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

10th
Anniversary

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INTERNATIONAL

INDIAN SUBCONTINENT | Vol 11 No 1 | January 2018 | 120 Pages

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Printed & published by S P Taneja on behalf of Images Multimedia Pvt. Ltd. Printed at Samrat Offset (P) Ltd., B-88, Okhla Industrial Area, Phase - 2, New Delhi 110020 and published by S P Taneja from S- 21 Okhla Industrial Area Phase - 2, New Delhi. 110020
Editor: Amitabh Taneja

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Salon International, Italy: **Publisher:** Giuseppe Tirabasso, Editor-in-chief: Claudia Stagno
Redazione, Amministrazione, Pubblicità, M.T.E. Edizioni S.r.l.-Via Romolo Gessi, 28 - 20146 Milano, www.salon-international.net

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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!



Hair by: Rafael Bueno@Rafael Bueno
 Peluqueros
 Hair Assistant: Moysés Ultera
 MUA: Lulu Pérez
 Photographer: Alberto Zaldívar
 Stylist: Desiré Espinosa y Xisco Morales
 Models: Elva y Baira
 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 recess 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



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.





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.



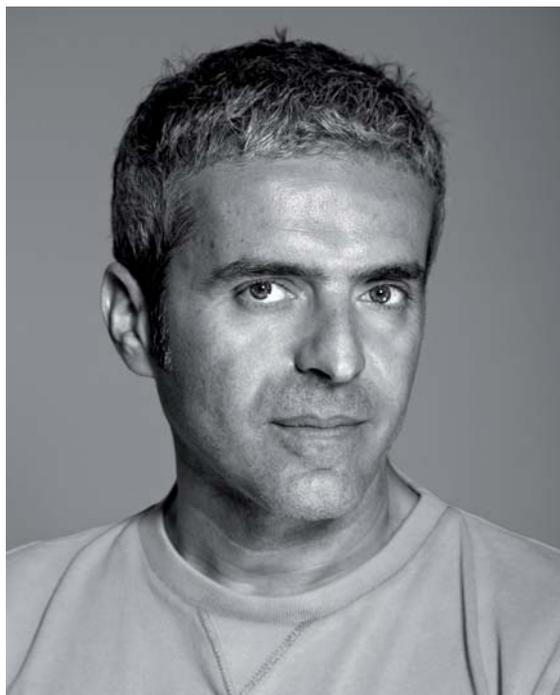
The Beauty and Wellness Industry

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**



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 Fígaro 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.



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



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!”



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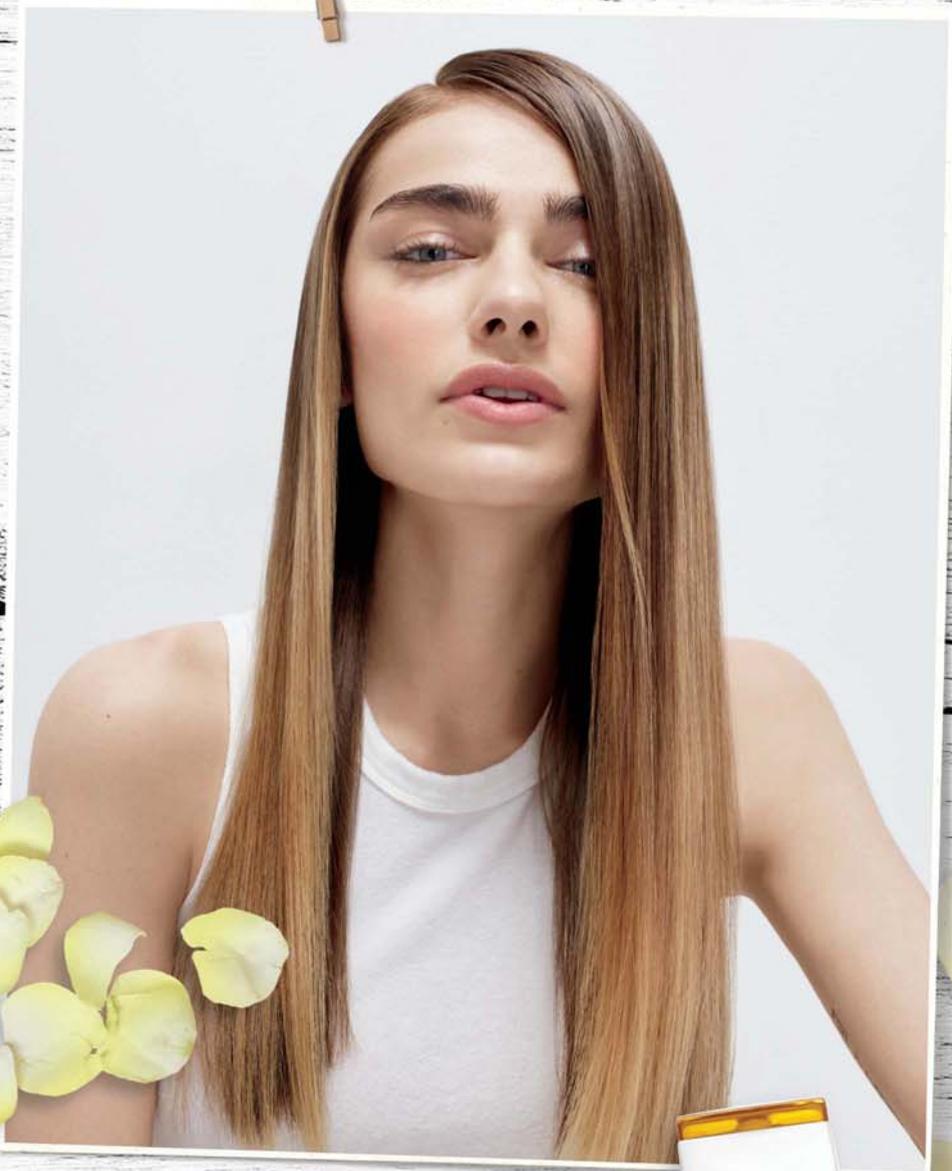
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