older sisters and the effort they put into their looks and hair always inspired me. My first job was in my home country of Israel in a very small salon.

What courses have you done and from where?

I am a self taught hairdresser, however later in my career I have visited the prestigious Sassoon Academy in London.

Did you have a mentor?

My biggest mentor is God. I find comfort in spirituality and this allows me to express my creativity and never be scared. My top three hairdressing mentors, however, are Vidal Sassoon, Trevor Sorbie, and my very close friend, Robert Lobetta.

What were the challenges that you faced?

I would not like to call them challenges, but in the first year of my career, I had few moments where I questioned myself about what I was doing and why I was doing it. The hours were so long and there was little money.



What is your forté as a renowned hairstylist?

It is precision cutting.

What are you currently responsible for?

So much, but I love it! I am the Art and Salon Director of my salon, Intershape Hair in Sydney, Australia; my own Kobi&Co shows and education; production of two to three collections every year; my Ecoheads brand that is dedicated to conserving our environment and introducing to our industry more environmentally friendly solutions for a sustainable future. Ecoheads features innovative and exclusive products designed for hairdressing professionals; I am a part of the MATRIX Design Team and involved with their shows and education; and also the proud ambassador for Amazing Hair Australia, Glampalm and Excellent Edges.

Please tell us about your experience at TCT Awards.

It was such an incredible and overwhelming experience! I was humbled to be honoured with this amazing award, especially alongside the other phenomenal finalists. The moment I received the trophy my entire career of 25 years came flooding back to me. In that moment I realised that the hard work put in had been worth it.



What inspires you to create your hair looks?

Everything inspires me! Anything from the natural beauty of nature, music, people and art.

How did you prepare yourself and the team for creating new hair looks for TCT and in general?

The process of creating new hair looks or collections involves many professional gatherings and meetings with my team, and numerous hours of research and experiments. Preparation for any collection begins months in advance.

What are your favourite tools and products?

For professional colour, I use and recommend MATRIX; Amazing Hair Australia is an incredible hair extension brand that allows me to mould and shape my hair designs to my heart's content, GlamPalm for thermal tools, and my scissors are from Excellent Edges.

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

Be prepared to work hard and as long as you do not give up, the possibilities are endless!

What is a normal day in Kobi Bokshish's life?

Creating beautiful hair, being with my family and travelling for MATRIX to create more beautiful hair!

What are your future plans?

Keep grinding and achieving.

What are your views on India's hair dressing industry?

After living in India for 12 months, 20 years ago, I have a very strong emotional connection to this amazing country. I have been watching the progress in the Indian hairdressing community and the future definitely looks bright. 🇮🇳



Architectural Concepts

Bikaner

Clinic - The Spa at Narendra Bhawan



The Narendra Bhawan, a part of MRS Hotels, recently launched Clinic – The Spa. Designed across 2,090 square feet area, the clean and sharp décor is inspired by the great sanitariums of Europe, intended to promote serenity and a sense of calm. In combination with state-of-the-art Bemer technology or Physical Vascular Therapy, the treatments available improve microcirculation enabling the body’s own self-healing powers to promote an inner and outer radiance. Also, it uses the holistic and gently persuasive power of flowers and plants as dictated by Dr Bach. Some of the top athletes like Reinhard Davis,

Christopher Sauser and Patrick Gallati vouch for its efficacy. Shares Siddharth Yadav, Vice President at MRS Hotels, “We are delighted to announce the launch of Clinic – The Spa at Narendra Bhawan Bikaner. We believe the spa area should be peaceful, giving you a sense of expansion and catering to your soul and body needs. The spa at the property is a wonderful blend of various Western techniques focussing on holistic wellbeing. From the moment you first enter, your senses will be stimulated by our elegant and sharp décor. With this novel addition, we hope to encourage our in house guests and local residents of Bikaner alike.”

Colour combination: English pastels

Brands offered: Bemer for vascular therapies, Dr Bach, Phytomer for skin, and more

Lights: Warm LED by Flos

Flooring: Granite - Kadappa stone

Architect: Ayush Kasliwal



Siddhartha Yadav
Vice President, MRS Hotels

Address: Samvit Shikshan Sansthan, Gandhi Colony, Samta Nagar, Bikaner, Rajasthan - 334001

Phone: +91-151-2252500

Email: dm@narendrabhawan.com

Website: www.Narendrabhawan.com

Kolkata

Blossom Kochhar ‘Earth To Bottle’ Coco Store



Colour combination: White and grey

Brands offered: Aroma Magic

Lights: Warm white focused lights

Flooring: Grey and white pattern tiles.

Architect: Conceptualised by Samantha Kochhar



Dr Blossom Kochhar and Samantha Kochhar

Address: 4, Sunny Park, Ballygunge, Kolkata - 700019

Phone: 033-46049570

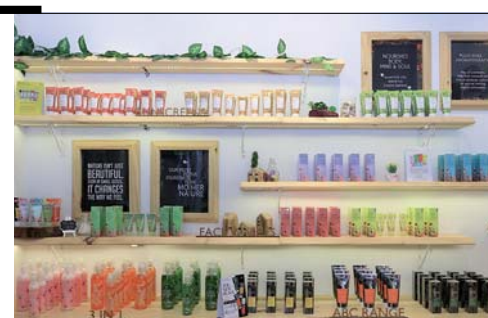
Email: customercare@aromamagic.com

Website: www.aromamagic.com



The Blossom Kochhar ‘Earth To Bottle’ COCO store, located at the Solace Day Spa, is a concept that the company firmly believes in. The association of the Spa and Blossom Kochhar Aroma Magic goes back a decade as they have been providing especially curated aromatherapy services to their clientele; now with the launch of the COCO store, clients can back up their daily skin care routine with the products.

Shares Samantha Kochhar, Managing Director, Blossom Kochhar Group of Companies, “The Blossom COCO store in Kolkata is the one stop shop for gaining a perfect aromatherapy experience for the



consumers in the Eastern market. It houses exclusive Aromatherapy signature products from the Blossom Kochhar Aroma Magic product range. There are separate sections for skin care, body care, new launches, hair care and a segment showcasing the exclusive range of essential oils. The USP of our products is that they are created on the principles of ‘Green Science’ and are 100 per cent free of parabens, petrochemicals, Phthalates, alcohol, artificial colour and fragrances. The products are created on the guiding philosophy of Dr Blossom Kochhar, ‘what we apply should be as healing and natural as what we eat’.”



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Effortless Chic with Parisian Cool Trend Collection 2019 by L'Oréal Professionnel

With #FrenchBalayage technique at the core of the collection, L'Oréal Professionnel presents three bespoke cool tone looks designed with Majirel, INOA and the all-new Dialight

Inspired by the quintessential French approach to beauty, L'Oréal Professionnel unveils the hair colour trend 'Parisian Cool' – with looks featuring cool tone palettes in Mocha, Caramel and Burgundy. Designed with hair experts, the trending #FrenchBalayage technique is at the core of the collection, capturing not just the hair colour trend but also, showcasing the versatility of the shades to complement Indian skin tones.

Go effortless with Caramel, chic with Mocha or stunning with Burgundy, with the French technique 'Balayage', the free-hand hair colouring technique, to create soft, natural-looking results. Using the Majirel, INOA and the new Dialight portfolio of shades, these looks are created for a complete bespoke colour service, only by your colourist!

The all-new Dialight

Dialight, the unique acid-gel cream, ammonia free tone-on-tone colour is ideal for coloured and sensitised hair. The pH acid formula is close to the natural pH of the hair and gently colours, while giving a glossy result. It can be used for toning, colour correction and for highlights on sensitised hair. With 14 unique shades for that perfect Parisian Cool look, ask your hairdresser for your personalised #FrenchBalayage look.



▲ COOL CARAMEL BALAYAGE

Inspired by cool tones of ash-gold and styled to be effortless, the Cool Caramel Balayage look is created with Majirel 6.13 and the new Dialight 9.02.



The look has been inspired by the classic French Girl – her hair colour choice, her fringe and her casual, yet stylised expression.

– LOIC CHAPOIX

L'Oréal Professionnel India Dream Team member and Creative Director, Dessange Salon, Mumbai





◀ COOL MOCHA BALAYAGE

Designed with the versatile INOA Mocha shade of 7.18 and the new Dialight 9.13, the Cool Mocha Balayage captures the quintessential Parisian Café Mocha.



66

The cool brown Mocha is glossed with Dialight to give a multi-dimension feel to the modern, structured bob.

– AKSHATA HONAWAR

L'Oréal Professionnel India Dream Team member and Owner & Artistic Director, Runah Salon, Mumbai

COOL BURGUNDY BALAYAGE ▶

Bold and sensuous, the Cool Burgundy Balayage look is designed with Majirouge 5.20 and Majicontrast Magenta Red.



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With the #FrenchBalayage technique, cool reds can be blended for a stunning Parisian look that will make heads turn.

– VIPUL CHUDASAMA

L'Oréal Professionnel Training Ambassador and Owner & Artistic Director Vipul Chudasama Salon & Academy, Mumbai





Wonder Color Ammonia Free by MATRIX

Revamping Fashion Hair Colour

The perfect time to change your hair colour is now! Pick from any of the 10 shades in the new Wonder Color Ammonia Free range, especially formulated to suit Indian hair and skin tones. What's more, the colour is locked in for eight weeks





Professional hair colours and colourists are known to provide options galore. However, clients are always on the lookout for more. This was one of the main reasons behind the concept of ammonia-free hair colours becoming a major hit. However, the new-age discerning clients want more. Due to a surge of content on the internet, easy access to international trends, Indian clients are cautious and expect more from professional hair colours. Ammonia-free alone, does not make the cut. They are increasingly looking for more fashionable and wearable shades that compliment their skin tones. They want a colour that is long lasting and does not dry their hair.

Keeping all these demands in mind, MATRIX launches Wonder Color Ammonia Free, a nourishing, long-lasting ammonia free colour designed to deliver even, true to tone colour results. From reds, blacks, browns, plums and golds especially formulated for Indian dark hair, Wonder Color Ammonia Free range offers fashionable, yet natural shades, that complement various skin tones perfectly.



Why is Wonder Color Ammonia Free highly recommended?

10 exciting shades: Choose from a range of 10 exciting shades. Its versatile palette of reds, blacks, browns, plums and golds can be used not only to cover greys, but also for fashion colouration.

Eight weeks colour lock: The revolutionary colour delivery system in Wonder Color Ammonia Free ensures that despite being ammonia-free, colour is long lasting. The colour molecules penetrate uniformly, deep inside the hair fiber resulting in even, vibrant colour that stays up to 32 washes.

Even, true to tone colour: The colour delivery structure ensures that colour molecules layer themselves one on top of the other uniformly, ensuring even distribution of colour. This results in colour families staying true to tone despite regular washes.

Well-nourished, manageable hair: Consumers often complain of ammonia free colour making their hair dry, but with Wonder Color Ammonia Free's patented Coacervation System +3 Oils, hair feels nourished, well conditioned than ever before.

5X shine: Smooth, shiny hair is now possible with ammonia free colour. Wonder Color Ammonia Free is formulated to give hair 5X shine post colouration.

100 per cent grey coverage: Recommend this palette to your clients not only for fashion colouration, these shades can be used for 100 per cent grey coverage.

The Wonder Color Range by MATRIX is available in 10 amazing natural and fashionable shades. The shade numbers include 2, 3, 4, 5, 3.26, 4.56, 5.25, 5.32, 5.8, 6.65. 📌

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Vipin Tamta

Driven by Passion and Drama

Inspired by the sages of India, the dynamic hairdresser, Vipin Tamta, attracts attention wherever he goes. He sports the bohemian dreadlocks, which make his style as inspirational as his journey. With over eight years of experience in hairdressing, he gives us a peek into his professional life

Vipin Tamta started his innings in hairdressing with an interest in styling his own hair. Since childhood, he had been inclined towards experimenting with hairstyles, which eventually brought him to the doorsteps of Indian hairdressing industry. He began developing his skills at the Blossom Kochhar Academy in 2012 and then, mastered the craft at prestigious institutes like Toni&Guy Academy in Mumbai and the Vidal Sassoon Academy in London.

First steps

I was always passionate about hairstyles; so much so that thanks to the early experiments with my own hair, I became quite popular at school. After completing class XII, I worked at a BPO for three years and it was here that I heard about the hairdressing academy by Blossom Kochhar, which used to be Pivot Point at that time. It was the first turning point in my life.

Family support

When I decided to pursue a career in hairdressing, initially, there was little support from my family. So, I continued to work while I studied. It would get so hectic that I remember in those days I barely slept for three hours! However, years later my dedication paid off as my family recognised my passion and decided to lend me their support.

After completing the hairdressing course at Blossom Kochhar Academy, I began my career as an assistant at DAR Salon, now

Crème in Delhi. Having learnt about professional services at DAR, I got an opportunity to work for Toni&Guy Salons. Seeing my dedication and focus, Toni & Guy sponsored my training at their academy in Mumbai. The experience and skills learnt at the academy helped polish my skills as well developed me as a professional. Later, I went on to work at Toni&Guy Salons for three more years, which helped enhance my precision and management for better business skills.

In the limelight

In 2013, I joined Sylvie's Salon. During the six months of my tenure, I had the chance to work with celebs like Mira Nair, Hema Malini and Imam Siddique, which gave my confidence a serious boost. However, the first major breakthrough came when I joined LOOKS Salons. It gave me a lot of independence and my creativity knew new heights. It was here that I was encouraged to work as a hair artist. Since it was all-round development, I decided to participate in hair shows, too. So, when the time came for L'Oréal Professionnel's Indian Hairdressing Awards 2016-17(IHA), I took the opportunity with both hands. While I was not sure about winning, I thought of it only as a platform to prove my talent and skills. Such was my belief that I won the title of 'North India's Best Hairdresser' in the Men's Image category. Even today, when these moments from IHA are telecast, I feel like a mini-celebrity!

I personally feel that recognition works like fuel for every artist and it drives one to do more and do better. For me, learning is



everything; the day I stop learning, I might as well stop hairdressing, too. Since I wish to keep increasing my learning curve and in order to continue educating myself, I picked one of the world's best schools, the Vidal Sassoon Academy. At school, my skills were upgraded and I learnt about geometric haircuts. I now truly believe it is the perfect and easier way of cutting hair.

Trends and more

Short hair is in. A lob with directional waves is one of my personal favourites. In the colour department, it has to be the stunning shades of chocolate browns, like cherry brown, chestnut, rich caramel, and the list is endless.

Wishes for the Indian Industry

There is no denying that the Indian hairdressing industry has undergone a tremendous change in the past decade. Earlier, there were just a few hair care products, but they were high on chemicals.

Look at the array of hair care, styling and colour products today! Not only is there a product for every hair concern, there is a product for every wish. From ammonia-free fashion colours to spa products, serums and sprays to low heat appliances, there is more than one product. Thanks to the invasion of the Internet, consumers have become aware of pure and natural products and there is an increasing preference for organic hair care.

In so many ways, we are on the right track, however, we lack education in hair. There are few hair schools of merit, and some of us, cannot afford the fees, so there is a need to rely on 'look and learn', which cannot replace education. Also, a better structure and organised system would greatly benefit the professionals. I see people working for incentives when they should actually be working for clients. Besides, there is no proper knowledge about products and professional rivalry does exist. I believe, as a community of hairdressers, we need to come together and support each other in solving these issues. Only then can we help the industry grow. 📌



Education Needs to be Standardised

by **Najeeb Ur Rehman**

Najeeb Ur Rehman is the PPS Director, Schwarzkopf Professional, Henkel Beauty Care India. Views expressed are personal.

The Indian salon industry is growing in double digits, but still one of the challenges which most of the salons face is the lack of skilled staff. A lot of salon chains have started their own salon venture and academies in order to fulfill requirements for their growth apart from being of help to existing hair and beauty institutes. To tackle this issue, hair institutes are mushrooming all over India and more and more aspirants are enthusiastic about being a part of the hair and beauty industry.


Education in the hair industry is more than technical training. One needs to be better with their digital skills, soft skills, fashion sense, and more. So, it is not merely the technical aspect that will get an aspirant ahead in this industry. The hair dressing courses need to include other skill sets to make it a holistic training. This is a gap that needs to be filled but yes, the younger lot is understanding that ensuring their skill set has many components for their career graph to move upward.

It is common for somebody who has decided to take up hairdressing as a career, do the basic and immediately get on the job, instead of taking up a refresher or an advance course. Ideally, he or she should study further to learn about the techniques in detail. They say learning on the job is the best, however, in a technical field like hairdressing where trends are constantly evolving, it is imperative to upgrade skills and knowledge about the industry and learn more. Professional hair care product companies, such as Schwarzkopf Professional, help a person to upgrade their skill and knowledge. The scope is not only to upgrade a hairstylist on the latest haircuts, colour and styling, but also teach them the latest fashion trends that come directly from the fashion capitals of London, Milan, Paris, New York and Shanghai. These courses can be done without spending a lot of time and money.

After completely an extensive hairstyling course and getting credible experience by working in a salon, the scope does not end there since it is not mandatory for you to cut hair at a salon only! A fair amount of opportunities are available such as one can specialise to be a 'Session Stylist', which is only editorial work, one can be a part of a professional hair care company as an expert, be a consultant for salon, specialise for fashion weeks and so much more!

To understand the challenges faced, we first need to recognise that which is holding a hairstylist back. Primarily, it is education. It is true that one of the constant challenges the industry faces is of lack of basic academic education, though today it is much better than when our generation of hairstylists started. We still need to approach education institutes and share with them the real information on the hair industry, avenues to look out for after one has completed a hair course, and more. Did you know that a hairstylist has fashion sense and can predict the fashion trend ahead? For it, one needs to research and keep abreast with the latest fashion constantly. As this is not a subject in most of the institutes, stylists seldom care about it. He or she also has healthcare knowledge. Ideally a hairstylist should be half chemist to understand about deficiencies in hair and skin.

Moving forward, I really do hope the hairstyling course would not only revolve around the technicalities, but other aspects including fashion and beauty. Also, other soft skills should be incorporated in the course to ensure that the Indian hair industry is at par with the international counterparts.

Also, mandatory standardisation of the courses within the top hairdressing institutions is crucial. This should take care of assessment procedures both in theory and practicals to ensure radical changes in our industry. 



Client Retention Delightful Offers

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

Tangles Salon, Gurgaon

The salon is offering party make-up for both men and women at a discounted price of ₹2,100. The actual price of the service is ₹3,000.

B-Lounge Salon, Bangalore

Get hair straightening or smoothening service for shoulder length hair at an offer price of ₹2,999. The actual price of the service is ₹5,000.

Rasi - The Zodiac Spa & Salon, Mumbai

The salon is offering global hair colour or full hair highlights for upto waist length hair at a discounted price of ₹3,999. The actual price of the package is ₹7,080.

Colors Hair & Spa Salon, Kolkata

Get Instant Glow Facial by Lotus for both men and women at an offer price of ₹1,099. The actual price of the package is ₹2,500.

Cut & Style Salon, Delhi

The salon is offering regular manicure and pedicure services at a discounted price of ₹699. The offer is valid for both men and women. The actual price of the service is ₹1,200.

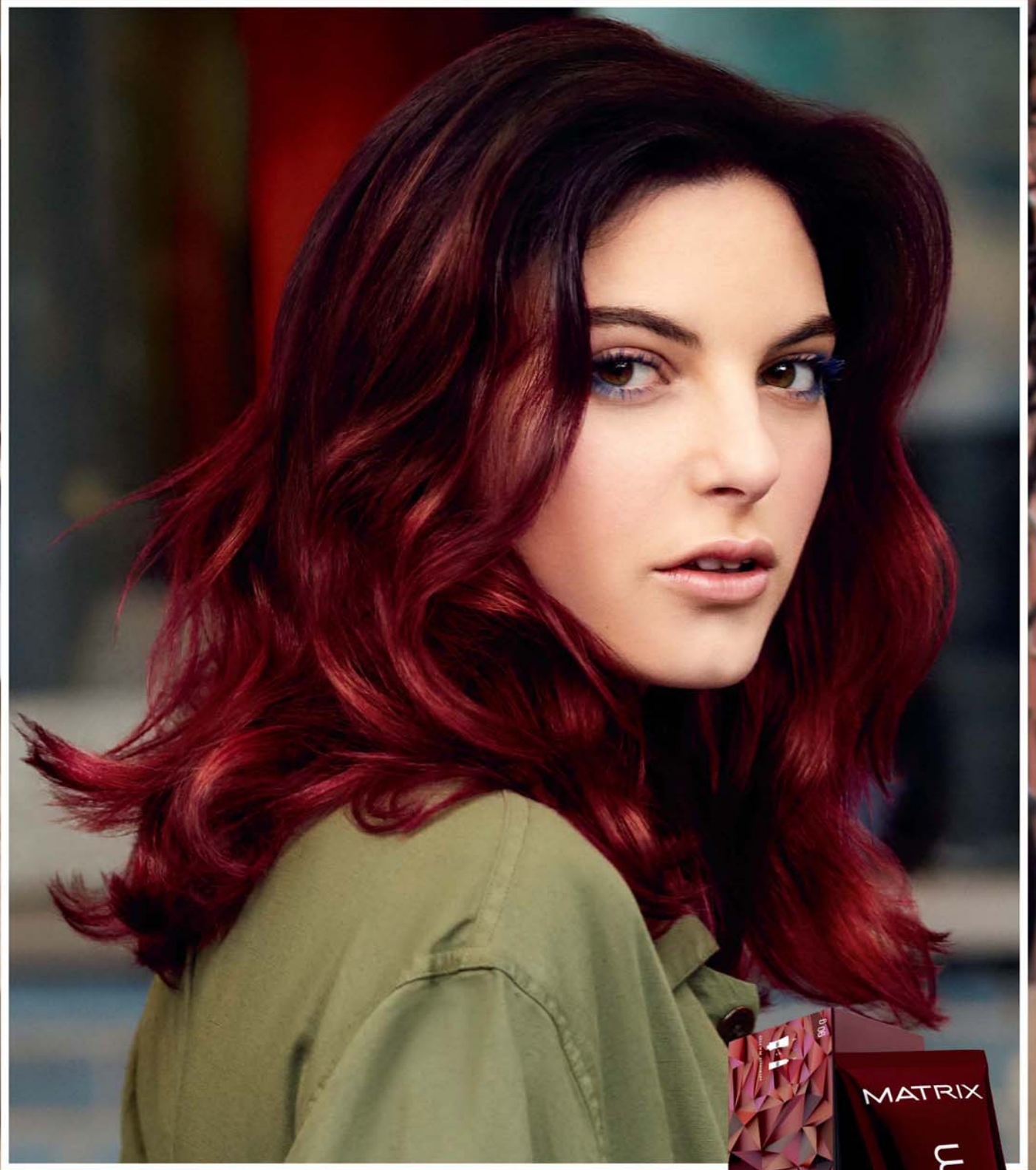
Mizmar Unisex Salon, Pune

Get waxing package including, full arms, full legs and underarms using Rica Wax along with mini manicure and pedicure at a discounted price of ₹1,498. The actual price of the service is ₹2,900. 📌

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Vega

In Line With Innovation

Sandeep Jain, Director, Vega Industries Private Limited joined the brand in 2006 and spearheaded its growth. Today, it is a one stop shop for beauty care accessories and personal care appliances endorsed by a celebrity brand ambassador



Inception

Vega, a flagship brand of Vega Industries Private Limited, is a part of a leading NCR-based conglomerate with business interests in hobby and craft, beauty and other consumer products. In 2000, it launched an innovative range of products in the Indian market and in 2013, Vega diversified into personal care appliances category.

Product portfolio and USP

We are the only brand to have over 600 unique products in hair brushes and combs, make-up brushes, manicure, pedicure, face and bath accessories. The product range for women includes straighteners, curlers, dryers, two-in-one stylers, epilators and shavers, the men's range includes shavers, trimmers and body groomers. Our entire portfolio is classified into three ranges – Basic Range for entry level consumers, Premium Range for evolved consumers and Expert Range for salon consumers. Straighteners with broad and floating long plates, dryers with a cool setting, higher wattage for quick dry are for salons. For small salons, we recommend the unique 2-in-1 Straightener and Crimper or 3-in-1 Straightener, Curler and Crimper.

Role of innovation

Innovation plays a very important role in beauty industry. Beauty is an aspiration, which we are selling and we need to sell it with conviction. Newness is key, so, brands need to come up with new products and innovative packaging to stay relevant in the minds of their consumers. Sustaining the number one position is tough as the consumer is spoilt for choice and forever looking for new stuff.

Marketing strategies adopted

Innovation is our prime focus and it reflects in our product selection, packaging, marketing and distribution. In 2018, we launched our new communication with Bollywood diva, Sonam K Ahuja to endorse our personal care appliances and accessories portfolio. It was aimed to position Vega as a hair styling expert and in tandem, we ran a 360° campaign across all channels. Television, though expensive, continues to be the media for mass reach. We leverage digital marketing via platforms like, Google, Youtube and

social media to target the youth and have over 3 lakh followers on Facebook and 30,000 on Instagram. Our aim is to organically build our community and give our consumers the reason to keep coming back and recommending Vega to their friends and family. We are doing this continuously through our content and creatives.

Views on sustainability

Sustainability in beauty can only come with a strong brand core, sharp targeting, crisp communication and above all, innovation. A brand should have a clear reason and purpose for existence and a differentiated positioning. A brand needs to identify the target audience in sync with the product they are selling. Communication is key wherein the brand needs to clearly talk to the TG to ensure it is alive in their minds. Innovation will enable the consumer to continuously come back and also recommend to their friends, family and make it a cult brand.

Challenges faced in marketing and distribution

The main challenge is to continuously innovate and come up with differentiated products to meet varied demands. Another challenge is visibility and availability for which we are continuously expanding our distribution.

Plans for the brand FY2019-20

We will be strengthening our 360° campaign launched in 2018 and leveraging ATL and digital marketing. We plan to change our business model from sales push to consumer pull. Innovation will further reflect in our campaign, as will new products, packaging and distribution. We will also be expanding the Vega exclusive store model and launch flagship stores in more cities.

Views on the salon and beauty industry in India

It is one of the most promising industries for the coming financial year. Consumers are more aware and beauty consciousness starts at the young age of 15 years. The potential is immense and there is scope for many brands to coexist at different price points. The next five years will be exciting as the industry is growing and evolving as we speak. We look forward to 2019. 📍



How to Get The Right First Job for Aspiring Hairstylists

by **Shailesh Moolya**

Shailesh Moolya is the Technical Director - Hair at Juice Hair in Mumbai. Views expressed are personal.

My journey in this field of hairdressing has been inspired by three phrases, which I hold close to my heart, 'Passion is one great force that unleashes creativity', 'Patience is the mother of all virtues', 'When it comes to success, there are no shortcuts'. My advice for any newcomer is based primarily on my own experiences, which have helped me in my journey, so far. For any new hairstylist, it is vital that he or she demonstrate the right combination of positive attitude, hard work and dedication. It is these key qualities which will place them directly in the path of a successful career.

The first job usually sets the path for your career ahead. The choice one makes will help define and shape one's experiences, learning and potential. A new hairstylist should be clear about the nature of the salon they are comfortable working with, meaning, is it a ladies or unisex salon or is it standalone salon or is it a chain. Before even joining the salon, they should do some background research of the salon and talk to people in the business, as they will most likely know about the salon.

The brand as well as the location also plays an important role in the selection process. As a newcomer, you must know who you will be working for. How big a brand is it or is it a small to medium sized setup? The location plays a role, too. You may have several questions come to your mind such as is it on a highstreet or a mall, is it in a catchment area? Once you learn about a salon in detail, it will help you make that one big decision. Associating with the right brand definitely gives you leverage.

But how does a newcomer select a brand? The essentials to consider while selecting a brand in this industry would include – value of the brand in the market, the professional training they provide, the work culture of the place, growth opportunities, to name a few. Your first job is a stepping stone and it will give shape to your career, associating with the right brand would definitely open up better possibilities for your career in the future.

As with any field, a new stylist has his own set of challenges to face when it comes to getting the right job and proving his skill. To bag the right job, one has to be prepared. Key points to keep in mind while preparing for your first interview are punctuality, grooming, a positive attitude, confidence, enthusiasm and pro activeness. Once on the job, deliver to the best of your capability and push your boundary to unleash creativity. Do not get discouraged by failed experiments or negative reviews, keep trying to improve your skill set. The initial journey will be tough, especially developing your own customer base, however, if you are interactive, approachable, caring and enthusiastic half the battle is won. Develop people skills as it is the most important aspect of this industry. Observe your seniors while they consult with their clients, the knowledge gained by watching can be immense.

To kickstart a career in hairdressing, one needs to acquire a basic understanding about hair. This would include haircutting skills of men and women, both, blowdry techniques, hair colouring techniques and massage skills. These skills can be acquired through structured training and practice.

The right education and a proper training is the most important. It would not only lay your foundation, but also define your career. In addition, it is equally important to have hands-on training from a reputed hair academy, which will give you the required skill set and confidence to work on the salon floor. Do not take education lightly as proper training will give you an in-depth, structured learning with adequate opportunity to practice and sharpen the skill necessary to enter the industry. In this creative sphere, learning is a constant. One needs to stay abreast with the latest trends and technology available in the market and upgrade their skills constantly. An open mind and an eagerness to learn will definitely help any newcomer go a long way. 📍



The BBLUNT Decode Cuts and Colour Forecast

Round

Colour: Adding deep chunky pieces of colour around the face on either side work really well for a round face shape. Balayage is a good technique.

Cut: Avoid too much volume on the sides and nothing too layered. Bit of weight in the hair will lend some structure to an otherwise rounded shape.

STEP 1: Apply a coin-sized amount of Repair Remedy Leave-in Cream on damp hair, focusing on mid-lengths and ends. This prepares and protects hair from heat styling damage as well as dust and pollution.

STEP 2: Using a large paddle brush and hair dryer with a nozzle, blow dry section by section starting from the roots and work the way up.

STEP 3: For a sleek and smooth finish, use the straightening iron.

STEP 4: Create a side parting and comb your hair away from your face.



Oval

Colour: You can opt for any colouring technique.

Cut: Most hairstyles work really well for this face shape. So, now you can step out of your comfort zone and experiment.

STEP 1: Take a small amount of Repair Remedy Leave-In Cream and apply evenly on mid-lengths and ends. This product is the perfect prep before heat styling.

STEP 2: Attach a diffuser to the hair dryer, change the setting to slow speed and medium heat. Gather the length of hair into the diffuser and dry section by section until almost dry.

STEP 3: Power dry hair by constantly moving the dryer around the head with a circular motion to encourage the hair's natural movement and body. Continue until hair is completely dry.

STEP 4: Use a fine mist of Spotlight Hair polish spray followed by the hair dryer set on cold air for added shine and texture. With the use of your fingers settle your hair into place.

When going in for a haircut or colour, one needs to keep in mind their hair type and texture, face shape, body structure as well as their lifestyle, individual fashion style and the time taken to maintain it. Adhuna Bhabani, Co-founder BBLUNT, ceases the day by predicting sensational cuts and colouring techniques for face shapes along with a step by step guide to achieving it



Square

Colour: Evenly placed pieces of colour add flow to the hair and softness to this otherwise angular face shape. Baby lights or classic hi-lites work well for this face shape.

Cut: Go in for a lot of layers and texture.

STEP 1: Prep your hair firstly with the Repair Remedy leave in Cream to ready your hair for heat styling that will follow.

STEP 2: Apply the High Definition Curl Defining Leave-In Cream throughout the hair, from root to tip to define the curls.

STEP 3: Apply a small amount of Blown Away Volumizing Leave-In Spray to the ends to give it bounce.

STEP 4: Take sections of your hair and twist them around your fingers to create more definition.

STEP 5: Attach a diffuser to the hair dryer, change the setting to slow speed and medium heat. Gather the length of your hair into the diffuser and dry it section by section.

Heart shaped

Colour: Placing the colour from the ear below works for this shape. The top can be coloured too, but it needs to be darker through the top, a fringe helps to soften out a heart shaped face.

Cut: Not too much volume on top; long layers work well.

STEP 1: Apply a generous amount of Repair Remedy Leave in Cream from mid lengths to ends to protect hair for heat styling.

STEP 2: Next apply Gel Oh! Natural Hold Gel evenly throughout the hair from root to tip.

STEP 3: Power dry the root area with the head upside down, continually moving the dryer to create texture and movement.

STEP 4: Once the roots are dry, use your fingers to stretch out the hair followed by the hair dryer and nozzle. Use a round barrel brush to finish blow drying the ends of the hair and added movement.

STEP 5: Backcomb the longer hair at the root using a teaser brush, so that the hair literally stands out. Using the fingers and a dash of Spotlight spray, gently dress the hair into place.





Godrej Professional Fashion Colours Without Ammonia

Godrej Professional has launched the No Ammonia range! Whether it is grey coverage or fashion colouration, you can now select beautiful, fashion forward colours without worrying about ammonia



Asha Hariharan
Education Ambassador, Godrej Professional

With the increasing levels of information and awareness regarding hair colouring, it is no surprise that more and more of our clients enter the salon with a very clear idea of what they expect from their colour. It could be in terms of trending shades, techniques or type of product. However, one growing demand is for ammonia free hair colours.

When you talk about hair colouration without ammonia, hairdressers typically think of levels 1, 2, 3 and 4. They restrict the colour choices and hair colouring techniques available to clients, making the options limited, dull and boring.

However, with the new Godrej Professional No Ammonia range, there are numerous shades in fashion colours that are ammonia free. So, whether it is grey coverage or fashion colouration, you can go for beautiful, fashion forward colours without worrying about ammonia.

The No Ammonia range has wonderful base and fashion shades that ensure a pleasant colouring experience, as there is no odour or irritation*, while ensuring 100 per cent grey coverage and maximum retention. There are shades at levels 4, 5 and even 6. You can choose from copper to ash, gold and even violet – without the ammonia.

Crafted for Indian hair

Our shades compliment all varieties of Indian skin tones and colours. Indeed, the Godrej Professional range has been specifically developed for Indian hair keeping in mind the Indian climate, hair texture and melanin content of Indian hair. Indian hair is different from American, European or South East Asian hair and needless to say, requires Indian expertise. The range developed by Godrej Professional has been developed in India in collaboration with leading hairdressers of India. Each product has been rigorously tested to provide superior results for Indian hair.

So now, go ahead with ammonia free hair colours with confidence and pick shades, techniques and the guarantee of delivery and retention on Indian hair. 📍

* Patch test is recommended before commencing hair colour process.

INDIA'S FIRST EVER
HERB BLEACH WILL
ALWAYS BE INDIA'S BEST.

Olivia Herb Bleach.

Enriched with the goodness of Turmeric,
Aloe Vera, Lemon and Sandalwood.





L to R: Vipin Tamta and Punksen



Dreadlocks

The Emerging Trend

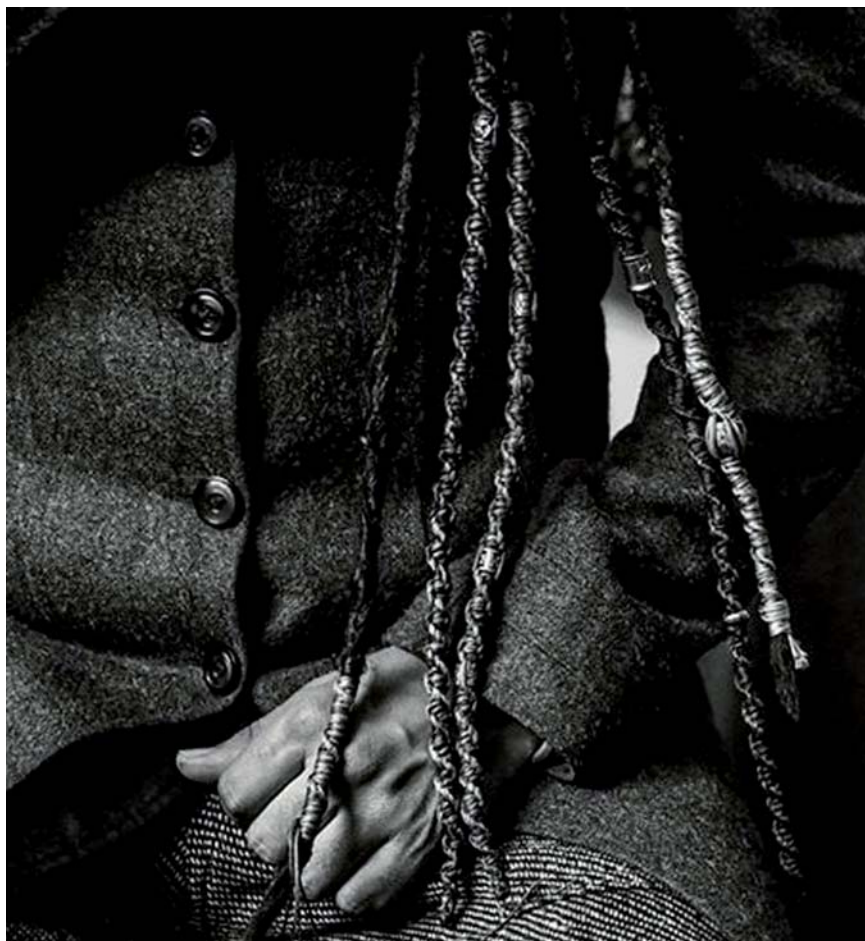
Dreadlocks, also called locks, dreads, or in Sanskrit, *Jatā*, are rope-like strands of hair formed by matting or braiding hair. *Salon India* speaks to hair gurus on the style that is as timeless as the people who have sported it



The ancient Vedic Scriptures of India, which are thousands of years old, have the earliest evidence of dreadlocks, which were exclusively worn by holy men and women. However, thanks to icons like Bob Marley, Lenny Kravitz, Lil Wayne, Lady Gaga, Shakira, and others, the style has been immortalised. The trend is catching on in India as well. Reaffirming the same is the famous dreadlock artist, Punksen, who says, “Hair, for me, has been the best crown. I see dreads and glamour as a trend. Millennials are calling it ‘cool’. In addition to the matching hoodies, dreadlocks are another way to twin with your partner because they look fantastic on men and women, both. I get over 30 to 40 queries every month for dreadlocks, which shows that locs are in huge demand amongst the youngsters.”

Currently working as Technical Hair Educator - Key Account with Davines India, Punksen is a fervent devotee of dreadlocks. Sharing his inspiration for the style, he says, “Dreadlocks have always attracted me and the inspiration came from our culture. When I read about dreads, it has been in existence in various cultures at various points of time. The best part is in my own family my brothers have been sporting dreadlocks for the last 19 years. This encouraged me further to visualise people wearing dreadlocks as a style that you can colour or braid. It is a unisex style statement.”

Another Delhi-based hairstylist who is evangelising the trend is Vipin Tamta. Asked about his motivation for dreads, he says, “It was the sadhus who I came across in India and I felt that I had to make it my style. For the last eight years, I have been trying to maintain my dreads. To keep them in good shape, I use a residue-free



shampoo, once in two weeks, and do not use a conditioner - the drier the hair, the better it looks. Once in a day, I use Balmain hair perfume to keep the hygiene factor in check.”

On the contrary, Punksen trusts that it is a myth that in order to create good dreadlocks, one has to let it be grimy. He says, “Like other natural hairstyles, dreadlocks need to be kept clean. I do not recommend the use of wax on your hair to make it appear neat or tight. Dreadlocks should be residue free, and that is the reason I recommend the use of only residue-free soaps and shampoos.” While discussing his own dreadlocks care, Punksen says, “I wash them every 15 days (following with any Brown dry shampoo on every third day, but not too much) with a routine of twisting them every day for over a minute per dreadlock, whenever I get time in a day.”

Maintenance

Maintaining dreadlocks is different from other hairstyles. For one, it does not cost much to look after them and two, they do not need brushing or regular trimming. However, they do need a routine of ‘retouching’ from the roots, as new hair growth takes place. You need the root touch up after a gap of 60 days. You will also notice that dreadlocks look better over time. As they continue to mature, they become tighter and smoother and require less maintenance. Your maintenance routine will vary depending on the age of your dreads and the method you used in the beginning. The two most popular methods for creating and maintaining dreadlocks in natural black hair, are twisting or palm rolling and latching,” shares Punk.

DO

- Always bank upon professionals to begin your dreadlock journey.
- Correct placement of sectioning: Dreadlocks are always tailor-made to suit your desired look and style.
- Use dreadlock specific products: It is important to use a specific product for your dreadlocks in the initial stage.
- Take your pick: There are a lot of brands and products for dreads, like for controlling itching, calming lotion for the scalp, fragrance spray, and more.
- Follow a proper routine: There is a common misconception that dreads smell, this can be true if the right care is not taken. This can be completely avoided. Within a short period of time, which can be as little as 15 days in winter and 10 days in summer, our hair and scalp adjust to a minimal washing routine, allowing your dreads to remain soft and sweet smelling for longer.
- Always do a separation process for your dreadlocks daily. It will help in maintaining neat root sectioning and can aid new growth to lock correctly. Overall, this will allow you to achieve better quality, mature, defined and tight dreads.
- Keep them lubricated, because you do not want them to get too dried out and start ripping.
- Be patient. Dreads are not always an instant style.

DO NOT

- Do not touch them up too tight at the roots. So, when you are going to get the touch-ups and tightening, just be careful not to get your roots tightened too tight to where they are pulling too much on your scalp.
- Do not overuse wax products or beeswax.
- Do not wax them too often. Wax builds upon the dread makes harder and harder to clean the residue from the wax buildup.
- Avoid wearing the same style for a long time. If your dreads are tied up, in the same way, every day, this repeatedly causes tension and stress to both the roots and scalp. Long term this may lead to discomfort and in severe cases may even lead to tension alopecia. There are so many ways to wear your dreads, get creative and ask your dreadlock artist for some ideas.
- Do not use any homemade thing on your dreads.

PRO TIP BY PUNKSEN

- Try using a rubber band, which is not pulling your hair or dreadlocks.
- Keep them open while you sleep, your hair and scalp need space.
- For longer dreads, you can make a high loose bun while you sleep.

Dreads here to stay for regular people who think differently. The style is no longer an exclusive hair statement made by celebs and rock musicians, provided you maintain the style, it is cool to sport it. 🎧



Moehair India

Going Full Throttle

Moehair, an American brand, since its inception in 2008, has taken pride in developing innovative hair care solutions. Shabir Afzal Gojwari, Director at Moehair India, shares the plans for the brand

Tell us about your professional background.

An entrepreneur with over 20 years of experience in hardcore Sales, I took the lead from my ancestral business of diamond and gold merchandising, to carve solution-oriented capital and combined it with strategic and operational expertise. I have been a privileged partner with brands such as, Sony, Nokia, Samsung, Daikin, and others.

Please tell us about Moehair.

Moehair is an American brand that came into being in 2008 at Placentia, California. Our founders are renowned industry experts and since its inception, Moehair has taken pride in developing innovative hair care solutions. In pursuit of a new technology that would set the standard for hair care solutions, we keep the hairstylist in mind while reformulating the process to create a system made from natural ingredients that are non-toxic for the user.

What was the inspiration behind its inception?

Beauty and hair care are major sectors with new products or services being available every day. So, we wanted to offer a product that would take care of hair. We follow our core value of innovation while creating solutions for consumers and make a mark of differentiation to deliver an exceptionally luxurious experience. We strive for excellence and empower individuals by helping them look and feel their best.

What is the product portfolio?

At 109 SKUs, we have a wide range of products for every hair type and concern. We have the best hair colouring solution, which is infused with Silk Keratin and low ammonia. We have 69 shades in the colour segment. Also, we have three variants of colour developers with a peach fragrance. We have introduced Crazy 6, semi permanent colours with a specialty to process in only six seconds and last up to 10 to 12 washes. Then, there is the Original Hair Repair System

(OHRS), popularly known as Keratin enriched with Hydrolyzed Keratin, Soy Protein, and other natural ingredients. It has two variants depending on the type of hair. We also have a range of after care products comprising of shampoos, conditioners, serum and tonic, namely the Gold Infused Range, Hair Guard Range, and more.

What is the USP of Moehair products?

It is the major role of natural ingredients used and ease of application. Natasha Naegamvala, a known name in the industry, accepts that our products give wonderful results.

What are the marketing strategies adopted?

We think imparting knowledge helps in gaining knowledge and helps us strategise and pitch our product against the other available brands, and perform better. Hence, we conduct seminars and provide in-salon training and demos to hairdressers. To reach a broader base of hairstylists, chain of salons and standalone salons, we are present on Facebook, Instagram, LinkedIn and Twitter, but are focusing on Fb and Insta where we have a reach of over 25K (Fb) and going strong.

What are your views on sustainability in the space?

Today, the key sustainability issues faced by the industry are the contentious chemicals used in personal care products, hazardous packaging, and more. The need of the hour is to be eco-friendly, and we need to do our bit to save the environment.

What are the challenges faced in marketing and distribution?

The challenge is that established brands are already present and we need to compete with them. However, with clients liking the products and their result, we are sure that we will reach great heights.

What are your plans for the brand in FY2019-20?

We are aiming to reach up to 10,000 salons Pan India, and focus on providing practical training to salons and hairdressers. For the same, we plan to invite hairstylists from the US to train the technical team of Moehair India. Also, we plan to launch a range of colours.

What are your views on the beauty industry in India?

The industry is growing due to the consumer's demand for quality salon services, increasing disposable income among the middle class, as well as media exposure to international brands. The urban salon market is small by international standards, but it is growing. The health, beauty and wellness industry is at an all-time high, and growing twice as fast as that of the US and European markets. On our part, we wish to serve the industry and be an active part of it. 📌



Market Watch | Hair Care

Protect your hair with Moeplex

Moeplex, a hair fibre multiplier, is a deep permanent hair repair system. It prevents breakage of the hair bonds and strands and arrests damage by adding small molecular protectants that surround the bonds. Moeplex works by searching for unique bonds of hydrogen, sulphur and re-attaching them to form disulphuric bonds before, during and after chemical processes. It alters the hair structure to produce healthy and shiny hair. The system comprises of Moeplex Bond, made using Silk Proteins that replenishes Keratin in hair lost during chemical treatments. Other key ingredients are Sericin and Pro-Vitamin B5 that hydrate and strengthen hair. Moeplex Seal restores bleached and colour treated hair, as it is infused with Argan, Sunflower and Olive Oil.

Price: On request

Availability: Salons



Hair oil by Global Beauty Secrets



The Honey and Castor Oil has key ingredients of Egyptian Honey and Castor Hair Oil. Honey has antibacterial and healing properties, whereas Castor Oil has Vitamin E and fatty acids, both known to moisturise and strengthen the hair follicles, promotes growth and fight hair fall. respectively. This oil has been prepared through the cold pressed method to ensure that the purest and best benefits are safeguarded.

Price: ₹1,100 for 200ml

Availability: www.discovergbs.com, Nykaa, Amazon, Flipkart and Myntra

Hair brush by Vega

Vega X-Look straightening brush is a combination of hair straightener and paddle brush. It has ionic technology that eliminates static charge and makes your hair shiny and frizz-free. The large surface has better contact with hair and the heat protective silica gel bristles protect the scalp from heat. It also has anti-scald technology, as the brush maintains a constant temperature to protect from burn and damage. It has adjustable temperature settings from 80°C to 230°C, along with LCD temperature display which allows you to set temperature as per your hair type.

Price: On request

Availability: Retail stores

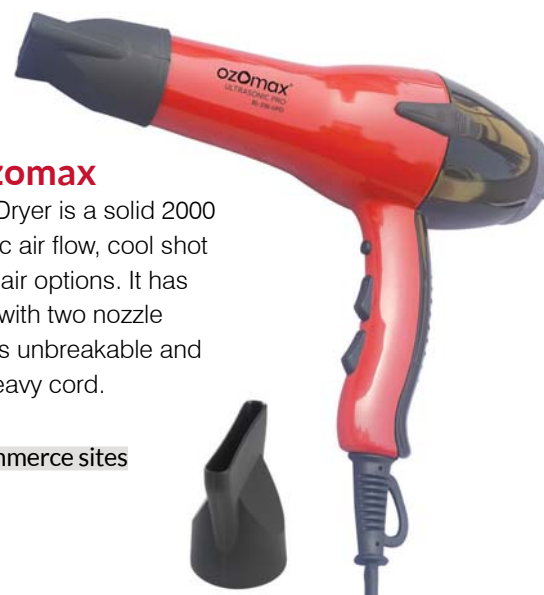


Hair dryer by Ozomax

The Ultrasonic Pro Hair Dryer is a solid 2000 watt dryer with a dynamic air flow, cool shot and hot, warm and cold air options. It has two speeds and comes with two nozzle attachments. The body is unbreakable and has an extra long and heavy cord.

Price: ₹2,280

Availability: Major e-commerce sites



Coffee colours by Streak

The Streak Ultralights is a coffee collection that makes highlighting a super easy process. With their new Ultralights Highlighting Kit, all of us can make that big change to our appearance! The Ultralights Coffee Collection is available in three rich shades of brown: Mocha, Hazel and Cappuccino and each shade is a different version of brown. Perfectly suited for the Indian skin tones.

Price: ₹160

Availability: Stores, online at Amazon and Flipkart

Hair oil by Rene Furterer

Five Sens Enhancing Dry Oil is an exquisite dry oil with an enchanting fragrance, formulated with a unique botanical expertise. The alchemy of five plant-based oils provides an astonishing blend of nourishment and sensory pleasure. It protects and nourishes the hair, leaving it soft and shiny. When applied to the body, it moisturises and beautifies the skin day after day, revealing its natural softness. Its unusual and captivating fragrance stimulates the senses. Non-sticky with a satin feel, it is a multipurpose oil to be used as needed.

Price: On request

Availability: Email at info@abcbrands.in



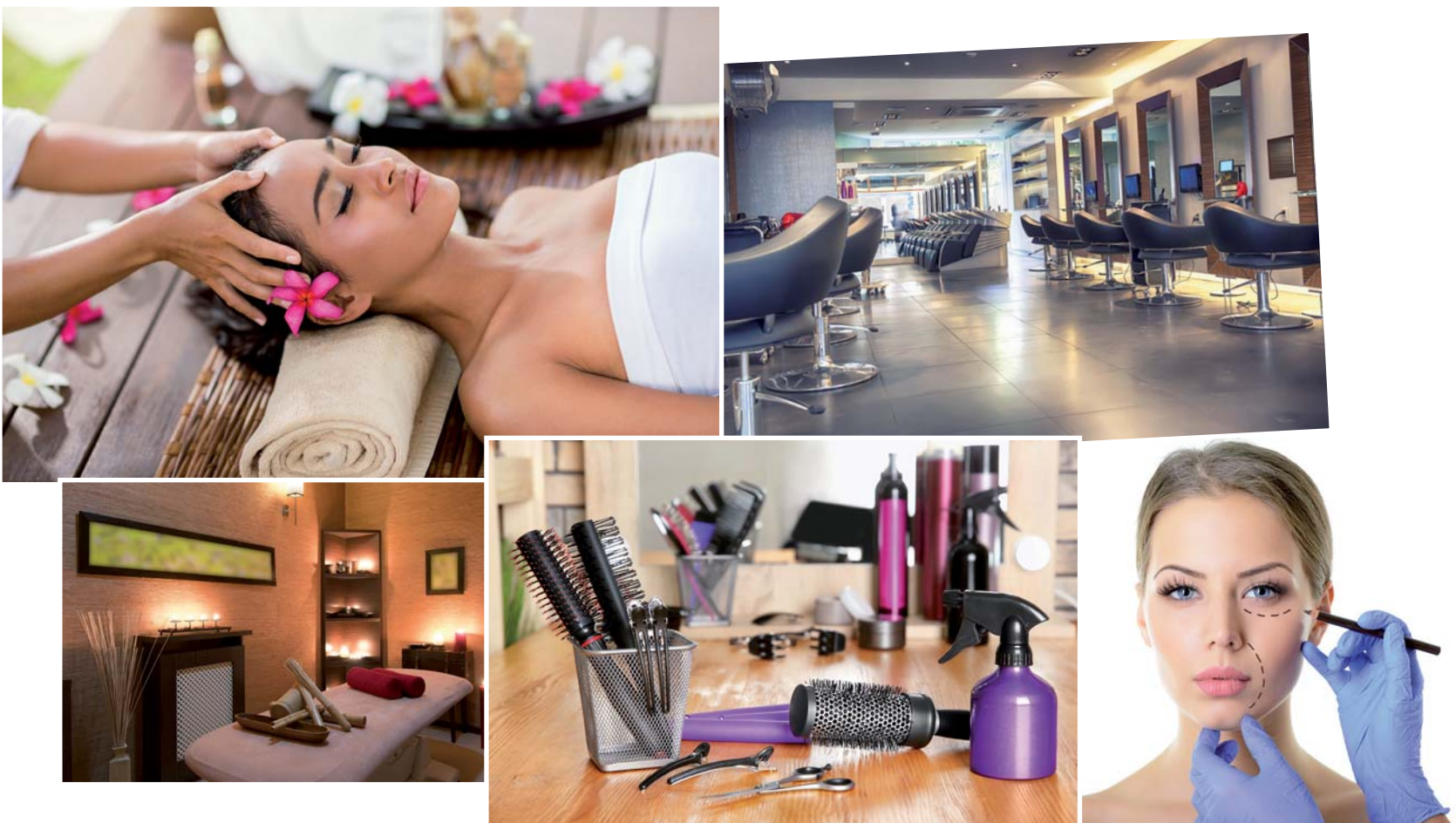


The Beauty and Wellness Industry Takeaways and Highlights for 2019



KPMG released a report that stated that the size of India's beauty and wellness market was expected to touch ₹80,370 cr by 2017-18, and it includes the salon, spa and beauty products market. Coupled with an innate need of humans to look good leads to the business being infinite. However, we are in a new year and there are lessons that need to be learnt from the year gone by. We speak to industry stakeholders, who share with us key takeaways and forecasts for the year ahead

by **Zainab S Kazi**



The rise in the number of millennials and the powerful impact of social media, has turned around quite a few industries, beauty and wellness being one. Thanks to the influence of social media, looking good is no more an option, but a 'need'. Young entrepreneurs are going all out by launching salons, spas, niche beauty portals, distribution companies and beauty stores. The business of beauty is certainly on a rise and Arvind Singhal, Chairman, Technopak Advisors gives it a perspective. He shares, "The number of salons opening is far more than the demand for them. The business of beauty looks attractive, but is it economically viable? This is a question one needs to ask before entering the space. High real estate cost, coupled with lack of skilled manpower and a high attrition rate, squeeze profitability." Though it is correct, one cannot deny that those who are a part of the industry, are optimistic about its future.

According to Dr Rinky Kapoor, Cosmetic Dermatologist and Dermato-Surgeon, The Esthetic Clinic, the industry is said to be growing twice as fast as the markets in the US and Europe. She points out, "Indian wellness industry has emerged out of a restricted idea of physical fitness and beauty to a holistic goal of physical, mental and emotional wellness."

Explaining herself by sharing numbers, she shares, "According to a KPMG report, the size of India's beauty and wellness market was expected to touch ₹80,370 cr by 2017-18, and includes the salon, spa and beauty products market. The cosmetics market is growing at 15 to 20 per cent annually. The retail beauty and cosmetics market currently at USD950 million is slated to reach USD2.68 billion by 2020. Salons, spas, cosmetic treatment centres and cosmetic products will dominate the market. Men's skin and hair care is the next big wave."

Siddharth Shetty, Director, Evavo Wellness and Solution LLP, gives us insights into the industry dynamics. He shares, "In 2018, the industry matured in terms of implementation of standards, more professionals became a

part of it, as did parents accept that their kin can build a successful career in it. Aesthetic clinics introduced high end equipment and procedures comparable to those available in leading cities like London, Singapore and New York. Salon chains expanded aggressively. One saw interest in wellness get translated to actual launch of projects, especially wellness-themed retreats and resorts. Even luxury residential projects devoted a substantial part of their budget to developing five star grade wellness facilities. In terms of launches, the renowned Six Senses chain re-entered India at Lodha World One; Escenza Spa took over the management of 50,000 square feet spa at Hyatt Regency Dubai Creek, UAE – one of the largest overseas for an Indian company.

TREATMENTS IN DEMAND IN 2018



- Anti-ageing treatments
- Non surgical skin lifting techniques
- Skin brightening
- Scar corrections
- Hair restoration
- Body shaping and weight loss
- Breast augmentation

by Dr Rinky Kapoor



L to R: Mini Sood Banerjee and Greg Chungleol You

Emerging trend: Going natural

The year saw a steep rise in the demand and acceptance of Korean and Ayurvedic or natural beauty products. At the salon level, Ayurvedic treatments are big draws and in retail, consumers are witnessing a plethora of brands offering a wide portfolio of natural and Ayurvedic products. On the emergence of organic and Ayurvedic solutions for skin and hair, Dr Kapoor shares, "India's natural and organic personal beauty care products market is expected to grow at a CAGR of 17.27 per cent during 2017-2022. Along with rapid urbanisation, growth for organic personal care market is driven by people's growing awareness about natural and organic products and their preference towards adopting a greener lifestyle.

Certified courses for training workforce in the beauty and wellness industry are springing up with the government also giving it a push especially in alternative therapies." She further adds, "In India, we have always had a culture of using home remedies to one's advantage. It is evident that natural beauty products are gaining popularity in recent times. People are more environmentally conscious and prefer products with greener footprints."

According to Singhal, "Consumers are becoming extremely conscious of the products that are being used on their skin. Brands that offer a respite from chemically-driven solutions are seeing a better acceptance in the market. We are optimistic about the Ayurvedic and organic products gaining further momentum."

Top Korean brands available in the country are Laneige, Etude House and Innisfree and we know that the Korean beauty regime has found takers in India. Little wonder, Nykaa has more than 20 Korean beauty and hair products listed with plenty more eyeing the space.



Mini Sood Bannerjee, Brand Manager, Innisfree India shares, "It has been five years since Innisfree has been in India. We were the first and it is a fact that Korean brands are changing the face of global market. South Korea is one of the world's fastest-growing beauty and personal care markets, posting year-on-year growth of 4.60 per cent (15 to 16 per cent YOY) Korea has invented techniques like BB and CC creams, and now Cushion Technology, pioneered by AmorePacific, Innisfree's parent company. For Innisfree, India was the first priority after opening in most of the South East Asian countries, hence, India is an important market considering the target audience and the volume of business. The USP of Korean brands is that we use a step-wise skin care regime, which people like. In 2019, the acceptance of Korean brands will increase for sure, since people are liking the high technology products at affordable price points." Innisfree is the first brand to introduce the Kbeauty trend in India and have been introducing the core Korean pioneer products such as mask sheets, sleeping packs, cushion foundations, and

so on. The brand has opened 15 offline stores and four online stores in the span of five years.

Etude House, a Korean beauty brand, is now available, too. Greg Chungleol You, General Manager, Etude House India, shares, "The beauty industry in India cannot be more flourishing! All the global key players are paying attention to it is growth. With Etude House, we would like to introduce fun and playful make-up looks and products such as, tinted lips, glass skin looks, and more. In addition, we are working on India-exclusive products as well as creating India designated SNS visual and specific make-up looks for the market. In this way, we will be able to communicate closer to the market demands."





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L to R: Vikram Bhatt, Rizwan Ahmad, Arpit Jain and Aarti Vaid

Solutions for the challenges

Each industry comes with its share of challenges. Apart from the challenges mentioned by Singhal, the beauty industry faces another major challenge – that of ‘understanding’ that the business of beauty is about enhancing lives. It is a passion driven business. An individual who lacks creativity cannot become a good make-up or hair artist. Vikram Bhatt, Founder and Director, Enrich Hair & Skin Solutions Pvt Ltd shares, “Talent hiring and retention is proving to be a challenge. While we do a lot to hire and keep the right people, attrition is inevitable.” To deal with this, Bhatt launched his academy to unearth new talent and today Enrich Academy helps churn out well trained professionals in hair and make-up, both. This model is followed by other salon chains, as well. On how the industry can be brought up to a level, Bhatt strongly recommends government intervention and

facilitate ease of doing business. It needs to reduce documentation steps and time lines to import products. This, he says, would help reduce the time-to-market for those who want to introduce international products.

Rizwan Ahmad, industry expert, strongly recommends a thorough revision in the course content of institutes and academies, “Skill set deficiency has been talked about since a decade by almost every industry expert. The challenge remains prevalent for primarily the quality of the aspirants opting for the hairdressing, and secondly, the course content. There is utmost need to create a second and third line of talent to inspire coming generations of hairdressers. Further, Indian stylists must be provided with courses, which are compatible with the West so that they can gain access to work on other types of hair such as Caucasian or Asian hair. This would eventually put us on the global map.”

Without mincing words, Arpit Jain, Founder, Auraine Botanicals Pvt Ltd shares, “With stylists quitting their jobs at regular intervals, the industry faces the challenge of being engaged more in re-training than working towards developing the skill sets of the already trained stylists. A comprehensive reward programme for the stylists with the need to work closely with partners is likely to ensure reduced attrition rates and support business development.” Echoing the same sentiment, Aarti Vaid, Vice President, Levo Spalon shares, “Poaching has led to inordinate increase in salaries, which ultimately results in squeezing of profits.”

Jain further talks about the negligence in service being observed at the mid level, “The in-salon services at premium salons have reached international standards. However, this is not the case in the mid and lower segments, and the industry needs to work towards a parity.” He also stresses on the importance of bringing the Eastern region of India to at par with the rest of the country. He says, “While North and West regions spend sizeable amounts on beauty and wellness services, the East is lagging behind. It is the most underrated region and it is true that focused investments will ensure a surge in business. The South, being a traditional market, has witnessed increased spending, however, it has untapped potential.”

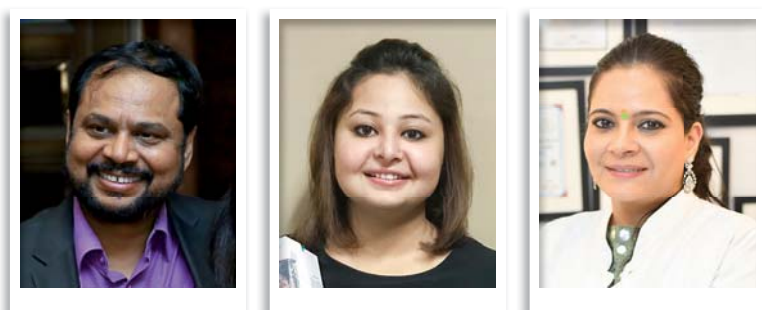
KEY CONSUMER TRENDS SHAPING THE SKIN CARE INDUSTRY



- Greater awareness of global skin care brands, products and services. Consumers are researching and reading before they buy more than ever before. Increased access to information online is helping them understand their skin, health and body needs and make informed purchase decisions.
- Consumers view lifestyle as an important contributor in their skin’s health, with many factors, such as stress, pollution and diet impacting the skin’s appearance. Hence there is an increase in demand for solutions of these lifestyle -related skin issues.
- Consumers are asking for products that fit into their personal routines and meet their own needs. There is a rapidly-growing demand for personalised services suited to their skin needs instead of generic services
- Increasing preference for products with less chemicals and more organic/natural ingredients.

by Pushkaraj Shenai, Head, Unilever PROBeauty





L to R: C K Kumaravel, Sargam Dhawan and Dr. Deepali Bhardwaj

The business of beauty is all about the experience a client is offered while at the salon or spa, and it cannot be replicated at home. Reiterating his industry veteran, C K Kumaravel, the man behind Naturals Salon and Spa. He explains, "Earlier in the year, there was a spike in the home salon business, but now it is de-growing. I think the client finds comfort only in a salon, where they experience absolute 'me time'." Highlighting another interesting challenge, he talks about the sudden rise of freelance make-up artists. According to him, it has affected the bridal business of salons. Another key challenge that he points out is that of sanitation and hygiene. He says, "India is far behind in this aspect and we need to focus hard on it. Discounts is one big issue that needs attention. Consumers must value the service being offered, but they are spoilt as they are given discounts by competition. No salon abroad practices it like we do in India."

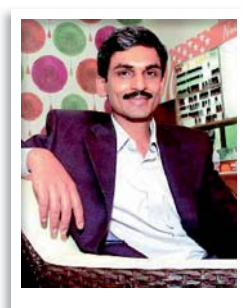
Vaid points out that the beauty industry is still at its nascent stage hence things are just beginning to get organised. She shares, "The key HR policies that help every salon business would be timely distribution of salaries and incentives, transparency about service contracts and salaries, and a safe and secure work environment." An inclusive HR policy not only helps earn goodwill, but it also opens up the untapped potential of individuals. Adhering to such a policy is Naturals. They do not shy away from employing transgenders, rape and fire survivors and differently-abled staff. Bhatt talks about the practice in place at Enrich, "We introduced trust-based attendance in our corporate office, moving away from biometric logins. This has helped increase responsibility and accountability. In another move to increase trust within the organisation, we have a transparent career progression path, which has been communicated across levels for our salon staff. It tells them the metrics and competencies, which they need

to adhere to in order to move to the next level. When it comes to HR, our philosophy is Employee First, Customers Second." Jain shares HR policy at ABPL – Train the talent to maintain sharpness, offer a clear career growth plan and create a talent pool of future-ready leaders, who are groomed to take on the roles of business unit heads and country managers."

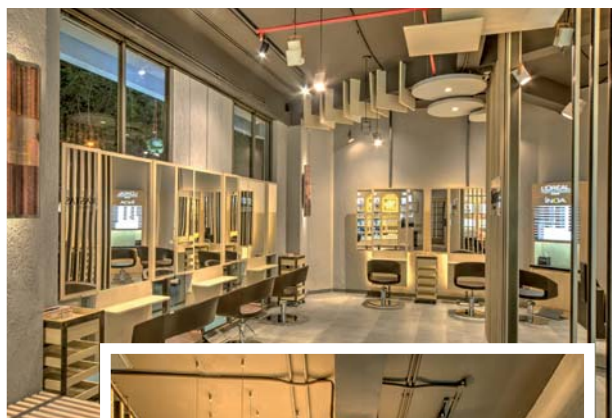
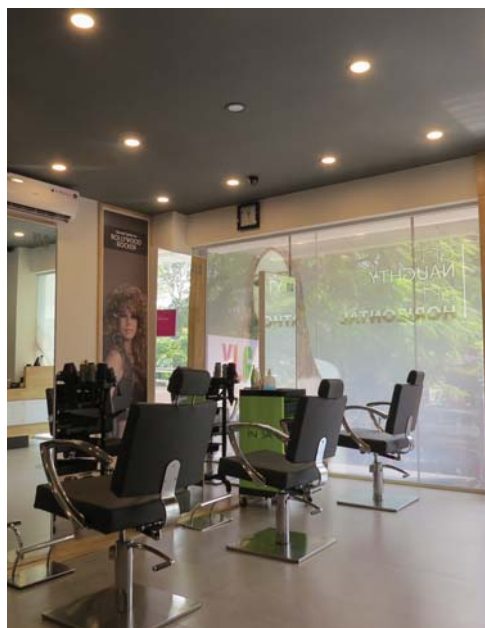
While education is important for artists, Sargam Dhawan, Director, Dafni India feels even the consumer should be made aware. She is of the view that in the product segment there are far too many copies and counterfeit products. The only way to tackle this would be by educating the consumer. Dr. Deepali Bhardwaj from Centre for Skin & Hair Clinic Pvt Ltd reveals, "The major challenge is non-dermatologists attempting treatments dermatologists are trained to perform." This leads to leaving a dark spot on the reputation of not only the dermatologist, but also the treatment.

INVESTMENTS SAVED THE YEAR

- Considerable funding being generated by salon chains.
- WestBridge buys 65 per cent stake in salon chain Enrich.
- BeU Salons launched its disruptive Annual Subscription Model for its customers – a first in India.
- R&R Salons Pvt Ltd to invest ₹64 crores to set up 100 new salons over the next three years.
- R&R Salons Pvt Ltd to take Slogro, their in-house skin and hair care brand, overseas
- Premium hair dryer brand Dyson launched in India.
- Men's grooming market saw Beardo growing by over 200 per cent.
- PID India launches Atom – a brand dedicated towards professional hair clippers and trimmers.
- Cosmoprof makes a foray in the Indian beauty industry with its first show.
- The Indian skin care market witnesses a sharp rise in demand for organic and botanical products.
- Dermalogica in India to be a part of the Unilever PROBeauty portfolio.
- GKhair Professional brings Color Masque to India.
- Designer Manish Malhotra collaborates with MyGlamm to launch his signature make-up line.
- Technology makes strong inroads in the salon and spa space.



Rahul Bhalchandra



Not without technology

Technology is a great enabler for business. Bhatt shares his views on technology making inroads beauty, “One major change we see is that of penetration of technology in our domain. While technology can never replace the skilled hands of a stylist or therapist, it more than ably acts as a support operationally. From app-based appointment bookings, e-HR management, service consultations and contact centres, technology is being adopted increasingly. While customers are still getting used to app and web-based bookings, a trend of voice (Alexa and Google Home) is also starting, especially in the markets we are present in.”

R&R Salons Pvt Ltd’s salon chain, YLG recently appointed a technology partner, which is expected to play a key role in driving customer retention and devising its acquisition strategy in existing and new markets in North India and Middle East. In its pilot phase of the partnership, YLG witnessed a steady 72 per cent growth

in revenue. The partnership is slated to help YLG with its customer relationship management, loyalty programmes and analytics across various touch points.

Rahul Bhalchandra, co-founder of YLG reveals, “This partnership enables us to reach our customers across touch points and garner their inputs for bettering our premium home and salon services. The detailed customer analysis that we get help us understand preferences and thereby design new, innovative solutions and services for our customers.” With AI powered campaign personalisation and machine learning algorithms, YLG is able to boost and personalise its communication and marketing campaigns, resulting in a record response rate from the customers as compared to traditional marketing. The technology tracks customer behaviour and segments based on the preferred service response to the campaign and then suggests a product or service accordingly with the time slot in which it needs to be marketed.

FORECAST FOR 2019

- Stronger demand for organic and ayurvedic products.
- Korean beauty products to have a wider audience.
- Mergers and acquisitions of salon chains.
- Out of the box marketing initiatives by brands for salon and distribution partners.
- Demand for propriety formulations.
- Male grooming market to have a larger contribution in the beauty and wellness space, as compared to what it is now.
- Beauty as a ‘second career’ to gain popularity amongst women, who have taken a sabbatical from their corporate work profile.



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Ashutosh Valani



Tools and products market

Except for Dyson, there were no major launches, though in the category of clippers and trimmers, Atom was launched by PID India. Beardo, too, expanded its product portfolio to have a total of 50 SKUs as against 20 in 2017. This marks the momentum being seen in the men's grooming industry. Beardo saw a 200 per cent growth in 2018, as compared to 2017. Ashutosh Valani, Co-founder, Beardo shares, "The revolution or rather, in this case, the evolution of the industry in 2018 was unprecedented. Firstly, we found that men were much more accepting towards grooming, than they were when we started out in 2016. Secondly, with premium salons and outlets across the country, they have more accessibility to grooming products." Beardo has a presence in over 10,000 salons and premium stores across the country and the target is to take the number to more than 50,000 by the end of 2019.

Talking about hair products, there is never a dull moment as hair colouring and hair treatments are always in demand. Jain talks about GKhair Professional, "2018 has been the breakthrough year for Auraine Botanicals Pvt Ltd and its brand GkHair. ABPL has taken its partnership with premium salons to the next level by driving the business organically through partner level promotions, marketing activations and inorganically through launches that has disrupted the professional hair care market in India." The lesson to be learnt is that opting for out of the box engagement initiatives to work, one has to step out of their comfort zone of using the existing products.

Dafni saw Dhawan launch two limited editions, Dafni Rose Gold and Dafni Allure, Cordless Hair Straightening Brushes. Along with their existing portfolio range, Dafni witnessed an overall growth of close to 35 per cent in 2017-2018. Citing the

changes witnessed in 2018, she stresses on the emergence of quick solutions for hair regime, which indirectly led to the introduction of revolutionary products like portable hair straighteners, foam dry shampoos, anti-frizz wipes, and so on.

Product packaging plays a pivotal role and Indian brands now seem to understand its importance. For example, Atom has spent an equal amount of time on packaging and product development. From the fonts to the placing of product picture, every minute detail has been taken care of. Valani shares, "Good packaging is just as effective as a strong marketing strategy."





L to R: Mahika Yadav and Vandana Bhardwaj



Salon and spa dynamics

For brand Enrich, 2018 was a year of momentum. According to Bhatt, the 'new avatar' of Enrich that was envisioned in 2014 'steamed up' in 2018, but a prominent achievement was the second round of funding from Westbridge Capital. Enrich posted 14 per cent revenue growth and added 12 salons to reach 67, besides entering Surat. By 2019, Bhatt is targeting to take the count to 80 salons.

With the maximum number of outlets across South India, Naturals Salon & Spa has set trends for many to follow. Encapsulating the year 2018, Kumaravel shares, "We launched Diva, women's exclusive luxury day spa in Coimbatore, and 10 more are in the pipeline. We also plan to enter the West as and North in 2019 and groundwork has begun." The year 2018, saw the brand add around 50 salons to the existing network and the growth witnessed was at a whopping 30 per cent, as compared to 2017. The team is working towards expansion of their Page 3 Salon brand, besides launching their skin, body and hair care ranges. On the services and treatments in demand, Kumaravel shares, "Extensions are becoming big. They are a strong service pillar where clients do not mind spending, be it hair, nails or lashes."

Moving over to men's salon, Mahika Yadav, director, Oxford Cut – The Men's Salon foresees immense potential for male grooming, hence, the need for specialised men's salons, "Male grooming is an upcoming segment that will add to the business. Along with a regular shave, men also opt for a scrub." Yadav stresses on the importance of brands reaching out to salons with special initiatives that eventually help the staff understand the brand attributes better. She shares an example where on his visit to India, Jordan Alexander from

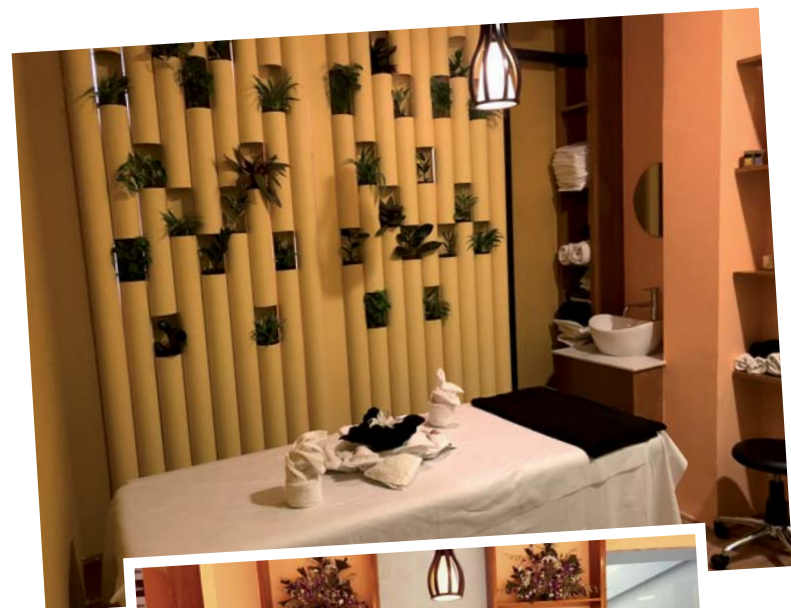
Olaplex, held a master class at her salon.

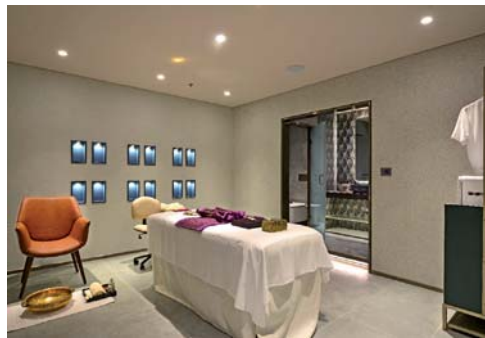
Sanghvi Brands' Levo Spalon in Gurgaon, spread over a massive 10,000 square feet, shows the capacity of salons and spas to consume such huge spaces. Highlighting on the milestones achieved in 2018, Vaid shares, "This year we collaborated with OPI to bring in gel nail services. We have collaborated with a leading French skin care brand to provide a botanical experience in our beauty section." Vaid foresees a strong demand and acceptance of natural and botanical products. An example in this case would be that of the Kerastase – Aura Botanica range. Vaid further talks about the strong demand for nail and eyelash extensions.

Elaborating on nail art, Vandana Bhardwaj, Managing Director - Marie Claire Salon, Paris shares, "Nail art is not only for occasions anymore and we have noticed that people like to flaunt their nails all the time. Nail extensions and nail art is here to stay." Little surprising that each of the salons have a separate section for nail art and brands, too, are going all out with the launch of nail shades. Naturals, too, went big with the launch of their nail colour in 2018.

To make a client feel like a queen, it is imperative for any salon to have chairs that do half the job. According to Siddharth Shetty, salons today are looking for multifunction units when it comes to chairs. He elaborates, "A salon chair that can also be used comfortably for basic facials or a Foot Reflexology

chair which can be also used for manicure, pedicure and head massage solves so many concerns." Talking about spas, he shares, "Similarly in spas, we notice a shift in design of wet areas (steam and sauna) from the closed inward looking design to spaces which bring the outdoor inside through the use of glass and better design." Evavo recently rolled out the Immersive Head and Shoulder Massage Fusion chair, which has been widely accepted by leading spa chains.





Note from the doctors

Where salons offer magical quick fixes, for any other concern that goes skin deep, the medical specialist comes to the rescue. Dr Bhardwaj reveals that it is not just the facial skin that consumers worry about, but there is a demand for a glowing butt, as well! The fairness fad has taken a step back making way for acceptance of dusky skin tones as long as it is even. She shares, “Fortunately women now understand that they cannot change their skin colour, but they can always work on having an even tone.”

The road ahead

Jain foresees 2019 to be action loaded, “With so many players entering the keratin treatment market, we see that brands which offer products across the entire strata of salon services, will be market leaders. Product differentiation, higher revenue earning offerings for the partners, overall brand differentiation and partner level activations will drive the business. Brands who invest heavily on customer acquisition and upgradation will be market leaders.” Kumaravel and Singhal’s forecast for 2019 bets high on the demand and acceptance of make-up and treatments that are done using natural and organic products. Adds Dr Kapoor, “In India, we have always had a culture of using home remedies. It is evident that natural beauty products are getting popular in recent times.” Joining the rhetoric is Yadav, “Ayurveda has deep roots in India and it is going to emerge strongly if it integrates with technology.” She further sees scope for Korean and Japanese forms of beauty doing well in India.

To conclude, 2019, according to Dhawan, 2019 shall also see the entry of major beauty companies by way of acquisitions at relatively higher values. This, according to her, will lead to the enhancement of creativity which forms the backbone of the industry. 📍

TOP THREE DO’S



DELIVER: Deliver more when it comes to improving the working conditions of people in our industry by improving their skills, improving the implementation of standards, reducing the attrition rate.

SPAS: The need to engage experts/expertise early on in the design stage to ensure feasibility, functionally correct MEP (mechanical, electrical and plumbing) services and equipment, and more. Spa owners need to go beyond selling massages by the hour to offering and develop a wellness component however small within their offerings.

MARKETING: For both spas and salons, we need to formally train the managers to improve their social media skills. It should go beyond the odd posting of offers and pictures.

by Siddharth Shetty



Trending in Beauty

Customisation and Natural Products will Lead the Way

by **Minu Srivastava**

Beauty is being redefined on a daily basis by consumers' age, gender, different skin, hair, body types, and so on. This means the perception of beauty needs to be reset. Furthermore, an influx of information available online is driving consumers to be more aware of their unique needs and to trust that they know their skin, hair and body best. With this increased awareness, consumers now want products that fit their personal routines and meet their sensitivities. The perceptions of an ideal beauty based on age, skin, hair or body type are changing. In the past, brands have had the control to define beauty, but the power has now shifted, and, today, the consumer is dictating to the brand. Mintel's 2018 Global Beauty and Personal Care Trend 'My Beauty, My Rules' looks at how the one-size-fits-all concept does not appeal to consumers anymore and how customisation will be the key in skin care. Naturals will play an important role in hair care routines going forward, and the role of salon personnel and professional products will play a role in elevating the brand value.

Customisation is the key

As consumers continue to express their individuality, they are drawn towards brands offering fresh perspectives and unique benefits that big brands cannot fulfill. Consumer preference for customisation for their skin or hair and personality has a renewed focus. Mintel research shows that women who use cosmetics in India are concerned about the difficulty in finding products that suit them or colours that do not match their skin tone. Today, customisation is not an option, rather a must-have for brands and companies to succeed. Customisation can come in the

form of simple do-it-yourself (DIY) kits as well as high end, bespoke products; brands need to create more compelling solutions within skin care, cosmetics and hair care to stand out in the crowd. In India, brands like Vedix and SkinKraft are providing consumers with tailor made products according to individual needs. Vedix customises hair care product range according to Ayurvedic doshas, certain and unique balance of bodily mechanisms that one is born with, and claims to combine herbs, essential oils and carrier oils to help address hair issues effectively. SkinKraft claims to use science and clinical expertise and profiles an individual's skin needs and formulates products based on it. In Singapore, a new campaign from Sephora saw the retailer launch a vending machine that offers passers-by free, customisable make-up sets to promote its Mix and Play skin care range, giving out free 2 ml cleansing samples with just the push of a button. In addition, the vending machine featured a personality test for users to complete, allowing them to redeem a makeover set tailored to their personalities from any Sephora store. Another example is Fenty Beauty by pop star, Rihanna. It is said that she was inspired to create a beauty brand of her own after seeing a void in the beauty industry for products that performed across all skin types and tones. She launched the make-up line 'so that women everywhere would be included', focusing on a wide range of traditionally hard-to-match skin tones, creating formulas that work for all skin types and pinpointing universal shades.

Differentiating in the natural space

Today, naturals are the paramount truth of the beauty and hair care industry. These products are increasingly popular with

consumers, as they are perceived as more pure and safe, and people are becoming more concerned about their carbon footprint and impact on the environment around them. Being viewed as 'green' has become a trend, and for some, a lifestyle choice. Mintel research indicates that one in three Indian consumers feel that 'natural' brands are more trustworthy. Mintel's 2018 Global Beauty and Personal Care Trend 'Playing Mother Nature' describes how the concept of natural beauty ingredients must expand to embrace local approaches as well as technology developments. Many consumers want to 'get back to their roots', and that extends to beauty products and services. Mintel research reveals that almost half of Indian consumers look out for natural ingredients when purchasing any hair care product. Going forward, the simple inclusion of natural ingredients will not be sufficient as Indian consumers evolve and expect further development. Claims such as 'all-natural product', 'organic' and 'vegetarian' will provide additional dimensions in differentiating and defining the concept of natural. Brands can look to leverage the booming beauty and wellness industry and educate consumers through marketing communication and in salons. The availability of salon brands for at-home use can support growth in the hair care industry. Recommendations by salon personnel, availability of professional products for purchase at salons, and extension of salon brands into the retail space, will all go a long way in increasing brand equity. This coupled with the desire to attain salon-like results at home will drive the market as consumers appear willing to upgrade to premium hair care brands. 📌

Minu Srivastava is the Beauty and Personal Care Analyst at Mintel India



The Year Ahead for the Beauty and Wellness Industry

by **Shahnaz Husain**

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

The beauty and wellness industry in India is booming, and still has a tremendous potential for growth! According to a KPMG report, the size of India's beauty and wellness market would be around ₹80,370 crores by the end of 2018. This includes beauty products, salon and spa businesses. The compounded annual growth rate of the Beauty and Wellness business has been around 18 per cent. Another prominent feature is that herbal beauty care has driven the growth of the beauty business. As we step into 2019, the beauty business is expected to treble in the next five years.

The beauty business is one which is constantly evolving and success will depend on innovations and keeping up with new trends. New techniques and technologies are also driving the growth in product innovation. Today, awareness of products and treatments is at an all time high. There is greater awareness of ingredients used and customers are making choices based on it. Apart from make-up, various types of products, such as from serums, moisturisers, specialised cleansers, face washes, toners, astringents, masks, nourishing creams, hair tonics and hair serums, for varied use, are now available, based on individual skin and hair types. It is an ever-growing list. Men's personal care products and anti-ageing treatments are also slated for growth this year.

Going organic and eco-friendly are the trends that will mark the coming years. We will see skin and hair care products with a definite shift towards natural products, free from parabens, sulfates, mineral oil and synthetic colours. Greater awareness of the link between good health and beauty will be influencing the demand for organic and natural products. It is the main reason for wellness to become a part of the beauty with spa treatments being included in salons."

Future trends in the coming year will also be dictated by the demand for customised beauty care and personalised products. We are also in the process of building databases and applying Artificial Intelligence for helping the selection of customised beauty products. In fact, it is ideal for us, as our treatments are customised and prescribed. My experience in Ayurvedic beauty care leads me to believe that Ayurveda maybe an ancient system, but it is most relevant to the modern world. Today, we can combine Ayurvedic Inheritance with Artificial Intelligence. We can prepare data bases and make an online programme, taking individual details into account, like country, climate, skin tone and texture, allergies, blood picture, haemoglobin, past and current treatments, and so on. The customer can refer to an online form and fill in the details. Thus, we can formulate a custom-made product for each individual, or alternatively a customer can find a personal skin or hair profile and buy a personalised product online. Getting custommade products, designed for a particular need is a trend that customers are likely to enjoy and it will catch on. In fact, customisation will be viewed as luxury care.

E-commerce and the internet have changed the way we do business. We are definitely going to see further growth in this aspect in the coming year. In fact, websites have become a dynamic way of providing information about your company and products and services offered. Internet traffic is bound to increase phenomenally and online portals will be ever-popular shopping destinations.

During 2019, the beauty business as a service sector will offer great scope for employment and entrepreneurship. The retail format is also boosting growth of the business, with malls becoming popular shopping destinations, not only in metro cities, but also in Tier II regions. Malls are making shelf space available to beauty brands.

With the 'total well-being' concept gaining ground, spa treatments will be even more popular. In fact, service industries like spas and Ayurvedic centres are slated for growth. The West is also looking at India's plant power and holistic beauty care with enlightened eyes. We have already experienced the popularity of Ayurvedic beauty care in the international market. 📍



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Requisites of a Franchise Business Model

by **Bharti Taneja**

Bharti Taneja is the Director & Founder of ALPS Beauty Group. Views expressed are personal.

Once you have established your beauty salon after months of hard work, foraying into a Franchise Business Model seems to be the next logical step. And why not? Seeing the brand grow and reach the pinnacle of popularity and success is every entrepreneur's dream. A word of caution here – while it is good to be ambitious, you need a lot more than just enthusiasm. Opening a Franchise Business Model in the beauty industry is a different ball game altogether and requires perseverance and hard work.

Before getting into the water, you need to be assured of your swimming skills. Running a successful salon is no small feat and using the same formula in the franchise model is no cakewalk either. First, you need to know where your brand stands in the mind of the consumer, how many people know about it, what is it that they know about your brand, what is the position of your brand in the market, and so on. At this stage, go for a small market survey as it can prove to be an eye opener. The result will definitely help you see your brand from a new perspective and help you develop a strong brand strategy. From the colour of your logo to its size, you will get clarity on a variety of issues after the survey. For instance, after the results of a market survey we had conducted, we redesigned the shape of our logo.

As soon as you decide to get into the Franchise Business model, start shortlisting good legal firms or reputed franchising agencies. The paperwork is fundamental. The team of legal experts or franchising agency will draft a strong contract covering the legal aspects. The team will advise and guide you on a variety of subjects such as what you should promise, the franchise fee, royalty, and more. These professionals are aware of the nitty-gritty of a contract and hence, help you take the first step safely. It is advisable not to underestimate the importance of paperwork and the professional advice of a franchising agency.

While you are looking for investors, do not forget to invest in a good team that is dedicated to expanding and maintaining your franchise business. Most of the time, I have seen people focusing on opening franchises only. What about maintaining the brand name? Business takes time and profits are lean during the teething phase. In my career, I have seen many franchises dying a slow death due to poor maintenance. Build a team of HR professionals, professional trainers, operations, products resource professionals and sales executives. This team will assist the new franchise in establishing itself. For instance, HR will ensure that there is never a shortage of staff or there is extra staff during the festival season. Similarly, a trainer will keep the salon staff engaged with new technology, therapies and products. This way, the salon staff is kept motivated and feels valued. The continuous training and learning infuse new enthusiasm in them.

Vision sets a successful entrepreneur apart. Do not limit your vision with a single franchise opportunity. While looking for potential franchise partners, look for multiple business opportunities with a partner. Go with a person who understands your brand, respects its values and shares your vision of expansion. For instance, with most of our franchise partners, we have opened not just Alps Beauty Salon, but the Alps Academy as well. Likewise, you can look at opening multiple salons at different locations. This will also keep you motivated and you will be successful in terms of delivering quantity and quality.

As far as pricing of your franchise is concerned, a little less or similar to what others are offering works fine. Study the market a little and look what others are offering. Keep your franchise price 1 per cent or 2 per cent less. Instead of 10 per cent royalty cut, go for 8 per cent. It is a highly competitive industry and the competition is cutthroat, so a similar or little lower price than what others are demanding will definitely get you an edge in client meetings. It makes the franchise business proposal all the more promising. 📍



Pointers for Smooth Distribution of Products

by **Tejas Bhatt** and **Yashesh Bharwada**

Tejas Bhatt and Yashesh Bharwada are Founders and Directors of Absolute Beauty Concepts Pvt Ltd. Views expressed are personal.

As one of the fastest growing markets for the beauty and wellness industry, India has tremendous potential for growth in the coming years, and is also the second largest consumer market in the world. According to a KPMG report, the size of India's beauty and wellness market is expected to touch ₹80,370 cr by 2017-2018. This includes beauty products, salon and spa, retail and e-commerce businesses. The statistics and the growth graph has generated a lot of interest from new entrants within the beauty and wellness sector, who are keen to invest in this sunrise industry. New distributors need to invest time to research the market for long-term success. Here are some of the attributes that need to be considered when looking to start operations.

Product category: The first key step is to select a product from a brand. It should be based on key factors, such as, expertise and investment capacity. The investments will differ based on the selection, and of course, if you have expertise in a certain category then the selection becomes much easier.

Product positioning: Whether you want to enter the luxury, premium or mass segment will determine the selection of the brand. It is important to clearly define both the category and its positioning, as it will help in selecting the brand, the go-to-market strategy and the long-term vision for your business.

Channel of distribution: Based on these criteria, it is important to narrow down the channels of distribution, such as, salons and spa, retail (traditional or modern), e-commerce, medispas and dermatologists. The business model and investments will differ based on the selected channel of distribution.

Selection of the brand/manufacturing: The most challenging part is selection of the right brand or creating a brand (manufacturing). If you have invested time to define your category, positioning and distribution channel you should have clarity to consolidate and work on the selection. Product decisions include function, packaging, appearance, quality, and more. Customers need to understand the features, advantages and benefits that can be enjoyed by buying the goods or services. When thinking about a brand, consider the key features, benefits, and the needs and wants of consumers.

Competition mapping: To be successful the foremost mantra is to understand competition in the category and brands available within the segment in your channel of distribution. This will give you a favourable understanding of the market, key competitors, strengths, weaknesses and a strong foundation for a story to build your brand.

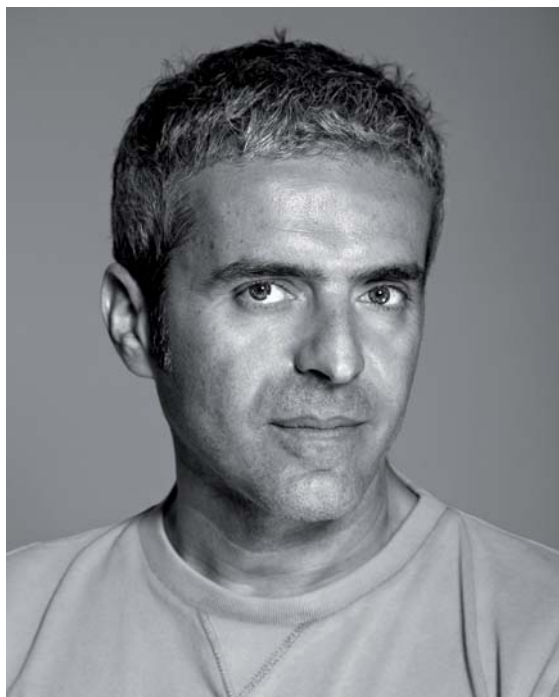
Product pricing: Price refers to the pricing strategy for products and services and how it will affect customers. Pricing decisions do not include just the selling price, but also discounts, payment arrangements, credit terms, or any other price matching services offered. When determining a pricing strategy, it is important to consider the position of the business in the current marketplace.

Marketing: Promotion or marketing is the key ingredient to build brand awareness, and includes sponsorships, events, advertising, and public relations. Since promotion and marketing costs can be substantial, it is essential to conduct a break-even analysis when making a marketing budget. It is important to understand the channel, the right way to market, and the possible ROI and whether it is worth conducting promotions to acquire them.

Education: An important challenge is the need for professionally qualified personnel. It empowers the hairstylists, therapists and beauty consultants in helping the consumers to make an informed choice in selecting the right service or product based on their concerns. The right service or product will help the consumer to achieve great results and will re-enforce their faith in the brand.

Team: No business can be successful without a great team with great values and the right skill sets. People decisions are usually centred around customer service and will go a long way in reflecting your business goals in the future.

Customer service: Every aspect of your business needs to be built around the requirements of your customers. Customer acquisition is a huge cost in any business and can be detrimental if customer service is not excellent. Whether the channel is direct to consumer or business to business, in any scenario, on time solution based services leaves a long-lasting impression. 📌



Urbanpart by Ulises Mesa

ABOUT THE HAIRDRESSER

He defines himself as a hairdresser, that is all. Fanatic about training, extremely technical and demanding with himself and those around him, Ulises Mesa began his career more than 20 years ago. He discovered that he derived fulfillment at all levels when he made people happy, by being a hairdresser, he was able to achieve it.

Mesa's professional career has been linked to training. Continuing training is a leitmotif of his life. For this very reason, he has had the opportunity to learn and grow alongside great references in the sector such as, Dessange, Sasson, Toni&Guy, Roberto Lobetta, Saco, X-presion, Mod's Hair, among others. Although for Mesa the best feeling is to share experiences and knowledge with other professionals.

Nowadays, Mesa runs Ulises Peluqueros, a salon in Tenerife, Spain, where he works daily by and for his clients and where one premise reigns: quality over time. Mesa combines his tasks in Tenerife with collaborations in Salon Blueby Raquel Saiz (Cantabria). In addition, he is one of the trainers of Revlon Professional Team, the brand for which he gives training sessions, especially in the field of the creation of collections. Mesa is associated with the Club Fíguro and participates in the Adviser Salon of Revlon project, a platform for the dialogue, reflection and exchange of information between professionals of the hairdressers. He started his career in the world of professional contests in recent years. The Chane was his first collection with which he discovered his passion for creating his own collections. It was inspired by the characters of fictions like Mazinger Z or Edward Scissor hands, placed in a mourning atmosphere. In 2017, he presented his second collection, VLADY, a tribute to daily work, techniques and tools that day after day are used in a salon.

ABOUT THE COLLECTION

The inspiration for Urbanpart collection is people – people on the streets and job mates that we see in our daily life. Millennials, who are fans of impossible colours, young women, who want to feel beautiful without having to disguise themselves. It is a tribute to students, athletes and workers, who did not get a place in this unfair society despite being well prepared. It is dedicated to those people, who collect moments.

TECHNIQUES AND PRODUCTS USED

For colour, Mesa used Colorsmetique by Revlon Professional and Color Sublime, and for styling he used Style Masters, also from Revlon. The techniques used for cutting are basically to reinvent the classics, triangles to generate movement, circles for better coupling of the hair to the shape of the skull, and squares that give more strength to the form. He always kept in mind that colour must be used in the same direction.

NEXT STEP

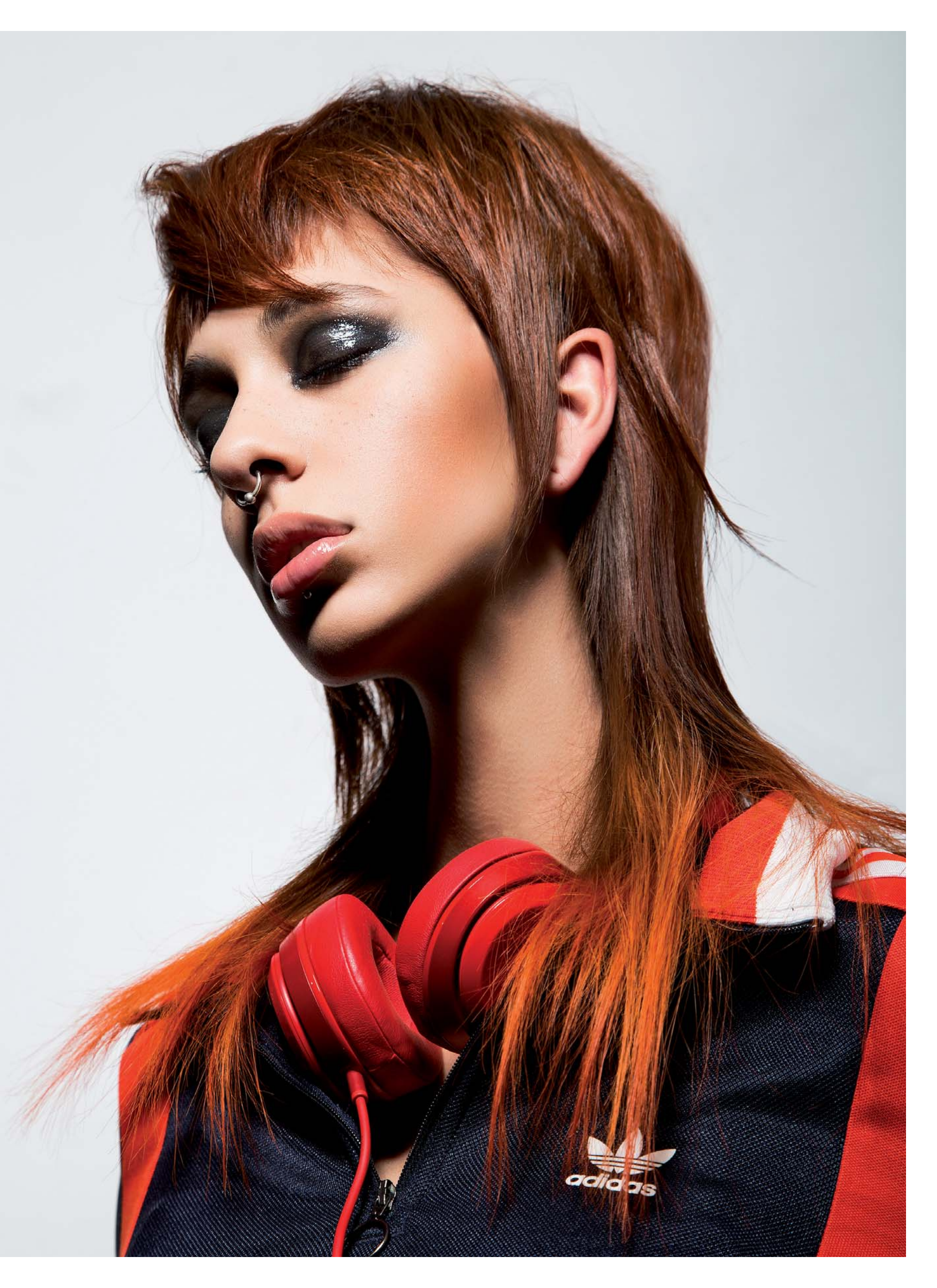
Right now, Mesa is focused on collaborations with Salón Blue by Raquel Saiz. However, I do have something in mind, although it is still unripe.





Credits:

Hair by: Ulises Mesa @
Ulises PeluquerosMUA:
Manuela Giménez @
Salón Blue by Raquel
SaizStylism: Ulises
PeluquerosPhotographer:
Esteban Roca





Need-based Dentistry and Want-based Dentistry

by **Dr Supriya B Bhatia**

Dr Supriya B Bhatia is a Family and Cosmetic Dentist BDS, MRSH (UK), MFDI (UK). Views expressed are personal.

Cosmetic dental procedures are getting more popular with people across the world. While need based dentistry focuses on oral hygiene and prevention, diagnosis and treatment of oral disease, want based or cosmetic dentistry focuses on improving the appearance of the teeth, mouth and smile. Cosmetic treatments may also provide restorative benefits, for instance, dental fillings are a common procedure used to treat decayed teeth. Previously, most fillings were primarily of gold, amalgam (silver) and other materials that did not matching with the teeth. Nowadays, dental fillings may be considered cosmetic to the extent that they closely match the colour of teeth, thus maintaining the natural appearance.

Cosmetic dentistry focuses on the appearance of teeth and the enhancement of one's smile. Some cosmetic treatments like smile makeovers are performed for varied reasons, and often, customised for the client. It is important for a dentist to understand the client's objectives behind a smile makeover procedure. The dentist selects the closest shade for the teeth, and carefully evaluates with special consideration given to the tone and colour of face and hair.


The scope of cosmetic dentistry is beyond imagination. It can fix teeth that are crooked, overlapping or have gaps between them with the help of crowns or veneers. Uneven, chipped and cracked teeth can be improved and a gummy smile can be re-contoured to help improve the overall look of the smile. The sole purpose of cosmetic dentistry is to blend seamlessly to give a natural impression. Dentists work closely to develop a treatment plan designed to meet client's expectations. This involves a high level of expertise with even the smallest detail, such as how much tooth should be displayed in a particular smile.

Crowns and veneers are majorly trending in India. Crowns, also known as caps, cover the entire tooth and can help restore a tooth to its normal shape and appearance. Crowning a tooth re-establishes its natural form, as well as its function. They improve, change the shape, size, colour alignment and contour of the tooth, and can improve severe conditions like bruxism or grinding habits and enamel erosion. So, dentists in multi-specialty clinics perform full mouth rehabilitation for patients.

Veneers are an alternative to crowns. They are thin laminates of porcelain placed over the outer surface of the teeth to change the colour or shape of the teeth. They can enhance your smile for teeth with uneven surfaces or which are chipped, discoloured, oddly shaped, unevenly spaced or crooked. Crowns and veneers enhance teeth cosmetically by masking a variety of moderate dental imperfections. Porcelain is the preferred material for crowns and veneers as it is hard, strong, durable, translucent, highly resistant to chemical attack, and reflects light and lasts for a long time.

Teeth whitening is another cosmetic dentistry procedure which can improve the colour of stained or dull teeth. Discolouration can be hereditary or may occur due to age or lifestyle habits including, medication, consumption of tea, coffee, tobacco or smoking. The improvement in the shade of teeth is spectacular when the staining is due to extrinsic causes. There is nothing that radiates health, happiness and beauty more than a sparkling white smile. Therefore, many people choose whitening to improve the appearance of their teeth and enhance their faded smile.

Another popular cosmetic procedure is tooth jewellery. A tooth diamond is bonded on the front tooth makes it exciting for young girls especially, to flaunt their smile. Tooth jewellery is particularly popular in the dental clinics in Delhi.

It is true that it is important to know what want based dentistry has to offer, while often, it is seen that need and want based dentistry tend to overlap. Cosmetic dentistry therefore, goes beyond restoring an individual's teeth to their proper function and seeks to attain an ideal result according to the patient's definition of beauty. Patients have gone from depressed and under confident to happy and confident individuals. 



Esskay Beauty Resources

Thriving in the Face of Challenges

The brand came into being in 2002 when it imported premium tools and equipment for salons and spas in India. Subham Virmani, Director, Esskay Beauty Resources shares his professional journey

Tell us about your professional background.

An alumnus of S P Jain Institute of Management & Research, I have launched international hair, beauty and nail brands like Rica, Casmara, Macadamia Hair, Ardell, Olivia Garden, Mr.Barber, Ola Candy, IBD, and more, in India. I have conducted educational seminars and am also a consultant to salons and spas.

When and how did the brand come into being?

Esskay Beauty Resources started its operations in 2002. We import brands and supply them to premium salons, spas, slimming centres and wellness clinics across India. We have operations in about 9,000 salons and a distributor base in over 120 cities.

What was the inspiration behind its inception?

We started our business around 16 years ago by importing premium tools and equipment and selling them to salons. At that time, we identified the need for technology driven innovative products in the wellness sector, which were available overseas. Our mission is to transform the beauty and wellness industry in India by launching innovative products that upgrade the standard of salons.

What is the product portfolio?

There is a range of salon equipment and furniture, brands consisting of Macadamia Hair, Olivia Garden and Mr.Barber in hair, Casmara and Rica in skin, Ola Candy and IBD in nails, and Ardell Lashes in make-up. The number of SKUs is over 1,000. The USP of each range differs. We are a one stop solution and provide After Sale service in the form of technical support and salon consultation.

What are the marketing strategies adopted?

For years we have been participating in expos like Cosmoprof and Professional Beauty India. We do ATL and BTL activities, both, in form of print advertising, salon branding and exhibition promotion and we are active on social media platforms.

What is the role of innovation in the industry?

Innovation in the beauty industry is unique. The market is completely driven by women, who are curious about trying new products. Since our brands have their research and development teams working rigorously on creating formulas for producing advanced products, we have an edge in the market.

What are your views on sustainability?

Sustainability is vital in today's era. It encourages the use of eco-friendly products and alerts salons to opt for measures such as, the use of renewable energy resources, monitoring the salon's temperature, minimum use of water to wash hair, and more. Keeping the concern in mind, we are launching Rica hair care.

What are some of the challenges faced in distribution?

One is limited audience that caters to salons and spa and then, lack of knowledge about professional brands. Unorganised players have tried to penetrate our network by making false commitments, which are misleading the consumer. However, our distribution and marketing teams continuously work on spreading awareness of the brands throughout the country.

What are your plans for the brand in FY2019-20?

The wellness sector has tremendous potential, so, we are gearing up for it. In 2019, we plan to expand our distribution network to 300 cities, launch Rica hair care range and two more professional brands, have three more retail stores, and lastly, add more professional brands on our website (www.esskaybeauty.in) and cover more than 5,000 pin codes.

What are your views on the salon and beauty industry?

It is growing at a promising rate. New international brands are entering the market and seeing its potential as compared to other countries, established brands are now targeting Tier II and III regions. The customer in these regions is aware of international practices, therefore, advanced beauty concepts and an increase in unique product offerings keeps the salons interested and active. 📌





A Tribute to Goa

ID Collection by Bina Punjani

ABOUT THE COLLECTION

The Collection ID celebrates individuality and reflects the fast changing world of today. In the age of Instagram and influencers, we have consciously stepped away from creating a seamless collection with neutral backgrounds and ethereal models, and chosen to work with a diverse palette and focused on personalities. This collection is about individual identities and the role of hair in their personas.

INSPIRATION

The inspiration is clearly the changing face of India, and more specifically, Goa. As more and more people have settled here, the city is undergoing a transformation from the hippie, laid-back attitude, which translates to hair



choices as well, to a more mainstream personality and 'hair aware' community. The fact that everyone now lives in a super-connected selfie world means that Goa can no longer be isolated in terms of its choices and preferences. However, it is unique in terms of the sheer variety of communities and nationalities that rub shoulders on a daily basis, and the influences seen are more global than in most parts of India.

PRODUCTS AND TECHNIQUES USED

We have majorly used L'Oréal Professionnel's colour range, along with some from Schwarzkopf Professional. The same holds true for styling. The essence is wearable and relate-able, yet striking styles that are easy to maintain without elaborate styling or product use. Strong shapes, clean lines, and a focus on our core strength, which is technical expertise, come through.

VIEW ON THE INDIAN HAIRDRESSING INDUSTRY

Having spent the first six years of my career training and working in London, I am a strong believer of structured, process-driven British hairdressing. Internationally, hairdressing is a science, and there are specific ways to achieve a specific result. I feel the Indian hair industry is exactly the opposite with stylists relying heavily on judgement, and using a variety of techniques to achieve a 'creative' result. While hair professionals have become a bit more systematic, the philosophy remains diametrically opposite to the way it is done internationally. This, of course, has consequences. The hairdresser is able to achieve the right shape with a blowdry, but the wearability after the first wash and subsequent growing out is not that great. Also, within the same salon, there is little consistency or brand language as the hairdressers are all using different techniques, even at top salons. Simply put, customers are dependent on the skills of an individual stylist, rather than a brand, quality or promise.

Salons and brands are now reduced to desperately looking for and retaining hairdressers, who are able to satisfy clients with their own unique skills, rather than translate the skills or techniques established by the brand. For example, there are several salons that promote the work of an individual stylist, rather than the brand. While it is great for the individual hairdresser, who creates his or her own demand and brand, it is definitely bad news for salon brands themselves.

WHAT NEXT

At our salons, all the hairdressers follow one system, and it ensures we consistently deliver our brand promise. This does take a lot of effort and training. For example, when we hire an experienced hairdresser, we retrain him or her to follow our system before giving him his first client.

Over two years, we have grown from a single salon to a chain of three salons, and shifted the location of our first salon. In the next 12 to 18 months, however, our focus is going to be on getting stronger operational and technical control over our expanded footprint. Our structure does not allow us to grow by simply hiring hairdressers for new doors and putting them on the shop floor with a bit of training. So, there will not be any new salon in the near future, instead we will only focus on delivering excellence and a consistent brand experience, especially in the core product, our hairdressing. 📍

Credits:

Hair & Makeup:
Bina Punjani Hair
Studio, Goa

Photography:
Sumeet Ballal

Styling: Barnali Pegu
Outfits: Como
Collective, Goa



Effective Rules of Salon Management

by **Reema Bajaj**

Reema Bajaj is an eminent hairstylist and Owner of Elvis & Reema Salon in Delhi. Views expressed are personal.

I have been in the salon business for the last four years where the initial two years were a rollercoaster of emotions. One day you are full of enthusiasm and happy to receive the appreciation of your clients, while next day, a challenge will make you throw in the towel. The journey has taught me an important lesson that 'being good at technical aspects does not necessarily mean being good at running a business involving technicalities'. This realisation led me to carry out an in-depth study of effective salon management. I learnt that it is about having positive control of people, things, processes and outcomes and achieving results. This process is exciting and rewarding, but at the same time, challenging and frustrating to achieve.

Running a salon business requires a different set of skills. We focus on working harder at what we know or solving our problems, and it becomes a trap. The solution is to understand and work upon effective salon management by working on the business, not in the business.

First thing first, re-evaluate on a regular basis. You can use the tried and tested SWOT analysis where S stand for strengths – evaluate what you are good at, what you do well as an individual or as a business. W stands for weakness – consider this from an internal and external perspective such as do other people perceive weaknesses that you do not see? Are your competitors doing anything better than you? O stands for opportunity – weaknesses often lead directly to opportunities available to address them. T for threats – often listing consequences or 'what if's'. This helps you to see beyond numbers and at the bigger picture. It gives you options and allows you to consider consequences thereby planning for alternatives and assessing the best way forward.

The second lesson is to stop being a control freak. At the initial stage of a business, we may have to do everything ourselves. The willingness to take charge of everything is admirable, but it prohibits further growth. So, take this as a wake-up call to create a responsible team. Increasing your activity is not equal to productivity. Our job should be to drive and manage the productivity of the team to achieve better results. Your success depends on how well you can reproduce yourself, not by how much you can do yourself.

Gone are the days of dictating with unchallenged and unquestioned compliance. The best way to get the optimum out of your team is to get them to voluntarily commit to follow your lead. So, developing the culture of willing commitment is effective management. Having said that, it may not be as easy as it sounds, especially when not all salon owners have professional management degrees, but if you dream to take your business to next level, you will figure out means to learn it all. Creating a vision and mission and a culture to follow it and communicating it simply to the team at the onset, is an effective step.

Running and growing a business are two completely different aspects. To grow the business, we need systems and structure which in turn facilitate success. For instance, McDonald's, the international fast food chain has been successful not because there is a brilliant guy on the top doing everything, it is because they have strong successful business management systems in place. Likewise, salon owners need to develop strong systems with clear roles and responsibilities for each member of the team. Also, the people need to fit the job description and not vice versa. Always remember, the goal is to make your business 'system' dependent. Staff will change with time, but the work or role is constant. It is far easier to refill a position that is defined by a certain job that is a part of an integrated system, as compared to a position that is built around skills and capabilities of an individual no longer with you. Documented systems help in the hiring and training procedures.

Next, some salon owners might not be too keen with the idea of expansion, and focus on only one salon. There is no farm in this. What matters is that your business functions smoothly even on auto-pilot mode. Daily salon operations should not be dependent on your presence. This would help you to focus on other aspects on the business like, growth and expansion, while securing large returns. It also helps to strike a professional and personal life balance.

Lastly, always remember nature's rule, everything has to grow to survive. Being stagnant is never an option. You always have to be on the top of your game to stay ahead in competition. 📍



BEAUTY



Saba Khan

The Artist with a Winning Streak

Saba Khan, Head Make-up Artist, MUD India is in sync with the brand's vision of reaching a milestone in education. She juggles training and backstage teams at renowned shows across India, with equal ease. With *Salon India*, Khan shares her incredible journey and evolution as a make-up artist

Getting started

Art runs in my family – my sister is a hairdresser and a make-up artist and has been my inspiration. Growing up, I was always following her around and it was natural for me to take up a professional course in make-up artistry. I started working as a retail artist and later was selected as an events team artist after completing a year with a leading brand. Here, I had the opportunity to work under seasoned artists from the industry. I have worked for shows and designers like, India Couture Week, GQ Fashion Show, Abu Jani-Sandeep Khosla, Manish Malhotra, and more. I wanted to step into education when I learned about MUD opening their first academy in Mumbai. Today, I am a MUD internationally certified trainer at the academy.

Courses undertaken

I started with a professional eight-week course and specialised in make-up. After joining MUD, I have undergone intensive training from senior and reputed MUD educators like Maryann Toccalino, who was

also Michael Jackson's make-up artist and Gina Sandler, one of the main educators at MUD. I have also studied the Advanced Level II courses like airbrush, high fashion, studio and bridal courses.

First big break

My first big break is to be a part of MUD, the country's first only international training school. It has given me opportunities like heading teams backstage for shows like Bombay Times Fashion Week'18 and Indian Beach Fashion Week'18 in Goa.

Mentor

Paul Thompson, Director of Education at MUD, Los Angeles, has been a great mentor. He has been in the industry for a long time and is an inspiration to many.

Challenges faced

In the initial days of my career, I was not too confident as an artist and understanding eye shapes and skin textures like, mature skin, was a challenge. I used to practice on different types of skin to hone my skills.





I would give any one who walked into a store a seated demo to not only understand what suited them, but to gain experience by practicing on them.

Association with MUD

I have been associated with the brand ever since MUD forayed into India. The brand has up-skilled and defined me as an artist. As a MUD Trainer, imparting education and constantly developing our graduates, even after the completion of courses, is a part of my daily activity. Helping students build their portfolios and working backstage and grooming them into working professionals is one of my core responsibilities as an educator. I also head backstage shows and create various looks as per the designer's or photographer's brief.

Make-up for different platforms

Firstly, I feel, it is critical for a make-up artist to give attention to detail. In fashion and editorial, both, the artist should put in a lot of thought in designing the look according to the mood board or prior discussion with the team of photographer or stylist. As make-up artists, we need to create different looks and not get repetitive. For bridal make-up, I feel a trial or a meeting before the big day is a must! We need to take into consideration wedding outfits, time of the day, number of functions so that the looks are not repetitive, theme, culture, and more, to avoid last minute mishaps.

“Natural looking skin is the biggest trend this season. A lot of people are also experimenting with eye make-up. From soft glam eyes to playing with glitters, everyone has their own individual style, which is interesting to see during this festive season.”

Favourite products from MUD

There are quite a few of them, especially because they are cruelty-free and vegan. My absolute favourite would be the Cream Foundations Palette, as it is versatile to use whether it is for personal or professional use. The Cream Cheek Colours is another favourite, as it blends easily and multipurpose in the sense that it can be used on the cheeks, lips and eyes to give a soft rosy glow. As a make-up artist I have used multiple brand brushes, but I absolutely love the MUD brushes.

Evolution as an artist

Over the years, the make-up industry in India has evolved to reach a high level. The artists, too, have come a long way. I have gone from working on a retail counter to assisting industry stalwarts. Now, I head

some of the best shows with MUD and have a great career imparting education on an international platform, so overall, it has been a great journey.

Advice for newcomers

The right education is important. One cannot become an artist by watching videos online and doing short-term courses, one needs to go for a professional in-depth course. At MUD, we have comprehensive programmes that help aspiring artists to become thorough professionals and build a successful career. Also, it is necessary to have your own style, however, before even that, education is a must.

View on the Indian make-up industry

Our make-up industry has seen several changes and today, we have such great artists, who inspire everyone. With the launch of new products, tools and techniques being introduced, we are more creative and effective.

Future plans

At MUD, our vision is to train the artists to adapt and work in all environments, helping the brand create a revolution in make-up education. Working and learning from Make-up Designory core educators like Paul, Maryann and Gina has helped me become a better trainer. I am looking forward to many more successful years to come. 🌟



Men's Skin Care Options are Available

by **Dr Nirupama Parwanda**

Dr Nirupama Parwanda is a Dermatologist and Founder of Zolie Skin Clinic in Delhi. Views expressed are personal.

Gender roles are so deeply ingrained in us that when we think of healthy skin or a beauty regime, we first think of women. While I personally think every one must have good skin, it is more important for men to take care of their skin to prevent it from looking dull or aged. For the past five years, men are taking an active interest in their skin care routine and the reasons for the rise of men's skin care can be broadly categorised into social and personal reasons, such as self-image and ageing concerns. Self-image plays an important role as it not only boosts an individual's confidence, but also helps in overcoming one's physical insecurities. Ageing is another reason as the 40s are the new 20s and it sure would be good to look the part. Fast and stressful life takes a toll on your skin and today, men are not shyin gaway from admitting it. Lifestyle changes, awareness and celebrity endorsements in particular play a crucial role, as they work like advertisements and one is impacted by the choices our favourite stars make. With the rise of social media marketing, it is not difficult for companies to target the audience in order to sell their product. Last, but not the least, social acceptance makes men feel secure that they will not be mocked and it is okay to take care of your skin.

It is true cosmetology has long associated with females, but times are changing. With male YouTubers uploading videos on skin care and cosmetics, it is safe to say that awareness is spreading along with acceptance. There are many beauty treatments for men such as hair removal, face masks, Botox, fillers, and more.

The other day I saw a patient, who wanted to know more about laser hair reduction treatment. Being a model, he was always expected to be well groomed, and thus it seemed like a better option as opposed to waxing. In fact, it is not only the models, any person who wants to take care of his outer appearance should go for it. There is an endless list of products in the market which are especially made to fulfil the needs of men's skin.

Having said that I feel innovation is key. A recent innovation in the line of men's make-up and skin care has helped men get their hands on the best care for their skin and it is not limited to using products made for women. It is important to understand that female and male skins differ in texture and thus, what might be good for 'her' may not be half as beneficial for 'him'. Another important thing to be kept in mind is the skin type, just because a particular face wash says that it is a men's face wash does not mean that it is not going to suit a woman. You have to keep in mind some basic factors like the type of skin and reaction to certain products while shopping for the best products for yourself.

'Koreanification' is another interesting term that reflects the impact of new trends in men's skin care. There is no denying that Korean beauty regime is effective and Korean products for men are now available in many countries. This by itself shows that trends have an impact on the high or low production of goods.

There are challenges faced by both the company who is selling the product as well as the man in front of the counter who wants to buy those products. A survey proved that when a company ventures into the field of men's skin care, the biggest predicament is advertising. It was also shown that the moment a man feels that a particular advertisement is emasculating in nature, it is over for them. So, both the company and the buyer have to be cautious while walking on this thin line. The definition of skin care and make-up is different for men as compared to women, and thus companies have to make sure that whatever products they are selling are not too obvious. Most men prefer to use products which appear natural and it looks as if they have not used anything. This is a difficult situation for the company, as it has to strike a balance between quality and marketing. On an end note, I will say, men should not see skin care as a solution, but a journey for a better experience. 📍



Derma Esthetic Academy Offers Course in Microblading

Dr Vinu Kripalani, Cosmetologist & Proprietor Derma Esthetic Academy, shares details on Microblading, which is a technique to create natural-looking eyebrows

What is Microblading?

Microblading technique gives the appearance of effortless, healthy and natural-looking eyebrows. Using a hand tool and the hair stroke method, Microblading uses pigments in the skin to replicate the look of natural hair, giving eyebrows a fuller and on-trend appearance. Microblading comes under the purview of semi-permanent make-up.

How is semi-permanent make-up different from a tattoo?

A tattoo goes deeper into the skin, and dyes are used as colours. Hence, tattooed eyebrows, over time, turn from black to blue or green. Semi-permanent make-up uses gentle machines and organic pigments that will neither change the colour nor turn blue.

Where can one learn semi-permanent make-up?

I am also known as the 'Brow Expert' and have recently launched the Derma Esthetic Academy. It is a training academy you can trust.

What are the courses offered by Derma Esthetic Academy?

The courses offered by Derma Esthetic Academy are designed to teach you how to create beautiful eyebrows, perfect eyeliners, and fuller and aligned lips.

What is the USP of the academy?

To provide a revolutionary service to your clients. Master semi-permanent make-up at Derma Esthetic Academy and learn from the best in the industry. Also, I am the first in India to introduce semi-permanent make-up from Germany.

What are the benefits of semi-permanent make-up?

One can wake up looking perfect. Gymming, swimming or early morning walks – nothing bothers a woman who wears semi-permanent make-up. She looks good all the time. It also works for scalp and areola pigmentation, as well as Vitiligo and as a scar camouflage. 📍



Eyeliner and eyelash enhancements



Semi-permanent make-up brows



Lip contouring and colouring



David Maderich Bending the Rules

Meet the New York-based make-up artist and the proud winner of NAHA 2018 Makeup Artist of The Year, David Maderich. He has his foot firmly set in the industry with an expertise spanning almost two decades. Maderich believes make-up is not limited to beautification of one's face, but is more of an artistic expression

by **Shivpriya Bajpai**

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

I have been a New York City-based make-up artist for almost two decades. I went to college for Journalism and worked as a fashion journalist. At shoots and shows, I was fascinated by the energy and creativity of make-up artists. Though I continued writing, as a hobby I took up projects in make-up. Before I knew it, I was deeply involved in make-up artistry and it became my full-time career.

What are the courses you have taken up?

I am constantly learning to evolve. I went to beauty school, but I am basically self-taught. As far as I can remember, I had always been fascinated with the transformation possibilities that only make-up can offer. So, I practiced a lot and on everyone I could lay my hands on and basically faked it until I made it. My secret to reaching a certain level was to slowly build my skills by never taking up projects that I was not ready for. This helped me maintain a good reputation. Over time, my skills grew and I was ready for anything.

What was your first big break?

My first big break was working on a world tour with Prince. It was fantastic working with him. He instilled in me confidence and certainty in the thought that I had made the right career decision.



Did you have a mentor?

I never had a human mentor, but wish I had had one! My mentors were fashion magazines and the world wide web. I love the internet, but the decline of print magazines is extremely sad. There is something magical about paper and fantasy-inspired images.

What were the challenges faced back then? How did you overcome them?

To be successful in this industry, you absolutely must have a driving ambition to paint faces. Not many people take make-up as a real career option, so, you have to be determined. When I started, I ate and slept make-up 24 hours a day. I built my social life around my career. I spent hours studying the pages of Italian Vogue and tried to recreate the looks on my model friends.



Please tell us about your esteemed client list.

I am very proud to be the NAHA 2018 Makeup Artist of the Year. I have been nominated seven times. I have over 200 magazine covers and grateful to have worked with eminent personalities, including, Prince, Pink, Drew Barrymore, Gisele Bundchen, Coco Rocha, Kate Hudson, Anne Hathaway and Natalie Portman.

What are the current trends in make-up?

The big trend in make-up is the use of make-up as art. When I first picked up my brushes, it was primarily to make women look beautiful in a very Kevyn Aucoin way. Today, make-up is used in dramatic and artistic ways. Think purple eyebrows, yellow cheeks, blue lips or mile long lashes – these things might not be the conventional idea of ‘pretty’, but they are interesting as an artistic expression. From an artist’s point of view, it is creative freedom and complete independence to bring art to the table.

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

The most important thing on any job is to listen. Make-up artists are an essential element of a job, but we are hired help, so, there is no room for ego. Every job is unique with different expectations and ideas. When working in fashion and editorial, it is team effort – hair, styling, photography and make-up have to be on the same page to create a beautiful image. Therefore, keep your creative mind open to ideas and work as a team to create beautiful images. When working with Hollywood celebrities, it is important to let the celebrity dictate what she wants and is comfortable with. Most celebrities have a look or a brand that they want to keep, so, you must listen to what she is comfortable with.

What are your favourite products and brands?

I love the foundations by Face Atelier, eyeshadows by Make Up For Ever, mascaras by Covergirl, glitter by MAC and highlighters by Hourglass.

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

I started out wanting to only paint faces and did not think much about money. As I progressed in my career, I started to understand that if I want to keep doing make-up, I would have to learn to make money. Now, I love the idea of art and commerce. Always remember to charge what you are worth.

What is your advice for aspiring artists?

Get as much education as possible and practice on an array of faces. I also tell make-up students to work at a cosmetic counter and do faces all day long – this will not only teach you how to work on a variety of faces, but also the ability to be polite while handling difficult people. During photo shoots, I tell make-up artists to always critique their work and never say it looks good. Find fault in your application and correct it. I always take iPhone photos of my make-up before sending a model on the set – this way I can find mistakes and fix them. Do remember, photoshop is only there to fix things that you cannot such as, bad skin. Always aim for perfection.

What are your views on the global make-up industry?

Thanks to Instagram and social media, make-up artists world wide have the ability to catch the trends circling the globe. It can also be very humbling. I recently painted the hands of a model in vivid colours and was excited about starting a new trend, only to discover another artist on Instagram had the same idea. I had a good laugh, because with Instagram, it is hard to reinvent the wheel.

What are your future plans?

I will continue to learn, live and create in New York City. 📍

Market Watch | **Makeup**

Foundation by Lotus Makeup



Lotus Ecostay Serum is an oil free, weightless and ultra-fluid foundation with a nourishing, age defying formula. Its ultra fine pigments cover flaws without settling into fine lines for sheer, smooth coverage. It is enriched with Bulgarian Rose extracts that penetrates the deepest layer of the skin to provide maximum hydration and nourishment, Vitamin E as it has anti-ageing benefits, and SPF 20 formulation gives lasting protection against harmful UVA and UVB rays. This innovative foundation comes with a new age, high precision dropper, which delivers an almost invisible film of foundation that blends perfectly into your skin. Available in five soft shades of Snow, Ivory, Toast, Vanilla and Fawn.

Price: ₹725 for 25ml

Availability: Lotus EBOs and select premium beauty and departmental stores

Nail enamel remover by FACES Canada

The Instant Nail Enamel Remover is an easy way to remove shabby nail paint. It lends an immaculate finish and intense shine to your nails, just with a single stroke. Just pop the bottle open, dip and twist your finger for clean and smooth finish.

Price: ₹250

Availability: Stores and online at Flipkart, Nykaa, Purple, Shopclues and Shoppers Stop



Lip gloss by SoulTree

The Ayurvedic Lipgloss range treats your lips to the goodness of Almond Oil that moisturises deeply, Wild Honey that heals and Rose Oil that rejuvenates lips to leave them soft and shiny. The lip glosses carry the Cosmos Natural seal, a prestigious accreditation for natural cosmetics in Europe. Available in six shades of Sunshine, Nude Pink, Coral Pink, Rich Earth, Lush Berry and Rose Dew.

Price: ₹650 each

Availability: www.soultree.in



Mascara by Maybelline New York

Total Temptation Waterproof Mascara helps to build irresistible, bold volume packaged with soft, separated and fluffy lashes coat after coat. The mascara features a creamy and whipped formula infused with Coconut extract that also has a whiff of an enticing fragrance. It is so luxurious that only one coat is needed for full impact.

Price: ₹525

Availability: Retail outlets and online



Make-up by MyGlamm+Manish Malhotra

Designer Manish Malhotra has collaborated with MyGlamm for a luxury hi-shine make-up collection. Called the Manish Malhotra Haute Couture Makeup Collection, it comprises of 9-in-1 and 4-in-1 eyeshadow palettes that make a statement in three luxurious foil, metallic and matte finishes, 12 hi-shine lipsticks, shimmery blushes and highlighters to complete the look. New lip glosses with polychromatic glitters in six iridescent shades change colours according to the play of light on your lips. There are also 18 shades of hi-shine and glitter-infused nail lacquers to get a salon-style manicure at home.

Price: On request

Availability: MyGlamm.com, Amazon and Shoppers Stop outlets



Charcoal FACIAL KIT

Skin Detox & Glow

*Detoxify your skin &
make it look younger*

Anti Dark Spots

Deep cleanse

Healthy skin

NEW



Natural facial kits for glowing and healthy skin



Ace The Winter Skin Care Regime With HydraMoist by Cheryl's Cosmeceuticals

Cheryl's Cosmeceuticals shares the ultimate professional winter skin care guide aimed at long lasting moisturisation with HydraMoist

The new year brings with it a brand new opportunity to start over on a fresh note. It is time to set realistic goals to become the best version of oneself. Through the chaotic routines, clients often tend to overlook the basic skin care needs that are crucial to feel and look naturally healthy. Considering winter and festive seasons tend to take a toll on their skin care regime, it is essential for clients to incorporate self-care into resolutions for the new year. It is easy to treat oneself to occasional facials and frequent cosmetic products splurges, but following a regular skin care regime combined with a healthy lifestyle is vital. A routine approach will help in a long way to keep the skin hydrated, soft and supple. Moisturising is the key to winter ready skin as it helps in stimulating the skin,

improving blood circulation and boosts collagen levels and fights wrinkles and fine lines. It further works as a primer before applying make-up to maintain elasticity of the skin to prevent sagging and achieve glowing and younger looking skin.

HydraMoist by Cheryl's

To ensure that skin gets the required hydration and moisturisation even during the dry winter chills, Cheryl's Cosmeceuticals, India's leading professional skin care brand brings HydraMoist, a moisturiser that provides intense hydration and locks in moisture for long hours to ensure skin looks supple. The intense yet light texture of the moisturiser absorbs quickly and retains the same moisture intensity for as long as over six hours.



66

HydraMoist moisturiser gives you a chance to live up to your promise of taking care of your skin. Backed by scientific and natural ingredients, the moisturiser provides a six-hour long moisture lock that protects the skin's natural oil and hydration balance to promote healthy and radiant skin. It is of great importance to imbibe a powerful moisturiser in one's skin care routine to look your best always, both inside out.

– Gunjan Jain

National Education Manager, Cheryl's Cosmeceuticals

Key ingredients: It has Vitamins B5 and B3, Olive Oil and Jojoba Oil which are infused with herbal and scientific ingredients like Kokum Butter, Sodium Hyaluronate and Ceramides, amongst others. The moisturiser rehydrates the skin providing a soft and velvety feel. It also has the winter Cherry extract that is known to give protection against Infrared Radiation and visible light, while helping in collagen repair. So, this season and without further ado, opt for HydraMoist by Cheryl's. 🌟



Rising Trends in Cosmetology

by **Dr Jamuna Pai**

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

As recently as 10 years ago, people associated the beauty aspect of wellness with neighbourhood salons, Ayurvedic centres and spas. But times are fast changing and the term has now come to include medispas, laser centres, weight management clinics, health and fitness centres, nail spas and hair salons, to name a few. As we are now closer to the third decade of the 21st century, it is fairly obvious that opinions about wellness, beauty, anti-ageing and life itself have changed.

With the advent of globalisation and the World Wide Web, the customer has become aware of what he or she wants. When I introduced Botox in the year 2000, the number of obstacles were quite daunting. Wrinkle removal was equated with a painful facelift. The concept of a non-surgical procedure to smoothen out wrinkles and fine lines was unbelievable. The first to jump onto the Botox bandwagon were obviously people from the glamour world, but soon, with the right amount of awareness and an increased confidence in my own skills as India's biggest injector, I managed to transform Botox into a status symbol.

The younger generation is aware that their appearance adds a great deal to their self esteem. Even men are becoming aware of the way they look and are slowly beginning to shed the stigma that is associated with male grooming, giving rise to the successful metrosexual man of today. But this does not necessarily mean that everyone is gung-ho about trying new treatments. As compared to their foreign counterparts, the Indian consumer is far more conservative and cautious when it comes to experimenting with their hair and make-up. So, understandably, when it comes to non-surgical cosmetic treatments, we still have a long way to go.

There is much more awareness today, about how much can be done to slow down the clock. People's notion of 'old' has also changed. Now people at 60 years, think and feel the same way 40 year olds. The media plays a large role in disseminating information, and there is availability and accessibility to various treatments. Disposable incomes have also gone up, and people do not feel guilty anymore, about spending money on themselves. Priorities have changed – even four year olds are into self-improvement, whether it is yoga or dance classes. There is a definite and positive change in the mindset of the consumers. The old saying 'prevention is better than cure' is aptly applied to the anti-ageing skin care range of products. The newest trend is that the earlier you start, the longer you can retain the youthful appearance of the skin and who would not want that!

Another trend we cannot miss is the rise in number of men coming in for treatments. They contribute to a major share in the increasing volume of health and beauty products consumed. Besides liposuction, body enhancement techniques, Botox and filler treatments also continue to climb in the male population. This is a sign that this graph will rise in 2019.

The beauty industry in India today is growing at a rate of 30 per cent per annum and has come a long, long way. Even in medical schools, dermatology is one of the most sought after fields of specialisation. Quality control and safety guidelines should become an integral part of each setup in the years to come. On the one hand, we are witnessing a tremendous jump in medical tourism in India, on the other, people from India are travelling abroad for their cosmetic needs – both surgical and non-surgical. Once a proper set of health and safety guidelines, quality control, management systems and SOPs are in place, I do not see any reason why people should travel abroad to get what is amply available at home.

Another important factor is how we market our knowledge and expertise. A good case in point would be the manner in which the West has managed to make yoga and meditation accessible to all. Today, we are lining up at their doorsteps to learn an art that was originally ours. Though the bigger names have started out with a fixed set of rules and SOPs, the real growth of the industry rests in the hands of the small and medium sized setups. Nevertheless, they do manage to cater to the ever-expanding crowd in their waiting room, but with a strong infrastructure and correct working guidelines their businesses, and in turn, the entire beauty industry could grow drastically. With big players entering the wellness foray and 'exploring India's untapped potential' and existing brands increasing domestic and overseas operations, there is no doubt in my mind that the Indian beauty and wellness industry will grow exponentially for many years to come. 📍



Hyaluronic Acid

The Truth About It

As an ingredient widely used in skin care, Hyaluronic Acid is known to have manifold benefits. From plumping the skin to acting like a lubricant to the connective tissues in our joints and skin, and more, it is indeed a hero ingredient. However, experts urge one to be cautious in its usage

by **Aarti Kapur Singh**

Hyaluronic Acid (HA), as an ingredient, secretly holds the key to smooth, flawless and hydrated skin. Our own skin cells actually produce it naturally in a bid to maintain moisture levels and it is believed a single gram of HA has the impressive ability to hold up to six litres of water! Add to that, a super smart ability to regulate that moisture within the cells, so as not to drown them. Small wonder that this is actually a genius ingredient for the skin and an intrinsic part of skin care products. It is also the reason for the beauty industry and research associated with it to think of it as a hero ingredient.

HA defined

Hyaluronic Acid (HA), also known as hyaluronan, is a clear, gooey substance that is naturally produced by the body. Shares Dr B L Jangid, noted dermatologist at SkinQure in Delhi, "Hyaluronic Acid is a glycosaminoglycan, a fancy name for a vital naturally-occurring substance that is part of skin's youth-supporting matrix. As the chief glycosaminoglycan in skin, it works to keep every aspect of skin stable, safeguarded, and constantly renewed. He further says, "HA works as a magnet for moisture, helping cells retain as much

moisture as possible, so that your skin feels and appears plump and healthy. It is different than other acids, which are used to exfoliate."

Multifold benefits

Different to dry skin, dehydrated skin can be peppered with lines and wrinkles and has the tendency to look dull. It also often feels rough, tight and sensitive. As we age, the amount of HA in our skin cells begins to lessen and cell turnover becomes sluggish, hence, we notice fine lines, wrinkles and a rough texture. However, HA is a humectant, which is a category of skin care ingredients that are hygroscopic, meaning they draw moisture from their surroundings. According to Ragini Mehra, Founder, Beauty Source, "HA enhances moisture content beyond comparison to many other ingredients. At the same time, it revitalises the skin's outer surface layers, so they look and feel softer, smoother and hydrated. This instantly improves the appearance as fine lines and wrinkles are minimalised. Due to the adverse weather conditions, pollution, UV rays and tobacco smoke, the natural recovery process of the skin is effected, and thus, ingredients like HA are more essential to include in our daily skin care regime."

HYALURONIC ACID: A TRUE SKIN CARE HERO

- Applying HA on your face plumps up the skin and smoothen out fine lines and wrinkles. This gives the appearance of a supple skin.
- HA acts as a hydrator of the skin. With the use of HA, the bags under the eyes become lesser because it reduces the water loss in the skin.
- The skin appears less 'sun-damaged', with the increase in HA concentration in the skin.
- HA helps reduce dark spots and pigmentation, when used in combination with Vitamin C serums and boosters.
- HA treats cold sores for lips and mouth and prevents cracking or bleeding. HA and collagen are a natural part of the structural components of the lips that provide them structure and shape.



Dr Jangid



Ragini Mehra

Even if your skin is sufficiently hydrated, with the use of hyaluronic acid, it feels super-soft, plump and so much more radiant. “Most importantly, when the skin is hydrated, lines and wrinkles, even the deeper ones, appear diminished, so it is a great ingredient for those with ageing skin types,” asserts Mehra. HA also stops the appearance of newer marks, acne scars, wrinkles and heals wounds, scars and cuts.

Side effects

Recent research also suggests that HA has antioxidant properties, acting like a shield against free radicals like pollution and other aggressors. Therefore, Dr Jangid, asserts, “HA works for every skin type, even sensitive or breakout-prone skin, and those with an oily complexion. It is lightweight, weightless and helps to calm the skin, whilst protecting it with its antioxidant properties. It can also be used safely during pregnancy.” Mehra urges users to be cautious and says, “HA usually does not have any side effects. However some people may experience rashes, blisters, discolouration, swelling of the skin or soreness, after applying any product with HA. Hence, doing a patch test is an effective way to ensure protection.” Manish Chowdhary, Co-founder of Fit & Glow, shares, “Hyaluronic Acid’s

main job is to lubricate the connective tissues of our joints and skin, thus making it an important ingredient for healthy skin. Its external application in serum form will not manifest too many side effects, but, if you consume HA in supplement form or inject it into your body, there may be side effects.”

How To Use Hyaluronic Acid

Shares Mehra, “Hyaluronic acid works best alongside other anti-ageing ingredients such as Vitamin C. This combination aids collagen production, whilst hydrating and brightening ageing skin.” The best and the safest way to use HA is by opting for skin care products that have the ingredient. Suggests Dr Jangid, “If you find your skin is really benefiting from the additional hydration, apply it in the morning and evening. Most HA products are water-based so should be applied before heavy oils and creams, all over the face. Additionally, it is advisable to get a HA supplement from a good dermatologist once in a couple of months, even if you have normal skin. Topical treatments can soothe redness and dermatitis, while injections can make skin appear firmer.”

While the research on HA serums and gels is promising, there has been no research to determine whether the supplements can provide the same benefits. But as oral supplements boost the HA levels found in the skin, it is reasonable to expect they may provide some benefit.

Chowdhary advises, “Hyaluronic Acid can be mixed with a moisturiser and used. If you are applying HA directly on the skin, do so when it is damp. It can also be used as a make-up base. But the best way to use HA is to use it as a night serum on a daily basis. Simply leave it overnight and see the benefits of the beauty sleep in the morning. Do check the amount of HA in the topical products, as it differs from brand to brand. Typically, it is available in as less as 1 per cent to as much as 75 per cent of the entire product. It will be worth your while to consult a dermatologist before using products with HA.”



Microcurrent Facials Points to Ponder

by **Dr Kiran Kaur Sethi**

Dr Kiran Kaur Sethi is a Dermatologist, Wellness Expert and Director of Isya Aesthetics in Delhi. Views expressed are personal.

Microcurrent facials have become a rage across in the West, with some good reason and some not. Any new trend needs to be taken with a grain of salt and microcurrent facials are not to be excluded from critically analysing its strengths and weaknesses. Here I would like to share with you the science behind it, its efficacy, why it is called 'natural' and whether or not it is meant for the Indian population.

What is a microcurrent facial? Around since the 1800's as a therapy for damaged muscles and tissue, a doctor saw that it made the skin look smoother even in cases of facial paralysis. Voila a new anti-ageing therapy was born! Since then, nearly every celebrity from Juliane Moore, Mandy Moore and more, has endorsed this therapy, and top facialists, hence, feel the need to include it in their facial range and treat it as an art. They use that machine artistically to tighten only specific muscles along predetermined vectors to lift and tighten according to the client's face. So many facialists have become famous due to this science such as renowned names including Joanna Vargas.

How does it work? Essentially it uses low voltage electric current to stimulate the muscles under the skin, while also stimulating the cells in your skin to improve metabolism, increase uptake of oxygen, and make the skin and cells healthier. Jennifer Anniston, the Hollywood actor, calls it a 'workout for your face'! After applying gel, it requires two prongs where electric current moves between them, and can cause some tingling and metallic sensation within the mouth due to the motion of electrons. However, it is painless and comfortable. It is considered natural because it uses simple electric current, which is how our cells communicate with each other.

However, there are a few caveats. In medical science, it is considered an alternative therapy. It is not first line for any concern whatsoever. So, those of you who have sagging or Bells Palsy or any other such concern, microcurrent facial is not the only or the first thing you will do. Second, it is expensive, particularly in the West, and for what you are getting, I am not sure it is even necessary. Finally, the results do not last long, so, do not expect a single microcurrent facial to handle all of your concerns. Hence, who is it meant for? People with light sagging, who need a gentle lift, and those who are also going for regular facials to improve the texture of their skin – they are good candidates for this therapy. For those who want to opt for microcurrent facials, do ensure that you get it done once a month to really see the benefit and make it last. Please note – it will not work for those who have severe sagging, a lot of volume loss and a lot of texture issues. You will not see any benefit if done alone. That being said, it is a great adjunct to any treatment you may be opting for to stimulate your muscles, boost collagen and improve the metabolism of your skin. You may want to add it in to any facial for an extra boost.

Most dermatology clinics do not offer microcurrent facials due to its low efficacy, but a good facialist, particularly in Los Angeles or New York, will definitely have the micro current facial available. Also remember that while celebs may say that it is lifting their facial contours, the likelihood is that they are doing a number of therapies that are actually making them look years younger from dermatological procedures to plastic surgery, while hiding behind this innocuous therapy. Do avoid being taken in by the hype! Add a microcurrent facial in for an extra boost, but do not rely on it completely for anti-ageing and sagging needs. 📌



RK's Aroma

The Scent of Success

In 1990's the art of healing through essence was born in Mumbai and it was known as Aromatherapy. Prakash Shivdasani, Owner, RK's Aroma shares the birth of the brand and his plans for the future with *Salon India*

Please tell us about RK's Aroma inception as a brand.

In 1990's the art of healing through essence was born in Mumbai. This science was known as Aromatherapy, a word known all over the world, but yet to make its mark in India! After graduating in Economics, I began to work in a perfumery company and side by side I started studying perfumery. After years of hard work, study and experience, I joined the family business by the name of RK's Aromatics. However, my desire for innovation and invention did not end here and I decided to include a broader scope of healing through Aromatherapy.

How is the brand different from the others?

During my years of study, I learnt essential oils helped in the healing of physical ailments; in fact, it was a form practiced in the Vedic period, which is today known as Aromatherapy. Our essential oils are graded and distilled under the expert guidance of highly professional research and development specialists. Wherever possible, we obtain our oils from organic sources free of chemicals and artificial fertilisers and from farmers throughout the world. Each oil comes with a certificate of authenticity and a guarantee of quality. The top USP is that they are 100 per cent natural fragrant oils which enhance therapeutic activity for better and faster results.

What are the ranges that the brand is offering now?

The company has a strong backup of 3,000 successful products. A range which people only dream to develop. We have Personal Care products like creams, gels, masks, moisturisers, cleansers and so on; Spa range comprising of massage oils, body wraps, body creams, and hot compresses. They are FDA approved and 100 per cent natural, as the company adheres to strict ethics and principals. Along with the essential oils and carrier/ vegetable oils, we have pre-blended ready-to-use oils namely, Black Serpent, Evil Eyes, Sleep Protection, and more.

Is this a completely professional range or is it available in retail, as well?

We have retail and professional ranges, both. We cater to salon and spas by providing them with custom-made and signature products which are exclusively for them. We also supply to retail and wholesale stores all over India.

Please tell us about the brand's presence.

The brand is available throughout India in the major cities of Mumbai, Pune, Ahmedabad, Bangalore, Delhi, Chennai and so on. It is also available on leading websites like Amazon, Flipkart, Nykaa, Scootsy and our website www.rkaroma.com.

Who are some of your esteemed clients?

Taj Group of Hotels, Kama Ayurveda, Subtle Energies, O2 Spas, Holiday Inn Hotels, Deccan Odyssey, and the list continues.

Please share key milestones in the journey of the brand.

We have created several innovative products. The Green Tea Moisturizer is a natural moisturiser that doubles up to be a sunscreen lotion. Its natural astringent, anti-bacterial and anti-oxidant properties heal the skin cells and tissues damaged by the sun's ultraviolet rays. Then, the Apple Seed Enzyme infused with Chamomile, Lavender and Neroli oils, is a miracle lotion that works rapidly against the onset of wrinkles and fine lines. The Propolis, a resin collected from beehives, balances oil secretions, reduces scars, helps in blemishes, deep cleanses and treats infections, and lastly, Moringa which is a for everyday use, as it has skin lightening and anti-pollutant qualities.

Future plan with the brand?

We plan to expand our reach by way of advertisements, holding workshops, technical seminars and demonstrations with a whole new range of products. Our products are unique and probably are the first of their kind in India. 🌿





Cosmetic Treatment Recommended by an Expert

Lip Reduction, as an aesthetic procedure, is creating quite a buzz. *Salon India* speaks exclusively with Dr Debraj Shome, Cosmetic Surgeon and Director at The Esthetic Clinics, to understand the process and technology used



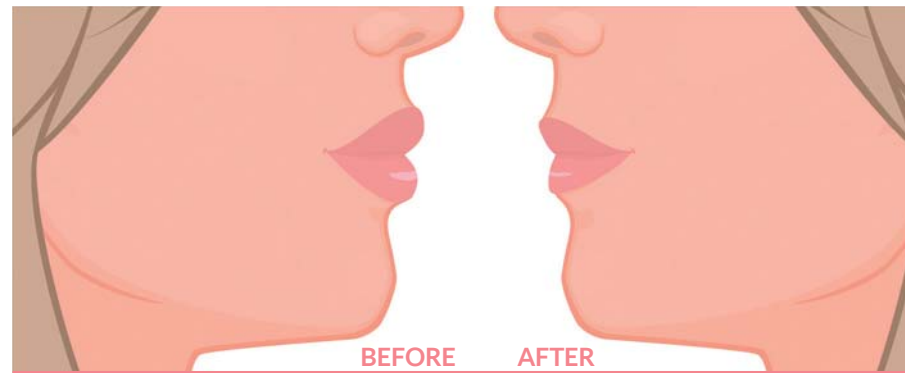
About: A person's facial appearance and the way others perceive him or her is greatly influenced by the structure of the lips. Once you have reached facial maturity, the shape and size of your lips are set. As with any other facial feature, irrespective of age, many people tend to be self-conscious and believe it is a hindrance on their path to professional success.

Process and technology used: With today's advancing technology, experienced doctors in the country have been able to find a solution to this concern. While many individuals aim to correct thin lips through lip augmentation procedures and lip fillers, there are those who want to make their excessively large lips smaller. The procedure that facilitates this facial alteration is called Lip Reduction surgery or Bikini Lip Reduction.

Lip reduction surgery is a procedure to remove excess lip tissue for a thinner lip appearance. It is gradually gaining momentum with people across the globe, and surgeons now commonly refer to it as 'Bikini' Lip Reduction surgery. It consists of an excision of a 'bikini top' from the upper lip and a 'bikini bottom' from the lower lip.

USP: Research suggests that this procedure not only makes the lips smaller, but also aesthetically more pleasing. Such a procedure aims to fulfill the three basic requirements of a good lip reduction treatment such as, decreasing the overall size, restoring the curves of the lips, and to maintain a good relationship of volume of the upper and lower lip.

Teamed with other surgeries: The result of paring the bikini lip reduction surgery with any other treatment and their benefits are still unknown.



Pre-treatment measures: Before you decide to undergo this cosmetic procedure, there are a few things to keep in mind. It is important that the lips be in good condition, the patient is a non smoker and can freely share any known allergies with the doctor. The patient will be advised to go for tests of blood and urine, and any other standard test that the doctor deems necessary.

Post-treatment: The reduction procedure is done under local anesthesia and lasts for half an hour to 45 minutes. You may experience some swelling, bruising and pain for the first three-four days. The initial healing period takes about a week, and you will be advised to follow a liquid diet for the same amount of time. The patient needs to take care of the stitches and maintain good oral hygiene.

Time taken for both the procedures: 45 to 60 minutes.

Sessions recommended: It is a surgery, so one is enough.

Side-effects: Although the lip reduction surgery is fairly simple, an asymmetrical appearance, cyst formation and numbness are some of the possible side-effects.

Future of the surgery: These cases are common in Western countries, however, a 'bikini' lip reduction surgery has been performed in India, as well. Bikini lip reduction surgery is now slowly gaining momentum in India and will continue to grow. A gentleman, who aspired to become a film star and believed that his lips needed an aesthetic transformation, had approached me. A surgery was performed on his lips as they were quite large. It gave his face the right proportion and the result was effective.

View on the surgery: "To me, it is ironic that a male lip can be shaped better using the principles of a female bikini. In a patriarchal society, what can be more ironic? A bikini style lip reduction can allow a man to have smaller and more aesthetic looking lips. It is true that well-shaped lips can change your smile, face and enhance the other facial features in both men and women." 🗣️



Micropigmentation Cosmetic Solution for Vitiligo

by **Dr Chiranjiv Chhabra**

Dr Chiranjiv Chhabra is the Director and Consultant Dermatologist at Skin Alive in Delhi. Views expressed are personal.

Micropigmentation is a cosmetic procedure where natural inorganic pigments like iron oxide pigments are implanted beneath the epidermis, into the dermal layer, by needle micro insertion. It is a skin or dermal pigmentation method used to either correct uneven skin pigmentation or cosmetic enhancement. The technique has been medically developed and designed for a safe semi-permanent implementation. It is an ancient Asian technique similar to getting a tattoo and has gained immense popularity over the past few years. This technique aids Vitiligo patients as it helps in blending and mixing the colour matching to the skin surrounding it.

The method involves using specialised techniques and conventional cosmetic tattoo instruments and pigments in order to restore the lost colour and texture of the skin. Micropigmentation makes use of needles where the heads of the needles allow for the visualisation of the pigment. Coil and rotary machines are modern machines that are used for the treatment. When the electric current passes through the coils, it triggers the draw and releases the machine's armature bar which taps the attached needles to penetrate into the skin. When rotary tattoo machines are used, the needles are moved up and down with the help of a motor that helps in smoother implementation of the pigment.

Vitiligo is a loss of skin pigment and so, white spots occur on different parts of the body. Our body consists of cells called melanocytes that produce a pigment called melanin that determine the colour of the skin and protects it from the harmful UV rays of the sun. The rate of skin shading from Vitiligo is inconstant. Vitiligo can occur on any part of the body, but is commonly found in areas that have been injured in the past, body openings, armpits, eyelids, and other. Generally, it is of two types – segmental and non-segmental. It is not a contagious disease.

Micropigmentation, being the method to transplant natural pigments in the skin, can be a remedy to treat and cure vitiligo. The treatment inserts the required pigment into the skin in order to even it out. It breaks up the skin texture and smoothens that area. Commonly three to four sessions are required for effective results. It is safe and can cover vitiligo on the face, hands, and body. This treatment changes people's lives and restore their confidence in a beautiful way.

After curing Vitiligo through micropigmentation, there are chances that the patient might experience swelling. However, it can be treated and the patient can feel relieved with the help of ice packs and ointments. He or she can also face removal problems, allergic reactions, keloid formation, inflammation and other similar disorders. Sometimes people develop an allergy to their permanent make-up after several months of wearing it, as it takes time for the body to identify an allergen and take action. The most widespread adverse reactions are photoallergic dermatitis and allergic contact dermatitis which lead to red rashes, itchiness, inflammation and sometimes make the skin flaky, dull and scaly. The area may also be painful to touch and might require a consultation by the dermatologist or a physician.

Infection is a common risk factor, as hospitals are a breeding ground for bacteria and virus. Scar tissue is another concern that occurs on top of the treated area when the wound begins to heal. Last but not the least, raised scars called Keloids form a smooth top over the healing wound which is pink or purple in colour. This treatment reverses the disease by stimulating brown spots to appear around hair follicles within the affected white patches of the skin and cause reverse vitiligo. It is also advisable that those with herpes, HIV and Psoriasis avoid micropigmentation.

Vitiligo has an extreme effect on the lifestyle of patients, leading to depression, frustration and low self-esteem. Unfortunately, Indians have a higher tendency of being a victim of Vitiligo than those living in foreign countries. It is natural to be conscious of our bodies, and so most of the patients are negatively impacted and suffer from serious psychological issues. However, the good news is that this treatment is gaining popularity and is considered to have a great scope in the coming years. 🌐



The 'Luxe Pedi' Wave In Demand Service

Pedicures were a standard service in the beauty world. However, the service is being noticed as salons are waking up to the fact that feet deserve pampering, too

Luxe pedicures are gaining momentum. They provide skin nourishing benefits, as the accompanying quality products assist the natural skin renewal process and the service is certainly a major stress reliever. Therefore, salons have added and upgraded the service to be an experience that ensures long haul benefits to the overall health of your nails and skin. A truly unwinding experience, here is our take on the new service of the salon and spa industry.

Crafting an experience

While the beauty and wellness industry is extremely bullish, salons and spas are leaving no stone unturned to offer a holistic experience to their clients. One such service is the pedicure category. There is an adaptable scope for pedicures in the market, courtesy proficient brands like Bomb Cosmetics, Lotus Professional, VLCC, Footlogix, to name a few.

Shedding light on the emerging trend, Sana Dhanani, Founder of The White Door in Mumbai feels that growth of the luxury service segment is purely due to the high awareness quotient among customers. "Much like any other industry in the hospitality sector, every salon and spa's main objective is to provide a worthwhile and rejuvenating experience for their customers. Luxe pedicures have gradually gained popularity as spas have realised that they need to keep up with the latest trends and technology across the globe. They have come up with unique ways to tantalise their guests, while delivering result-oriented and solution-based services," she says.

Picking up the force

On offer are a plethora of pedicure services based on the client's need and issue. The trending ones are anti-ageing, detox and the skin whitening variants. Agreeing to it, Dhanani shares, "We offer

issue-related or solution-based pedicures with the latest skin care gadgets for better product penetration. We offer two separate lines of luxury pedicures namely, The Grandma's Secret, which is an especially crafted menu that uses natural ingredients straight from a grandma's attic. The Essentially Yours menu is created with the finest Aromatherapy oils to resolve major concerns for the feet."

Joining the organic bandwagon, brands are also using natural ingredients and fragrance oils in their products and treatments. Footprints, has a premium line of pedicures with various steps, is officially distributed and manufactured by Packmen Exims Pvt. Ltd. It is available at top-notch salons including LOOKS, Geetanjali and Bella Madonna. While talking about the brand, the company's director, Josh Minhas, says, "We travel abroad and are recipients of luxury services throughout the world. In India, however, we realised that the competition is importing brands at a high cost and adding a huge amount of margin and then selling to salons. Hence, the cost is too high for the end consumer to avail of the service. So, we decided to import the best raw materials available across the globe and make world-class formulations that cut the product cost immensely. For instance, now the client gets extra three to four steps in a pedicure as compared to the foreign brands offered by our competition."

Managing hygiene

In terms of hygiene, Dhanani rounds off by sharing that luxury and hygiene are directly interlinked. "For me, a luxury service would include a leading product line that will rejuvenate the skin and soften the soles, a nourishing mask and finally, a relaxing massage. Along with an endless array of branded lacquer options, of course. So, to sum up, I would say that luxury pedicures mean soft soles, pretty toes, nourished skins and a pampered feel." 🗨️



Top Trends Nail Art gets a Fresh Coat

Sana Dhanani, Founder of The White Door in Mumbai decodes the hottest trends in nail art, colours to go for, nail care tips, and more, with *Salon India*



Prediction for 2019

Beads and embellishments: This trend is here to stay. We will see a lot of textured colours by means of different hues being blended together with textured surfaces.

Jelly nails: These have influenced pretty washes of see-through colour on nails.

Metallic: Gold or silver accents over sheer colour, such as encapsulated items using a gold leaf, foil or metal shapes add a chic, yet subtle interest to an otherwise subdued look.

Reverse French manicure: This trend looks great in any colour, but when you add a half-moon of shimmery silver close to the cuticles and a lavender accent on the tips, it is an instant upgrade.

Gold accent: A golden take on the classic plaid pattern definitely makes nails look super-fancy, suitable for festive times.

Colours to pick: Shimmery colours in pink and warm neutrals, metallic gold and silver, lilac, coral, pastel hues and glossy black.

Nail services offered at The White Door

Essentially Yours Whitening Manicure and Pedicure: It is a tan removal scrub which helps your skin recover from sun damage with de-tanning treatments like sugar scrub to even out your skin, a mask to get rid of the tan and orange balm to relax and moisturise.

Grandma's Anti-ageing Manicure and Pedicure: Stress, sun exposure, dryness, and other factors, often result in wrinkles and fine lines. One can eliminate them with our age-defying treatments. The Grandma's Secrets is a especially curated menu which uses natural ingredients like raw coffee, cacao powder and cinnamon to rehydrate the skin and makes it look younger and healthier.



Bespoke Nail Art Services: From extensions and overlays to refills and flawless fixes, The White Door offers a variety of bespoke nail art services. There are all kinds of nail art available for every personality. Add a bit of quirkiness, a spot of sophistication, a sprinkle of bling and one can customise their own design, too. The White Door's ultimate collection of nail art products comes with glittering gold, sparkly Swarovski crystals, ultra-cool chrome nails and especially curated bridal designs.

Brands and products offered: Essentially Yours, Aromatherapy Associates and specially curated Grandma's Secrets menu, which comprises of natural ingredients like Calamine Clay, Lemon peel powder, Green Tea, Red Sandalwood powder, and more are products used. Apart from these, OPI and Cuccio nail polishes are used as they give a long-lasting nail colour and shine to one's nails. LeChat and EMI products offer a high-pigment and lacquer-based nail paints used for the bespoke nail art services.

Things to do

Using cuticle oil regularly is the best way to soften the surrounding area and prevent hangnails. Nail tools should be cleaned and sterilised meticulously and nail files should be replaced regularly to prevent bacteria and microbes from colonising. Applying a clear coat or regular polish on the nails actually helps keep them moisturised and prevents splitting. Keep your guest list germ-free by keeping your feet covered when outdoors.

Things to avoid

Polish removers, freezing temperatures, and other external factors can dry out nails. One manicure no-no that you should not overlook is cuticle cutting, even if it is done by a professional. Your cuticles act as a barrier against bacteria, protecting you from infection.

Pro tip: Good nail care is fairly simple. Keep them clean, dry, polished and shaped. Follow the rules of basic hygiene to have beautiful and healthy nails for life. 📌

Market Watch | Skin Care

Serums by Derma **Esthetic**

Anti-ageing home care treatments, the Glycolic Peel and Enzymatic Peel serums work wonders on the skin. On application, they not only improve the skin's texture, but even lend a firmer and smoother feel to the skin. They also help shrink the pores, improve hydration and nourish the skin that results in a brighter complexion. What's more, the serums also prevent acne. Celebrities swear by them!



Price: ₹2,500 for 30ml

Availability: www.dermaesthetic.in

Anti pollution cream by **Skeyndor**

Power Oxygen - City Pollution Block Gel Cream +O2 is an anti-pollution cream that helps you to 'face the city'. Pollutants sink deep into skin and can cause acne, dark spots, damage, dullness and premature ageing. On the outside, this damage can manifest itself through rashes, acne, eczema, dryness, dark spots and even premature aging. Keeping this in mind, Power Oxygen - City Pollution Block Gel Cream +O2 has a high perfluorodecalin content, an oxygen trapping molecule. The formula combines active agents with oxygenating, prebiotic and protective action against pollution, for a deeply revitalising oxygenating effect.



Price: ₹3,180

Availability: www.skeyndor.in

Soaps by **Kai Essentials**

Kai Essentials has launched a range of premium bathing bars enriched with natural ingredients that clean, moisturise and lighten pigmentation. The Coconut & Honey variant, infused with the goodness of Coconut extract and Honey that are known for their natural humectant properties. It revives skin cells, decreases the appearances of scars and increases healing and tissue re-generation.



Price: ₹80

Availability: www.kaiesentials.com

Whitening skin lotion by **Biotique**

Bio White Orchid Skin Whitening Body Lotion is enriched with delicate extracts of White Orchid, Coconut and Almond. This body lotion is a path breaking innovation in skin lightening with antioxidants, multivitamins and beauty enzymes to give you a fairer, radiant and luminated skin. Its advanced botanical extracts help to lighten and brighten the skin and also remove tan with regular usage.



Price: ₹120 for 100ml; ₹180 for 200ml

Availability: www.biotique.com and stores



Shower wash by **Forest Essentials**

The 'Soundarya Silkening Shower Wash' is an amalgamation of all-natural ingredients for supple, toned and satin smooth skin. It has at its base, the Forest Essentials Advanced Soundarya Age Defying Serum which is a powerful combination of 24 Karat Gold Bhasma, effective herb infusions, unprocessed oils, pure cow's ghee and nourishing roots. This shower wash is light in texture and is made with the most precious ingredients. The cooling Bamboo Extract makes for the perfect skin energiser and fresh Aloe Vera juice retains moisture. Ashwagandha and Turmeric are known for their antioxidant and rejuvenating properties. Sandalwood essential oil is added to the mix for deep hydration and Saffron flower infusion gives it a warm glow. 24 K Gold Bhasma has the property of penetrating to the deepest layer of skin, thereby providing radiance and increased elasticity. Free from sulphates, parabens, petroleum, artificial colours, synthetic fragrance and animal testing.

Price: ₹1,750 for 200ml

Availability: in-store and www.forestessentials.com

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

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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.

Financial guide for Beauty & Wellness entrepreneurs: Experts in the business share financial tips for the newcomers in the industry.

Innovations in Skin Care: Latest innovations in skin care, forecast for 2019, challenges, strategies by professionals, and more...

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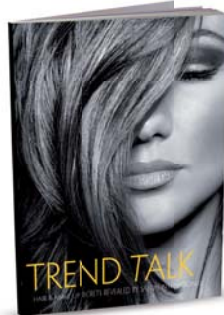
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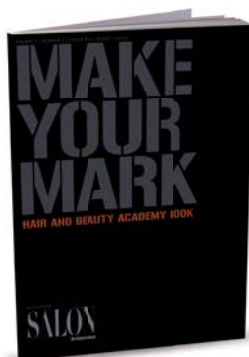
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TREND TALK

HAIR & MAKE-UP SECRETS REVEALED BY SALON INTERNATIONAL

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



MAKE YOUR MARK

HAIR AND BEAUTY ACADEMY BOOK

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

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Krupa Kapadia

Modern Twist to Indian Silhouettes

Mumbai-based designer, Krupa Kapadia shares her views on all things fashion and beauty



How did you get started in the fashion business? What was your source of inspiration?

I was always inclined towards fashion. From taking Fashion & Textile Design in High School to having a Degree in Fashion Design from Symbiosis Institute of Design, Pune, this is how I kickstarted my dream. My source of inspiration has always been my mom, who loved dressing me up as a kid, and even till date she always has her inputs in what I do.

How important are hair and make-up in fashion?

Hair and make-up play an extremely powerful role in fashion. Clothing, hair and make-up all work hand in hand to complete a beautiful picture.

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

The fashion and beauty industry of India is growing at a rapid rate. Social media is spreading more awareness and about the products and is making people more conscious of the trends.

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

We usually have in-house assistants helping us with our hair and make-up. We tend to keep our hair and make-up extremely minimal and simple to enhance most of our shoots.



Which international designer is your inspiration and why?

Johanna Ortiz would definitely be one of my favourites. Her colour palettes, interesting take on silhouettes, detailing on her clothes never fails to catch my eye.

Who is your favourite muse and why?

My sister, Drishti is my all time favourite muse. Ever since my first collection last year, she has been sporting all my ensembles.

Which is the most outrageous look in terms of make-up and hair adapted by you for your collection?

Till date we have kept our hair and make-up looks extremely minimal and in sync with the concept.

How do you incorporate beauty and hair styles in your collection?

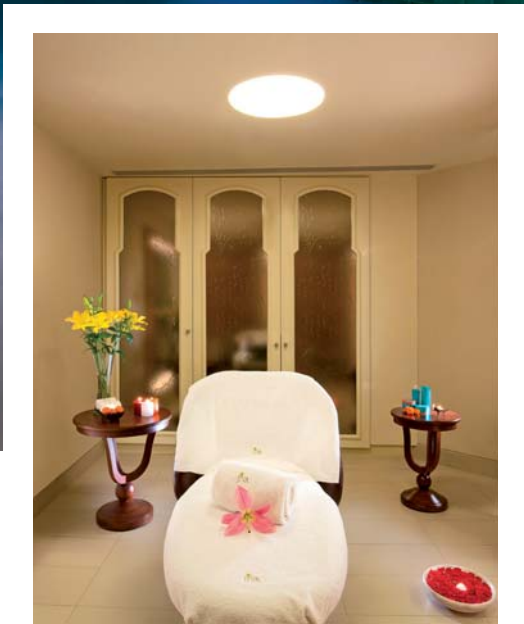
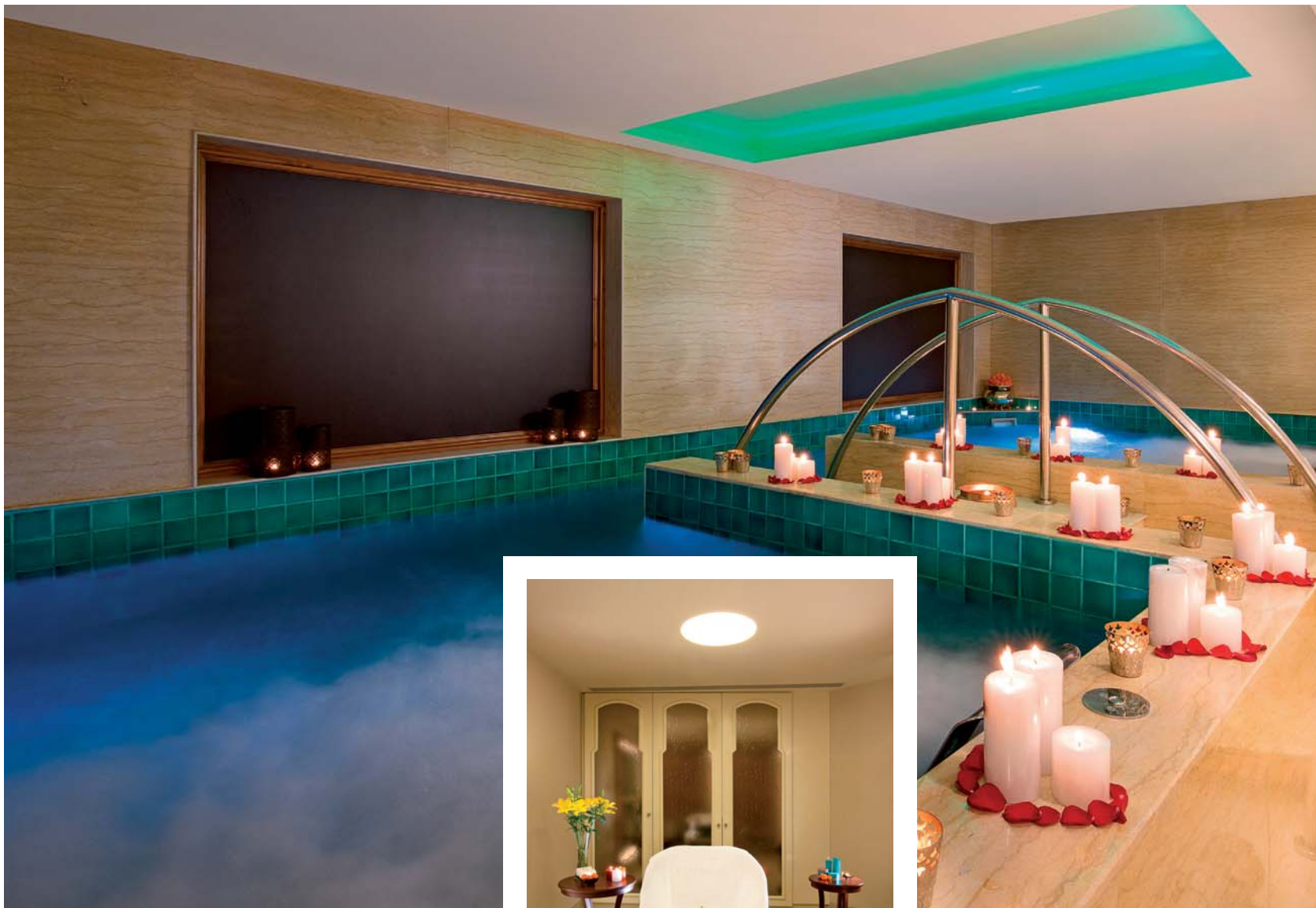
We usually research and pick out images which are most appealing to us, and then think of how beautifully it would bring out the essence of the ensemble. We make the picture look extremely easy and real.

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

I would love to be involved with the hair and beauty industry of India. Like I said hair, beauty and clothes always work in tandem. 📌



SUN
COOL



JIVA Grande Spa, Delhi

Balanced Design to Evoke Energy

The design of JIVA Grande Spa in Delhi is simplistic, yet luxurious, allowing you to indulge your senses in the ambience created by the fragrances and sounds that are unique to the brand

by **Aarti Kapur Singh**

Size of the spa: 13,000 square feet

Interior designer: David Edwards

About the spa: The JIVA Grande Spa at Taj Palace is the capital city's finest holistic wellness destination. Spread over a sprawling 13,000 square feet, it embraces a host of treatment rooms, a yoga studio, a well-appointed fitness centre and a salon. JIVA Grande unfolds a refreshing idiom of spa design in keeping with Vastushastra, the ancient science of space planning that emanates a harmonious balance of energy, drawing inspiration from nature

and organic finishes. The design is simplistic, yet luxurious, allowing you to indulge your senses in the ambience created by the fragrances and sounds that are unique to the brand.

With a philosophy that is deeply rooted in Indian healing traditions' wisdom, the JIVA Grande Spa brings deep understanding of the body, mind and soul into its offerings along with the comforts of a modern luxury spa experience. Located on the Mezzanine floor of the hotel, the JIVA Grande Spa consists of single spa suites, a couple spa suite, a relaxation area, yoga studio, extensive wet areas, a halo-therapy room, a unisex salon and a gymnasium – all coming together to ensure that your revival



66 JIVA Grande at Taj Palace, New Delhi unfolds a refreshing idiom of spa design that creates beautiful spaces infused with energy, soothing harmony and restorative balance. Our belief in holistic wellness is exemplified through our array of experiences that include a host of signature treatments and spa rituals, our unique salt therapy room, the yoga studio and our well-appointed fitness centre. JIVA Grande is the haven of tranquillity that is instantly restorative and reviving.

– KARAN MAINI
Director of Room, Taj Palace,
New Delhi

is complete in the true sense of being. The highlights of the spa are the halo-therapy and the couple therapy.

The spa therapy area is spread over 3,600 square feet and includes five therapy rooms catering to single visitors and a couple room, a guest waiting area and a relaxation lounge with heated loungers. The male and female wet experience areas are spread over 3,000 square feet and include a steam room, ice rub area, an experiential shower, chilled and normal showers, rest rooms and a vitality pool. The salon, a unisex facility is spread over 1,987 square feet and includes one facial room, a section for hair, a pedicure and manicure room and an exclusive VIP Salon Suite.

The fitness area, spread over 1,700 square feet, comprises of the gymnasium and studio room. The gymnasium has specialised sections and includes equipment like treadmills, cross trainers, upright bikes, to name a few. The studio section equipped with Swiss and medicine balls along with therabands and exercise mats is dedicated for yoga, aerobics, and general stretching.

About the services: The spa treatments at JIVA Grande are offered using unique products made from Indian aromatherapy oils and special ingredients, native to India. The 100 per cent natural range of JIVA Grande products are made with a deep understanding of the therapeutic benefits of Indian herbs and essential oils. The signature experiences are borrowed from royal traditions and ancient Indian healing remedies.

JIVA Grande introduces 'Vellana' for the first time at the Taj Palace. An uplifting and energizing 60-minute treatment rolls the 'Velan', a rolling pin found in Indian households, over the entire body, touching on various muscles and pressure points to release tension. It improves blood circulation, flushes out toxins and lactic acid build-up, leading to improved cellular function.

A deep muscular two-hour massage for profound relaxation, Vishrama, comprises an application of hot compress of therapeutic Indian herbs that works on your tired and sore muscles. The invigorating treatment is wrapped up with gentle strokes to soothe muscles as you slip into sheer bliss.

An indulgent two-hour treatment for deep relaxation and glowing skin, Sushupti, commences with an aromatic footbath and pampers you with the richness of natural blend of 22 herbs, green gram flour, honey and fresh cream. Vishuddi, includes exfoliation using silk gloves to stimulate the circulation, followed by a traditional Indian herb wrap and a full body lymphatic drainage massage.

The specially tailored luxurious spa treatments like the exotic couple treatment – Soma (Nectar Of The Gods) - where both therapists will perform a candle-lit, Indian aromatherapy massage, using evocative oils. Other customised treatments include the Pranaam, a four-hour Indian encounter that takes you back in time; Sukha, a three-and-half-year bliss therapy that soothes your senses and pampers your body; Svashakti, a three-hour experience where you encounter spirituality, balance and inner peace.

Halo-therapy or Salt Therapy is a contemporary variation of the age-old tradition of spending time in natural salt caves for its healing properties. It involves relaxing in a salt room which activates a healing process at the cellular level in the body, helping the body restore itself naturally and effectively.

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Designing an Eco-friendly Salon

by **Shantanu Garg**

Shantanu Garg, Architect and Interior Designer, is the owner of Shantanu Garg Design in Jaipur. Views expressed are personal.

Eco-friendly design is coming up to be a great trend in infusing elements of retreat and experience. It is a release from hardcore urban and formal setup commonly used in varied functional interior spaces. Aesthetic and functional eco-friendly elements in urban environments such as salons and spas, where the human transition happens for a purpose with the sole idea of rejuvenation, are gaining ground. For instance, if I am going to a salon, it is a visit for a moment and that moment I must use to experience a refuge from a world's formal urban setup into the environment that's casual and close to nature or its elements, to have a visual detox and refresh myself.

Experiencing elements in design that are composed of natural elements like vertical landscape or plantation, organic material like matt finish wood, concrete or natural earth floors visually make the space appear eco-friendly. The whole idea is to give an experience that not only grooms you, but also gives visual comfort that we get when are close to nature. The informal character in design of an eco-friendly salon will create an easy approach and thinking, thus, aiding in release of stress. Technically, eco-friendly spaces are in harmony with the climate of its existing environment, and negates stress acquired from rigid linear or unidirectional approaches. The transition that we go through in a short time influences our mind, body and soul.

An eco-friendly salon when made in compliance with energy consumption and its related parameters, concludes functional aspect of design. By making a space that is well lit, natural ventilation reduces the load of electricity and air conditioning. The layout plays an important role in making the space eco-friendly, so, appropriate intervention of light and methods to insulate the space naturally are some of the measures that aid. Not only how we adapt to nature and combat its challenges naturally is an eco friendly measure, but also what we give back to nature accounts for this phenomenon. Garbage disposal and judicious use of resources like water and electricity make an eco-friendly space. Using methods of water treatment at domestic levels and reusing it in hygiene closets like WC and janitor, and to some extent, on maintaining the landscape helps in making your salon space eco-friendly. Also, eco-friendly materials hardly emit any volatile chemicals unlike synthetic materials, thereby improving the air quality in the space.

There are aesthetic factors involved in aiming to make a space unusual and unconventional in its design approach and eco-friendly design being nascent in the salon industry is one of the key reasons behind adopting it. There are energy credits and energy saving measures that make it commercially more viable. The eco-friendly design salon provides an unusual and attractive visual experience. Not to forget eco-friendly design elements are quite reasonable and an intelligent commercial move. There are lot of technological and design innovations that make eco-friendly elements breed in a closed environment. There is lighting technology that helps in development of artificial photosynthesis in spaces and gives us the liberty to use landscape in an interior space despite less sunlight. Advanced research in botanical breeding and knowledge of indoor plants allow us to incorporate plants in an interior space. Knowledge of designing vernacular spaces like using courtyard in the layouts makes your salon in sync with hot and humid as well as hot and dry climate.

An eco-friendly salon is a great move, but it has its limitations and needs a lot of convincing to incorporate it in design. Firstly, as a designer, it is visualisation and its correct communication beforehand is a challenge. It needs sourcing ability, acquiring appropriate materials keeping in perspective their sustainability and compliance to maintenance. Eco-friendly designs are bit difficult to realise in extreme climatic conditions. 🌱

Spa Solace Lucrative Offers

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



SIGNATURE MASSAGE, Aura Heritage Spa, Delhi

The signature therapy includes a four-handed full body massage. This is in line with thousands of years of traditions and involves two therapists. It nourish the tissues, and enhances the immune system. The therapists focus on the vital pressure points with rhythmic and synchronised movements to reduce stress from the mind and body.

Duration: 60 minutes and 90 minutes

Price: ₹5,000 + taxes for 60 minutes and ₹7,000 + taxes

VISHUDDHI, VILASA SPA BY TATTVA, Aloha On The Ganges, Rishikesh

This massage aims to achieve 'Shuddhi' through removal of toxins from the body. The therapy focuses on the deeper layers of body tissues, ligaments, and fascia. Experience this rustic massage with specialty blend natural herbal oil, which helps relieve pain and tones the muscle tissues.

Duration: 60 minutes and 90 minutes

Price: ₹3,499 + taxes and ₹4,799 + taxes

ABHYANGA, JIVA SPA, Taj Wellington Mews, Mumbai

The medicated herbal oil application, Abhyanga is not really a massage; it is a program where the oil is liberally applied using soft and gentle strokes in the downward direction. It yields wide ranging benefits including, good appetite, alertness during the day, good sleep at night and reduces stress levels. It removes fatigue and pain, gives a glowing skin and most importantly, builds immunity.

Duration: 75 minutes

Price: ₹5,000 + taxes

RED RICE MASSAGE, SERENA SPA The Corinthians Resort, Pune

This unique massage involves rice paste made from finely ground pure organic red rice mixed with rose water. The paste is massaged in long flowing movements across the body. This chemically free spa therapy makes the skin soft, smooth and supple. It exfoliates the skin and imparts a healthy glow.

Duration: 60 minutes

Price: ₹4,400 + taxes



AySpa at Ayada Maldives Close to Nature

The award winning Ayspa at Ayada Maldives has been designed to rejuvenate the body, mind and spirit. The spa showcases terrazzo floors with marble and timber hues to reinforce an indigenous feel to your spa experience. From royal traditions like, Turkish Hammam to contemporary technology like, Vichy shower, the spa brings the best of both the worlds for their guests

by **Shivpriya Bajpai**



“ AySpa will continue providing the perfect and ultimate treatment to each guest we welcome at Ayada Maldives; defining the purpose of each corner in AySpa which is designed to rejuvenate the body, mind and spirit. AySpa will continue enhancing our top-notch signature treatments like Turkish Hammam and incorporating it to the new trends in the market that will cater the demand of guest's new transformation and preferences, reaching the desire of a luxurious pleasure and making a difference of how being pampered in the middle of Indian Ocean.

— JUDIZA PADILLA, Spa Manager, Ayada Maldives



Size of the spa: 3,500 square meters

Time taken for construction: 75 days

About the spa: The Aydeniz Group introduced its first Ayada Maldives in the stunning Gaafu Dhaalu Atoll in Maldives. The AySpa has been designed to rejuvenate the body, mind and spirit. The spa showcases terrazzo floors with marble and timber hues to reinforce an indigenous feel to your spa experience. The spa boasts of Maldives' first Vichy shower room and private Turkish Hammam including an elaborate marble plinth. This exceptional luxurious spa features eight spacious and tranquil treatment villas. Ayspa was awarded the Seven Stars Luxury Spa in Indian Ocean and won the Luxury Beach Resort Spa and Regional Luxury Resort Spa at the World Luxury Spa Awards 2018.

Apart from the treatment villas, the spa also consists of hydrotherapy baths, steam and sauna area, cold plunge pool and a warm vitality pool. The Vichy shower room and Turkish Hammam

can be reserved for private use. An elegant boutique completes our guest's experience offering a wide variety of distinguished spa products.

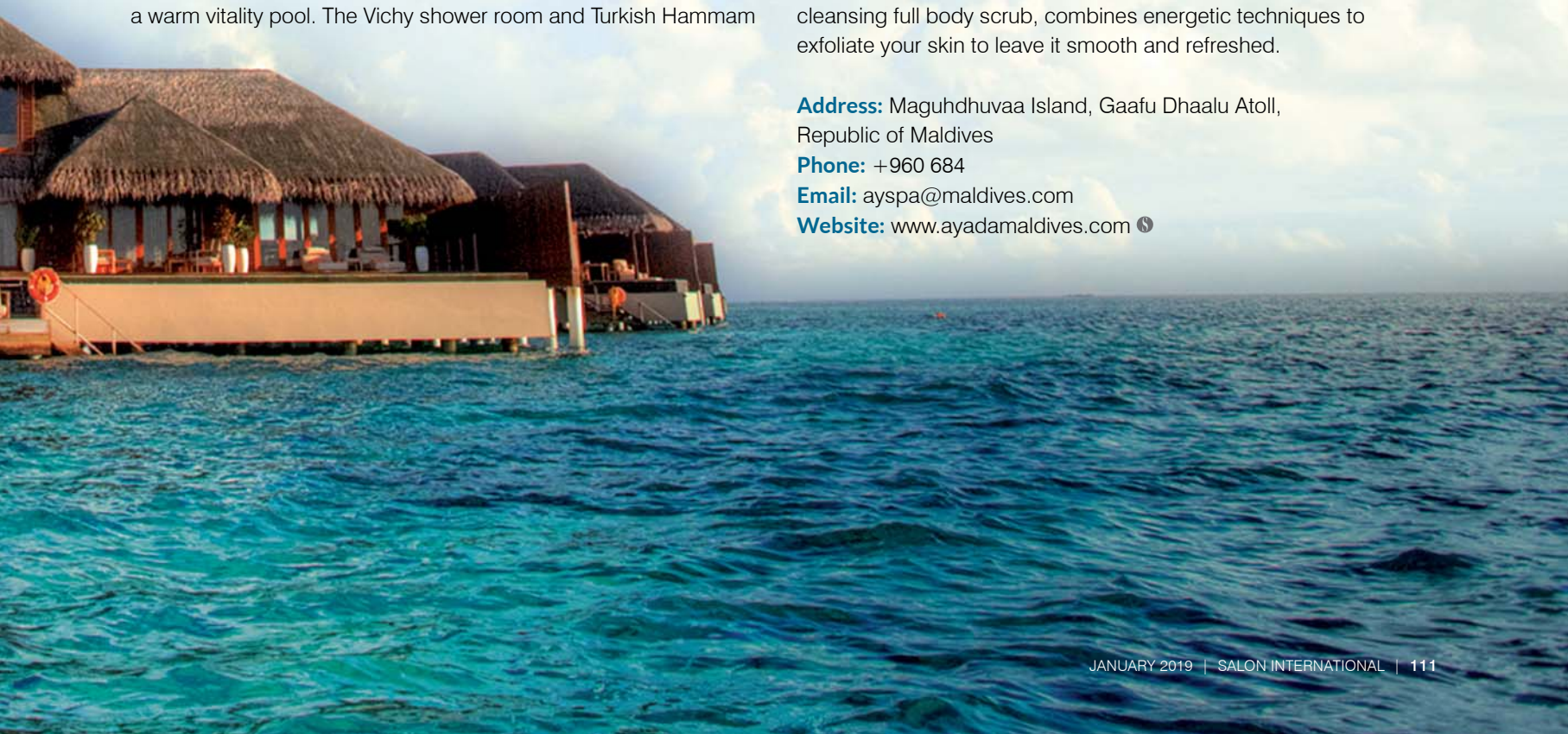
About the services: Inspired by one of the oldest cleansing traditions in the world, the Hammam Turkish Bath is a purifying and refreshing ceremony that promotes well-being for body and mind. Discover our signature treatment, the 'Indulgence Hammam Ritual' to experience the pleasures of royal traditions. The Signature Treatments comprise of Balancing Ritual which begins with an intensive full body exfoliation under the tropical Vichy shower, followed by a body scrub and concludes with a calming scalp massage. An intensely nourishing treatment, Nourish Ritual, combines stimulation, exfoliation and a deeply relaxing full body massage including a scalp treatment. Tropical Aroma Rain Massage is an intensely relaxing treatment combining full body exfoliation, the Vichy shower, a full body massage and a scalp treatment and massage. Revitalising Body Scrub, a deeply cleansing full body scrub, combines energetic techniques to exfoliate your skin to leave it smooth and refreshed.

Address: Maguhdhuvaa Island, Gaafu Dhaalu Atoll, Republic of Maldives

Phone: +960 684

Email: ayspa@maldives.com

Website: www.ayadamaldives.com





Glass is a Sustainable Design Element

by **Aditya Bhutani**

Aditya Bhutani is the COO at AIS Glasxperts. Views expressed are personal.

In today's age, glass has become a style statement being used well in commercial spaces like salons and spas, and home décor. It has undoubtedly become the first option for interior designers in order to create a distinctive mark in terms of appearance and being in vogue. It has unique characteristics which make it stand apart when it comes to choosing materials for interiors, especially of salons and spas.

The kind of look and texture that glass provides to spaces can never be substituted by wood or any other material. The significance of glass is that it enhances the beauty of the location by adding extra sheen and because it looks light, it takes up less space, as compared to wood. Salons and spas have become an attraction point for people, and thus, the need to highlight the beauty of these spaces is of utmost importance and one of the most stylish and fanciest components that can amplify it.

These days, interior designers and architects are looking to achieve a uniquely modern and sophisticated bathroom décor. Myriad options of bathroom décor can be achieved with the use of glass. The high-end appearance it offers is unmatched, which is reason enough for many to choose glass.

Modern shower designs have evolved through time and the traditional shower doors and curtains have been replaced by the up to date, elegant and chic glass shower doors of today. Glass screens and enclosures are specifically designed to cater to the modern lifestyles offering you utility as well as aesthetic appeal. These can be made using AIS Stronglas, high quality tempered glass and AIS Securityglass, laminated glass with PVB interlayer. These glasses apart from being extremely safe and durable, also provide a positive illusion of more space, making interiors look spacious, fresh and elegant. The transparent feature of glass makes for elegant and stylish designs. Glass adds beauty to your interiors, giving it more of a contemporary look and at the same time fulfilling the basic criteria of a separate wet and dry area, leaving your spa looking great all the time.

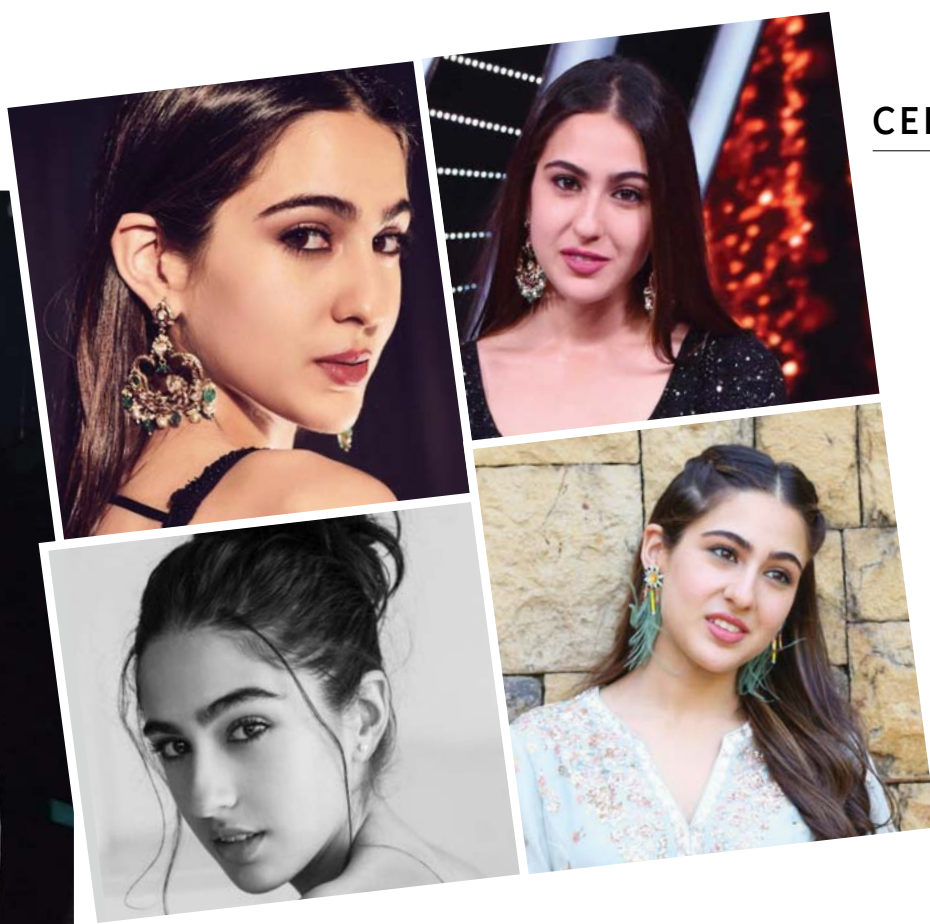
Glass shelves are light and unobtrusive. They make the interiors look larger and brighter. Wide range of mirrors in terms of effects and patterns, colours are also available which gives a stylish look to salons, again, creating an illusion of more space.

Glass tiles can be used on walls, tub surrounds and as a backsplash. AIS Décor, which is lacquered/ back painted glass, is ideal for application in salons and spas. It is uniquely coloured and the opaque appearance adds life to the décor. It is also moisture resistant.

Glass washbasins are yet another unique application these days. Clear, tinted, frosted or patterned, glass washbasins can be used for designing.

Privacy of customers is a special issue in salons and spas. Hence, opaque materials tend to be seen as better options than glass – for obvious reasons! However, frosted or translucent glass, such as AIS Krystal, enables privacy and selective viewing of products, while retaining or even enhancing the aesthetic appeal when used for partitions, doors and screens.

The latest trend is 'smart glass' that turns translucent from transparent at the touch of a button! It is an excellent replacement for curtains and blinds at salons and spas. AIS Swytchglas, made with cutting-edge technology, is the preferred smart glass of many architects and interior designers. The principle behind AIS Swytchglas is the PDLC, Polymer Dispersed Liquid Crystal, technology. There is a smart film between the two special polymer films. The smart film is a suspension of liquid crystals in a polymer base that can be controlled using an electric charge. Under normal conditions, the liquid crystals are randomly distributed and when light hits the glass, it is scattered by the liquid crystals, however, when an electric current is passed through the glass pane, the liquid crystals align themselves into straight lines allowing the light to pass through without scattering. It is hence a smart choice for a smart salon. 📍



Sara Ali Khan

“I am a fan of the subtle and understated”

A spitting image of her mother Amrita Singh, Sara Ali Khan also has father Saif Ali Khan's royal personality. With *Salon India*, she shares her beauty and style secrets

by **Aarti Kapur Singh**

Sara Ali Khan embodies all clichés and yet defies them. A Pataudi descendant, she is as blue-blooded as they get. The granddaughter of Sharmila Tagore and daughter of Saif Ali Khan and Amrita Singh, one would imagine her to have the airs of a star kid, but one is pleasantly surprised.

“Physical transformation got me here”

“Back in the days, I was as heavy as 96 kilos! I have always been chubby on a staple diet of pizzas, while I was studying in Columbia. The moment of change came when my regular pizzeria was too crowded on one day, and I walked into a salad deli. And I was hooked! I am not crying wolf, but I had PCOD and eating healthy was a deliberate choice. I feel looking good is a by-product of living healthy. Small lifestyle changes such as, opting for energy bars instead of chocolates or oats instead of bread, help. Also, I started playing tennis with Abba. The gym regimen came much later. I prepped my body first, rather than imposing a rigorous gym workout on it. I am not much of a gym person; am happier doing yoga.”

“Eating healthy is not boring!”

“Thanks to my mom and that she is a perfectionist, I am able to eat a variety of healthy food. For breakfast, I have egg whites and toast or idli; lunch is of chapati, daal, vegetables, salad and fruits. I love snacking, usually on fruits or dry fruits, or upma. Dinner is light with chapati and green veggies. Before a workout, I have muesli or oats with fruits, and afterwards, a protein shake or a tofu and sprout salad.”

“I am obsessed with my hair”

“I think my mom has the best hair in the world and I let her take care of it for me. There are oil massages every alternate day and hair packs and masques every three to four days. I avoid chemicals or heat treatments and just tousle it or braid it.”

“Minimalist make-up”

“I am a sunscreen and base kind of person. I learnt how a flawless base can be your only make-up from Kareena. I usually sport a neutral look with eyeliner or kohl and mascara. But I am slowly starting to experiment. So, maybe I will wear a coloured liner or a deep coloured lipstick, but I am scared to wear it all at once.”

“Nail polish is my weakness”

“I get panic attacks if my nail polish is chipping and so, keep it handy in case of an accident. However, I also take care of my nails. Mom has this amazing recipe of breaking one Vitamin E capsule into a spoonful of almond oil and massaging it on the nails and hands. It is so good, you will not need any nail oil or cuticle butter!”

“I am boring with my clothes”

“I am a fan of the understated and veer towards retro fashion. Flared pants, ditsy florals and polka dots are my favourites. I am obsessed with white and have a dozen of salwar kameezes in the colour. Abu Jani and Sandeep Khosla are my favourites. If my outfit is loud, I skip the accessories. I also have a thing for statement earrings; in fact, it is the only piece of accessory you will see me wearing. I so love juttis that I have lost count of the pairs I have!”

Dyson harnesses technology with the Dyson Airwrap styler



Following on from the runaway success of the Dyson Supersonic hair dryer, Dyson unveiled its second piece of beauty technology: the Dyson Airwrap styler! It uses jets of air to allow you to achieve voluminous curls, natural waves and smooth finish at home. Powered by the Dyson V9 digital motor, the Dyson Airwrap styler, along with its unique styling barrels, has been created by an in-house team of experts to use air to style hair, without the need to rely on extreme heat. The motor spins to create an area of high pressure at the top of the styling barrel. A high velocity jet of air disperses out of six air slots around the barrel. This generates a physical phenomenon known as the Coanda effect, which allows the hair to curl around the barrel to style. The machine's styling brushes are also engineered to take

advantage of the Coanda effect. To achieve a sleek smooth finish, the brushes align hair when styling, helping to provide a smooth shiny finish, when dry. One only needs to rotate the barrel clockwise and anti-clockwise to achieve symmetrical curls. The quick release switch and cool tips allow you to quickly change attachments after styling. It helps reduce static in the hair during styling. The cool shot sets your style. It has an easy clean filter magnetic, removable and washable filter with a cleaning brush. The swivel cable for ease of movement, at any angle. There is a two year warranty on parts and labour. It comes in a neat box that protects and neatly stores your Dyson Airwrap styler and its attachments. Often, styling hair means blow drying before styling. The Dyson Airwrap styler styles wet to dry. It is designed to retain optimum amount of moisture in

hair necessary for proper styling and is not for blow drying. Hydrogen bonds line each strand of your hair. When hair is wet, hydrogen bonds break down resetting the natural style of your hair priming it for styling. After choosing the attachment for the desired look, the combination of powerful airflow and heat control allows you to style without extreme heat with ease – saving time and avoiding tangling. Dyson's team of engineers and hair scientists go to great lengths to understand hair from root to tip. After building state-of-the-art hair laboratories, the team spent more than six years testing and researching different hair types and styling habits around the world. They identified two key desires and challenges when it comes to styling – people desire body, fullness and movement. They want to avoid limp hair with little body, and others desire smoothness without losing

volume. They tend to suffer from frizz and too much body which makes styling difficult. Says James Dyson, Founder & Inventor, Dyson, "We have been obsessively manipulating airflow for more than 25 years. Our expertise in aerodynamics is one of our core technologies. Harnessing the power of Dyson's digital motor we have engineered a truly unique styling tool preventing extreme heat damage when styling. I am immensely proud of what our engineers have achieved."

WHAT: launch of Dyson Airwrap Styler
WHEN: 19th December 2018
WHERE: Four Seasons Hotel, Mumbai

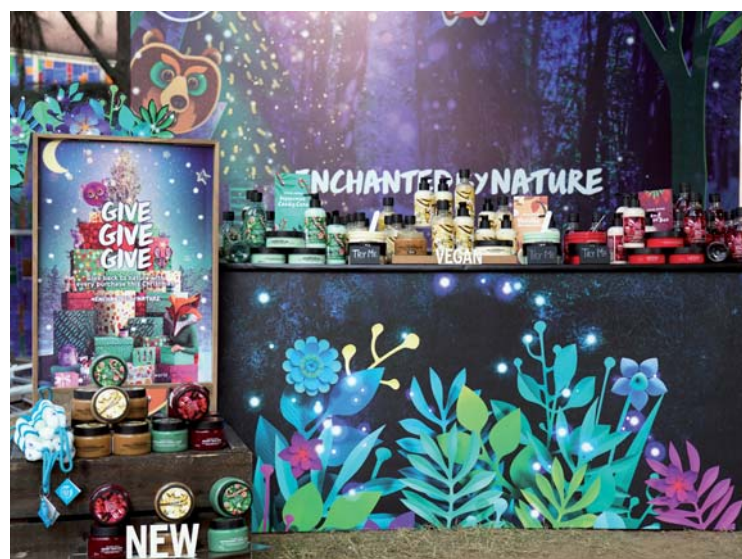


The Body Shop India's Christmas Collection

The global beauty brand, The Body Shop, hosted members of the media and bloggers at Christmas Collection launch event. The brand ensured a fun and interactive session with exciting activities including, cake-mixing and planting Terrariums, and more, for the guests. The limited edition of bath and body products is inspired by the winter forest and truly enchants the senses with its invigorating scents and textures. The Berry Bon Bon range has refreshing cranberry seed oil from North America, Vanilla Marshmallow has a creamy

scent of marshmallows. It is enriched with Vanilla extract from Madagascar, and the Peppermint Candy Cane is enriched with Community Trade goodness from Ghana, Brazil and Nicaragua. The ranges offer nourishing body butters, refreshing shower gels, bubbly body lotions, fragrant soaps, delightful sparkling mists and luxuriant bath bubbles.

Shared Aradhika S Mehta, Marketing Head, The Body Shop India, "The Body Shop's new limited edition Christmas collection of Bath and Body products has all things that The Body Shop fans love, a dash of berry, the warmth of spice and a splash of fun. To add



to it, this winter, any purchase at The Body Shop, will help you give back to the planet, protecting and re-wilding 10 million square metres of forests in India, England and Armenia. The re-wilding project of The Body Shop India is working with the Wildlife Trust of India (WTI) at Garo Hills to conserve this biodiversity hot spot and the majestic elephants by

engaging local communities and supporting the essential health care needs that are vital for 50 villages."

WHAT:
Product launch

WHEN:
21st December

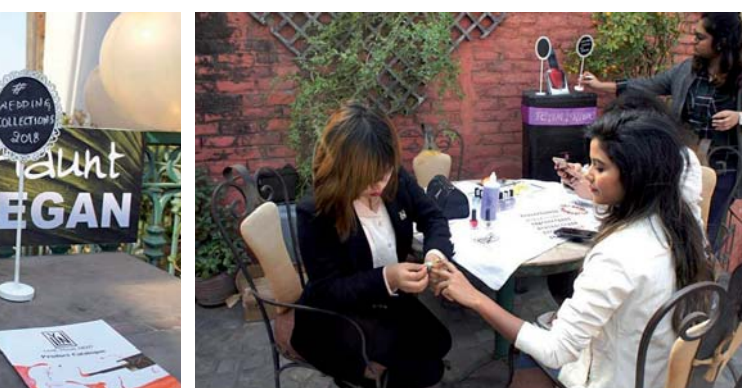
WHERE:
The Roseate, Delhi

LYN Nails launched the Wedding Collection

Live Your Now (LYN) Nails unveiled its all-new Wedding Collection, a palette of eight elegant shades of nail varnish ideal for the wedding season. The event was designed around the concept of a bachelorette party and what a pre-wedding blast it indeed was. Quirky games, like 'Nail the bride' was a big hit with the guests who had fun painting the nails of a silhouette. A bachelorette is incomplete without some naughty games, so next in store was 'Porn or Polish', where they had to pick out the names of LYN shades from a mix of LYN polish names and porn movie names. There was an experiential station for manicure set up at the venue where guests could experience



some of the ravishing shades from the wedding collection. A specially crafted bridal nail art trends palette was curated which turned out to be the highlight. Each guest was thrilled to receive a custom made LYN hamper which included the latest wedding collection palette along with a DIY manicure set and not to forget a custom made cupcake.



The collection includes bold reds like, 'Bride to be' and 'Reddy to wed', sparkly shades like, 'Bridal shower' and 'Marry gold'. There are earthy brown and grey colours to pick from like, 'Get hitched' and 'I do', and not to forget the deeper royal lilac and burgandy shades like, 'Lilac bloom' and 'Let's toast'.

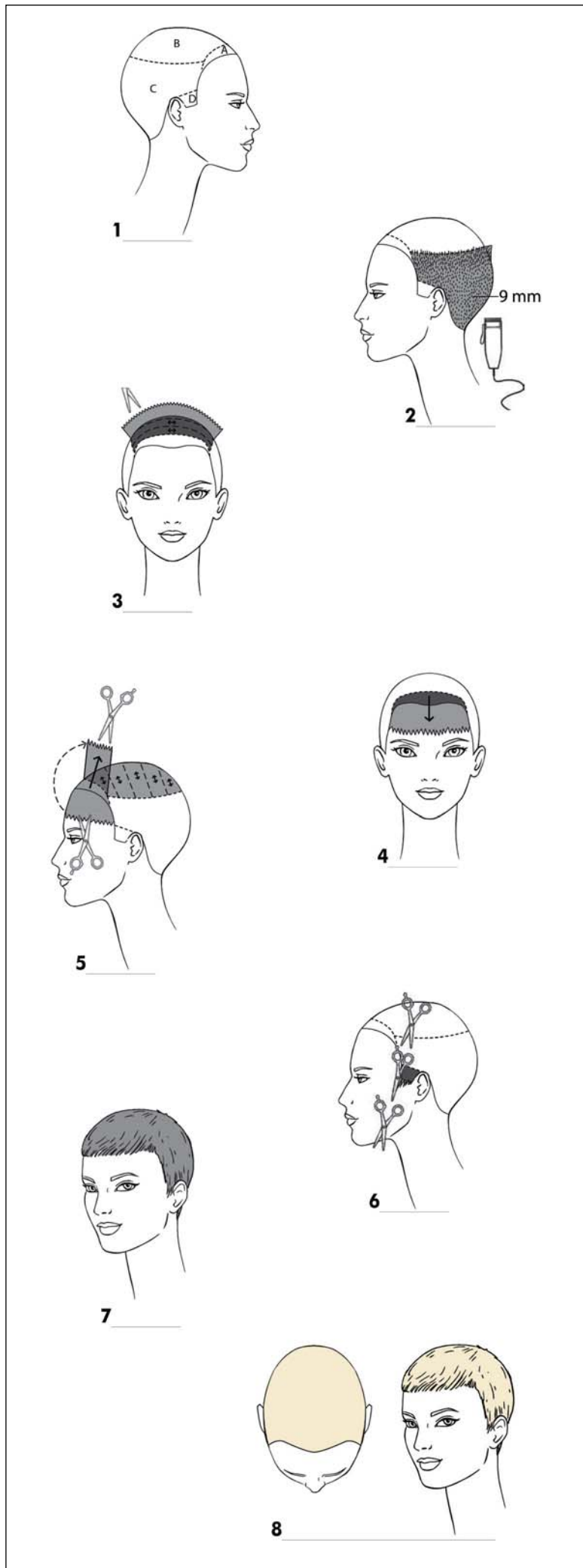
Shares Shital Nangalia, Business Head, LYN Nails, "LYN

as a brand has been growing massively over the years and there would not have been a better way to celebrate the launch of our new Wedding Collection in Delhi."

WHAT:
Product launch

WHEN:
15th December

WHERE:
Amalfi, Delhi



CHRISTINE

- 1** Subdivide into 4 sectors. Sector A: isolate a 3 cm high front sector included in the end of eyebrow arch. Sector B: isolate crown area. Sector C: the area below crown line. Sectors D: isolate sideburns.
- 2** Sector C: Cut with machine at 9 mm with an outer movement.
- 3** Sector B: with horizontal separations and following roundness of the head cut round and in perpendicular guide with Point Cut technique, keeping your fingers close to the head.
- 4** Sector A: with Point Cut technique create a square perimeter lightly on eyebrow arch.
- 5** Join obtained length to the one of B sector, cutting with fixed guide.
- 6** Sector D: Cut sideburns with Open and Close technique and keep them longer than C sector.
- 7** Give the finishing touch to haircut in Dry Cutting using thinning scissors to soften and shade perimeters and disconnect B and C sector Colour.
- 8** Bleach the whole hair and give style.

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



Gurgaon

Sakshi Sagar Makeup, Salon & Academy



Launched in the year 2017, Sakshi Sagar Academy envisions to elevate the standard of beauty education in the country. The brainchild of extremely passionate and talented make-up artist, Sakshi Sagar spearheads the academy along with her make-up studio and salon. The courses offered are comprehensive and at par with international standards and it has an aim to update the students on the latest trends and techniques. Sagar conducts the classes personally and prioritises practical sessions. The importance of hands-on experience cannot be stressed upon enough, as it prepares students to tackle live situations.

Sharing her views on the USPs of her studio and academy, adds Sagar, "Sakshi Sagar Studio is not just a salon, but a complete experience. We are a salon, academy and a make-up studio, all in one. Known for using innovative hair and make-up techniques and excellent skin care services, Sakshi Sagar Studio brings the backstage expertise and experience to the modern Indian woman. Our team of trained and experienced professionals ensure an experience of a lifetime, both for our clients and students. We ensure ample practice sessions and provide career guidance to our students. The course modules are updated on a regular basis to keep abreast with latest trends."

Courses

Self Make-up Course: It is ideal for make-up enthusiasts, who do not always find time to visit a salon and want to look flawless everyday as well as on special occasions. The self-grooming session for two days offers step-by-step demonstration of ways to do make-up. Students are acquainted with latest trends and techniques including, methods of contouring, highlighting, colour correction, day lip colours, applying false lashes, to name a few.

Advanced Make-up Course: It covers the major aspects of a professional make-up course in seven days. Students get to learn the latest tips and tricks. This course is ideal for a learner and a pro level make-up artist, who wants to upskill in a short time. Topics include a study of skin types, eye make-up, bridal make-up, airbrush technique, and more.

Professional Make-up Course: This 18-day course is ideal for professionals in the industry, who want to take their skills few notches above and carve their own niche. It provides in-depth knowledge in make-up starting from categories in make-up, product knowledge, skin analysis, study of colours, advanced eye make-up, make-up for different occasions, A to Z of bridal make-up, portfolio shoot, and more.

Certification

Students receive certificates by the academy on completion on the successful completion of a course.

Eligibility criterion

Passionate individuals, who want to learn make-up and envision a career in the industry, can apply.

Fee range

Personal Make-up Course is for ₹15,000, Advanced Make-up Course is for ₹50,000 and Professional Make-up Course is for ₹1,00,000. Course fees are subjected to Government taxes. 📞

Contact person: Sakshi Sagar, Founder | **Address:** JCM-50, Jacaranda Marg, DLF City Phase 2, Gurgaon - 122002
Phone: +91-9899911164 | **Email:** info@sakshisagar.com | **Website:** www.sakshisagar.com



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