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INDIAN SUBCONTINENT | Vol.11 No.2 | February 2019 | Price ₹150

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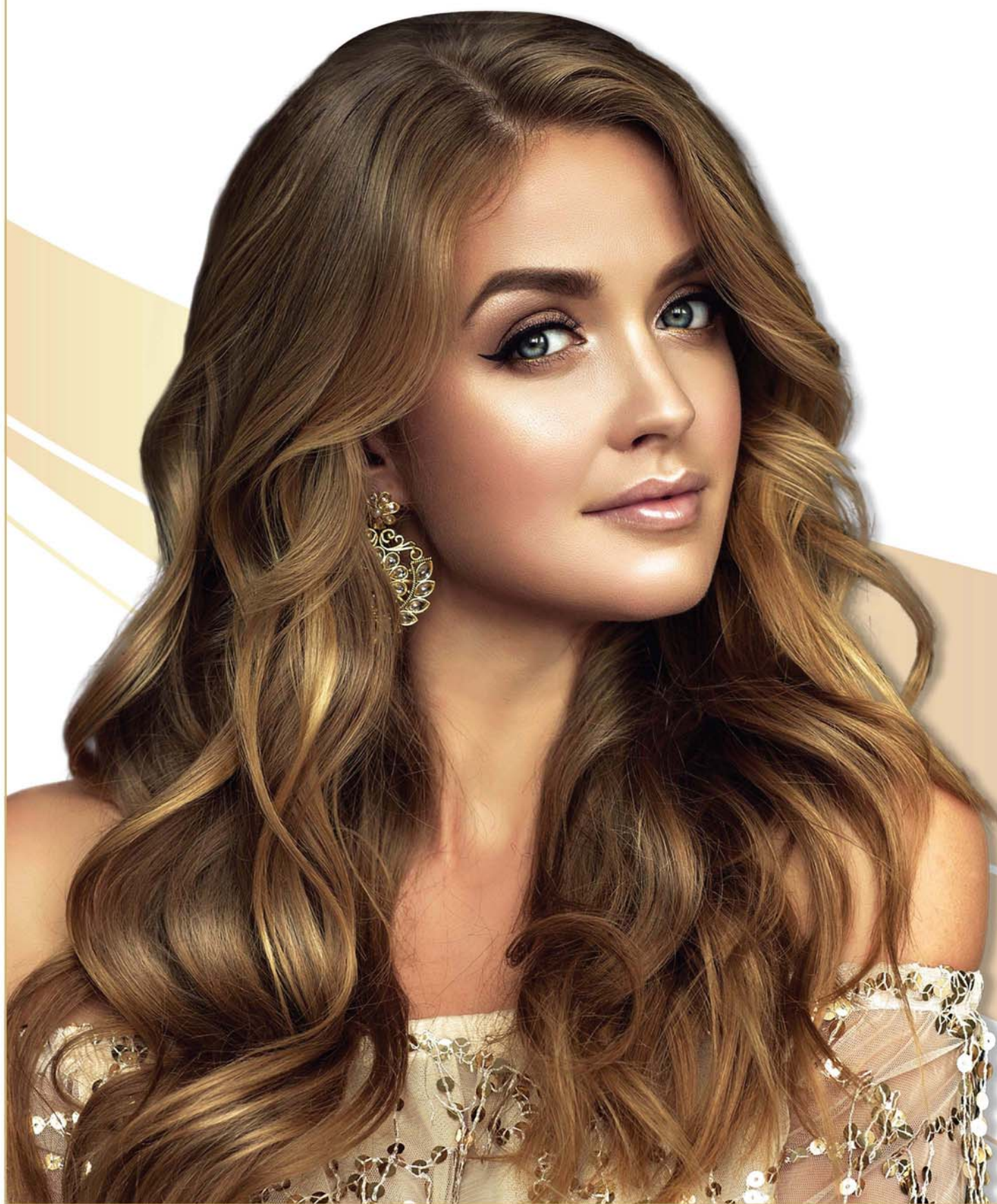
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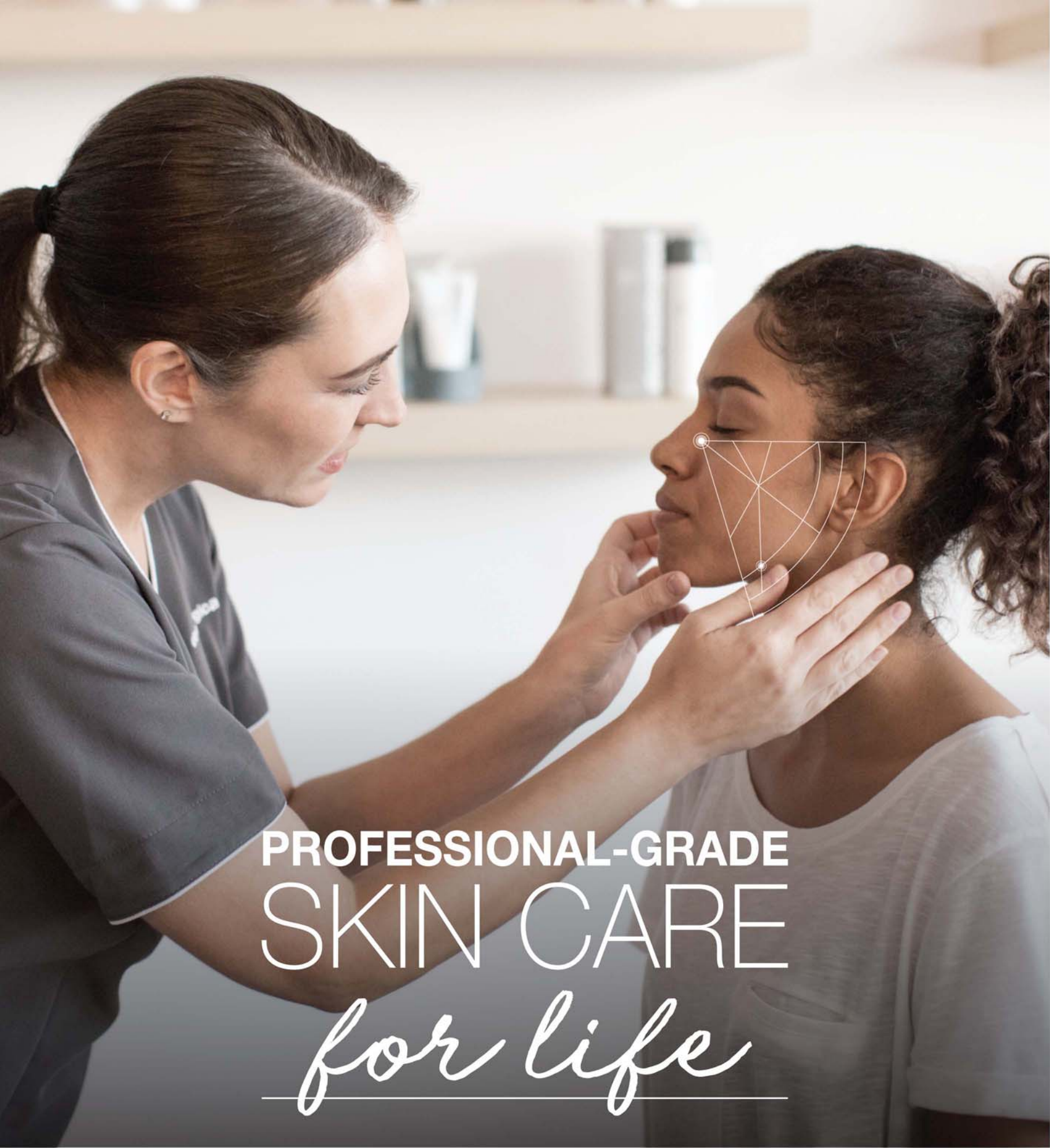
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Colour Cosmetics is the fastest growing segment of the Beauty & Wellness sector in India. According to a report by Data Bridge Market Research, the global colour cosmetics market is expected to reach USD 51.38 billion by 2025, from USD 31.20 billion in 2017 growing at a CAGR of 3.7 percent during the forecast period of 2018 to 2025.

The ascending growth trajectory can be attributed to various factors including, raised awareness, global influence, social media platforms, increased access to brands, holistic approach to beauty, to name a few.

Industry stakeholders are roping in latest trends, product innovation, marketing strategies, omni-channel business model, among others to stay ahead of competition. On cue, in the In Focus section, we speak to top brands and make-up artists in the business to understand what is in store for 2019.

In the Hair section, we feature Ivan Rodriguez, who has been part of the creative artistic team of Farouk Systems since 2002. With more than 20 years of experience in the beauty industry and multiple awards in his kitty, he shares his professional journey. There is a glorious photo essay that showcases collection by Mayte Garrote and Carlos Valent. Our homegrown Hardik Malde, Founder & Creative Head of Hair Castle Salon, turned around his fortunes by being creatively and commercially successful. He shares his journey with us. Celebrity stylist Kanta Motwani, Curator at Kromakay Salons & Academy, decodes the 'perm', the hottest trend of 2019. Also, we have Dr Gaurang Krishna, Specialist Hair Transplant Surgeon & Consultant Dermatologist, Director, MedLinks, shares his views on Artas Robotic Hair Transplant as a trending aesthetic procedure.

In Beauty, meet Delhi-based independent make-up artist, Mausam Gandhi, whose young and energetic vibe is highlighted in her craft. With a strong foothold of five years in the industry, Mausam vouches for consistency and hard work; product launches in skin care and more

In Spa Focus, we bring to life the design elements of the Nilaya Spa at Radisson Blu, Pune Hinjawadi. Inspired by natural and earthy tones, the spa offers a plethora of therapies influenced by Ayurvedic, Oriental and European practices; Dr Arun Suraj, Spa Head, Rejuve - The Spa at Lalit Bekal Resort and Spa, shares his views on wellness, spa USP, plans, and more; Exciting spa packages across India, and more.

All this and more in this fresh new issue. Keep liking and sharing at [saloninternationalindia](https://saloninternationalindia.com) on Facebook and [salonintl_india](https://salonintl_india.com) on Instagram!



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Hair: Ivan Rodriguez
 Photographer: Jell Loya
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Content

63



- 26 **Snippets** Latest news and updates from the beauty and wellness industry
- 30 **Main interview** Ivan Rodriguez has been part of the creative artistic team of Farouk Systems since 2002. With more than 20 years of experience in the beauty industry and multiple awards in his kitty, he shares his professional journey
- 32 **New openings** Salons and spas that have been launched in the country
- 40 **In first person** Hardik Malde, Founder & Creative Head of Hair Castle Salon, turned around his fortunes by being creatively and commercially successful. He shares his journey with us
- 45 **Trend alert** Tiny tight curls from the fun and fabulous 80s are back again to make your big hair dreams come true. Celebrity stylist Kanta Motwani, Curator at Kromakay Salons & Academy, decodes 'perm', the hottest trend of 2019
- 46-59 **In focus** Colour Cosmetics is the fastest growing segment of the Beauty and Wellness sector in India. According to a report by Data Bridge Market Research, the global colour cosmetics market is expected to reach USD 51.38 billion by 2025, from USD 31.20 billion in 2017 growing at a CAGR of 3.7 percent during the forecast period of 2018 to 2025. The ascending growth trajectory can be attributed to various factors including, raised awareness, global influence, social media platforms, increased access to brands, holistic approach to beauty, to name a few. Industry stakeholders are roping in latest trends, product innovation, marketing strategies, omni-channel business model, among others to stay ahead of competition. We speak to top brands and make-up artists in the business to understand what is in store for 2019
- 69-76 **Beauty** Meet Delhi-based independent make-up artist, Mausam Gandhi, whose young and energetic vibes are highlighted in her craft. With a strong foothold of five years in the industry, Mausam vouches for consistency and hard work; Dr Gaurang Krishna, Specialist Hair Transplant Surgeon & Consultant Dermatologist, Director, MedLinks, shares his views on Artas Robotic Hair Transplant as a trending aesthetic procedure; Product launches in skin care and more
- 78 **Influencer** Kolkata-based textile and fashion designer, Adarsh Makharia shares his views on the fashion and beauty industry
- 79-84 **Spa focus** The design elements of the Nilaya Spa at Radisson Blu, Pune Hinjawadi are inspired by natural and earthy tones. The spa offers a plethora of therapies influenced by Ayurvedic, Oriental and European practises; Dr Arun Suraj, Spa Head, Rejuve - The Spa at Lalit Bekal Resort and Spa, shares his views on wellness, spa USP, plans, and more; Spa packages across India
- 86 **Celeb style** A well recognised face, Tanishaa Mukerji is known for her work in Bollywood, Telugu and Tamil films. She shares her beauty and fitness secrets
- 88 **Step-by-step** Recreate the intricate cut
- 90 **Events** The social calender what is happening when and where

30



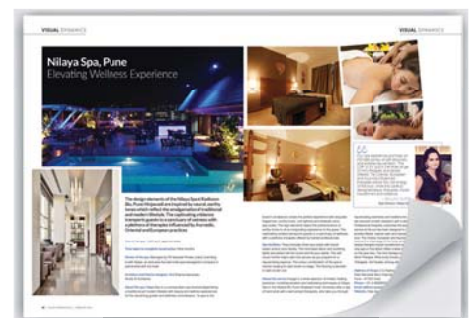
46



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80





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➤ **Kérastase launches Elixir Ultime**

Kérastase has re-imagined a masterpiece, Elixir Ultime, a true icon of desire, now sublimated with a new fusion of sacred Marula Oil and precious Camellia for the ultimate sensory experience. Actor, model and beauty icon, Lisa Haydon, cannot stop raving about her favourite hair care brand of the past 10 years. Reveals Lisa, "I never leave the house without my Kérastase Elixir Ultime – either on my hair or in my bag!" She loves experimenting with her hair, as much as she loves trying out different adventure sports. She adds, "I love expressing myself with my hair. Colour, length, bangs you name it – it is a constant adventure to try different looks. It obviously helps that I follow a great hair care routine with Kérastase. My all-time favourite is their most iconic product, Elixir Ultime. A lightweight serum ideal to finish any look, it makes my hair feel super smooth and soft." Commenting on the range, shared Monisha Bhatia, Education Head, Kérastase India, "Designed for the woman who craves magnificence, the new Elixir Ultime is a fusion of sacred Marula Oil and precious Camellia Oil, which leaves hair glowing, healthy and beautifully perfumed with the sensorial caress of floral scents. A multi-use oil that can be applied before and after blowdry. Apply two to four pumps depending on hair length throughout lengths and ends to dry or towel-dried hair; style as desired."

➤ **Innisfree launches new store in Delhi**

The new Innisfree store at Ambience Mall, Vasant Kunj, spread over carpet area of 833 sq.ft, is also the 15th outpost in the country. It is designed to bring the beauty brand to life and connect with its large network of beauty enthusiasts with their own wider range of Korean skin care needs. The interior features a vertical garden to give consumers a fresh feeling of nature and allows them to experience and breath clean air creating a eco-friendly ambience. Offering a full range of 100 per cent natural and pure product lines, Innisfree



is bringing an assortment of over 320 SKU's of skin care products like new squeeze mask sheets, new hand creams, new mask sheets, skinny cover fit cushion along with perfume, body water and beauty tools.

➤ **Emami acquires Creme 21, a German personal care brand**

FMCG major Emami Limited recently announced the acquisition of German personal care brand, Creme 21, as part of its inorganic growth strategy. It is further supposed to boost the company's international business, particularly in West Asia, South Asia and Russia. Creme 21 caters to skin and body care segments including cremes and lotions, shower gels, sun care range and men's portfolio, among others. The Middle East and North Africa region accounts for more than 80 percent of the brand's sales. Shared Harsha V Agarwal, Director, Emami Limited, "We plan to leverage our existing network of distribution and infrastructure to grow the brand. Creme 21 is an iconic German brand that has a high brand recall. With this acquisition, the company would be able to enjoy economies of scale due to additional business base."



➤ **Be U Salons raises ₹3 cr funding**

The subscription-based salon chain, Be U raised ₹3 cr funding led by Brand Capital and Jaipur Capital. The fund will be utilised towards marketing and expansion of subscription base. Founded by Vikas Johari, Jigyasa Gupta and Shailendra Nagvani in 2016, Be U operates 90+ outlets in three cities and aims to capitalise its subscription model, popularly known as SalonPass. Shares Vikas Johari, CEO & Founder, Be U Salons. "The biggest challenge of salons is not only to bring customers back, but to bring them back month on month, and SalonPass does just that. It is a dream come true tool for any salon owner. Today 80 percent of the subscribers visit our salons month on month, which is unprecedented. The brand is focused to provide solutions to neighbourhood salon owners by reducing their cost of goods, providing access to new clients and establishing customer loyalty. Be U further elevates customer experience with their app and tech-enabled ecosystem.

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↘ **Estée Lauder India signs Diana Penty as first Brand Ambassador**

Estée Lauder appointed Diana Penty, as Brand Ambassador for India. She will feature in skin care and make-up campaigns across digital and in-store platforms. Her first campaign will be for Estée Lauder’s iconic Advanced Night Repair, and she will front the Advanced Night Repair and Pure Color Love Lipstick campaigns. She will also lead the DoubleWear Stay-in-Place Foundation campaign, joined by local influencers representing diverse backgrounds and skin tones. Shared Rohan Vaziralli, General Manager, Estée Lauder Companies India, “We are thrilled to welcome Diana to Estée Lauder India as our first Brand Ambassador. Her independence, confidence, sophistication and radiance reflect the modern Indian woman today and will bring a fresh attitude to our brand legacy and style. We are excited to reveal our first campaign with Diana and truly believe she will help connect our brand with female consumers around the country.”

 **INTERNATIONAL**

↘ **Wella Professionals announce Romeu Felipe as Global Ambassador**

Leading hair colourist, Romeu Felipe has been appointed by Wella Professionals as their Global Ambassador. With A-listers clients including top Brazilian celebrities Yasmin Brunet, Camila Coutinho, Sasha Meneghel, Manu Gavassi, among others, Romeu has also recently launched his own salon Rom.Concept in São Paulo. On his new appointment shared Laura Simpson, Beauty Chief Marketing Officer, “We are incredibly excited to start this new chapter with Romeu Felipe, as Wella Professionals Global Ambassador. Romeu is an amazing colourist and influencer, embodying the true spirit of Wella Professionals, that of passion, on-going innovation, and an endless commitment to clients. He is an expert in the industry who has shown unique craftsmanship and creativity in everything he does.”



↘ **In March look out for Cosmoprof Worldwide Bologna 2019**

From 14th to 18th March, the leading B2B event for the cosmetic industry, Cosmoprof Worldwide Bologna 2019 is going to be a time travel into the beauty universe. From the discoveries of the past that laid the foundations of the modern cosmetic industry to the cutting-edge and sustainable technologies used today by leading companies focused on formulations, materials and industrial production, it will all be there. Over 2,900 exhibitors and 250,000 professionals from over 170 countries are anticipated in Bologna. There will be 26 country and group pavilions, representing Austria, Belgium, California, Chile, China, France, Germany, Greece, Indonesia, Ireland, Israel, Japan, Korea, Latvia, Pakistan, Poland, Romania, Spain, South Africa, Sweden, Switzerland, Taiwan, Turkey, United Arab Emirates, UK and USA. Over 30 sessions have been scheduled as part of CosmoTalks, with the participation of 200 international speakers.

↘ **L’Oréal recognised as a Global Environmental Leader**

L’Oréal has been highlighted as a Global Leader in Corporate Sustainability by environmental impact non-profit CDP, achieving a place on the CDP A List for climate change, water security and forests – all three environmental themes covered by CDP scores. L’Oréal is one of the two only companies to score an ‘A’ for all three of CDP’s themes. This is in recognition of its impressive actions in the last reporting year to mitigate climate risks, tackle deforestation in its supply chain, enhance water stewardship, and lead the new sustainable economy based on its 2018 disclosure to CDP. Jean-Paul Agon, Chairman and CEO of L’Oréal shared, “It is once again an honor for L’Oréal to be awarded an A in the three CDP’s rankings. L’Oréal is the first and only company in the world to have achieved a triple ‘A’ score for the third year in a row. Sustainability drives our research, our innovation and our operations in exciting ways and reinforces our commitment to our employees and the communities in which we operate.”



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*Luminous magnifying elixir and luminous reboost mask vs untreated virgin hair



Ivan Rodriguez

Born to be the Boss

Ivan Rodriguez has been part of the creative artistic team of Farouk Systems since 2002. With more than 20 years of experience in the beauty industry, he has received multiple awards. *With Salon India*, he shares his professional journey

by **Aradhana V Bhatnagar**

Please share with us your early years.

I was born in Chihuahua in northern Mexico and grew up in a family of four brothers, two men and two women, being the youngest of the four, in a modest house with my parents. When I was young, my major hobby was to go for a bicycle ride and spend hours observing the windows or doors of salons. I liked to peek in to know what they were doing and how come women left feeling happy? I was too young to understand.

How did you get interested in hairdressing?

Sometimes I think I was born to be a hairdresser. As a kid, I would comb my doll's hair, and when I was 15, I joined a small salon and worked as an assistant hairdresser for two years. Over the months I felt hairdressing was my natural ability, and so I decided to enroll in an academy. I fell in love for the first time with the subject, as never before had I been interested in hair structure and colorimetry, but I knew that something more was needed and it was therefore, the cut of hair and hairstyle so that everything looked integrated.

Which hairdresser has made an impact on you?

Undoubtedly many hairdressers have impacted me, for example in the artistic area and innovation in colour techniques, I love the work of Angelo Seminara; in hairdressing, precision cuts and



educational techniques, I am definitely going for Toni&Guy; in hair, without hesitation Jean Luc Mineti and Sharon Blain for his passion and his long educational career at a global level; in logistics and infrastructure of a salon, it has to be W Studio in Sao Paulo Brazil, a salon that has more than 2,500 sqm with hairdressers working all the time.

What were the challenges that you had to face?

Each client is a new challenge, preparing a new show, a new collection, a new class is a challenge, but the best challenge is to improve myself every day. There are challenges every day, and everything depends on how you overcome them day after day. That is the essence of who you are.

What are you currently responsible for?

My first responsibility is the satisfaction of my clients, it is extremely important to me, and then with the editors of all the journals that I work with. Also I am responsible for the image of some models of Chi and Biosilk for their global campaigns and Expo Belleza Fest in Mexico. I am in charge of the education teams of Mexico, Central and South America of Chi and Biosilk. I am responsible for some hair shows in some countries every year and head of El Salon Hairdressing Club, my salons in Mexico.



What is your forté as a hairdresser?

During the week I cut and colour, weekends are for brides and I always take out time for editorial photography. I think that while you enjoy something and feel passion for it, you can be good at what you choose, but you always have to keep acquiring knowledge and developing the necessary skills to do it.

Please share your experience of at AVVA Awards 2018.

Incredible, unique and unrepeatable for being the first edition, as a Mexican hairdresser and lover of editorial hairdresser photography. I am delighted that this contest that already exists in other parts of the world, was held in Mexico. It allowed me to participate and be a finalist.

What is the inspiration behind the looks you create?

My mind is thinking and creating all the time. I am very restless. I like to study trends and that is when ideas come up. I like to then translate them into actual hair looks. The become fashion proposals that allow me to stay upto-date.

How did you prepare your team to come up with the looks for AVVA Awards?

In Mexico we have a saying that says: "Tell me who you meet and I will tell you who you are". Based on this and according to my perspective, bringing together the best in the field and those that I consider have greater passion in what they do to make the best team.

Please name your favourite products.

Farouk Systems – Chi and Biosilk.

What is a normal day in the life of Ivan Rodriguez?

I wake up, have coffee, check my emails, review my pending to-do list, get dressed and go to the beauty salon. Or I could run to a photo shoot, or make hairstyles for a brides and some celebrities or give a course. My days are never routine nor specific.

What is your advice for new entrants in the line?

You need to apply three important things to your career – Education, Discipline and Passion. There is always someone to admire, to be inspired by, to learn from, every day there are new products, new technologies, new trends, it is always time to be humble and remember that we have much to learn and much to do.

What are your future plans?

In the short-term, achieve a successful and consistent change of image for Expo Belleza Fest in Mexico and continue to share or approach hairdressers globally. I am grateful that I can share my passion and knowledge.

What are your views on India's hairdressing industry?

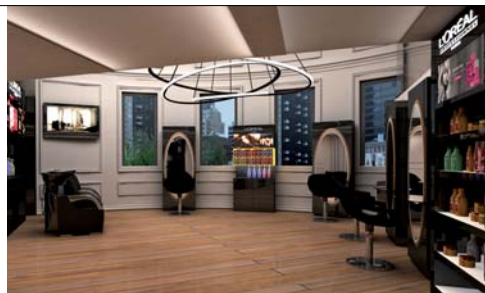
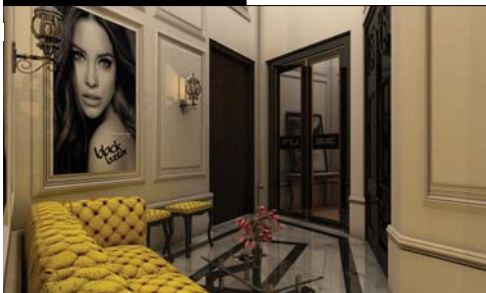
I think the industry in India is emerging. Hundreds of brands are turning their interest towards it. It is a very important country for its population, its capacity and beauty, goodness, simplicity, but above all happiness that its people transmit. 🇮🇳



Architectural Concepts

Kolkata

Fuse Salon



Designed across 800 sq ft, Fuse Salon boasts of colonial interiors fused with modern and edgy furniture. Equipped with five hair sections, three wash stations, a beauty room, nail section and reception area, there is a unique cabin for hair spa, rituals and Keratin treatments. The salon provides services in hair, skin and beauty, and specialises in face contouring with creative and trendy colouring techniques, like Balayage, Ombre, and more. Creative Director & Co-Founder, Abhirup Nandy shares, "Fuse stands strong on two principles, 'we are propelled by emotions and our brand is our artisan'. All the aspects

are in sync to ensure our clients get an experience of a kind. They are further evolved to the finest standards through regular high caliber training programmes inspired by runway trends across the globe." Adds Poulomi Jaiswal, Director and Chief Spokesperson, Fuse Salon, "The salon is exquisitely designed with a touch of elegance. The classy Victorian interiors mixed with contemporary elements transcend you to the colonial era with the best view. Fuse Salon plans to keep the brand presence as exclusive in nature and has plans to selectively spread within the city of Kolkata."

Colour combination: Black and white in matt finish

Products offered: L'Oreal Professionnel, GkHair for hair; O3+, Agelock for skin; Bomb Cosmetics and Ayur-Ve-Lous for nails and hygiene, respectively

Flooring: Mahogany wood finish plank tiles

Lights: 18w panel lights, warm to white changeable and dimmable; warm LED strip lights

Architect: Conceptualised by Abhirup Nandy



Contact person: Abhirup Nandy, Creative Director & Co-Founder

Address: 18A, Park Street, Stephen Court, Block 3, First Floor, Kolkata - 700016

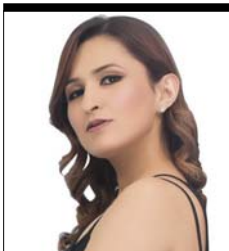
Phone: +91-9674952576; 033-4603 6423

Email: fusesalon18a@gmail.com

Website: www.fusesalon.in

Gurugram

Ash & Niell Unisex Salon



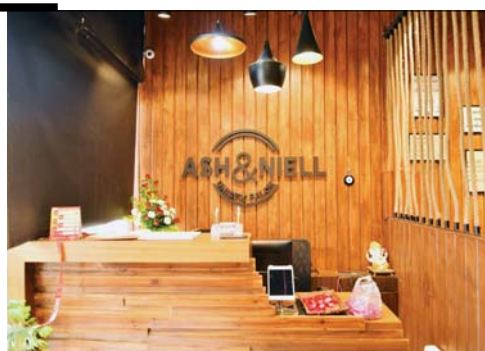
Colour combination: Beige and brown

Products used: Star signature line, Casmara, Ayur, O3 Plus for skin; L'Oréal Professionnel, Macadamia for hair; MAC, Bobbi Brown, Graftobian for make-up; Crystal for nails

Lights: Yellow and white

Flooring: Wood and Kota

Architect: Ashim Shrivastava, Allied Designs



Aashmeen Munjaal and Niell Talwar
Contact person: Shilpa Daga
Address: Shop 8, Vatika Business Park, Gurugram - 122101
Phone: 9717880034
Email: asnniellggn@gmail.com
Website: www.ashandniell.com

A brainchild of make-up expert Aashmeen Munjaal and Hair Master Niell Talwar, Ash & Niell Unisex Salon is a luxury, yet affordable chain of family salons. Spread over 1,200 sq ft, the salon targets the young generation and so, the interiors have a lively and refreshing feel. Lighting and music are selected to suit the ambience and allow the clients to relax. The salon is based on a theme of pure organic and Panchkarma and accentuates the elements of wood and earth. It is equipped with seven hair stations, two wash stations, three make-up stations, two

pedicure stations and has two private beauty rooms. The USP of the salon are its signature face care therapies and the latest in hair creations and make-up. Pegged at a new age premium unisex salon, it has harnessed new technology in hair and the beauty business. The professional team, led by Aashmeen, has been trained by the reputed Star Academy. Say the duo, Aashmeen Munjaal and Niell Talwar, Co-founders, Ash & Niell Unisex Salon, "We are here with a new age salon with unique interiors to give the clients an out of the world salon experience." 📞



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For more Infomation www.BeBonnieproducts.com



Freedom from Frizz with Biolage by MATRIX

To beat this humidity and control frizz, experience Biolage SmoothProof, a range powered by nature's exotic flower, Camellia



In a time, when everyday needs to be a good hair day, nothing ruins the look of your clients and dampen their spirits faster than frizzy hair. Clients want manageable hair that is smooth and shiny at the same time, but the excess humidity, especially in a tropical environment like India, is the very cause of frizzy, un-manageable hair. Environmental issues like, rain, humidity or even perspiration can cause frizzy hair to become even fuller and wilder. When exposed to high humidity levels, hair absorbs too much moisture from the air, causing the cuticle to swell, become rough, thereby creating frizz. So, most clients are skeptical to leave their hair open. This is exactly where MATRIX, the world's leading American professional brand steps in with Biolage, a hair care range that understands the biology of hair and offers targeted solutions to everyday hair concerns.

Nature inspired hair care by Biolage

Biolage, a pioneer in offering nature inspired hair care, strongly believes that every day must be a good hair day for women. Biolage offers Biospa which is powered with natural ingredients to offer targeted solution for hair concerns. Inspired by natural ingredients like Camellia flower, the range unlocks the secrets of nature to propose the perfect solution for everyday hair concerns.

BioSpa is a collection of in-salon hair treatments that are inspired by natural ingredients to address every day hair concerns. This salon exclusive service uses products such as the Biolage Masque to create a rejuvenating experience for the client.

SmoothProof, the ultimate frizz control

Frizzy hair is an everyday battle. Thick, curly, wavy or scanty; regardless the kind of hair the client is born with, maintaining a healthy care regimen is essential. Pollutants in the air and on-the-go lifestyle can play havoc and drain the nutrition from the hair, leaving it frizzy, dull and damaged. With the promise of delivering nature inspired hair care, Biolage offers SmoothProof range for perfect frizz free hair. Inspired by the water-resistant Camellia flower, SmoothProof Biospa works to encapsulate hair and align the cuticle to help lock out moisture for control and smoothness.

What makes this revolutionary range one of the most powerful solutions for frizzy hair is the strong claim backing it, smooth frizz-free hair for upto 72 hours*.

Freedom from Frizz Challenge by MATRIX

With the best solution for frizzy hair, Biolage launches Freedom from Frizz, a challenge that promises to free clients from the fear of frizzy hair. Hairdressers can encourage clients with frizzy hair to try SmoothProof BioSpa. They have to click their clients' 'Before and After' images and share the same on MATRIX Facebook page and tag MATRIX India and their salons. Hairdressers can also share their testimonials on why they love the SmoothProof range.

MATRIX will choose the best entries and share the testimonials on their Facebook page. The brand will nominate few hairdressers to be a part of the Biolage Anti-Frizz brigade who will be the specialists to handle any frizz related concerns.

Go ahead and ask your clients to take part in this challenge.



“

Freedom from Frizz is a great platform for hairdressers to give their clients the confidence to free their hair from frizz. This is also a golden chance for stylists to be a part of Biolage Anti-frizz brigade and be the specialist to handle any kind of frizz related issue.

– MELROY DICKSON
GM - Education, MATRIX India

*When using the system of SmoothProof Shampoo, Conditioner and Serum vs non conditioning shampoo.

X-Tenso Oleoshape by L'Oréal Professionnel Breakthrough Straightening Services

Experience the all new straightening services with X-Tenso Oleoshape, enriched with nourishing oils and powered by Thio Complex



L'Oréal Professionnel reinvents the in-salon permanent straightening experience with the all new X-Tenso Oleoshape, a breakthrough formulation that provides intense care as it transforms and straightens even the most resistant hair. The new formula with the powerful Thio Complex has been developed with a low odour innovation, to provide an improved experience for hairdressers and consumers alike, as it reduces frizz for wavy to curly hair types. Combined with Oil Trio and cationic actives, the hair fibre is further nourished and strengthened.

With two variants in Resistant and Extra Resistant, X-Tenso Oleoshape straightening services have been created for a sensorial experience like no other with hair that is beautifully straight and has incredible sleek shine.

The X-Tenso Oleoshape services can be availed of in salons, with the aid and expertise of your hairdresser.

No compromise on nutrition and care

Powered by Thio Complex, an innovative formula, the in-salon experience for both hairdresser and consumer is enhanced and made more pleasant than ever thanks to the new Low Odour technology. Enriched with Oil Trio, a blend of sweet Almond, Cotton Seed and Rice Oils; the new straightening services with X-Tenso Oleoshape visibly improves hair quality for a more nourished fibre with incredible shine.



No compromise on protection and strength with Smartbond

X-Tenso Oleoshape services combined with Smartbond, the breakthrough bond reconstructing system from L'Oréal Professionnel, ensures that the hair is even more protected and strengthened.

No compromise on hair colour with Dia Richeesse and the all-new Dia Light

For that perfect makeover, experience X-Tenso Oleoshape with Dia Richeesse, the ammonia free, tone-on-tone colour service, on the very same day. Take your pick from 19 shades for a sleek and glossy effect. 🌟



Client Retention Delightful Offers

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

Envi Salon & Spa, Pune

The salon is offering nail extensions and mini manicure at a discounted price of ₹1,770. The actual price of the service is ₹2,596.

Artisans Salon, Delhi

Get full body waxing with Rica wax at an offer price of ₹2,800. The actual price of the service is ₹3,540.

Head Turners Salon, Kolkata

The salon is offering hair package including L'Oréal Professionnel global hair colour or highlights for any length of hair, premium Sulphate-free Plex treatment, deep conditioning, hair wash and blow dry at a discounted price of ₹3,149. The actual price of the package is ₹7,000.

Tangles Salon, Gurgaon

Get party make-up for men and women at an offer price of ₹2,199. The actual price of the package is ₹3,000.

Vikas Marwah's Salon, Mumbai

The salon is offering hair smoothening/straightening/ rebonding service for mid-length hair along with hair cut, third day hair wash and blow dry at a discounted price of ₹3,669. The actual price of the service is ₹9,000.

Toni & Guy, Bangalore

Get haircut for women from the Style Director along with hair wash and blow at a discounted price of ₹1,599. The actual price of the service is ₹2,359. 📌



Reveal the Radiance of Coloured Hair

With Hairspa Color Pure by L'Oréal Professionnel



Powered with the goodness of Clay, Geranium Oil and UV filters, Hairspa Color Pure packs the ultimate after care regime for colour-treated hair. It nourishes and hydrates the roots for smooth, shiny and lustrous hair

Hair colour has witnessed a paradigm shift with more and more people looking beyond grey coverage. From never seen before shades to international colouring techniques, clients are ready to experiment with hair colour. They foresee hair colour as an investment and want it to last longer. However, exposure to harmful UV rays and pollution lead to premature fading of hair colour and strips the hair of essential lipids, leading to dryness and loss of radiance. Clients expect a healthy & vibrant shine for the colour but end up complaining about the loss of colour intensity & shine, resulting in dry and dull hair. With this consumer concern, L'Oréal Professionnel presents the all new post colour care : Hairspa Color Pure. Infused with clay, geranium oil and UV filters, it protects the hair colour upto 48 washes*.

Hairspa Color Pure

Hairspa Color Pure includes the first refining shampoo and conditioner from L'Oréal Professionnel, for fresh, clean roots and hydrated ends** that protect your client's hair colour.

USP: While Clay helps to keep the roots fresh and clean, Geranium Oil keeps it hydrated, and UV filters protects hair colour for upto 48 washes**.

Price: Hair Spa Color Pure Shampoo is available in 250 ml and priced at ₹380; Hair Spa Color Pure Conditioner in 250 ml at ₹380. 

*Protection from fading.

**With usage of Hair Spa Color Pure Shampoo and Conditioner.



Client Engagement Strategies are Critical

by **Shahnaz Husain**

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

The beauty business is a people's business. No matter how skilled you are at salon treatments or beauty solutions, your success depends on your client engagement strategy. The first aspect is to acquire clients and build up clientele, while the second one is about retaining and maintaining them. Regular visits of a client mean a steady income and also a gradual increase of your client base. In fact, it has been my experience that a satisfied client is the best advertisement, because she recommends you to her friends and family. I followed the word of mouth strategy and found that a client's recommendation works better than a commercial advertisement.

Keeping the client engaged and maintaining the clientele depends on brand building. If you have products on offer and can recommend the appropriate ones, it goes a long way in keeping the client engaged. A loyalty card also helps to maintain regular clients. This is a system where a regular client can earn points and be entitled to discounts or complimentary products. Keeping in touch with clients through messages and calls also helps. Call and enquire if the treatment or products helped. Some experts say that a face-to-face meeting is better than phone messages and emails. So, invite your clients for a get-together, too. This helps to build a bond with the client and among clients. Talk to your clients and also be a good listener. You will get to know more about your client, where she works, how many children she has and so on. When you call to keep in touch, ask about her children and how they are doing. This helps to build a personal bond over time and is great at keeping the client engaged. Laurie Brown, a marketing training manager says, "Everyone likes to feel they are important enough that someone remembers the little things in their life. It is one important way we go past viewing customers as a dollar sign to a human who is appreciated." In other words, client engagement not only involves retaining the clientele, but also nurturing the relationship.

Client engagement involves developing an ideal relationship of confidence and trust with the client. The relationship should be a blend of a professional attitude and genuine human interest in the client. In other words, client engagement means taking care of the clients' needs above everything else. The internet has not only changed the way we do business, it provides us with numerous opportunities to attract clientele and maintain them through your own website, emails, blogs and social media.

I have been in the beauty business now for over four decades and seen that a personal touch is of great importance. Starting from maintaining personal client cards, to meeting clients personally during salon openings, trade fairs and other such events, to giving free consultations, my brand has been built up in a very personal way. Indeed, the client knows that Shahnaz Husain is not a faceless brand name; that there is a real, qualified person behind it. They read my columns in all languages, so much so that my name has become a household word. Client engagement can be a success if you can also cultivate charm, pleasant manners and confidence, while dealing with clients. Courtesy pays. Handle your clients with tact and develop an even temperament. Respect the privacy of the client. Apart from your professional skill and dedication, kindness and a human interest will help to build up both clientele and brand loyalty. 📌



Hardik Malde

Armed with the Right Skills

Hardik Malde, Founder & Creative Head of Hair Castle Salon, turned around his fortunes by being creatively and commercially successful. He shares his thoughts *with Salon India*

A self made professional, Hardik Malde started his journey in hair in 2007 after being professionally qualified. He went on to pursue various diploma courses in hairstyling and colour from L'Oréal Professionnel Academy in Mumbai. Later, in 2016, he enrolled at Vipul Chudasama Salon & Academy to master the craft further. He has also attended a number of educational seminars and workshops, as he believes that 'education is the key to success' in the hair and salon business.

Initial years

In 2008, with a single chair in the small balcony of his home, Hardik decided to put theory to practice. He elaborates, "Due to financial constraints, it was difficult to have a salon at a commercial place with plush interiors and proper

infrastructure. Hence, I did what was the best option at that time, styling client's from my balcony. After garnering a reputation and with an influx of income, I gradually replaced the regular chairs and tools with professional ones, converted half of my home into a hair studio and increased my capacity from one to five hair stations."

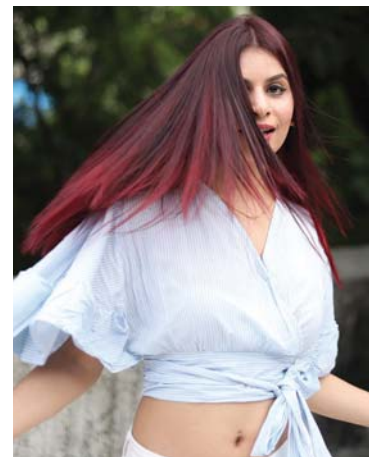
Challenges then and now

He reminisces, "From one hair station in the small balcony of my home to 11 hair stations in Hair Castle, my salon, the journey has been spectacular and enlightening. I have worked at various esteemed salons that have helped me increase my knowledge and broaden my horizon. Initially, I had to overcome a lot of financial difficulties to setup my business, however, once clients started walking in, I

gradually climbed up the ladder establishing my own salon brand. Today, the challenge is more of keeping up with the trends of this industry and satisfying the ever-changing requirements of clients."

Analysing the hair industry

Giving an insight into the business, he says, "When I started, the options were very limited and it was either you have your own salon or you work for someone who has one. Today the dynamics have changed drastically which has led to an increase in the opportunities available to a new stylist. A hairdresser can work as a freelancer, an educator, a product consultant, a trainer, a celeb hairdresser, a bridal hair artist, and so on. The industry has evolved and the focus of has shifted to education, quality and professionalism."





Sources of inspiration

My inspiration is fueled by nature, travel, people, food, social media and all things colourful. Inspiration, truly, is everywhere. You only need to open your eyes to see it around you.

Cut, colour or styling

I love colour and for inspiration, am constantly saving images from social media. I love combining colours in unusual

ways and playing with it, whether on canvas or on my client's hair. I often mix different hair colouring techniques to create personalised hair colour for my clients.

Trend-o-metre

The year 2019 seems to be geared for low-maintenance hair. Short blunt bobs and long hair with loose layers, both are going to trend. Balayage with golden blondes are popular

right now. Statement colours like red and copper may make a comeback. Modern topknots, braids, straight hair and grey hair will rule.

Popular techniques

Hair colouring techniques like split hair and pinwheel are trending on social media. Blunt jawline bob and wispy layers are some of the new techniques for women. For men, experiment with undercuts and fade, but with variations.

Absolute must-haves

L'Oréal Elnett hair spray and Loréal tecni.art Web are my favourites. The must-have in-salon treatment is L'Oréal SmartBond, it protects and strengthens the hair during chemical services and gives amazing results.

Social media and salons

Social media is a must for every salon business today. Gone are the days of traditional marketing, of pamphlets and yellow pages. We need to be with our audience on Facebook and Instagram. Both are great platforms to directly connect with our target audience, showcase our work and creativity, build our brand and be inspired. Consistently posting quality images of our work on social media can do wonders for any salon business.

Advice to the gen-next stylists

Do not compromise on foundation education. Enroll into a good academy that has a core

understanding of cutting, styling and colouring techniques. If your basics are strong, you can reach a level. If your skills are sharp and good at networking, there are many career options other than working at a salon, such as, fashion shows, editorials, hair consultancy, hair education, and so on.

Celeb styling

I have coloured and styled hair for SplitsVilla and Zee TV actress Isha Anand Sharma, Tik Tok Star Nagma Mirajkar and Marathi Movie Actors Shashank Ketkar and Priyanka Ketkar. I would love to style our PM Narendra Modi and Deepika Padukone for their next public appearance.

Celeb that needs a hair makeover

Shah Rukh Khan. He has not changed his hairstyle in years! I personally think a low skin fade with brushed up fringes would look great on him.

Expectations from the industry

The beauty and wellness industry is largely unorganised and does not have a ministry governing it. When I see B&WSSC (Beauty & Wellness Sector Skill Council) working towards creating standards in the industry, I feel positive. I am sure the industry along with B&WSSC will work towards skilling and training youth, promoting vocational courses, and making a standardised education structure for hair professionals. 📍

Godrej Professional Hair Care Range

Infused With Natural Ingredients

With the growing demand and awareness of using hair products enriched with natural ingredients, consumers are resorting to all sorts of options available in the market. However, not all products are suited for Indian hair

Indian hair is different

Indian hair is very different from other types of hair such as, European, Caucasian or even South East Asian. Differences exist on various parameters such as the hair texture, melanin content and breakage pattern. Climatic conditions and pollution levels also impact the quality of Indian hair. Due to these nuances, products that are not developed and tested on Indian hair would not be able to provide the best solutions.

Godrej Professional is crafted especially for Indian hair

The Godrej Professional range of products is an amalgamation of five decades of Indian hair expertise combined with the knowledge and expertise of the best hairdressers in India with a collective experience of over 100 years. The hair care range comprises of solutions crafted to cater to the four most common hair types in India such as, dry, damaged hair; frizzy hair; normal to dry hair, and fragile or processed hair.

A professional range enriched with natural ingredients

At the heart of the Godrej Professional range are natural ingredients selected as per the different hair types. The ingredient for each type of hair has been carefully researched to optimise the science behind delivering the desired benefit. For instance, Honey is known to be a natural 'humectant' which means it has the property of absorbing and retaining moisture, making it a key requirement for

dry and damaged hair. To preserve the moisture content of dry, damaged hair and provide it with the best care possible, the Godrej Professional Honey Moisture Shampoo and Mask are enriched with Honey.

The Godrej Professional Hair Care Range

The range comprises of:

- ▶ Honey Moisture Shampoo and Mask for dry, damaged hair.
- ▶ Quinoa Smooth Shampoo and Mask for frizzy hair.
- ▶ Keratin Rich Shampoo and Mask for normal to dry hair.
- ▶ Avocado Nourish Shampoo and Mask for fragile or processed hair.

In addition to the shampoos and masks, there are three leave-in products that complete the hair regimen and provide the additional layer of protection. They are:

- ▶ Protect Shine Serum enriched with Jojoba Oil.
- ▶ Nourish Shine Argan Oil.
- ▶ De-Frizz Crème for frizzy hair.

Prices

- ▶ Shampoos ₹350 for 250ml.
- ▶ Masks ₹250 for 100gms.
- ▶ Argan Oil ₹990 for 120ml.
- ▶ Serum ₹300 for 120ml. 📞



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(10 AM to 05 PM)

Market Watch | Hair Care

Hair dryer by Vega

Vega X-Style Hair Dryer is a new age hair dryer perfect combination of style and quality. It has two heat settings – low for gentle drying and high for fast drying. It also has a cool setting to dry your hair at a relatively cooler temperature, making it suitable for use in summer. The dryer comes with a non-slip grip handle for ease and convenience and has a detachable nozzle for precision styling.



Price: On request

Availability: Retail stores

Hair treatment by Rene Furterer

Combining effectiveness, sensory stimulation and natural ingredients, the Complexe 5 Regenerating plant extract is the essential treatment to have healthy and beautiful hair. A true hair beauty elixir, Complexe 5 tones and fortifies your scalp from the roots. All your senses will be awakened: a subtle golden colour, a precious texture rich in essential oils, a refreshing and soothing fragrance. An intense moment of pleasure that you can continue with a relaxing massage.



The Complexe 5 cleans and prepares your scalp, while activating its microcirculation and thereby multiplies effectiveness of subsequent treatments by 10 times. Rene Furterer products are infused with 100 percent natural active ingredients and essential oils. For more information email at info@abcbrands.in.

Price: On request

Shampoo and conditioner by Moehair

Moehair Color Alive Hydrating Shampoo and Moehair Color Alive Hydrating Conditioner, infused with Glycerin, Sodium Cocoyl Isethionate, Avocado Oil and Safflower Seed Oil, deeply nourishes the hair. The crème based duo detangles, moisturises and tames frizz. The right pH balance assures long-lasting colour, making it ideal for chemically treated hair.



Price: ₹3,320 for the combo

Availability: Salons only

Moisture range by Paul Mitchell

The new Moisture range, comprising of Instant Moisture Shampoo and Instant Moisture Conditioner, help in hydrating and repairing hair that has been damaged by the pollution and harsh UV rays. The Instant Moisture Shampoo, containing the Color Safe formula, deeply cleanses and hydrates the scalp giving volume to skinny strands and also helps repair damage. The Instant Moisture Complex provides superior conditioning and UV protection. The main ingredient, Panthenol, helps in adding volume to the hair and repairs damage from inside out. The Instant Moisture Conditioner contains Soy Protein and Shea butter, which is known for its moisturising and strengthening properties, and repairs damage from the roots.



Price: Shampoo ₹900 (300ml), ₹2,160 (1000ml); Conditioner ₹1,170 (200ml), ₹2,880 (1000ml)

Availability: Leading salons in Mumbai and Delhi

Conditioner by Macadamia

Nourishing Moisture Conditioner is a luxurious formula infused with the exclusive Pro Oil Complex of Macadamia and Argan Oils, Avocado and Hazelnut Oils for deep hair and scalp moisturisation. A combination of Collagen and Silk Amino Acids help to repair and strengthen hair. The conditioner replenishes and seals in moisture and nourishes the scalp.



Price: ₹3,200 (1000ml)

Availability: www.esskaybeauty.in

Colour protect range by StreaX Professional

The Argan Secrets Colour Protect Range comprises of Argan Secrets Colour Protect Shampoo, Argan Secrets Colour Protect Conditioner and the Argan Secrets Colour Protect Serum. The range is formulated for coloured hair and clinically proven to offer more than 90 percent colour retention, softness and smoothness for upto 10 weeks. It has harnessed the Colour Reinforcer Technology and UV Protection, nourishing Argan Oil, preserves the vibrancy of the hair colour.

Price: Shampoo ₹275 (250ml); ₹750 (1000ml); Conditioner ₹275 (250ml); ₹780 (1000ml); Serum ₹385 (100ml)

Availability: Stores and online at Flipkart





Head Full of Curls Revival of the Perm

Tiny tight curls from the fun and fabulous 80s are back again to make your big hair dreams come true. We asked celebrity stylist Kanta Motwani, Curator at Kromakay Salons & Academy, who confirms that 2019 is the year of the perm

Set aside your curling irons because it is time to take a leap of faith with 'perm'inent changes to your hair. Those tiny tight curls are officially back in business and you are going to love it too, especially with all the celeb-approvals. Internationally, Jaime King and Emma Stone took the plunge first, while closer home Katrina Kaif was seen in SRK-starrer *Zero*. Leading the bandwagon is our very own Kangana Ranaut, who is known to embrace those spirals so effortlessly! On her heels is Sonam Kapoor Ahuja, who is seen sporting big hair for her next, *The Zoya Factor*. Reportedly, the credit for Sonam's new perm goes to renowned celebrity stylist Kanta Motwani, Curator at Kromakay Salons & Academy in Mumbai. So, who better than her can tell us about the trend and how to get it right.

Yes, the perm has made a comeback with salons seeing more and more clients inquiring about the retro style and its revival. The good thing is that we are two decades ahead from the 80s and the perming process has certainly got an upgrade to keep up with the times. This means it is safer and more versatile. Shares Kanta, "The perm is not just restricted to extra voluminous frizzy hair of the past. Now the hair artists can vary the size and tightness of a curl, so you can have a personalised style that adds not just texture and volume, but also allows you to make a new versatile style statement with your hair."

Before you get permed, remember a salon visit is not the end to flaunting a great head of curls. You will need to follow up with the appropriate home care, too. The key is to keep your permed hair well-moisturised. Kanta recommends air-drying or using a diffuser when blow drying to keep the natural look at its best. She also suggests a mix of two or three products based on how dry your hair could get – try a leave-in conditioner with some serum and a bit of mousse to work in the moisture and also, comb your hair out while it is still damp, so that the curls are not disturbed much. 🌀

POINTERS FOR PERMS

- ▶ Get a strand test to check the porosity. Also, research for rod sizes beforehand.
- ▶ The perm needs time to sink into the hair molecule and take shape. So give it a day or so. Final results typically do not show right away.
- ▶ Getting a perm does not mean you say goodbye to straight hair forever. Just use a hair straightener.
- ▶ The permed look can last anywhere from three to six months depending on the tightness of the curl you choose. The tighter the curl is, the longer the life of your perm.



Colour Cosmetics Experts Show the Way

In India, colour cosmetics is the fastest growing segment in the Beauty and Wellness industry. According to a report by Data Bridge Market Research, the global colour cosmetics market is expected to reach USD 51.38 billion by 2025, from USD 31.20 billion in 2017 growing at a CAGR of 3.7 percent during the forecast period of 2018 to 2025. The ascending growth trajectory can be attributed to various factors including, raised awareness, global influence, social media platforms, increased access to brands, holistic approach to beauty, to name a few. Industry stakeholders are roping in latest trends, product innovation, marketing strategies, omni-channel business model, among others to stay ahead of competition. We speak to top brands and make-up artists in the business to understand what is in store for 2019

by **Shivpriya Bajpai**

LOTUS HERBALS

Nitin Passi, Director



Trends for FY2019: 3D lips will be a big hit and expect to see glossy and luminous lips on the ramp and high streets. Make-up for the eyes will be dominated by shimmery eyeshadows for a glam look. Heavy contouring is no longer a trend. It is all about framing the face with a bronzer. The year 2019 is all about ultra glowy, high gloss skin and make-up.

Products available: Lotus Makeup is the first ever 100 percent vegetarian, preservative free make-up brand in India. It is made using natural ingredients, and is the perfect alternative for today's contemporary woman, who wants to keep chemicals away from her skin. Lotus Makeup products are customised for the Indian skin tone and offer hip and trendy shades in a plethora of colours. The brand offers a wide range of products that includes luscious lip colours, lip crayons, lip liners, lip gloss and foundations, primers, compacts and blushers for the face. We also have a range of mascaras, eyeshadows, kajals and gel eyeliners, along with high shine nail enamels in funky colours.

Role of innovation: Colour cosmetics is undergoing massive disruption. As technology is evolving, brands are embracing new opportunities, challenges and rewards. As far as Lotus Makeup is concerned, our consumers are constantly seeking new, better and safer

products that are delivered by a responsible brand like us. The varied consumer demands drive us, as a brand, to constantly innovate. As a colour cosmetics brand, we need to constantly bring new products and innovation to the market which includes formats, shades, textures, product line expansion and new ingredients especially, essences and functional actives. We cater to a broad spectrum of consumers, some of whom use make-up heavily and others, who hardly use any. It is our endeavour to cater to the needs of all segments of consumers and provide them with products that are high in quality, efficacy and safety. Therefore, R&D in this field is an ongoing process.

Launches: Lotus Makeup has recently launched a range of lip colours, nail enamels and eye-shadows as part of its XXV Limited edition collection, that celebrates 25 glorious years of

the Lotus Brand in the Indian market. This Limited Edition Collection is infused with glamour, glitter and gratitude and is a treasure trove of trendy products! We have plans to launch some exciting products, formats and shades which are in sync with global make-up and fashion trends for 2019.

Marketing strategies: We will have a digital first strategy for our campaigns to reach out to millennial consumers. On the retail front, we will focus more on holistic beauty experiences and engagements apart from regular ATL and BTL activities. We will focus highly on e-commerce by integrating our campaigns with relevant portals and ensuring customer engagement through various activities. We will continue to increase our footprints through exclusive brand outlets pan India and further raise the awareness level across

geographies. In continuation of last, we will sponsor the next season of Lotus Makeup India Fashion Week in March where we will be revealing the Autumn Winter Makeup trends of 2019. This shall be digitalised heavily so that beauty lovers can get access to Lotus Makeup trends, looks, content and experiences.

Social media and client engagement programmes: Social media is changing the face of the beauty industry. In 2019, we will have a digital first strategy for any new launch and otherwise, which will be largely geared around Instagram and influencer marketing. Content marketing will be the key, and therefore, we will be curating unique, relatable and snackable content based on customers' need, search pattern and testimonials. Apart from this, we will also generate digital offerings in order to facilitate exclusivity to online customers.





LAKMÉ LEVER

Dr Sneha Prabhudabolkar, National Creative Director, Lakmé Salons

Takeaways from 2018: Groomed nails are popular in women across all age groups. It is appreciated by 31 percent of men, as well. Experimenting with different shapes of nail with special mention to 'coffin nails' was in trend in 2018. As we bid farewell to the beautiful, but impractical 'coffin nails', 'almond nail' will be best accepted. Almond nails are a very common pick for celebrities. With almond shape, the nail is slender on the sides and wide on the base. Patrons of gel nails are making the big switch to Powder Dipped nails, as it lasts for about a month than gel nails.

Trends for FY2019

Chrome: Chrome nails are here to stay. Experiment with applying chrome effect powder on any gel nail colour using two top coats.

Peek-a-boo Nail: This bare, yet modern look makes a dramatic statement. You can use any acrylic colour, painting gel and nail art brushes to perfect your line and follow up with top coat. Leave a few nails solid and design the ring finger or add some glitters and stones. Prefer those particular fingers as they are used the least and show off the art beautifully.

Ombre: What an innovative twist to the classic French manicure. Bring this look to light with a sponge and experiment with different colours. Apply two coats of your favourite base shade. Once dry, apply the two shades on the sponge first and gently dab it on the edge of the nails for the Ombre effect. Secure it with a gel top coat or top coat of your choice.



The Naked Nail: This is a simple, modern and clean look. Match the base colour to your client's skin tone. Then, using a high-pigment colour of choice create a thick line across, diagonally or in an abstract shape. Be creative, as a professional, and do not hesitate to experiment.



INNISFREE

Mini Sood Banerjee, Brand Manager



Trends for FY2019: This will be a year to experiment with different colours and products. Since these days women have a hectic lifestyle, they will be focusing more on easy going products and the ones that require overnight application. Women should definitely look out for waterproof make-up and good skin care products that provide intense moisturisation and hydration. For colour cosmetics, opt for a cushion foundation, which is ideally made for today's woman. There are number of options in the market for such products. Shimmering gloss will make a comeback this year. Minimalism and nudes will be the mantra for an elegant look. Soft cheek highlights and plush neutral

shades for the lips, and soft browns for the eyes will be in vogue. Summery shades for the eyes and tones of peach and rose-gold is sure to pave their way to the top.

Products available: Innisfree offers a wide range of products in the colour cosmetics section. AmorePacific, the parent company, is the pioneers of Cushion Foundation. Innisfree My Cushion Foundation is a popular product by the brand. It comes in customised covers and shades. Innisfree also has lip tints, which very few brands have these days. The brand offers Skiny Microcara, a mascara that curls up lashes from root to top, including the hidden ones. We have various shades of eyebrow pencils that are popular, too.

Role of innovation: Product innovation matters a lot these days. Customers want newness,

hence Innisfree is launching two new foundations in March, My Foundaton and My To Go Foundation. Innisfree My Foundation is a personalised liquid foundation with skin care benefits. It contains natural Volcanic clusters, Lava Sea Water Minerals and Green Tea solution. It is personalised because a single shade comes in three moisture levels from matte, semi-matte and glow with five levels of coverage ranging from light to full coverage. Innisfree My To Go Foundation contains SPF 35 and is packaged in a handy compact container. It is used by pressing the cushion plates, which further oozes out the foundation.

Launches: We are launching our eyeshadow, blushers, kajal and foundation ranges, this year. We plan to launch a number of products in March, in the colour cosmetics category to match the vibes of Holi festival. All our products are the result of in-depth market and trend analysis. We also have developed new shades in our India exclusive product, Bold Kohl and will be launching new shades namely, Bassalt Black, Forest Green, Marine Blue and Volcanic Brown. Further, we plan to introduce liquid liners with glitter, eyeshadows in different variants like matte, shimmer and glitters, and blush in different shades.

Marketing strategies: It will be the year of client engagement for the brand. We will be

approaching and engaging with our customers through different channels like, social media and offline channels, as well. We plan to be more digitally focused this year. As far as print is concerned, loyal customers still read, but the millennials and Gen Zs are all about SNS platforms. We are trying our best to give great offers to our customers and achieve client satisfaction via our stores, as well. We plan to be active on CSR front and will take up the Green Forest Campaign again this year. Our Empty Bottle Recycling campaign is always active in the stores. Customers who get their empty bottles, get points for the same. We also have an Eco Handkerchief campaign with the social message, 'Use a Hankie, Save the Earth'.

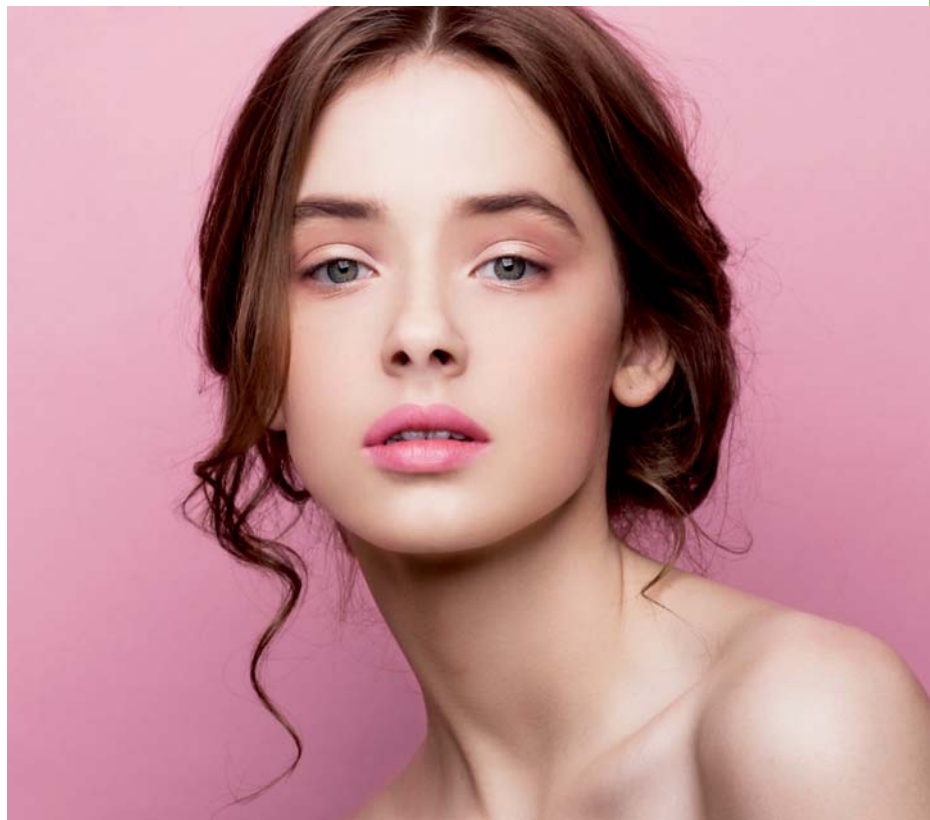
Plan for FY2019: We are extending our offline stores to Hyderabad and Chandigarh and are extremely excited about it. We are also looking at some other Tier II and III cities since we get a lot of enquiries and personal messages over our SNS platforms for the same. We are hoping for the best.





THE BODY SHOP

Rozar Lobo, Make-up Artist



Trends for FY2019: Nude make-up look ruled 2018 and will be on trend in 2019, too. This is a promising shift from the bold avatars preferred previously by women for special occasions, parties and bridal. This includes more light shades and products that make your skin look fresh and subtle for a longer period. As millennials are more experimental, they are focusing on 'no-make up look' with nude shades in terms of lips and eye make-up.

Products available: This year The Body Shop will bring a new range of Colour Crush Lipsticks that provide an intense colour with a natural-looking

sheen. The range is enriched with a blend of oils and waxes, which help to create a moisture barrier on the lips keeping them smooth and protected. It contains Cherry Seed Oil known for its silky texture, Community Trade beeswax from Cameroon, known to condition the lips and seal in moisture and Community Trade Marula Oil from Namibia which helps to moisturise the lips. It is available in seven shades, Tapei Orchids, Mauritius Dahlia, Berlin Oleander, Athens Anemone, Canberra Tulip, Boston Astible and Mumbai Gladiolus. All the lipsticks are 100 percent vegetarian, animal cruelty free, and formulated without Gluten, Carmine, Mineral Oil and Petrolatum.

Role of innovation: Product innovation gives more options to consumers to experiment and creates a buzz for the brand. We always try to bring something new and innovative in the market and set new trends. For example, the new lipstick packaging of Colour Crush also has a separate quantity of tint at the bottom of the bullet of the lipstick, which can be used as

a blush. Its texture is soft and subtle and gives a natural shine on the cheeks that matches with your lip colour. So, in case you are in a hurry or short of space in your bag, this lipstick is dual purpose.

Launches: Apart from seven shades of Colour Crush Lipstick, we will be launching two shades of Fresh Nude Tinted Beauty Balm SPF30 PA+++ and four shades of Matte Clay Powder. Both the Matte Clay Powder and Tinted balms are 100 percent vegan. The Matte Clay Powder contains Ghassoul clay which helps keep skin mattified and shine free all day and it also has Community Trade Tea Tree Oil, known for its skin purifying properties. The tinted balm is enriched with Vitamin E, Community Trade Marula Oil and Community Trade organic Aloe Vera, making it suitable for sensitive skin.

Social media and client engagement programmes: Social media is an engaging platform to connect with consumers, give them information on the new ranges,

share style tips and beauty hacks. People love to engage in conversations here, share their concerns and queries. Internet browsing and online shopping have evolved the beauty business for good. On the product front, the move to naturality is booming like never before. The other category altering change has been the rise and influence of social media. Trending looks on Instagram can make or break the fortunes of a product, even a brand, for that matter. At The Body Shop, we continue to engage and inform our consumers of the latest ranges, innovations and also the stories behind the products. We deal with Community Trade that gives a social touch on our engagement level. The consumers get to know how they are directly or indirectly involved in helping marginalised communities to strive and how they are participating in the brand's re-wilding projects. Moreover, we work with influencers, who help us to set benchmarks in trends to look out for in the coming season.



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HERB BLEACH WILL
ALWAYS BE INDIA'S BEST.

Olivia Herb Bleach.

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





ESSKAY BEAUTY RESOURCES

Ankit Virmani, Director

Products available: Esskay Beauty has its own brand, Ola! Candy, which consists of professional nail lacquers and nail treatments in the colour cosmetics category. As the name suggests, we are a young brand and our products consist of a wide variety of colours in various collections that appeal to young girls and women of all age groups.

Role of innovation: In recent times, product development is crucial to stay ahead of competition. Ola! Candy Nail Lacquers are made with high shine formula and are free from Formaldehyde, DBP, Camphor, Toluene and Formaldehyde Resin. Our lacquers are chip resistant and long-lasting, as we

aim to provide quality lacquers in an attractive assortment of colours.

Launches: We will be launching new colour collections in Ola! Candy, along with other products in our portfolio. We recently launched Glitterati Collection in the party season and the response has been tremendous. We will be launching our spring and summer collections soon. It will offer a wide variety of colours for the newage women. We have further plans to launch nail treatments to address various nail concerns. We are also looking at expanding the product portfolio across the nail category.

Marketing strategies: Our brand is meant for every age group of women. Social media activities and events, as a part of marketing initiatives, have been the success story of our brand. We are also actively associated with various beauty shows and events throughout the year and plan to associate with top fashion events of the country. On social media, we are focused to create unique content for client engagement. We also organise nail education



activities across the country. Our team of nail educators spread the word to make the clients aware on the emerging trends in the nails category.

Social media and client engagement programmes: As a brand, we are very active on social media. In a short span of time, we have more than 10k Instagram followers for Ola! Candy and are getting positive response from the audience. We organise various PR activities, like, bloggers meet and salon sessions on nail education to engage clients, who are

becoming aware of our brand and its philosophy with each passing day.

Plan for FY2019: We are looking at aggressively expanding our product portfolio across various categories in the colour cosmetics space to cater to emerging global trends and client needs. As the year unfolds, launches are in the pipeline. We are also working hard at making our products available in more salons and retail outlets across the country, apart from expanding in the e-commerce space, as well.





SANASH IMPEX PVT LTD (DERMACOL INDIA)

Ashish Girdhar, Managing Director

Trends for FY2019: We have innovated Dermacol Make Up Cover for Masses which is water proof and suitable for all skin types, hypoallergenic, preservative free and offer full coverage. It has SPF 30

Products available: We have a huge range of decorative cosmetics, make-up bases, foundations, correctors, powders, blushers, illuminating, bronzer collection, eyeshadows, eyeliners, eyebrows, mascaras, lipsticks, among others.

Role of innovation: Firstly, our legendary Make Up Cover is suitable for all skins, and is available in 19 shades. The products are preservative free and hypoallergenic which makes it a product for masses. The 100 percent coverage and

concealing properties of our products cover tattoos and vitilgo marks, which makes it a leader in the field of colour cosmetics.

Launches: We have recently launched invisible fixing powder in various shades, 24 hour make up base and three shades in Dermacol Make Up Cover.

Marketing strategies: We aim to sell through our website,

appoint offline distributors and tie up with academies.

Social media and client engagement programmes: We have recently started advertising in print media targeting salons and parlours. Besides, we have a strong presence on social media platforms like, Facebook and Instagram.

We have reached more than 55 lac women Pan India, since our inception in August

2018. This has helped to build a strong brand presence for Dermacol. The brand has got rave reviews on our Goggle page. We have successfully made our way through Indian households with 'cash on delivery' payment options, when purchasing from our website. It would not have been a success without traffic being diverted from above mentioned social media channels. Also, we are focused to bring our SEO game together to be seen on the first page. To earn our customers' trust, we have not given online rights to any platform. In India, often customers are duped with fake products available on Amazon and Flipkart. We would like to raise awareness in clients and insist them to buy genuine products only from our website.



witness colourful glitters and I have a strong feeling this time it is going to be bigger in retro.”

Lips: The spring season might experience more colourful glitters with a retro touch. Also, go for lip pencils with proper lip shading on outer and inner lips for a clean look.

Eyes: Smokey eyes with a retro twist along with well-defined eyebrows. I think eyeliners have taken a back seat, but can make a comeback in 2019.

Face: Light and clean make-up. Natural and Ayurveda products will be the spotlight and can replace the chemically loaded alternatives.

Trends for FY2019: “I feel the next make-up trend will change according to the new generation. Retro look is going to come back with a bang. More of liners and colourful lips will be seen. The spring season might

VARDAN NAYAK

Celebrity Make-up Artist



Takeaways from 2018: Clean and consistency in the make-up will stay. Also, I feel every possible element from year 2018 can be improvised with a retro touch. Apart from it, mascara and lip pencil will be in use, too.

Brands recommended: Farsali Oil before applying a base of foundation. Brands like Armani, MAC, Huda Beauty are promising, and Anastasia Beverly Hills Eye palettes and glow kits.



VARSSHA SUGANDH TILOKANI

Independent Make-up Artist

Trends for FY2019

Lips: Gloss and more gloss. 2019 will be a luminous one, even for the lips. Expect to see glossy, shiny and metallic lips. Start stocking up glosses and adding toppers to your liquid mattes.

Eyes: Pastel shadows had their moment in 2018, popping up in wings, dramatic smoky eyes. In 2019, jewel tones will reign supreme, so prepare for deep, lush variations of your favourite pastel hues.

Face: While the ultra-dewy look is not going away per se, luminous matte will be the foundation finish of 2019. It falls somewhere between dewy and

matte, leaning more towards dewy, and looks natural. The trick is to get the skin prep and products right.

Takeaways of 2018: The 2018-2019 make-up trends from the runways are having a bit of an identity crisis. So, from colour blocking on the eyes to neutral or deep mouth or the soft glam; there is something for everyone.

Favourite look: My all time favourite is the minimal or no make-up look. This is something that can be easily transformed from AM to PM effortlessly. The secret to flawless finish is skin prep. Begin with cleansing and toning the skin with a suitable

skin care range. Make sure to hydrate the skin well. Choose the foundation that is light and the shade of your skin. Conceal where needed. Use a neutral eyeshadow and work to achieve the natural contour of the eye, though it is optional. Define the eyes with an eye pencil in black or brown and blend it for a smudged eyeliner finish. Mascara always helps open up the eyes. Coat the lashes with two coats. Use a cream blush for a natural finish and glow. Finish the lips with a nude shade of your choice.

Things to remember: Always remember that 'less is more'. Do not use too much foundation. A thin layer of it, lets

your skin breath and makes your make-up look good. Do pick a foundation that matches the skin colour, not darker or lighter. Do not try to blindly follow trends. Stick to what makes you feel good and comfortable in your own skin.

Plan for FY2019: As an artist, it is important to keep a track of make-up trends and techniques and keep polishing your skills. A lot of study and research goes behind the same. It is essential to stay on top of things. I plan to follow the same. Further, I will be following an assortment of my favourite artists, agencies, celebrities, beauty magazines, blogs, to name a few.



OPI

Sigourney Nunez, Education Manager



Trends for FY2019

Colours to go for: Nail Colours - While Millennial Pink is cool and trendy, the shade that is on the rise is Gen Z Yellow. Think of it like Millennial Pink's carefree, bold and outgoing younger sister. The vibrant colour takes on new tones in pastels and mustard finishes and particularly popular among millennials. To try on this stylish shade, opt for OPI Lacquer in Need Sunglasses?, a bright lemon yellow or OPI GelColor in Exotic Birds Do Not Tweet, a golden yellow.

Designs to pick: Like in fashion, 2019 is all about individuality. The same can be said about nails. There is a huge opportunity for nail professionals to truly tailor their services and their nail art to clients. Whether you are offering a bold and vibrant colour block design, or your giving your client some much needed TLC with a spa pedicure, customisation is key.

Takeaways of 2018: Last year we saw a huge spike in geode and marble-inspired nail art. From a beautiful jade manicure, to a chic rose quartz set, the marbling effect has true staying power. This year, we will witness renditions of the marbling effect in tortoise shell finishes. Negative space designs will always play a role in the nail art world. But for 2019, see-through nails will be big. It has to be created by nail professionals, who experiment with clear enhancements to

create crystal clear works of art with a peekaboo effect on the free edge.

Products recommended:

Every mani maven needs three things: moisturising cuticle oil, a great nail file and a go-to shade. I recommend OPI Pro Spa Cuticle Oil to keep your hands hydrated. Try keeping it in your purse or at your desk to you can reap the moisturising benefits round the clock. To keep your nails in great shape, I recommended our OPI Crystal Nail File, which features a fine grit, so, it is very soft on the natural nail, plus it is disinfectable! Manicures have the power to transform a woman's outlook and inspire confidence. The shade I recommend is a bit demure, but it can be dressed down or up when you layer up to three coats. Try OPI Infinite Shine in Bubble Bath a sheer, classic pink-nude tone.

Favourite look: This is easy to recreate and you can get funky design by using an unlikely colour pairing or use shades with similar tones to create a monochromatic design. When it comes to layering lacquers, you want to start with the lightest to darkest shade since the darker colours will be opaque. This nail art is easily achievable and does not require much precision.

After prepping the nails, apply a base coat. Using your lightest shade and detail brush, paint a fluid, wavy line in a diagonal stroke. Once dry, repeat for full coverage. Repeat the same fluid wave with a second colour. Once dry, repeat for full coverage. Add a third fluid wave to make the nail art really pop. Once your nail art is dry, seal it with top coat.

Things to remember: Do keep your hands and cuticles hydrated. Learn how to incorporate cuticle oil into your daily beauty routine. Take it a

step further by massaging the oil into your cuticle area. Getting the blood flowing will promote nail growth. Do not peel off gel-polish manicure. Gel-polish manicures have earned a bad reputation, as people associate them with nail damage. The truth is, the nail damage occurs with improper removal. When gel polish is picked or peeled off, it delaminates layers of the natural nail plate. So, removals must be performed by professionals in a salon. The natural and healthy nails are revealed after a 15-minute soak off time.

Launches: OPI has some exciting colour collections to be launched all through 2019 in India! From trending pastels and nudes to bright pops and dazzling glitters, we will bring this and much more for Indian consumers to choose from!

Plan for FY2019: I consider myself a natural nail connoisseur and I prefer to work with products designed to offer colour coatings like gel-polishes, dip systems and lacquer. However, this small scope of services is limiting to me and my clients. Not everyone has a perfect canvas that is ready for beautiful colour. So, this year I am committed to working on my craft to build my skills in enhancement services like hard gel and acrylics.





ADRIAN JACOBS

Celebrity Make-up Artist

Trends for FY2019

Lips: Orange and orange-red mix shades are in trend. Pop colour like pink will be big. In fact anything that is pop is working, especially, a clean face with just a hot lipstick always works.

Eyes: Dewy eyes are in with a liquidy finish. A matte or powdery look on the eye does not look great. Dewy eye with a thin liner and loads of mascara work wonders.

Face: Keep it always clean. Use a moisturiser with your liquid base or foundation.

Takeaways from 2018: Like I said pop lips, dewy eyes, dewy face with loads of mascara are the trends of 2018 that will make its way in 2019, as well. Eye brows should be done well, as they change the whole game of make-up. Eyebrows are noticed first and is a huge trend.

Brands and products recommended:

New favourite brand is Inglot. I think they are an extremely underrated cosmetic brand. Some of my favourite brands and products are, new lip balms My Baby Gloss by Maybelline, Armani foundation, Derma concealers, Maybelline, Dior and Bobbi Brown mascara, Benefit eyebrow pencils and mascara, SmashBox primer, among others.

Favourite look: I like the clean face trend. With a clean face you can experiment with pop eyes and lips. Sport a flushed look with minimal eye and lips make-up. A gloss or a lip balm works best with flushed cheeks. Tinted lip balms works well, too. Eyebrow should be done well and you are good to go.

Things to remember: I do not like a cream base at all. I have stopped using them, they can be used as concealers, but not as foundation. For acne and scars, use an orange concealer and then apply regular concealer and top it off with a liquid foundation. Liquid foundation works well with a little bit of moisturiser. Use a primer in case of acne and apply Soframycin on the marks or scars. It helps to control and reduce pimples.

Plan for FY2019: I just go by the trends and the film that I am working called Panipat with Kriti Sanon. As for trends, I research extensively and create my own. I love to experiment with make-up looks. New products and brands in the market help us to create better looks. I have worked with the likes of Vani Kapoor, Kriti Sanon, Aishwarya Rai Bachhan and Sara Ali Khan. Each face is different, so I prefer not repeating the looks.





STAR SALON AND ACADEMY

Aashmeen Munjaal, Hair and Make-up Expert & Owner



Trends for FY2019

Brown colour back in vogue:

Previous year witnessed hot reds. This year will be all about the subtle and dark tones of brown mattes and gloss. Shades of brown will be seen everywhere, be it eyes, lips or cheeks. Even the hair colour in brown would be in demand.

Lined eyes:

Winged eyeliner is here to stay. This is not going out of vogue anytime soon. It goes well on both casual and formal occasions.

Smokey eyes:

They are gorgeous as ever, but can be too bold for some. As bridal make-up moves into its understated glam

phase, it is time to welcome the blurred eyeliner. With the flexibility of playing with colours and intensity that this smudged look allows, it manages to compliment just about every age and style. It is also perfect for a bridal glam look.



Saba Khan, Head Make-up



Priyanka Gupta, Director Leap India Institute

MUD INDIA



Trends for FY2019: One of the trends is super-glossy skin, which can be achieved by going for good skin care products like, hydrating moisturiser and primer and then using a sheer foundation, focusing more on the skin. Soft nude lips and cheek stains in neutral tones will be in trend. Since summer is approaching, beach waves with coral eyeshadows paired with bronzers and opting for a shade darker in foundation will be in vogue. Red lips with red cheeks is another hot monochromatic look and will be big this year.

Products offered: We offer a wide range in eyeshadows from matte, satin to shimmery, and a

Paraben-free range in lipsticks and lip gloss. Fabulous blush range which blends with all skin colours and types.

Role of innovation: There is continuous demand in beauty products. Innovation in cosmetics is important to keep the consumers excited and engaged. Hoping to see some deep colour lipsticks and pop colour mascara this time in the trends. Hyper curler with mascara can be an innovation, as well.

Marketing strategies:

Traditional marketing strategies, especially with POS retail sales, for the past few years has

not been able to give an ROI which can be matched with online marketing channels. However, as cosmetic products need to be physically tested before buying, it is imperative that online will not work. Thus, there is a surge towards omni-channel marketing is a strategy that will be implemented by us, with brand testers and introductions being done by BAs across retail, supplemented by online branding and marketing campaigns on not just Google and Facebook, but also aggregator platforms.

Social media and client engagement programmes:

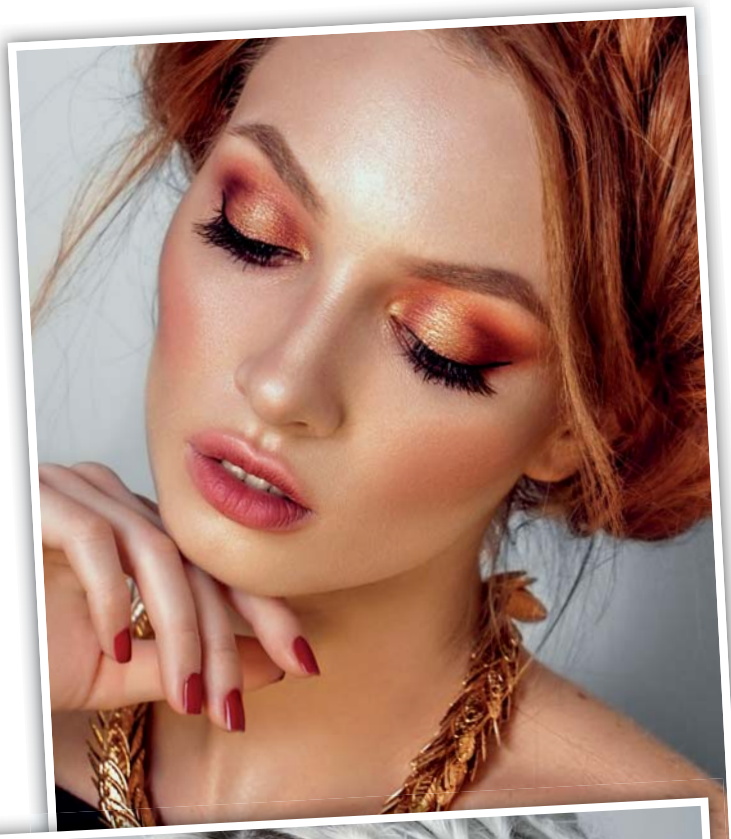
Taking the experience of BAs,

the need for a retail boundary spanner usually involves solving a lot of queries that pertain to variants and the contents of the product. Such queries and FAQs can be taken online and thus, allow us reach better in terms of client engagement, and leveraging the reach of influencers and bloggers to influence buyer behaviour. One particular usage of social media is to create a post bomb, where multiple influencers with overlapping followers can be posting about our products in a specified time period resulting in the user's feed filled with product posts, increasing the brand recall.



PRASENJIT BISWAS

Celebrity Make-up Artist



Trends for FY2019

Lips: Defined lip liners will make an exit. They are definitely good to go out of trend for now. Its more about natural lip colours. Shiny and glossy lips are in and so are metallic shades. Red has always been in buzz and is here to stay.

Eyes: It is time to go green this 2019. Graphic liner shapes and metallic colours will slay.

Face: I always and only prefer a natural and healthy glowing skin.

Takeaways of 2018: Last year was all about healthy glowing natural skin finish look and that trend is going to stay through this year too. Red lips have been there and is still going to be there for long. As for improvisation, the bold and loud shimmer from last year can be moulded to a more natural shimmer in 2019.

Brands recommended: Giorgio Armani, Bobbi Brown, Pat McGrath, Estée Lauder, among others.

Favourite look: My all time favourite trend has been a

healthy glowing natural look for the skin. You can achieve this easily by keeping the following things in mind, prep the skin well with a good primer. I generally use the Bobbi Brown Prep Moisturiser Cream and after application leave it to rest for five to 10 minutes. Next, if concealing is required then colour correction needs to be done followed by concealer of your choice. Follow the above with a foundation and blend it well into the skin for a flawless finish. Do not use a compact.

Things to remember: Natural, healthy glowing finish, less foundation and nude pastel lip colours will be the part of the rule book. Avoid too much colour on eyes, lip or blush, and compact should be avoided.

Plan for FY2019: I have always been keen on taking up more exciting and challenging projects that will bring out the best in me. It has always helped me to challenge my own limits and extend them to improve and evolve. My mantra is 'less is always more' so, I plan to stick to my ideals and carry on with a welcoming attitude to more innovative plans and projects.



CLEOPATRA CHAIN OF SALON & SPA

Richa Aggarwal, Makeover Expert & Owner

Trends for FY2019

Lips: Matte lips in nude colours, for brighter tones, ruby red is in.

Eyes: Smudged kohl looks in vivid hues, especially lighter shades of pink, fuschia, sea green with nude hues will be big this year.

Face: Go for smart camouflaging and edgy countouring that highlights the facial features. Bronzers and highlighters work wonders to add the glam effect.

Brands recommended: I use

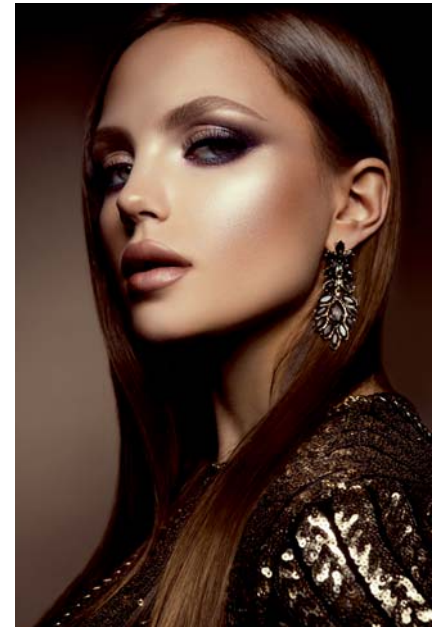
products from Krylon, MAC, Huda Beauty and Bobbi Brown.

Favourite look: Apply moisturiser and primer to prep the face. Use concealer and base minimally. Define the eyes with earthy tones of eyeshadow. Apply a thin line of eyeliner to define the shape of eyes and single coat of mascara. Go for bronzer and highlighter in earthy tones. Apply light and peachy shades on the lips followed with gloss.

Things to remember: Keep your complexion in mind while

applying make-up. Always remember that less is more. Keep the occasion and time of the day in mind before selecting the make-up look. Start with light make-up and gradually go heavy as per the need. Invest in quality make-up products to protect your skin and do not forget to remove make-up before going to sleep.

Plan for FY2019: My calendar is booked with seminars with international make-up experts to take place at different centres of Cleopatra as part of our regular training and grooming



workshops. It is crucial to keep in line with global trends. Also, I will be attending workshops and seminars in different countries to stay updated. We will combine an Indian class of make-up with international trends.



SALON PERSONA & HNRP

Mallika Gambhir, Makeover Expert & Owner

Trends for FY2019

Lips: Bold and bright lips or nude or glossy lips.

Eyes: Smokey eyes for evenings in different hues of grey, blue, green, beige, golden grey and silver. Nude and pastel tones, earthy and brown eyeshadows for the day.

Face: Clean with defined countouring; glow and sheen will be the top trends. The year will be about experimenting and fusion, going bold or staying absolute minimalist. There will be

no set rule and innovation will be the buzzword.

Things to remember: Try to keep the make-up near to natural and bare minimum. Focus on a flawless skin and contour with earthy tones. Do not go for bold eyes and lips together or nude eyes and lips at the same time. Highlight one element of your feature at a time.

Brands recommended: Kiko Milano, Stageline and Bobbi Brown, as they offer the desired



results. Stageline face shimmer is a quick fix to bring back lost sheen on the face and their fixing spray and neutralisers are good.

Plan for FY2019: As a make-up artist and salon owner, my philosophy is to keep updating my skills and finesse by attending seminars, interactive classes and workshops, internationally. This helps to further hone the skills and stay updated on international trends and techniques. 📌



Colour Inclusive Cosmetics The New Approach

by **Stafford Braganza**

Stafford Braganza is the National Makeup Artist at NYX Professional Makeup. Views expressed are personal.

The beauty industry today has evolved, with increased acceptance of cultural diversity and ethnic inclusiveness. The movement towards shade inclusivity has exploded with increasing number of brands launching diverse colour selections for the face, cheeks and lips. Encouraging empowerment and individuality, this significant evolution provides innumerable product options that are a perfect fit for every skin tone.

There was a time when cosmetic brands had only six to eight shades of foundations to offer, which made it difficult for women to find their perfect shade. Things have changed now and brands have on offer a wide range, and even within it, there are 30, 40 and even 50 hues to choose from, allowing every woman to have her own pick, customised especially for her. But the number of such brands is small.

The beauty industry's progression towards shade inclusivity comes alongside efforts made toward body positivity and redefined notions of realistic beauty standards that embraces diversity. With several cultures embedded within India's rich heritage, brands are more aware of the ever-changing dynamics of the country's demographics. To counter the change, brands have begun to adapt to the needs of the consumer by evolving their product assortment to cater towards individual requirements. The millennial generation, highly aware of their preferences, demands personalisation and therefore, brands need to address such concerns resulting in customisation of products to celebrate individualism in all its beauty.

Over the past few years, the number of unique cosmetic colours available on the shelves has grown significantly. For the longest time, limited foundation and concealer shade ranges have been a frustrating dilemma for women of colour. However, the beauty industry has been quick to respond to matters of inclusivity, as compared to fashion. Also, beauty has willingly welcomed customers across the spectrum of skin shades and gender with the help of social media. The increasing reach has enabled YouTubers, bloggers, celebrities and influencers to make optimum use of their social media visibility to salute brands that are launching colour inclusive products, and likewise, calling out those that are not. Driven by social media, beauty brands today have a greater opportunity to understand their competition in terms of realising their shortcomings and consistently strive to launch more diverse shade ranges to suit all skin tones.

However, one challenge remains – shade inclusive cosmetics brands have to understand that a woman with a certain skin tone as compared to another woman, may not have the same undertone. Hence, choice of shade in foundations will certainly differ. Also, colour inclusive cosmetics must not only be limited to foundations, but include lip shades and blush palettes. Thus, offering an extensive range of colour inclusive cosmetics is of great importance for beauty brands. More and more cosmetic brands are now realising the importance of having a foundation shade that exactly matches one's skin tone to achieve a flawless skin without any demarcations between the face and neck skin tones. While it has always been a known difficulty for African-American women to find the right shade in cosmetics, even women across a wide range of ethnicities in India, face similar issues.

Colour inclusivity kicked off as a trend and has now evolved into more of an industry standard. It is about time the industry gave equal consideration to people of colour across ethnicities. On one hand, there are brands that are still offering foundation ranges in generic shades of light, medium, and dark and they are completely lacking in the diversity department, on the other, some brands have come up with diverse ranges. However, a revolution be created only when all cosmetic brands have an extensive shade range comprising of hues that match a broad range of skin tones.

Reducing barriers for people of diverse complexions by offering them shade inclusive products, makes this trend an explosion. It is time beauty brands realise the intensity with which this trend is growing and work in tandem with the changing dynamics to secure relevant market shares and customer loyalty. 📌



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Healthy Skin is a Canvas for Flawless Make-up

by **Dr Blossom Kochhar**

Dr Blossom Kochhar is the Founder & Chairperson of the Blossom Kochhar Group of Companies. Views expressed are personal.

We all know how important it is for every woman to look good, feel confident and on top of the world. To that effect, using make-up is one of the most essential steps as it hides flaws and shifts the focus to one's positive facial features. However, before delving into how to get the make-up right, it is imperative to know the skin type. It is true that healthy skin looks and feels smooth, however for make-up to show up well, it needs to be prepared beforehand. This skin not only makes it a smoother canvas for foundation application, it also helps the make-up to stay longer. Therefore, the better your skin, the better the make-up will look.

How to make your skin healthy?

Skin is the reflection of internal health. According to the old saying, 'you are what you eat', it is essential to eat and drink healthy. The easiest way is to put healthy food within easy reach. Maintain a healthy nutritious diet without completely sacrificing on your favourite food. Hydrating the skin is another step towards healthy skin, so, drinking enough water throughout the day along with natural fruit juices or cold pressed vegetable or fruit juices helps. Skin needs internal as well as external hydration. A good moisturiser helps to lock in the moisture and keep it hydrated. All skin care products are designed to provide at least a minimal amount of hydration or nourishment, and nearly all of them contain antioxidants. Sunscreen is a must for the skin. The rays of the sun are harmful beyond thoughts. Sunscreen reduces the UV damage and unwanted pigmentation and prevents the skin from drying out. Irrespective of the season or whether the sun is out or not, sunscreen is mandatory. Exfoliation is another important step, as it helps eliminate dead cells that might lead to breakouts or clogged pores. Exfoliating twice a week is sufficient. Scrubbing further improves the complexion by adding a glow and removing toxins.

Prepping skin before applying make-up

Before applying make-up, wash your skin with a gentle cleanser that will support your skin type to remove dirt and oil. After it use a moisturiser five minutes before the make-up to let the skin absorb and add hydration. Then go for a primer. Rose water is an excellent choice. Prep the lips before applying any colour for smooth and even application of a lip colour. Choose a primer that suits your needs. It is good to remember that the better prepared skin is for make-up, the better your make-up will look, and last longer.

Things to do

Remove make-up before hitting the sheets. The skin needs to breathe overnight. Always apply a sunscreen with SPF 15 and above to protect the skin from the sun. Exercise regularly and sleep at least eight hours regularly every night. Drink plenty of water and eat fruits that have water content.

Things to avoid

Do not smoke as it harms your skin. Do not exfoliate your face more than twice in a week. Avoid spicy and fermented foods, salt and fried food. Avoid touching your skin constantly as it can transfer the dirt from hand to face. A healthy body looks good and feels good and so does healthy skin. Fortunately, achieving healthy skin is within reach for everyone. 📌



Mayte Garrote



Carlos Valiente

Takes Two to Tango M2 and Note Collections

ABOUT THE STYLIST - MAYTE GARROTE

Mayte Garrote, hairdresser and stylist, was born in Barakaldo in 1977. Mayte is defined as restless, creative and dreamy; passionate about her work, which coincides with her hobby and great passion to 'make people look beautiful'. But, there is much more in Mayte Garrote. A hairdresser with initiative that has transformed her dreams into a tangible reality, embarking her own way through her Different Estilistas salon. Mayte, aware that the path to excellence begins with a good preparation, receives various formations in hairdressing and aesthetics, such as, the Lis School (Pivot Point), the TIGI School in London, fashion trends and textures with Revlon Professional and 'X -Pression', the National School of Toni&Guy, Master in Image Consulting, courses taught at Club Figaro (Spanish creative hairdressing).

ABOUT THE COLLECTION - NOTE

Note is inspired by the importance of small details. Says Mayte, "We have created a fashion collection that can be taken to a party or event. An image with avant-garde notes and nuances for those who bet to get away from the usual, being somewhat more daring, without reaching excess. The particular and suggestive detail that makes the difference and breaks with the routine."

ABOUT THE STYLIST - CARLOS VALIENTE

A stylist from Alzira in Valencia, Carlos Valiente was born in 1982. He began his career as a professional hairdresser in 2005 and founded his own hairdressing salon two years later. Currently, he has a team of seven stylists and it keeps growing. During the last three years, he has created 17 hairdressing collections, two of which - 'Urban Chic' and 'Mirror' - have been awarded. Currently, he is a "Revlon Professional Salon Adviser, and has received training from leading brands like Rizos or Toni&Guy and he maintains his purpose to continue his training through firms like Vidal Sassoon or Saco. In 2017 Salones Carlos Valiente opened his second salon while continuing to bet on continuous training and promoting the creation of collections through his artistic team.

ABOUT THE COLLECTION - M2

The M2 collection by Carlos Valiente gives power to the ethnic groups and tries to enhance the typical characteristics of each of them through styling and cutting. Each work of the men's collection created plays with different lengths and textures, presenting straight and well-defined lines that adapt to the tastes and requests of each client. All in perfect harmony with the most modern trends.



Credits:

Hair by: Carlos Valiente @Salones
Carlos Valiente

Photographer: Esteban Roca

Stylism: Salones Carlos Valiente

MUA: Nacho S



Credits:

Creative concept and hair: Mayte Garrote @ Different Estilistas;
Hair Assistant: Erika Poveda;
Photographer: David Arnal;
Stylism: Aaron Gil Llacer; MUA: José Luis Blasco



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

Seasonal opportunities in Wellness: With mercury soaring, professionals share the potential of the season keeping in mind the trend of holistic approach to spa therapies.

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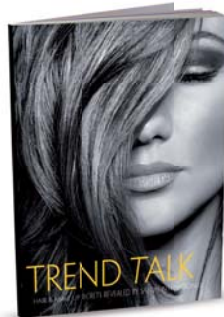
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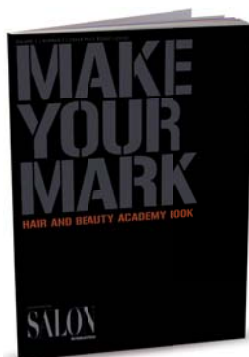
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TREND TALK

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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BEAUTY



Mausam Gandhi

Guided by Innovation

Meet Delhi-based independent make-up artist, Mausam Gandhi, whose young and energetic vibes are highlighted in her craft. With a strong foothold of five years in the industry, Mausam vouches for consistency and hard work

by **Shivpriya Bajpai**



How and when did you get started?

I have always been inclined towards design and creativity. On realising how crowded that market was, I decided to take up make-up as a profession, instead. I loved doing make-up and it interested me a lot. I started with a very basic course and dived right into to. It has been five incredible years, and I feel, sky is the limit.

What are the courses you have taken up?

I have done six professionally certified make-up courses from, Marvie Ann Beck, BHI, Donald

Simrock, Samer Khouzami, London College of Fashion, among others and two certified hair courses.

What was your first big break?

On completing the first course, I was offered work at India's Next Top Model for MTV and soon after, Lakmé Fashion Week. This had been am

Did you have a mentor?

Back in the day, I wish I knew how important it was to assist someone for a few years and then



start out on my own! No, I did not have a mentor, as I started freelancing right after my education.

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

Initially, it was hard to make a name. Only later did I learn that the more one works, the more you understand the inside world. I worked hard to give my 100 percent and had my share of sleepless nights and hungry days. However, I did not let them things come in between my passion for make-up artistry. I can now safely say that I attribute my growth to being consistent. It is one of the key points.

What are the pros and cons of being an independent artist?

The good thing is that you are your own boss, so, there is no one telling you what to do. Of course, the creativity level is surreal. What I do not like is that it gets extremely hard to manage everything all by yourself. The pretty pictures you see on my Instagram profile, are in reality, long hours of hard work and slogging. Even when one is not working, one has to make work calls and receive calls at any time of the day or night. So, it does become hectic!

What role does social media play in self branding for independent artists?

Social media is one of the most essential platform for independent artists. It is where we showcase our work, connect to a larger audience and advertise ourselves without a cost. A lot of work is for, because of, and through social media.

What are the current trends in make-up?

Glowing healthy-looking skin achieved through make-up and heavy eye make-up with colours and glitter.

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

For fashion, I would say have fun and let lose your creativity. Editorial has to be super flawless and minimal, keeping the vibe easy. Every detail is going to be visible here. For brides, it is crucial to give full coverage as a lot of people are going to meet her and many pictures will be clicked. For me, whether the look is light or heavy, at the end it should appear good. I always keep in mind that make-up should not be tacky or old school for new age brides.

What are your favourite products?

I swear by NARS, Anastasia Beverly Hills, Armani, Huda Beauty, to name a few.

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

I think with time and experience I have learnt a tremendous amount! Right from presentation to creating looks, managing my team and social media to constantly learning new things and improvising on the quality of my work – it all goes a notch higher.

What is your advice for aspiring make-up artists?

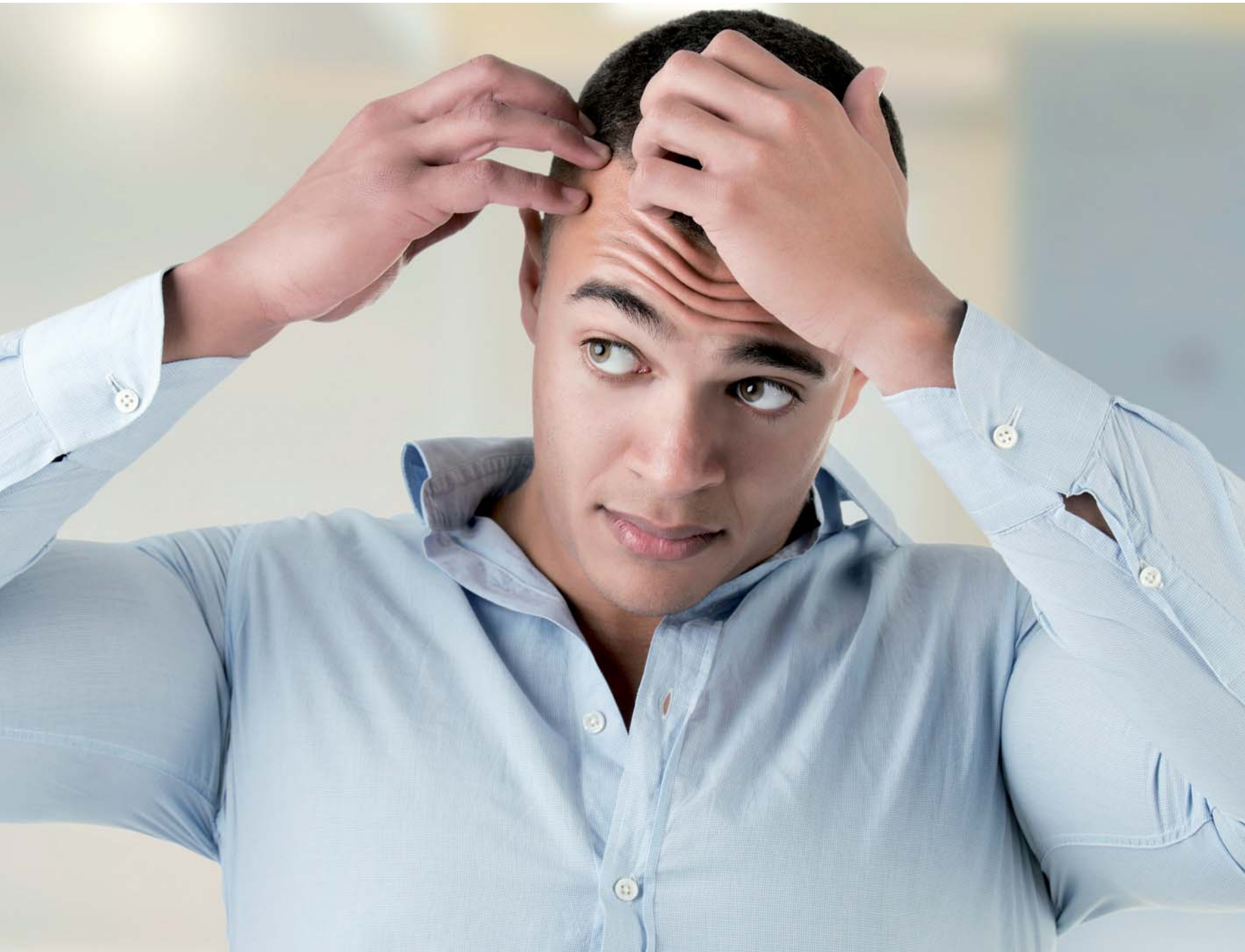
Hard work, determination, focus and consistency are the indispensable aspects to build a career in make-up artistry. Grab every opportunity to learn and upskill to help you to stay ahead.

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

The make-up industry in India has witnessed exponential growth. Stakeholders and artists have come up the graph to cater to clients, who are well-read, aware of global trends and techniques and know what they want. Innovation is the way forward.

What are your future plans with the brand?

I will continue to build my presence and evolve. I love make-up and travelling. Outstation weddings are what I am looking forward to. 📍



Cosmetic Treatment Recommended by an Expert

Artas Robotic Hair Transplant, as an aesthetic procedure, is creating quite a buzz. *Salon India* speaks with Dr Gaurang Krishna, Specialist Hair Transplant Surgeon & Consultant Dermatologist, Director, MedLinks, to understand the process and technology used

About: Hair Transplant is a surgical way to treat baldness, and involves taking out roots from the back of the scalp or the beard or body, and planting them over the bald areas. These roots sprout natural hair that grow. Artas is a semi-robotic way to execute some of the steps of hair transplant. It is a clinically proven and FDA cleared procedure that gives permanent and natural-looking results without leaving any scars.

Process and technology: Artas is an automated way to extract hair roots. It has a robotic arm, which punches circular incisions around the hair follicles, which are then picked up. It works on the basis of optics. The computer measures the angle of the hair growth and adjusts its arm accordingly and punches incisions at regular fixed intervals. The device basically uses a computer algorithm to determine the hair growth pattern, and then uses mechanics

to punch holes around the hair. This releases the root from the skin. The doctor or nurse then simply picks up these roots to be used over the bald areas. The patient is seated head down on a head rest. Once the required number of follicles are harvested, the patient is made to lie down on the back and the follicles are inserted in the bald areas. This step is manual.

USP: It is primarily used to treat patterned baldness, medically known as Androgenic Alopecia. It is the common baldness that men suffer from. It affects the crown, front and vertex areas, of the scalp. The hairline recedes and the hair become progressively thinner, eventually leading to baldness. This type of hair loss is the ideal indication for hair transplant. Sometimes it is also used to cover hair loss patches due to accidents, burns, to name a few.

Teamed with other procedures: It can be combined with medical treatment for hair loss like Finasteride, Minoxidil, Biotin and PRP to get a better outcome. Hair transplant gives us new hair, but it does not help in preventing the loss of existing hair. Medical treatment is useful there, as otherwise the patient will be left with only transplanted hair and may need another hair transplant.

Time take for the procedures: Five to seven hours.

Sessions required: Usually one is enough to see the result. However, if the bald area is large and more than 7,500 hair follicles are needed, then two sessions are done.

Side effects: It is a minimally invasive procedure, so, side effects are few. Minor swelling and pain are expected in the first week. However, one can continue with normal activities after a few days of the procedure.



Pre-treatment measures: There are no specific measures to be kept in mind before the procedure.

Post-treatment measures: Antibiotics, anti-swelling and pain reliever medicines are prescribed for a week to deal with the minor side effects.

Challenges: Hair Transplant is a common procedure. Artas, per se, is relatively new and we do not recommend it prima facie. As of now, the equipment is not very precise. The punch size is relatively bigger and the transaction rate appears higher than a skilled hand. Human hair changes angles frequently and thus, skilled hands are more equipped in tackling such situations. Also, the harvested follicles should be immediately inserted back in the bald skin for proper survival, but it is not possible with the Artas Robotic System. Cost is a limiting factor, as the consumables are high. So as of now, in my opinion it is not justified.

Client education: We share all the details of the procedure with the client and show them videos of the surgery being performed, before after photographs and also talk about the pros and cons. This is important in order to prepare the client. We rely heavily on visual material for information, as it gives a clearer picture to the clients and helps them decide if this is the right procedure for them or not.

Future: Artas is relatively new, as compared to other hair transplant procedures. Its cost is a limiting factor, and as the machine does not provide any extra benefit to justify the inflated cost, its use is limited. The technology needs to evolve as in our opinion. It may hold relevance when experienced hands are not available to perform the surgery. However, with more refinement of technology, the Artas may find use in India. It definitely has some promise as it reduces human fatigue and a doctor may do more than one surgery simultaneously. So, if it helps in reducing the cost to the patient, ease to the doctor and better results, then surely it will find more takers in India. 📍



Is your Cosmetics Business Ready for Indonesia's New Halal Law?

by **Robert Koller**

Robert Koller, based in Zurich, is currently DKSH's Senior Director, Global Regulatory Affairs, Performance Materials. Views expressed are personal.

Indonesia, a sprawling archipelago of over 13,000 islands, is known as the emerald of the equator due to its vast and beautiful forest landscapes. Beauty is intrinsic to its population of nearly 270 million inhabitants as the country's booming cosmetics industry continues to grow, thanks to largely rising middle-classes.

Home to world's largest Muslim population, Indonesia is gearing up for huge sea change with the implementation of the country's new Halal Product Assurance (HPA) Law on October 17, 2019. Manufacturers are keeping their eyes on this date as the new law will make it mandatory for all food, beverage, drug, cosmetic, chemical (used for human consumption) and organic and genetically modified products sold in Indonesia to be Halal certified. With the clock counting down, companies producing raw materials or formulations for cosmetic products for sale in Indonesia only have a short time remaining to ensure their products can abide by this new law. From my perspective in global regulatory affairs, there are several points companies should consider ahead of this looming deadline.

Compliance requirements for cosmetic products

Once the law is effective, manufacturers must be able to prove that the raw materials used in their products, as well as the equipment and production processes used to develop those products, are Halal compliant.

There are two reference guides to be aware of: The Halal Positive List and the Halal Negative List. All materials in the positive list do not require Halal certification provided they do not contain any added salt or additional ingredients. Items such as minerals, some organic and inorganic chemicals, aquatic animals and microbial fermented products are included, whereas items like pure honey, fresh milk and fresh eggs can be included by only under this provision. All materials in the negative list cannot be certified and are classed as strictly 'haram' (prohibited).

These items must be pure and must not contain any added ingredients or salt. From now until the deadline, the Indonesian government is scheduled to release a series of regulations to direct the implementation of the new law.

Recognition does not guarantee compliance

Due to the different standards and regulations across markets, the challenge will be to ensure that products that have been previously Halal certified in other countries are also accepted in Indonesia. Products from overseas with Halal certifications may be acknowledged in Indonesia, however, the acknowledgment does not automatically guarantee compliance in Indonesia and will be subject to the cooperation between the concerned country's certification bodies.

Although products can be recognised as having been certified in another country, harmonising the compliance of the product between the regulation in the original country and in Indonesia is a complex process and subject to a case-by-case assessment. Companies importing cosmetic ingredients and formulations therefore, need to proceed with caution and be well prepared in the event of a difficult outcome.

Many opportunities for the well-prepared

Despite the anxiety surrounding the impending deadline, there are plenty of opportunities for cosmetics producers to tap into this lucrative and growing market. With Euromonitor projecting the cosmetic and beauty products market in Indonesia to exceed IDR 120 billion by 2022, being able to prove you are Halal compliant will be essential to market penetration and success. The new Halal regulation in Indonesia is not a threat but requires careful and diligent preparedness. 📌

Source: Euromonitor



Valentine's Day Skin Care Special for Him and Her

At this time of the year, our skin can appear to be particularly dull and lifeless. A little attention in the days running up to Valentine's Day can make all the difference

Beauty tip #1: Cleanse and exfoliate

Your first step to creating the appearance of glowing skin is to pick the right cleanser. Dead skin cell buildup in winter can leave skin looking lacklustre, so choose a clay cleanser that will remove everyday impurities from the surface of the skin without over-drying it. Go for a charcoal-based microfoliating powder formulated to gently, yet effectively, exfoliate the surface of skin. Immediately, the skin will be purified of dirt, oil, and pollution and look revitalised. Use frequently for a more radiant and luminous skin.

Beauty tip #2: Pamper your skin with a charcoal mask

Not all of us have the luxury of scheduling a weekly facial at a luxury spa. However, you can help brighten the appearance of your skin by using a charcoal-based mask. It is formulated to remove the buildup of dirt, impurities, and pollution from the surface of your skin, reduce the appearance of dull skin, and increase luminosity. Immediately, the skin looks brighter.

Beauty tip #3: Layer on an illuminating serum

If you want an on-the-go glow, use Dermalogica BioLumin C serum. Use this day and night to get the luminosity you want.

Beauty tip #4: Hydrate your skin with a water-based moisturiser

One of the best ways to create the appearance of dewy skin is by keeping up with the moisturising routine. Look for a water-based moisturiser for a boost of hydration and apply it after cleansing morning and night. Use Dermalogica Calm Water Gel to lock the moisture and keep the skin healthy.

Health tip #5: Eat right, feel right

It is always advised to eat healthy food around the year to feel positive. Drink plenty of water to keep yourself hydrated. Yoga can be the best habit to make to see yourself pumped and glowing for Valentine's Day.

Beard tip #6: Shave the day

Try this routine before you shave: Wet face with lukewarm water. Apply a thin layer of microfine exfoliant, namely the Dermalogica Daily Microfoliant, and allow it to sit for a minute or two. Gently rub it into your face before rinsing. Skip shaving the day before the date to get a super-close shave the day of the big event.

Beard hygiene: It is perfectly fine to sport a beard, if you think that makes a style statement. However, follow a few basic hygiene measures, such as, wash your beard with a face wash or shampoo, but do not over shampoo the beard. It may completely remove natural oils that keep your beard healthy and moisturised. You may also apply some beard oil with fragrance after washing it. 🧴



Market Watch | Skin Care



Make-up cover by Dermacol

Dermacol Make-Up cover gives perfect coverage of skin imperfections in a thin layer. It is the corrector for dark under-eye circles, unpleasant spots and skin blemishes. It may be used on the entire face in order to darken or lighten the tone, hence, ensuring the ideal balance.

Price: ₹1,999

Availability: www.dermacolindia.com

Nail polish by O3plus

Luxurious and long-lasting, Plunge is a trendy nail polish. Infused with Red Berries that are known for antioxidant properties, Plunge is chip resistant and has colour lock technology. It has been formulated in France and cures in natural daylight. Formulated without Parabens and animal ingredients, Plunge is available in stylish colours.

Price: ₹299 each

Availability: www.o3plus.com



Cleanser by Cetaphil

Cetaphil Gentle Skin Cleanser cleanses without irritation to leave your skin soft and smooth. This mild, soap-free formula removes dirt, make-up and impurities, and also helps retain skin's moisture. It is a water-based and non-comedogenic (does not block pores) formulation. This skin friendly cleanser is ideal for normal to dry skin.

Price: Gentle Skin Cleanser ₹237 (125ml), Gentle Skin Cleanser ₹431 (250ml); Oily Skin Cleanser ₹427 (125ml)

Availability: Amazon, Flipkart, Nykaa and Bigbasket

Facial kit by Astaberry

The Diamond Facial Kit, for glowing skin, comprises of four different tubes namely, Diamond Scrub, Diamond Gel + Serum, Diamond Crème and a Diamond Pack. Infused with active ingredients like Heera Bhasm, Jojoba Oil, Bearberry Extracts and Carrot Oil, the blend gives lasting luminosity and vivacity to the skin, while reducing blemishes, fine lines and dark spots. This also lends the skin a youthful and younger appearance. The kit has a Fruit Face Wash which gently cleanses out all the impurities, while nourishing and hydrating the skin.

Price: ₹250

Availability: Retail stores, modern outlets and e-commerce portals



Body butter by Oshea Herbs

Soothing and Refreshing Strawberry Body Butter is enriched with Strawberry Extracts, Shea Butter and Vitamin E, and is meant for those who desire soft skin. It contains Sunflower oil, Glycerin, Aloe Vera extracts and Cocoa Butter and instantly hydrates and nourishes the skin, while leaving it refreshed. The Sun Protection Factor15 protects against the sun and harmful UV rays. Free of Paraben and Mineral Oil, the formulation of natural ingredients reinstate lost moisture back into the skin.

Price: ₹325

Availability: Retail stores, modern outlets and e-commerce portals and [https://www.osheaherbals.com/](http://www.osheaherbals.com/)



Charcoal FACIAL KIT

Skin Detox & Glow

*Detoxify your skin &
make it look younger*

NEW

Anti Dark Spots

Deep cleanse

Healthy skin



Natural facial kits for glowing and healthy skin



Adarsh Makharia

Eye for Strong Colour Essence

Adarsh Makharia is a Kolkata-based textile and fashion designer, who's creations reflect his love for innovation. His line of luxury couture, OSSA, retails out of Ogaan in Delhi and AZA in Mumbai

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

I have been a textile designer for 15 years! My love for fashion and textiles is my biggest source of inspiration. I would not have it any other way!

How important are hair and make-up in fashion?

Hair and make-up are two extremely crucial aspects of fashion, and both have to be in sync in order to elevate the concept. It is true that hair and make-up can make and break the entire look.

What are your views on the fashion and beauty industry?

India's fashion industry is now thriving with renowned designers making their presence felt not only in the country, but even abroad. Over the years, people have become more fashion conscious and it has helped grow the business. We now hold an important position in the world's fashion industry. India has such a vast array of textiles, colours, art and craft, which has given the fashion industry a rich culture to work with. I also feel similar about the beauty industry. The business of beauty, too, has managed to break the shackles of several stereotypes and taboos and emerge such a winner. Look at the opportunities that the business presents! The best part is that thanks to the Internet, people have become so much more aware in the realms of beauty and fashion. They are unafraid and ready to embrace different trends and techniques.

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

I have worked extensively with make-up artist and hairstylist, Mitesh Rajani. He always gets it right and his work lifts my ensembles.



Which international designer is your inspiration? Why?

The industry is filled with immense talent. I admire Dries Van Noten for his colours, textiles, interpretations and unique use of colour and balance; Valentino for a classic sense of fashion, and Christian Dior, for impeccable finish.

Who is your favourite muse and why?

Alia Bhatt! She is an original, always radiating her true colours and does not pretend to be anything that she is not. She is a brilliant actress and will never go overboard with anything. As a designer, I stress upon the overall persona of the person who will wear my designs. There has to be a chemistry between the person and the outfit. My muse should radiate the essence of my ensemble, and I believe, Alia would be perfect.

Which is the most outrageous make-up and hair look used, so far?

We are not outrageous when it comes to hair or make-up. We rather focus on natural hair and make-up look to compliment our designs.

How do you incorporate beauty and hairstyles in your collection?

When it comes to beauty and hair, we vouch for natural, sober make-up with flowy hairstyles, loose strands, open hair, backcombed or messy ponytails. We take inspiration from Japanese paintings and their natural hair and make-up.

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

The thought has crossed my mind, not hair, but definitely beauty. 🌟



SPAFLOCS

Nilaya Spa, Pune

Elevating Wellness Experience



The design elements of the Nilaya Spa at Radisson Blu, Pune Hinjawadi are inspired by natural, earthy tones which reflect the amalgamation of traditional and modern lifestyle. The captivating ambience transports guests to a sanctuary of wellness with a plethora of therapies influenced by Ayurvedic, Oriental and European practices

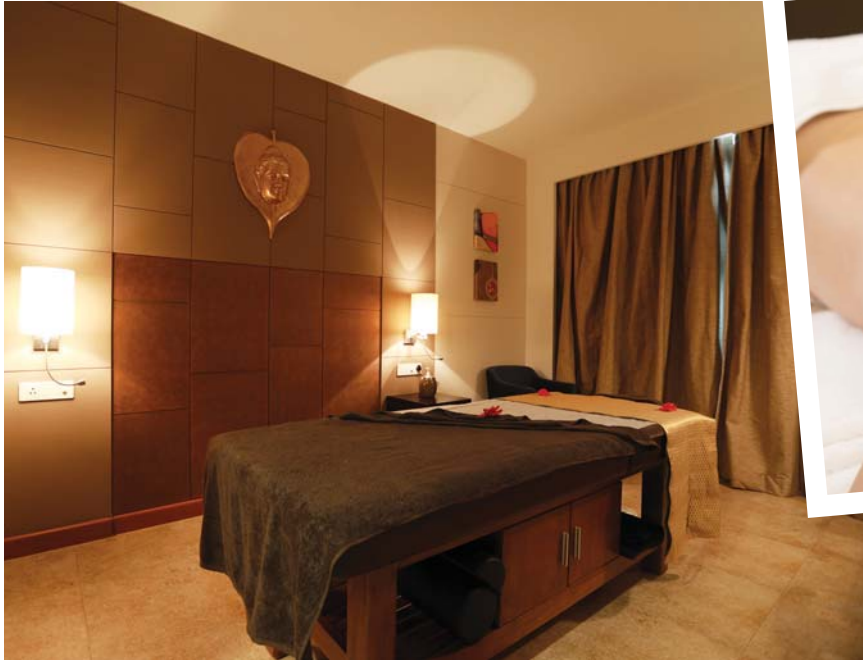
Size of the spa: 1,000 sq ft, approximately

Time taken to complete construction: Nine months

Owner of the spa: Managed by R3 Naturals Private Limited; branding is with Nilaya, an exclusive five star hotel spa management company in partnership with the hotel.

Architect and interior designer: Anil Sharma Associates; Studio B Architects

About the spa: Nilaya Spa is a cosmopolitan spa brand amalgamating a traditional yet modern lifestyle with beauty and wellness experiences for the discerning guests and wellness connoisseurs. The spa is the



66

Our spa experience promises an intimate journey of self-discovery and extreme rejuvenation. The USP of this spa is the wide range of Vino therapies and facials offered. The Oriental, European and Ayurveda influenced therapies restore the vital energy of the body, while the carefully designed beauty therapies impart nourishment and radiance.

– PALLAVI GUPTA
Spa Director, Nilaya Spa



brand's endeavour to create the perfect experience with exquisite fragrances, soothing music, soft lighting and tastefully done spa suites. The design elements depict the predominance of earthy tones to offer an invigorating experience to the guest. The captivating ambience transports guests to a sanctuary of wellness with a plethora of therapies offered by trained professionals.

Spa facilities: The spa includes three spa suites with inbuilt steam and/or shower facility. The minimalist décor and soothing lights are perfect to set the mood and lift your spirits. The soft music further helps to calm the senses as you prepare for a rejuvenating experience. The colour combination of the spa is neutral ranging from dark brown to beige. The flooring is wooden in dark brown colour.

About the services: Indulge in a wide selection of holistic healing practices, modern rejuvenation and well-being techniques at Nilaya Spa in the Radisson Blu Pune Hinjawadi hotel. De-stress after a day of hard work with our well-versed therapists, who take you through

rejuvenating treatments and redefine the art of massage. Guests are assured ultimate relaxation with a wide range of therapies. Professional therapists customise the spa packages for clients. Every service at the spa has been designed to encourage well-being and positive lifestyle, restore calm and rejuvenate the body, mind and soul. The Oriental, European and Ayurveda influenced therapies restore the vital energy of the body, while the carefully designed beauty therapies impart nourishment and radiance. Nilaya Spa is the only spa in Pune which offers a wide range of luxurious Vino therapy on the spa menu. The Vino therapy treatments comprise Signature Wine Therapies; Wine body Scrubs and Wraps, Champagne Therapies, Vino Facials, among others.

Address of the spa: C/o Radisson Blu Pune Hinjawadi, 36/1, Near Mercedes Benz International School, Phase - I, Hinjawadi, Pune - 411057, India

Phone: +91 20 66939000 / +91 20 66939060

Email address: spasr3@gmail.com

Website: <https://www.radissonblu.com/en/hinjawadi/spa>



Dr Arun Suraj

On Holistic Goals of Wellness

Spa Head, Rejuve - The Spa at Lalit Bekal Resort and Spa, Dr Arun Suraj believes the Indian wellness industry has emerged out of a restricted notion of physical fitness and beauty to a holistic goal of physical, mental and emotional wellness

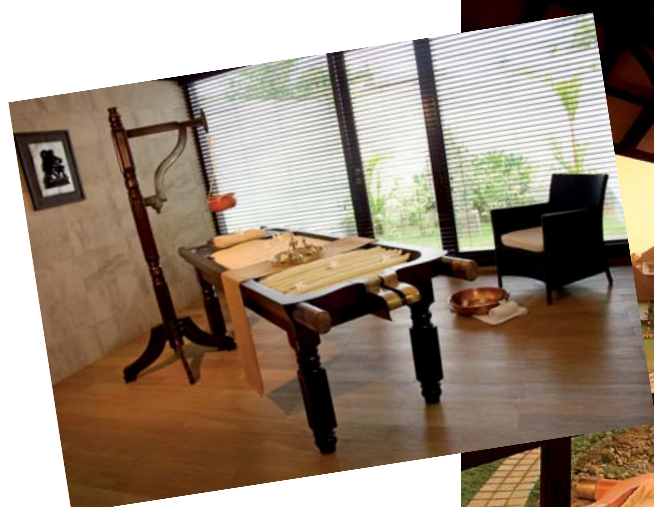
by **Aarti Kapur Singh**

Please tell us about your professional background.

I have a Degree in Ayurveda from Rajiv Gandhi University of Health Science and Master Degree in Ayurveda - MD in Ayurveda from the same place. I have a total experience of nine years in Wellness, spanning various profiles. I started my career as a Clinical Ayurveda Physician at Agastya Heritage, Kovalam and later worked with Somatheeram Ayurveda Resorts for a short span of time. Subsequently, I joined Orient Spa as a manager and then took a break for higher education (MD Ayu). Later, I joined the Sri Sri College of Ayurvedic Science and Research, Bangalore in the capacity of an Assistant Professor. After taking a short break from Hospitality sector, I joined back with The Lalit Suri Hospitality Group and am currently working as a Spa Manager in Lalit Resort and Spa, Bekal.

What are your views on the growing wellness industry in India and the world?

'Wellness' has now become a basic need and is gradually replacing the notion of it being a luxury among people. Over years, the Indian wellness industry has emerged out of a restricted notion of physical fitness and beauty to a holistic goal of physical, mental and emotional wellness. The major segments of wellness industry now include beauty, nutrition, physical fitness, rejuvenation and alternative streams of therapy. The wellness industry is focused towards the physical and mental well being of people. This includes yoga, ayurvedic treatments, body therapies, customised diet charts and beauty services for a person's spiritual and physical well-being.





What are the tastes and preferences of visitors that come to your spa?

Located in Kerala which is synonymous with Ayurveda, the guests who visit us usually prefer availing Ayurvedic treatments in its authentic and traditional form. Along with the body treatments and mind healing, another important subject which the guest is guided on is about their diet. The concept across The Lalit Group and especially The Lalit Resort and Spa is, "We Serve What We Grow" where the focus is on growing organic herbs, medicinal plants and vegetables at the resort and on providing our patrons with a customised diet chart depending on their need which can also be followed once they depart.

What are the USPs of your spa?

Rejuve - The Spa at The LaLiT Resort & Spa Bekal is set beautifully nestled amongst palm trees and a herb garden which overlooks the lagoon. The spa is spread over an area of 20,000 square feet which includes 13 multifunctional treatment rooms for Ayurveda, international therapies and beauty services. An open air yoga pavilion, a fully equipped world class gym with latest equipment, an exclusive relaxation lounge with a library, a Couple therapy room, Medical spa room, and a modern salon with five stations are the other the facilities at Rejuve. A unique feature of 'Rejuve' is the extensive herbal garden where in one section of the same is laid out in the shape of a human body with plants distributed according to its usage on specific part of the body.

What kind of therapies do you offer?

Rejuve, the spa offers a wide range of services which include Ayurveda and international therapies, beauty services at the Salon, Yoga and fitness. A library and Herbal garden are features which add to the charm during the time spent at the Spa. This is an

ideal place for people looking for Ayurvedic healing and curative therapies. Ayurveda being the prominent theme, Rejuve the spa at The Lalit Resort & Spa offers all Ayurveda therapies in the most authentic & traditional form. The different wellness experiences offered at this Spa including Rejuvenation program, Detox program, Weight management program, exploit Kerala's equable climate, natural abundance of forests with a wealth of herbs and medicinal plants throughout the year.

What are the main challenges that you face?

Only a small part of society has seen and received the real benefit of a 'Wellness' program and this concept is still in its nascent stages. The main challenge that we face is today is about creating awareness amongst the community about the importance of wellness in their day to day to offset the damage that stress causes.

Any plans for the future?

The plans for the future include marketing 'Rejuve' as one of the leading spas in the country offering traditional and authentic Ayurvedic therapies along with a holistic approach towards health and wellness. 🌿

Spa Solace Lucrative Offers

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



MOGHUL ROMANCE, THE IMPERIAL SPA

The Imperial, Delhi

From 1st to 16th February, lovers from around the world can indulge in the luxurious Moghul Suite. Enjoy a Mahadeva Rose Petal Bathing Ritual with private steam and sauna to unwind and cleanse. The experience is continued with Sufi body exfoliation and followed by The Imperial Balance Massage with a choice of Sufi oils. The techniques combine with Swedish, Deep tissue and Energy balancing and carry out the journey with Sufi mini facial for nourished skin. Then enjoy the Imperial Balance 60 minute massage each with juices, teas and chocolates to be savoured at leisure. This package is subject to availability and exclusive to resident guests and can be availed through prior appointment.

Duration: 150 minutes

Price: ₹20,000 + taxes

HERBAL POUCH THERAPY, SOHUM SPA

Radisson Blu Resort, Goa

This therapy is recommended for pain relief. Pouches filled with herbal powders are dipped in medicated oil and massaged on the body. The therapy is known to cure rheumatoid arthritis, spondylitis, frozen shoulder, and more. It improves the blood circulation, enhances muscle strength and relieves body aches.

Duration: 60 minutes and 90 minutes

Price: ₹2,500 + taxes and ₹4,000 + taxes

TASTE OF INDIA RETREAT, CHI THE SPA

Shangri La's - Eros Hotel, Delhi

This authentic Indian treatment naturally relieves stiffness, cures aches and rejuvenates the body. It includes Shirodhara for 30 minutes, Traditional Abhyanga Massage for 60 minutes followed by Ayurvedic scrub for 30 minutes. The healing aspects of the massages combined with the skin revitalising properties of the scrub, together makes it an experience of a kind.

Duration: 120 minutes

Price: ₹9,000 + taxes

HEALING STONE MASSAGE FOR COUPLES

Space The Spa, Bangalore

This therapeutic stress-relief is ideal for couples. Basalt or Lava Stones are heated to an optimal level and used on the body to induce deep heat pressure. The hot stone placement promotes relaxation and allows the masseuse to easily target the deep tissues during the massage. Clients can select from Relaxing Massage Oil or the De-Stress Oil.

Duration: 90 minutes

Price: ₹8,586 inclusive of taxes

QUIZ TIME

SCORE ON HAIR



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

1. Spanish hairdresser and Founder of hair school, Centro Beta in Spain, is known for his unique style of using suture in hairdressing.

- a) Anthony Llobet
- b) Kobi Bokshish
- c) Gonzalo Zarauza
- d) Jose Navarro



2., Mumbai-based hairdresser and Owner of Elite Salon considers passion, service and creative consulting to be the pillars of salon operation.

- a) Siddhesh Shinde
- b) Amit Thakur
- c) Sanky Evrus
- d) Aasif Ahmed



3. Launched in July 2018 by the dynamic duo of Animesh Singh Rao and Sagar Dhanadiya, is a customer centric unisex salon in Gurgaon.

- a) Toni & Guy
- b) Show Studio
- c) BBlunt
- d) Juice Salon



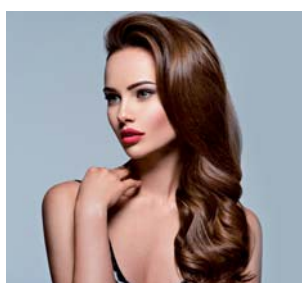
4. Renowned hairdresser, latest collection, Urbanpart is inspired by the millennial and common people on the street

- a) Kobi Bokshish
- b) Patrick Cameron
- c) Ulises Mesa
- d) Ammon Carver



5. Série Expert by is an instant hair fix for the new age woman.

- a) MATRIX
- b) L'Oréal Professionnel
- c) Schwarzkopf Professional
- d) Kérastase



Send in your responses to:

The Managing Editor,
Salon International
Images Multimedia Pvt Ltd
S-21, Okhla Industrial Area, Phase-II
New Delhi 110020

QUIZ TIME:

Enter the matching letter

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

Name

Profession

Address

Phone



HURRY!

The first 10 correct responses to the quiz will get three issues of Salon International absolutely free!

Send in your answers

NOW!!!



Tanishaa Mukerji

Elfin Charm

A well recognised face, Tanishaa Mukerji is known for her work in Bollywood, Telugu and Tamil films. She also created quite a storm on the reality show *Bigg Boss 7* in 2013, where she ended up as the first runner-up. Being the daughter of the erstwhile actress Tanuja, Tanisha has elegance and beauty in her genes. With *Salon India*, she shares her beauty and fitness secrets

“My idea of beauty”

My idea of beauty is acceptance. Once you accept your flaws the world does not see them as flaws, but beauty.

“My fitness and diet”

Our skin looks healthy because of our fitness and diet routine. The key to a beautiful fresh face is health, and so, both fitness and diet play a huge role in my beauty routine. To that effect, I work out on regular basis, and it is mainly a combination of Cardio, Pilates or Yoga. I refrain from following any fad diets, and believe in eating everything, but in moderation. Also, I think that everything you eat needs to be compensated with the right amount of exercise. Fitness and diet must be part of everyone's life. To look good on the outside, one must be happy and healthy inside.

“My skin and hair care routine”

My skin care regime is all about moisturising and applying tons of sunblock; and that is only because if you do not keep it simple, you will not do it every day. I believe in using the right products for personal care. I go for regular facials and also resort to DIY remedies at home. For instance, I use a mixture of Lemon and Cucumber juice for tan removal and egg yolk for hair. Also, I cannot compromise on my hair and I make sure to take a good care of them. My hair care routine involves regular session of oiling my hair; if you colour your hair, it is important to get protein treatments done on regular intervals.

“My go-to make-up and hair looks”

There are several looks that have come up, but I love keeping my hair straight or have them in curls. For make-up, I stick to the basic rule which has always been 'less is more!' I believe it is necessary to pay attention to one feature at a time so that you never find your face looking cakey with layers of make-up.

“My favourite beauty and hair products”

For my hair, all the products from The Dry Bar. I think the products are amazing!

“My beauty icon”

My beauty icon is my mother and my grandmother. From Hollywood, it has always been Audrey Hepburn, because she was a skin care devotee, who believed that beautiful skin is never achieved through make-up alone. Her beauty truly radiated from within. Although, a little cosmetic pampering never went astray on her face, her trademark look was the clearest of skin paired with a peachy highlight to add a subtle flush. However, her eyes were always the focus. 📌

Delhi

The Red Fox Makeup Academy



Launched in 2017 with the vision to provide world-class make-up education and training at the most affordable cost by CTE (Commitment to Excellence) group, The Red Fox Makeup Academy aims to make every make-up enthusiast independent through skill development. Claiming to be more than a make-up school, it offers comprehensive course modules spanning the latest trends and techniques at par with international standards. The students are trained by professional make-up artists, who stress upon practical sessions for better understanding and client handling skills. Products used for the practical classes are FDA approved, imported and provided by the academy.

The academy's prime objective is to provide superior training to the students and transform them into professionals. The advanced courses give them the opportunity to pursue a career as a make-up artist in fashion make-up, television, film make-up, among others, anywhere in the world.

Courses

Professional Makeup Course: This is designed for students, who want to pursue their career as a professional make-up artist in fashion, photography, television, film, education or as a freelance. This advanced course covers basic knowledge about make-up to the most advanced techniques including airbrush make-up, fantasy make-up and advanced creative make-up. Hairstyling is included in the professional make-up course to ensure that students are able to provide full service to their future clients.

Advance Airbrush Course: This course provides in-depth knowledge of Airbrush make-up and covers topics like, full face make-up application, creating Airbrush tattoo, bridal make-up, using stencils with airbrush, assembling and disassembling Airbrush gun, to name a few.

Hairstyling: Hairstyle contributes a major role in any makeover. Learn to make gorgeous hairstyles that can change the overall look. In advanced hairstyling course, students will learn from the basic hairstyle techniques to the advanced 3D hairstyles.

Basic Nail Art Course: This course includes study of nail structure, client consultation, natural nail preparation, tip application with French art and basic few arts, UV/ LED acrylic gel nail enhancements, sculptured nails, and more.

Advanced Nail Art Course: It covers basics of nail art to advanced techniques like, marbling, cat eye nail art, ombré, splash glitter, jewellery application, mirror chrome, laser chrome, among others.

Self Grooming Course: This is ideal for clients, who want to learn to do their own make-up. The course module provides product knowledge, skin analysis and care, day make-up, party make-up, and more.

Certification

Students receive certificates from the academy on successful completion of the course.

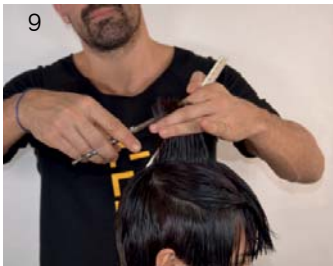
Eligibility criterion

Passionate individuals, who want to make it big in the hair and beauty industry can apply for the courses.

Fee range

Self Grooming course is for ₹6,500; Basic Nail Art is for ₹15,000; Hairstyling course is for ₹25,000; Advance Airbrush course is for ₹35,000; Advance Nail Art course is for ₹45,000 and Professional Makeup course is for ₹65,000. Prices are subject to government taxes. 📞

Address: F-5, Shivaji Enclave, Rajouri Garden, Delhi - 110027 | **Phone:** +91 9773776141 | **Email:** info@theredfox.in | **Website:** www.theredfox.in



FERNANDA

- 1** Prepare the hair using TAB>U Pro Color Spotlight. Mark out a section from the top of the head down to the outer corner of the eye on both sides. Isolate the top section with a sectioning clip.
- 2** Define the hairline on the nape, cutting with the tip of the scissors.
- 3** Start from the back area and cut a central guideline section starting from the fulcrum towards the nape. Elevate section to 90°.
- 4** Cut the whole back section to ear height using the same technique and cutting each section on itself.
- 5** Starting from the guideline of the last section behind the ear, cut a first parietal section, elevating the hair 90°.
- 6** Cut the next strands in diagonal sections, keeping the same position and carrying all the strands over the first cut strand. Repeat this technique on the opposite side.
- 7** Define the hairline around the ear.
- 8** Mark out a 2 cm-wide section at the front. Comb in natural fall and cut the fringe in a concave line.
- 9** Starting from the top of the head, cut a guide section diagonally outwards in the top area, elevating the hair 90°.
- 10** Following the guideline, cut the next strands using the same technique. When the cut is finished, dry hair and add finishing touches with TAB>U Elastic Stringy Paste and Hard Lock Spray. For a messier effect, apply TAB>U Magic Pump Powder.

Hair: International Creative Team for sensùs
 Photo: Mauro Mancioppi
 Make up: Imma Mennuti, Giuseppe Giarratana



Schwarzkopf Professional India hosted SAB Hairdressing Awards 2019

Schwarzkopf Professional India successfully hosted its first ever chapter of Shaping Authentic Beauty (SAB) Kongress, India hairdressing awards 2018-2019. The competition witnessed talented hairdressers from across the country, who were judged by the best on their hairdressing skills. The panel of experts including Najeeb Ur Rehman – PPS Director, Schwarzkopf Professional, Henkel Beauty Care India, Florian Hurel, Brand Ambassador, Schwarzkopf Professional India, Melissa Hughe, National Technical Head, Schwarzkopf Professional India, among others, shortlisted 31 participants that made it to the finale to compete in various categories. The declared winners were, Smita Gala from Kaizo Salon, Mumbai



in Avant Garde category; Mayur (Shahbu Salmani) from Glamazone Salon in

Chandigarh for Commercial Style; Reema Bajaj of Elvis & Reema Salon in Delhi under Color Technician of The Year; Shirhin Merchant of Kut & Make Salon in Mumbai in Men's Style category and Naseem of Naseem Salon & Academy in Delhi as Salon of the Year. Along with the various accolades, Schwarzkopf Professional will offer all the above winners a chance to represent India on an International Platform at the

SAB Kongress, APAC 2018-19, to be held in Beijing, China, in April 2019, to compete their talent and expertise amongst the APAC countries.

Sharing his views on the event, said Kartik Kaushik, General Manager, Henkel Beauty Care India, "Firstly, we would like to congratulate the winners for putting up such a fantastic and competitive show at our first SAB Asia-Pacific Awards. Schwarzkopf Professional is extremely proud to give the young and aspiring hairdressers a creative platform to showcase their talent. As a brand, we feel responsible and delighted to reward and support creative minds."

WHAT: Hairdressing awards

WHERE: 24th January

WHEN: Flypp by MTV, Kamala Mills, Mumbai

Sesderma announced the launch of Dr Serrano Clinics in India

After astonishing millions of people all over the world, Spain's most innovative brand in beauty and derma care, Sesderma has major plans for India. A subsidiary of Sesderma Laboratories headquartered in Valencia, Spain, the larger plan of the brand is to venture into launching its own clinics in the country by the name of Dr Serrano Clinics. Headed by Dr Gabriel Serrano Sanmiguel, Founder and Managing Director of Sesderma Laboratories, the event highlighted the technological advancements

and innovations that have been adopted by the company to deal with the rising dermo-cosmetic needs of people in India.

Speaking on the same, Dr Sanmiguel said, "With the launch of Dr Serrano Clinics across the length and breadth of Indian landscape, we aim to deliver the best aesthetic solutions to the people who want to keep their skin looking youthful and beautiful for a longer time. At Dr Serrano Clinics, they will be benefitted by our exclusive cosmetic procedures based on Nanotechnology, customised to suit every skin need."



WHAT: Brand announcement

WHERE: The Venetian Hall, Hotel Royal Plaza, Delhi

WHEN: 17th January



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