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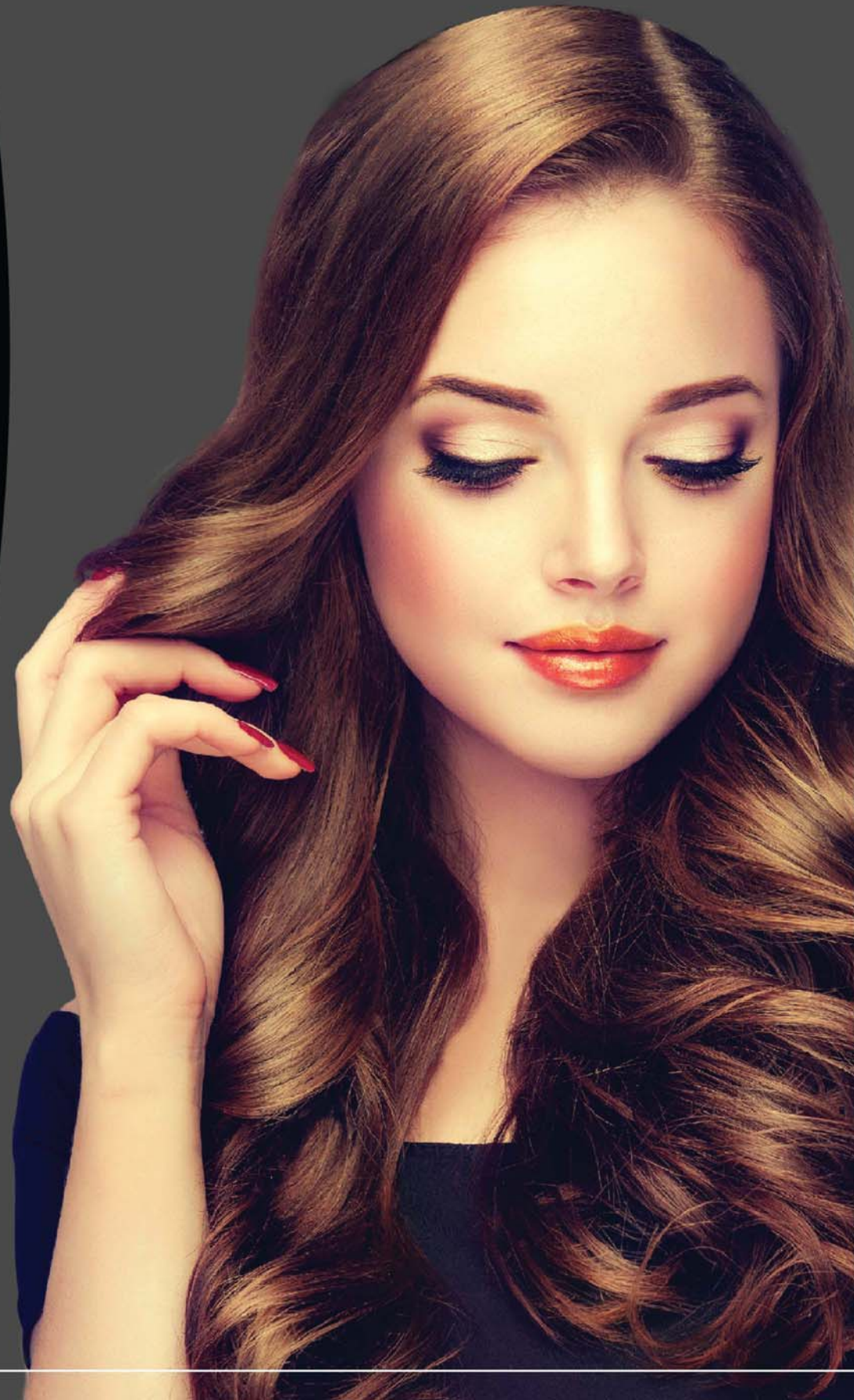




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The month of March witnesses frenzy in the finance department of every company. With year-end closing playing a prominent role, there is an assessment of hits and misses in the year gone, and major planning and fund management for the new financial year.

With this as a backdrop, we have carved this month's cover story. Experts reveal that the long-term objective of any business is profit maximisation, and maintaining a good cash flow for day-to-day expenses an important short-term goal. For the survival of a company and eventual success, new and established entrepreneurs need balanced fund allocation, as one incorrect decision may lead to bankruptcy. With this as a backdrop, Salon India speaks with stakeholders.

International Women's Day (IWD), originally called International Working Women's Day, is celebrated on 8th March every year. In different regions the focus of the celebrations ranges from general celebration of respect, appreciation, and love towards women to a celebration for women's economic, political, and social achievements. We take this opportunity to salute salons, spas and brands, who have launched special offers and gifts on this day in honour of their women clients.

In the Hair section, we present Altin Ismaili, who has been for three years in a row the Finalist at Southern Hairdresser of the Year Awards. He cherishes the recognition he has received and advises newcomers to be passionate about the craft. Altin shares his early years, tribulations and accolades with us. Sumit Israni, Creative Director, Geetanjali Salons, has overcome all odds to emerge as a true winner. Sumit's passion for hairdressing took him from one salon to a premium salon chain brand with over 80 salons across the city.

In the Beauty section, we present Pooja Singh, National Creative Director – Hair, Lakmé Salon and Anupma Katyal, National Creative Director – Make-up, Lakmé Salon, who share a step by step guide to get the looks from their latest collection, The Art of Latte. Mumbai-based make-up and hair artist, Kavita Das is living the dream with her dedication and passion towards her craft. She has mastered her art by working across different platforms. Dr Shefali Trasi Nerurkar, MD Skin, Consultant Dermatologist, Dr Trasi's Clinic & La Piel, shares his views on Dermalinfusion as a trending aesthetic procedure.

In Spa Focus, we bring to you Ojas at COMO Shambhala Estate in Bali! Nestled amongst terraced rice fields and beautiful jungle, the spa incorporates the elements of nature in its layout and design. In Wellness View, Director of Spa & Wellness at Hilton Shillim Estate Retreat & Spa in Pune, Dr Arun Pillai believes the emerging trend of wellness travel has gained major traction in the last decade. He shares his views on concept of wellness in India, spa USP, and more.

All this and lots more in this issue! Keep reading and sharing on Facebook and Instagram.



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 Model: Celia Fernández Sastre  
 Products: Revlon Professional

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# VEGA

**TRENDY HAIR  
STRAIGHTENER**



**1** 5 HEAT SETTINGS  
FOR ALL HAIR TYPES



**2** CERAMIC COATED PLATES  
MINIMIZE HEAT DAMAGE



**3** FLOATING PLATES  
MINIMIZE HAIR BREAKAGE





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**SHAHNAZ HUSAIN RECEIVES WOMAN ACHIEVER AWARD**

Shahnaz Husain received the Woman Achiever Award at The International Woman Empowerment Summit and Awards event held in Delhi. It was jointly organised by International Woman Empowerment Programme and the Ministry of Women and Child Development. The award ceremony was for Women Achievers from different fields. Shahnaz Husain received the award for being a leading woman entrepreneur, who has greatly contributed and propagated to Ayurvedic beauty care. According to Shahnaz, "Today, we can combine Ayurvedic Inheritance with Artificial Intelligence to offer custom made, organic beauty care. In a world dominated by Artificial Intelligence, Ayurvedic inheritance is India's gift to the world." The award was bestowed by Minister for Petroleum, Dharmendra Pradhan.

**SHAGUN GUPTA INTRODUCES EYELASH EXTENSION SERVICES**



Beauty Influencer Shagun Gupta now introduces Eyelash Extension Services, one of the hottest trends in the global beauty industry. A practicing cosmetologist and 'all-around micro pigmentation' specialist, Shagun has now developed a keen interest in lashes. Recently, she unveiled her first lash studio at RSB Wellness Centre in Mumbai. Shares Shagun, "Eyelash extensions have been a popular trend in the West. We are pleased to introduce this technique in the Indian market and believe there will be great degree of acceptance amongst beauty enthusiasts. Our trained technicians will provide you with impeccable experience and exemplary services to bring out the best in you".

**CLINIQUE SIGNS RADHIKA APTE AS FIRST BRAND AMBASSADOR OF INDIA**

Clinique, the world's first dermatologist-created skin care brand, have signed up Bollywood actress, Radhika Apte as its first brand ambassador for India. The brand aims to increase brand awareness, deepen consumer engagement and drive education on the importance of good skin care habits through a series of campaigns featuring Radhika in 2019. Audiences will see her appear in her first campaign for a new revolutionary moisturiser, Clinique in March 2019 followed by its cult hydrator, Moisture Surge in May 2019. Radhika's campaigns will play across digital media,



social media and in-store in India and around the world. Shared Rohan Vaziralli, General Manager, Estée Lauder Companies India, "Radhika is fresh, dynamic, young, strong minded, natural and genuine, making her the perfect expression of Clinique. We are delighted to welcome Radhika to the Clinique India family.

**AVON LAUNCHES NEW SKIN CARE RANGE FOR LITTLE GIRLS**

The world's leading beauty brand, Avon has collaborated with Walt Disney to bring a range of Frozen skin care products for little girls in India. Frozen has become the number one animated movie of all time since its release in November 2013 by Disney. Characters from the film, Anna and Elsa, have since become a rage among young girls aged between six to 11. The range has three product lines, Disney Frozen Head to Toe Body Wash, Disney Frozen Body Lotion and the Disney Frozen Cologne, a new and innovative fragrance for children. All products are paraben-free and dye-free. The hypoallergenic range is clinically tested and approved by pediatricians.







NEW

# WELLA PROFESSIONALS INVIGO

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**BIODERMA APPOINTS SHANTH KUMAR TO STRENGTHEN DIGITAL PORTFOLIO**



French skin-care brand, Bioderma, has announced the appointment of Shanth Kumar as the Head Marketing - Digital & Ecommerce. In his role, Shanth Kumar is responsible for building and driving digital and e-commerce strategies, both long-term and short term while also initiating digital transformation at an organisational level. His experience would be highly leveraged for reimagining Bioderma’s business in the digital age as well as responding, adapting

and improving the consumer experience. With over 12 years of extensive Omnichannel experience, Shanth has been able to build his expertise in handling brand strategies for premium and luxury categories. Commenting on his appointment, he says, “Joining the organisation gives me an unparalleled opportunity to work in a globally competitive digital environment and build a strong platform for the firm. At Bioderma, I look forward to introducing advanced digital experiences for better decision making as well as supporting the team with robust technologies for superior organisational performance.”

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Dated : 1<sup>st</sup> March 2019

Sd/-  
S.P.Taneja

INTERNATIONAL



**CHILEAN COUNTRY PAVILION TO BRING THE FORCE OF NATURE AT COSMOPROF**

Thanks to the work of ProChile, a leading public organisation that promotes the country’s local businesses abroad, Cosmoprof Worldwide Bologna will present the Chilean country pavilion in Hall 21, which historically has been dedicated to the world of nature. For 2019, Chilean companies are focusing on natural cosmetics after witnessing new patterns in consumer behaviour,

who are more interested in natural, organic products and concepts having to do with eco-sustainability. Therefore, ProChile has chosen to bring seven companies that offer products free from artificial preservatives, chemical components, synthetic fragrances, additives or any type of toxic or potentially harmful substance, and with no animal testing.

**L’ORÉAL IS ONE OF THE WORLD’S MOST ETHICAL COMPANIES**

L’Oréal, the world’s leading beauty company, has been recognised by the Ethisphere Institute, a global leader in defining and advancing the standards of ethical business practices, as one of the World’s Most Ethical Companies in 2019.



This is the 10th time that L’Oréal achieves this recognition, underscoring their commitment to leading with integrity and prioritising ethical business practices. Explained Timothy Erblich, Ethisphere’s CEO, “We at Ethisphere are impressed with L’Oréal’s values-based approach, long-term vision and genuine commitment to operating with integrity. We congratulate everyone at L’Oréal for integrating ethics into their day-to-day activities and for earning this recognition.” Added Jean-Paul Agon, Chairman and CEO of L’Oréal, “This 10th recognition from Ethisphere confirms that a company can be both ethical and successful. Ethics is one of the Group’s transformation drivers, of which all of our employees around the world are particularly proud.”



# Get Ready for the Festival of Colours

## With MATRIX Opti.Long Nourish Protect

To enjoy the spirit of Holi, MATRIX presents the ultimate hair prep and care guide. Soak in the fun without worrying about your hair with MATRIX Opti.Long Nourish Protect range



Spring is almost in the air and the festival of colours, Holi is also around the corner. Being one of the most cheerful festivals in India, it is celebrated with a lot of zeal. However, the vibrant festival can take a toll on your client's skin and hair. On that day, people focus on using soft organic colours on the skin, however, they overlook the importance of hair care. Chemical dyes and toxic agents present in the colours collect on the scalp, and overexposure to UV rays on the day make the hair rough, dry and prone to breakage. While it is impossible to escape the onslaught of colours during Holi, clients can certainly avoid the post-Holi trauma by ensuring that their hair is prepared. MATRIX, the world's leading American professional brand offers a professional specialist hair care range, Opti.Long Nourish Protect and shares some essential tips to keep your hair protected and Holi ready!



### Braids, the go-to look

Lustrous, colour-smeared open hair might lend a Bollywood vibe, but leaving hair open can wreak havoc. While tying it in a ponytail is easy, neatly braiding them is more likely to prevent breakage. In fact, wearing a bandana keeps the hair covered and prevents the colour from sticking to the scalp.

### Keep the hair nourished

Despite best efforts, colours during Holi are bound to take a toll on your hair. So, preparing for such a festival needs to start much earlier. Regularly using a nourishing shampoo and conditioner will help keep the hair healthy and nourished. Opti.Long Nourish Protect Professional Nourishing Shampoo removes excess grease from the scalp to give a healthy, cleansed scalp. Fortified with Ceramide, the Opti.Long Nourish Protect Professional Nourishing Conditioner help detangle, nourish and strengthen the hair fibre and leave the hair smooth and silky so that it is manageable and tangle-free. A professional specialist care range, Opti.Long Nourish Protect gives upto 98 percent more nourishment\* for the hair.

### Tangle-free hair

The celebrations tend to make the hair rough, dry and unmanageable, especially when you are spending a lot of time outdoors. Investing in products such as a leave-in cream can help here. This needs to be applied on damp hair after shampoo and conditioner before drying. MATRIX's Opti.Long Nourish Protect Professional Nourishing Leave-in cream provides strength to the hair fibre and protects the hair from split-end damage. It helps resurface hair strands for a smoother finish and it leads to hair that is tangle-free.

### Indulge in professional care

Enjoy professional care after Holi with the Growth Booster\*\* Service, an innovative service that helps to nourish, strengthen and protect hair. This treatment comprises of all the products in the Opti.Long range and is a targeted treatment to further nourish and strengthen to give you healthy hair. It is exclusively available at MATRIX salons across the country. 📍

\*Instrumental Test: Shampoo + Conditioner + Leave-in Vs. Non-conditioning shampoo.

\*\*Due to protection and nourishment action leading to lesser breakage.



# Client Retention Delightful Offers

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

1

## CUT & STYLE SALON DELHI

The salon is offering Keratin treatment for hair at a discounted price of ₹2,199. The actual price of the service is ₹6,500.

2

## ENVI SALON & SPA MUMBAI

Get full L'Oréal Professionnel hair spa for medium length hair along with hair wash, head massage, hair steam and blast dry at an offer price of ₹1,299. The actual price of the service is ₹1,770.

3

## STUDIO 83 SALON PUNE

The salon is offering full arms polishing for tan removal and skin nourishment for 40 minutes at a discounted price of ₹899. The actual price of the service is ₹1,900.

4

## BODYCRAFT SALON & SPA BANGALORE

The salon is offering Age Smart Facial along with consultation at a discounted price of ₹2,999. The offer is valid on weekdays from Monday to Friday. The actual price of the package is ₹3,658.

5

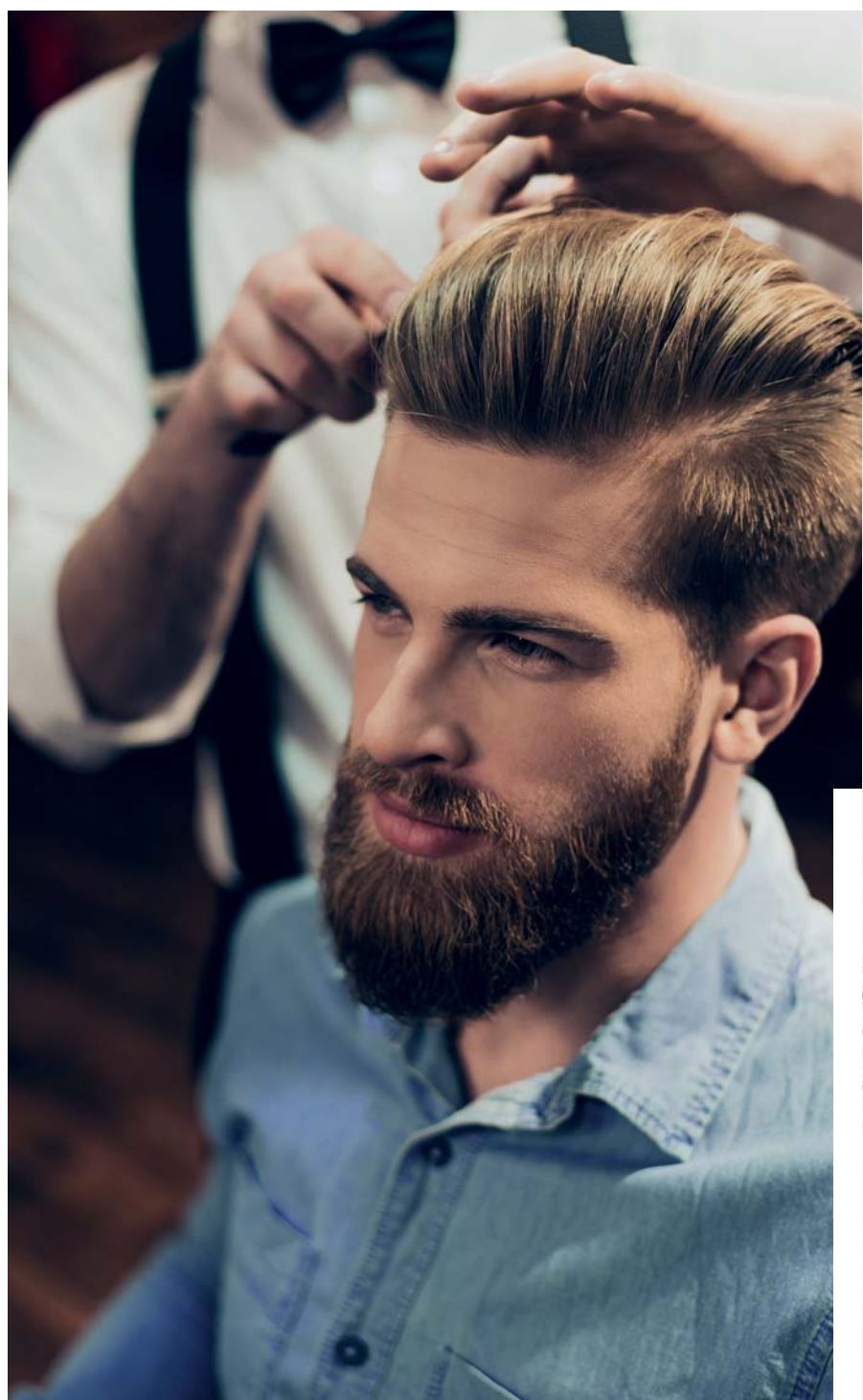
## GLOWUP STUDIO GURGAON

Get global hair colour service for shoulder length hair at an offer price of ₹2,499. The actual price of the package is ₹3,000.

6

## NEOMIS SALON & SPA GOA

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# Altin Ismaili

## one step at a time

For three years in a row, Altin Ismaili has been a Finalist at Southern Hairdresser of the Year Awards. He cherishes the recognition he has received and advises newcomers to be passionate about the craft, as then it does not feel like work. With *Salon India*, Altin shares his early years, tribulations and accolades

\\ by Aradhana V Bhatnagar







**Recognition and awards**

In my first year at Marc Antoni I participated in Project X with The Fellowship, and two years later, I competed in TrendVision where I was a medal winner. I was then selected as a member of The Fellowship F.A.M.E Team in 2011. I have been the finalist for three years in a row for Southern Hairdresser of the Year in 2016, 2017 and 2018. As part of the Marc Antoni Artistic Team, I have been recognised as a member of the British Hairdressing Awards Artistic Team of the Year in 2014 and again 2018. As part of the Marc Antoni Artistic Team, I travel throughout the world to deliver unique cut and colour hair shows and bespoke training. .

**Forte as a hairdresser**

I enjoy cutting hair and creating strong lines with soft elements. There is more freedom in long hairdressing, where I have done stunning looks.

**Early years**

When I was 14, I moved to Greece and worked as a florist, barman and when I was 19, I moved to England. I wanted to give a shot to hairdressing also, so I went for a trial to Marc Antoni. I was successful and so, I started my apprenticeship. As I am more of a creative person, I took to hairdressing immediately. Also, it is a job one can do anywhere in the world.



TWO OF MY FAVOURITES ARE JOICO K-PAK COLOR THERAPY RESTORATIVE STYLING OIL AND JOICO JOIGEL FIRM STYLING GEL. THEY BOTH GIVE HAIR A BEAUTIFUL SHINE WITH SOFTNESS AND HOLD

**Inspiration behind the looks created**

For the awards, we wanted our collection be influenced by art and architecture. So, we kept the hair beautiful, yet disciplined. We looked at early 80s hair and trends for 2019, and zeroed down on soft, yet, androgynous looks that was unisex.

**Favourite products**

JOICO K-Pak Color Therapy Restorative Styling Oil and JOICO Joigel Firm Styling Gel. They both give hair a shine, softness and hold.

**Normal day in the life of Altin Ismaili**

I have a team meeting in the morning, work on clients day-in day-out and in my spare time I have fun with my children.

**Future plans**

To continue to love what I do and hopefully to inspire other hairdressers.

**Views on India's hairdressing industry**

Clients have amazing hair! As they tend to have long beautiful hair, perhaps I would like to see more people with shorter, edgy cuts in terms of movement and shape. 📍

**Mentor and philosophy**

I was fortunate to have Bruno Marc Giamattei as my mentor. He is passionate about hairdressing and I love his philosophy of 'learn, share and love what you do'!

**Challenges faced**

In the beginning I did not speak English very well and had to concentrate when it came to colour and hair terminologies, but I had a great team to help me.

**Current responsibility**

I have been the Salon Manager at Marc Antoni Woodley salon for 10 years.



## \\ DELHI \\ LE'COIFFEUR



vibrant colours done on a wall. The barber shop is rugged in look. We have seven professionally trained stylists who have extensive with experience in styling and professional hair services. The idea is to make the salon feel like a lounge, not a beauty salon. Our aspiration is that in six month's time, every resident of Dwarka will connect with the brand."

- > **Colour combination:** Cream, grey, red
- > **Products used:** L'Oréal Professionnel for hair; Seasoul for skin; O3plus for nails
- > **Lights:** Yellow lamps
- > **Flooring:** Tiles
- > **Architect:** Vinit Thakur

Le'Coiffeur is a lifestyle salon. The balcony overlooking the busy market, has a sitting area for clients to unwind over beverages before getting into a service. Spread over 2,500 square feet, the salon is equipped with a styling area, mani-pedi section, bridal section with a changing room, and a beauty room. Shilpi Kawatra, Proprietor, Le'Coiffeur, shares, "Le'Coiffeur is all about an experience. Developed to give a raw industrial look, the women's styling area has eight stations with graffiti in



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## \\ CHENNAI \\ PAGE3 SALON & MAKEUP ACADEMY

Designed across 3,500 square feet, PAGE3 Salon exudes luxury. The salon is abreast with the latest international trends, a host of exotic services including hair spas, rejuvenation facials and reflexology. It is equipped with eight hair stations, four wash stations, three beauty rooms, four for mani and pedi, one bridal room, two stations for nails, and an exclusive spa section with five spa rooms with steam

and a luxurious Kérastase room. The space also hosts PAGE 3 Makeup Academy, a state of the art institution for make-up and hair artistry. Says Veena Kumaravel, MD, PAGE3 Salons, "The brand PAGE3 is very close to my heart. We are the pioneers who have introduced premium brands like Kérastase and Décleor in Tamil Nadu. We are working very hard to bring the best of luxury to India to ensure that all of us celebrate the star within us. Today, we are 10 and we are working towards 100 in the next three years."



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- > **Colour combination:** Black, white, gold
- > **Products offered:** Kérastase, L'Oréal Professionnel for hair; Skeyndor, Décleor for skin; OPI for nails
- > **Lighting:** Warm LED
- > **Flooring:** White and black granite
- > **Architect:** Saran Associates



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# Visibly Denser Hair in 90 Days\* With Advanced Scalp Solutions by Kérastase

Beautiful hair begins with a healthy scalp. Kérastase understands this, and therefore focuses on its professional personalised programmes for advanced hair and scalp care solutions. Since 1964, Kérastase has built a reputation as the expert in luxury scalp care, and through the years, it has reached new frontiers, garnering deeper insights into how hair grows and functions. From these insights, Kérastase has created opulent rituals and cult products to sublimate hair through scalp

**T**he scalp houses 150,000 hair follicles! The main function of the scalp is protection however, dryness of the scalp leads to hair dryness and dullness, which in turns leads to hair damage and loss in hair quality. Ultimately, this leads to thinning of strands, hair loss, and finally, hair density concerns.

## Reasons for the deterioration of scalp and hair

There are a multitude of reasons, such as, the environment including the sun's harmful UV rays, extreme temperatures cause sensitivity, itchiness, redness, excess scaling and dryness. Since air pollution oxidizes scalp sebum, scalp concerns get aggravated and there is loss of scalp quality. Also, the scalp has the perfect climate for micro-organisms to grow, so bacterial or fungal infections take place, leading to severe recurring dandruff, itchiness and odour.

Hormonal fluctuations lead to over and under stimulation of the sebaceous glands causing oiliness and dryness, respectively. Even lack of sleep, stress, medication and lifestyle changes cause loss in scalp quality.

## Kérastase offers tailored solutions

The Scalp Expert Programmes by Kérastase include the use of highly targeted treatments and products at home as well as in the salon. The combination of regular in salon rituals and consistent use of home care products give effective results. Of course, a healthy lifestyle and diet play a large role in overall wellbeing and of one's hair and scalp, too.

The Kérastase Experience begins in-salon with a personalised hair and scalp diagnosis using the exclusive Kérastase camera. With its ability to zoom into the scalp 200 times and the hair up to 500 times, your Kérastase Ambassador can reveal your hair and scalp's needs. Basis the diagnosis, your Ambassador will create an ultra-precise hair and scalp profile and recommend the right products, ritual and programmes for you.

## "Perfect Density? Hair that is thick, healthy and shiny?"

**Kérastase Hair Density Programme:** It is for visibly denser hair in 90 days\*. Hair follicles are continuously switching from an active state to a resting state. Due to external and internal aggressions, the resting phase can last up to 10 years with zero hair production, which effects hair density immediately. Extensive, lasting hair loss can result in the scalp becoming more visible through the thinning hair.

**The solution:** Made possible with the patented molecule from L'Oréal Advanced Research Laboratories, Stemoxydine awakens dormant follicles and boosts follicular activity and ingredients, which optimize the active phase of hair growth to improve hair quality.

**Programme duration:** 90 days.





**K**  
**SCALP EXPERT**  
 ADVANCED SCALP SOLUTIONS



Ask your hair stylist for a complimentary camera diagnosis to know the health of your scalp and hair.



The Scalp Experts offerings by Kérastase also include the following programmes:

**Kérastase Anti-Hairloss Programme:** For hair that is reinforced in just one week\*! Each day, 50 to 100 hair fall naturally. If you experience more than this number, there is cause for concern. Hair loss is caused by the accumulation and rigidification of collagen on the scalp.  
**Ingredients:** With powerful active ingredients including Aminexil that regenerates collagen to slow down hair loss, hair is strengthened and breakage is reduced.  
**Programme duration:** 42 days.

**Kérastase Anti-Dandruff Programme:** Two month anti-relapse action\*. Dandruff are small pieces of dead skin that flake off the scalp, and can be oily or dry depending on a person's scalp type. A healthy scalp has cells that renew between 30 to 45 days, however, in case of dandruff, this renewal process is altered and exaggerated, which leads to flaking. An itchy, flaky and scaly scalp is a sign of dandruff. At an average, 40 to 60 percent of adults in the world have dandruff.  
**Ingredients:** The Kérastase Programme targeting dandruff includes the use products like Zinc Pyrithione and Salicylic Acid to control flaking, remove impurities and soothe the scalp.  
**Programme duration:** 30 days.



**Kérastase Scalp-Soothing Programme:** It provides instant soothing and intense relief to the scalp. A sensitive scalp feels itchy and irritated and reacts to daily aggressions more than the others. People with a sensitive scalp are more predisposed to developing oily scalp, further leading to dandruff and hair loss. More than two out of five women and one out of three men have a sensitive scalp.  
**Ingredients:** Calophyllum Oil and Piroctone Olamine soothe and heal the scalp.  
**Programme duration:** 30 days.

\*Instrumental tests Visit us at [www.kerastase.in](http://www.kerastase.in); Follow us on Facebook@kerastaseindia, Twitter@kerastaseindia, Instagram@kerastase\_official





# Get Parisian Cool Chic On

## With Dialight by L'Oréal Professionnel

The all-new L'Oréal Professionnel Dialight with its unique palette of shades, is ideal to create personalised on-trend #FrenchBalayage looks



L'Oréal Professionnel presents Dialight, the unique acid-gel cream, ammonia free tone-on-tone colour. It creates glossy luminous reflects and vinyl shine whilst respecting the condition with natural-looking colour that gradually fades away. Ideal for previously coloured or weakened hair or even for those that just want to add a subtle richness or gloss to their natural hair colour. The pH acid formula of Dialight is close to the natural pH of the hair and gently colours, while giving your client's hair a glossy result. It can be used for toning, colour correction and for highlights on sensitised hair.

Dialight is great for offering a colour refresh to top up the vibrancy of your colour in between your usual permanent colour services. The fast development also makes it ideal for those who are short of time. With 14 unique shades for that perfect, on-trend Parisian Cool Look, ask your hairdresser for your personalised #FrenchBalayage look. 📌







# Indian Hairdressing Awards 2018-19 by L'Oréal Professionnel

## Celebrating Creative and Business Talent

L'Oréal Professionnel marks the culmination of the Indian Hairdressing Awards 2018-19 with a spectacular Grand Finale show in Dubai to recognise the business and art of Indian hairdressing



L'Oréal Professionnel has created an exclusive platform in India to recognise not only the creative talent of hairdressers but also the business of hairdressing, the Indian Hairdressing Awards. The competition, in its third edition in 2018-19, culminated in a Grand Finale on the 6th of February 2019 in Dubai, featuring the winners from the four regional finals and four categories of the competition. It kick-started in September 2018 when L'Oréal Professionnel invited hairdressers from across the country to submit their entries in any of the four creative categories, Colour Trophy, Cut and Style, Young Colourist and Men's Image. From the 1500+ entries across all categories, 140 regional finalists were shortlisted for the four regional rounds in the four metro cities. The first ever Creative Award - Consumer Choice was also rolled out, where consumers could view and vote online for their top five looks from the regional finalists's entries. In the regional rounds, the shortlisted teams recreated their hair looks live before a panel of judges, represented by experts from the fashion and beauty industry. From the 140 teams that made it to the regional finals, 43 national finalist teams were finally shortlisted to battle it out at the Grand Finale.

### The Grand Finale

The highlight was the show by Team Adam Reed, International Hair Artist, Founder of Percy & Reed, London and one of the juries, who showcased international hair artistry. The L'Oréal Professionnel Dream Team showcased their creativity with their show 'ART Infinite'. The L'Oréal Professionnel ID Artists showcased their vision of creative hairdressing with their show '#Futuristic #Hair'.

DP Sharma, Director, Professional Products Division, L'Oréal India shared, "In the future, being different, relevant and bespoke will be of prime importance. With technology and digitisation becoming driving forces in the way lives run, L'Oréal Professionnel looks forward to working with each one of its salon partners to create the next generation of the in-salon experience."

Binaifer Pardiwalla, General Manager, L'Oréal Professionnel India added, "Our mission of empowering hairdressers now gets stronger with the revolutionary digital innovations we are bringing to our salons. With the new Learn N Connect app, we will reach our hairdressers digitally to inspire and educate them through world-class e-tutorials. With the Style My Hair app, L'Oréal Professionnel introduces augmented reality to improve the process of in-salon consultations."

### Winners of IHA 2018-19

Winners of Creative Awards in the Colour Trophy are – Biak Lun, Play Salon, Bangalore; Cut and Style category – Martha Foning, Eye Catchers Hair & Beauty Salon, Kolkata; Men's Image category – Aniket Jadhav, Vipul Chudasama Salon & Academy, Mumbai; Young Colourist category – Karina Yeoh, A N John Salon, Kolkata; Creative Award - Customer Choice – Mamta Chaudhary, Kapil's Salon & Academy, Delhi. The Business Awards winners from the four zones in the Best Salon (Chain) category were North - Geetanjali Salon, East – Head Turners (Invogue), West – Enrich Salon & Academy, South – YLG Salon; in the Best Salon (Non Chain) category were, North – Nir Salon, Delhi; East – A N John Salon, Kolkata; West– Lemon Salon, Mumbai; South – Mirrors Salon, Hyderabad. The awards for Best ARTH Academy was given to Mirrors Academy, Hyderabad; Best Salon Digital Marketing – Green Trends Salon; Best Salon – Customer Choice Award – Kapil's Salon & Academy. 📍







# Get Straight Manageable Hair

## With Straightening Services by MATRIX

Advanced Shaping Service by Opti.Sculpt and Natural-Soft Straight Service by Opti.Straight are powered by innovative technologies to give you straight, shiny and manageable hair

**G**one are the days of daily struggle for clients to tame unruly and unmanageable hair. Discover the straightening services by MATRIX that transform hair into long-lasting, perfectly straight hair. These services solve everyday styling concerns to give smooth, straight and shiny hair that is perfect for any occasion or event.

To help clients effectively enhance the beauty of their hair, MATRIX India offers two In-salon permanent straightening services, Advanced Shaping Service by Opti.Sculpt and Natural-Soft Straight Service by Opti.Straight. Give your client beautiful, straight hair that falls uniformly with the help of these services.



### NATURAL-SOFT STRAIGHT SERVICE BY OPTI.STRAIGHT

If your client is looking for a natural-straight hair look, without worrying about hair breakage, recommend the Natural-Soft Straight Service by Opti.Straight. It features the unique Auto-Control Technology that prevents over-processing of hair during the service. It is an anti-breakage permanent straightening system which gives naturally straight looking hair.

The Natural-Soft Straight Service is available in two different strengths depending on the hair type:

**Normal:** For fine to medium, chemically treated hair.

**Resistant:** For thick, seriously curly hair.



### ADVANCED SHAPING SERVICE BY OPTI.SCULPT

For straight hair with nourishment and shine, go for the Advanced Shaping Service by Opti.Sculpt. It is powered by Cera-Sculpt technology which features Elastin, Collagen and Ceramides to give sleek, straight hair with movement while nourishing it. It has a breakthrough, low-odour formula which makes for a comfortable experience.

The Advanced Shaping Service by Opti.Sculpt comes in three strengths depending on the hair type:

**Normal:** For fine to medium hair.

**Resistant:** For thick hair, very curly hair.

**Sensitised:** For brittle or chemically treated hair.



### HOME CARE RANGE

Experts recommend Opti.Care Smooth Straight hair care range by MATRIX to maintain the longevity of results for the straightening services. The range includes a shampoo, conditioner and serum. ☺

*These services are available at MATRIX salons across India.*





# Sumit Israni

## The Winning Streak

From one salon to now a chain of over 80 salons pan India, Sumit Israni, Creative Director, Geetanjali Salons, is one focused individual. With *Salon India*, he shares his journey which has left him overwhelmed and humbled

**The beginning**

I was a young boy when I used to visit Geetanjali, my parent’s salon, in Green Park, Delhi. I would watch the hairdressers work their magic. Those moments drove me to learn hairdressing. It seems like yesterday when we had only one salon, and now there are over 80 salons. Today, I feel I have won over all odds to achieve this dream. It is truly overwhelming and humbling.

**Professional education**

In the beginning, I worked as an intern with L’Oréal. Later, I went abroad and worked with the biggest names like Vidal Sassoon, Guy Kremer, Laurent Decreton, Trevor Sorbie, and more. My passion helped me prove myself at a time when hairdressing was considered to be a taboo.

**First salon**

My own salon, also named Geetanjali, was in Shivalik. My career started from here on and so, is special. It has kept me inspired me to work on my passion and contribute to the industry.

**Association with Kérastase**

Kérastase is at the forefront of delivering personalised luxury hair care. It understands that the requirement of every individual is unique, and thus, offer customised solutions. Since it is in line with our ethos, it was a natural association. We aim to provide the best to our customers and Kérastase with its constant innovations and luxurious in-salon Rituals helps us deliver the same.

**Driving operational excellence**

To deliver exceptional services, we need professionals to be trained; enthusiastic and committed to achieving our mission. One needs to focus on creating a culture of customer centricity. Every walk-in is a potential client, and small gestures towards a client, go a long way. Social media is an efficient medium for brand management considering the sheer volume of users. Our digital space depicts the polished style of our services and lets the clients choose us with confidence. It assists us in real-time promotions and communication with our clients.

**Hairdos for different platforms**

Within the salon, we work towards giving clients fresh and effortless looks. Today’s hair story has a fresh modern feel to it. When we are backstage, the key would be to build an aspiration for the audience and create looks that are strong and empowered. For newcomers, I would like to say that learning the art of hairdressing is a never-ending process. It takes a lot of hard work and focus to work towards your dream. Only your sincerity and dedication can take you beyond.

**Favourite products and trends**

My personal favourite is Kérastase Elixir Ultime Classic Oil; for ultimate pampering, I like and recommend the Chronologiste range by Kérastase. In trends, Balayage is a popular request and a game changer. Thanks to its freehand attribute, the technique reflects the skill of the colourist. The plus is that it can be done using a variety of colour on a variety of hairstyles. New cool undertones in caramel and mocha shades are current favourites.

**View on the Indian hair industry and future plans**

The hair industry is dynamic, yet nascent, however, there is a lot of potential for development. With the right guidance to talent and dealing with clients, we can tap this potential. On my part, I would like to continue contributing to the salon industry by developing rich talent through our brand. 📌

LEARNING THE ART OF HAIRDRESSING IS A NEVER-ENDING PROCESS. IT TAKES HARD WORK AND FOCUS TO ACHIEVE YOUR DREAMS, HOWEVER, SINCERITY AND DEDICATION TAKE YOU BEYOND







Asha Hariharan  
Education Ambassador  
Godrej Professional

## Selecting the Right Hair Colour Shade for your Client

The right hair colour is just everything for a client. It can do a lot to complement his or her personality. The right colour can make him or her look alive, vibrant and energetic while a wrong colour can just dull her down completely

In selecting the right shade for your client, you need to choose the right depth, the right hue, the right intensity and the right vibrancy. The right shade requires the hairdresser to be perceptive and creative. Remember - consultation is everything! The two most important factors to keep in mind during the consultation are his or her skin tone and personality.

### Skin tone

The skin tone of a client is an important aspect in determining the hair colour to use, especially in India. Indians have a yellow based skin, but the yellow can veer towards warm or cool. So you need to understand if your client's skin has an orange to yellow or more of an ivory, and based on that you could choose browns or blondes or even reds.

### Personality

Apart from your client's skin tone, it is very important to consider his or her personality. It is important that he or she should be able to carry the colour in everyday life. So, figure out whether you want to fire up his/her personality with some bold colours or mellow it down with sophisticated, understated shades.

### Customise your colour

Now you have figured out the right hair colour shade, but the difficulty is that the right shade may not always be available. To maximise the shade options and creativity of hairdressers, the Godrej Professional range of colours are intermixable allowing complete customisation as per the client. You can select any one of our hero No Ammonia hero colours and add a dash of gold or a pop of red from the Colour Play range – it is all up to you.

So, go ahead – mix up the best shade for your clients and help them enjoy the colour! 📌



# BEAUTIFUL STRAIGHT HAIR, NOW WITH A PROTEIN RECHARGE.

Straightening is the go to request for every girl putting her best swish forward. Because nothing says 'gorgeous' like healthy, happy hair that sports zero frizz, right!

You also know, as any specialist worth his or her salt, not every hair type reacts the same way to chemicals used in a permanent straightening process. Which is why, you're always on the lookout for high performing straightening products that result in straighter, smoother, better-conditioned hair without damaging or changing its texture.

Let's say, your search ends here!

Streak Professional, presents its latest launch – Canvoline® straightening range. A fabulous new range of straightening products crafted for a superior straightening in-salon experience. Enriched with Kera-Charge™ Complex,

Canvoline® leaves hair straightened, smooth and shiny with protein recharge.

All of it, at a fabulously affordable price!

Every application is worth it because of Kera-Charge™ complex. A blend of hydrolyzed proteins and conditioning agents that works wonders on unruly, frizzy and damaged hair. The hydrolyzed proteins have Arginine that are known to help reinforce and strengthen hair fiber and protect hair shafts from breakage and brittleness. While enhancing the ability of hair to bind moisture and improve the tensile strength of hair. Active Hair Smoothing agents moisturize and condition each hair strand from root to tip, penetrating the hair shafts to keep them healthy and tangle free.



#### Modify Ladies Beauty Parlour and Clinic, Kolkata.

I used this product since Durga Puja and I feel some difference from others. There is no unpleasant odour during procedure. Finish result is really satisfactory.

- Manasi Roy, Salon owner

#### Glitz and Glamour Academy, Kolkata.

Yes!!!! I really feel the difference. The hair has more shine and luster after the process. My clients are happy. It has a therapeutic approach I felt since the hair gets a better feel, look and shine. The result is quite satisfactory.

- Kakuli Sengupta, Salon owner



#### Simran Beauty Parlour, Delhi.

I am using straightening products since many years, but when I used Canvoline®, I could feel the difference. The hair has more shine and there is no unpleasant odour during procedure. I am really satisfied with the final result of the product.

- Anshika Arora, Salon owner

#### Shahnaz D Princess Salon, Kolkata.

My clients are very happy with results as there is zero percent damage to hair while doing hair relaxing / taming treatment.

- Pratima Mathuria, Salon owner



#### Sapphire Salon, Delhi.

I have used the straightening product from Streak for the first time and its experience is awesome. I feel some difference compared to the other products available in the market. It is good for damaged hair and there is no unpleasant odour during procedure. I am really satisfied with the product.

- Tarun Gandhi, Salon owner







The ticket size of a salon has steadily been on the rise. *Salon India* shares the perspective of hairdressers and salon owners on the reasons for the prices going north

# Salon Visits Skill Versus Charge



T to B: Deepak Jalhan, Ruchi Vedwa and Zakir Khan

Evolving from being a necessity to luxury, today, the Indian salon industry is flushed with international brands and services. With increasing business and healthy competition levels, hairdressers have also upped their game to create a 'golden space' for themselves. From celebrity associations to brand ambassadorship, Indian hairdressers are steadily gaining recognition far beyond the industry. While celebrity hairstylists bank on their superstar clients, brands have also been exploring product and salon service promotions through hairdressers, using them as social influencers as well as educators. Needless to say, hairdressing has become quite the lucrative career of our times. With recognition comes rewards, after all, premium services deserve a premium remuneration. The best players in the market charge an exorbitant amount for their service and do not face any hurdle in earning them. From a customer's perspective, he or she is paying for the experience, not necessarily the service itself, and that is the difference between your neighbourhood parlour and a branded salon. We spoke to a few hairdressers and salon brands to find out what their rate card looks like and here are the results.

### Skills at par

Based on hairdressing skills and experience, a salon visit could set you back by ₹1,000, at the least. Add ambience and quality and you can expect to spend higher. For example, a haircut by the Style Director at Aalim Hakim would cost you between ₹4,000 to ₹5,000, while the prices for hair colour varies based on the style, hair length, brand, and other factors. Meanwhile, the services of a top stylist at the same salon would cost only about ₹1,000 to ₹1,200, taxes extra. Delhi's Zakir Khan has worked with a host of celebrities like Anil Kapoor, Mahima Chaudhary and Ishant Sharma; and he charges around ₹2,000 taxes extra for a cut and ₹4,000 taxes extra for colour. Deepak Jalhan, another well-known name in Delhi, quotes ₹2,500 taxes extra for a cut and ₹7,500 taxes extra for colour, based on the consultation.

### Salon standards

Moving onto salon chains. Ruchi Vedwa of Delhi-based Vanity Lounge says, "For cuts, we charge between ₹250 (normal) to ₹1,000 (creative) for men and between ₹700 to ₹2,000 for women. For colour, it is between ₹1,000 to ₹5,000, whether it is root touch up or global colour." Mumbai-based Kromakay Salons also cite a price range depending on the stylist available. Cuts start from ₹1,000, however, they encourage clients to drop in for a free hair consultation so that the hair experts are able to advise and suggest the ideal service with an estimate.

To conclude, be it celebrity stylists or premium salon chains, four digit prices have become a norm, and undoubtedly, the services are worth it. As the industry climbs newer heights, we can well expect a rise in the prices, too. 📈





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\*Applicable only for Crème Bleach and Powder Activator. \*\*Crème Bleach & Powder Activator (Basis safety patch test done by an independent research organisation).





# For a Sustainable Future Opt for Eco-friendly Spaces

'Sustainability' has penetrated varied businesses across the world. The salon industry, too, has come on board with many countries such as, Australia vouching for eco-friendly and energy-efficient practices. In India, while there has been a rise in sustainable beauty, with an assortment of reputed brands and salon chains making the change, 'green salons' is, for now, only a concept and not a norm



PacificDazzle Hair & Beauty Salon by Atelier KUU, Kobe, Japan

The immediate image that the term 'Green Salon' evokes is a space that is in sync with nature. However, let us go beyond this restricted idea and explore the various elements of sustainability in salon management. Resource efficiency is the primary concept to become familiar with, and employing salon practices that reduce energy, water, and product consumption is the way to achieve it. Once the salon's internal operations have adapted to the sustainable makeover, incorporating, engaging, and promoting sustainability among the customers, will become relatively easy.

### Making progress

A handful of premium salon chains have made incredible progress in adopting sustainability as a developing standard. Gurugram-based NEU Salonz has undertaken various programmes to progressively reduce the company's impact on the environment. The centre piece of this initiative are the newly-installed water taps that are expected to reduce water wastage by 50 percent. They have also switched to energy-efficient LED lighting to reduce power usage and begun recycling by adhering to a professional waste management system. Indoor plants have also been introduced to NEU Salonz décor in a bid to reduce carbon emissions.

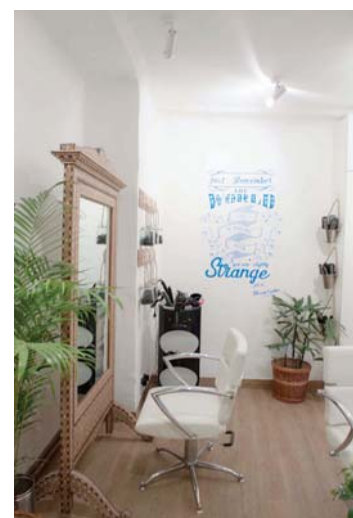
Dr Blossom Kochhar, an established name, has taken pioneering steps towards creating responsible and sustainable beauty. The Blossom Kochhar Earth to Bottle Spalon in Hauz Khas Village, Delhi is conceptualised to reduce carbon footprint. Its USPs are minimalistic interior design with open spaces that blend with nature, using cotton fabric in the spalon, training therapists and staff to reduce wastage of water and energy, use of organic paraben-free products, and more.

### Product awareness

Organic make-up ranges and in-salon products are creating a buzz in the market. Reduced use of chemicals by giving customers a natural alternative is the way forward. NEU has introduced a comprehensive range of natural services from brands such as RMS Beauty, The Raw Nature Company, a botanical grooming solution







ORGANIC MAKE-UP RANGES AND CHEMICAL-FREE IN-SALON PRODUCTS ARE CREATING A BUZZ. IT IS IMPERATIVE TO NEGATE TOXINS AND OFFER NATURAL ALTERNATIVES TO CUSTOMERS. IT IS THE ONLY WAY FORWARD

for men, ILCSI which is a natural beauty range from Hungary, KEUNE's Natural Hair Colour, and Aura Botanica by Kérastase, a popular natural hair care brand. They held a plantation drive in the nearby locality and educate others to go green, as well.

At Dr Blossom Kochhar's salon, Blossom Kochhar Aroma Magic products are used for all the services. These products are claimed to be 100 percent free of parabens, alcohol, harmful chemicals, artificial fragrance, and colours to promote an organic lifestyle. They have also made it a point to partner with some of the best eco-friendly hair and nail brands that offer safe and healthy beauty solutions. Even the product packaging is biodegradable.

The latest entry is the swanky LOOKS Privé at The Claridges in Delhi. They have recently introduced Davines, a renowned international brand that encourages sustainable beauty. To drive the message, they had also hosted a Davines Day with global artist Brian Suhr in attendance.

### Shaping up sustainability

To go green and change the image of your salon, Herculean efforts are not required. Start small and make thoughtful and significant changes in the way you conduct day-to-day business. LOOKS Privé has committed to add natural blooms and planters in the salon and serve water to clients in glass mugs. Many salons are making slow, but steady headway into sustainability. Even professional beauty brands are pitching in with ideas such as reusable foils to reduce the carbon footprint. Also, sustainable ideas should be considered while you design or redesign your salon space. The 'Green Wall' at Blossom Kochhar Spalon is a prime example, as it supports a comfortable eco-friendly environment. Energy efficient lighting ensures less electricity consumption and less heat emission. Another way to reduce energy consumption is to allow natural air and light inside the space with interiors that have large windows and doors. As for furniture, consider alternatives to premium wood and go for bamboo or cane. Training your staff in sustainable practices would also go a long way in reducing wastage of resources.

The Indian salon industry is already there, but we collectively need to spread the message far and wide so that more professionals and businesses take it upon themselves to continue this revolution. India is an ancient land where people have lived in harmony with nature, so, sustainability is not a new concept, but a way of life that we need go back to. 🌱





# Rene Furterer

## Treatments for Sudden and Progressive Hair Loss



Hair loss is a concern, however, it is important to understand the different types and causes in order to have stronger, healthier hair. Sudden, temporary hair loss is often a result of factors such as stress, dietary deficiencies, post-pregnancy hormonal changes or medications, while progressive hair loss is usually genetic. René Furterer offers proven natural-based solutions for both types of hair loss

### Sudden, temporary hair loss

**What you need to know:** Sudden, temporary hair loss usually becomes visible two to three months after a specific event, which causes hair to abruptly enter the shedding phase before completing the growth phase. This type of hair loss is more prevalent in women, and can cause sudden hair fall on the entire head. The key reasons are from factors such as stress, dietary deficiencies, fatigue, post pregnancy hormonal changes or medications, while progressive hair loss is usually genetic.

**The solution:** Sudden, temporary hair loss has two main underlying causes; since it can be difficult to determine which is primarily responsible, it is best to address both Vascular and Nutritional Deficiency. RF80 Concentrated serum for hair loss boosts hair growth and visibly slows down shedding. It targets the two factors responsible for sudden hair loss, giving visible results after just one month. The hair quickly regains strength, vitality, and thickness.

#### Two modes of action for fighting sudden hair loss:

**Vascular action:** It stimulates microcirculation through the combined action of natural Pfaffia extract<sup>1</sup>, Lemon and Sage essential oils, Arginine, and Vitamin B3.

**Nutritional Action:** Induction of the growth phase through ATP, an exclusive hair loss innovation, provides an essential source of energy for the hair follicle<sup>2</sup>.

**Strengthening of the hair:** Once growth has been activated, nutrients like Methionine, which is needed for keratin production, Vitamin B5, and Biotine help the development of new and healthy hair.

**The result:** Hair loss is reduced and growth is stimulated; hair quickly regains its natural strength and thickness.

**Proven efficacy:** 84 percent satisfaction from the first month of treatment<sup>3</sup>.

**Easy to use:** Just one application per week.

### Progressive, hereditary hair loss

**What you need to know:** Progressive, hereditary hair loss often takes up to six months to become noticeable, and is generally genetically predetermined. This type of hair loss usually follows a pattern, which is different in women and men. Women tend to experience a widening of the part and thinning patches, while men see thinning along the hairline and on the crown of the head.


**The solution:** Progressive, hereditary hair loss has three main underlying causes; since it can be difficult to determine which is primarily responsible, it is best to address Vascular Deficiency, Hormones and Tissular Deficiency.

Triphasic Progressive anti-hair loss treatment is composed of several natural key ingredients with triple anti hair loss action. A complete treatment that slows down hair loss, preserves existing hair and visibly redensifies.

Biotinine, a new natural key ingredient obtained from Watercress Leaf and Nasturtium Leaf extract, combined with specific patented<sup>4</sup> key ingredients, acts at three key stages in the hair's vital anagen phase:

- ▶ **Genesis stage, triggers hair growth:** Biotinine activates the signal required to trigger hair growth<sup>4</sup>.
- ▶ **Growth stage, stimulates and strengthens the hair:** Growth is optimised thanks to natural Pfaffia extract, combined with Orange and Lavender essential oils.
- ▶ **Maturity stage, delays hair loss:** Biotinine working in harmony with Curcubita extract, prolongs the hair growth cycle<sup>5</sup>.

**The result:** The hair growth cycle is prolonged, hair loss is slowed. Strong and resistant hair growth is stimulated and prolonged.

**Proven efficacy:** +7,490 hair, including 3,000 on the alopecia zone at three months.<sup>7</sup> 

<sup>1,4</sup> Patent registered in France <sup>2</sup>Active ingredient tested in vitro <sup>3</sup>Satisfaction rate among 51 subjects after 28 days of treatment <sup>5</sup>In-vitro test <sup>6</sup>Hesperidin Methyl Chalcone, derived from Citrus Aurantium. <sup>7</sup>Average increase in the number of hair on the entire scalp and drop zone. Clinical study conducted on 31 men, result after three months of use<sup>7</sup>





# Be Bonnie presents Cromosia

FOR YEARS, BE BONNIE HAS BEEN RENDERING EXCELLENT SERVICE TO ITS PATRONS. THE BRAND HAS CREATED A SENSATION IN THE HAIR AND BODY CARE SEGMENT BY BEING ACCESSIBLE TO THE MIDDLE AND UPPER CLASS, ALIKE

- UTPAL MITRA

Director, BeBonnie Bodycare Private Limited



### About the company

Be Bonnie is a registered professional brand owned and operated by Be Bonnie Bodycare Private Limited. Manufacturers and distributors of hair and make-up brands, Be Bonnie has a strong presence across Eastern India. Its wide network of distributors and a vibrant sales force have made it possible for the brand to be so successful. Soon it will be available in other parts of India, as well.

### About the product and its USP

One of the brands in the kitty is Cromosia. It is a hair colour brand that is available in two variants of Cromosia Fashion and Cromosia Hot. They are semi-permanent colours with proven efficacy. The colour claim to lift the hair upto eight or nine tones. To prepare, in a plastic bowl mix Cromosia Fashion colouring cream (content of one tube), with 100ml of Hydrogen Peroxide. The choice of oxygen volume depends on the desired lift independent of the grey hair percentage present.

Cromosia Hot lifts the hair upto eight or nine tones. To get started, wash hair with Be Bonnie shampoo, towel dry and apply suitable amount of Cromosia Hot colouring cream. There is no need to mix it with a developer. Heat for 15 to 20 minutes, then let it remain on the hair for another 15 minutes. Rinse with water and blow dry.

### Price and availability

Cromosia Fashion is for ₹450 for 100ml; Cromosia Hot is for ₹475 for 60ml. They are available in Eastern India through a network of distributors. The colours are also available online at Nykaa, Amazon, Be Bonnie salons, and at the corporate office of Be Bonnie.



# The Art of Latte Collection



## BUTTERFLY PEA FLOWER LATTE

**HAIR COLOUR:** A blend of cool blue tones with shades of brown. The technique is dimensional highlighting, which is placing colour by softly painting the hair.

### STYLING

**Prep:** Spray a thickening spray on dry hair and blow dry. **Style:** To create a 'Mohawk' effect make five small ponytails in the centre profile panel. Backcomb each, simultaneously applying a session spray to hold the effect. **Finish:** Create five equal round buns, use a hard hold spray, secure with bobby and 'U' pins for a sleek look.

### MAKE-UP

**Face:** Use an illuminating liquid HD foundation for an even skin tone. **Cheeks:** Apply a soft peach blush to the apple of the cheeks and blend onto cheekbones. A bronzer is used for a sun-kissed radiant look. **EYES:** Apply a lilac colour eyeshadow, extend the colour on the outer lid. For drama, use a blue liner. Go for a voluminous mascara. Use brown eye pencil for a natural look. **LIPS:** First, apply a nourishing lip balm. Dab a matching concealer, and loose powder for the lip colour to last. Use a peach lip liner to outline the lip drawing an 'X' on the cupid's bow. Choose a nude peach lipstick. **FINISHING TOUCHES:** Use loose powder to set the look. Finish with a fix-it spray to add shine.



## RED VELVET LATTE

**HAIR COLOUR:** A blend of coffee brown and berry tones. The technique is a mix of cascade foil with highlights in deep red.

### STYLING

**Prep:** Use a thickening spray on dry hair for volume and frizz control; blow dry. **Style:** Create waves by taking medium diagonal forward sections with Deep Waver and mist with a session spray. **Finish:** Gently comb the waves; set the waves with a hard hold spray. Deep Waver lends the hair texture; accentuates the colour.

### MAKE-UP

**Face:** For extra glow, prep with moisturiser; use an HD luminous base. Contour the cheekbones and jawline for a defined look. **Cheeks:** Sweep bright pink across the cheeks. For a dramatic look, using a cream blush, take the brush stroke from the under of the eye to the cheek bone and half of the eyelid. Add silver highlight and translucent gloss for sheen. **EYES:** Prep the eyelid with a base. Use a bright pink colour on half the lid taking the colour from the outer lid onto the cheeks. Top it up with a translucent gloss to give a shiny effect on the eyelids. Add heavy lashes. **LIPS:** Prep the lips with a nourishing lip balm. Outline with a soft pink lipliner creating an 'X' on the cupid's bow. Fill the lips with a pink lipstick using a lip brush. Finish the look with a fix it spray for sheen.



Pooja Singh, National Creative Director – Hair, Lakmé Salon and Anupma Katyal, National Creative Director – Make-up, Lakmé Salon share a step by step guide to get the looks from their latest collection The Art of Latte



Anupma Katyal



Pooja Singh



**ARABIAN DATE COFFEE**

**HAIR COLOUR:** Deep brown tone interspersed with light copper brown sections.

**STYLING**

**Prep:** Begin by crimping hair and then add a thickening spray.  
**Style and finish:** Tie a tight ponytail on the crown. Place hair stuffing on one side of the ponytail to get the shape. Wrap the hair around it and use a hard hold spray. Crimping creates texture and volume. Secure with pins and finish with a hard hold spray.

**MAKE-UP**

**Face:** For the skin to look supple, use moisturiser and sunscreen. For an even skin tone, use an ultra HD foundation. **Contour:** Use a dark brown colour on the cheek bones, jawline and nose for a defined look. **EYES:** To create a smoky effect, use a dark brown eyeshadow on the eyelid and black eyeshadow on the outer corners. In circular motion using a round brush blend the black well. Apply kajal on the inner rim and upper eyelid and mascara on the upper and lower lashes. With an eyeliner, draw a thin black line from the inner corner and wing in slightly at the outer corner. **CHEEKS:** With an angular brush, dab a hint of soft pink blush on the cheek bones. **LIPS:** Apply a lip primer to ensure the lip colour is even. Use a soft pink lip pencil and outline the lips. Draw an 'X' at the cupid's bow. With a lip brush fill in pink colour. Fix the make-up by brushing loose powder over the face.



**RED VELVET LATTE**

**HAIR COLOUR:** A blend of coffee brown and berry tones. The technique is a mix of cascade foil with highlights in deep red.

**STYLING**

**Prep:** Spray thickening spray; blow dry. **Styling and finish:** Tie a high ponytail. Spread the hair and crimp it for more texture. Brush it. Fix hair stuffing in small or big size for the conical shape. Wrap the hair over it. Use a hard hold hair spray simultaneously to fix the look. Secure top ends with rubber bands. Finish with a hard hold spray.

**MAKE-UP**

**Face:** Use an ultra light moisturising lotion on the face and a lip balm. Use an HD illuminous base for an even skin tone. **Contour:** Take a dark brown compact powder and use an angular brush placing it on the cheek bones moving in upward strokes creating a chiselled look. **EYES:** Use an eye primer on the lid and dab loose powder to make it matte. Use a flat brush and draw a rectangular shape on the eyelid, extending to the outer eye towards the hairline. Fill in orange-red colour from the start of the nose line. Shape the eyebrows in an arch, use light brown pencil. Finish it with mascara on the upper and lower lashes. **LIPS:** Use a lip colour closest to the natural lip shade, add a translucent gloss for shine.



# Hair Care

## HAIR CARE AND REPAIR BY SCHWARZKOPF

To tackle the hazards of repeated chemical or mechanical influences like colouring, straightening, smoothening and pollution, Schwarzkopf Professional has launched BC Fibre Clinix Cleanse with BC Fibre Clinix Tribond Shampoo to prepare the hair structure for a personalised BC Fibre Clinix Treatment. Then treat with BC Fibre Clinix Tribond Treatment for coarse or fine hair, and boost with a choice of BC Fibre Clinix Boosters, which are developed with BC Bonacure's unique concentrated skin care-inspired technology. The new generation of bonding technology in BC Fibre Clinix increases elasticity and resilience.

**Price:** Tribond Treatment Coarse Hair for ₹1,200; Tribond Treatment Fine Hair ₹1,200

**Availability:** Leading salons

## STRAIGHTENING BRUSH BY VEGA

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

**Price:** On request

**Availability:** Retail stores



## REJUVENATING SHAMPOO BY MACADAMIA

Macadamia Rejuvenating Shampoo is designed to add moisture and protection as it is excellent for dry, damaged hair. Since it is sulfate and paraben free, it gently cleanses hair without leaving a heavy buildup. It restores health and safeguards the hair from environmental aggressors.

**Price:** ₹1,400

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

## CREAM RINSE BY PAUL MITCHELL

Use Keratin Cream Rinse daily for conditioning, as it strengthens and protects the hair, while detangling. It uses the KeraTriplex technology that protects every strand and successfully repairs and restores hair with health and shine.

**Price:** ₹2,160 (250ml)

**Availability:** Leading salons

## VITAMIN RICH SHAMPOO

The Apple Cider Vinegar & Argan shampoo, enriched with vitamins and minerals, helps in maintaining the pH balance of the scalp and clears scalp buildup. It is loaded with anti-oxidants, Linoleic Acid and Omega-6 fatty acids. The Argan Oil present in it, stimulates the hair follicles and promotes regrowth. The shampoo has anti-inflammatory properties and hydrating oils that relieve scalp irritation, and its regular use leave your hair shinier than ever.

**Price:** ₹600 (100ml), ₹1,100 (200ml)

**Availability:** <https://juicychemistry.com/>



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# Be a Pro in Financial Management

Experts reveal that the long-term objective of any business is profit maximisation, whereas short-term, it is maintaining a good cash flow for day-to-day expenses. For the survival of a company and eventual success, new and established entrepreneurs need balanced fund allocation, as one incorrect decision may lead to bankruptcy. With this as a backdrop, *Salon India* speaks with stakeholders

\\ by Aradhana V Bhatnagar



➤ Financial management is important mainly because it helps in making decisions towards the maximisation of the brand's value. A vital activity in any organisation, the process of planning, managing and controlling financial resources is carried out to achieve the company's goals and long-term objectives. This is one of the primary reasons which make it a mandatory exercise for new entrepreneurs and established players, alike.

**Growth in FY2018-19**

Enrich Salon & Academy has been a name to reckon with in the last decade. With a clear vision and philosophy, the brand's growth trajectory has been nothing less than brilliant. With 80 salons, Vikram Bhatt, Director, Enrich Salons, shares his view on financial management, the backbone of every business. He says, "In 2018, we posted 23% revenue growth, added 12 salons to reach 67 and in the process entered Surat, a new city. In 2019, we continue to work towards accelerated growth, and the target is to reach 100 salons by December, with 25% growth in revenue." He attributes this tremendous growth to factors such as, adding more salons, having novel services on the menu, and a variety of products and brands for the customer to choose from. Throwing light on key achievements, he shares, "The most prominent achievement for us has been the infusion of equity from Westbridge Capital. This is our second round of funding, the first one was back in 2012. Our initial growth spurt was fuelled by that round of funding, and now this second round will propel us to even greater heights."

Venturing into Surat has also been an achievement. Vikram elaborates, "Another achievement has been adding a city to our list of markets – Surat. We had an exceptionally successful launch with two salons being quickly adopted by the citizens of Surat; we saw a new high in footfall and revenue in the first month for a new salon. Some more achievements were the introduction of trust-based attendance in our Corporate Office, moving away from years of biometric logins. This move was aimed at increasing responsibility and accountability, and it has worked very well, so far. In another move to increase trust within the organisation, we



OUR MOST PROMINENT ACHIEVEMENT HAS BEEN THE INFUSION OF EQUITY FROM WESTBRIDGE CAPITAL. THIS IS OUR SECOND ROUND OF FUNDING, THE FIRST ONE WAS BACK IN 2012

– VIKRAM BHATT  
ENRICH SALONS & ACADEMY







SUGAR COSMETICS HAS GROWN FIVE TIMES IN THE LAST 12 MONTHS AND IS ON TRACK TO CROSS RS100 CR IN FY2019-20.

THE COMPANY HAS EXPANDED ITS RETAIL PRESENCE FROM 87 TO OVER 400 RETAIL TOUCH POINTS

– VINEETA SINGH  
SUGAR COSMETICS



prepared a transparent career progression path within the company, which has been communicated across levels for our salon staff, who form 80% of our manpower. It tells them the metrics and competencies which they need to work upon to move to the next level. We have also been able to successfully bring down our attrition percentage and retain more of our talent.”

While salon chains have been successfully moving upwards, brands are not to be left behind. SUGAR Cosmetics, a cruelty-free make-up brand, is high on style and higher on performance. The brand was rolled out in 2015 and is inspired by and targeted towards bold, independent women who refuse to be stereotyped into roles. Manufactured in state-of-the-art facilities across Germany, Italy, India, USA and Korea the brand ships its bestselling products in lips, eyes, face and nail categories across the world. Vineeta Singh, CEO, SUGAR Cosmetics shares, “SUGAR Cosmetics has grown five times in the last 12 months and is on track to cross Rs100 cr in the next fiscal year. Over the last 12 months, the company has expanded its retail presence from 87 to over 400 retail touch points which include self-operated kiosks, general trade stores and shop-in-shops in channel partners like Lifestyle, Shoppers Stop, Health

& Glow, Project Eve, and more. In line with the brand’s philosophy of ‘fast fashion for the face’, SUGAR Cosmetics, has launched 113 new SKUs in 2018 to expand their overall product range from 85 to nearly 200 products. Some of the category-first notable innovations that the brand has launched in the country include a first-of-its-kind brow definer with a unique triangular-edge tip that has an attached spoolie at the other end for easy shaping and filling of brows on-the-go; a cleverly-designed foundation stick with an attached premium brush that is a viral hit amongst customers due to how easy blending with it while on the move; and the longest-lasting lip colour range in the country that sports high-payoff matte pigments in over 50 shades.”

In addition to the above, SUGAR shipped over 5 million products in the last year and scaled its online website sales 2.5 times in the same duration, making the website the most-selling brand-owned channel in the country. SUGAR currently reaches 10+ million beauty enthusiasts in the country and has generated over 500 jobs in the industry till date – a number which is expected to double in the coming year. In 2019, they recently opened their first exclusive store in Kolkata. Elaborates Vineeta, “We have been receiving an overwhelming response from our growing fan base that spans across online and offline channels. What sets us apart is the fanatic obsession! The team has with crafting products that are a perfect match for the Indian skin tone and in every season that has made us reach a 113 product SKUs in 2018. Over the rest of the year, we will continue to scale our presence aggressively and bring our much-loved range to the doorstep of all our fans.”

In the past five years, several hair or skin care brands have been launched in India. One such promising hair care and colour brand is Moehair India. Not only is it quickly grabbing shelf space at some of the best salons in the country, the brand has had key associations with some of the best hairdressers in the business. Natasha Naegamvala, Director, Nalini & Yasmin Salon in Mumbai is full of praise for their products. Talking about the brand’s growth, Shabir Gojwari, Director, Moehair India, reveals, “In FY2018-19, we have had a growth percentage of around 500%. Since we are a new company, a start-up, so every



new day is day of growth for us. The market is willing to accept us and that in itself is an achievement for us.”

Recently in the news for bringing Marie Claire Salon of Paris to India, Vandana Bhardwaj, Director, Marie Claire Salon Paris is going at full speed. She says, “This is our first year in business and it has been very fruitful. We have hired seven unit franchisees and three city master franchisees, already.” Key contributors for growth in 2018 would be the fact that Indian consumers are realising the value of grooming and are visiting salons often. Since Marie Claire Paris is a renowned brand the world over, to introduce Indians to it who are now on grooming and wellness, was a natural corollary. On the achievement, Vandana shares, “The country launch was a great success and clients are loving the quality of service and products at our salons.”

Ccigmaa Lifestyle Pvt Ltd is one of India’s leading marketing and distribution companies. With a 50 years in supply chain, distribution and retail, Ccigmaa Lifestyle has a footprint in 29 states and over 85 cities in India. The company specialises in marketing and distribution of its own products and international brands in hair care, skin care and personal care categories and has a sales force present across the country. Says Dhruv Sayani, MD, Ccigmaa Lifestyle Pvt Ltd, “Since we are talking about the beauty and wellness industry, I would term growth as increase in outreach and increase in our product



hair and beauty industry in 2002. Headed by brothers, Mahesh and Jigar Ravaria, Directors, Beauty Garage, they offer only the highest quality hair and beauty products and treatments to large client base. In 2010, they began by importing multiple hair care brands, namely, Beaver, Cabs and Keratin Research, today, it is one stop shop of different hair products. Being a solution-driven company, the professional product offerings are aimed at enhancing the salon and end-user experience. Currently, Beauty Garage has five stockists pan India with a sub-distributor network of over 20. Says Jigar Ravaria, “It gives me great pleasure to share with you an update on the performance of my company for the year 2018-19. It was a transformative year with the introduction of the Goods and Services Tax (GST), an important development that has created a single national market and will benefit both consumers as well as the industry including the Consumer Goods sector. While trade conditions remained volatile during early implementation, they have since stabilised



availability across India. Keeping those parameters in mind, our product range is available across 27 states of India.”

Established in 1983, Bharat Light Machines (BLM) specialises in the manufacturing of beauty care, personal care and household appliances under their brand name, Ozomax. The manufacturing operations are carried out using advanced equipment, backed by stringent quality control measures and well trained technicians. The product portfolio comprises of hair dryers, body massagers, steamers and vaporisers, mini hand sewing machine, travel irons, and more. Unwavering focus on innovation and quality has enabled the company to obtain a prominent share in the domestic market. Ongoing capital performance audits are carried out to track and maintain high level of customer satisfaction. Shares Bharat Bhushan Gupta, Director, Bharat Light Machines, “In FY2018-19, our growth has been 80%. This market has a lot of potential and buyers are looking for quality products, so, we are expecting growth in the future, as well.”

Powered by MJ Group India, Beauty Garage forayed into the

THE BEAUTY AND WELLNESS INDUSTRY HAS A LOT OF POTENTIAL. BUYERS ARE LOOKING FOR QUALITY PRODUCTS, SO, WE ARE EXPECTING GROWTH IN THE FUTURE, AS WELL

– BHARAT BHUSHAN GUPTA  
OZOMAX







IN FY2018-19, OUR DOMESTIC CONSUMER BUSINESS GREW BY 12%, DRIVEN BY AN UNDERLYING VOLUME GROWTH OF 6%. PROFIT AFTER TAX BEFORE EXCEPTIONAL ITEMS GREW BY 21%. NET PROFIT WAS UP BY 17%

– JIGAR RAVARIA  
BEAUTY GARAGE



now and there is gradual improvement in overall demand. In this challenging business environment, our company delivered a strong performance. Customer-centric and responsive to the diverse and rapidly evolving marketplace, FY2018-19 was the second consecutive year of both topline growth and margin improvement of Cabs and Beaver products. In the year under review, our Domestic Consumer business on a comparable basis, grew by 12% driven by an underlying volume growth of 6%. Profit after tax before exceptional items grew by 21% and Net Profit was up by 17%. Each of our businesses and functions played an important role in delivering these strong results. In Cabs Argan, we accelerated our growth momentum and further strengthened our competitive position. Cabs Color Wax delivered another year of outstanding performance driven by volume growth. We also continued to innovate and invest in Beaver and added categories like Color Rock and Beaver Herbal Series with excellent results, which resulted in a boom in growth.”

Lumiere Cosmetics started in 2015 with a view to provide world class beauty products that exceeded the expectations of their customers. They market their products under Bella Voste, their brand name. Shares Navin Goel, Partner, Lumiere Cosmetics, “Within a short span we have achieved the status of a national brand by marketing our products online and offline. Our products



are available in more than 1,000 retail stores and online at Nykaa, Purplle, Amazon, Flipkart, and others. In our endeavour to provide best quality make-up, we source our products from all over the world. On the growth trajectory, we have been growing 100% YOY since inception.”

Glitz & Glamour Academy provides education in hairstyling and beauty therapy to equip a student with professional skill and competence. Koeli and Kakoli Sengupta, Faculty Members of Glitz & Glamour Academy in Kolkata, share, “Invest in your future with us and we will make better choices on how we spend the money you entrust us with. As an established training academy, we not only educate the future hair designer and make-up artists, we also show them the way to get a solid footing in the industry.” Elaborating on growth, Koeli says, “In today’s world when there are so many financial crisis going on, one should feel lucky if one earns even 1% more than



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last year. The same holds good for me. I feel lucky that if it was 100% last year, it will be 101% this year.”

#### Financial challenges faced

The last three to four years have been challenging for the beauty and wellness industry. With demonitisation taking place and GST being implemented, businesses have been hit hard financially. Shares Vikram, “Getting up to speed on GST was the major task for us in 2018. We have managed to do that successfully. Apart from that, the year was smooth sailing.” The same holds good for SUGAR, as fortunately, the company is backed by investors, therefore the brand saw growth. Vineeta shares, “Maintaining a fast pace of growth requires fiscal discipline and a keen eye on working capital management. Over the past year, we have been fortunate to have had the backing of marquee investors who supported the brand with growth capital that helped us manage the growth, while ensuring that the business continued on its steady growth trajectory. Having said that, not that they did not have a challenge. Shares Vineeta, “Our challenges are similar to what other brands face in this industry, whether it is our e-commerce business or retail, managing the credit cycle is key to keeping the working capital cycle to a bare minimum to ensure efficient capital use and rotation.”

Being a startup, Moehair has not faced much problems. Shabir says, “Since we started our India operations, there have not been any instance which I could state as

a financial challenge. The market has got enough space to let us grow.” When talking about the salon business, Vandana says that there is a lot of competition in the Indian market. “So, any new salon takes some time to break even, but once it is stable, things are great,” she smiles today. On the other hand, Dhruv reveals, “The challenges we faced last year were largely a void which is still there in business due to demonitisation and GST. A lot of salons across India still do not come in the GST bracket. Therefore, they find it difficult to comply with norms. Also, personal care products have come in the 18% tax bracket which is a big challenge. A lower tax slab would be ideal as most of the products we deal in are necessity products and not luxury.” Dhruv is not alone in his lament as several other brands in the personal care category are even till date struggling to file taxes. Bharat shares, “As we always give our best to the buyer, we never get disappointed, so frankly speaking, we have not faced any challenge in finance.”

Jigar shares a list of financial challenges that his company faced when he says, “There was lack of sufficient working capital. While sales were good, profits were low. As a company, we were not ready to face a slump in sales. We received late payments from clients on a regular basis, and so, there was a delay in paying bills on regular basis. We had to offer too many sales promotions, coupons and markdowns just to stay afloat. Also, we realised that we did not choose the right funding option. Our books were unorganised, and we were not good at cash flow management. There was plenty of improper revenue and expense projections.” Now those are real challenges!

However, Navin is clear in his mind about his brand when he says, “Maintaining beauty is a luxury and luxury comes at a price. However, in today’s market 60 to 70% of sales in the beauty segment is dominated by sub-standard and low quality imports, which in turn affects a brand like ours. This challenge can be resolved if women see cosmetic product purchase as an investment and not an indulgence.” This is true, when selecting a make-up brand or a skin care product, we need to assess the quality and then the price, and not vice-a-versa. No point in buying a sub-standard nail polish that is likely to ruin the texture of your nails or lead to infections in the nail bed.

IN TODAY’S WORLD WHEN THERE ARE SO MANY FINANCIAL CRISIS GOING ON, ONE SHOULD FEEL LUCKY IF ONE EARNS EVEN 1% MORE THAN LAST YEAR. SO, IF THE BUSINESS GREW BY 100% LAST YEAR, IT WILL BE 101% THIS YEAR

– KOELI SENGUPTA  
GLITZ & GLAMOUR ACADEMY



Koeli shares, "Coping up with the market is a challenge, however, we have found ways to overcome them. Since products have become expensive, avoid keeping too many products in stock. They expire and if you cannot use them, it is a waste of funds, which may have been better utilised elsewhere. Hiring of staff is an issue. If there is an able hairdresser in your salon, at this stage it would make more sense to hire a beautician who can bring variety in the services offered by your salon. For all the inflation, we cannot charge the client too much, however, if we keep our quality high, a customer will be happy to part with an increment in the service price, and return to us each time. Also, I feel excess of staff and stock should be controlled. Understanding and implementing GST into our working, has been difficult. We have managed, but are still in the learning stage. To overcome all these issues, as a salon owner, I need to interact with my staff and assess the areas that need attention and tend to them accordingly."

**Vertical wise fund monitoring**

Vikram shares, "Each department is either a cost centre or a revenue centre. For a cost centre, it is important that costs be within budgets, or at least with minimum over-runs. For a revenue centre, it is important to prevent leakages and ensure proper reporting. Hence, as a rule, there is monitoring at all levels to make sure that departmental actions do not negatively affect the bottom line." Vineeta shares her view on this by saying, "We have set up a separate unit that not only monitors funds, but proactively intervenes to help our general trade partners manage their finances more efficiently. SUGAR's retail footprint is all over the country and we have already allocated budgets for the same. External capital from partners who share in our vision is always welcome. If 2018 has been phase 1 of our growth, phase 2 in 2019 is slated to be three times as rapid. With a stronger team and brand, we are going to double-down on our investment in scaling."

Shabir says, "Speaking on the aspects of growth, the rate at which we are growing, marketing as an activity is becoming a more intense part of our daily working. There is a lot of competition, which makes it a crucial task. We will overcome such issues by going strong on marketing and turning it into a critical aspect of our business. For the same, we are planning to divert resources



in marketing and take it forward with a great speed." Vandana thinks brand building activities like advertising, public relations and marketing are the main verticals that need maximum funding, though there is no limit one can impose on them.

Dhruv claims, "As marketing is important, it is a cost that is never enough. With the daily mandate of social media in our lifestyle, along with other more tangible methods of marketing, I feel that marketing is a cost that needs to be kept in check and balanced for smooth sailing of a business in personal care. Marketing is fund heavy department as consumer outreach and awareness is key to any product growth and success. On an annual basis, there needs to be a sustainable percentage increase in the marketing spend."

Bharat is of the view that finances need to be checked from time to time for almost every activity of business, as any overhead or unnecessary expense may upset the smooth working of business. Shares he, "In my view, Research and Development and marketing needs more funding as for profit in business, we need high numbers in sales, which is an outcome of Research and Development that we do on our products to serve the buyer with the best quality and also promote them to spread awareness. To overcome such issues, we have a strict approach towards improvement in production and quality of products which always makes us motivated to accomplish the desired outcome."

Reveals Jigar, "It is estimated that my company is wasting about 30% of income



- > Correctly manage your accounting.
- > Review your costs.
- > Make financial projections.
- > Do not slack on invoicing.
- > Keep a check on the accounts department.
- > Improve your credit score.
- > Identify unnecessary spending areas.
- > Try going debt free.
- > Ensure timely payment from customers.
- > Know your day-to-day costs.
- > Meet tax deadlines.
- > Control stock.
- > Calculate your daily interest.
- > Do an annual review.
- > Go digital.

– BY JIGAR RAVARIA, BEAUTY GARAGE





MARKETING IS FUND HEAVY DEPARTMENT AS CONSUMER OUTREACH AND AWARENESS IS KEY TO GROWTH. ON AN ANNUAL BASIS, THERE NEEDS TO BE A SUSTAINABLE PERCENTAGE INCREASE IN THE MARKETING SPEND

– DHRUV SAYANI  
KT PROFESSIONAL



on items that do not have an impact on our customers. Therefore, I feel every company needs to have a long-term business strategy. Cost management should be part of the strategy and it need to influence businesses. Cost decisions should be measured against the company's strategy, rather than a current short-term situation. A company should not buy an excessive amount of inventory just because the manufacturer has lowered the price to get rid of it. The company should be buying the amount it needs to satisfy its customers. We have instructed our senior management team to monitor such dead finances. However, I feel, advertising, adding a branch in another city, stock capacity, manpower, social marketing, in-store branding and mascot activities require more funds." On the way to



overcome such issues, Jigar elaborates, "The best way to get out of a financial struggle is to inject your company with cash flow. Analyse your current marketing and sales strategy so that it can boost conversion and have a positive effect on the revenue stream. Make sure to collect outstanding payments. Cash could very likely be hiding in your accounts without your knowledge and the importance of this cash boost is incremental. Many businesses do experience financial instability, however, once you are through a troublesome phase, implement some cash flow forecasting strategies as it will help monitor financial progress more effectively and to prevent this problem from reoccurring. Furthermore, have pre-planned contingencies in place to combat any financial downfall, efficiently and effectively."

Navin shares, "It is important to set financial goals and be organised. Focusing on liquidity is essential. Aspects that need more finance are marketing, promotions and product innovation." He suggests one goes for cost optimisation, internal accruals and external borrowings to monitor where the funds are going.

Koeli shares, "Funds should be released to make your salon look attractive from the outside. So, go for glow signages and billboards that arouse the curiosity of consumers so that they can drop in for a small service, initially and once inside, by offering them quality products and services, they can be converted into regular customers. It is good to spend on activities that bring in business, whether they are walk-ins or regular customers and to facilitate it, we need to offer schemes, have in-salon promotions and a retail stock of products that can be bought, such as, at home care ranges."

#### Plan for FY2019-20

In order to correct the mistakes of the previous year, it is wise to include them in the current year. Reveals Vikram, "Our plan is to reach 100 salons by December 2019. Thus, we will need heavy investment in project infrastructure, hiring of talent, training them to ensure that our standards are met, and to upgrade our technology infrastructure to be able to support that growth. We are investing not only by adding new salons, but also upgrading and renovating our existing salons. We are also ensuring constant learning and development of our team members. We are continuing to focus on sustainable growth with each city, zone, salons having profitable unit dynamics. Alongside, we will add new services and products to



› An enterprising spirit is more or equally as important as being an entrepreneur, and work towards having a sustainable growth.

– **Vikram Bhatt**

› It is always tempting to spend capital to setup a company or launch a brand. The joy of seeing a store or project go live is heady and it drives the entire team through the arduous process of planning and executing some pretty ambitious plans. However, that is just one half of the process. We often joke internally that there is really no point climbing a hill unless one knows how to descend off it, as well. We put a lot of thought into how the store or store project is performing post the

‘go-live’ moment – how soon do we achieve operational break-even? When does capital expenditure recovery happen? How do we drive traffic to the store? This has percolated a culture in the company where we do not shy away from small and large financial investments. Irrespective of who is leading the project, there is a lot of ownership and responsibility for return on investment and way forward once the high has subsided and we are left with a business plan to execute.

– **Vineeta Singh**

› Do not go overboard while spending on infrastructure and setup as the major thing that drives this business is more customers and their retention

by having professional and loyal staff.

– **Vandana Bhardwaj**

› If you are able to get the cost of your product, start creating its value.

– **Bharat Bhushan Gupta**

› Divide your goal into milestones. Keep an eye on market trends, customer feedback. Track and monitor all spending.

– **Navin Goel**

› Create a comprehensive budget, eliminate unnecessary costs and set clear goals to help accelerate your business.

– **Dhruv Sayani**

› When you are dedicated to your job or business, funds will come. Also, do not open a salon or spa, or academy for the sake of it and leave the reins to your staff. Be proactive with your business and take ownership of the good and bad. Maintain strict working hours – you and your staff have a life outside the salon, so to keep the work life balance, keep the working hours in mind.

– **Koeli & Kakoli Sengupta**

our repertoire, so that we can stay abreast of the latest technologies and formulations. There are chances that we may enter another new city, too! We are also working towards forging product partnerships with more international brands.”

Vineeta says, “At this stage, our plans are confidential, however, the basics of the brand stay the same. We will continue to expand the India range and launch products

that are particularly suited for the Indian skin tone and climate. Also, we will continue to offer world-class products that deliver exceptional value at equally competitive price points. We see 2019 as magnificently bigger and better. In February, we launched our first exclusive store in Kolkata, and we are almost at the conjunction of launching in Bangalore. In terms of our products, we pace up even further to stay true to being ‘high on style and higher on performance’ by launching lip primers, setting mist and cleansing water. Our best-selling product, Smudge Me Not Liquid Lipstick, has 10 more shades to the existing 42 shades which gives the Indian









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Pushkaraj Shenai is the Chief Executive Officer at Lakmé Lever. Views expressed are personal.

PUSHKARAJ SHENAI

## Financial Strategies and Mantras for Young Brands

The beauty and beauty services market in India is at an inflexion point. Increasing disposable income, more working women, higher social occasions and greater awareness are the top factors driving the growth of the market. A large number of players are entering this attractive market, but an equal number are shutting down.

Since I started my journey at Lakmé Lever in 2012, I have had the opportunity to work with our large network of salons and franchise partners. Over the years, we have together built a network of 425 salons in more than 120 cities and 250 franchisee partners. This has been a journey of steep and collaborative learning to grow the business while ensuring profitability for the company, franchise partners and other stakeholders.

While financial discipline is critical in thriving in a cluttered market, it is not the starting point. First, understanding the consumer to define the problems, second, selecting the problem you are passionate about solving, and third, understanding yourself to lock the distinctive way in which only you can solve the problem.

This exercise will lock the discriminator for you and your brand. To illustrate this, let's say you are setting up a hair salon – is your discriminator faster blowouts served with cookies and champagne, the most innovative colour, the trendiest cuts and updos, the most rejuvenating hair treatments or a mid-priced all hair services salon for the value-driven customer? This

discriminator now needs to guide financial planning and discipline. The guardrails for all capital and operational elements need to be aligned to the discriminator. For example for a blowout bar, high traffic location means a high rent, but an optimised capital expense on interiors, since clients will spend between 20 to 30 minutes only. The investments in high quality expertise and education will be higher for a salon promising trendy cuts, than a salon focusing on treatments where the cost of back bar products will be higher. Here are some basic principles of financial planning across stand-alone brands, salons, spas, derma clinics and wellness centres.

### Get your unit economics right

Unit economics looks at the direct revenues and costs associated with the most basic element of your business model. For any venture to achieve financial viability, it is important to focus on its 'units' and their profitability. If you spend more money to gain and deliver a service to a customer than you expect to make from him over a period of time, you are losing money. Focus on every line of spend, especially any line greater than 3% impact on your PnL.

### Closely monitoring COGS

COGS, the Cost Of Goods Sold, in simple terms, is the money directly spent in producing the services or products which are





sold by a business. In the case of a service business, it is the cost of materials used to deliver a service. Controlling your COGS will directly improve your profitability. This can be done through strict adherence to the bill of materials and regular trainings to stay compliant to SOPs. At Lakmé Salon, we ensure that our partners get the best cost of goods through our centralised purchasing and supply chain model. This helps keep their costs of services lower and profits high.

Ideally, your COGS should be between 15 and 20%. If it is lower, the efficacy of the business is at risk; higher and the proposition proves unviable. This calculation must be undertaken before launching any new service. In case of luxury services, it can be as much as 30% since the absolute profit per hour is still very high.

### **Optimise your promotion spends**

Marketing and promotions are an important part of any business. However, one must carefully monitor the results on the investment. For any business, new customer acquisition remains the largest cost. Use a strong rewards and promotions programme to build loyalty and frequency within your existing customers. We run several measures like Runway Rewards, a loyalty programme where clients earn at every visit, bonus points on referral, Happy Hours on services and seasonal promotions.

Simple ideas like incentives for enrolment, benefits on services, analysing the data gathered through the redemption process to understand spending patterns and pitching relevant offers can make a huge difference to your marketing efforts and reap rich results.

### **Rent**

Location! Location! Location! When setting up a new outlet, a great location is half the battle won. The best spot is one which

is conveniently located for customers, is well connected through the city's transport network, and has infrastructural facilities that support everyday activities. Another crucial deciding factor beyond these is the rent. In an ideal case, it should be between 10 to 15% of the business' revenue.

### **Talent management**

The last but most important element for a service business is talent. This means hiring the right people to deliver services, investing in developing their skills, managing their growth and finally, retaining them. Ideally, the talent cost should be between 20 to 26% of revenue to sustain performance; if it is lower then the business faces attrition risk, and if higher, it will hit profits. The result of a poorly skilled employee or a high attrition rate is not visible upfront, but it has a major impact on profitability.

The start of the new financial year marks a great time to look back at your year and plan for an even better one ahead. It is an opportunity, especially for a new, upcoming business, to reflect on what went well and what fell short of expectations and improve on in the new one. 📌







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

SHAHNAZ HUSAIN

## Financial Management Increases Brand Valuation

discounts. Financial management guides us as to the direction we should take and how far we can go.

I started my enterprise in a very small way, in my own home. I did not invest much capital. My financial advisor supported my decision that I should invest my profits on product innovation, rather than commercial advertisements. When I wanted to extend my herbal salons, I decided to adopt a unique franchise system, in which I would have no investment, yet, the franchise salons would become outlets for my products and treatments. This is a good example of financial management showing me how to extend my business. In other words, financial management, suited to the business, can provide opportunities for further growth.

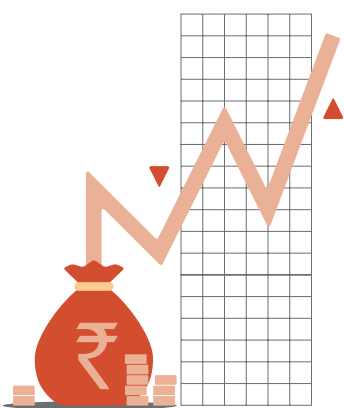
Sometimes, there can be differences within an organisation between the finance and the marketing departments. This can stem from the finance department not allowing adequate funds for promotional and marketing campaigns, or the marketing department facing problems trying to justify the need for marketing or branding campaigns. At the same time, financial management may necessitate the consideration of how much expenditure can be allowed. Of course, at times cost cutting at the wrong time, may lead to the brand not doing well in the market. So, there is no doubt that good financial management is crucial to the brand and to the business. I feel that the different departments should take charge of each other's work from time to time. This helps develop greater understanding.

Financial analysis helps business owners take decisions regarding the business. They also consider the projections for the future, provided by finance managers. From time to time, the business head or owner needs to study the figures to decide how well a certain product is doing, or whether it may have to be discontinued due to its disappointing sales performance. Trends also have to be considered, especially in the beauty business, where they keep changing. Product innovation becomes necessary. Financial management allows us to plan our product innovations and also to plan them according to specific demands of the geographical area, the target customer, and more. Above all, financial management and advice help us how to maintain the trust and faith of the consumer in the brand.

Whether it is the sustenance of the brand or the business, the main idea of a business is to make profits. Therefore, the role of financial management is how to improve profitability. It could even provide suggestions by selecting ways to improve productivity or cutting costs. Indeed, financial management, budgeting and proper allocation of funds have helped us experience the importance of brand identity and brand loyalty. 📌

Today, branding is all important. Companies concentrate on brand building and increasing brand valuation. According to an expert, "Brand valuation is a result of both the company's market share as well as its mind share." Brand valuation helps to establish brand identity and brand loyalty. Of course, when we talk of brand building and sustenance, many aspects are considered, like logo, advertising, promotions, and so on, but in the long run, market performance and financial management help to sustain brand value. Once you have established a brand, it becomes an important asset, helping to increase consumers and market share. However, it is financial management which helps in increasing brand valuation.

Indeed, financial management is important for the success of any business. It points us towards the path we must follow. From the time a business is set up and right through establishing it, financial management helps with investments, raising capital, outlining risks and allocating funds for business expenditure. The importance of branding has increased the importance of financial management in the business. In fact, many believe that it is important to allocate more money building up the brand, through promotional activities and advertisements. The belief is that visibility is important for branding. Cosmetic companies, for instance, concentrate on building up and sustaining brand loyalty and brand identity through innovative promotions, value added offers and





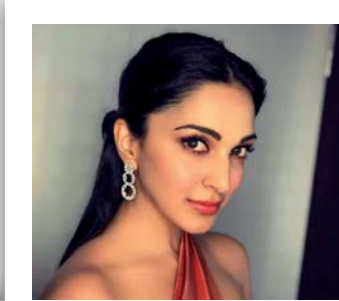
BEAUTY



# Kavita Das

## Socia Media Rules the Roost

\ \ by Shivpriya Bajpai





Mumbai-based make-up and hair artist, Kavita Das is living the dream with her dedication and passion towards her craft. Kavita has mastered her art by working across different platforms including, Bollywood, fashion, bridal, among others. She considers social media to be the biggest boon for independent artists

**Getting started**

I started my career in the early 2000's having done advanced hair courses from Juice Hair India and international workshops by Toni&Guy, London and A Cut Above, Malaysia. I went on to assist make-up maestro, Cory Walia for a year. Ever since, I have been working for fashion, television, films, photoshoots, music videos, bridals, special events, workshops, party make-up, to name a few. Whether it is a wedding day, a photoshoot or getting ready to slip into character for a film scene, my job is to prep my client's skin for the make-up process and create a perfect or inspired look that will enhance their natural beauty, as briefed by my client, the designer or producer.

**First big break**

In 2010, Farah Khan gave me the chance to do make-up for a song shoot in Student of The Year, under the banner of Dharma Productions. It opened up a whole new world of opportunities for me!

**Mentor**

Cory Walia is my mentor and it would not have been possible without him. I also look up to Farah Khan for believing in me and my ability to do good work.

**Challenges faced**

Starting out, it is often difficult to create a client base of your own. Sheer hardwork, patience and discipline has been my success mantra. If you believe in yourself, others will, too.

**Pros and cons for an independent artist**

Being an independent artist, gives you the freedom to take up a job you like and enjoy it to the fullest. At the same

time, it has its own set of challenges. You need to work twice as hard, be highly discipline, and may even need to sacrifice a social life. Your work has to be better than the rest and that is how you will stay ahead of competition.

**Social medial for self branding**

Social media has become a blessing for independent artists. On such platforms you can showcase your craft, network and make contacts and reach out to clients. It makes good business sense to make the right kind of noise in order to grow. Social media also serves as an important learning platform where artists can share best practices and in turn, help the fraternity to evolve.

**Current trends in make-up**

The fresh and flawless look is here to stay. Minimal eye make-up, fresh colours and pop lips are in vogue.

**Make-up for different platforms**

The key factor is to always check the facial texture, shape and skin tone. Keep in mind, your client's skin sensitivity and check if she is allergic to an ingredient or a certain product. Prep the face before applying make-up. Consider the event and occasion before zeroing on a particular look. Speak to your client and understand their expectation. Also, check the lighting of the venue. These are some of the indispensable aspects to be considered while doing make-up for any platform.

**Favourite products**

Bobbi Brown, Make Up For Ever, Urban Decay, Armani, Colorbar, among others.

**Evolution as an artist**

It is an on going process. I am still learning, but at this point, I am happy and content with my growth curve. People appreciate my work and show their love, which is all I really need.

**Words to newcomers**

Stay focused and do your best. Always love and enjoy your craft.

**View on the Indian make-up segment**

The segment is huge with room for everyone.

**Future plans**

I plan to collaborate with reputed brands and continue to do good work. I want to share knowledge and help aspiring make-up artists to explore their potential and grow as artists. 📌

SOCIAL MEDIA SERVES AS AN IMPORTANT LEARNING PLATFORM WHERE ARTISTS CAN SHARE BEST PRACTICES AND IN TURN, HELP THE FRATERNITY TO EVOLVE.





# Cosmetic Treatment

## Recommended by an Expert

**Dr Shefali Trasi Nerurkar, MD Skin, Consultant Dermatologist, Dr Trasi's Clinic & La Piel, shares the process and technology used in Dermalinfusion**



Dr Shefali Trasi Nerurkar

**About:** Dermalinfusion is a patented, non-invasive, three-in-one dermatological treatment that simultaneously exfoliates, extracts and infuses skin with condition-specific serums for an all-inclusive treatment.

**Process and technology:** Dermalinfusion infuses products deep into the skin where they are most effective. The solution delivers hydrating, anti-oxidant, acne-fighting and pore-reducing, and/or lightening infusions into your skin. A closed-loop vacuum system, resembling a wand, is used to exfoliate the skin.

**USP:** It is the most effective surface treatment that can only be used by a doctor, not a beautician. It takes care of ageing skin, active acne, pigmented areas, and ultra hydration.

**Teamed with other treatments:** Yes, we do a lot of combinations with our lasers and other technologies. The combination theories are based on every individual, where first we check the skin and then select the best combination.

**Time taken for the treatment:** The procedure takes about 30 minutes. Silk Peel Dermalinfusion skin care procedure is designed to improve the appearance of the skin in one or multiple sessions.

**Sessions required:** The service usually shows results in minimum two or three sessions; results are seen and felt in every session.

**Side-effects:** Usually, there is no downtime with Dermalinfusion, but some patients may experience tightening of the skin and mild inflammation. Post treatment the skin may appear slightly pink, but it lasts for just about an hour.

DERMALINFUSION IS AN IDEAL WAY TO ACHIEVE REJUVENATED SKIN. AN EFFECTIVE SURFACE TREATMENT, IT CAN ONLY BE CONDUCTED BY A DOCTOR, NOT A BEAUTICIAN

**Pre-treatment measures:** Avoid excessive sun exposure. Discontinue using Retinol or Alpha-hydroxy acid. Wait for two to three weeks post any cosmetic injectables for Silk Peel Dermalinfusion treatment.

**Post-treatment measures:** Avoid waxing for seven days.

**Client education:** At La Piel, our doctors educate the clients during consultation itself. We further raise awareness by handing post care leaflets, especially curated by our team of trained professionals. Our support team is always there to explain and educate the clients.

**Future:** Dermalinfusion has just forayed into the Indian market and we are the first to introduce it in Maharashtra. It is a medical device so always needs medical supervision to get the best results out of it. In India, people face major concerns of active acne and pigmented skins, and lasers are not the option for everyone. So, there is great acceptance of it owing to the positive benefits under medical supervision. 📞

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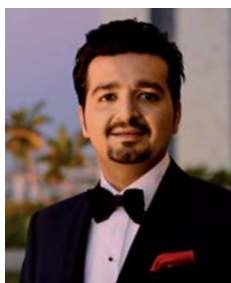
Enriched with the goodness of Turmeric,  
Aloe Vera, Lemon and Sandalwood.





On this Women's Day, the beauty and wellness industry has come together to honour women. From special offline offers, social media postings, gifts to delivering an experience, brands, salons and spas, are going all out to appease 60 percent of their clientele

# Celebrating Women's Day



**DHRUV SAYANI, MD, CCIGMAA LIFESTYLES PVT LTD**

## KT Professional

**About the company:** Ccigmaa Lifestyle Pvt Ltd is one of India's leading marketing and distribution companies. With a 50 year old legacy in supply chain, distributing and retailing, Ccigmaa Lifestyle has a foot print in 29 states and over 85 cities. The company markets and distributes not only its own products, but international brands in hair care, skin care and personal care.

**Special offerings:** We are offering special prices on our entire Hair Spa range for women on Women's Day, as we are aware of the love women have for their hair.

**USP:** Under our brand KT Professional, we have an exceptional range of Hair Spas for professional as well as personal use. There is a range of products that goes from our Brazilian Silk Spa with Macadamia Nut extracts for intense hair repair, to our award winning Deep Conditioning Hair Spa that offers unmatched moisture and smoothness, and our new Extreme Fiber Botox Hair Spa



that provides strength, great texture and helps develop stronger hair roots for a frizz-free look.

**Promotional strategy:** KT Professional is offering 10% discount to end consumers in association with all salons for clients who would avail our Hair Spa services across India through the Women's Day Week. We will also be selling our Hair Spa range on our online platform [www.ktprofessional.com](http://www.ktprofessional.com) at a 20% discount, especially for Women's Day.

**Impact on business:** This will help us reach more customers who would appreciate our effective and price Friendly Hair Spa range. It is meant for in-salon as well as home care to solve four different types of hair challenges.



TEJAS BHATT, DIRECTOR, ABSOLUTE BEAUTY CONCEPTS PVT LTD

## Rene Furterer

**Special offerings:** Women's Day 2019 campaign theme is #BalanceforBetter. Hence, building a balanced world is definitely the need of the hour. Rene Furterer's offerings are special for every woman, especially to balance out the health of her scalp and hair. Be it dandruff, hair loss, hair thinning, dullness, frizzy hair or colour treated hair, we cover it all. Our customised scalp rituals ultimately help toward achieving healthy hair from a scalp that is cared for.

**USP:** Rene Furterer was the first to create plant-based natural hair care products offering the luxury of being both ultra-effective and highly appealing to the senses. They have rare and precious essential oils which have been transformed from plants into an ultimate nectar with enhanced therapeutic powers which can give hair its original strength and beauty.

**Promotional strategy:** We, as a brand, strive to focus on the impact of our products on consumers and their scalp and hair related issues. Hence on this special day, we have collaborated with many salons across India, to provide exclusive hair care services with our customised scalp rituals.

**Impact on business:** International Women's Day gives us an opportunity to pamper our clients with exclusive services. It is all about giving back to the women in the best way possible! At the same time creating a great platform for brand awareness and spreading knowledge. Rene Furterer will be delighted to create an unforgettable mark on the people who will be probably experiencing Rene Furterer for the first time.



JUNE TOMKYN, CEO

## June Tomkyns Salon



**Special offerings:** This Women's Day, we are gifting our loyal client base an eco-friendly experience.

**USP:** We will treat them to a range of products, from nails to skin to hair, that are environmentally friendly. What is safer for the environment, will naturally be safer for the consumer, and women, who make up the larger part of our clientele and with their increasing busy schedules, need to be reminded of how important it is to take care of themselves in the safest way possible. Thus, making them aware of eco-friendly products is important.

**Promotional strategy:** We are promoting this day through our social media platforms and at the ground level, by offering new eco-friendly treatments and products. There is a gap in the market for such offerings, but we hope to fill it.



**Impact on business:** We will continue to do all we can for the long-term wellbeing of our clients. They will be educated as to how the treatments and products will benefit them and by showcasing them Women's Day, business will automatically be done. This year, we also celebrate our 35th anniversary, so we have planned a continuous stream of offerings for our clients. So, how can that be anything but good for the business?







**SEEMA NANDA, SPA CONSULTANT, COSMETOLOGIST AND FOUNDER DIRECTOR**

## Estetico – The Facial Bar



**Special offerings:** We have three packages, namely, Morning Delight includes a Hydra Dermabrasion Facial, full body massage and a pedicure; Pamper Spell includes a foot scrub and massage, back and neck massage, Oxygen Arousal Facial, hand massage and rubber mask; and the Full Day has a full body exfoliation and massage, hand soak and exfoliation, and a pedicure.

**USP:** We believe pampering is the essence when it comes to advanced facials. The packages are designed keeping in mind anti-ageing solutions, de-pigmentation and

overall rejuvenation. Hydra Dermabrasion Facial simultaneously cleanses, exfoliates, extracts and hydrates as well as delivers potent anti-oxidants into the skin. Most importantly, it is a non-invasive resurfacing procedure that treats fine lines, wrinkles, congested and enlarged pores, oily or acne-prone skin, hyper pigmentation and brown spots. The Oxygen Arousal Facial allows your skin to breathe and oxygenates and energises it. The process starts with a deep cleanse and a peel containing fruit acid, hydra suction to remove dead skin, white heads and blackheads, if any, before a soothing facial massage, nourishing hydrating mask and sprayed to infuse the skin with serums.

**Promotional strategy:** We are utilising social media, events and print to make people aware of our rituals especially designed for Women's Day.

**Impact on business:** We are optimistic about receiving a positive response. All the services are designed for the target audience in mind. The facials are most efficient. As a cosmetologist, I hope that everyone will enjoy these services.



**ANIMESH RAO, PARTNER**

## Show Studio



**Special offerings:** On the occasion of Women's Day, Show Studio will be offering an array of services at half their prices in the honour of women. The salon will also be providing a free haircut to the first 20 women who walk in with only one caveat that they check-in on Facebook and post a photo to get this deal.

**USP:** It has been our constant endeavour to provide our customers a seamless, premium and comfortable experience at affordable rates, thereby becoming a household companion, of sorts. Our USP lies in understanding the customer's requirements and devoting ourselves to serving them with diligence. It is no surprise that the future is female, and it gives us immense pleasure to be a part of these times. On Women's Day, we would like to salute all the women for all that they do and give them an incentive to sit back, relax and pamper themselves by availing a gamut of personalised offers.

**Promotional strategy:** We will be promoting all the offers on our social media handles on Facebook and Instagram. Over and above, we will be actively doing evangelism marketing.

**Impact on business:** The ultimate goal is to push the envelope for hair, body and skin treatments. It has to go beyond mere styling to prolonged protection, by providing personalised services using

premium products and cutting-edge technology. With these offers, we hope to reach out to a large number of women, give them a glimpse of our services and strike a long-term relationship with them. This in turn, will not only help us grow the business, but the Show Studio family, as well.





**NAVIN GOEL, PARTNER, LUMIERE COSMETICS**

## Bella Vost

**Special offerings:** Nail paints are close to a woman's heart. On this special day, our Bella Voste nail paints will be available at a flat rate of Rs 99 across all platforms.

**USP:** The formula in our nail lacquer is imported from Luxembourg. It is free from nine commonly used toxic chemicals.

**Promotional strategy:** We believe the happiest girls always have the prettiest nails. Therefore, we will promote Bella Vost offers on our social media platforms.

**Impact on business:** We want to keep the business aspect out of this offer, and want our customers to feel special.



**MOUSUMI MITRA, DIRECTOR, BEBONNIE BODYCARE PVT LTD**

## Be Bonnie



a hair straightening cream used to change the natural shape of hair, say from curly to straight hair. It replenishes protein to hair and makes hair pliable and lustrous.

**Promotional strategy:** We are promoting the offers through print media, beauty events, organising demonstration on live models, conducting seminars and fashion shows.

**Impact on business:** Today women have seats in power, be it bureaucracy, politics, corporates and others, besides being a mother and a saviour. This will obviously make our business stronger because the fundamental is strong and in the service segment, people give a lot of thought to the mission of any activity.

**Special offerings:** We are ceating initiatives to establish corporate leadership positions for women, respect and support human rights and non-discrimination through code of ethics, promote education, training, and professional development of women. To make women's look more fascinating and confident, we will be implementing extraordinary techniques and skill on their hair and skin. We will felicitate all women who visit us for a service with gift hampers.

**USP:** Products of BE-BONNIE have special features of excellent quality and reasonable price. Some of its products are Cromosia, which is hair colour. There is no need to mix with developer. Its performance is widely acclaimed; Peloplex reduces damage to hair. Disulfide bond forms cross-linkage in Keratin fibres which is an important structure inside hair. The damage during bleaching and colouring is hence, prevented; Arganoro is a therapeutic Argan Oil hair treatment. It is especially beneficial for hair in need of hydration; Macademia can be applied to all types of hair and is excellent to cure from dry, damaged and chemically treated hair. It can be applied from coarse to fine hair; and Partytime, which is







**MAHEMA BHARADWAJ, CO-FOUNDER & MANAGING DIRECTOR**

## The Mani Pedi Spa

**Special offerings:** On the occasion of Women's Day, we are launching our second outlet in Galleria Market in Gurugram. Secondly, we are also offering 15% discount on all services to women who are visiting the spa on Women's Day weekend falling between 8th and 10th March.

**USP:** Our brand does not offer blanket discounts on services therefore, we are offering a special 15 % discount as an appreciation of the overwhelming response and loyalty of customers that we have received over the past three years. As a spa, our female technicians add more value to that day since it is about empowerment and appreciation of women.

**Promotional strategy:** We would primarily be promoting it on our social and digital media platforms. We strongly believe word of mouth publicity will also play a crucial



role in promoting the offers. We will also be reaching out to our existing clients through calls and messages.

**Impact on business:** We hope to reach out to new clients and convert them to regular business. We also hope that we can showcase our uniqueness in terms of the services that we offer with regard to hygiene, equipment, technology and the standards that we maintain. Along with that we aim to enhance our goodwill amongst our existing clientele.

**JIGAR RAVARIA, DIRECTOR**

## Beauty Garage



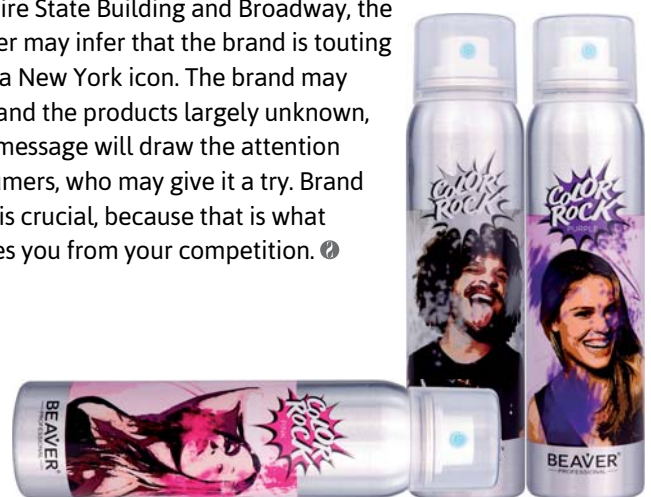
**Special offerings:** On the occasion of Women's Day, we are offering a number of schemes namely, lucky draw and scratch coupons, magic box, gifts every three hours, and buy one get one free.

**USP:** Color Wax and Color Rock spray are the first temporary colours to be launched in India. It is being used by top stylists and celebrities. The entire range of Beaver and Cabs is free of sulphate, paraben, minerals and phosphate.

**Promotional strategy:** We are placing posters at trade shows, store fronts and in salons. Standees and table tops have also been placed in salons and beauty centers. Promotional gifts are being distributed at retail shops and salons. To identify with the customer, our mascot can be found outside salons and retail stores. Our social media is playing an important role as we posting offers and more, on them. We are also using WhatsApp Marketing. We hold activities like Keratin Day and Spa Day round the year.

**Impact on business:** Promotional efforts help businesses establish themselves in the market as viable brands. Unknown companies

can become known through their marketing efforts and can create an image of their liking in the process. For example, when a business launches a marketing campaign that equates its products with Babe Ruth, the Empire State Building and Broadway, the consumer may infer that the brand is touting itself as a New York icon. The brand may be new and the products largely unknown, but the message will draw the attention of consumers, who may give it a try. Brand identity is crucial, because that is what separates you from your competition. 📌





## Reveal Young and Radiant Skin With VitaLift by Cheryl's Cosmeceuticals

The all-new VitaLift Anti-Ageing Cream is powered with active ingredients to combat the signs of ageing. It helps to bring matured skin back to life with a luminous glow

**C**oncerns of matured and ageing skin are innumerable. While age is just a number, it is an inescapable factor of time that takes a toll on the skin. The result is characteristic signs of skin ageing like wrinkles, sagging skin and pigmentation. It is important to understand that as we grow older it is imperative to follow a skin care regime that provides all the care and nourishment it needs.

Keeping this in mind, Cheryl's Cosmeceuticals, a pioneer in professional skin care, offers a cream that is perfect for mature skin. Bring glowing skin back to life with VitaLift Anti-Ageing Cream. An ultra-moisturising cream, it provides eight hours of intense hydration and moisture balance to help reduce the signs of wrinkles, while also contributing to radiance and luminosity for the skin. It contains natural active

### VitaLift Cream benefits

VitaLift Anti-Ageing cream is especially formulated with the ingredients such as:

**Pro-retinol:** It works on the core of wrinkles to reduce them. It improves the texture of the skin and lightens it by regenerating and repairing.

**Hydrolysed Rice Protein:** It tones brightens and reduces wrinkles by binding moisture.

**Ginger Root Extract:** An anti-oxidant that soothes the skin, evens the tone and improves elasticity.



ingredients proven to minimise the effects of ageing and give a fresh lease of life to your client's skin.

### In-salon VitaLift Facial

Under the VitaLift range, Cheryl's also has a supporting skin firming facial which is equivalent to a non-surgical face lift that substantially reduces fine lines and wrinkles to make your client's skin visibly younger and tighter. This advanced facial improves skin metabolism and stimulates blood circulation, which repairs the skin by boosting collagen synthesis. It also retains the moisture in the upper layers to enable cell bonding. Cheryl's VitaLift is a seven step facial formulated to accomplish the intended results.

Stay confident and naturally reduce wrinkles with the Cheryl's VitaLift facial and home care available at the nearest Cheryl's salon.



66

Cheryl's VitaLift facial and home-care product is enriched with a combination of natural and scientifically tested active ingredients that promises results that last longer. We recommend it to women who are in their mid-30s and above, though we also have customers in their late 20s coming to us. However, ageing is a natural process and hence, it should be treated naturally with the help of a regular skin care regime that not only helps in delaying the ageing process, but also keeps the skin looking younger and beautiful.

- GUNJAN JAIN

National Education Manager, Cheryl's Cosmeceuticals





Dr Sagar Shah is a Cosmetic and Implant Dentist at 32 Reasons, Chowpatty, Mumbai. Views expressed are personal.

Dr SAGAR SHAH

## Points to Remember Setting Up a Dental Clinic

Health care design has evolved drastically in the past two decades. There was a time that a dental clinic was perceived as an extremely dull and dingy, but over time the design and aesthetics have undergone a huge transformation. The latest discoveries and advances in dentistry, trends such as increased innovations in new ceramic materials and high tech dental equipment, Gen-X and baby boomers wishing to perfect their smiles; and the acceptance of cosmetic surgery by both men and women, have a direct impact on dentists' workspaces. Patients look forward to more soothing and pleasing environments and dentists are also willing to deliver. A superior office design helps in further marketing their services, projecting a more spa-like atmosphere and a sense of well-being.

According to dental office design experts, the clinic environment is now being designed with increased awareness and sensitivity to the patient. In addition, 'advanced technology' brings new sophistication into the dental office, both in the clinical and administrative areas. Currently, the most popular technologies are ones that produce dental imagery, such as intraoral video cameras, digital still cameras, and digital radiography. However, other high-tech equipment such as patient education and entertainment systems, curing lights, telescopic loupes, air abrasion, and more, are integrating quite well into treatment areas.

### Points to remember

**Planning:** One needs to anticipate the future technology advancements in office designs and plan accordingly.

**Layout:** A new office built from scratch should first have the interior functional layout designed, before overall outside dimensions and walls are drawn. The design could be planned keeping in mind treatment rooms, X-rays and digital imaging facilities, sterilisation areas, reception

area, to name a few. Trends in the design of the treatment rooms include integrating high tech dental equipment and moving from a clinical environment to a more warm and inviting space. Designs are becoming more sophisticated in all aspects including, upholstery, cabinetry, flooring, wall coverings, flooring, and more. Regardless on which wall the x-ray machines are placed, make sure that the equipment and chair are positioned to allow ease of access to both left and right sides of the mouth.

**Private office:** The private office is becoming increasingly important in design with the belief that it is important for the dentist to have private areas to go to during the day for breaks.

**Abide by laws:** A variety of laws will come into play when designing and building a dental office. It is important that your clinic comply with all applicable laws.

**Infection control:** Designers are planning more efficient sterilisation areas and central storage facilities.

**Location:** Determining the physical location of your practice is ultimately a personal, yet important, and never an easy decision. The clinic should be located where you have enough footfall.

Additionally, the size of your practice would depend on factors like your mission, number of doctors on board, to name a few.

**Cleanliness:** Cleanliness should be maintained at all times. Surfaces that may be contaminated, including floors, should be easy to clean and if necessary, disinfect.

**Reception area:** The reception area and the entrance to the clinic directly impacts the overall 'feel' of patients. Subconsciously, patients are making value judgments about the office based on hundreds of little items they notice.

**Value add-on and amenities:** Many dentists are offering amenities such as juice bars, plug ins for computer laptops and entertainment systems designed to relax and preoccupy the patient before the appointment. Paediatric dentists can have a kids play area before they are taken for treatment.

**Other factors:** Parking facilities should be available for patients and staff. Indirect lighting to produce softer, more subtle environments and the use of increased indoor lighting have been the revolutionary changes. There are a myriad flooring choices from wood to marble to carpet to tiles. Keep in mind that flooring choices are subject to applicable laws in certain countries. The dental industry is no longer subjected to the dull shades. Open your mind to using colours in the space too. The clinic should have a restroom and focus on cleanliness. Make sure there is enough storage area for materials. More and more clinics are going digital with less paper records. The clinic should have a dental hygienist, receptionist and helpers to help the dentist. 📞





# Charcoal FACIAL KIT

Skin Detox & Glow

*Detoxify your skin &  
make it look younger*

Anti Dark Spots

Deep cleanse

Healthy skin

**NEW**



Natural facial kits for glowing and healthy skin



# Skin Care

## FACE WASH BY TBC BY NATURE

Charcoal Black Scrub + Wash is a unique charcoal coloured two-in-one face wash that cleanses and exfoliates to remove excess dirt and oil for a refreshed, younger looking appearance. For deeper exfoliation, use as a five-minute mask, where the formula will break down the toughest layers of dead skin cells to smooth the appearance of fine lines and improve the overall texture.

**Price:** ₹160

**Availability:** Beauty stores



## MOISTURISING GEL BY SOULTREE

SoulTree Tulsi & Sandalwood Moisturising Gel is prepared using a traditional Ayurveda recipe to soothe and soften skin. Olive and Jojoba Oils are combined with organic Honey to form a light, non-oily, nourishing base. Aromatic Sandalwood and Aloe Vera calm the skin and reduce redness. Potent herbs such as Lodhra, Tulsi and Neem control acne by purifying and tightening the pores.

**Price:** ₹450

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



## BODY BUTTER BY SKINELLA

Rejuvenate your skin with Milky Rose Body Butter. Infused with the goodness of Roses and Milk, it keeps your skin moisturised and soft. Not only will this body butter help you get rid of dry and flaky skin, it will also provide the nourishment that your skin needs. What is more, it will leave you smelling like roses!

**Price:** ₹525 (200gm)

**Availability:** Stores and online at Amazon



## FACE MASK BY KIEHL'S

Kiehl's Ginger Leaf & Hibiscus Firming Overnight Mask delivers smoother-looking skin. Indulge your skin overnight with the rich, velvety texture and instantly feel the firming effect. Infused with Hibiscus Seed Extract and sustainably sourced Ginger Leaf, the anti-ageing face mask helps smooth and firm skin while over time, visibly reducing the appearance of fine lines.

**Price:** ₹3,000 (100ml)

**Availability:** Kiehl's stores



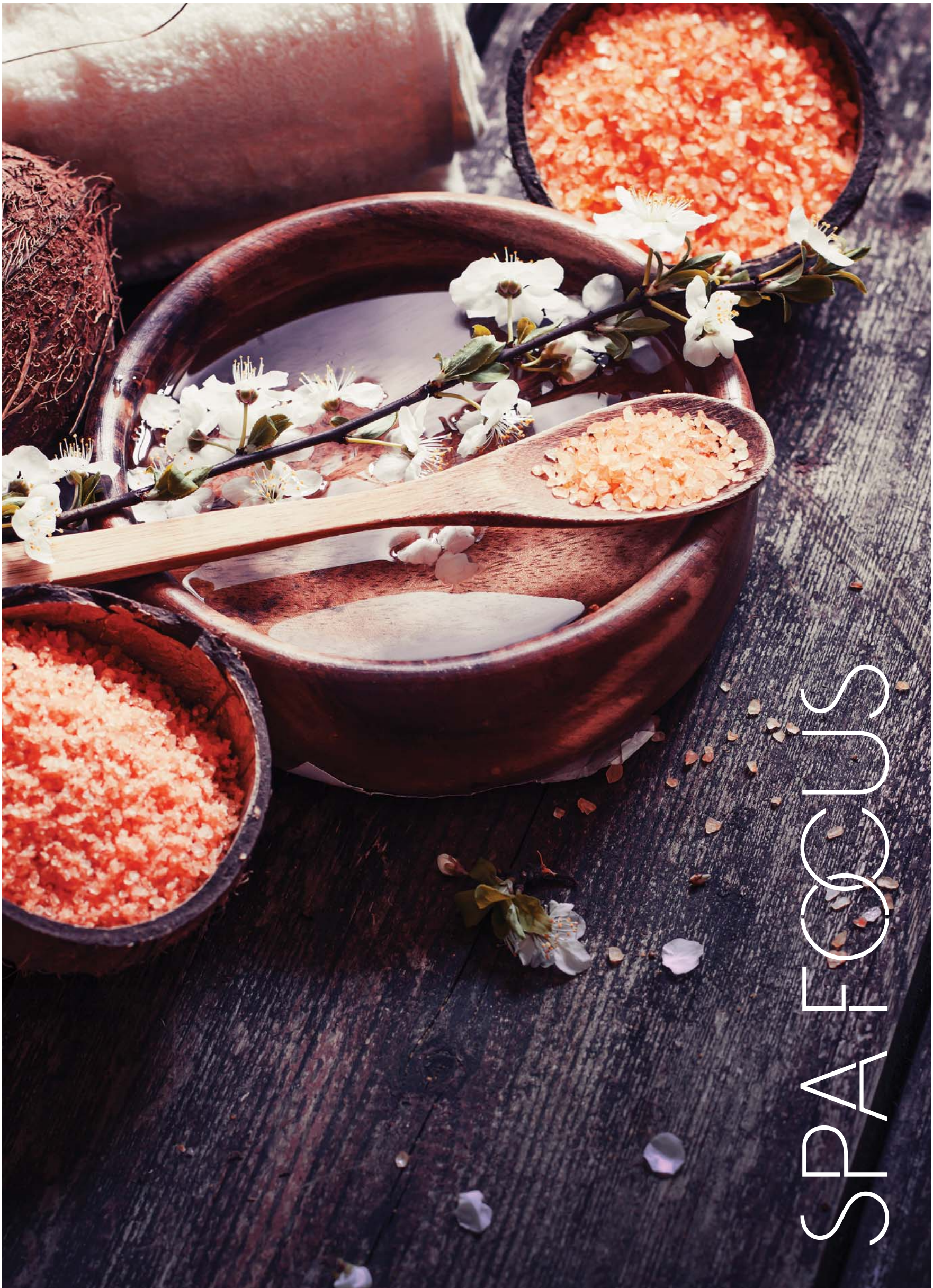
## CHARCOAL FACE MASK BY INATUR

Activated charcoal, as an ingredient, is designed to reduce skin imperfections and tighten pores. As the product draws bacteria, poisons, chemicals, dirt and other micro-particles to the surface of the skin, visibly clearer skin is revealed. Charcoal masks are known for detoxifying your skin and giving it a smoother and brighter appearance.

**Price:** ₹450

**Availability:** Stores





SPAFOCUS



# Ojas at COMO Shambhala Estate

## Wellness Retreat in The Lap of Nature

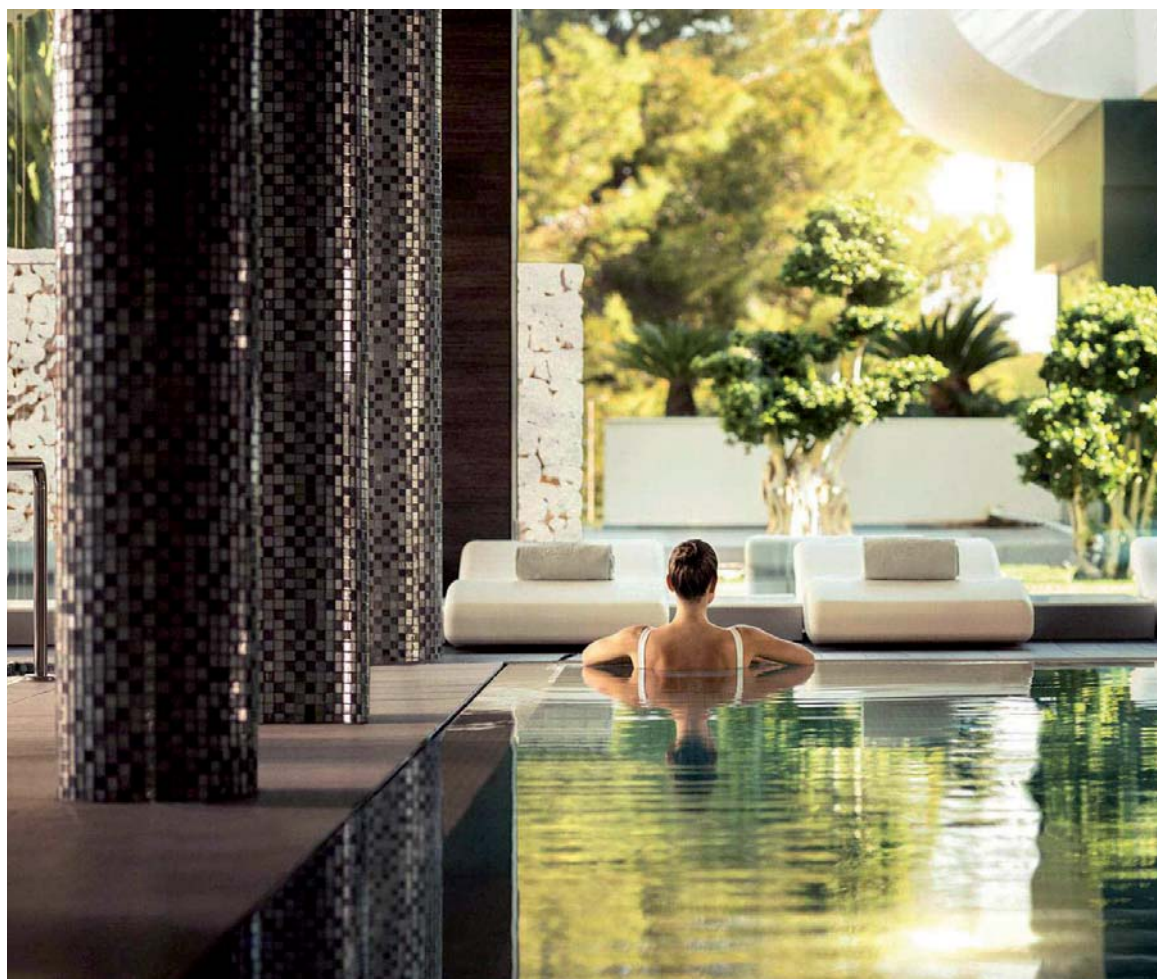
Nestled amongst terraced rice fields and beautiful jungle, the Ojas at COMO Shambhala Estate, Bali, Indonesia, incorporates the elements of the nature in its layout and design. This residential 'retreat for change' combines a deep-rooted approach to wellness with state-of-the-art facilities

\\ by Aarti Kapur Singh

OUR WELLNESS PROGRAMMES ARE DESIGNED TO DELIVER COMPREHENSIVE, WELL-PRICED COMBINATIONS OF MEALS, TREATMENTS AND ACTIVITIES IN A WAY THAT ALSO ALLOWS TWO PEOPLE SHARING AN ACCOMMODATION TO OPT FOR DIFFERENT PROGRAMMES. LONGER PROGRAMMES CAN BE TAILORED TO EACH INDIVIDUAL'S REQUIREMENTS. WHETHER IT IS AYURVEDA, THE BE ACTIVE PROGRAMME, THE CLEANSE PROGRAMME OR THE REJUVENATION PROGRAMME - THERE IS NO DOUBT THAT OUR GUESTS WILL GO BACK COMPLETELY REJUVENATED. WE TAKE IMMENSE PRIDE IN THE FACT THAT OUR TREATMENTS ARE HOLISTIC. OUR RESIDENT NUTRITIONIST MAY ALSO PROVIDE ENJOYABLE NUTRITIONAL SOLUTIONS. SHAMBHALA BOASTS A PERSONAL PROGRAM THAT ALLOWS YOU TO DESIGN YOUR IDEAL SPA TREATMENTS SO THAT YOU REALLY GET THE MOST OUT OF THE WHOLE EXPERIENCE AND COMPLETELY UNWIND.

– SALLY HALSTEAD,

Spa And Wellness Manager, COMO Shambhala Estate, Bali







**Size of the resort:** Nine hectares; Spa facilities exist all over the resort

**Interior designer and architect:** Koichiro Ikebuchi and Cheong Yew Kuan

**Number of treatment rooms:** Nine treatment rooms (three for couples); Three treatment pavilions and Outdoor hydrotherapy area with vitality pool

**About the spa:** Located just a short drive out of Bali's cultural hub, Ubud, you will find the haven of COMO Shambhala Estate. This is the flagship property of the COMO group whose collection includes the Metropolitan London and Parrot Cay in the Caribbean. Sitting amongst terraced rice fields and beautiful jungle, the COMO Shambhala Estate incorporates the elements of the nature it is situated amidst, in its layout and design. The location is unique — an auspicious and spiritual enclave of jungle just north of Ubud in Bali, where guests relax to the sounds of the rustling jungle and rumbling Ayung River. Specialists in yoga, Pilates and Qigong work in harmony with the nature-filled surroundings, delivering effective holistic treatment, designed to restore and revitalise both mind and body. COMO Shambhala Estate has it all, from lush tropical jungle to beautiful architecture. Sitting amidst a jungle enclave with a river running beside it, COMO Shambhala Estate is easy to get to and very well known on the island. Surrounded by terraced rice fields and jungle-covered mountains, the aesthetic stays true to the Balinese landscape in the most luxurious and understated way.

The design elements include combination of local stone, wood and traditional alang-alang roofing to build sophisticated spaces that are at once contemporary and

thoroughly traditional. While COMO Shambhala has treatment zones dotting the entire nine hectare estate, Ojas (Sanskrit for 'Essence of Life'), the main treatment area has nine treatment rooms (including three for couples); mineralised vitality pool and 'scotch' spiral jet equipped outdoor hydrotherapy area; separate male/female steam rooms; a 25-metre lap pool; a pilates studio; an expansive Yoga pavilion and yoga bale along with a steam room and sauna. Additionally, Ojas features a designated relaxation area for before and after treatments. There are also tennis courts, a gym with weights and cardio equipment and several outdoor jungle gyms.

**Services offered:** This residential 'retreat for change' that combines a deep-rooted approach to wellness with state of the art facilities and remarkable villa accommodation provides a total, 360° experience closely tailored to each individual's needs, offering comprehensive lifestyle as well as healing programmes to mend mind, body and spirit. There are five main wellness programmes that can be booked for stays of three days or longer. More than 20 Asian-inspired and Western holistic treatments developed by COMO Shambhala include, Ayurveda, Acupuncture, Hydrotherapy, Nutrition, Reflexology, Yoga, Pilates, and more. The wellness programmes help guests improve specific areas of their wellbeing through targeted therapies, healthy eating options and expert consultations. Massage therapy is a key component of the approach at COMO. The range of massages have been designed to relieve muscle tension, help with injuries and induce powerful relaxation. The signature cleansing COMO Shambhala Bath treatment gently exfoliates and softens the skin, leaving you feeling refreshed and relaxed. The spa also uses traditional Indonesian wellness therapies such as the Javanese Royal Lulur Bath - a traditional beauty treatment at the Royal Palaces of Central Java. It is deeply luxurious, and perfect for tired skin. Acupuncture is an integral element of Oriental Medicine, involving the insertion of fine needles into specific points on the body's meridians. These are channels through which the body's vital energy known as 'Qi', travels. COMO Shambhala offers Hydrotherapy, Prenatal Massage along with holistic facial care for every skin type, among others.

**Address:** COMO Shambhala Estate Banjar Bengawan, Desa Melinggih Kelod, Payangan, Gianyar 80571, Bali, Indonesia

**Contact details:** +62 361 978888

**E-mail:** [csestate@comoshambhala.com](mailto:csestate@comoshambhala.com)



Director of Spa & Wellness at Hilton Shillim Estate Retreat & Spa in Pune, Dr Arun Pillai believes the emerging trend of wellness travel has gained major traction in the last decade. He shares his views on the concept of wellness in India, spa USPs, innovation, and more

# Dr Arun Pillai

## On Integrative Holistic Approach in Wellness

\\ by Shivpriya Bajpai

### **Please tell us about your professional background.**

I have more than fifteen years of professional expertise in Health, Spa and Wellness Sciences. I have directed and operated world-class spas across South East Asia, India, Middle East, Africa, India, and the Caribbean and implemented traditional holistic knowledge into globally renowned brands. My motive is to raise awareness on integrative holistic approach by correcting lifestyle and preventing disease with the use of advanced diagnostics and exhaustive patient assessment.

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

People today are investing a lot more on fitness and wellness than on tangible and materialistic objects. The core meaning of well-being and health has changed – it no longer applies only to a lack of ailment/sickness, but more towards adopting a healthy lifestyle and a holistic state of mind. Advancement in medicine, a better grasp of lifestyle choices, digital fitness trackers, social media influencers are drivers to motivate people to live a better healthier life. People are increasingly adopting healthy, organic, fresh local produce, vegan or vegetarian diets. Wellness travel is also an increasingly popular trend. According to the Wellness Tourism Association, “Wellness travel is travel that allows the traveler to maintain, enhance or kick-start a healthy lifestyle, and support or increase one’s sense of well-being”. People from all over the world are now traveling to India to find their inner ‘Chi’.

### **How do you make sure the spa keep up to the stiff competition in the market?**

We are much more than a spa; we are an all-encompassing eco-wellness retreat. This sets us apart from all other resorts, hotels offering a spa service. Dharana



BEING A WELLNESS DESTINATION, WE AT THE HILTON SHILLIM RETREAT AND SPA MAKE SURE THAT ALL OUR GUESTS ARE MORE MINDFUL OF WELLNESS AFTER THEIR PROGRAMS AS WELL





at Hilton Shillim aims to help you achieve long-term internal and external wellbeing through personalised wellness programmes. Any form of healing needs to start with the state of Dharana. It is with this grounded focus, that we trigger the long journey of healing for you. One can embrace the Dharana way of life and re-discover in a pristine reflective environment where we integrate the essential philosophical, spiritual and artistic wisdom of past civilisations with contemporary, life-enhancing practices and modern diagnostics.

**What are the USPs of your spa?**

Our Approach to Holistic Wellness - Dharana uses advanced diagnostics and consultation methods such as Iridology and Oligo scanning. It conserves and amplifies your life force through traditional Ayurvedic and naturopathic therapies. Heals your body through the balance of five elements bhoomi (earth), jala (water), tejas (fire), vayu (air) and akash (ether). Helps to develop lifelong healthy habits by adopting traditional Ayurvedic disciplines. Dharana reconnects with your inner self through meditation and creates mindfulness in everything you do.

**What are the therapies offered?**

We offer a plethora of wellness programs and therapies including Dharana Life Science Wellness Programs including, Elixir of Dharana Life, Art of Detox, Sustainable Weight Management, Ayurveda Panchkarma, The Dharana Endurance, Dharana Ega - Age Reversal, Healing Holiday, to name a few.

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

Being a wellness destination, we at The Hilton Shillim Retreat and Spa make sure that all our guests are more mindful of wellness after their program as well. We strongly believe and follow that each and every individual has a different body composition which is assessed through the personal consultation provided by us. After the consultation, we induct our guests and take them through their body composition and educate them on things to do and avoid for a healthy lifestyle during and post the Dharna Life-science Program.

**What are your future plans for the spa?**

We keep on innovating in order to provide the best to our guests and our future plans surely entails focusing on new methods to create a holistic approach for wellness for the Dharna Life-Science Program. 📍





# Sunil Mehra

## Inspired From Kin

Well-known in the fashion fraternity for perfect tailoring and classic cuts, Sunil Mehra, Founder and Designer at House of Sunil Mehra, shares his views on fashion and beauty

I HAVE ALWAYS BEEN ATTRACTED TO THE FINEST, THE SMOOTHEST QUALITY AND THE BEST IN CLASS TAILORING SUCH AS ZILLI, SCIAMAT AND SUTOR MANTELLASSI



### Getting started

I did not start a fashion business; I was born in it. My grandfather, father, then me, and now my sons are part of it. Fashion is certainly in our DNA. A major part of the inspiration comes from the family and everything around me such as the elements of the nature, the heroics, the technological advances, and even blends and shades!

### Hair and make-up in fashion

Garments are what create the flow of our body outlines. What completes the poise of the look, and even adds an extra value to the garment, are hair and make-up. It should not look made up, but a fine touch is a mandatory element.

### Indian fashion and beauty industry

As I always say, the fashion industry in the country is most dynamic. It has been growing and glowing in overwhelming ways. It is an industry with enormous opportunities for everyone. The time is ripe for collaborations in fashion and beauty.

### Make-up and hair artists worked with

As a brand, we tend to create and bring out the most original and raw outcomes of our garments, and also for our consumers. It is our endeavour to enhance the existing style of an individual. Hence, we do not work with any particular artist.

### Inspiration

There are numerous established designers and more in the wings. I have always been attracted to the finest, the smoothest quality and the best in class tailoring such as Zilli, Sciamat and Sutor Mantellassi.

### Favourite muse

Everything around, living or non-living, is a muse. Confining it to one person is confining the periphery of the opportunity that we create for ourselves.

### Most outrageous look adapted

Our collection is made to enhance individuals own style and not restrict. We just add the tinge of our work to create a package of class and perfection.

### Future plans

Our business would be incomplete if we were not hand-in-hand with the beauty and hair industry. Our involvement in these categories is inevitable. For now, we want to sail, see beauty in everything coming our way, and eventually create the best. 🌟



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## SALON<sup>®</sup> INTERNATIONAL

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

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

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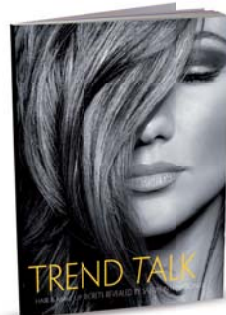
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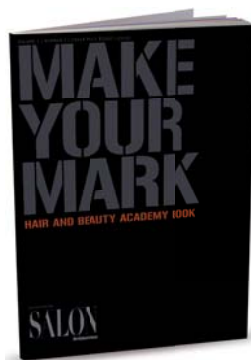
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## TREND TALK

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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# Maanvi Gagroo on the go

\\ by Jaideep Pandey

I APPLY DROPS OF YOUTH CREAM BY THE BODY SHOP AT NIGHT AND AN UNDER EYE CREAM BY FOREST ESSENTIALS. I REALLY LIKE PRODUCTS FROM KIEHL'S.



The web has been kind to several successful releases, the latest hit being *Four More Shots Please*. B-Town girl Maanvi Gagroo, has not only been noticed for her acting prowess, but also for her taste in fashion. She shares her beauty and fitness routine with us

Maanvi Gagroo believes that Indian women rank very high in terms of understanding and appreciating fashion and glamour. Speaking about her personal preferences in fashion, she adds that it would be a good idea to dress according to one's body type.

#### **"Beauty to me"**

A beautiful individual would be a nice person. Goodness reflects on one's face automatically. There is a glow and positive energy. For me, it is all about kindness and empathy.

#### **"My hair care mantra"**

I am a fan of Kiehl's and Sebamed, the latter is gentle on the hair, as it has zero chemicals. After washing my hair, I use a serum which forms a protective layer that keeps at bay damage from pollution and heat styling. As actors, we use so many products that we need to care more for our hair. I wish I could oil my hair everyday, but it is not possible. When my mom is in town, she pampers me with hot oil hair massages, however, whenever I get a chance, I visit a salon. I use a hair conditioner sparingly as it makes my hair flat. Maybe I have not found the right conditioner.

#### **"My beauty regime"**

I do not have a particular beauty regime, but I workout regularly and Yoga helps my skin look great. I have a night time routine where after washing my face, I apply a night cream and under eye cream. It is all about working out, dieting and a happy mind. I apply Drops Of Youth cream by The Body Shop at night and an under eye cream by Forest Essentials. I really like Kiehl's and I can blindly pick up anything from their store and be sure that it will suit my skin or hair. My make-up remover, face wash and wet wipes are from Kiehl's.

#### **"My make-up is less"**

I am not very good at doing my own make-up, but I have picked up a few tricks. I know how to contour my face because I need it for sure. I do not like wearing too much make-up.

#### **"Most important aspect of glamour"**

I love fashion, however, I dress up as per my body type, height and personality. I strongly feel that the outfit should either match or be in contrast. The complete look has to be well put together. Indian women are high on fashion and glamour. We have the sari and there are different ways of wearing it. The best part is that all women look great in them!

#### **"Be in touch with who you are"**

In terms of beauty, you need to only be in touch with who you are and be in sync with your body and mind. So, if you want to look beautiful you have to 'feel' beautiful and your mind has to be calm. As far as fashion is concerned, one should be experimental and see what looks good on you. If you need to take away something from your look, it is not for you. Fashion must add to your beauty and not take away from it. 📌

# Aashmeen Munjaal's Star Hair and Makeup Academy, Ludhiana



Star Hair and Makeup Academy was started in year 2012 by renowned hair and make-up artist, Aashmeen Munjaal. The brand recently expanded in Punjab with its first ever academy in Ludhiana. Shares Aashmeen, "We have been in the industry for the past 21 years, and contributing to someone's career is a great responsibility. We have a huge demand from people coming all way long from their towns outside Delhi, within Delhi and some from abroad, as well, want to learn the skill of makeover from us. With good infrastructure, academically driven trainers and world-class faculty with International certifications in hairdressing and makeovers, we decided to launch the academy."

Spread across 1,200 to 1,500 square feet, Star Hair and Makeup Academy has pioneered in guiding those with talent and interest in this profession. The courses are in sync with industry trends. There is a team of trained and committed experts who understand the nuances of make-up and hairstyling. Sharing the brand's expansion and future plans, adds Aashmeen, "We have branches in Delhi in North Campus, Pusa Road, East of Kailash, Preet Vihar and Pitampura. We recently launched in Ludhiana, and will soon be in Gurugram. We are glad to be associated with Skill India, a Government of India Project. We will train over 100,000 students across India in the next five years."

**Certifications and affiliations**

Star Academy provides IAO Certification (International Accreditation Organisation) which is useful in acquiring a working license in a foreign country. The academy is affiliated with 88 countries. If one wishes to work within India, they provide a setup with teams under a contract of 11 months. It is also associated with Skill India.

**Courses**

**International Hair Courses:** These courses are for one to four months duration, and includes basic to advance hair courses. It covers topics such as experimenting with colours, chemical application, smoothing techniques, and more. Also, there are techniques for barbering – hair designing, and advance hairdo styling techniques. The academy also supports those who are keen on their own salon with set franchise models.

**Make-up courses:** These courses are for one to three months duration. The first level includes types of make-up, along with their hairstyles, and more. The second level includes all of level one along with fashion shoot make-up which includes different types of make-up and hairstyling looks as per the requirement of the shoot. Techniques of yellow light make-up, white light and HD make-up are also covered. The third level or advance level sees new techniques being taught like high grade eye definition, synthetic make-up, and includes the criteria of internships and job opportunities.

**L'Oréal ARTH Course:** It is affiliated with all L'Oréal companies in the world. On completion of the course, students receive L'Oréal ARTH certification.

**Eligibility criterion**

Hair and make-up enthusiasts of any age and gender can apply for the courses. The minimum educational qualification is to be class three pass, while for international certification courses, you need to be a class eight pass.

**Fee range**

₹40,000 to ₹90,000 for make-up and hair courses. 📍

OUR COURSES ARE IN SYNC WITH INDUSTRY DEMAND AND TRENDS. WE HAVE A TEAM OF TRAINED AND COMMITTED EXPERTS WHO UNDERSTAND THE NUANCES OF MAKE-UP AND HAIRSTYLING

– AASHMEEN MUNJAAL, Director, Star Hair and Makeup Academy





# REBECCA



Hair and Photo : Loft Parrucchieri



- STEP 1** Divide front and back.
- STEP 2** Create a triangle in the frontal area, and between the temples and fulcrum.
- STEP 3** Divide the hair on the nape, and make a horizontal line on occiput.
- STEP 4** Starting from the nape take a shaving with comb and scissors.
- STEP 5** Give a finishing touch to the perimeter with a machine.
- STEP 6** Cut horizontally to create a natural fall on the area on occiput.
- STEP 7** The occiput.
- STEP 8** Link left frontal area with horizontal natural fall.
- STEP 9** Repeat the same technique on right front side.
- STEP 10** Dry with flat brush and plate and give a finishing touch to cut, creating a triangle on free ear.
- STEP 11** Repeat on the opposite side.
- STEP 12** Continue with rest of the sections in the same way. Ⓢ







## HAIRSTYLING MASTERCLASS BY DYSON



**WHAT**  
Hair masterclass

**WHERE**  
DLF Promenade, Delhi

**WHEN**  
15th February

To celebrate the first anniversary of Dyson Demo in India, Dyson hosted an exclusive in-store hairstyling event with celebrity hairstylist, Amit Thakur. Guests were taken through the Spring Summer 2019 hair trends of voluminous blow dry, beach waves and glamorous Hollywood curls. Dyson Airwrap and Dyson Supersonic achieve the result without damaging hair with excessive heat. Sharing hair care tips, Amit said, "Be it good or a bad hair day, one should always protect their hair with appropriate heat protection. I personally love the crème base products from such as Kérastase Ciment Thermique, as it protects hair from any kind of heat including the UV rays of the sun; and it also controls frizz. I would also recommend carrying a good dry shampoo at all times."

Further sharing his views on the new Dyson Airwrap, added Amit, "This year, it is all about letting your hair free with texture.

From beach waves, loose curls or big curls to straight sleek hair, it will be about volume and texture. With the new Dyson Airwrap styler you can get the looks at home in less time and no extreme heat. It is my go-to product for textured looks that work on all types of hair. It is a fuss-free, versatile machine that can curl, straighten as well as smoothen hair without causing heat damage. Airwrap instantly curls, straightens hair in no time and lasts all day long."



## KAYAKESH BODY STUDIO NOW IN KOLKATA

Complete body studio brand, KayaKesh forayed into the beauty and lifestyle sector with their first exclusive beauty clinic, KayaKesh. It is a luxurious holistic lifestyle clinic offering a wide variety of world services for skin, face, hair, body, mind, nutrition and fitness. The brand is eyeing the Indian market aggressively with a simultaneous launch in six cities across India including, Kolkata, Raipur, Guwahati, Patna, Indore and Mumbai, followed by Bhubaneswar, Nagpur, Ranchi, Pune, Jamshedpur and Ahmadabad in the next few months. The brand also announced that a part of the proceeds will go to the under privileged. Tollywood actress Sayantani Guhathakurta inaugurated the clinic. Savish Mehra, Director, KayaKesh along with partners, investors and doctors, was present to brief the media. KayaKesh specialises in

medical aesthetic and cosmetic procedures in state of the art clinics, adhering to strict international standards for quality, safety and privacy, while ensuring customer satisfaction at all times. The brand is committed to the principle of offering quality products and world class services under one roof, and strive to create a complete lifestyle chain with the goal of 'where there is Beauty, there is KayaKesh'.

Speaking on the occasion, shared Savish, "We are very excited to launch our first clinic in Kolkata. Our expansion strategy is to reach different cities of the country in next few months. India, being a fast emerging market for fashion and lifestyle, we are expecting an escalated growth in a short span of time. India has major potential, where we believe our creative range of services will enhance the rich experience of customers since it will have an international flavour with high quality and valued pricing".



**WHAT**  
Launch of aesthetic clinic

**WHERE**  
Salt Lake, Kolkata

**WHEN**  
16th February





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