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The month of April marks the beginning of the new financial year. Having assessed the hits and misses of 2018, we have officially geared up for FY2019-20. The beauty and wellness industry cannot stress enough on the importance of innovation in skin care particularly. Industry stakeholders are of the opinion that innovation is the only way to accelerate business in terms of meeting consumer demands, building positive brand value, staying ahead in the competition, among others.

Keeping this in mind, we focus on the skin care industry, which is considered as one of the rapidly growing dynamic markets in India. According to a report by Business Wire, the Indian skin care market stood at \$1.6 billion in 2017 and is projected to grow at a CAGR of 9% to reach \$2.7 billion by 2023, on the back of rising disposable income, increasing demand for skin care products across all age groups, especially young population, and growing awareness among consumers about various skin care products. Keeping this in mind, we speak with top players who share their 'most innovative' product, business strategies adopted, challenges faced, and the road ahead

In the Hair section, we have Manuel Mon, Owner and Creative Director of Manuel Mon Estilistas in Oviedo, Spain. Manuel is an award winning platform artist and one of the most inspiring avant garde hairdressers working today. On a recent visit to Delhi, India, we meet Omar Antonio, Sebastian Professional Expert and Owner of 'ME' an Omar Antonio Salon in Benicia, California. He is renowned for avant garde styling, precision haircuts and everything in between. But, on stage is where his true talent and passion shine. The biggest night on Hollywood's calendar, the 91st Academy Awards rolled out the red carpet yet again for a gala night of iconic beauty and fashion moments. We share a series of chic styles in hair and make-up.

In Beauty, we interview Natasha Arya, Delhi-based make-up artist who takes a creative approach in her work. With a journey of seven years, Natasha's vision is to launch a salon, a make-up line and have a global presence. Dr Mohan Thomas, Senior Cosmetic Surgeon, Cosmetic Surgery Institute throws light on Non-invasive Rhinoplasty as trending aesthetic procedure. Dr Jamuna Pai, Founder, SkinLab, reveals the ultimate summer skin care guide for brides-to-be.

In the Spa section, we have Nirvana Nature Cure in Pune, far away from the frenetic pace of the city. Spread across 35,000 sqft, the décor of Nirvana Nature Cure is a classic amalgamation of eco-friendly design elements of stone grit plaster, kota tiles, and more. Rijesh Purakkal, Spa Manager, Alila Fort Bishangarh in Rajasthan is of the opinion that ancient systems of medicine are treasure troves for both preventive and curative health care. He shares his view on the growing wellness industry, future plans, and more.

All this and lot more in the April issue. Keep reading and liking on Facebook and Insta!

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Hair: Rafael Bueno Peluqueros
 Photographer: Alberto Zaldivar
 MUA: Lulu Pérez
 Stylist: Desiré Espinosa, Xisco Morales

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PUIG INVESTS IN KAMA AYURVEDA

» Puig has announced minority investment in Kama Ayurveda, India's leading authentic Ayurvedic brand of beauty and personal care products. As part of its investment, Puig will infuse approximately ₹100 crore into Kama Ayurveda to further the company's domestic and international expansion, as well as have the option to further increase its stake in the years ahead. Shared Marc Puig, Chairman and CEO, "This long-term alliance gives us the ability to further develop our focus on retail business worldwide. The partnership will enable us to offer Kama Ayurveda's authentic Ayurvedic, plant-based, beauty and personal care products to a wide audience, a perspective that is in keeping with our commitment to sustainable, responsible business models."

THE MANI PEDI SPA'S SECOND OUTLET IN GURUGRAM



» Known for its unique concept, The Mani Pedi Spa launched their second outlet near Galleria Market in Gurugram. The luxurious 1,800 sqft niche spa offers world-class hand and feet services such as manicure, pedicure, nail enhancements and more. The spa has invested in bringing internationally used autoclave technology to India ensuring hygiene levels benchmarked to US safety standards.

INDIAN EXPERTS TO JUDGE OMC WORLD CHAMPIONSHIP

» Renowned beauty experts Dr Blossom Kochhar, Samantha Kochhar and Richa Aggarwal are going to represent India as Jury for OMC, World Championship in Paris. Seasoned hair and beauty professionals from across the world will showcase their skills on stage that will be judged by the esteemed jury. This augurs well for India as we can now expect participation from a wider scale on a global platform.



COTY APPOINTS TWO NEW COUNTRY MANAGERS, LAUNCHES WAREHOUSE



L to R: Sanjay Sharma, Manish Bhagat

» Coty Inc. announced two key executive leadership changes in India post the retirement of P.K Hariharan as General Manager of Coty India, last November. Sanjay Sharma has been appointed as Country Manager of Coty Consumer Beauty for India, Sri Lanka, Nepal and Bangladesh; Manish Bhagat has been appointed as Country Manager of Coty Professionals Beauty for India, Sri Lanka, Nepal and Bangladesh. Sanjay will envision and drive the Consumer Beauty division, while Manish will assume leadership for the formulation and implementation of the strategic vision. Coty also celebrated the launch of their new 40,000 sqft warehouse in Bhiwandi, Maharashtra.

SAMARA ACQUIRES MAJORITY STAKE IN NATURE'S ESSENCE

» The private equity fund, Samara capital announced the acquisition of 65% stake in Delhi-based skin care brand, Nature's Essence, in a deal amounting to ₹200 cr. Shares Raj Kumar Nanda, Director at Nature's Essence Private Limited, "I and my team are very excited to partner with Samara Capital to take Nature's Essence to its next phase of growth." Added Abhishek Kabra,

Managing Director, Samara Capital, "We see exciting potential for the brand to keep adding to the depth as well as breadth of its offering."





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CLARIANT TAKES A STEP TOWARDS ECO-FRIENDLY COSMETICS

➤ Clariant, a focused and innovative specialty chemical company, has introduced a groundbreaking step for eco-friendly cosmetic products, thanks to sugar. Pioneering renewable, uniquely label-free alkaline neutraliser, NeutroTain DMG, paves the way for effective hair dyes, soaps, shaving gels and depilatory creams that are gentle on the skin and environment, both. To date, cosmetics’ formulators have lacked non-irritating and natural-based alkaline neutralisers when lowering high pH formulations such as sun creams or aqueous and hydroalcoholic gels. NeutroTain DMG delivers on all fronts because of its excellent ecotox profile that exceeds any other alkaline neutraliser, high performance for functional claims, and suitability for novel formulation concepts. The industry’s only alkaline neutraliser to come from renewable feedstock, NeutroTain DMG is based on 75% sugars. It is also unique as it does not require any GHS irritant labels.

» INTERNATIONAL »



NEW RECORD OF ATTENDEES AT COSMOPROF WORLDWIDE BOLOGNA 2019

➤ Cosmoprof Worldwide Bologna 2019 achieved an important goal – over 265,000 cosmetic beauty professionals, and an increase in visitors from abroad by 10%. Shared Gianpiero Calzolari, President of BolognaFiere, “This data, together with the record of exhibitors – 3,033 companies from over 70 countries – makes us proud of the results, and they give us the energy to face new projects. From Bologna, Cosmoprof Worldwide Bologna is ready to reach the whole world, with trade events in all continents. Together with Asia, North America and India, the collaborations in the markets of South America and South East Asia, and after the growth in Europe thanks to the acquisition of the German group Health & Beauty, we are now ready to explore new territories. The Cosmoprof platform is going to become more and more international, to better fulfill the needs of companies in the sector.”



RIP JEAN-LOUIS DAVID

➤ With more than a thousand salons spread all over the world and three dozen in Portugal to his credit, the owner, Jean-Louis David died in Switzerland. Born in Provence, 85 years old, Jean-Louis was the creator of the dégradé style, having created an empire of salons mostly located in shopping centres.

MAI HA AND EMMA BEVERIDGE WIN L’ORÉAL COLOUR TROPHY 2019

➤ Hairstylists Mai Ha and Emma Beveridge from Trevor Sorbie Salons in Manchester have won the Cut & Style Award at the L’Oréal Professionnel International Color Trophy competition held in Paris. Shared Monica Teodoro, General Manger at L’Oréal Professionnel, “We are absolutely thrilled for the Trevor Sorbie Manchester team to have been named winners. Both Emma and Mai are truly



representative of some of the most exciting talent we have in the UK industry.” On their win Emma said, “We had the best time in Paris taking part in the International Style & Colour Trophy and so pleased to have won the Cut & Style award.”

CHARLOTTE TILBURY TO LAUNCH HER FIRST STORE IN LA

➤ Leading make-up artist and founder of award-winning make-up and skin care brand, Charlotte Tilbury announced the launch of her first North American store at The Grove in Los Angeles. Unique features will include multisensory activations, first-of-their-kind elements of retail theatre, beauty educational content, cutting-edge digital innovations and services exclusively to the LA market.



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ELEMIS EXPANDS FOOTPRINT GLOBALLY

➤ With the acquisition of Elemis by L’Occitane Group in January for a reported \$900 million, the leading British luxury skin care brand has announced leadership changes in various markets, and is expanding its global footprint. Elemis, which was founded in 1989, operates in more than 90 markets, with headquarters. Séan Harrington, CEO, Elemis, has relocated to Asia to open an office in Hong Kong, as of 1st April, along with Noella Gabriel, President and Oriele Frank as MD in the UK.





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Manuel Mon, Owner and Creative Director of Manuel Mon Estilistas in Oviedo, Spain, is an award winning platform artist. He is also one of the most inspiring avant garde hairdressers working today. He shares his professional journey with *Salon India*



Manuel Mon

Instinctively Inspired

\\ by Aradhana V Bhatnagar

Early years

I was born and raised in a rural area in the southwest of the Principality of Asturias. When I was 12, I moved with my family to Oviedo; it turned out to be an opportunity to have new experiences and learn new things.

Hairdressing

My interest in hairdressing was 'innate'. After arriving in Oviedo, I was struck by the ability to 'create' through imagination and fantasy. I worked in various hairdressing salons and they helped me to settle into the world of work.

Mentors and influences

Alexander de Paris and Tone San Martin. Exquisite, creative and with unique identities, unmistakable and unforgettable.

Challenges faced

The main one was starting my own business, modest at first. Starting from scratch, evolving, trying to distinguish yourself from other professionals and position yourself in the market, that is always a pleasant challenge.

Current responsibilities

I am the Owner and Creative Director of Manuel Mon Estilistas. I work at many salons in the capital of the Principality of Asturias; an active trainer and Global Ambassador for Revlon Professional, and Artistic Director at Intercoiffure Spain.

Forté as hairdresser

Objectively I think my meticulousness, trying to give a touch of craftsmanship to everything that I believe in. The avant-garde hair salon with its use of hair pieces

PASSION, EMOTION, CONTINUOUS TRAINING... YOU WILL GET THERE IN THE END, IF YOU WANT IT BAD ENOUGH. DREAM.



gives me a lot of satisfaction as a creator. My goal is to create a salon with its own identity, distinguished with an exquisite treatment and always responding to the needs of my clients with sound advice.

Inspiration behind Nicté-Ha

Nicté-Ha, flower of water (Mayan nikté, in Spanish water sun or nymph or water lily) was the daughter of the guardian of a sacred cenote in what is known today as Yucatan (Mexico). Her beauty was legendary, causing conflicts and confrontations. In love with a Mayan prince, she was transformed into a water lily.

Favourite products

Revlon Professional products, especially the Style Master finishing line are my preferred choice.

Day in the life of Manuel Mon

No two days are ever the same, but it depends a lot on what has been set out beforehand; you might find me training professionals, creating a collection, performing my duties as an ambassador, working in the salons in Oviedo, and so on. This is the fantastic thing about my profession, I have had the good fortune to be able to diversify so much that it never seems like two days are the same, although luckily, I somehow always manage to fit everything I need to do into my day.

Advice to aspirants

Passion, emotion, continuous training... you will get there in the end if you want it bad enough. Dream.

The future

Continue creating collections that I already have in my head, advising professionals, and continuing to fulfil the commitment of giving my clients an image of modern, contemporary hairdressing.

Views on the Indian hairdressing industry

In the world of hairstyling, the quality of hair that is exported from India is recognised in other countries through professionals like myself. We use it to build our collections all over the world. 🌍



\\ DELHI \\ HEADMASTERS SALON



Shares Sahiba Chona, Head & Celebrity Make-up Artist, Headmasters Salon, "The newly launched salon in Vasant Vihar is truly an epitome of luxury. We bring the ultimate style destination for our clients who can experience best in line services with some of the top stylists, and have a salon experience like never before."

- > **Colour combination:** Light green
- > **Products used:** Schwarzkopf Professional, Brazilian Blowout, Keraganic, Flex, Moroccanoil, Oasis for hair; Pevonia, O3plus for skin; OPI for nails
- > **Lights:** Warm LED
- > **Flooring:** Tiles
- > **Architect:** Domus Decor, Delhi

The newly launched salon is designed across 2,600 sqft and equipped with a variety of sections. For the most classy and the latest hair trends, a section of 10 chairs is solely dedicated to work wonders with the client's tresses. There are four beauty rooms along with private/ bridal rooms for make-up, four wash stations and two nail stations. The salon, in sync with the brand's mission, is known to be a premium one stop shop destination for all kinds of beauty and grooming services.



Contact person:
Sahiba Chona,
 Head & Celebrity Make-up Artist
Address:
 1 Basant Lok, Vasant Vihar,
 New Delhi - 110057
Phone:
 +91-9999970348
Email:
 sahibachona@headmastersv.com

\\ DELHI \\ MAGICK TOUCHÉ NAIL AND MAKEUP ARTISTRY

Magick Touché, designed in 900 sqft area, offers a bouquet of nail spa treatments and make-up artistry. They claim to be the first to offer several innovative services in south Delhi. The studio has four nail tables, two mani-pedi luxury chairs, two make-up stations and head wash stations. Say Darpan Uppal and Richa Akshit Wadhwa, Owners, "We combine

progressive techniques with the best products available, in order to create an experience for our clients. For nails, we have a nail printing machine, which enables us to offer the 'Selfie Print', among others. The quality of the print is superb as it is an imported machine and uses colours that are free of toxins and chemicals. We have a handpicked team of experienced professionals, who have a personal approach to enhance a client's beauty needs."

The studio has a friendly, relaxed atmosphere where clients can unwind and enjoy the range of make-up services and nail spa treatments.



Contact person:
Darpan Uppal & Richa Akshit Wadhwa, Owners
Address:
 D-88 Lower Ground Floor, Malviya Nagar Market, New Delhi - 110017
Phone:
 011-45526363, +91 9319560033
Email:
 magicktoucheofficial@gmail.com



- > **Products offered:** MAC, Make Up For Ever, Kryolan, Smashbox for make-up; O2 Nail Printer machine, Keystone, Envogue for nails
- > **Lighting:** Warm white
- > **Flooring:** Vitrified tiles by Orient
- > **Architect:** Payal Uppal, Uppal Group

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MATRIX Launches The Hottest Looks With its Hair Make-up Edit Collection 2019

Combining trending hair highlighting techniques with three looks inspired by iconic make-up trends, MATRIX launches its trend collection 2019 - The Hair Make-up Edit

➤ Make-up has been a form of expression since time immemorial. Over the past few years, the industry has witnessed a variety of innovative make-up techniques, be it strobing, contouring, highlighting, to name a few. With global influence and social media taking the world by storm, clients have become more inclusive and discerning, at the same time. They have further learnt the fact that changing hairstyles and colour can also enhance their appearance. It has become easier to convince clients to experiment with different colours and techniques. Customised looks are the flavour of the season as the focus has shifted to accentuating one's features. Hair colour, if



The Inspiration

MATRIX presents The Hair Make-up Edit – Trend Collection 2019 with three looks inspired by some of the most iconic and timeless make-up trends that have dominated runways, red carpets and fashion magazines for seasons. The colour palettes used in this collection complement Indian skin tones and hair colour and comprise of SoColor reds, golds, and mochas; palettes that are popular with Indian women.

The Looks

RUBY RED STROBE

Inspired by the most iconic beauty trend of all times, the bold red lipstick, this look sparks equal parts glamour and rebellion. It can be created using SoColor shades #5.68, #6.68 and SoRed RV.

Created using the Strobing technique where highlights are placed in key areas of the hair to draw attention to the facial features.



applied with the correct technique and colour palette can redefine anyone’s look. This year, MATRIX goes beyond the traditional to blur lines between hair colour and make-up, to present its trend collection 2019 – The Hair Make-up Edit. The season’s hottest hair colour looks, inspired by make-up!

MATRIX truly believes that hair colour is the new make-up and can be used skillfully to complement and enhance overall appearance. Hair colour is no longer restricted to grey coverage; it is all about accentuating the features to celebrate one’s own personality. A change in hair colour, subtle or loud can truly elevate how one looks and feels.



GOLDEN GLOW BLUSH

Inspired by gorgeous luminous highlighters that are the ruling make-up trend worldwide, MATRIX's version of this sun-kissed effect diffuses golds to add a pop of glow. It is created using SoColor shades #5.3 and #7.3.

Created using the Colour Blush On technique used wherein the colourist layers on freehand highlights to a global colour, while it develops.



Created using the Colour Melting technique where the colourist blends multiple colour hues to create a 'melted effect' for a seamless finish.

SMOKEY MOCHA MELT

A twist on the sultry smoky eyes that has been in vogue since time can tell, MATRIX has swapped the usual palette of blacks and greys for mochas. It is created using SoColor shades #5.8, #6.8 and #7.8.

Go to the nearest MATRIX salon and consult your stylist to get your favorite look. 📍

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Summer Ready Hairstyles

With Tecni.Art Essentials by L'Oréal Professionnel

Summertime is easy until clients have to fight with the heat and humidity when styling their hair. When the temperature is high, the last thing they want to do is spend time doing the hair as sweat and frizz are going to inevitably ruin the look. Instead of struggling with hair in the heatwave, L'Oréal Professionnel has rounded up the essential four products to fight major hair concerns and flaunt flawless summer hairstyles.



TAME THE FRIZZ – FOR NORMAL HAIR

Products recommended: Liss Control+.

Benefit: This intense smoothing serum gives 24 hours anti-frizz protection, softness and natural looking shine to any style.

How to use: On towel dried hair, apply a few drops through length and ends. Blow Dry smooth or leave to dry naturally.

Price: ₹525 for 50ml

TAME THE FRIZZ – FOR CURLLY/ WAVY HAIR

Product recommended: Siren Waves.

Benefit: This curl enhancing gel-cream defines and revives curls and waves for glamorous red carpet look with no frizz and soft natural touch and shine.

How to use: Apply coin size of Siren Waves on damp hair, mid lengths and ends, and comb for even distribution. Blow dry and replay to boost curls and revive your look.

Price: ₹700 for 150ml



BOOST VOLUME – FOR NORMAL HAIR

Product recommended: Volume Lift.

Benefit: This root lift spray gives a volumised effect with supple and light feeling lengths and ends

How to use: Shake the can well, hold it upright and spray on to the root area of each section from a distance of a few centimeters. Blow-dry or style with fingers

Price: ₹575 for 250ml

ADD TEXTURE – FOR CURLLY/ WAVY HAIR

Product recommended: Beach Waves.

Benefit: This texturing spray gives on trend beachy hair with a matte finish.

How to use: Just apply the Beach Waves spray on to the lengths and ends of the hair gently pushing the waves in as you spray.

Price: ₹700 for 150ml





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*Tensile Strength vs. Non conditioning shampoo



Vipul Jain is the CEO at Advancells, headquartered in Noida. Views expressed are personal.

VIPUL JAIN

Stem Cell Therapy Treats Hair Loss

While you go through your old photographs, you would have noticed how things have changed from loads of hair 'back then' to the thinning scalp now. The very name hair loss is enough to give nightmares in a time where looks are as important as achievements. Looking at the extent of commercials and videos offering miracle cures, we can judge the extent to which we are obsessed with the phenomenon. There are countless oils, shampoos, and treatments and grandma's remedies that offer solutions to thinning hairlines. And, then there are hair transplant treatments.

The loss of hair on the scalp could be either due to a decreased blood supply to hair follicles due to autoimmune diseases, hereditary or ageing or due to inflammation. A scientific term for hair loss is Androgenic Alopecia (AGA) seen in 80% Caucasian men, while in ladies, it is pattern hair loss seen in 32% women.

The treatment of AGA is pitched at a revenue of US\$4 billion, so we can imagine the quantum of treatment! There are several treatment options such as the use of FDA approved medicines Dutasteride and Finasteride. They prevent the conversion of testosterone and

require prescriptions, while Minoxidil causes an increase in blood flow and hair growth. There are also non-prescribed natural molecules reported for therapy such as Procyanidin B-2 from Apple extracts or Palmetto extract or Green Tea; these treatments have not reported any mechanism of action though! Another treatment option is the use of lasers that use heating by electromagnetic radiation. Here energy penetrates the scalp leading to increased blood flow and signals that cause hair growth. The use of platelet-rich plasma (PRP) has also shown promise in hair regeneration due to several growth factors.

The quest for other treatment options has led to the exploration of Stem Cells, as treatment options. Several molecules are produced by Stem Cells that cause hair growth such as epidermal growth factor, insulin-like growth factor, hepatocyte growth factor, and more, all cause signaling cascades leading to hair growth. So, do we have a winner here? Is there potential for use in therapy?

A study reported in 2015 explored the use of Stem Cells, derived from fat or adipose tissue, as a treatment for baldness or Alopecia. The medium used to culture Stem Cells isolated from fat was injected into bald patients for sessions over three to five weeks. The patient's hair analysis revealed an increase in the number of hair in both the genders, irrespective of whether they took conventional medicine. This growth medium contains several molecules that promote hair growth such as hepatocyte growth factor, vascular endothelial growth factor, and so on, and was reported to be the first step towards treatment of hair loss!

In a study published in 2017, scientists isolated Stem Cells called human follicle Stem Cells collected from the scalp of male patients with AGA. Following enrichment of the Stem Cells, they were injected onto the scalp and then the pattern of hair growth was measured. There was an increase in hair count and density over 23 weeks post injection of the Stem Cells with values reaching 29%±5%. The authors reported this growth of hair using isolated Stem Cells as a first towards larger studies in pattern baldness scenario.

We can see that in a society where an emphasis is on looking aesthetically presentable, treatment of hair loss is an area of importance. The latest addition to the armoury is Stem Cell treatment that has shown promise with minimum side effects. With more statistically significant numbers and further research and trials, we can be sure whether this approach can hold promise, so that everyone can have flowing and glowing crowns of glory. 🌟





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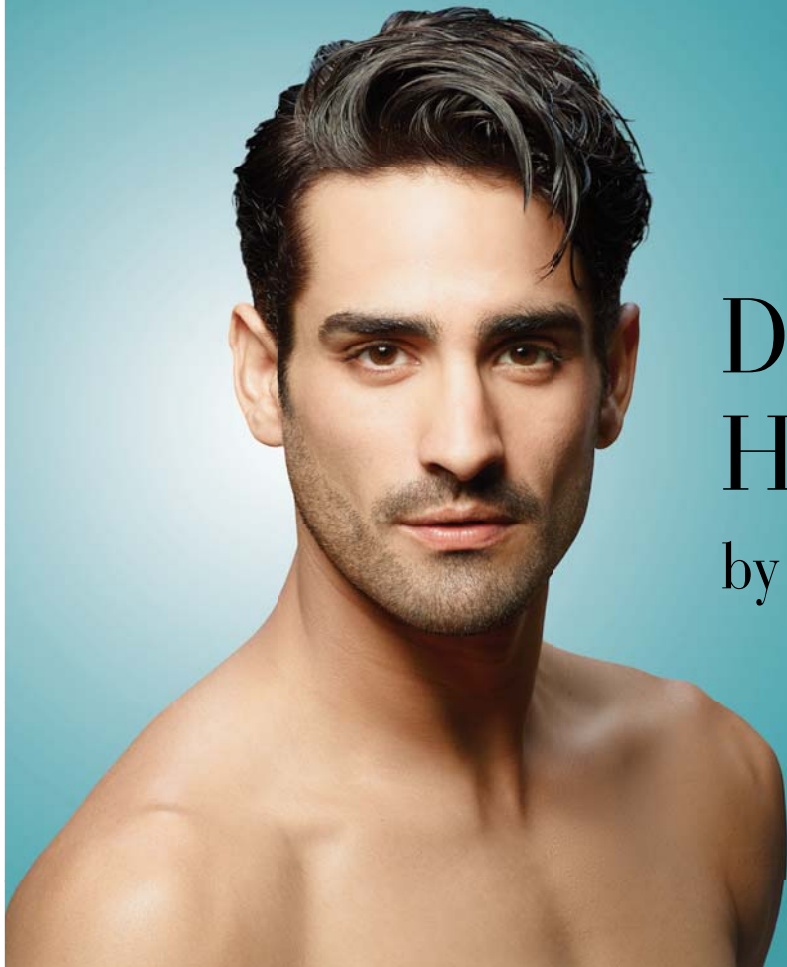
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HAIR & BEAUTY TOOLS, EQUIPMENTS & ACCESSORIES



Discover Rejuvenating Hairspa Service for Men by L'Oréal Professionnel

The new Oriental Hairspa brings tailor-made hair and scalp services for men. Designed as a fusion of traditional Balinese and Shiatsu massage techniques, it provides ultimate relaxation and deep nourishment to the scalp and hair

The fast-paced lifestyle of men coupled with work related stress can take a serious toll on the health of their scalp and hair. They are often and regularly exposed to environmental aggressors like the sun and pollution, which can make hair dry, rough and look lifeless. Men's scalp is more prone to dandruff and oiliness. Healthy hair starts with healthy scalp. Thanks to L'Oréal Professionnel Hairspa service, healthier, stress free hair is just a salon visit away.

Introducing New Oriental Hairspa

From the pioneers of the Original Hairspa, comes a brand new sensorial hair and scalp service to elevate the in-salon experiences

and provide maximum relaxation to your clients. The New Oriental Hairspa service by L'Oréal Professionnel, is designed as a fusion of traditional Balinese massage and ancient Shiatsu finger pressing techniques. The gentle stretches and long strokes are inspired by Balinese massage, to release stress and boost micro circulation on your client's scalp. The finger and thumb acupressure techniques, drawing from the Shiatsu tradition, help to soothe and release the 'Qi' or energy of the body through the scalp.

Benefits for hair and scalp

New Oriental Hairspa uses ancient knowledge of the therapy of touch and art of massage to bring about overall balance and harmony to add back health of your hair. Scalp is detoxified, impurities like oil, dandruff and dirt are removed. It provides deep nourishment and revitalisation of the scalp. It improves blood circulation in the scalp.

Hairspa at home

Extend the benefits of Hairspa at home in between salon visits with the personalised home care range, suiting your client's hair and scalp type.

Deep Nourishing Range for dry hair: Nourishes the hair and keeps it hydrated and healthy.

Smooth Revival Range for frizzy hair: Smoothens the hair, and makes it soft to touch.

Detoxifying Range for oily and dandruff prone scalp: Cleanses the scalp, to remove dandruff and excess oil.

ColorPure Range for Colored Hair: Protects hair colour and keeps it radiant for up to 48 washes.

Price: ₹380 for 250ml Shampoo and ₹380 for 200ml Conditioner. 📞





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Scrubs Aloe Nourish, Gold, Fruit

Facial Gels
Aloe Nourish, Gold, Fruit

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Aloe Nourish, Gold, Fruit

Cosmo Herbals Ltd.

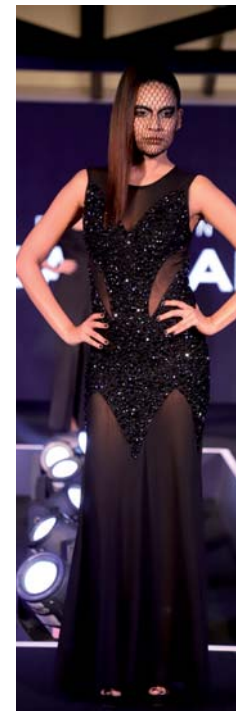
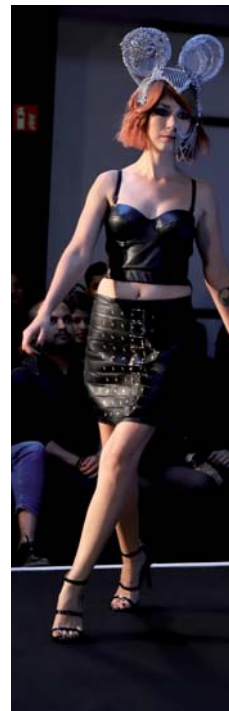
BeFoundations



Omar Antonio

Education at the Forefront

Sebastian Professional Expert and Owner of 'ME' an Omar Antonio Salon in Benicia, California, Omar Antonio is renowned for avant garde styling, precision haircuts and everything in between. But, on stage is where his true talent and passion shine. On a recent visit to Delhi, India, Omar shares his journey with *Salon India*



How did you get interested in hairdressing?

I wanted to have a career that would excite me as soon as I woke up. A career that would allow me to be artistic, and hairdressing was a perfect match. My artistic background consists of fashion design, drawing, sketching, painting, and of course hair and make-up. Along the way, I was lucky to meet my mentor, Anthony Cole. He is also a part of the International Artistic Team for Sebastian Professional.

Please share your professional education.

I have done all my courses from Sebastian Professional including seasonal trainings and collection-based trainings.

What were the challenges that you faced?

Definitely all my time away from home.

Please tell us about your association with Sebastian Professional.

My association with Sebastian dates back

to 2004 when I was introduced to their entire artistic team, led by Robert Lobetta. I freelanced with the team for two years. I travelled the globe doing numerous runway shows, fashion weeks, and photo shoots, meeting and inspiring thousands of hairdressers around the world. It is amazing to be a part of a team that is so skilled. My learning has been beyond boundaries with Sebastian. As an educator, my prime responsibility is to train the budding Sebastian Professional hairstylists.

What is your forte as a renowned hairdresser?

Avante garde styling.

What are your views on global hair education?

The evolution of the hair industry, the constant re-invention, along with education drives the industry.

What inspires you to create hair looks?

I get a lot of my inspiration from the young generation, the millennials and their unique style and spunk. I am also inspired by music, fashion, by visionary artists like Tim Burton, and, of course, by my four beautiful children and their smiling faces

How do you prepare yourself and the team to create new looks?

We do lots of research, run through moodboards and create new shapes for the hair.

What are your favourite products from Sebastian Professional?

Sebastian Professional Trilliant and Sebastian Professional Whipped Cream.

What is a normal day in Omar Antonio's life?

Getting off one plane and onto another.

What are your future plans with the brand?

For me, I would like to be a part of the creative process to create new collections with the Creative Director.

What is your advice for aspirants?

Stay inspired and put education at the forefront, and have fun.

What are your views on the hairdressing industry of India?

I have noticed that a lot of the hairstyles sported by both men and women, are inspired by Bollywood. 🇮🇳



Hair Care

COLOUR CARE BY WELLA PROFESSIONALS

Invigo Color Brilliance shampoo, conditioner and mask are a powerful combination of new ingredients that maintain colour vibrancy and protect coloured hair. Copper encapsulating molecules maintain vibrancy; Histidine and Vitamin E help to control the oxidation process after colouration and to protect colour (Anti-Oxidant Shield Technology); while Lime Caviar is known to contain various anti-oxidants and vitamins.

Price: Color Brilliance Shampoo (250 ml): ₹620

Color Brilliance Conditioner (200 ml): ₹700

Color Brilliance Mask (150ml): ₹660

Availability:

Wella Professionals salons

STRAIGHTENING BRUSH BY VEGA

Vega X-Look straightening brush is a combination of hair straightener and a paddle brush. It has ionic technology that eliminates static charge and makes your hair smooth, shiny and frizz-free. Like a paddle brush, it glides easily, detangles and straightens like a straightener. The large surface provides improved contact with hair and heat protective silica gel bristles protect the scalp from heat. It also has anti-scald technology which protects the scalp from burn and damage. There are adjustable temperature settings that go from 80°C to 230°C; LCD temperature display allows you to set temperature as per your hair type.

Price: On request

Availability: Retail stores

BRUSH BY MR. BARBER

Mr. Barber brings to you the Teasing Brush! Its soft nylon bristles ensure smooth running on hair. The bristles help reduce static to give a perfect finish, every time. The brush prevents damage, breakage of hair and split ends. It is lightweight with an easy grip handle. The brush lends maximum volume and height to the hair.

Price: ₹350

Availability: www.esskaybeauty.in



SHAMPOO, CONDITIONER BY HERBAL ESSENCES

Herbal Essences bio:renew shampoos and conditioners have six collections that are designed to address a specific hair care need. They have 0 percent Parabens and colourants and each variant provides a unique, unforgettable fragrance experience. Herbal Essences bio:renew Coconut Milk Shampoo and Conditioner cleanse and hydrate hair to leave it manageable and less prone to damage and split ends.

Price: ₹600 for shampoo, ₹650 for conditioner

Availability: Amazon, Nykaa and Flipkart

SHAMPOO FOR SHINE BY RENE FURTERER

With Lumicia Illuminating Shine Ritual, illuminate your hair with shine. The wonderfully effective Lumicia Frequent Use shampoo is free of silicone and recommended for dull and porous hair. The Lumicia range combines Fioravanti Alcohol, and ancient plant-based recipe, with Acerola Vinegar to tighten the hair cuticle and prevent the build-up of particles along the hair fibre. Now give dull hair instant silkiness and shine.

For more information email at info@abcbrands.in



Top Innovations in Skin Care

The skin care industry is considered as one of the rapidly growing dynamic markets in India. According to a report by Business Wire, the Indian skin care market stood at \$1.6 billion in 2017 and is projected to grow at a CAGR of 9% to reach \$2.7 billion by 2023, on the back of rising disposable income, increasing demand for skin care products across all age groups, especially young population, and growing awareness among consumers about various skin care products. Keeping this in mind, *Salon India* speaks with top players who share their 'most innovative' product, business strategies adopted, challenges faced, and the road ahead

\\ by Aradhana V Bhatnagar



NITIN PASSI

← JOINT MANAGING DIRECTOR, LOTUS HERBALS

➤ **Top innovations:** As far as the top three innovations are concerned, I feel ingredients, distribution channel and technology have played a major role. Right from exotic to organic new ingredients are used so that better performing products are available in the market. Also, distribution channels have improved so that their reach and availability goes up.

Role of product innovation: Innovation and performance are interlinked and play important roles. There is a constant demand for innovative products with consumer's looking for 'something new'.

Innovation at Lotus Professional: Product innovation is in our DNA. Whenever we launch a product, we always use innovative formulae and exotic ingredients to give the best possible result to our clients.

Challenges faced while innovating: When we launch an innovative range, we ensure that it trumps the competition and exceeds customer expectation.

Star product: Innovation is at the core of our product portfolio and our extensive pre-launch research makes every product acceptable in the market. So in a way, all our products are stars, however, DermoSpa, India's first spa facial range, is at the top. It is based on exotic ingredients from around the world and available in the variants of Japanese Sakura Skin Whitening & Lightening Facial, Bulgarian Rose Glow & Brightening Facial and Brazilian Anti-Ageing Facial.

Marketing and distribution strategies: We plan marketing campaigns to create a pull factor for our products, which in turn, increases footfall in the salons and lead to consumption of Lotus Professional products. Also, technical education is an important part of our strategy. Regarding distribution, we have a reach of over 15,000 salons and use CFAs and distributors to make our products available across India and Nepal.

Plan for FY2019-20: There will be a lot of innovative products from our end. Watch this space!

Drivers of the industry: Product performance, experience and the organic ingredients used in a products are the new driving factors. There is a huge demand for high performance, yet safe skin treatments. A spa-like sensorial experience is much in demand, especially at high end spas and salons. Also, new training and education of salon staff on ways to benefit the customer are continuing to play a key role.



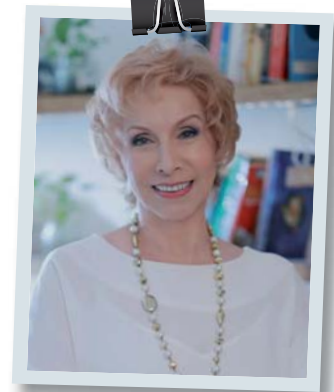
VIEW ON THE SKIN CARE INDUSTRY IN INDIA

India is one of the remaining large countries wherein the per capita consumption of skin care products is the lowest. This holds tremendous potential for the future. Skin services are extremely profitable for most organised salons and contribute significantly to the salons bottom line. This is given the fact that skin services are not restricted to only the face, but also include pedi-mani and body services. So, using the same resources (facial room or spa cabin, same manpower and within the given service time) multiple services can be delivered. Also skin retail is a tremendous unexplored business opportunity for most salons which can further contribute to their bottom line.

➤ **Top innovations:** Customised and personalised skin care products: Brands are offering products which take into consideration an individual's needs, and design the product accordingly. It is Earth to Bottle, as the skin care industry is moving towards organic, natural and clean products. The use of Charcoal, Aloe Vera and Chamomile in skin care products is the perfect example of this trend. An increase in male personal care and gender neutral skin care: While the mainstream media always focuses on women when it comes to beauty and skin care, these days, brands have increased options for men's skin care needs and male-focused personal care products.

DR BLOSSOM KOCHHAR

→ CHAIRPERSON, BLOSSOM KOCHHAR GROUP OF COMPANIES





Beauty industry is united with fitness and wellness: Post-workout beauty products have gained extreme importance and help in attracting consumer attendance.

Innovation at Aroma Magic: We have a strong R&D department which forecasts the trends. Then, our international team of chemists incorporate that innovation in the products.

Challenges faced while innovating: Though people are now receptive to new things, they still take time to try and use innovative products. It took some time for our consumers to understand our Activated Bamboo Charcoal range, but once they understood the importance, it became one of the most liked products.

Star product: Blossom Kochhar Aroma Magic creates harmony and balance between your mind, body and soul with unique set of Chakra Balancing Aromatherapy Kit. Natural essential oil blends are especially crafted to keep the chakras aligned for optimal health and wellbeing. This kit consists of seven chakra oils for crown, third eye, throat, heart, solar plexus, sacral and root. Aromatherapy is an effective tool for healing and strengthening them. Essential oils can be used in baths, massages and even in diffusers to help restore the balance and strengthen any weakness.

Marketing and distribution strategies: We do offline and online marketing, both. Offline, we try to reach all our consumers personally and give them exciting offers. We also have an e-commerce platform where our consumers can buy Aroma Magic products from the comfort of their

homes. In terms of distribution, we are available in every city, and even in the remotest areas of the country.

Plan for FY2019-20: The whole industry is seeing a lot of innovation and we also visualise an exciting period for us.

View on the skin care industry in India: In the Indian market, the skin care Industry is growing rapidly. It is evolving due to continuous innovations and new product development. Due to the harsh climatic condition and polluting environment, large population is getting conscious about their skin. Demand for organic cosmetics consumption is on the rise, emphasizing a spectacular growth in the Indian cosmetic market. The beauty and skin care industry vertical is now more into understanding consumer behaviour and preferences, thus coming up with products in accordance with the current trends.

DRIVERS OF THE INDUSTRY

- › Multipurpose products that offer several benefits such as those with moisturising care, tan protection and anti-ageing properties.
- › Demand for eco-friendly and herbal products are under the spotlight for many years now. More recently there has been a surge in the demand for organic products as there is a perception that natural products are more effective, thus affecting product preferences.
- › People are attracted to unique packing, whether it is a jar, box or tube. Colours used in the brand logo or container, too, make a difference.



VINEET KAPUR

FOUNDER & OWNER, O3PLUS

Top innovations: The Oxyjet spray from O3plus is used to apply products. Since it keeps contamination at bay, it is a big innovation in the skin care industry. Besides that, serums, which are full of ingredients, help the skin retain its moisture. Also, ampoules that contain potent concentrations of a select ingredient help one achieve a specific function, have been on the high rise in the skin care industry.

Challenges faced while innovating: The innovation segment is tricky. There are always several challenges as, in spite of coming up with new innovations, there are high chances of them not being adopted.

Star product: Our star product would be the Fluid Facial. It is an Oxyjet treatment that delivers ingredients into the



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Customer Care Number +91 2224441122
Instagram - [beautygarageindia](https://www.instagram.com/beautygarageindia)



deepest layers of the skin, and solves multiple concerns giving the customer additional benefits in one session.

Marketing and distribution strategies: Entering salons gave our products a pan India reach making it an efficient distribution strategy. Besides that, organising workshops and seminars have been highly beneficial.

Plan for FY2019-20: Exploring the Pharma sector is a part of our future plans. Our scientists have also been working on different forms of Vitamin C which will hopefully come to the forefront soon.

View on the skin care industry in India: The beauty and wellness industry contributes largely to the Indian economy, and has further potential for growth. In today's era of high pollution and skin irritants, there is an increasing need for more evolved skin care products as well as skilled human capital to meet the right standards. With increased exposure to global trends and a deeper rooted understanding of what our skin needs, brands and brand identities play a crucial role in keeping up with consumer's increasing demands for different products. With the industry booming at a rapid speed, it has positively effected the current scenario.

Drivers of the industry: There are multiple drivers, such as increase in income and awareness about products, which



ROLE OF PRODUCT INNOVATION

Innovation plays a key role in the skin care department. With increased exposure to global trends and in-depth knowledge for what works for their skin, the clients always want something new, encouraging brands to constantly step up their game and provide people with what they need by introducing more products, product categories and solving their client's problems. Our R&D team works out of Italy and works on providing first-mover technologies in India. Our scientists work globally on trending ingredients and technologies consistently bringing new innovations into our skin care products.

leads to a growing demand from consumers; constant innovations that crop up in the industry, as well as loyal customers, who use the same brand after seeing desired results; availability of innumerable luxurious home care products; an increase in retail outlets; changing lifestyles and growing need for specifications such as added value or multipurpose products in skin care regimens.



IRFAN MEMON

DIRECTOR, OLIVIA



Top innovations: Brands are offering innovative and customised cosmetics as the trend of bespoke products is governing the skin care industry. It is estimated by experts that close to 94% women are using the wrong shade of foundation, and hence customised products in this category, have exploded in popularity. A few renowned make-up brands have adopted a tool to offer tailor-made foundations.

Face mapping: A technology that examines your skin inch-by-inch to give the skin therapist exact information on the condition of your skin. Different skin structures require different strategies and an exclusive solution. Skin care services: The skin care service industry is also keeping pace by maintaining a customer database to offer service recommendations to customers based on their previous selections and experiences. Salons offer individual consultation and designed-to-order solutions.

Role of product innovation: Innovation and R&D are the backbone of the skin care industry. Since skin is the largest organ in the human body, people are cautious about what they use. Product manufacturers, who pay additional attention to research and development, have an upper hand in the growth potential of the market. Crafting a unique product for each customer has been on the horizon and is slowly picking pace.

Innovation at Olivia: R&D is the mainstay at Olivia. We have fully functional analytical and microbiological labs in Mumbai and Dehradun, and invest significantly in the upgradation of our products from time to time. The most important product innovation we have done to reach out to ensure rural penetration and urban needs is packaging. When our brand was growing, our team identified that most of our consumers consumed beauty products in

small packages and very few brands offered products in such a manner. To address this finding, we introduced bleach cream in sachets, which is more convenient and flexible. Observing the success, today, almost all of our products are available in sachets or travel-friendly sizes.

Star product: It is Olivia Herbal Bleach. Herbs and other natural ingredients offer an alternative to the harsh chemicals found in many commercial bleaches. Olivia Herbal Bleach is ideal for sensitive skin as it is the only bleach that comprises of the goodness of Turmeric, Sandalwood, Lemon and Aloe Vera. These natural ingredients go beyond bleaching and nourish the skin with their rejuvenating properties. Turmeric protects the skin from inflammation and is also a good antioxidant; Sandalwood acts as an astringent; Lemon offers antiseptic relief, and Aloe Vera soothes giving it a healthy glow.

Marketing and distribution strategies: We record consumer sales and consumption patterns and analyse data regularly. Depending on the analysis and with deeper understanding of our customers, we customise our products, create offers and campaigns that result in improved customer satisfaction. Through this method, we cater to millions of individuals with our extensive network of distribution across the country. Olivia has a powerful market coverage of the Indian subcontinent spanning across a few overseas markets, as well. Our marketing and distribution team of 250 professionals and 500 distributors

all over India ascertain that the brand is available at cosmetic stores as well as medical and general salons, and of course, salons.

Plan for FY2019-20: We have partnered with Nykaa and Purplle to further fortify our sales through the internet. In the new year, we are also in the process of launching new product lines and categories.

View on the skin care industry in India: The skin care industry, part of the FMCG sector, is one of the most dynamic markets in India. The industry includes products in cosmetics and personal hygiene for care and protection of the skin. As per reports, the country's cosmeceutical market is expected to touch \$20 billion by 2025. The organic skin care market is poised to grow at a CAGR of nearly 20% till 2020-22, while the revenue generated from the skin care segment is forecasted to grow by 2.5% till 2023 from the current \$1,509.7 million estimated, so far.



CHALLENGES FACED WHILE INNOVATING A PRODUCT

Challenges are one of the best ways to spark innovation, test your mettle and change the status quo. In the beauty and skin care market, some of the major challenges are duplicate products produced by spurious low quality brands and imported products with no appropriate quality hallmark. It is imperative to educate the consumers on how to stay away from fake products and focus on the latest formulations produced using world-class technologies. Another challenge is to manage the huge cost of raw materials and quality packaging in a price sensitive market like India.

Top innovations: Our Serums that give positive results within a week of application; Rejutone, the new anti-ageing, non-surgical face lift machine which does not require any training and can be used by all therapists; and Non-Chemical Peels as they can be used over a long period with no side effects, unlike chemical peels.

Role of product innovation: Change is the only constant. So, innovations that allow one to blend well into a lifestyle change are a must. With high pressured careers, to look good one cannot only depend on home care recipes. Technology combined with organic know-how is the mantra.

Innovation at Derma Esthetic Academy: I am constantly on the lookout for new products. One can scout for them at beauty exhibitions. I always test them before introducing them to clients.

Challenges faced while innovating: To make it more pocket-friendly for the clients as well as the cosmetologist.

VINU KRIPLANI

DERMA ESTHETIC ACADEMY



Star product: Non-chemical peels as they can be used over a long period and have no side effects.

Marketing and distribution strategies: We advertise in print media and are active on social media, too. We keep our clients updated on our Instagram and Facebook pages. We also use Google Ads and spread the word through clients.



View on the skin care industry in

India: Skin care industry is growing by leaps and bounds in India, but the standard of hygiene and level of ethics need to be improved. Also, these days men have become conscious about their looks. They are

seen regularly visiting salons, spas and dermatologists with concerns they want to correct.

Drivers of the industry: The desire to look and feel better is the main driving force. It adds to one's confidence just as power dressing does.

PLAN FOR FY2019-20

Teach the right technique to as many keen students and also inculcate in them a sense of hygiene and ethics.

Top innovations: Changing textures: A product that change in texture after application are gaining momentum. For example, a gel that becomes a cream. Natural ingredients: Off late marine ingredients are gaining popularity as they are natural and beneficial for both skin and hair. Greenify your skin care routine: Customers are aware and looking for natural ingredients that support green and anti-pollution movements.

Role of product innovation: Innovation has an important role to play in the skin care industry. Today, with the changing environment and climate, customers have new skin concerns, which can only be addressed if a brand is continuously innovating and coming up with new product recommendations for the customers.

Innovation at Spaveda: We believe in using product innovation to build trust with customers who want non-invasive beauty care. Our formulations have been built after years of research and trials on human volunteers after studying the ingredients that effectively address skin problems. We also strongly believe that natural beauty is a commitment and you cannot achieve it through a miracle. We do not have a miracle formula, but we do use plants, essential oils, seeds and organic earth to address issues like acne and wrinkles.



Challenges faced while innovating: Customers expect overnight results at affordable prices. For many, innovation takes the shape of formulating chemical substitutes for their natural counterparts that give quick results. We have been firm in sourcing only non-toxic ingredients that work. We consciously make our customers aware that beauty is a commitment and not a miracle.

KAPIL SINGH PURI AND RAMAN PURI

DIRECTORS, OSADHI SKIN PRODUCTS



Star product: Our cleansers, namely, Skin Brightening Kasturi Manjal Face Cleansers; Skin Smoothing Face Cleanser and Skin Remineralising clay cleansers allow the skin to breathe and wash away impurities.

Marketing and distribution strategies: The year sees us growing and building on the online business. Our priority is to give our online customers a customised recommendation by educating them on the ingredients and their effects.

Plan for FY2019-20: We are looking forward to launching our salon range which will primarily focus on treatment products for skin and hair. We also plan to take the first steps towards launching our first brand shop in Delhi and London. We feel that the business economics of an affordable luxury brand can

only work when we sell directly to customers.

View on the skin care industry in India: The awareness and realisation on how our ancestors used ancient wisdom from plant and botanicals to maintain skin health is increasing. More and more customers and particularly the millennials, are consciously looking for green alternatives resulting in an increase in demand for natural products. The general acceptability of ancient medicine and related therapies has increased. Home-grown brands have picked momentum as the distinction between local and international players is fading in the minds of the consumers, and it definitely creates more business opportunity for manufacturers in India. Customers are willing to pay a premium for genuine products made using basic formulations and they are increasingly looking at labels for ingredient details before making their first purchase.



Drivers of the industry: Packaging that is functional and aesthetic and increased consumer awareness about green alternatives has led to a shift in preference towards natural and organic products.

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

Olivia Herb Bleach.

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





VARUN MITRA

CEO AND JOINT DIRECTOR, SKINON PROFESSIONAL



Top innovations: Technological advancement in face masks: Face masks have always been an important product in skin care. Currently, there are different variations like the rubber mask, dry sheet mask and clay mask. The latest trend is the 3D PDT (Photodynamic Therapy) mask based on the Long Level Laser Technology. It is the most innovative product in the mask category and the trend seems to be growing.

Trending ingredients in skin care: Formulations that contain natural active ingredients such as, Spirulina, Seaweed, Bakuchiol, which is a plant derived form of retinol, and Blue Algae, are sought after ingredients. **Customisation:** It is a priority for the new brands entering the skin care market. Since every human skin is different, the problems they encounter are different, too. Hence, the prime responsibility would be to provide as per individual skin needs.



Role of product innovation: The beauty industry is shaped by ever-changing customer demands. Along with ubiquitousness of social media, beauty users can pick up popular trends from anywhere in the world and follow them with increasing demand to stay updated. It is imperative for companies to provide innovative products that satisfy such customers. Hence, it becomes important to know the trends that will drive forth the skin care segment.

Innovation at SkinOn: Our tagline is 'Where Beauty meets Technology'. We are the first company to create a transparent rubber mask concocted from natural ingredients and combine it with the PDT. The rubber mask converts the incoherent light to coherent (laser) light. We are also the first to combine laser technology with electro ionicporation technology and offer it at a minimal cost.

Star product: Light or Chromo Therapy is not new, but as new research sheds light on its benefits, more and more

dermatologists will be prescribing it to patients. There is a lot of research on the healing power of PDT Lights, where different lights treat different skin conditions: red for anti-ageing, yellow for colour balance, green for healing and curing, blue for anti-acne, white for anti-pigmentation and purple for rejuvenation. Combining PDT Light treatments with daily skin regimes two to three times a week, is likely to speed up the results.

Challenges faced while innovating:

There are four major words that have been abused quite in India which starts from organic, herbal, Ayurvedic and natural. Today, a lot of products on the shelf are available in these categories. Consumers are aware enough to know the difference between them, and trust the brand and buy the product they think is herbal. The biggest challenge is that truth is written in the ingredient section in the smallest font possible because the manufacturer does not want you to read that as the product contains chemicals. SkinOn products are FDA approved, hence we can say that we use natural ingredients of the highest quality.

View on the skin care industry in India: Skin care is the biggest segment in the beauty industry with its sale expected to cross US\$1510 million. The Indian market is expected to grow annually by 2.5% CAGR. As interest in skin care soars more

people are graduating to using professional skin care products. Traditional home care regimen is a must for daily maintenance, but in order to get faster results, the trend is towards scientific and medical grade products.

Drivers of the industry: Multipurpose products: Having a single product that has multiple usage is the new trend. For example, SkinOn Seaweed cleanser is gel based and suitable for all types and conditions of skin, like sensitivity. Along with skin lightening it also unclog pores leaving the skin soft and supple.

Shift towards natural products: With the increase in awareness of health, there is a shift towards natural ingredients. SkinOn uses naturally existing active ingredient in their face masks.

Increased research and development activity: The skin care industry is investing heavily in the research and development of new pharmaceutical cosmetics. Pharmaceuticals are working towards creating a product range that is a healthy and have lower contamination of pesticide residues, which makes them an attractive choice for consumers.

FDA approvals: Quality skin care brands are seeking FDA (Food and Drug Administration) approvals for their products. FDA approval means that the product is of the highest quality and safe to use or consume by the consumer.



GUNJAN JAIN

NATIONAL EDUCATION MANAGER,
CHERYL'S COSMECEUTICALS

Top innovations: These days, we see a boom in treatments that give targeted solutions to skin problems. Add-ons like masks and serums are also in demand. Using innovative advanced technology which give a skin service like Photo Therapy are gaining momentum.

Role of product innovation: The skin care market offers numerous variations today. Only innovation can cut the edge for any brand. Ranging from technology, trending ingredients, customised diagnosis and products for individual skin concerns, brands are putting in all the efforts to try and give a consumer an 'experience'.

Innovation at Cheryl's: As a brand, Cheryl's Cosmeceuticals has always empowered salons with its breakthrough products and targeted solutions to tackle skin care problems. Its holistic approach to treatments is based on scientific diagnosis of the concern, recommending the correct service combined with effective products to enhance the results. Technology is redefining the beauty and cosmetic industry and our Skin Scan 2.0 is a professional in-salon skin diagnostic app powered by visual diagnosis. Using cutting-edge artificial intelligence technology, the Cheryl's Skin Scan app utilises complex computer vision algorithms to analyse facial skin and diagnose concerns on seven parameters.

Star product: It has to be Cheryl's DermaShade Sunblock as it offers complete sun protection and is backed by the latest sun care technology along with SPF boosters. It also locks in moisture and provides full protection against burning and ageing with its advanced lightweight formula. It is inbuilt with breakthrough ingredients like Noni fruit extract, active herbal extracts like Sunflower, Aloe Vera and natural Yogurt that keep the skin radiant and glowing. Available in two variants such as Cheryl's DermaShade



SPF 50 for dry and sensitive skin and Cheryl's DermaShade SPF 30 for oily and sensitive skin.

Plan for FY2019-20: We plan to reach out to more salons and their staff through education and upgrading expert formats like the skin scan app, which is based on visual diagnosis. In addition, we want to drive more visibility in salon and outside salon for Cheryl's as a brand. Educating and building awareness about Cheryl's as an expert professional brand to our consumers is the most essential factor for us and is going to be our key priority in 2019.

View on the skin care industry of India: The industry has immense

potential in the country and is all set for a transformation. It is one of the most booming sectors, however, the importance given to the skin care sector in any salon is less compared to the other services offered which is gradually changing with time.

Drivers of the industry: The most important driving factor of the skin care industry is the paradigm shift in consumer preference towards natural, scientific products and the increased awareness about one's skin type. With improved consumer purchasing power, the demand for scientifically designed products has grown. The young generation has become more experimental and open to trying out newer and innovative products which has largely contributed to the growth of this industry. Getting facials done has been a major part of the industry, but understanding your skin type and its requirements before doing so has gained popularity only recently.





ERIC-JOHN BOURGEOIS

CEO, GILBERT JAIN LABORATORY

Top innovations: Seaweed selection and harvesting with respect to marine biodiversity; extraction and optimisation of Seaweed powder, and as we come from pharmaceutical laboratories with GMP certification, our formulation is dedicated to effectiveness, pleasure and safety.

Role of product innovation: Innovation is of utmost importance as we have strived to make our formulas free of Paraben, Phenoxyethanol and MIT. We realise in vitro and in vivo efficiency tests, hypoallergenic tests, dermatological, ophthalmological and clinical tests are critical, and that our products have irresistible fragrances and look great, is a bonus.

Innovation at Algotherm: Innovation is at the heart of our product development strategy. Algotherm is a pioneer brand in Algotherapy, which is a science that decrypts each Seaweed its power and optimises its assimilation by the skin. Our R&D team has selected 24 seaweed species for their molecular composition in order to give the skin the best. Some of them are blended, sometimes with other active ingredients to create innovative marine complexes, to increase efficiency for the skin.



Five years ago, we developed a patent called [ALGOGENE 4], a combination of four different Seaweeds in collaboration with Philippe Benech, a doctor in Sciences and Genomics. It is also important to emphasize that more than 15 years ago, Algotherm was the very first French marine cosmetic brand, coming up with Paraben and phenoxyethanol free products.

Star product: The Marine Life Serum. Its exclusive formula activates 35 genes involved in the antiageing

process, stimulates melanogenesis and revives the production of dermal components such as, collagen, elastin and Hyaluronic Acid. This unique combination of four algae act together to activate the 35 youth genes involved in the ageing process.

Challenges faced while innovating: The main challenge is the regulation that is changing from one market to another. It forces international brands to constantly search for new and innovative ingredients and adapt locally.

Marketing and distribution strategies: We have two strategies – to get visibility pan India. We cannot ignore the success of the digital market and majors retail players which are part of it; second, to gain credibility of the end-consumer, our strategy is to rely on the know-how of beauty salons in the A+, A, B+ categories and premium spas.



VIEW ON THE INDUSTRY

I have been visiting India for the last decade to understand the market and cultural habits, and conducting surveys on the consumer's cosmetic needs. India is at the centre of a new economic era; an express motorway for growth with instant worldwide sharing of information due to high internet cultural curiosity habits. The Indian consumer is ready for exigency and efficiency due their living conditions in overpolluted megacities and due to fashion addicts in everyday life. They want more natural formulae and innovative sciences to be part of their cosmetic intimacy. Advertising and packaging are no more absolute guarantees to premium skin care; what is inside the glass jar is more important.

Plan for FY2019-20: Our marketing and R&D team is developing a new range dedicated to the population that lives in urban areas. Since we now know that skin ageing is due to the environment, and especially pollution, we would like to propose a solution: an anti-pollution range, which uses natural active ingredients.

Drivers of the industry: The main factors are a combination of growth scope of consumers and the need of providing them with innovative solutions, which set apart the players. The idea is to cater to the huge demand for quality products among different types of consumers – the one who is accessing cosmetics for the first time; and the one who is ready to test new sciences and technologies of various brands.



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ATHAR AFTAB

PARTNER, MOON STAR, IZUK IMPEX

Top innovations: Charcoal based face mask, face scrub and face packs.

Role of product innovation: Technology-driven brands are launching products that cater to several skin types and are as per the consumer's demand. They have also added valuable natural ingredients that guarantee benefit.

Challenges faced while innovating: Tagging a price to an innovative product is a big challenge. So, one must deal with it as per their market segment and reach.

Marketing and distribution strategies: As per the market trend, we have dealership and distributor systems to cater to the cities. Timely advertisements and promotional

activities boost the sales and support marketing. Positioning the brand is critical. We are available online at www.moonstar1917.com.

Plan for FY2019-20: To launch more products in skin and hair.

View on the skin care industry in

India: We are the fastest growing country to adopt technology and translate new ideas into reality. The cosmetics industry is growing rapidly and making a mark through its natural values and benefits. Skin

INNOVATION AT MOON STAR

With growing changes and diversifications, we have incorporated skin and face care products, though we are one of the oldest brand's in hair care. We use the latest technology and have a specialised team that is dedicated to give their best in customer satisfaction and spreading awareness for a long-lasting association.

care brands are not only fulfilling the demand, but also educating the consumers.

Drivers of the industry: Need for natural ingredients and future benefit and educating the consumer about product application is a major driver.

Top innovations: I feel face clean-up, body polish and the foot spa are innovative treatments.

Role of product innovation: With the introduction of new gadgets in skin care, Paraben-free products, polishing, different types of massages, and so on, the skin care industry has definitely paved a way for a better tomorrow. People have started looking for better products and this in turn has opened the gate for branded products in salons.

Innovation at Glitz & Glamour: A clean-up in place of facial helps to give an instant effect and ready to go look when one is in a hurry. It is good especially for oily skins where massage is not recommended. Next is body spa – it eliminates stress and leaves behind a relaxed and fresh body, which is free from dead cells and pollution. Our feet, too, get exhausted due to hard work and stress, so, a foot spa works magic.

Star product: We use branded products and the USP lies in quality. Also, they are Paraben free, non-comedogenic, hypoallergenic and dermatologically tested.

Challenges faced while innovating: Whatever is new is challenging, however, a client needs to be made aware of good and poor quality products. Hence, salon owners and therapists need to know about a brand and then honestly enlighten the client. Everyone in our field has to work as a

KOELI SENGUPTA KAKOLI SENGUPTA

FOUNDERS, GLITZ & GLAMOUR SALON



unit and only then can we make our clients accept the unconventional correctly.

Marketing and distribution strategies: We use products that are high on quality and so, safe. Also, we make sure that their supply is in abundance.

Plan for FY2019-20: It is to ensure that the client gets the best service with best products. Also, to educate clients on existing gadget treatments and the wonders they make on the skin. I am looking forward to new safe and branded products. This year we will achieve knowledge and

channelise it for the betterment of our skin care services.

View on the skin care industry in India: Over the years, the skin care industry has improved. Today, there are different types of polishing, clean-ups and face massages. Skin care in India is at a positive note with room for innovation, improvement and development.

Drivers of the industry: Need for the best product and service, overall awareness amongst people about branded, chemical and Paraben-free products. 📌



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

SHAHNAZ HUSAIN

Mapping Technological Advancements in Skin Care

More than four decades ago, when I started my career, there was hardly any awareness of the detrimental effects on beauty, like exposure to UV rays, environmental pollutants, artificial heating and cooling, chemical ingredients, and so on. In stores, beauty products like 'cold cream' and shampoo were available. The word 'cosmetics' mainly implied make-up items.

Today, new technologies are making customised beauty care a reality. Artificial Intelligence (AI) is the way forward and we are combining Ayurvedic Inheritance with Artificial Intelligence. Programming is helping to prepare a database that takes many individual characteristics into account, so that it is possible to formulate a safe, personalised product for each individual, from any part of the world.

Scientific techniques and modern beauty concepts have influenced the formulation of beauty products. Many kinds of beauty products, for varied purposes, are now available, even based on individual skin type, from sunscreens and moisturisers, to specialised cleansers, toners, astringents, scrubs, masks, serums, shampoos, conditioners, hair tonics, hair serums, and so on. It is an ever-growing list. People are more aware of the ingredients in the products and their effect. For example, today we talk about 'cosmeceuticals' and

how antioxidants make a difference to the skin, or how 'serum' is a buzzword along with BB, CC and DD creams. Product innovation has reached new heights.

Scientific advancements have introduced many ingredients in skin care, but one of the greatest breakthroughs is the technology of using Plant Stem Cells in external skin care. Research has shown that plant stem cells can stimulate human stem cell growth and activate the process of repair and regeneration. This means that if our skin cells are damaged or dead and the skin shows signs of ageing, the plant stem cells can form new cells, repair damaged cells, and thus reduce ageing signs.

Anti-ageing procedures, whether surgical or non-surgical, are being carried out in the search for the fountain of youth. For the past few years, treatments like Botox have been in demand. The well-known laser surgeon Dr Parashar states that Botox injections are the fastest-growing non-surgical cosmetic procedure in the industry. He predicts that the segment will see phenomenal growth. Apart from Botox, many anti-ageing treatments, procedures and products have been introduced, like chemical peeling, liposuction, microdermabrasion, and more.

Cosmetic laser treatments have become popular. From acne treatments and skin resurfacing to hair removal, Gen Next is willing to try it out. Problems like facial hair, blemishes, acne scars, and even removing tattoos, are being done by laser as it influences the deeper layers of skin. The laser may work on the top layers of the skin, or can be focused on the deeper layers, without damaging the top layer. Unlike dermabrasion or peels, laser light can target the area precisely and can work by vaporising damaged skin.

Today, it is also about 'organic' beauty care products and the international cosmetic industry is learning about holistic and Ayurvedic beauty care, combined with scientific techniques. The beauty products industry is constantly evolving, using the latest scientific technology. However, the good news is that despite the advancements and techniques of formulation, the aim of beauty care has become more holistic. It includes seeking a balance of body, mind and soul for total wellbeing. 🌿





Rimpie Panjwani Senior Beauty and Personal Care Analyst, India, Mintel.

Skin Care Brand Alert

3 Innovative Trends

\\ by Rimpie Panjwani

India is at a nascent stage when it comes to the usage of facial skin care products. Mintel research reveals that only one-third of consumers in India use face wash and lip balm, but the frequency of usage was found to be low. The penetration of skin care products is mainly common with young consumers. Besides, the rise of social media and increasing disposable income, has led to the awareness of skin health among Indian consumers. This heightened awareness has led to an increase in demand for holistic skin care in India. Here, we look at three key global trends that companies and brands in India can take inspiration from to develop their innovation pipeline.

1 The rise of cica creams

Cica creams, a winning concept in South Korea, incorporates extracts from Centella Asiatica, a well-known traditional ointment herb. It is also known as Gotu Kola in Chinese medicine, Pennywort in the UK, and Mandukaparni or Jalbrahmi in Indian Ayurvedic medicine. It is said to heal, soothe and repair sensitive skin and offer gentle hydration. Centella Asiatica extract is currently one of the top trending ingredients used in cica products and is known for its ability to cure physical wounds and soothe inflammation. It is sometimes known as 'Tiger Grass', inspired by the ancient folklore of the wounded tiger that rolled over a patch of Centella Asiatica to recover. To boost its skin care benefits, cica is now enhanced with other essential ingredients to give visible results while caring for multiple skin concerns. Amid new launches that claim safety and gentleness, cica creams have risen as a hero product and taken over ceramide creams and

the entire hydration cream segment in popularity. Beauty brands should put an innovation focus on solutions for sensitive skin to reshape the skin care market amid chemical phobias, and K-beauty cica creams can inspire as a simple example of naturals-meet-dermo-cosmetics.

Orlane SOS Minceur Slimming Detox and Intense Remodeling Gel-Cream, USA: It claims to help reshape the silhouette, leaving skin firmer, smoother, and more supple. It contains Centella Asiatica which firms and stimulates collagen and elastin production. *Source: Mintel GNPD*

Innisfree Cica Balm, South Korea: The balm is said to be designed to protect skin against external irritants. Formulated with Centella Asiatica, Bija Oil from Jeju Island and D-Panthenol, the cream claims to help soothe irritated skin and effectively reinforce the skin barrier to make it healthy and firm. *Source: Mintel GNPD*



2 Innovation in formats

There has recently been an increase in brands across the beauty and personal care industry innovating with new formats as an opportunity to engage and interact with younger generations. Format innovations are essential to extending the category and cater to the on-the-go lifestyle needs of India's emerging demographic segments. For example, stick formats allow for efficient and more targeted cleansing. They can be applied strategically on the problem areas of the body, require very little water to rinse, and are less likely to strip the skin of microflora. On-the-go formats have a multitude of benefits for travel; these include products that come in all sizes, are spill-proof, and finally, support an active lifestyle. This aligns with Mintel's Global Beauty and Personal Care Trend 2017 'Active Beauty', which recognises how consumers are seeking products that fit in with their active lifestyles. Apart from packaging and formats, innovation can also come from adding fun elements to the sunscreen product. For example, US-based Bare Republic launched colourful sunscreen sticks, which can be used in public sports activities like The Color Run, where runners are showered with coloured powder, made of food-grade corn starch, at stations along the run.

Bare Republic Mineral Sunscreen Electric Blue Neon Sunscreen Stick SPF 50, USA: The product features bold colours and scents which are said to be naturally derived from food-grade ingredients. The vegan, non-nano product is said to be water-resistant for up to 80 minutes, and free from active chemical sunscreens. *Source: Mintel GNPD*

Boscia Jelly Ball Cleanser, UK: The jelly-textured facial cleanser contains activated black bamboo charcoal. The non-liquid formula claims to be free of Parabens, Sulfates or Phthalates, preservatives, artificial fragrances, gluten, and ethanol alcohol. *Source: Mintel GNPD*



3 Skin care solutions to protect from pollution

A growing number of consumers are recognising the dangers of air pollution and looking for ways to protect themselves. Mintel research reveals that almost half of Indian consumers consider pollution as an important factor that impacts the appearance of facial skin. This creates space for the beauty industry to step in with solutions to address the issue of pollution. Mintel predicts that we will see a vibrant market in the future thanks to a large number of new anti-pollution ingredients coming our way. Furthermore, as ownership of digital devices in India increases, so does the consumer's reliance on them, particularly smartphones and tablets. This has resulted in high ownership of digital devices and younger consumers being exposed to blue light daily. The massive exposure is said to accelerate pigmentation and add more fine lines and wrinkles. As consumers become aware of the potential damage from blue light, it will drive younger generations to purchase products that

offer additional protection against blue light. Brands have an opportunity to rewrite the traditional anti-ageing narrative and advocate a new set of pro-health skin solutions that are driven by blue light protection.

The Skin Rescue Acne Clearing Charcoal Cleanser with Probiotics, USA: The product is described as a medicated acne charcoal cleanser for daily use to help treat and prevent acne breakouts, leaving skin clearer and brighter. It contains Yoghurt extract which is rich in Lactobacillus Bulgaricus ferment, a probiotic that helps boost skin's natural defences against acne-causing bacteria. *Source: Mintel GNPD*

NIOD Survival O Network Defence System, Germany: This product is described as a vegan night-time cream with advanced technologies that help block environmental damage from oxygen radicals. It features Carotenoid Lutein which is isolated from non-GMO Marigold flower to counteract adverse effects of blue light. *Source: Mintel GNPD*





Presenting Prime

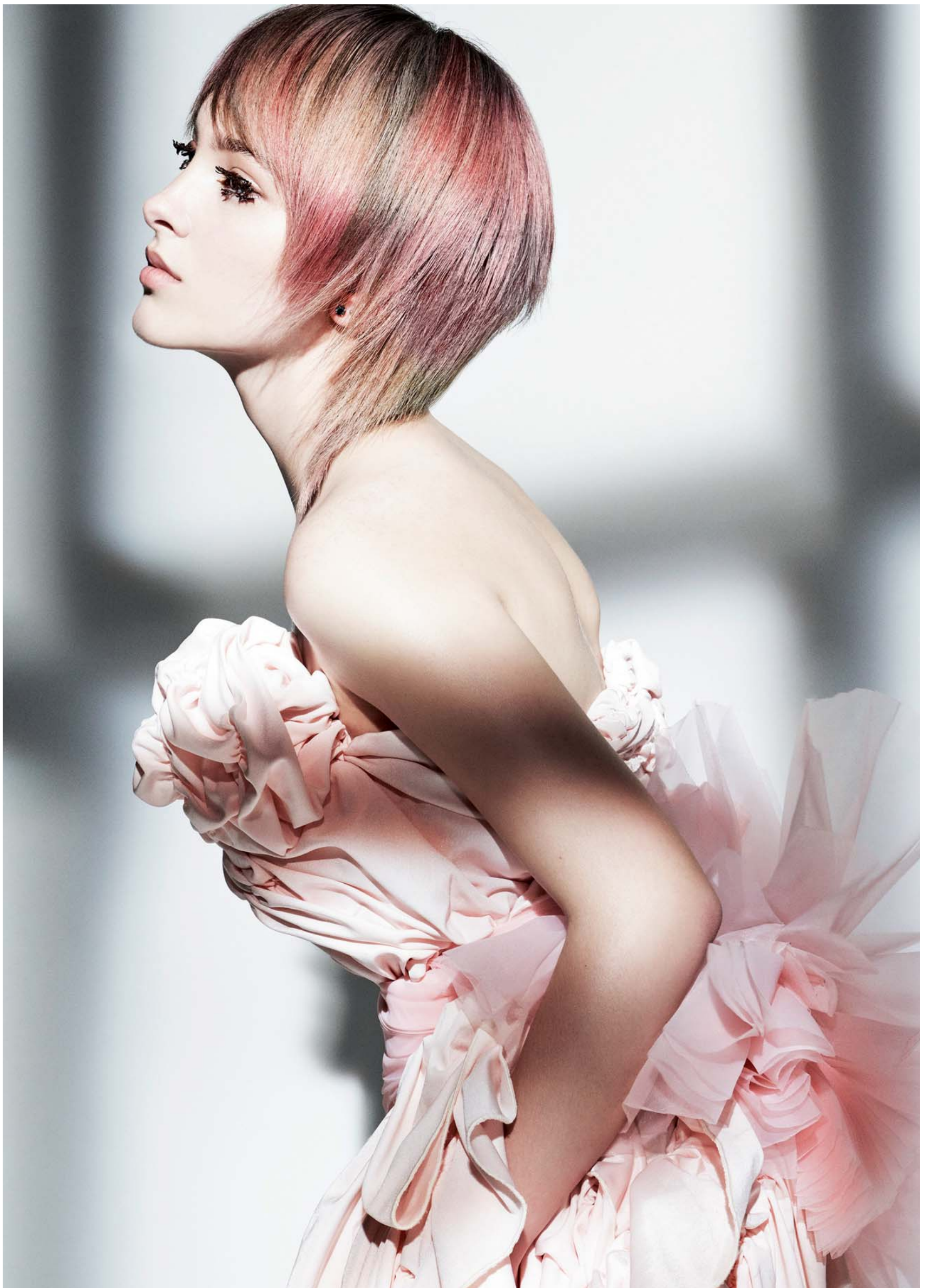
By Travis Bandiera

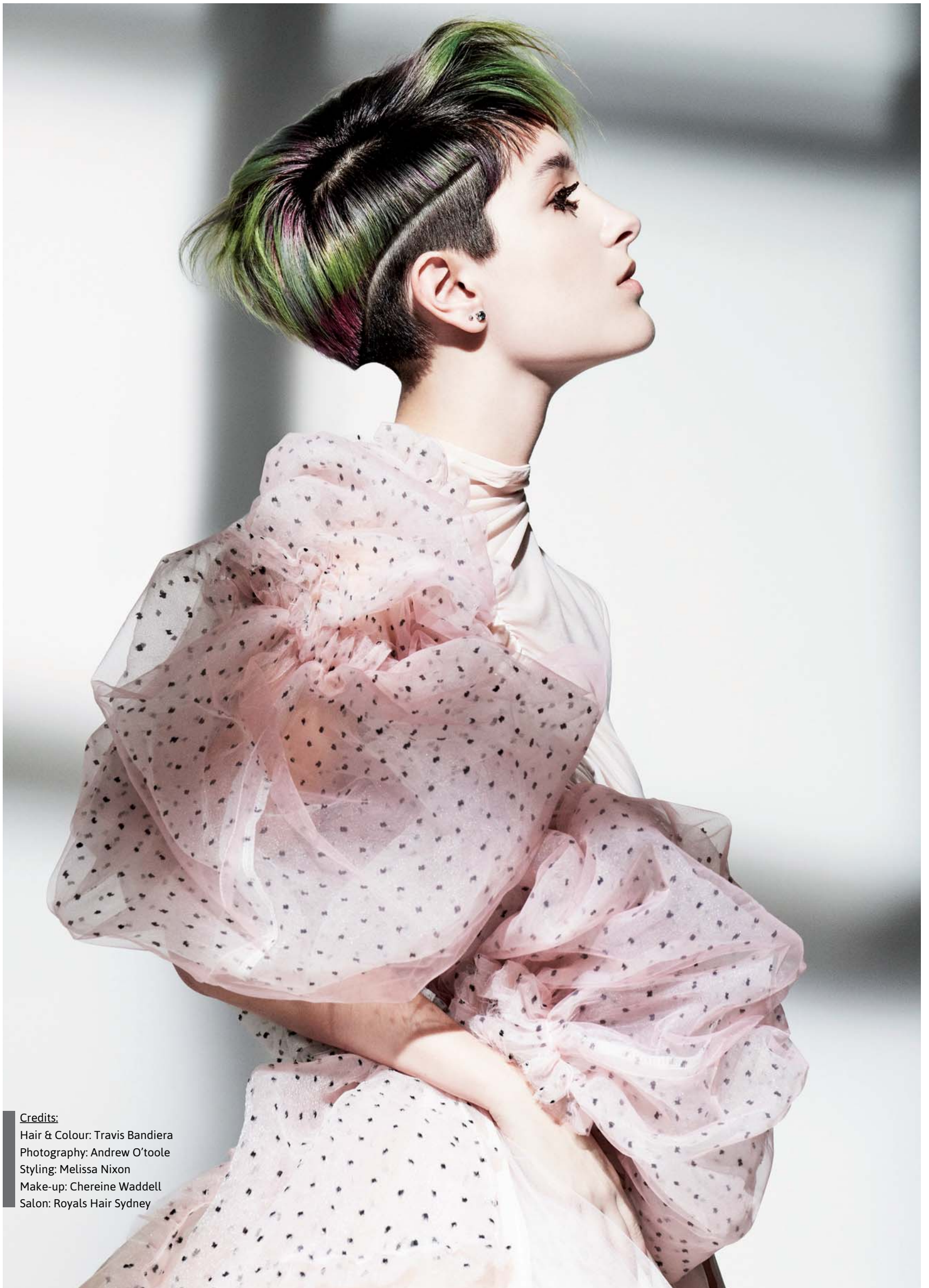
About the artist: Travis Bandiera's creative and innovative mind has enabled him to pave his own road to success and global recognition. He consistently learns and challenges his own mindset, whilst being passionate about educating both his team and the industry. An authentic prodigy, enthusiastic about sharing his passion and vast knowledge as part of the O&M education team and ghd Education, Travis is also the artistic director of Original & Mineral. Since joining Royals Hair in 2009, with the assistance of owners, Mary and Adam Alamine, Travis has worked hard to concrete a pathway in the hair industry and community, through education, social media, assisting in photo shoot campaigns and working backstage at runway shows.

About the Prime Collection: Growth and nature are the inspiration behind the collection. This pertains to growth in all aspects of life and how nature is continually evolving to adapt to situations. Says Travis, "Nine years ago, I started with Royals Hair as an apprentice, and to see the amount of growth the company and myself have experienced is a humbling moment. When fitting out our most recent store with an entirely new look inspired by nature, I began thinking how I could translate this to my new collection."

Colours at work: The collection has a colour palette inspired by nature and is reflective of the new salon. Elaborates Travis, "I have seen our salon fitouts grow from a small store into a new eco-friendly and sustainable business. Direct inspiration has been derived from our current décor and this is extremely earthy and nature inspired with pops of colour. We have brightly stained glass Moroccan lanterns in the salon and this is our signature element in all four locations. I used the mix-matched placement of the glass panels when colouring a few of the models, taking direct colour palette inspiration from the lanterns."

Techniques used: Shares Travis, "I worked with natural textures and enhanced the colours on the models to create movement and texture within the hair. Working with the natural head shape and using triangular colour placement to bring out facial features was a crucial part of the technique. 📌"





Credits:

Hair & Colour: Travis Bandiera

Photography: Andrew O'toole

Styling: Melissa Nixon

Make-up: Chereine Waddell

Salon: Royals Hair Sydney

Oscar Awards Hairstyles and Make-up Looks Decoded

The biggest night on Hollywood’s calendar, the 91st Academy Awards rolled out the red carpet yet again for a gala night of iconic fashion moments. Thanks to the guestlist brimming with iconic faces, we got a good look at a series of chic styles in make-up and hair! As a celebration of diversity, this year’s red carpet was vibrant with unique styles that spoke the language of inclusion and individuality — from JLo’s Hollywood waves to Lady Gaga’s vintage vibe, the evening was the finest showcase of inspired interpretations in celebrity beauty

Trailblazing superstar Lady Gaga left no stone unturned. While her chemistry with Bradley Cooper on stage was the talk-of-the-town, we could not take our eyes off the vintage throwback to *Breakfast at Tiffany’s*. Channelling a modern day take on Audrey Hepburn’s eternal beauty, Gaga’s silver-blonde tresses were bound in a structured up-do that spelt class and style. Glittering icy-blue liner and glossy pink looks are worth the attention, too.

Game of Thrones star Emilia Clarke bid adieu to her Khaleesi hair and flaunted her natural brunette chops in a sleek bob, perfect to show off her stunning dress. She combined berry lips and luscious lashes to compliment the look further.

Crazy Rich Asians’ star Constance Wu was the belle of the ball in a customised marigold tulle dress, with a soft wavy ponytail and red lips that were in contrast with her bold choice in styling.

Best Picture-nominated *‘BlackKkKlansman’* star Laura Harrier walked out on the red carpet in a baby blue bespoke Louis Vuitton gown that had our jaws on the floor. Powder blue-dusted eyes and pinkish-red lips accompanied her effortlessly pulled-back hair-in-a-messy-chignon look.

Official red carpet host and supermodel Ashley Graham got a true Hollywood makeover in her strapless black Zac Posen gown that did justice to her curves. Her bow studded slick back hairdo was one of the most talked about looks. She paired it with a cat eyeliner and rose nude lipstick.



Brie Larson traded her edgy *Captain Marvel* suit for a stunning chainmail gown and wore it with textured beach waves in a lob and barely-there make-up.

Jennifer Lopez nailed her glam Hollywood waves with her signature bronzed look and luminous skin.

Regina King’s voluminous strands and major lashes were the highlights of the evening.

Kacey Musgraves delivered a major beauty statement with a pop of shimmer at the inner corner of her eyes.

Charlize Theron made head turns in her brunette bob and with coral lips.

With a new wave of diversity, the Oscars 2019 was a mélange of refreshing styles. While boss babes like Awkwafina and Amy Poehler worked the power suit with a heavy dose of femininity, Billy Porter’s tuxedo dress shattered ceilings like never before. We are heading towards a new world of individual freedom in styling and could anything else look better on a red carpet? 📍

Client Retention Delightful Offers

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

1 STRANDS LOUNGE DELHI

The salon is offering party make-up and blow-dry at a discounted price of ₹1,499. The actual price of the service is ₹2,999.

2 BASIL & BAY SALON MUMBAI

Get Keratin or Cysteine treatment for shoulder length hair along with second day hair wash and blow dry at an offer price of ₹2,519. The actual price of the service is ₹7,500.

3 TONI & GUY SALON BANGALORE

The salon is offering basic head to toe package including, haircut, wash, blowdry, cleanup, threading, hand or leg waxing and manicure or pedicure, at a discounted price of ₹2,299. The actual price of the package is ₹3,954.

4 BLUSH SALON PUNE

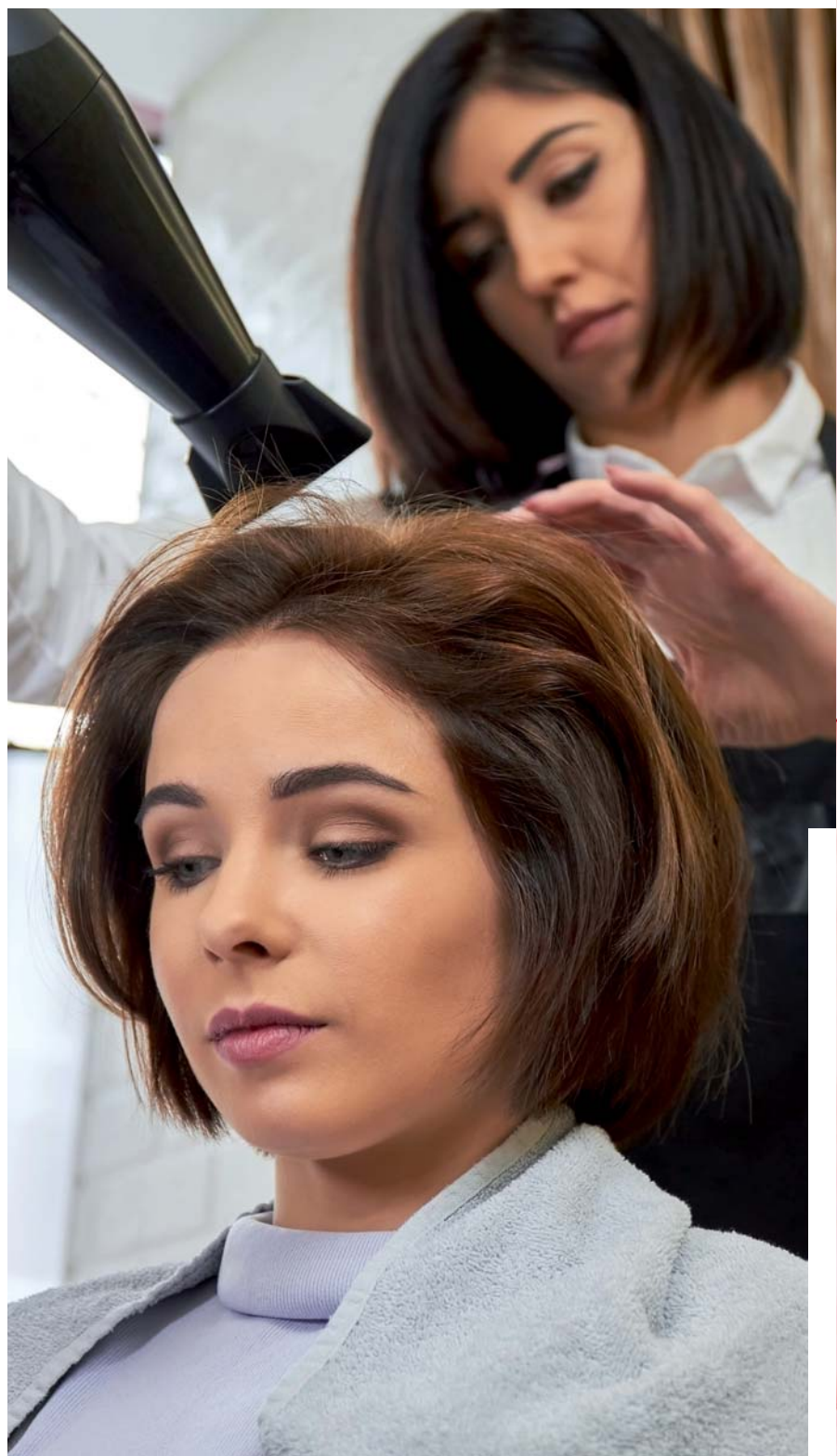
Get global hair colour or highlights (upto 10 streaks) at an offer price of ₹2,619. The actual price of the package is ₹5,000.

5 COLORS HAIR & SPA SALON KOLKATA

The salon is offering Lotus Instant Glow Facial for both men and women at a discounted price of ₹1,149. The actual price of the service is ₹2,500. The offer is valid from Monday to Friday.

6 F SALON JAIPUR

Get party nails and gel nail polish by Cuccio (upto 10 nails) at a discounted price of ₹1,499. The actual price of the service is ₹3,500.



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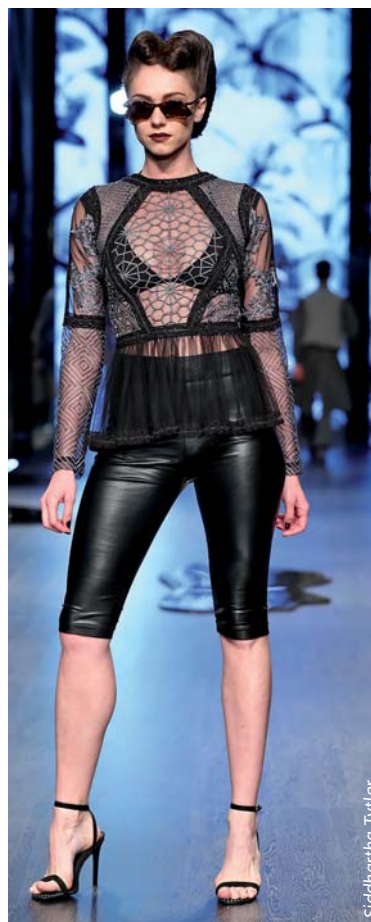




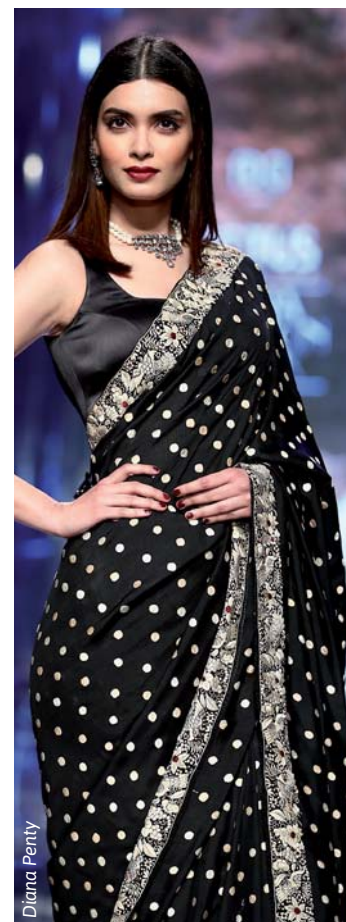
Lotus Make-Up India Fashion Week

The Key Takeaways

Lotus Make-Up India Fashion Week (LMIFW) AW'19 was about experimental beauty looks with beauty pros Ambika Pillai and Kajee Rai on the backstage team. From the grand finale to the prolific runway shows of designers like Rahul Mishra, Samant Chauhan, Vaishali S, and Komal Sood, the fashion week had enough of hair and beauty moments



Siddhartha Tytler



Diana Penty

Matte-finish

Seamlessly wearable was the beauty code, when it came to the models' skin. The runway was flooded with inspiration for a natural glow. The experts used powder to attain flawless perfection while bidding adieu to the highlighter this season.

Power looks

All we could see was massive drama at the shows of Nitin Bal Chauhan, Pankaj & Nidhi as well as the Gen-Next show on Day 4. Agreeing to this, Kajee shared, "This season was dedicated to experimental looks; indeed, it was a great season for us, unlike the previous editions where the designers wanted to have clean and simple looks."

For Pankaj & Nidhi's show, Kajee did powerful, half-smokey eyes with glitter on it. On the contrary, Nitin Bal Chauhan's show had three different looks with 16 models. For his collection, he created a graphic comic look with 3D make-up effect. Kajee described Nitin's runway look as one of the most challenging and dramatic. Said he, "It was challenging to depict different moods on each model's face, be it happy, strong, sad or emotional. In terms of hair, it varied between a high pony and pulled-back style."

Another dramatic show was of the Gen-Next designers where Kajee created three unique styles like one with a bar code on the face, the second had black stripes on the face and for the last look, he pasted paper on the brows to make the whole no-brow look more intense.



Tarun Tahiliani



Sahil Kochhar



Nitin Bal Chauhan

Vintage became the present

Slicked-back hair had a defining moment; as we spotted models hit the ramp with their strands gelled back with an element of vintage style. LIVA's Green Heart Fashion Show on Day 1 for example, had top-notch designers Rina Dhaka, Samant Chauhan, Sahil Kochhar, and Shalini James, created fluid garments using LIVA Eco. The hair look was directed towards sleek precision, where models wore refined 20s-curls hairstyle (down the front), whilst keeping rest of the hair in a slick ponytail.

Rahul Mishra kept the slick hair pattern going! The backstage team made a dazzling front with a few hair strands pasted on the models' forehead. The look was made more complex with a dual-tone extended eyeliner with coral lips. Models had a messy ponytail for Gauri and Nainika's show. Even, Pawan Sachdeva's runway look saw high ponytails with barely-there make-up. The retro-inspired hairdo at Siddharth Tytler's show was combined with dark nails and lips.

The grandeur of the grand finale

This version of the India Fashion Week embarked on a new creative chapter with 21 designers presenting their interpretation of the six yards. Celebrity MUA Ambika Pillai designed a different look for each designer like an intense smokey eye and red lips for Rohit Bal's show, and a classic top knot with subtle make-up for Tarun Tahiliani's runway look. The finale had ethereal beauties Aditi Rao Hydari and Diana Penty gracing the runway. 📌



Samant Chauhan



BEAUTY



Natasha Arya

On Creative Repertoires

Delhi-based make-up artist Natasha Arya takes a creative approach in her work. With a journey of seven years, her repertoire of work includes Bollywood, bridals and editorials. Her vision is to launch a salon, a make-up line and have a global presence



Glorious start

Make-up has always fascinated me, and as I grew, my fascination for it also increased. It was hence, natural for me to take make-up artistry as a profession. I pursued a professional make-up course from FatMu in Mumbai, and right after it, my first big break in Bollywood movies came. I have worked on films such as, *Pyaar Ka Punchnama 2* and *Wedding Pulav*, where my work was appreciated. I have had the opportunity to work with famous names such as, Charu Parashar, Priyanka Gupta, Yashodhara, Kanika Goyal, and renowned make-up artists like Vidya Tikari, Saniya Shadadpuri, Virginia Holmes, among others. My interviews on BBC World and NDTV Good Times opened more avenues and connected me to the world. Another big break was being appointed as the official make-up partner for Destination Wedding Planner's Congress in Dubai. It has been seven incredible years of learning and I still feel as passionate and excited as I was for my first gig.



Challenges faced

As an entrepreneur, one of the biggest challenges is to make sure that people know of me and recognise my efforts. Initially, not having a regular income may give one sleepless nights, but when you believe in your work and are consistent and zealous, you will be successful. It is imperative to stay updated on the latest trends and work on versatile projects.



THE LATEST TREND IN MAKE-UP IS TO LOOK FLAWLESS WITH MINIMALISM. BRIDES WANT TO LOOK FLAWLESS AND HAVE A MORE NATURAL LOOK WITH NEUTRAL MAKE-UP AND HIGHLIGHT THE EYES WITH GLITTER. ALSO, NOWADAYS CONTOURING OF THE FACE IS GIVEN MORE PROMINENCE THAN THE COLOUR YOU ARE APPLYING ON THE FACE.



Being an independent artist

The best part of being an independent artist is the amount of room there is for creativity. You make independent choices and build a brand based on your choices. Even when some decisions may not be the best, work satisfaction is high. Your brand is like your baby that shapes up to become your reflection. It also comes with its own share of challenges. You will have to multitask a lot. The one pretty picture that you see on the magazine cover is the result of a lot of hard work in 10 different aspects. At times, it can be hectic and overwhelming.

Role of social media

Social media showcases your work to a larger audience and allows people to reach you. It opens a communication channel where you get feedback, both positive and negative. Had it not been for social media, no one would have known the work I did for Tarun Tahiliani, among others. It also helps to quantify your popularity in the form of followers which boosts your confidence. Of course, it helps you advertise yourself without a cost. A major chunk of the work I get is attributed to social media.

Make-up for different platforms

For fashion, you have to understand the needs of the moodboard and be creative. For an editorial, it is important that the look you create represents and complements the brand. For bridals, the most important aspect is to understand how a bride wants to look on her special day. One needs to talk to her, understand her preferences and take care of tiny details. Also, for bridal make-up, it is critical to know the bride's wedding wear, jewellery, and more, and pre-plan the make-up. Make-up can make or ruin a shoot

and therefore, a make-up artist needs to work in coordination with the entire team including the photographer, stylist, designer, and others. Hygiene is important, but it is often overlooked.

Favourite brands and products

Precisely My Brow Pencil by Benefit, concealers by NARS, compact powder by Plunge (O3plus), Indiscretion Laura Mercier Face Illuminator, and others.

Evolution as an artist

I have evolved into a more learned and more experienced individual. I now focus on making myself better and take one step at a time. As a do-it-all entrepreneur, I can now easily multitask and work on creating looks while thinking about the next social media update. Also, my experience has helped me connect with people on an international level and get recognised on multiple platforms.

Word of advice to newcomers

I would advice aspirants who want to be a part of the make-up industry is to be passionate about your work. No look is easy and it needs a lot of practice, so do not get carried away by the commercials until you get recognised. It would be wise to stay motivated, consistent and focused. Be intuitive and grab every opportunity, irrespective of the commercials involved. Network with people and stay updated on the latest trends. Most importantly, always be open to learning even when you make it big.

Views on the Indian make-up industry

Indian make-up industry is evolving and is up-to-date on global trends. There is a lot of creativity in budding make-up artists who are experimenting when it comes to make-up. Also, thanks to social media, Indian artists are now getting a lot of global work, which is clearly a positive sign.

Future plans

I look forward to creating world-class standards when it comes to bridal make-up, where brides quote my brand as an example. My brand is open to collaborations and we have already collaborated with big names like O3plus. I am also optimistic about opening a luxury boutique salon and launch my own make-up line. It has been a great journey so far and I will continue to work towards creating a global presence for my brand. 📍



FIGHT THE TAN WITH TANCLEAR FACIAL BY CHERYL'S COSMECEUTICALS

Bid farewell to tan in just one sitting with the instant tan removing facial by Cheryl's Cosmeceuticals

The onset of summer brings with it the fear of stepping out in the sun. The summer heat can wreak havoc on the skin, leading to pigmentation, skin drying, wrinkles, and the most dreaded, tanning. While some daily dose of sun is important for us to derive essential Vitamin D, constant exposure to harsh sun rays can cause skin colour darkening or tan lines. The harmful UV rays penetrate the epidermis and increase the melanin content of the skin, which lead to stubborn pigmentation and dark spots. Too much of sun exposure, also robs our skin of natural moisture, leaving it dry and flaky.

TanClear

TanClear is a six-step facial that shows visible results in just one sitting.

Key ingredients: Tri-system of AHAs (Alpha Hydroxy Acids) that is a combination of ingredients like Glycolic, Kojic and Lactic Acid, known to exfoliate and lighten the skin to clear a tan. The Tri-system of AHAs exfoliates melanin to reveal brighter skin; Niacinamide (Vitamin B3) prevents melanin from spreading to the upper layers.

Home care with Cheryl's DermaShade Sunblocks

We need facials to get rid of tan and pigmentation but, it is equally important to apply sunblock every time we step out. Sunblock helps in blocking harmful rays from penetrating the skin and triggering skin disorders. For home care, Cheryl's DermaShade Sunblocks offers complete sun protection and is backed by the latest sun care technology along with SPF boosters. The lightweight formula provides the highest protection against UV rays, locks in moisture and protects against burning and ageing. It is available in two variants of Cheryl's DermaShade SPF 50, a cream-based formula for dry and sensitive skin, and Cheryl's DermaShade SPF 30, a spray-based formula for oily and sensitive skin.

Key ingredients: Noni fruit extract, Aloe Vera and natural Yogurt keep the skin radiant.



6 STEPS TO VISIBLE DE-TANNING

1 CLEANSING

Process: Apply Cheryl's TanClear Cleansing Gel, which has Alpha Lipoic Acid to lighten the skin and thoroughly clean dirt, oil, grease, and make-up.

2 DEEP EXFOLIATION

Process: With the help of Cheryl's TanClear Deep Exfoliator, remove dead skin cells from the upper layer of the epidermis and rejuvenate the skin. It is imbued with Willow Bark extract.

3 SKIN REFRESHER

Process: In this step, Cheryl's TanClear Skin Freshener, with the help of Zinc PCA, Menthol, Bisabolol (Chamomile Flower) hydrate the skin, constrict pores and restore the pH balance.

4 SKIN BRIGHTENING CREAM

Process: This step involves eliminating dead skin cells and unveiling a brighter even tone with the help of Cheryl's TanClear Skin Brightening Cream. Formulated with AHA's and Green Tea Herbal Extract, it helps in tan reduction, exfoliation and lightening of the skin tone.

5 NOURISHING CREAM

Process: This step involves smooth massages which lighten and rejuvenate skin with the help of Cheryl's TanClear Radiance Cream. It contains Vitamin C that is a potent anti-oxidant. It reveals conditioned, soothened and clear skin with the help of Shea Butter and Almond Oil.

6 GLOW MASK

Process: The facial is ended with a glow mask that provides hydration to the skin, thus revealing natural glow. ☺



Non-Invasive Rhinoplasty as an aesthetic procedure is creating quite a buzz. *Salon India* speaks with Dr Mohan Thomas Senior Cosmetic Surgeon, Cosmetic Surgery Institute, to understand the process and technology used

Cosmetic Treatment Recommended by an Expert

About: Non-surgical Rhinoplasty is sought after by many patients. This procedure involves the use of Hyaluronic Acid injections to augment areas of the nose, and can only be used when the nose is flat and ill defined. It is more of a camouflage procedure where the discrepancies and depressions are improved by injecting fillers to get a defined nose.

Process and technology: The principle behind it is to augment areas of the nose by the use of fillers. Injections of Hyaluronic Acid in different molecular weight decide their viscosity as well the duration for which it will last. The area requiring augmentation is marked and then a numbing cream is applied in the area. The pre-filled syringes are taken and the filler is injected through a tiny needle or a cannula onto the dorsum of the nose to raise the height and define it, or into the tip of the nose to raise it and make it look sharper, or into one or the other side of the nose to correct the deviation. It is sometimes also used to support the nose at its base so as to correct asymmetry. They last for about 12 to 18 months and have to be repeated once the body starts absorbing them. The molecules of these fillers are normally

present in the cells of our body as building blocks, which is the reason that they are broken down by the enzymes in our body.

USP: Non-surgical Rhinoplasty is ideal for people who have a flat and wide nose. A bulbous tip is defined and depressions, deviations and unevenness are smoothed out. It is also helpful in those cases where minor touchups are required after a nose surgery and those people, who do not have time for recovery from a surgery.

Teamed with other treatments: It can be easily combined with non-surgical facial procedures to improve the overall look of the face. The chin and cheeks can be enhanced and the jawline improved. Undereyes can be filled so that the dark circles do not look prominent. Lips can be augmented, too, at the same time.

Time take for the treatment: The usual time taken is about 45 to 60 minutes, depending on the extent of improvement required.

Sessions required: Usually one session is sufficient. Sometimes more than one touchup session may be required to further improve the look of the area.

Side-effects: The chances of risk in a non-surgical Rhinoplasty are small but, very prominent. The usual concerns include bruising and swelling of the injected area, which subside on their own over a period of time. The less common risks include over or under injection in the area. Over injection can give a lumpy look or a bump which can be reduced by dissolution of the filler. Touchup procedures may be required if the area has been underfilled. The greatest risk is loss of vision which is extremely rare. This happens due to the filler tracking into the blood stream and blocking the artery going to the retina. Says Dr Thomas, "We prevent these complications by undertaking non-surgical Rhinoplasty under 3DL vision control. High definition ultrasound is done to assess the presence of blood vessels and then the filler is injected in the area away from the blood vessels. Use of this highly modern safety step has prevented any such major complications in our practice."

WE PREVENT COMPLICATIONS BY USING 3DL VISION CONTROL. HIGH DEFINITION ULTRASOUND IS DONE TO ASSESS THE PRESENCE OF BLOOD VESSELS IN THE AREA. THEN THE FILLER IS INJECTED WHICH IS AWAY FROM THE BLOOD VESSELS. THIS MODERN SAFETY STEP IS IMPORTANT.

– DR MOHAN THOMAS
Senior Cosmetic Surgeon
Cosmetic Surgery Institute



Pre-treatment measures: Do not smoke, if the patient is on blood thinners, they have to be stopped five days prior under the guidance of the doctor who prescribed the same. Any procedure, if done on the nose, should have completely healed before coming in for the procedure. If the patient has medical issues like diabetes, high blood pressure, among others, then these should be under control before coming in for the procedure.

Post-treatment measures: Use cold compress for 10 to 12 hours on the injected area to reduce bruising. Antibiotics and antiinflammatory drugs may be prescribed to reduce inflammation and prevent infection. Facials and massages should not be performed for about 14 days.

Client education: A preliminary discussion informs the patient and addresses his or her concerns and possible options to improve the area. Before and after images are shown. Brochures about the procedure with images are also handed out.

Future: Indians have a special affinity for non-surgical procedures and anything that does not leave a scar, attracts them. At present the fillers used are imported from Europe and are prohibitively expensive. The cost increases significantly in the long run as the procedures has to be done almost every year. With the increase in trained physicians who can undertake the procedure and the easy availability of fillers, this procedure would be more commonly enquired about and undertaken in the future. 📌





Founder of SkinLab, Dr Jamuna Pai, shares pro-tips for the ultimate summer skin care guide for the brides-to-be

Bridal Skin Care Regime

Expert Recommended

COOLSCULPTING PERMANENTLY FREEZES FAT THAT RESISTS DIETS AND EXERCISE. THE TREATED FAT CELLS ARE FROZEN AND ELIMINATED FROM THE BODY NATURALLY TO LEAVE A SCULPTED BODY.

— DR JAMUNA PAI
Founder, SkinLab



➤ SkinLab's Bridal Treatment plans have summer weddings covered with their tailor-made options to suit not only the skin, but also the timeline and budget of the bride-to-be. Whether the big day is six months or a week away, brides can now look their radiant best within the stipulated time.

Glow from head to toe

Dr Jamuna Pai recommends the luxurious bridal ritual treatment where each bride-to-be is pampered from head to toe with detoxifying and brightening ingredients. The treatment also includes microdermabrasion and the popular OxyBlast treatment to heal and rejuvenate the skin from deep within. The therapy promises radiant and brighter skin.

Timeline: 1 week before the D-day

Ace the face

Who does not want glowing, radiant skin on the big day! Bid adieu to patchy pigmentation with SkinLab's advanced pigmentation peels which brighten the skin, improve the texture and give a long-lasting glow.

Timeline: 1 month before the D-day.

Freeze away the fat

That last bit of stubborn fat coming in the way of fitting into your dream wedding dress? Go for Coolsculpting as it is the best solution. This miracle treatment permanently freezes fat that resists diets and exercise. The treated fat cells are frozen and eliminated from the body naturally to leave a sculpted body. The best part, there is no surgery, no needles or downtime. Clients have to schedule the sessions at least three months before to see the best result.

Timeline: Three months before the D-day.

Laser rescue

Get fuzz free with Laser Hair Reduction. Clients need to schedule their treatments at least six months before as multiple sessions might be required for optimum results. Dr Jamuna recommends only USFDA approved lasers with gold standard diode technology which have been tried, tested and trusted for years. It is vital to ensure that laser treatments are conducted by medical professionals to ensure that clients are not only safe, but also happy with the results.

Timeline: Six months before the D-day. Ⓢ

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Multipurpose Sheet Masks

Repêchage products are unique. Take a look at their sheet masks which are infused with natural ingredients and the Repêchage promise of working wonders on your skin

Lamina Lift Hydrating Seaweed Mask

About: This mask is instantly refreshing and hydrating, leaving your skin dewy and glowing. It is formulated with a proprietary Laminaria Digitata seaweed extract, and extracts of Aloe Vera, Rooibos Tea, Licorice, Horse Chestnut and Orange Water.

Benefits: It helps to hydrate, tone and brighten the appearance of the skin.

Duration: 15 minutes.

Biolight Luminex Mask

About: A new concept in professional facial treatments, this luxurious, pearlescent, creamy mask is fortified with Glycolic Acid (AHA), fruit acid, Laminaria Digitata seaweed filtrate, and other botanicals.

Benefits: It helps to reduce the appearance of fine lines while sloughing off dry skin, leaving it bright and glowing. Kaolin clay helps to deep cleanse and reduce excess oils.

Duration: 15 minute express facial, it can be used alone, or added on to other Repêchage services.

Red-Out Soothing Sheet Mask

About: A dose of calm for sensitive skin, this sheet mask is a blend of vitamins, minerals, trace elements, amino acids and antioxidants found in seaweeds. These are combined with skin hydrating Hyaluronic Acid, while Allantoin, Aloe, and Mirabilis Jalapa extracts help to soothe the appearance of the skin.

Benefits: It helps to reduce the appearance of redness caused by the environment and stress.

Duration: 15 minutes; skin becomes more hydrated and smoother looking. 📞

Biolight Brightening Sheet Mask

About: This mask, infused with Alpha Arbutin and Diglycosyl Gallic Acid, is combined with exclusive Repêchage seaweed extracts.

Benefits: It helps skin look brighter, more refreshed and ageless, lessening the appearance of uneven skin tone and dull sallow skin. The skin will look and feel smoother.

Duration: Use once or twice a week to help brighten the appearance of the skin, restore moisture, before a special event, or in the morning before make-up.

Triple Action Peptide Mask

About: This mask is infused with peptides and pure seaweed filtrate.

Benefits: It is hydrating, firming and brightening. It helps reduce the visible signs of premature ageing and refines skin for an improved texture.

Duration: 10 to 15 minutes.





SPA FEELS

Nirvana Nature Cure

Pervasive Sense of Harmony

Spread across 35,000 sqft, Nirvana Nature Cure in Pune is far away from the frenetic pace of the city. The décor is a classic amalgamation of eco-friendly design elements of stone grit plaster, kota tiles, and more

\\ by Shivpriya Bajpai



About the spa: Away from the city, Nirvana is nestled 2,200 feet above sea level at the highest altitude between Mumbai and Pune. The campus stretches across 6 acres of flora and fauna in the historic hill town of Talegaon which helps to connect with the spiritual side. At Nirvana, you can experience a life-enriching health break. The wellness programmes offer solutions for detox, stress and burnout. Therapies from Eastern and Western traditions promote wellness as a harmonious integration of body, mind and spirit.

The entire 35,000 square feet built up is constructed on load-bearing stone walls having attractive basalt random dressed stone masonry gable walls. The fenestrations are from floor to ceiling, and in some cases, they are two storey high to afford the correct scale. On the exterior walls stone grit plaster is used instead of paint. Natural kota tiles are used for covered

Size of the spa: The Nirvana Nature Cure campus is spread across 6 acres of landscaped gardens where amenities include over 35,000 square feet area

Time taken to complete construction: The first phase took two years, and a further 18 months to finish the interiors and install over 50 machines and equipment.

Owner: Jayshree Parekh and Paresh Parekh.

Architect and interior designer: Madhav Joshi and Ketki Nikhil Jadhav.



AT NIRVANA, YOU CAN EXPERIENCE A LIFE-ENRICHING HEALTH BREAK. OUR WELLNESS PROGRAMS OFFER SOLUTIONS FOR DETOX, STRESS AND BURNOUT. THERAPIES FROM EASTERN AND WESTERN TRADITIONS PROMOTE WELLNESS AS A HARMONIOUS INTEGRATION OF BODY, MIND AND SPIRIT. OUR SERVICES AND TREATMENTS ARE TRULY TUNED WITH NATURE AND ASSURE REJUVENATION TO EACH INDIVIDUAL BY OFFERING A PREMIUM FEEL AND COMFORT ALONG WITH THE HIGHEST LEVEL OF HYGIENE IN THE INDUSTRY. OUR INDRIYA RESTAURANT AND OUTDOOR LOUNGE SERVES NUT-FREE, GLUTEN FREE AND JAIN STYLES OF SAITVIC CUISINE, WHICH IS BASED ON PRESCRIBED SYSTEMS OF AYURVEDA AND YOGA.

– PARESH PAREKH
Founder, Nirvana Nature Cure, Pune



pathways and Shahbad stone is used to blend with the rustic form finished vaulted ceilings. Strategically placed stone slabs cut across jumping grass lawns are seen throughout the premises and has a large open ground with compacted red-soil tracks. The ceilings and roofs take inspiration from minimalist form finish masters like Le Corbusier and are uniquely shaped in a curvilinear manner. They are even thermally insulated with real terracotta tiles. There is plenty of natural light in all the areas. Nirvana also offers aquatic yoga and therapy in our especially shallow swimming pool. The residential centre consists of luxury rooms and meditation and yoga halls. All the rooms are air conditioned and offer exquisitely decorated and comfortable beds, flat-screen televisions and en-suite bathrooms.

Services offered: On offer are Hydrotherapy, Colon therapy, Shirodhara, Takradhara and more than 102 different types of therapies and massages. All the treatments are drugless. It is a complete naturopathy healing centre offering all sorts of wellness treatments that include Ayurvedic, Panchkarma and Kairali massages that are conducted under the prescription of a Naturopath BNYS qualified Doctor and certified therapists from National Institute of Naturopathy. Nirvana is not just a spa in the traditional sense, it offers complete treatments based on evidence-based sciences. Each guest has to go through consultation by doctors who prescribe methods and treatments, bespoke for each guest. For personalised wellness experiences, the team of naturopaths create customised health programmes from an extensive range of holistic medicine and healing therapies.

Address: 127, Ambhi, Talegaon Dabhade, Taluka Maval, Pune 410 506
Phone: +91-93591 94077
Email: info@nirvanainstitute.in
Website: www.nirvananaturecure.com

Rijesh Purakkal

Alignment with Ancient Systems of Wellness is Key

\\ by Aarti Kapur Singh

Please tell us about your professional background.

With a vast experience of over 14 years in the wellness segment of the hospitality industry, I have worked closely in supervising daily operations and training Yoga. After completing my graduation in Ayurveda Nursing and Panchkarma, I pursued Yoga Teacher's Training Course. Additionally, I have been involved in designing spa treatment menus including packages that combine fitness and wellness. Currently, I am the Spa Manager for Alila Fort Bishangarh.

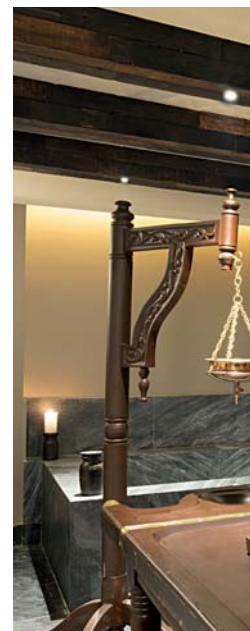
What are your views on the growing wellness industry?

India has witnessed rapid growth in health and wellness in the past decade. Holistic sciences like Ayurveda, Yoga, Meditation, Nutrition, Naturopathy, Reiki, Pranic healing, Homeopathy, Siddha and Unani are receiving more prominence. It has a rich heritage supported by its ancient systems of medicine which are treasure troves for both preventive and curative healthcare.

Consumers are placing more value on health and wellness than on material objects these days due to the rapid changes in lifestyle. People around the world are spending on a holistic approach to health and wellness that includes nearly every aspect of life, even sleep. They are increasingly participating in fitness classes

THE EXTENSIVE AND EXCLUSIVE SPA MENU COMBINES BOTH EURASIAN AND AYURVEDA THERAPIES. IT ALSO SHOWCASES SPA ALILA'S SELECTION OF NATURAL ACTIVE INGREDIENTS

Rijesh Purakkal, Spa Manager, Alila Fort Bishangarh in Rajasthan is of the opinion that ancient systems of medicine are treasure troves for both preventive and curative healthcare. He shares his view on the growing wellness industry, strategies, future plans, and more





and activities that improve wellbeing; using products, devices and apps that aid sleep; and eating organic and natural foods, taking health supplements, and following special diets, and so on. Spas are no longer a luxury, but a lifestyle; spa therapies are much needed to stay healthy and be rejuvenated.

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

Guest are offered unique and customised spa experiences in an opulent and authentic environment. Treatments such as The Roots of Jaipur and Shirodhara are the most popular with our visitors. Going with the changing trends, many of our guests are also opting for the Balinese massage.

What are the USPs of your spa?

The spa offers personalised treatments to help bring you back into balance naturally

as per your needs. Through the heartfelt touch of our experienced therapists, our handmade natural products and maximum guest input, we create a new dimension in nurturing and divine pampering rituals.

What kind of therapies do you offer?

The extensive and exclusive spa menu combines both Eurasian and Ayurveda therapies, and showcases Spa Alila’s selection of natural active ingredients. We offer different kinds of rejuvenating and relaxing holistic therapies including The Roots of Jaipur, Shiro-Abhyangam, Shirodhara, Ayurvedic Rejuvenating Massage, among others. Additionally, we offer customised and special therapies like couple’s spa, kids spa, pregnancy spa, family spa, and bridal spa packages. Custom spa treatments include specialised facials, body scrubs, nourishing wraps, and detox baths.

What are the main challenges that you face?

Awareness remains a main challenge for us as still a major chunk of the population is unaware of the benefits of ‘wellness’ and the concept behind it. The biggest challenge of this industry is that people still have a cluttered mindset due to growing number of unauthentic day spas. They offer services at lucrative prices that in turn, is a distraction for wellness enthusiasts. These spas are only out to make money and do no think of offering health benefits to the guests.

What are the plans for the future?

We plan to add more therapies to our current list of treatments. We also aim at making people aware of Wellness and Lifestyle. People often give importance to wellness when their health is at an alarming stage, which should not be the case. In today’s fast-paced lifestyle, one should dedicate time to wellness primarily for their individual self-healing. We hope we will be able to change this thought process, even if it happens gradually. 🌱



Minal Srivastava is Vice President-Growth, Strategy & Marketing at Shalimar Paints Limited. Views expressed are personal.

MINAL SRIVASTAVA

For Small Sized Salons Top 5 Space Saving Ideas

2 Organise products

A salon houses numerous hair, make-up products and other equipment, which easily clutter up the space. To appear neat, one has to put organisational techniques by using boxes, wall hangers and mugs. One must also clear the clutter by storing as many items possible and stash away the extra stuff.

3 Select colour and design with care

On the walls and floor, light tones in neutral colours make the place appear bigger and airier. Most high-end salon chains even with larger spaces, use white and black (not more than two colours) for a classic look. There is no reason why salons with smaller space, should not use a similar palette or even dual-tone pastels. Owners can use fun designs or bold statements to add to the uniqueness of their salon, but keeping it simple and minimalistic is the safest bet. While using geometric patterns or oriental designs, it is best to limit it at a point which is relatively clutter free. Vertical lines or small printed patterns on one wall, instead of all, would draw attention to it, yet lend a sense of balance to the room.

4 Add elements for ambience

Using either of the two would play up the space, making it look much more attractive than any design or pattern. If monochromatic neutral colours are used on the walls, a pop of bright picture of a world-famous actress or just an abstract painting, for instance, would complement the space. In a pastel coloured setting, small tabletop planters of succulents and other indoor ornamental plants would create a beautiful look. One can simultaneously add elements that make it stand out among other salons. There has to be a balance between too much and too less and the placement of either of the two mentioned above.

5 Aromatic and musical experience

While decking up a place, scent and the sounds play a critical role in determining its overall ambience. Whichever scent one decides for the space, the notes should be low key to make it a soothing, and not nauseating, experience for the customers. Lingering instrumental music or old Bollywood classics, would further add to the soothing ambience. Do remember, as long as there is a common theme running across the salon and there is no piece or design which is overwhelming, a small salon, will do much more than what it started out with. 🎧

A salon set up anywhere in the world and by whoever, has to be centered on the idea of comfort and luxury, if it is to thrive in the market. The place does not have to be too big, nor resources too many, to succeed, however, by being creative, one can have a charming salon space. There are many ways in which one can decorate one's salon, but the ideas have to be used in consonance with space limitations at hand.

1 Go for minimalism

To make the most of limited space, one can choose chairs that are sleek and minimalistic, yet comfortable for the customers. Creative placement of the rest of the furniture and optimum utilisation of spaces which are left out, go a long way.





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Natural facial kits for glowing and healthy skin



Spa Solace

Lucrative Offers

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



COUPLE'S ESCAPE

Vilasa Spa by Tattva, Aloha On The Ganges, Rishikesh

This package includes a choice of Swedish or Deep Tissue Massage and Vitamin Detox Facial. The therapists treat you like royalty in a tranquil natural setting and lead you and your love to a state of bliss with the perfect combination of our luxurious therapies of beauty and rejuvenation. The massage focuses on the pressure points to relieve stiffness while the facial imparts a radiant glow to the skin.

Duration: 120 minutes

Price: ₹8,999 inclusive of taxes

AYU REVERIE - BACK TO TRADITIONS

Spa at Golkonda Resorts & Spa, Hyderabad

This luxurious treatment starts with Ayurvedic massage performed by trained professionals. The massage aids to release toxins from the body, cure muscle soreness and improves the vitality of the body. It is followed by cumin sesame body polish which cleanses, exfoliates and moisturises the skin to leave a healthy glow. This is concluded with an Indian head massage to improve blood circulation and provide ultimate relaxation of the mind body and soul.

Duration: 120 minutes

Price: ₹6,300 + taxes

SIGNATURE EXPERIENCE

Trident Spa, Trident Hotel, Jaipur

Bringing together a palette of various techniques, this signature massage works to release mental, physical and emotional stress. Primarily, this therapy focus on deepening the breath, centering oneself and allowing the continuous dhara flow to calm overactive mental activities.

Duration: 75 minutes

Price: ₹4,500 + taxes

ESSENCE OF ELEGANCE

Spa at The Golden Palms Hotel, Bangalore

This rejuvenating experience begins with Aromatic Body Bliss massage performed by experts. This massage combines the nurturing art of human touch with the use of pre-blended aromatherapy oils. It restores balance and relaxes the body and mind. It is concluded by standard manicure and pedicure services for clean, soft and supple hands and feet.

Duration: 150 minutes

Price: ₹3,900 inclusive of taxes

Skin Care

FACIAL CREAMS BY COSMO HERBALS

The latest range of Skin Nourishing Creams, scrubs, facial packs and facial gels are here. In variants of Aloe Vera, Gold and Fruit, they are infused with active ingredients such as Kaoline, Bentonite, Wheatgerm Oil, natural plant extracts, emollients and anti-oxidants. Reveal a clear and radiant complexion with Skin Nourishing!

Price: On request

Availability: Company stockists, wholesalers and parlour wholesalers

SUNSCREEN BY ASTABERRY BIOSCIENCES

Papaya Sunscreen Crème with SPF 30 has been formulated while keeping in mind the benefits of Papaya, namely, to moisturise, clear pigmentation, reduce dark circles and remove tan. It is water resistant, protects the skin from the harsh effects of UVA/UVB, and has a skin brightening extract which makes the skin glow. All these benefits make it ideal for it to be used throughout the year.

Price: ₹150 for 100 ml + 10 ml

Availability: Retail, modern outlets and online

CRÈME BY DERMAFIQUE CELL BY CELL

Aqua Cloud Hydrating Crème is infused with seaweed extract and a natural oil duo that fortifies the skin barrier and prevents moisture loss. It deeply hydrates, nourishes and plumps the skin to provide that extra softness. It fights fluctuating environmental conditions and protects the skin from dryness, dullness and ageing. Aqua Cloud has scientifically advanced ingredients such as, Dimethicone, which is a texture enhancer, and Cyclopentasiloxane, which gives a silky feel to the touch once applied on the skin.

Price: ₹899

Availability: Online at Nykaa and Heath & Glow



FACIAL KIT BY OSHEA HERBALS

The Glowing Facial Kit comprises of Glowing Deep Cleanser and Scrub, which is enriched with Turmeric, Amla, Aloe Vera and Bearberry extracts; Glowing Massage Gel and Massage Cream, enriched with Turmeric and Amla extracts, and Glowing Face Mask and Glowing Serum, which are enriched with Turmeric, Amla and Green Tea Extracts. The active ingredients help in controlling excess sebum, tightening the pores, removing blemishes and dead cells, and nourishing the skin. It is free of harsh chemicals, Paraben, Silicone and Mineral Oil.

Price: ₹225

Availability: Retail, modern outlets and online

ZAP BY ORGANIC RIOT

Zap is a weightless and invisible serum that banishes blemishes and pimples. Infused with the goodness of Manuka essential oil and Tamanu Oil that collectively have antibacterial, anti-fungal and regenerative properties. Manuka Oil helps manage all the stresses of modern urban living, including pollution and blue light damage. The hero ingredients are Glycerine, Dehydroxanthan Gum, Dehydroacetic Acid, Benzyl alcohol, Neem Seed Oil, natural Lemon Verbena leaf fragrance and Potassium Sorbate. Zap has ECOCERT approved ingredients, food grade carrier oils and preservatives, steam distilled therapeutic-grade essential oils, plant-based cold-pressed oils, alcohol-free fragrances, and attractive recycled and recyclable packaging.

Price: ₹1,390

Availability: www.theorganicriot.com and Nykaa

Rochelle Rao

Surreal Beauty



Anchor and model Rochelle Rao's innings as an IPL television host has made quite an impact on her new career path. Do you know that the former Miss India-International is a make-up junkie, but stands by her homemade concoctions?

"My hair care"

I only trust natural products on my hair, and prefer haircuts and styling by BBLUNT's Nanao or Sam of Samantha's Salon in Bandra. I go for a hair spa once in a while, but am experimental with shampoos and conditioners. Kérastase Ultime is the most effective in terms of remedy. L'Oréal Hair Protect Spray is my go-to!

"My skin care"

In our country, we are lucky to find natural products at cheap prices. So, whenever I am required to wear make-up for a couple of days, I apply a Coconut Oil and Aloe Vera pack and leave it overnight, but when my skin breaks out, I just go with Aloe. I also use Himalaya's massage oil on my body. I am particular about the make-up remover, which is from L'Oréal Paris.

"My brands"

Though I am not a big fan of any skin care or make-up brand, I was wooed by Sephora Brightening & Hydrating Foundation. I was a M.A.C user for the longest time, however, I began to notice that the clearer your skin gets, M.A.C foundations get heavier. In lipsticks, I have been using Estée Lauder's Pure Color Envy.

"My quick fixes"

For my skin, Aloe Vera and for my fine hair, I just dab on serum or a heat protector. I make it a point to have vegetable juice every day, with some fruit to make it sweeter and also a lot of ginger. I braid my hair on bad hair day.

"Rules to stick by"

I feel that even when I am wearing minimum make-up, it looks lots. So, I tend to play it down during the day and probably amp it up on the red carpet. As my eyes are small, I have to wear lashes! I have a range of fake lashes, which I am a pro at putting on by myself! I also like to experiment with my brows – have a collection of brow kits from almost every brand. As for lipstick, I have no rules and just play with colours.

"Beauty shopping destination"

It has to be Thailand! As my eyes are small, I get to choose from a lot of products that cater to the typical Asian eyes. Even in terms of skin tone, it is more yellowish and Asian, which works well for my skin tone, as well.

"Icons and inspiration"

Jennifer Aniston. She does not have a great face shape, but manages to deflect attention from the broad jawline with perfect hairstyles and make-up. Also Kaley Cuoco – I love her style!

Current projects

I am focusing on The Kapil Sharma Show, and hosting many live shows.

Favourite look so far

My wedding look – it was exactly what I wanted; easy and breezy on the beach. It was a fairytale look that Kyana Emmot, my hair and make-up artist of the day, made come true. 📍

IF I WERE A MAKE-UP ARTIST FOR A DAY, I WOULD LOVE TO WORK ON JENNIFER LOPEZ. SHE HAS SUCH GREAT FEATURES! ALSO, I AM EAGER TO GET MY HANDS ON HER MAKE-UP LINE.



QUIZ TIME

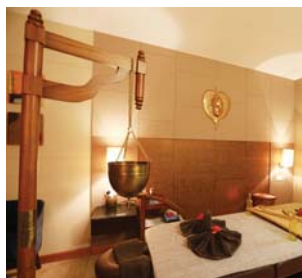
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Get your spa and wellness facts right. Answer these questions correctly and get three issues of *Salon India* absolutely free

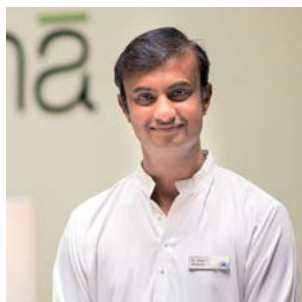
1. Pallavi Gupta, Spa Director, shares the vision of the spa is to provide an intimate journey of self-discovery and extreme rejuvenation.

- a) Amanvana Spa, Coorg
- b) Nilaya Spa, Pune
- c) Espa, Mumbai
- d) Tattva Spa, Delhi



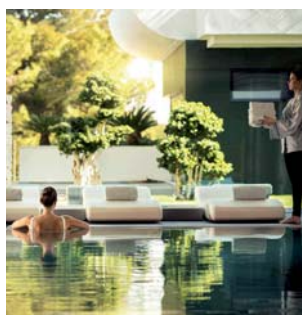
2), Director of Spa & Wellness at Hilton Shillim Estate Retreat & Spa in Pune, believes the trend of wellness travel has gained major traction in the last decade.

- a) Harpreet Vohra
- b) Rijesh Purakkal
- c) Riteish Mastipuram
- d) Dr Arun Pillai



3) The in Bali incorporates the elements of nature in its layout and design.

- a) Ojas at COMO Shambhala Estate
- b) Angasana Spa at Angasana Resort
- c) Spa at Ayana Resort
- d) Banyan Tree Spa



4) is an Ayurvedic massage to stimulate the lymphatic system by massaging with raw silk gloves to remove toxins from the body.

- a) Garshana
- b) Shirodhara
- c) Udvartana
- d) Pizhichil



5), when used in spa therapies, boosts potent anti-inflammatory properties and moisturises the skin.

- a) Clary sage Oil
- b) Cinnamon Oil
- c) Lemongrass Oil
- d) Lavender Oil



Send in your responses to:

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Nikhita Tandon

Timeless Aesthetics

The creations of Delhi-based fashion designer, Nikhita Tandon follow a modern chic framework that transition into eclectic evening wear. With *Salon India*, Nikhita shares her view on the fashion and beauty industry in India



Getting started

My source of inspiration has always been my mother, Reynu Taandon, who is a couture designer herself. I was assisting her for three years and then I decided to design a capsule collection. My mom felt it was different. It highlighted my originality and talent and she thought it needed to be showcased to the world. At that point, she added a new label and encouraged me to launch my own line.

Source of inspiration

Elie Saab. I have always wanted to be dressed in his gowns. I have grown up seeing his gowns in New York, and Harrods and Selfridges in London. However, I think if I cannot own it then I learn how to make it.

Hair and make-up in fashion

For me, hair and make-up go hand in hand with fashion. An outfit on a woman cannot look perfect if it is not styled in its best. At times best of outfits fail to do justice, if hair and make-up are not in sync.

THERE IS ROOM FOR THE FASHION INDUSTRY TO GROW EVEN MORE. THERE ARE MANY ASPECTS THAT NEED TO EVOLVE. THE COMPETITION IS SKY HIGH AND THERE ARE FEWER OPPORTUNITIES

Make-up and hair artists worked with

My favourite is Misha Vig. From a fashion shoot to bridal, she knows it all. I have also been working with Kanika Gogia Sharma, who is equally talented and has diverse skills.

Favourite muse

Ahana Kumra. Her energy and confidence levels cannot be matched.

Incorporating hair and make-up in collections

After selecting the outfit, I decide hair and make-up. If I feel an outfit need sleek straight look I do that and if I feel that outfit needs a statement look, then I choose it accordingly. But, I normally prefer hair and make-up which suits the personality and does not force a woman to look completely different.

India's fashion and beauty industries

There is room for the fashion industry to grow even more. There are many aspects that need to evolve. The competition is sky high and there are fewer opportunities. I feel, the consumers in India do not understand the concept of perfect finishing of a piece. Also, they are confused about which designer suits them.

Most outrageous look adapted

I have never gone for an outrageous look, rather always opted subtle make-up looks. I prefer minimal make-up which complements the face, skin and the outfit.

Future plans

As long as I am a fashion designer, I will always be involved with the hair and beauty industry. In every fashion show I try and see that my models look different and pretty. Also, for my customer, I style them after they buy an engagement or a Roka gown from me. I will continue to promote a lot of make-up artists as far as they are in sync with my clothes. 📍





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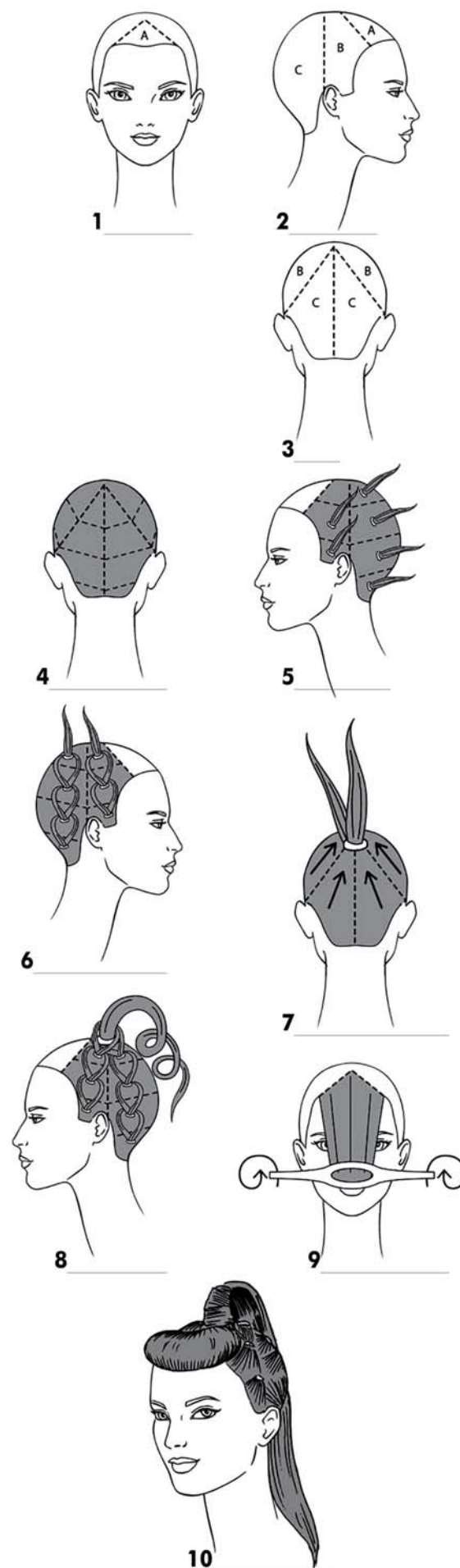
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- STEP 1** Subdivisions. Sector A: isolate a frontal triangle included between eyebrows arch and a 1 cm dot in front of the apex.
- STEP 2** Sectors B: take a line from one tip of the ear to the other passing by perimetral centre.
- STEP 3** Sectors C: take a back central line.
- STEP 4** Subdivide sectors B and C with diagonal separations, according to the drawing.
- STEP 5** Take a tail in the centre of each section.
- STEP 6** Start by the first tail below, subdivide into two parts and fix it to the second, the second to the third and so on.
- STEP 7** Until the top of the head.
- STEP 8** Take a tail in perimetral centre, apply some extensions and curl all hair.
- STEP 9** Roll up the fringe below with a support.
- STEP 10** Give the finishing touch applying a metal ring on each elastic.

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







MUMBAI

Aliens Tattoo School

► Celebrity Tattoo Artist and Founder of Aliens Tattoo School, Sunny Bhanushali has been training aspiring students since 2013, however, he launched Aliens Tattoo School in 2018. The school focuses on training advance level tattooing and claims to train and transform anyone into a tattoo artist. It can train students for advance level tattoos even if he or she has never sketched before. Apart from teaching tattooing, the school further also teaches Business Management, Digital Design and Marketing to ensure the students are market ready. Aliens Tattoo School is currently operational in Mumbai, but it has plans to expand to other cities soon.

Shares Sunny, "Aliens Tattoo School has been one of the learning temples for the art seekers around the globe. Students from countries like Canada, Italy, London, South Africa, and UAE have trained with us, and gone onto make a name. Most importantly, it gives artists a chance to learn from the best of professionals to find their way to the top. The courses focus on intermediate to advance level tattoo techniques which elevate your tattoo skills to another level."

Certification

Aliens Tattoo School provides highly recognised certification on completion of the course. Students are given grades strictly on merit basis and as per their performance. Students are always given first preference for in-house hiring, as and when required.

Courses

Complete course: This course is the career oriented course in tattoo art. It covers basics to advance level in tattoo techniques. Students will also learn the finer aspects about the tattoo industry, such as how to open and run a tattoo studio successfully.

Artist's Program: This programme is specifically built for tattoo artists who are already in the industry or own a studio, but wish to learn and explore beyond. The Artist Program helps tattoo artists to take a step further, master new styles, step out of their comfort zone and reach new milestones.

Eligibility criteria

Any passionate individual can apply for the courses.

Fee range

₹1,00,000 to ₹2,72,000. 📍

ALIENS TATTOO SCHOOL
GIVES ARTISTS A CHANCE
TO LEARN FROM THE
BEST OF PROFESSIONALS.
AFTER MASTERING THE
COURSES THEY SURELY
REACH THE TOP

– SUNNY BHANUSHALI
Founder, Aliens Tattoo School



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SALON INTERNATIONAL

SALON INTERNATIONAL IS A COMPREHENSIVE, YOUTHFUL AND DYNAMIC MAGAZINE MEANT FOR SALON & SPA OWNERS, BRANDS, HAIR & MAKE-UP ARTISTS, AESTHETICIANS, AND ENTREPRENEURS IN THE FIELD OF HAIR, BEAUTY & WELLNESS.

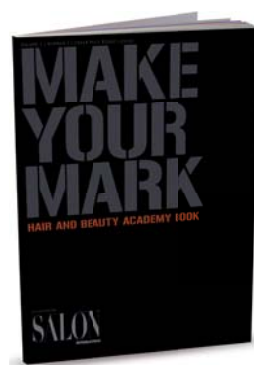
- ☞ The content offers 360° view of a rapidly growing industry.
- ☞ Authored articles by industry experts offer deep insights.
- ☞ Professional hair and make-up artists share cutting-edge trends and techniques.
- ☞ Supported by in-depth technical information and high quality visuals to be a knowledge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

HIGHLIGHTS OF THE NEXT THREE ISSUES

Trends in Haircuts and Colour: Celebrity hairstylists suggest the cut and colour trends for the season, brands share their take on product offerings, strategies, challenges, and more

The Aesthetician Special: Top trends in skin, hair, body, and face treatment and procedures, technological advancements, USPs, and more...

Men's Grooming Special: Latest trends in men's grooming, brands, salons/ services share their take on the services rendered and preferred, USPs, business strategies, and more...



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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HAIR WORKSHOP BY TANVEER SHAIKH



WHAT
Workshop on hair

WHERE
Studio Malabar, Mumbai

WHEN
8th March



Award winning and renowned hair expert, Tanveer Shaikh hosted a hair workshop in honour of International Women's Day. At their eclectic studio, the founders of Studio Malabar, Sarita Goswamy and Dimple Ahuja, invited Tanveer to address an intimate gathering of women. He spoke about hair care, styling and how colour is not the only solution. Women from all walks of life gathered at this fun session where Tanveer shared tips and tricks on hair. Emphasizing on hair care, shared Tanveer, "If one wears their hair confidently and looks after it regularly, it poses as an honest expression and extension of one's personality."

The event concluded with a spread of tea and snacks, served by Studio Malabar. More power to the lovely women who joined Tanveer Shaikh and Studio Malabar in celebrating the day, joyously.

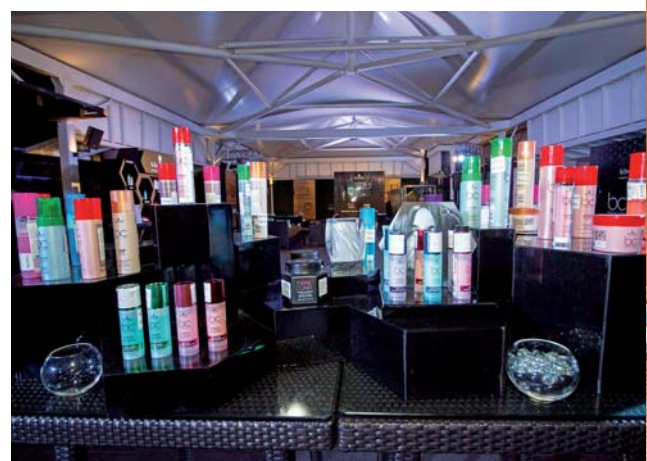
SCHWARZKOPF PROFESSIONAL LAUNCHED FIBRE CLINIX RANGE

Schwarzkopf Professional hosted an evening of glamorous manes and stylish conversations to launch their breakthrough range in hair reparation, the new BC Fibre Clinix. The evening was graced by eminent members of the salon industry along with members of the media and key social influencers.

The range including BC Fibre Clinix Tribond Shampoo, BC Fibre Clinix Boosters and BC Fibre Clinix Tribond Treatments was introduced by Schwarzkopf Professional's India Technical Head, Melissa Hughe. She said, "With the introduction of the new BC Fibre Clinix range, Schwarzkopf Professional delivers the most powerful hair repair performance ever. The Triple Bonding and

C21 Technology within BC Fibre Clinix, combined with a new range of hyper-customisable Boosters, allows hairdressers to create the most powerful, bespoke, tailor-made salon services for their clients." Shared Akbar Ali, Style Director and Franchise Owner, Toni & Guy, "The Fibre Clinix range from Schwarzkopf Professional is a milestone product from the brand. We are proud to be associated with Schwarzkopf Professional and excited to try out the range very soon." Added Arif Shaikh, Operational Head at Affinity Salon, "Schwarzkopf Professional is one brand that invests a lot in technology. They always out-do themselves to offer the best to their patrons. This

time with the launch of the new BC Fibre Clinix Range, they have created the most innovative range in the hair care industry. The customisable options will help us work with our clients more closely to understand each hair type and offer the best solution."



WHAT
Product launch

WHERE
JW Marriott, Bengaluru

WHEN
28th March



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