

SALON

INTERNATIONAL



LOTUS

PROFESSIONAL



POTENT
ORGANIC
FORMULATION

OUR BEST SUN PROTECTION EVER, NOW COMES WITH A RADIANT GLOW!

PHYTORx™ Whitening sun protection range contains potent organic ingredients to give the skin a whiter, suppler and smoother look. At same time provides effective safeguard against harsh UV rays. The ultra-dry and feather light finish, not just provides visible fairness, but also works gently to provide protection from:

- Tanning
- Premature ageing of skin
- Wrinkles
- Sunburn
- Skin Cancer (UV rays are increasingly responsible for skin cancer all over the world due to depletion of the ozone layer)
- Brown Spots



PRESERVATIVE FREE,
ARTIFICIAL FRAGRANCE
AND COLOUR FREE.

Available at select premium spas and salons only.
To know more please call +120 3213377
or contact toll free no: 1800 200 2324
email: procare@lotusherbals.com
www.lotus-professional.com
Follow [Facebook](#) [Instagram](#) :

INTRODUCING WELLA PROFESSIONALS
ELEMENTS

NATURE'S WAY OF GIVING YOU

UP TO

10X STRENGTH
AGAINST
BREAKAGE*

ZERO%
SULPHATES, PARABENS



With NuTREE COMPLEX-Sustainably sourced natural tree extracts.

*due to combing, shampoo and conditioner or shampoo and mask vs non conditioning shampoo.

SALON

TM

INTERNATIONAL



L'ORÉAL PROFESSIONNEL PARIS

THE MOST POWERFUL HAIR CARE TREATMENT*
FRESHLY MIXED JUST FOR YOU



SERIE EXPERT POWMIX

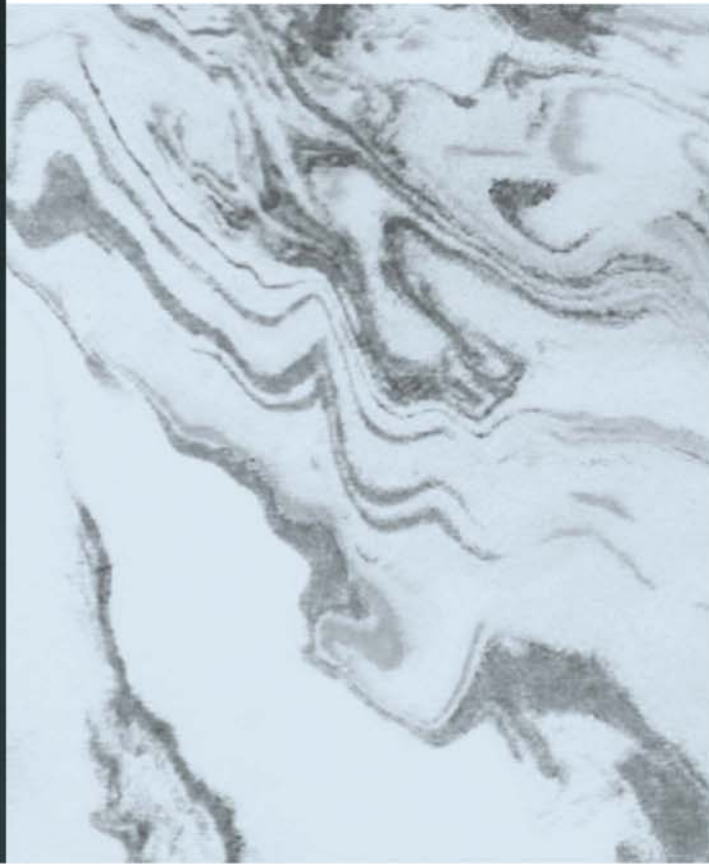
STRENGTH | SMOOTHNESS | RADIANCE | REPAIR

#ONLYINSALONS

www.lorealprofessionnel.in

[f/ LorealProfessionnelIndia](https://www.facebook.com/LorealProfessionnelIndia) [@/ LorealPro](https://www.instagram.com/LorealPro) [t/ LorealProfIndia](https://www.twitter.com/LorealProfIndia)





©

TIGI[®]
copyright

WHAT CAN YOU DO IN 5 MINUTES?

PROFESSIONAL. PERSONAL. PERFECT.

BESPOKE HAIR CARE. COMING SOON.

For an Exclusive Preview
Call us on: +91 9136970936
www.tigifuse.com



RUSK[®]
fashion+culture+attitude



Intense direct colours, ready to use !

Ammonia free • No developer required • Vibrant colors • Mix colors for rainbow effect without bleeding • Lasts 10-12 washes



deepshine[®]direct

ADVANCED MARINE THERAPY

HAIRPRO

Brought to you by: Hairpro India Pvt. Ltd. M: +91 98207 16063 E: rusk@hairproindia.in



KEHAIRTHERAPY™

3 Times Smooth Hair



JOIN THE
NEW
3X
REVOLUTION
NOW



**3 Times the Moisture with
No Sulfates, No Harsh Chemicals and
No Parabens**

www.ktprofessional.com

Customer Care Number : 089280 85652

Email: info@ccigmaalifestyle.com

Follow us on



[kehairtherapy](#)



[kehairtherapy](#)

KT[™]
PROFESSIONAL
KEHAIRTHERAPY[™]



Cysteine

Treatment

Maximum Protein

0% FORMALDEHYDE
TREATMENT

Keratin

Treatment

Maximum

CURL CONTROL & **FRIZZ** CONTROL




www.ktprofessional.com

Customer Care Number : 089280 85652

Email: info@ccigmaalifestyle.com

Follow us on

 [kehairtherapy](https://www.instagram.com/kehairtherapy)  [kehairtherapy](https://www.facebook.com/kehairtherapy)

Editor-in-Chief Amitabh Taneja
 Editorial Director R S Roy
 Publisher S P Taneja
 Managing Editor Aradhana V Bhatnagar

Creatives

Art Director Pawan Kumar Verma
 Dy. Art Director Deepak Verma
 Asst. Art Director Mohd. Shakeel

Production

Sr. General Manager Manish Kadam
 Asst. Manager Ramesh Gupta

Support

Sr. General Manager - Administration Rajeev Mehandru

ADVERTISING

BUSINESS HEAD: DELHI
Rajeev Chopra, Vice President
 rajeevchopra@imagesgroup.in
 Mob: +91 9811098430

Anshu Arora, Sr. Manager (North)

KOLKATA
Piyali Roy Oberoi, Regional Head (East)

MUMBAI
Santosh Menezes, Regional Head (West)
Radhika George, Sr. Manager (West)
Kratika Singh, Asst. Manager (West)

BENGALURU
Suvir Jaggi, Regional Head (South)

For Advertising Queries, Please Write to salesbeauty@imagesgroup.in

CONSUMER CONNECT & SUBSCRIPTION

Anil Nagar, Vice President
 anilnagar@imagesgroup.in | Mob.: +91 9811333099

Priti Kapil, Deputy Manager
 pritikapil@imagesgroup.in

Kiran Rawat, Deputy Manager
 kiranrawat@imagesgroup.in

SALON INTERNATIONAL ADVISORY BOARD MEMBERS

Claudia Stagno, Editorial Director, Salon International-Italy; Sanjay Dutta, Owner, Looks Salon; Renu Kant, Director, Envi Salon & Spa; Miriam Mathew, Spa Consultant; Nitin Passi, Director, Lotus Herbals; Raman Bhardwaj, Director, AN John Salons; Sukirti Patnaik, Owner, Indulge Salons; Vishal Sharma, Owner, Affinity Salons; Rekha Chaudhari, Co-owner, JCKRC Spa Destination; CK Kumarvel, Founder and MD, Naturals Salons; JC Kapoor, Co-owner, JCKRC Spa Destination; Samir Srivastav, CEO, Jean Claude-Bigine Salons; Vikram Bhatt, Director, Enrich Salons; Vikram Mohan, Owner, Bounce Salons; Vipul Chudasama, Artistic Development Consultant, Hair, Education and Shows; Dhruv Abichandani, Artistic Director, Drama Salons; Ojas Rajani, Celebrity Make-up Artist; Eric Shawl, MD, Moehair

IMAGES Multimedia Pvt Ltd (CIN:- U22122DL2003PTC120097)
Registered Office: S-21, Okhla Industrial Area Phase II, New Delhi 110020
 Ph: +91 11 40525000, Fax: +91 11 40525001
 Email: info@imagesgroup.in, Website: www.imagesgroup.in; www.indiasalon.in
Mumbai: 1st Floor, Plot No.: 111/3 Marol Co op Industrial Estate, Marol, Andheri (East), Mumbai 400 059, Ph: +91 22 28508070/71, Fax: +91 22 28508072
Bengaluru: 523, 7th Cross, 10th Main, (Jeevanbhima Nagar Main Road), HAL 3rd Stage, Bengaluru 560 075, Ph: +91 80 41255172/41750595/96, Fax: +91 80 41255182
Kolkata: P-513/B, Raja Basanta Roy Road, CIT Scheme XLVII, Near Sabyasachi Store, Kolkata 700029
 Ph: +91 33 40080480, 40080440

All material printed in this publication is the sole property of M.T.E. Edizioni, Srl or Images Multimedia Pvt. Ltd. or both and each of them have copyrights on their respective materials. All printed matter contained in the magazine is based on the information provided by the writers/ authors. The views, ideas, comments and opinions expressed are solely of the writers/ authors or those featured in the articles and the Editor and Printer & Publisher do not necessarily subscribe to the same.

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

In relation to any advertisements appearing in this publication, readers are recommended to make appropriate enquiries before entering into any commitments. Images Multimedia Pvt. Ltd. does not vouch for any claims made by the advertisers of products and services. The Printer, Publisher and Editor-in-Chief of the publication shall not be held for any consequences in the event of such claims not being honored by the advertisers.

Copyright Images Multimedia Pvt. Ltd. All rights reserved. Reproduction in any manner is prohibited. All disputes are subject to the jurisdiction of competent courts and forums in Delhi/ New Delhi only. Salon International does not accept responsibility for returning unsolicited manuscripts and photographs.

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

For subscriptions: subscription@imagesgroup.in
 For feedback/editorial queries: letter2editor@imagesgroup.in

Summer, as a season, bursts with business opportunity for the beauty and wellness industry! New brands in hair are joining the brigade and the consumer is scouting the market for fresh hair cuts, care and colour options. It is true that potential and competition go hand in hand, hence, it is essential for professionals to stay updated on innovative trends and techniques. So, what are the top hairstylists suggesting to be 'the' trend of the season?

On cue arrives the second lead feature, which gives us an insight into the hair products category. The hair market in India is going through a major paradigm shift. With consumers ready to experiment with new products and services, and marketeers churning out new products at an impressive rate, there is a sense of excitement in the industry. It gets even better, as reports state that the category is estimated to grow further – at a CAGR of 17.1% till 2023.

In our celebrity interview section, we feature Rafael Bueno. The Spanish hairdresser stood out with his avant-garde hair looks at the International Visionary Awards. He won the Runner Up Award in the second international final and consolidated his position as one of the most valued Spanish hairdressers. He shares his professional journey with us. In a mesmerising photoessay, we present Bernat Sayol, celebrity stylist with Salones Carlos Valiente. His F2 collection is inspired by the people themselves. It showcases the range of distinct styles that can be found across the world, from Nordic to Asian, to European and Latin, they all come together to create the collection. Length, texture, and colour play their parts in this striking feminine collection. From India, we feature Biak Lun, Technical Director at Play Salon, who was declared the first runner up at L'Oréal Professionnel Style & Color Trophy held in Paris.

We also showcase Clover Wootton, multi-award winner and a champion in prosthetics. She shares her journey and thoughts on sustainable beauty. Dr Batul Patel, Medical Director and Dermatologist at The Bombay Skin Clinic reveals her view on the new fad – Micro needling to rejuvenate ageing skin.

In Spa Focus, we share Healing Sanctuary Spa and Acqua Sanctuary at The Farm in San Benito, Philippines. It is spread across 3,456 sqm and is architecturally designed to amaze guests, relieve them of their worries and allow the body to cleanse itself naturally. Zeeshan Qasim, Spa Manager at The Rejuve Spa, The Lalit Grand Palace in Srinagar, shares his view on the growing wellness industry, strategies, future plans, and more.

All this and more in this issue of Salon International-India. We are on Instagram @saloninternational_ind and Facebook @saloninternationalindia.

Do look us up for the latest news in the business!



Reveal younger, firmer skin.

Discover an expert anti-ageing formula that fights fine lines, sagging skin and dullness.



VitaLift™

7 Step Skin Lifting Facial



Tightens Skin

Peptide Protein Complex

Restores collagen
for plumper & firmer skin

Fights Dullness

Vitamin C Extract

Fast lightening action that
reveals clear & glowing skin

Consult your in-salon skincare expert today.


CHERYL'S®
COSMECEUTICALS
Skincare that works®

Available exclusively in select salons across India



Hair: Mark Leeson Revlon Professional
Photographer: Richard Miles

Content

20



- 24 **Snippets** Latest news and updates from the beauty and wellness industry
- 28 **Main interview** Rafael Bueno stands out with his avant-garde hair looks at the International Visionary Awards. The Spanish stylist won the Runner Up Award in the second international final and consolidated his position as one of the most valued Spanish hairdressers. He shares his professional journey
- 30 **New openings** Salons and spas that have been launched in the country
- 42 **Role model** She has set a benchmark in Indian hairdressing. Meet Biak Lun, Technical Director at Play Salon, who was declared the first runner up at L'Oréal Professionnel Style & Color Trophy held in Paris
- 44-56 **In focus** While potential and competition go hand in hand, it is essential for professionals to stay updated on innovative trends and techniques. So, what are the top hair trends of the summer season? India's top hairstylists show us the way
- 63 **Lead feature** *Salon India* reveals that the hair products market in India is going through a major paradigm shift. With consumers ready to experiment with new products and services, and marketers churning out new products at an impressive rate, there is a sense of excitement in the industry. It gets even better, as reports state that the hair category is estimated to grow further – at a CAGR of 17.1% till 2023
- 67-74 **Beauty** Prosthetic make-up is not Bollywood's strong suit, however, thanks to one SFX artist, there has been an improvement in recent times. Clover Wootton, multi-award winner, about her journey and thoughts on sustainable beauty; Micro needling is a new aesthetic procedure in the market. Dr Batul Patel, Medical Director and Dermatologist at The Bombay Skin Clinic to understand the process and its benefits; Product launches in beauty care and more
- 77-84 **Spa focus** Spread across 3,456 sqm, Healing Sanctuary Spa and Acqua Sanctuary at The Farm in San Benito, Philippines are architecturally designed to amaze guests, relieve them of their worries and allow the body to cleanse itself naturally; Zeeshan Qasim, Spa Manager at The Rejuve Spa, The Lalit Grand Palace in Srinagar, shares his view on the growing wellness industry, strategies, future plans, and more; Spa packages
- 86 **Celeb style** Original supermodel, entrepreneur, published author, and a mother, Cindy Crawford has steadfastly held on to her status as a Brand Ambassador for the super luxury watch brand, Rolex. She shares her beauty and fitness routine
- 88 **Influencer** Delhi-based fashion designer, Ashima Sharma shares her view on the fashion and beauty industry in India
- 90 **Step-by-step** Recreate the intricate cut
- 94 **Events** The social calendar of what is happening when and where

36



64



68



80



VEGA



EASE CURL HAIR CURLER

Get playful with fun curls with Vega Ease Curl Hair Curler. Easy and hassle free to use, the curler has chrome plates with ceramic coating and 19mm barrel diameter. It also has 360° swivel cord that rotates conveniently and prevents unnecessary tangles.

Pretty is passé. Curl candy is in. Now be all that you want to be with Vega Ease Curl Hair Curler

Available in Barrel Diameter

19
mm

Tight Curls

22
mm

Soft Curls

25
mm

Thick Curls



NEW LAUNCHES \ PRODUCTS \ PEOPLE \ EVENTS \ SHOWS \ REVIEWS \ CELEBRATIONS...

» NATIONAL »



BLOSSOM KOCCHAR COLLEGE OF CREATIVE ARTS AND DESIGN NOW AFFILIATED WITH IMA

» BKCCAD added another feather to its cap by getting affiliated with International Make-up association (IMA). This makes BKCCAD India's first and only academy to receive IMA recognition where make-up artists can now earn the coveted IMA certification in India. Commenting on the occasion Dr Blossom Kochhar, the chairperson of Blossom Kochhar Group of Companies said, "We are delighted to announce our association with International Make-up Association. We have many other international associations; this is another very prestigious association which adds to our bouquet of distinguished certification standards that we follow at BKCCAD."



KRYOLAN STORE IN GURUGRAM

» International professional and consumer make-up products from Kryolan now available at the flagship store at Ambience Mall. The store has a rich, chic look attached to it, playing majorly with clean ivory marble shelves so that you can easily make your choice amongst a wide colour range of Kryolan products. The inauguration was done by Margaret Langer, Director, Kryolan, followed by a make-up Show by Kryolan international make-up artist, Andrea Louca. The store has been presented by Kryolan partner and premium retailer, Euro Cosmetics India.

INDIAN SHAMPOO BRAND MAKES HEADS TURN

» Amazon has increased the popularity of several Indian beauty products. Exposure on Amazon in India and more recently in the US, has built a brand called Wow into a robust business producing \$1 million in sales per month. It means about 4,000 to 5,000 units per day are sold in India and 1,000 to 1,500 units daily in America. Ashwin Sokke, one of the founders, feels that listing on Amazon has fueled sales on that platform, but has had a halo effect on Wow's own e-commerce site. Arvind Sokke (Ashwin's brother) Karan Chowdhary and Manish Chowdhary, are the other founders of the company.



TO OVERCOME REDUCED REVENUE, COTY CUTS COSTS AND STREAMLINES MANUFACTURING

» The company has been grappling with supply chain problems related to the streamlining of distribution centers in Europe and the US, since its acquisition of about 40 beauty brands from Procter & Gamble in 2016. Coty Inc reported quarterly revenue that fell short of analysts expectations, hit by supply chain disruptions and lower demand for its mass market cosmetic brands such as CoverGirl and Rimmel, sending its shares down as much as 9%. According to the company's own estimates, the disruptions have reduced revenue by over \$150 million, so far, this year. Coty said it had largely resolved these issues and expected disruptions to have a minimal impact in the current quarter. To battle revenue loss, the company has been cutting costs, simplifying its line of products and streamlining manufacturing.

OMNI CHANNEL STRATEGY TO MAKE INDIA THIRD LARGEST MARKET

For now, China is topping Amway’s global market with \$2.5 billion in annual revenue, while India is at the seventh position below Korea, US, Japan, Thailand and Taiwan. However, in a decade, India could well be on its way to becoming the third largest market for Amway. Later in the year, the company is looking at revisiting its strategy and planning a new omni channel policy. Shared Michael J Cazer, Global COO, Amway, “India is already a key market, but holds a lot more potential to grow. We think it can become the third largest market for us in a decade.”



PRIYANKA CHOPRA JONAS AND OBAGI TIE UP



Obagi has a 30-year legacy of science and innovation, and believes skin care is about unleashing your skin’s full potential. The brand creates inclusive products that support diversity. Priyanka Chopra Jonas, the global icon, trusts Obagi because it is far more inclusive and diverse than any other brand. Jonas will be seen in their first-ever global campaign which aims to highlight ‘skinclusion’, a vision the brand is truly proud of. “Each individual product has been tried and tested on all six Fitzpatrick skin types, as opposed to just one particular skin type. That makes you feel included,” said Jonas.



mashable

SHILPA SHETTY’S NEW FITNESS APP

Shilpa Shetty has launched her own fitness app called ‘The Shilpa Shetty’. It features yoga routines, functional training, special regimes for women who are pregnant, struggling with menstrual cramps, and so on, and daily nutrition charts for each programme. Said Shilpa, “I think lifestyle modifications are the need of the hour. There is something for everyone on the app. You can do the workouts within the comfort of your home, without any equipment.” What sets her app apart from other fitness apps is the fact that you can browse videos even without data or WiFi. That, and access to expert advice from celebrity nutritionist Luke Coutinho, which are tailor-made to pair with all the different workouts.

» INTERNATIONAL »



VENUS WILLIAMS IS NOW A BEAUTY AND WELLNESS INVESTOR

Tennis star Venus Williams is no stranger to wellness. She has made an investment in Asutra, and is also the Chief Brand Officer at the company. Asutra makes products including Chill Pain Away Magnesium CBD Cream, Peaceful Lavender Yoga Mat Cleaner, and Pure Soothing Comfort Aromatherapy Mist. The brand’s products are meant to help customers “amp up their self-care time,” according to Stephanie Morimoto, the brand’s founder and Chief Executive Officer.

KYLIE JENNER TO LAUNCH VEGAN SKIN CARE LINE

Kylie Skin is the next logical step after Kylie Cosmetics reportedly sold \$600 million worth of make-up since its launch in 2016. She was the first of the Kar-Jenners to branch out with her own beauty brand, and what started out with lip kits has brought her net worth up to \$900 million, according to Forbes. Said Kylie, “Skin was something I dreamt up soon after Kylie Cosmetics. I have been working on this for what feels like a lifetime so I cannot believe I am finally announcing! Building my make-up line from the ground up has taught me a lot and I am so



blessed with that knowledge to apply to my brand new company! Birthing a whole new team, manufacturing, fulfillment, and so on, separate from my cosmetics line was challenging, but here we are!”

\\ BLOWN \\ MUMBAI

- › **Colour combination:** Gold, baby pink and baby blue
- › **Products used:** Kérastase, Balmain Hair Couture, Olaplex for hair; Dermalogica for skin
- › **Lights:** Golden beehive lights
- › **Flooring:** Tiles
- › **Architect:** DKA Architects



Contact persons:
Menaka Bhandary, Founder
Mithila Pawar, Partner

Address:
President House, GF,
C.S No. 72, Division 83/85,
N P Marg, Colaba, Mumbai-400005

Phone:
+91-8657445365

Email & Website:
info.mumbai@blown.co.in
www.blown.co.in

Conceptualised by Menaka Bhandary, Blown offers a range of hair services. Spread over 1500 sqft, there are six hair stations, three backwashes, three pedicure stations, two nail stations, and a beauty room. The services offered are as varied as they are discerning – from a simple blow-out to a French updo or even a coiffure, or straightened hair, mani-pedi and nail art, there is plenty available. The team is trained to not only advise the correct

method, but even execute it as professionally as possible. Also, Blown is one of the few salons that has on offer an exclusive selection of wines – from rose and white to sparkling and red. The lounge-like vibe adds to the experience.

Says Menaka Bhandary, Founder, Blown, “We saw the concept do well in the South and wanted to bring it to Mumbai. We cannot wait to see what Mumbaikars have to say about us and the concept.”



\\ MIRROR 'N' COMB SALON \\ KOLKATA



Contact person:
Pinky Singh, Senior Stylist

Address:
51, Jatin Das Road, Near Deshpriya Park, Kolkata-700029

Phone:
+91-8017732878

Email & Website:
pinkysingh059@gmail.com
www.mirrorcombsalon.com



- › **Colour combination:** Off white and gold
- › **Products used:** Schwarzkopf, Moehair, Morocconoil, Olaplex, BedHead, Amazon Series for hair care, colour and styling; O3plus, Brillare Science for skin; LYN, Bobbi Brown, Estée Lauder for nails
- › **Lights:** Yellow and white
- › **Flooring:** White Italian tiles
- › **Architect:** Ashit Harilal Thacker



Spread over 1200 sqft, Mirror 'n' Comb Salon provides a variety of services in hair, temporary and permanent hair extensions, skin, make-up and bridals, hand and feet, nails and temporary and permanent eyelash extensions, among others. It is equipped with six hair stations, a nail art section, man-pedi station, a bridal room, a spa room, along with a facial room.

Says Pinky Singh, Senior Stylist and

spokesperson for Mirror 'n' Comb, “Having been a part of the salon industry for more than 12 years, I realised our work is deeply personal as well as skillful. Women trust us with their most important beauty aspects, such as skin, hair and nails. So, it is my aim to provide every woman who walks into the salon with the correct advice.”

The salon adheres to safe and hygienic practices to keep the equipment, furniture and floor clean.

Rica Wax

Natural
Wellness
Experience

Advanced waxing system





Rafael Bueno

Heads and Shoulders Above

Rafael Bueno stands out with his avant-garde hair looks at the International Visionary Awards. The Spanish stylist won the Runner Up Award in the second international final and consolidated his position as one of the most valued Spanish hairdressers. With *Salon India*, Rafael shares his professional journey

\\ by Aradhana V Bhatnagar

STYLISTS NEED TO BE CREATIVE, IMAGINATIVE, PERSEVERING – THE LIST IS ENDLESS.



Interest and inspiration to be a part of hairdressing

I started when I was 15, combining my hairdressing and styling studies with working at my family’s salon. I always knew I wanted to be a hairdresser. From a young age, I would sit in my aunt’s salon and spend hours watching everything that happened there. I enjoyed watching people enter the salon and leave, transformed.

Family support

My family has always supported me in everything I have done. I have been lucky that they respected my decisions and helped me to take advantage of the best training by sending me to the best schools available. I will always say: without their love and support, I would not have achieved all that I have. Also, my aunt, who also happens to be my godmother, was my greatest teacher.

Fond memories

I remember my aunt always treated me like any other member of the team, for which I am grateful. Even though I was her nephew



and she was the boss of her salon, I did not receive any preferential treatment or privilege. She was always strict with me and now, as an adult, I realise how beneficial that was for me. She taught me values of punctuality, respect, and how to deal with clients. Every detail was important, not just doing a good job; everything added up to achieve the required outcome.

Professional education

I studied hairdressing in Malaga for two years and styling for another six months. Since then, I have kept myself updated by participating in training, whether it

is through commercial firms or dedicated professionals. This profession is one of constant evolution and to continue being successful, I need to evolve with it.

Mentors

My aunt was my first and greatest teacher, although I admire and follow great professionals, who are relevant in Spain and beyond: Felicitas Ordas, Manuel Mon, Gonzalo Zarauza, Amparo Carratalá, Raquel Saiz, and more. How could you not admire and be inspired by them?

Challenges faced

I have had many challenges as whenever you start something new, fear and insecurities creep in. Still I have always been a positive person and try to find the good in every situation. Now I am more sure of myself. Maturity and experience have help me to see things from a different point of view.

Forté as a hairdresser

The truth is, I like every aspect of this profession: colour, cut, hairstyle. I love the world of bridal style and the avant-garde. I love it because these techniques allow my imagination to fly.

Motivating team members

I am lucky to work with the best team in the world. They always accompany me in all my follies and whenever I propose something, they help me a lot. They offer me their opinions, ideas, point of view and I always listen to everything they have to say. Without my team, nothing would be possible.

Essential qualities in a stylist

Creativity, imagination, effort, perseverance – the list is endless.

Day in the life of Rafael Bueno

Day to day, I spend time at my salon with clients and colleagues. I manage to combine it with my training for Revlon Professional and with whom I am visiting many places in Spain, creating collections of waves, textures, and so on. In my spare time, I concentrate on creating new collections.

Trends in haircuts and colour this season

The haircut trend of 2019 will continue to be marked by bob styles with layers and an abundance of straight lines. We will continue to use the living coral colour which is Pantene's Colour of 2019.

Future plans

I am currently doing several commercial and avant-garde collections. I will be attending training sessions next year and will soon be travelling to Cosmobeauty, Peru. However, I have not yet considered opening my own academy. 📍





MATRIX presents Bond Ultim8

Get the ultimate protection for your hair during coloration, straightening or smoothing with the latest launch, Bond Ultim8. It will leave your hair more nourished and healthy than ever before

It is true that while consumers enjoy experimenting with their looks and hair, they are also worried about the stress that their hair undergoes with each chemical service. Environmental aggressors such as, exposure to pollution and harsh sunlight, along with the excessive use of heat tools additionally make their hair prone to dryness, roughness and breakage.

What is Bond Ultim8?

Bid adieu to your client's worries as MATRIX offers a one-stop solution that allows the client to experiment with in-salon treatments. Get the ultimate protection for hair during coloration, straightening or smoothing with MATRIX's launch: Bond Ultim8. It is the first professional system with eight unique benefits that prevent bond breakage during chemical hair processes and protects them over time. A bond protecting system, Bond Ultim8 provides a long-term solution that protects hair during or after any technical service.

How does it work?

This bond protecting system works inside the hair fibre during the salon service. Every strand of hair has Keratin chains within the cortex which are linked by three types of bonds. Bond Ultim8 protects them by penetrating deep inside the fibre. It works on the hair bonds by restoring the weak ones and protecting the strong bonds during services like straightening, smoothing and coloration.

Bond Ultim8: The stand-alone treatment

Along with being used as an additive to coloration or texture services, Bond Ultim8 can also be availed as a stand-alone treatment to restore hair that appears damaged. This treatment can be combined with any hair spa or hair treatment depending on the client's hair type. With multiple services, you will notice your client's hair will appear healthier over a period of time.

Give your client's tresses a new lease of life by protecting the hair fibre during every salon service and get protected, nourished and healthier looking hair with the addition of Bond Ultim8, available across all MATRIX salons in India. 📍



The Bond Ultim8 system consists of two products, namely Bond Ultim8 Step 1 Amplifier and Bond Ultim8 Step 2 Sealer.

Bond Ultim8 Step 1 Amplifier
Step 1: Amplifier is a liquid additive treatment that is mixed during the coloration or texture service for bond protection.

Bond Ultim8 Step 2 Sealer
Step 2: The Sealer is a deep conditioning treatment that helps seal in the benefits of Step 1 for further protection.

- WITH 8 UNIQUE BENEFITS**
- › Helps protect bonds during lightening
 - › Maintains expected lift
 - › No reformulation needed
 - › No additional time needed
 - › Helps prevent hair breakage
 - › Helps preserve hair fibres
 - › Deeply nourishes
 - › Hair looks healthier



OUR LATEST LAUNCH, BOND ULTIM8 WORKS TO PROTECT AND RESTORE HAIR DURING AND AFTER COLORATION, STRAIGHTENING OR SMOOTHENING SERVICES. IT WORKS ON THE BONDS INSIDE THE HAIR FIBRE AND HELPS TO PRESERVE THEM DURING AND AFTER THE TECHNICAL SERVICE. SO, GO AHEAD AND EXPERIMENT WITH YOUR HAIR THE WAY YOU WOULD WANT TO BECAUSE BOND ULTIM8 HAS GOT YOUR BACK!

– MELROY DICKSON
 General Manager- Education, MATRIX India

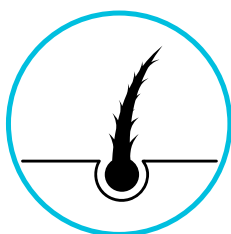


DR B L JANGID

Prevent Hair Damage Watch Out for Hard Water

Dr B L Jangid is MD Skin at SkinQure Clinic in Delhi. He has over 10 years of experience in skin surgeries, hair transplant operations, lasers, and anti-ageing. Views expressed are personal.

Most problems related to hair are caused by the quality of water used to wash it. If your clients live in a region where the water is laced with chemicals and is therefore hard, their hair will be wispy or lifeless with a straw-like texture; they may even experience hair loss. In such cases, hair becomes prone to easy breakage because of the brittleness caused by a large quantity of calcium, magnesium, iron and copper in the water. In this situation, no amount of conditioners or styling sprays will help. If left untreated, it can lead to premature greying, hair loss, hair thinning, and more. However, there are things you can suggest to your clients to prevent further and extensive damage.



Water-softening device

A water-softening device is a good investment, as it removes calcium and magnesium (lime scale) and other metallic minerals from hard water, hence making it safe to wash hair with. It maybe expensive, but it is extremely useful for those experiencing hair problems, eczema, and other such issues.

Filter that shower

Using a shower filter is a cheaper alternative to a water softener. It considerably reduces lime scale, chlorine, and other chemicals from hard water. Clients simply need to attach this gadget to the head of a shower, and clean it regularly, as deposits may clog the shower after a week or two.

Wash hair with filtered water

As a last rinse, clients could use filtered water from a RO device or filter. Since the environment also needs to be kept in mind, using bottled water may not be a good long-term idea.

Choose hair care products carefully

Clients need to look for shampoos and conditioners that are especially formulated to fight the effect of hard water, specifically the coarseness. If they prefer alternative forms, they could choose natural and pH balanced products. They could even boil a couple of hibiscus flowers with raw amla fruit and use it to wash their hair. Or if they want the feel of a shampoo, they could opt for one without parabens and sodium lauryl sulfate. A natural leave-in conditioner post shower can also be made. Apply two to three drops of Almond Oil or Coconut Oil to the lower ends of hair to add to the health and appearance of the hair. They could also add a teaspoon of Epsom salts to a shampoo and wash hair to clear away residue left behind by hard water.

Take help from a hair expert

It may be a good idea to refer to a dermatologist or a trichologist, who can diagnose and, in many cases, successfully treat hair loss permanently and professionally. It is important to seek a qualified dermatologist's opinion if your client has severely damaged hair. Depending on the severity of the condition, a dermatologist can prescribe not just medication, but also suggest timely medical intervention such as PRP, hair transplant, and more such options. ●

THE LANGUAGE of *beauty*

GET USED TO A SECOND LOOK

Make up needs, desires & wants of a modern day woman

Foundation Primer • Compact Foundation • Concealers • Eyeshadows
• Eye Pencils • Makeup Setting Spray • Makeup Brushes

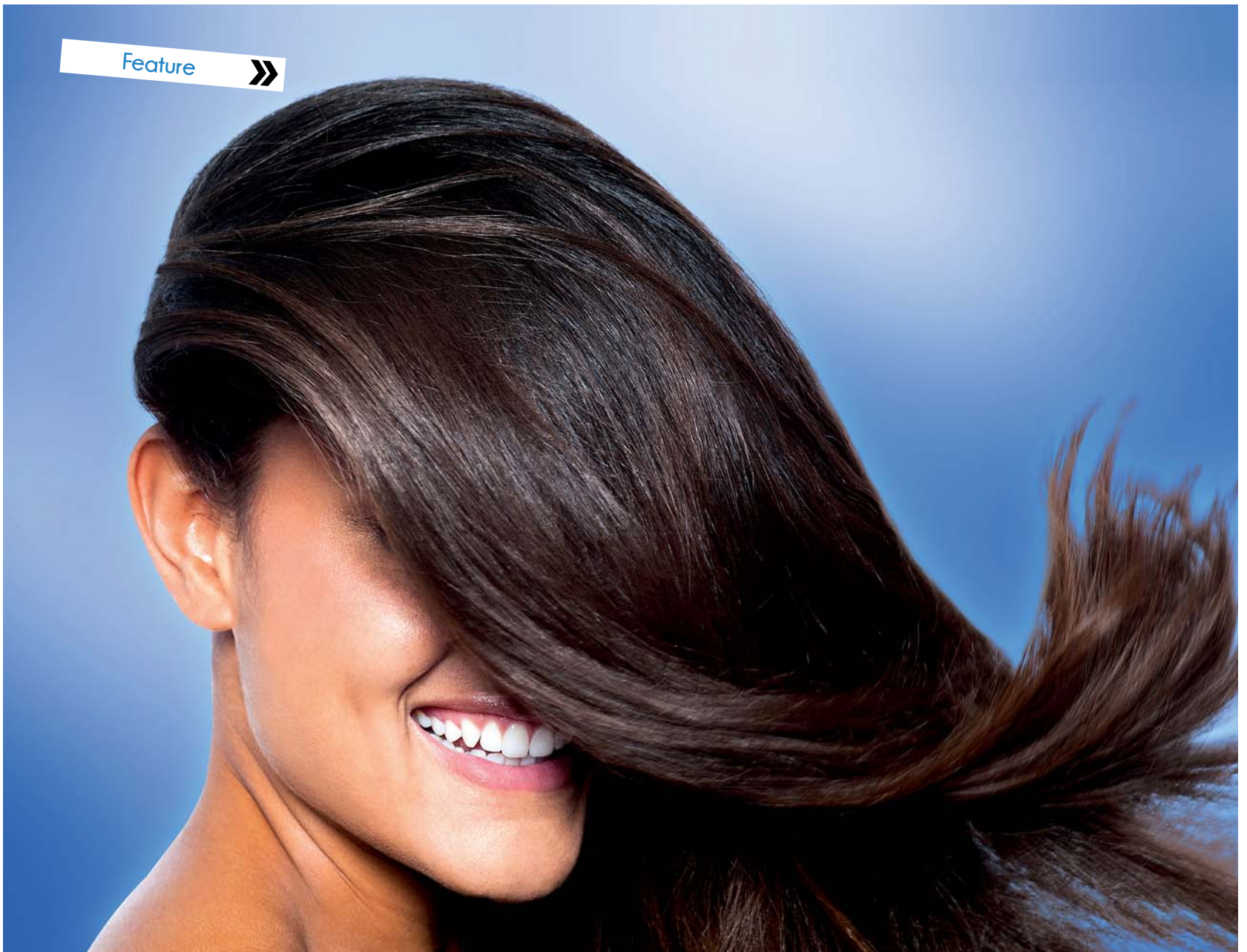
bodyography™

PROFESSIONAL COSMETICS



GF Gluten Free V Vegan  cruelty free

Brought to you by: Proline Beauty & Wellness Pvt. Ltd. M: +91 88001 09300 E: bodyography@prolinebeauty.in



Expert Recommended Solutions Seasonal Hair Damage

Summer is on in full swing and believe it or not, the weather can throw a spanner in your hair looking its best. Just as it can damage your skin, the sun can also damage hair and scalp. So, here are experts suggesting solutions to protect your hair from sun, heat, and humidity

\\ by Aarti Kapur Singh

➤ Dr B L Jangid, Delhi-based dermatologist and Founder, SkinQure, shares, “You may have healthy hair almost all year round, but in summer, your hair will turn limp and lifeless. This is because the sun dries out the strands and the increased humidity makes it fall flat. Additionally, the main cause of damage is sweat and dust that lead to an increase in problems like dandruff and split ends. The worst case scenario is hair loss and thinning hair.”

His views are echoed by Dr Apoorva Shah, Trichologist, Richfeel, who says, “Summers can be harsh on your scalp, causing dryness and sunburns. Some people believe that hair protects the scalp, but that is not true. In the end, a dry scalp can damage the hair roots.” According to Gita Ramesh, Jt MD, Kairali Ayurvedic Group, “Summer heat can cause scalp damage mainly due to heat and sweating, which in turn lead to damaged hair.”

Shampoo, condition with care

Daily shampooing is not recommended, but at times, it is unavoidable. A good rinse in cold or lukewarm water will do the trick, but not doing so can harm the hair. According to Gita, “By not washing your hair daily, you allow dirt to settle in which causes dandruff, boils and itching. This leads to an unhealthy scalp and rough hair with split ends.” In case you wash your hair daily, it is better to use a gentle shampoo and conditioner.

Mohit Yadav, Founder & CEO, Freewill, a brand that customises hair care products as per individual concerns, says, "Even though sweat can be good for the body, it leads to sticky scalp and hair. Also, obsessive washing of the hair causes dryness." So, it is important to avoid harmful ingredients like sulphates that can make your hair even more dry and lifeless. "Stay away from parabens and mineral oil, commonly found in many hair oils, and Salt (NaCl) which is used as a thickener in many hair care products," says Mohit.

Elaborating further Dr Apoorva says, "Focus on cleansing the scalp and not the hair. Use a conditioner as it acts like a moisturiser and seals the strands so that moisture cannot escape. You must remember that dry hair is more prone to environmental damage."

The right products

If your hair is prone to frizz, the solution is to switch the regimen with a collection of products designed specifically for your hair type. Look out for products with the tags 'replenishing', 'hydrating' and 'moisturising'. Avoid any styling product that has formaldehyde (alcohol) and



Clockwise:
Gita Ramesh
Dr Apoorva Shah
Dr B L Jangid
Mohit Yadav

tags such as 'volumising' or 'bouncy'. These dry the hair more and are, therefore, strictly avoidable. "In order to deal with summer issues, one needs to start using shampoos and conditioners infused with rich antioxidant oils, such as Argan Oil and Macadamia Oil. Also, check for proteins (wheat protein, pea protein or Keratin), Vitamins E and B5, and natural Avocado extracts in your product," advises Mohit.

According to Gita, "We have a product called Kairoil that helps cool the scalp and also disinfect it. When you apply this oil, see to it that the whole scalp is covered. Leave it on for half an hour and wash off with Amla Shikakai Shampoo. This regimen will not only nourish hair, but prevent heat and humidity related infections of the scalp."

Lay off heat styling tools

Curling irons, straighteners and blow dryers damage the hair. "As your hair is already exposed to the heat of the sun, avoid tools like flat irons and blow dryers as much as you can. Let your hair dry naturally," says Dr Apoorva.

Use a serum

Even if you avoid styling tools, exposing it to sunlight is bad enough. Mohit says, "In India, most of the regions are affected by high UV radiation, so one should use leave-on conditioners and serums to safeguard the natural colour of the hair and keep it hydrated."

Hydration is key

Dr B L Jangid shares, "The main point of hair therapies is hydration. So, massage your hair with olive or almond oil at least twice a week, in the morning time and leave it on for not more than 30 minutes. Leaving it overnight can aggravate dandruff and oily scalp problems." Additionally, Dr Apoorva advises that treatments such as, Keratin treatment and colouring must be avoided as they strip the hair off its natural moisture, leaving the strands coarse and dry. Gita advises natural Ayurvedic therapies for the scalp and hair like Shiro Abhayagam, Shirodhara and Thalapothachil, as they are especially beneficial in the summer months. Do try and take at least one session every fortnight. 📌





Xtensio Care for Straightened Hair by L'Oréal Professionnel

To maintain straightened hair, Xtensio Care has been established by professionals and consumers alike, as the most preferred choice of hair care post in-salon straightening services

Styling trends reveal that straightened hair has been one of the biggest fads. Not only is it easy to maintain and care for, it also keeps weather-related issues such as frizz at bay.

Those who have not opted yet for it, it is true that managing your hair can be a daily battle. It is probably the most important contributor to having a 'good hair day'. This desire for manageability coupled with the problem of frizz, makes hair straightening or smoothening a popular in-salon trend.

For those clients who say "I want to maintain the beauty of my straightened hair at home, just the way it looks in the salon, everyday", the home care regime plays a big part. Whether it is the poker straight look or a more natural straight look with controlled waves, the common desire of women is to be able to maintain it at home without any hassle. Consumer study conducted on 190 women in 2017 with IPSOS suggests that 95% Indian women agree that Xtensio Care gives their hair strength,

nourishment and manageability. Xtensio Care, the post straightening hair care range from L'Oréal Professionnel, is designed specifically for this.

Technology

A fusion of Pro-Keratin and Incell, Pro-keratin fortifies the hair fibre from outside and the L'Oréal patented Incell strengthens hair fibre from the inside. Xtensio Care serum gives you seven times stronger hair, four times more manageability, and four times more hydration.**

Benefits

This Pro-Keratin care for straightened hair gives strength, manageability, nourishment and shine. The nutri-reconstructor shampoo and masque gently cleanse hair with anti-dryness action hence respecting the hair fibre integrity. The Pro Keratin - Incell fusion recharges depleted moisture levels and controls volume. **

**Instrumental shampoo + masque + leave in vs classical shampoo



Biak Lun

India's Pride in Paris

She has set a benchmark in Indian hairdressing. Meet Biak Lun, Technical Director at Play Salon, who was declared the first runner up at L'Oréal Professionnel Style & Color Trophy held in Paris

How has your journey been in the salon industry, so far?

I came to Bengaluru in 1992 to study Theology. Having always loved to create new styles on my own hair and inspired by family members, who were already in the salon business, I decided to drop out and instead, train as a hairdresser. By the time I finished, I was approached by Wella Professionals and I joined them as a trainer. While working for Wella, I had the opportunity to travel and soon got an offer from Schwarzkopf Professional. I worked with them for five years. It was tough as at that time, convincing people about the products and training them to use it right was a challenge, but I managed to pull through. I was bestowed an all-India Technical Award by the brand, which had in three years seen significant market growth. By this time, L'Oréal had found a stronghold in the market. With my award and as my reputation in the industry grew, I was recommended for a Trainer position with L'Oréal. They appointed me as a Regional Training Manager for South. I worked with L'Oréal Professionnel for over five years, until my health gave in and I could not travel. I joined Bounce Style Lounge, where I stayed for five more years, and then joined Play Salons. I am still working at Play and feel blessed to have a team that has stood by me.

From your viewpoint, how has the Indian salon and hair industry evolved?

When I started my career as an educator

in hairdressing, initially, it was difficult to convince clients to try a red or blonde colour or experiment with cuts. However, 10 years down the line, there has been a significant change in the mindset of consumers which has positively influenced the hair industry.

Tell us about your dream win in Paris.

The title of First Runner-up at L'Oréal Professionnel Style and Colour Trophy in Paris was surreal. I had never dreamed that I would win a global award of such calibre and represent my country. I had won at The Indian Hairdressing Awards and was already proud of my hard work. The First Runner-up award was simply magical!

How did you create the winning look?

For global colour and balayage highlights, I used L'Oréal Professionnel's Mocha-Majirel Cool Cover. To lighten it up, I used L'Oréal Blond Studio, once I achieved the desired yellow level, I deposited 9.13 in 20 vol. The technique used was inspired by Paul Dennison's cut and colour masterclass that I had attended two months before the competition. It was Balayage using the weaving technique and I practiced it well. I was also intrigued by the styles that the French sported that it influenced my final look, French Chic.

What are your favourite hairstyling products?

L'Oréal Paris Elnett is my all-time favourite; L'Oréal Professionnel Tecni.Art Siren Waves Defining Elasto-Cream, Tecni. Art Volume Lift Mousse, and Tecni.Art Constructor.

What are your views on education in the hair industry?

Theoretically, practically and in terms of products, there is so much to learn every day. For example, when L'Oréal launches a product, we need to learn to use it to our advantage. It is a constant process and the only way to keep up with it is continued education. If nothing, pick up a magazine and keep track of the developments and trends in cut, colour, and product categories. Also, regularly attend seminars and masterclasses to upgrade your skills. Over the years, I have participated in several training sessions with Guy Kremer, L'Oréal, and others. 📍





Smartbond by L'Oréal Professionnel

The 2 Step Bond Reconstructive System

Imbued with a revolutionary technology, Smartbond prevents the breakage of bonds and treats hair fibre from the inside so that the hair looks healthy and shiny from the outside even after repeated colour services

Every client who has walked into your salon has a desire to change her look but without changing her hair colour. You have heard most of them say 'I would really love to colour my hair, but I fear damage'. Fear of damage is one of the major reasons why Indian women do not experiment much with hair colour. But times have changed! L'Oréal Professionnel brings Smartbond, its breakthrough bond reconstructing system of products protect the hair fibre from the inside and keep it healthy and shiny on the outside. Hairdressers all over the world trust this product to be their ultimate safety net while doing creative colour techniques with optimum fibre respect so that hair feels strong and healthy even after repeated colouring or straightening processes.

HOW DOES IT WORK

STEP 1 (ADDITIVE): Protects the hair fibre

To be put in colour or pre-lightener mix or used after straightening cream.

- It fights and prevents excess stress on both the strong and weak bonds in the hair fibre.
- It protects the essential amino acids from leaving the hair fibre.
- It preserves the protein matter in the hair fibre.
- It protects the integrity of the cortex.

STEP 2 (PRE-SHAMPOO): Treats the hair fibre

To be applied on hair after rinsing colour or pre-lightener or straightening cream.

- It cleans, conditions and treats the hair fibre from bad ions left after technical services.
- It is the most essential second step after the action of Step 1.
- It enhances the action of Step 1 in protecting the integrity of the cortex.

RESULT OF THE COMBINED ACTION

Hair is less prone to breakage.

- It is more resistant to brushing and less fragile.
- It is more supple.
- It is more hydrated and better cared for.
- It has added softness.

HOW TO USE

Smartbond can be used in two ways:

- As an addition at the time of colouring or straightening.
- As a standalone treatment after a colouring or straightening service.

SMARTBOND IS SMART

One of the smartest bond reconstructing systems, Smartbond adapts to you with:

- No change in the technical protocol.
- No need to increase the oxidant.
- No change in the mixing ratio of colour.
- No change in the development time.
- No impact on lift.



Smartbond is exclusively available in L'Oréal Professionnel salons in a pack size of 1500ml for ₹10,500. L'Oréal Professionnel now introduces the Smartbond Mini in a pack size of 375ml for ₹3,000 only.

Rene Furterer

Surefire Way to Eliminate Dandruff

Discover the deep cleansing treatment for itchy, dry and oily dandruff prone scalp



➤ René Furterer believes in the adage, 'Beautiful hair grows from a healthy scalp, like a plant in a fertile soil'. Throughout its history, René Furterer has been reputed for its expertise in essential oils and plant extracts. With the most natural method of steam distillation ensuring the purity and integrity of the properties of the active ingredients which are very quickly absorbed by the scalp, and absorbed directly at the hair bulb.

What you need to know

Dandruff, a common scalp condition, occurs due to presence of malassezia. It is a bacteria which aggravates the cell renewal process on the scalp to result in flaking. Rene Furterer offers effective solutions for both oily and dry dandruff.

Types of dandruff: Dry and oily

When dandruff falls in small flakes onto your clothing and shoulders, it is dry dandruff. When the dandruff sticks to your scalp and feels itchy, it is oily dandruff.

The solution

Melaleuca Anti-Dandruff Ritual, a deep cleansing ritual, combats both oily as well as dry dandruff. It is essential for eliminating dandruff and preventing the bacteria from multiplying. Extracted from the Australian Tea Tree, Melaleuca Essential Oil cleanses, purifies and soothes the scalp suffering from dandruff.

The product range

Melaleuca Anti-Dandruff Exfoliating Gel:

This gentle pre-shampoo exfoliating gel effectively combats dandruff. The gel

purifies and gently exfoliates the scalp with micro-ionized apricot extracts and eliminates persistent dandruff with lasting cleansing action. The soothing oxygenising sensation is reinforced by the cooling properties of menthol.

Proven efficacy: Significantly decreases dandruff by 97%; has 100%¹ lasting effect after two weeks without treatment.

Melaleuca Anti-Dandruff Shampoo for oily, flaky scalp: Enriched with Curbicia extract, the shampoo with cleansing essential oil eliminates oily dandruff and provides lasting relief from relapses and itchiness.

Proven efficacy: In 14 days, eliminates 93%² dandruff.

Melaleuca Anti-Dandruff Shampoo for dry, flaky scalp: The shampoo, with cleansing essential oils, washes off dry dandruff, while limiting relapses. It hydrates the hair and scalp with rich Carthamus Oil.

Proven efficacy: After 14 days, eliminates 87%³ dandruff.

Ingredients that help reduce dandruff

Melaleuca Essential Oil: Melaleuca, commonly known as Tea Tree, cleanses the scalp and reduces the growth of bacteria that causes dandruff. It also boasts of soothing and purifying properties.

Thyme Essential Oil: Thyme has been used since ancient times as an aromatic plant, with 'thymus' meaning 'perfume'. Its essential oil has effective cleansing and anti-bacterial properties in treating dandruff and excess sebum.

Apricot Kernels: Micronised Apricot kernels gently exfoliate the scalp to eliminate persistent dandruff.

Extract Curbicia: Curbicia is obtained by hydrolysing pumpkin seeds, an exclusive procedure patented by René Furterer. Three times more effective in reducing sebum, it is ideal for treating scalps that tend to be oily. It works over time to regulate the hyper-production of sebum, one of the causes of gradual hair loss.

Extract Safflower: Safflower is an oriental thistle with red, yellow or white flowers. Oil extracted from its seeds is rich in essential fatty acids, moisturising elements which are crucial to the health of the scalp and to keep dry hair looking beautiful.

Zinc Pyrithione: Zinc Pyrithione limits the proliferation of fungus responsible for irritating the scalp. ⓘ

¹Overall dandruff score performed by a dermatologist over 3 weeks. ²Percentage of improvement. Study of 66 women ³Percentage of improvement. Study of 68 women.

Hair Care

HAIR CREAM MASK BY MOONSTAR

Hair Do is a reconstructive cream rich in Green Keratin that helps restore volume of the hair. Developed with the latest technology combined with highly moisturising agents, Hair Do leaves hair more nourished and manageable. Apply on washed and towel-dried hair, spread it evenly, massage it from roots to the tips, and comb through your hair with your fingers. To optimise the effect, cover your head with a hot towel for at least 10 minutes after application.

Price: ₹550 for 500 gm; ₹950 for 1000 gm
Availability: www.moonstar1917.com and offline

SHAMPOO, CONDITIONER BY AVEDA

Aveda's vegan, silicone free and 97% naturally derived Rosemary Mint Purifying Shampoo and Rosemary Mint Weightless Conditioner feature the combined clarifying power of White Vinegar and micellar technology to help gently cleanse, clarify and condition the hair without stripping and delivering high shine and weightless body. Safe for colour treated hair, it is ideal for oily, fine to medium hair. They are 100% cruelty free and eco-friendly.

Price: ₹1,350 for shampoo (250ml); ₹1,550 for conditioner (250ml)
Availability: Sephora stores

HAIR STRAIGHTENER BY VEGA

The hair sStraightener gives you silky straight hair with triple protection. With five heat settings, you can choose the right temperature for the hair type for best results. The ceramic coated plates allow for even distribution of heat and protect hair from heat damage. The floating plates prevent tugging and pulling of hair and minimise hair breakage.

Price: On request
Availability: Retail stores



HAIR STRAIGHTENER BY PHILIPS

KeraShine Straightener is infused with Keratin ceramic coating and iconic care, helping to protect your hair while you style. This straightener has Keratin-infused ceramic plates for ultimate shine and ultrasmooth gliding. The extra wide straightening plates have been designed specifically for thick and long hair. The increased plate width can straighten more hair in one go and help to reduce the time required to style, and with KeraShine technology the hair has Keratin care to protect it from excess damage.

Price: ₹2,695
Availability: Retail stores and online

HAIR HYDRANT BY SANS [CEUTICALS]

Healthy hair has a balance of protein, lipids and moisture. The Balancing Hair Hydrant is formulated using Coconut Oil, Seed Oil, Hydrolysed Wheat Protein, and more, for hair that is healthy and strong. It harnesses the benefits of Vitamin B5, varied molecular proteins and Sugar Beet extracts incredible sheen and combability. Highly recommended to treat normal hair, men's hair, oily roots, sensitive scalps, and dry scalps. It is free of parabens, artificial colour and fragrance, sulfate, silicones, petrochemicals, PEGs, phthalates, and is not tested on animals.

Price: ₹3,140
Availability: www.beautysource.in



ALGOTHERM

SKIN POWERED BY OCEAN



AB 04/2019

Marine Life Serum PERFECT YOUTH

ALGOTHERM Research & Development team has selected 4 prodigious seaweeds, which speak the same language as the skin, to act on 4 visible signs of aging:



Undaria Pinnatifida
Anti-wrinkle



Ulva Lactuca
Anti-sagging



Alaria Esculenta
Firmness



Dictyopteris Membranacea
Anti-dark spots

Ingenious treasures for the skin, seaweeds act in synergy to target and reactivate 35 youth genes for a global anti-aging action.



**GLOBAL ANTI-AGING
COSMETOGENOMIC PATENT***



Trending Right Now

Haircuts

and Colour

While potential and competition go hand in hand, it is essential for professionals to stay updated on innovative trends and techniques. So, what are the top hair trends of the summer season? India's top hairstylists show us the way

\\ by Aradhana V Bhatnagar



DEEPAK JALHAN

CREATIVE STYLIST & EDUCATOR, LOOKS PRIVÉ

Haircuts for men

- › Messy textured styles.
- › Crop cuts.
- › Long fringes for versatility.
- › Cuts with a long, natural flow and movement.

Colour

Colour should be versatile. It is a personal choice, and needs to be minimalistic and done on time. Some men do opt for loud fashion colours.

Haircuts for women

- › Straight lob with bangs.
- › Long, highlighted curls.
- › Voluminous long layers.
- › Pixie.
- › Wavy lob.
- › Long, wavy layers.

Colour

- › Extra platinum blonde.
- › Effortless brown.
- › Sun-kissed blonde.
- › Rose gold blonde.
- › Rosy locks.
- › Rose gold brunette tips.
- › Pink tips.
- › Creamy blondes.

Recommended products to get the style

There are many products in the market, but it depends on the suitability factor. Davines products add softness and have a lasting effect. It is a luxury Italian brand that is doing well in India. They have an entire regime for all hair types. Even Depot has an extensive list of products for men.

Maintenance regime required

Today maintenance is not difficult, as everyone wants to look sharp. They visit salons regularly, but home care must be added to maintain the cut and colour of hair.

View on Indian hair texture and recommended care

People are more aware of what they want and they do take good care of their hair texture. Also, they are willing to invest in quality products.





MAMTA TALREJA

DIRECTOR - EDUCATION AND QUALITY, BBLUNT SALONS

Haircuts for men

Men's hair is definitely going towards longer styles with texture and movement, moving away from the fade and buzz cut. The hair on the sides and back can be grown to medium or longer length and hair through the top can be styled for texture and movement with products. Men are now experimenting with their looks and want haircuts that fill that requirement. Keeping the cut styled well is also a must and recommended products are matt waxes, shine pomade and leave-in conditioners. Trending styles are:

- › Low man buns.
- › Textured curly hair.
- › Big hair, long hair, let-it-do-whatever-it-wants hair is the vibe.

Colour

We always recommend colours that enhance their skin tone and the haircut they are sporting. Trending colours are:

- › Silver and ash tones.
- › Pastels that are a combination of highlight and lowlight for natural blended look.
- › Warm chocolate brown for a natural look.

Haircuts for women

- › Shaggy layers as they add volume, texture and softness.
- › Bobs with variations of structure and some tousle; texture moving to shorter lengths that are above the shoulder.
- › Curly hair with super curly bangs.
- › Textured pixie.
- › Soft bangs to enhance the face shape. It is for all hair types.





Colour

Colour is a great way to subtly or dramatically change the entire appearance. There are multiple colours, tools and techniques to facilitate this process. We recommend colours designed to enhance the skin tone and haircuts. Trending colours are:

- › Ash or silver blonde.
- › Face framing highlights.
- › Platinum.
- › Strawberry.
- › Beige, honey or bronze blondes.
- › Trending colour techniques are shadow roots, colour melting, and Balayage with face framing highlights.

Maintenance regime required

- › Always use shampoo as per your scalp type, conditioner as per hair type and leave-in cream or a heat protectant
- › Post colour care is important. One should use colour safe shampoos and conditioners. Try the one that suits your hair and scalp's specific need after consulting with your stylist.
- › Try leave-in creams which lock in the colour, or anti-frizz or moisture leave-in to keep the hair hydrated.
- › A serum works well to bid goodbye to dry spells that occur post colouring.
- › To keep the platinum or lighter blondes looking fresh, colour tone refreshing is recommended every three to four weeks.
- › In-salon deep conditioning and strengthening treatments for hair and scalp wellness every three to four weeks is a must and will keep your scalp and hair in good condition.
- › Use heat protect products on the hair before using styling tools.



VIKAS MARWAH

← CELEBRITY HAIRSTYLIST & OWNER OF VIKAS MARWAH SALON & ACADEMY

Haircuts for men

- › Textured falling quiff works well on medium to thick hair. With a slight natural wave it looks great.
- › Disconnected undercut leaves length on top pulling the sides in tight. Skin faded is best as it adds definition and an edge.
- › Textured pompadour works best on thick hair with a natural wave. It is a longer natural style with a short taper on the neckline.

Colour

- › Platinum looks great with forward pointing big patchy spikes.
- › Edgy brownish grey.
- › Neutral dark blonde looks great with hair that is left slightly long on the top and short on the sides.

Haircuts for women

- › Curly bangs for a soft and strong look in various lengths, shapes, textures, and styles.
- › Short, shaggy cuts for movement and texture, specifically towards the ends and in the fringe, as well.
- › Shaggy pixie is best sported with side-swept bangs that frame the face.





Colour

- › Lilac hues look pretty and are here to stay. Colour correcting blue undertones are also a great way to rock this colour which tends to give the skin a holistic brighter appearance.
- › Honey blonde ombré. Go for the grungy, exposed root.
- › Crimson red or soft strawberry-blonde hues with rose-gold highlights. If you are a pink lover, you can dive one shade deeper in the same family and opt for fiery crimson.

Recommended products to get the style

- › MoroccanOil Hydrating Styling Cream oil nourishes hair follicles, adds gloss and volume; and it is not sticky.
- › Frizz Ease Straight Fixation Styling Crème hydrates your hair and also reduces frizz.
- › Hair Care Thickening Lotion contains powerful strand volumisers that plump the hair shaft.

Maintenance regime required

The three Cs are very important for a great hair care regime – Cleanse, Condition and Consistency.

- › Cleanse your hair and scalp because it is important for it to breathe with a gentle, sulfate-free shampoo.
- › Deep condition to moisturise and nourish your hair.
- › Be consistent with the above for healthy hair.

View on Indian hair texture and recommended care

Indian hair texture is somewhere between straight and curly hair. Owing to the climate, Indian hair faces loss in texture as hydration levels are low. This leads to frizz and damaged hair. Clean the scalp with a mild yet effective cleanser and deep nourishment are the keys to maintain Indian hair.



ozomax[®]

BLM PRODUCTS

YOUR **STYLE** OUR **INSPIRATION**



BL-349-EPS

- ADJUSTABLE HIGH HEAT
- HEATS UP IN 20 SECONDS
- EXTRA LONG SWIVEL CORD
- METALLIC COATING
- WIDE PLATES
- SAFETY AUTO CUT-OFF

OUR PRODUCT RANGE

HAIR DRYERS • STRAIGHTENERS • BODY MASSAGERS
FACIAL PEELING SET • WAX HEATERS
STEAMERS & VAPORIZERS • UTILITY PRODUCTS





HARISH DAHIYA

← EDUCATOR, MARCO ALDANY SALON



Haircuts for men

- › Textured crop and front fringe with softness around the cut's parameter.
- › Messy cropped cut with natural growth pattern works better for thick hair and natural texture.
- › Faded quiff with sharp disconnect from side to top with the help of clipper zero to have longer hair on the top, playful texture and flirtatious volume to frame the face. Wavy natural texture adds one more feather in the crown.
- › Rustic gentleman look where the side part is defined with the help of a razor. You can compliment this cut with a beard ranging from zero guard to thick.

Colour

- › Coppery brown enhance the skin tone.
- › Shadow roots using blonde shades ranging from neutral to platinum.
- › Salt and pepper refuses to die down.

Haircuts for women

- › Jaw line bob with bangs.
- › Textured long pixie or wedge.
- › Shaggy layers with curtain bangs to contour the face with playfull volume and texture.
- › Blunt lob with variations in styling are ruling. Beachy waves and tousled texture make it the talk of the town.

Colour

- › Balayage ombré combo with different hues of blonde is in vogue. Be it rose gold, dirty blonde, orange or coppery shades, platinum and nude with root shadow.
- › Chocolate, cocoa and caramel lend a rich and healthy look to the hair.
- › Wine and burnt red shades.

Recommended products to get the style

Sea salt spray, Elnette and shaper fierce, leave-in products, fibre wax Argan oil, hydrating sprays from L'Oréal, Wella, Balmain, Sebastian and Kérastase.

View on Indian hair texture and recommended care

As Indian hair is thick, strong, shiny, and has a wavy texture, it is easy to create versatile styles. Colours like choco caramel, red, wine, and mahogany suit Indian skin tones. Due to pollution and extreme weather conditions, people should keep their hair clean and hydrate with appropriate shampoos and conditioners. Oiling, too, should be done to stimulate the roots for hair growth.





SAMANTHA KOCHHAR

MD, BLOSSOM KOCHHAR
GROUP OF COMPANIES



Haircuts for men

- › Undercut quiff has become the most well-liked and desired haircut. You can modify it according to your liking and the shape of your face. It is also suitable for both professional and casual situations.
- › Curly and wavy fade undercut will make your sides short and trimmed. Since it is difficult to manage curly hair, this cut is a new style.
- › Medium length classic scissor cut with side parting.

Colour

- › Highlights add texture and a unique style to any head of hair, so they are worth a try if you are looking for colour. Highlights on dark hair usually work best when they are brown or dark blonde.
- › If you have lighter colour hair, a light blonde or platinum colour will work well.
- › Just colour the top if you want to go for a risky colour and rock an undercut or fauxhawk. Recommended shades are ash blonde, platinum, pastel purple, and neon.
- › All out is when you do an all over hair colour change. It includes colours like copper brown, edgy brownish grey, and neutral brown.

Haircuts for women

- › Blunt bob for those with fine to medium hair as it adds volume.
- › Shag layered haircut looks more modern and stylish as it brings out layers.



- › Baby bangs are the trendiest.
- › Curtain fringes is a fringe cut with an inverted 'V' shape, the shortest part being the part of the hair where you would wear the parting in the fringe.

Colour

- › Ink black.
- › Pastel pink.
- › Chocolate brown and copper.
- › Ash gray.
- › Caramel blonde.

Recommended products to get the style

Dry shampoo, texturising spray, anti-frizz hair serum, leave-in hairspray, blowdry lotion, anti-humidity spray, and mousse.

Maintenance regime required

Maintenance regime is easy. The first thing is to use shampoo and conditioner as per the scalp and hair type. Depending on that you can do deep conditioning and once the hairstyle is complete, leave-in spray so that the hair can settle down. Also, during summer, it is better to get hair trimmed on regular intervals.

View on Indian hair texture and recommended care

Historically, Indians have thick, strong and natural bounce in hair, but over the years, that has changed. There has been a loss in texture, hydration levels have gone down, modern hair care methods have taken over and almost all my clients have issues with frizzy hair. It is crucial to have healthy hair care routine, for which you should wash your hair with a sulphate-free shampoo as per the scalp and hair type and condition. Go for not just hair conditioning, but also weekly or fortnightly oiling. To avoid frizz, seal the hair with serum.





POOJA SINGH

NATIONAL CREATIVE DIRECTOR –
HAIR, LAKME SALON



- Deep copper.
- Icy blues.
- Blonde.
- Colour techniques like cascading, perimeter colour blending and classic hand painting to blend in seamlessly with natural hair.

Recommended products to get the style

For men, it would be products which give lighter hold and texture, allowing movement and separation that lasts throughout the day, like TIGI Matte Separation or Pure Texture. For women, it is products which maintain the style and ensure hydration, like TIGI Ego Boost or After Party.

Maintenance regime required

For coloured hair, quality colour protecting shampoo and conditioner is a must. So, go for TIGI Colour Goddess for women and Clean Up daily shampoo for men. Also, monthly hair spas are a must.

View on Indian hair texture and recommended care

Indian hair is healthy, thick and coarse. The climate is dry and humid in most parts, so a moisturising shampoo and a mask is a must. A serum or a leave-in conditioner is recommended to protect or style the hair.



Haircuts for men

One of the top trends for men this season is long hairstyles. They are open to exploring all sorts of styles and are wearing their hair longer, whether it is an all-over length or combining fades and undercuts with longer lengths on the top.

Colour

Highlights in brown, blonde and ash.

Haircuts for women

- Lobs.
- Long layers accentuated with bangs.

Colour

- Browns
- Burgundy, red.





**COLOR
ROCK**

BEAVER[®]
— PROFESSIONAL —



Natural Pure
HAIR CARE SERIES

BEAUTY PURE AND EXPERT

care your hair everyday

ZERO
SLS FREE
FDA STANDARD SLS FREE

Color
Brillianting
Tech.



Exclusive Brand In India By :
Beauty Garage

Address - Mj Trading Gala no, 10 Industrial Housing
Co-Operative Society Maharashtra Mumbai mahim india 400016

Website - www.beautygarage.in
www.beaverprofessional.us

Email : info@beautygarage.in
Customer Care Number +91 2224441122
Instagram - beautygarageindia



AASHMEEN MUNJAAL

OWNER-FOUNDER, STAR SALON & ACADEMY



Haircuts for men

- › Front mock is done by puffing the front with a narrow cut on the sides.
- › Hair tattoo can be done both in the front or back. It starts above the ear and ends near the eyebrows.
- › Straight back where the hair is gelled, whether it is long or short. Those with long hair can opt for a ponytail. Those with short hair, can use a wax, gel or non-sticky oil to keep hair straight and back.

Colour

- › Aubergine.
- › Caramel.
- › Rich mahogany.
- › Hidden highlights where the upper panel is darker and the lower is kept light.

Haircuts for women

- › Pixie is a short haircut, however, on the forehead you may have sharp spikes.
- › Bob is in vogue and can be both long and short. It works well on all hair types, be it straight, frizzy, dry or curly. The inward and outward angles are given as per the hair type and texture.
- › Fusion cut is suitable for long hair, and you can play with two haircuts.

Colour

- › Khaki blonde is a subtle colour and contains elements of brown and golden.
- › Honey caramel or coffee is a dark brown shade and honey is a transparent golden colour. When these two are mixed together, it gives a coffee mocha type of shade.
- › Plum is a deep colour that enhances one's complexion.

Recommended products to get the style

Since it is summer, do not use chemicals. Opt for organic hair gels and waxes that are easily available.

Maintenance regime required

Summer is a time to have a maintenance-free style. If your hair is rough and frizzy, go for smoothening. A good shampoo, conditioner and a good comb is all you need to keep your locks frizz-free and shiny. Men can apply a little mousse, a water-based gel or mask to keep the hair balanced.

View on Indian hair texture and recommended care
Asians have great texture, healthy, thick and long hair. Hairdressers hence, have a lot of room to work with the texture. As we have dark colour hair, it allows us to go for lighter shades like blondes, reds and golden. Our hair immunity is so strong that we are able to combat pollution, air conditioning, heating, mental and physical stress well and still manage to have decent quality of hair. However, do follow a care regime regularly.





ABHINAV GANDHI

OWNER, TONI&GUY SALON



Haircuts for men

- › Clean sides.
- › Textured top.

Colour

- › Salt and pepper for the middle aged.
- › Platinum blonde.
- › Charcoal grey.

Haircuts for women

- › Lob.
- › One length hair.

Colour technique

- › Balayage will trend for years to come.
- › It can be customised with different shades, placement and techniques.

Recommended products to get the style

For men, hairdryer and a finishing product, like a matte finish wax or spray. My personal favourite is TIGI Matt Separation and Hard Head. Women with wavy hair should enhance their waves, instead of straightening them. Products to be used are sea salt sprays and curl creams.

Maintenance regime required

A quality professional shampoo, conditioner or mask as per hair type is important. Styling or leave-in products as per style is great. Also, go for a Kérastase ritual for a healthy scalp and hair.

View on Indian hair texture and recommended care

Indian hair texture is beautiful and I am blessed to be a hairdresser in India because we have variety of texture and density which foreigners lack. We can do so much with Indian hair. Of course, care varies from person to person, but I suggest using a shampoo as per your scalp type or concern, followed up a mask or conditioner.





PRISCILLA CORNER

CREATIVE DIRECTOR & PARTNER, JUNE TOMKYNS ECO SALON

Haircuts for men

Men's haircuts were limited to short layers on the side with longer layers on the top or longer uniform layers, or one lengths, and, if one was daring enough, there was the ponytail. But the taper and the fade have changed that. The two styles use clippers to trim and blend in different lengths on the sides that highlight one's features and jawline.

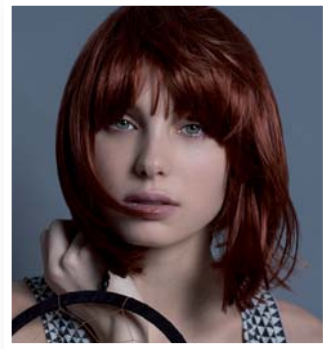
They come in a variety of styles, such as low or high taper fade haircuts, and different fades such as temp, bald fade, drop or burst. These fades can be combined with the three most popular top sections of hair such as, comb over, Mohawk or curly top.

Haircuts for women

- › One length chop can be worn at at least three different lengths, namely, chin length, below the shoulder, and till the waist.
- › Bangs. The top style to sport a fringe this season is the deep textured pointed mini bangs worn with either a graphic bob, or a short pixie; short, wispy side set bangs worn with shaggy layers, or square layers and curly bangs with a head of curls of long layered curls or ponytail.
- › Pixie can be worn at different lengths within its shortness and can teamed with long side weeping textured fringe, mini bangs, and short, forehead framing deeply textured periphery.

Colour

- › Cool chocolate.
- › Burgundy plum.
- › Beige blonde.



Maintenance regime required

Coloured hair is essentially chemically-treated hair and must be treated with colour conditioners and shampoos to balance the pH levels and repair damaged salt and di sulfide bonds. The plethora of plex treatments available make reconstructing and damage control so much easier. One should avail of them during and post colour treatments.

View on Indian hair texture and recommended care

Indian hair tends to have a thicker texture with a large diameter, and thus, ironically needs stronger chemicals to enable chemical transformations in colour or texture. This, in turn, damages the hair to a large extent, so taking the relevant precaution is a must. The importance of restorative treatments available in the bond repairing plex family, cuticle smoothing oil ranges, and the Amino Acid aiding protein rich spas and treatments, cannot be over emphasised.

Italian Pavilion at

COSMOPROF

INDIA MUMBAI

Organised by:



2019
COSMOPROF INDIA
MUMBAI

12-14
JUNE

BOMBAY EXHIBITION
CENTRE (BEC)
HALL NO. 4

Italian Exhibitors

Lab37 | Divage | Istituto Ganassini | Sifarma
Oyster Cosmetics | Dr. Lauranne | Eldan Cosmetics



SHINE JANARDHANA

← TIME MACHINE SALON & ACADEMY

Haircuts for men

- › Graduated classic shapes that are tighter at the nape and softly graduate upwards.
- › Fade for younger men.
- › Long shoulder length layered cut for a soft wavy textured hair.

Colour

- › Salt and pepper.
- › Baby lights for long hair.
- › Panel highlights for faded cuts.

Haircuts for women

- › Mid-length hair that is below the shoulders, with minimal layers around the face.
- › Pixie.
- › One length long hair with long face framing layers.

Colour

- › Seamless highlights which blend into the global colour, but add texture and movement in the hair.
- › Cool tones with cool shade highlights.
- › Global mahogany.

Recommended products to get the style

L'Oréal Liss Ultime leave-in cream to maintain a healthy shine in the hair, sea salt spray by Balmain for the ruffled look, and matte separation is an amazing men's styling product.

Maintenance regime required

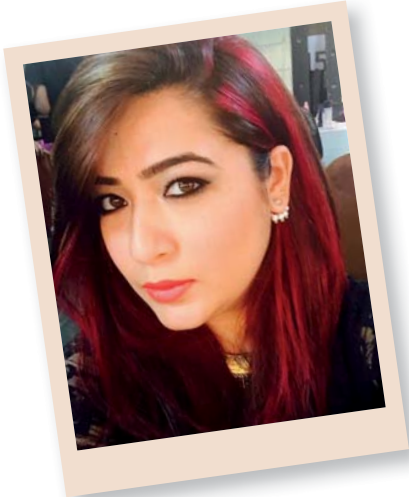
Use a mint-based shampoo to keep your scalp clean and cool in summer. Use a conditioner daily and a mask weekly as per your hair type. Also, go for treatments once a month to boost the shine and softness.



View on Indian hair texture and recommended care

Indian hair is varied like our culture, however, most people have frizzy, textured hair, which they find difficult to manage on a daily basis. The best solution is to go for Keratin and Cysteine treatments. They look natural and give a frizzy-free look. Those with curly hair, must use a curl cream and wear it naturally.

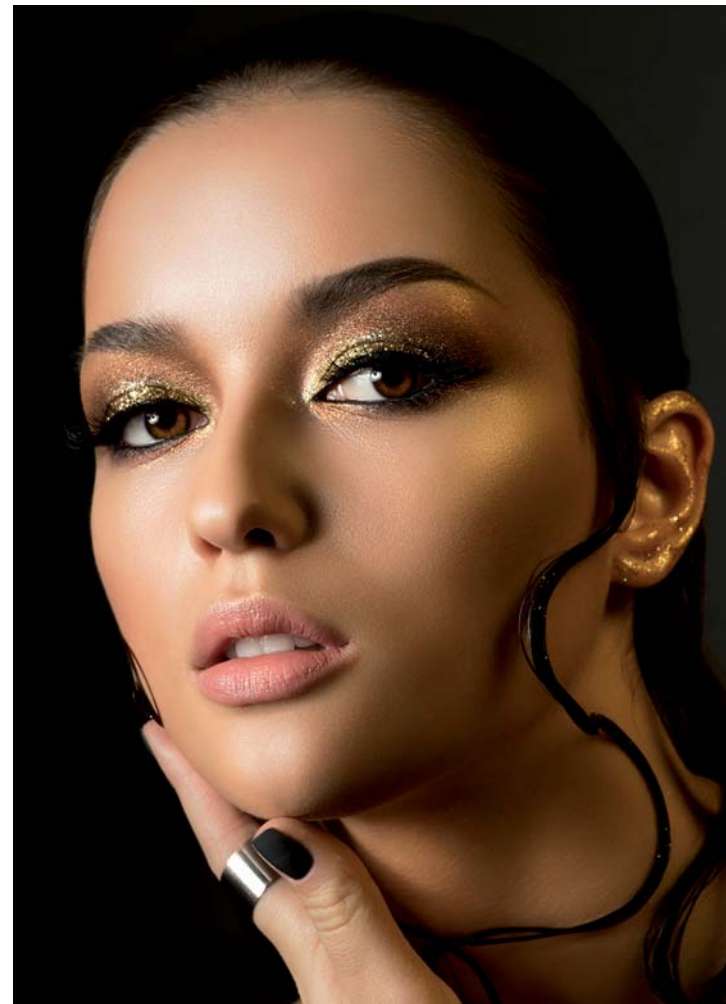




HEENA DALVI



NATIONAL TECHNICAL HEAD,
GODREJ PROFESSIONAL



Haircuts for men

- › Low fade cuts.
- › Textured or curly pompadour.
- › Medium classic cut.

Colour

- › Hazel gold highlights.
- › Bronge tones which is a mix of brown and orange
- › Blonde ash over-run of dark base. It is done in highlighting, global or using colour placement techniques.

Haircuts for women

Women are preferring haircuts with natural movement and style and just a dash of one strong factor like a fringe or bangs. The trend is:

- › Cascading long layers.
- › Textured graduated lob.
- › Solid fringe with soft perimeter layering.

Colour

- › Faded pastel rose gold.
- › Pearl ash Balayage.
- › Dusty copper brown toned global hair colour.

Recommended products to get the style

Shades that work the best to achieve the colour tones are Godrej Professional Colour Play range Hazel Gold, Molten Gold, Caramel and from the Godrej Professional No Ammonia Range 6.34; 5.3; 6.52.

Maintenance regime required

It is important to maintain the colour vibrancy, so use a colour lock shampoo and mask. Go for Godrej Professional Shampoo and Mask range that not only works on the condition of the hair, but also improves the colour longevity.

View on Indian hair texture and recommended care

Commonly Indian hair texture is known to be coarse, frizzy, unruly and dehydrated. The best product to hydrate and tame such hair is Godrej Professional Honey Moisture Shampoo and Mask, along with Quinoa Smooth De-frizz leave-in conditioner. 📌





Professional Hair Products

Steering the Beauty and Wellness Industry Forward

Salon India reveals that the hair product category in India is going through a major paradigm shift. With consumers ready to experiment with new products and services, and marketers churning out new products at an impressive rate, there is a sense of excitement in the industry. It gets even better, as reports state that the category is estimated to grow further – at a CAGR of 17.1% till 2023

▶ The hair product category is intrinsic to the beauty and wellness industry. It is a highly significant category in the salon space as it comprises more than 30% of the business in the industry. Innovations and sustainability are the driving forces of this category.

Tejas Bhatt, Director, Absolute Beauty Concepts, distributors of Rene Furterer, is of the view that the inclusion of global innovations in the professional category in India is driving its expansion. He shares, “We have seen the hair industry develop and grow with new, technology-led innovations in treatments, styling and colours. The market has also seen an upswing in hair and scalp concerns led by factors such as stress, pollution, effects of chemical treatments, and so on. In turn, these factors have created the demand for treatment oriented hair care products like pre-shampoo oils, shampoos, masks, and serums, thereby providing an opportunity for the consumer to find a 360° solution.”

Agreeing to this is Utpal Mitra, Director, BeBonnie Bodycare, who feels that the growth of the category is expected to continue, however, the unorganised sector still exists. He says, “In some



L to R: Tejas Bhatt, Utpal Mitra, Subham Virmani and Pushkaraj Shenai

regions of the country, the concept of fashion is yet to grow, whereas in other areas, retail is mostly through traditional shops. Hence, the organised sector has potential to develop in content and marketing, and can take the pricing factor to a reasonable level by doing enough R&D. In distribution, the online channel is expected to grow significantly because of broadband and smartphone penetration. In the case of offline, the hair care product market is growing, but the hype is not there. Moreover, new companies are increasing competition. If more customers are not brought within the ambit, distribution channels will not be able to maintain their overheads. Hence, demand creation is the fundamental need for the industry. Also, growth in economy to a large extent, will boost the demand.”

Product portfolio

Absolute Beauty Concepts has Rene Furterer, among others, in its kitty of brands. A luxury hair and scalp care brand, Rene Furterer combines plant extracts and essential oils that are rigorously selected to enhance the beauty and health of hair. The product range includes scalp and hair rituals like Anti-Hair Loss, Progressive and Reactional, Dandruff – Oily and Dry dandruff, Sensitive Scalp, Dry – Very Dry Scalp and Hair, Damaged Hair and Colour Protection. The product portfolio has pre-shampoos, shampoos, masks, conditioners, dry oils and leave-in products. Rene Furterer is available across India in leading spas and salons and five-star hotel properties.

Esskay Beauty Resurces has Mr. Barber, Olivia Garden in the tools category and Macadamia Hair in the care category. Mr. Barber, a leader, has been curated as per the needs of Indian hairstylists. Using advanced Korean technology, the range comprises straighteners, dryers, crimpers, curlers, brushes, combs, scissors and accessories. Olivia Garden, globally known for innovative hair brushes and scissors, has earned over 55 patents making its products widely popular with hairdressers in more than 102 countries. The tools are also used backstage at New York Fashion Week as well as often spotted on television shows, and film sets worldwide. Macadamia Hair, present in more than 122 countries, has a range that comprises shampoos, conditioners and deep hair repair treatments. The products are free of sulfates, parabens, gluten and colour safe.

Manufacturers and distributors of hair and make-up brands, BeBonnie has a strong presence across Eastern India. Its wide network of distributors and a vibrant sales force have made it possible for the brand to be available in other parts of India, as well. BeBonnie is the distributor for Cromosia, a hair colour product; Peloplex that reduces hair damage; Arganoro, which is

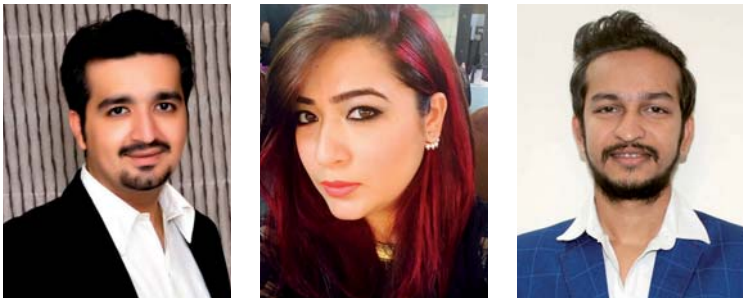
FOR US, THE HAIRDRESSER IS THE HERO. IF HE RECOMMENDS A PRODUCT, THE CLIENT WILL USE IT. WE AIM TO REACH OUT TO HAIRDRESSERS WITH OUR EXTENSIVE STYLING PORTFOLIO, AND EMPOWER THEM TO CREATE STYLES AND LOOKS THAT PUSH CREATIVITY AND ALSO MEET ALL THEIR CLIENT’S HAIR NEEDS. TIGI BED HEAD IS SYNONYMOUS WITH STYLING AND WE WANT TO BUILD THIS CATEGORY IN THE COUNTRY.

– PUSHKARAJ SHENAI

an Argan Oil treatment for hair in need of hydration; Macadamia, which is excellent remedy for dry, damaged and chemically treated hair and Partytime, which is a hair straightening cream used to change the natural figure and shape of hair, say from curly to straight hair.

Ccigmaa Lifestyle is one of India’s leading marketing and distribution company of hair care, skin care and personal care products. With a 50 year old legacy in supply chain, distributing and retailing, it has a footprint in 29 states and over 85 cities in India. Says Dhruv Sayani, Managing Director, Ccigmaa Lifestyle, “Our brand KT Professional has a wide range of





L to R: Dhruv Sayani, Heena Dalvi and Jigar Ravaria

products for professional use only. From a hair repair product line with over five variants to a line crafted for hair spas that addresses concerns of damage, repair and hair growth, KT Professional has rapidly increased its footprint, as salons understand that the product is designed to suit Indian hair."

Heena Dalvi, National Technical Head, Godrej Professional shares that their range comprises hair colour, care and styling especially curated for Indian hair. The hair colour range is divided into No Ammonia and Colour Play and has a post colour shampoo and mask. Says Heena, "We also have a variety of products in the care range which are infused with natural ingredients, such as Honey Moisture, Quinoa Smooth, Keratin Rich and Avacado Nourish. In styling, there is Leave-in Serum, a De-frizz Leave-in Conditioner and Nourish Shine Argan Oil.

Pushkaraj Shenai , CEO, Lakme Lever shares the product portfolio of TIGI Bed Head, which comprises of Wash and Care, and the Styling category. He says, "This innovative range has been created by hairdressers, for hairdressers to deliver endless creative possibilities to their clients. The range of high-performance products with break-through technology in innovative formats gives hairdressers the power to experiment and create unique, individual looks."

Star product

Every brand has a few star products that are high performers. Shares Tejas, "Rene Furterer rituals work on the principle of Prepare, Wash and Treat. The first product created was Complex 5, which till date remains an iconic product. This concentrated pre-shampoo treatment is the essential first step for optimal scalp and hair health revealing naturally beautiful hair from roots to ends.



CLIMATIC AND ENVIRONMENTAL AGGRESSION IS FORCING PEOPLE TO ACTIVELY ADDRESS CONCERNS OF THINNING HAIR, LOSS OF HAIR VOLUME, DANDRUFF, AND GREY HAIR AT AN EARLY AGE. HENCE, ANTI-DANDRUFF SHAMPOOS AND CONDITIONERS, HAIR FALL THERAPIES, ANTI-AGEING HAIR CARE PRODUCTS, AND KERATIN ARE FUELLING THE HAIR CARE MARKET.

- JIGAR RAVARIA

Infused with Orange and Lavender pure essential oils, this potent botanical elixir cleanses, energises and purifies the scalp while helping to increase microcirculation when massaged in and enhances the efficacy of any René Furterer Treatments by ten times. Also, René Furterer Hair Loss Ritual is one of best sellers across Asia and has been voted N°1 for 16 years in the anti-hair loss market*. It is developed for both Reactional and Progressive hair loss, and the range reduces hair loss, and promotes hair growth. The Triphasic Hair Loss treatment is developed for progressive hair loss, which stimulates the growth of stronger, more vigorous hair. The RF80 is developed for hair loss caused due to stress, diet, fatigue or pregnancy. It reduces hair loss while its nutritive elements promote the growth of healthy hair.



* France

Hair do



HAIR CREAM MASK

with variety of natural plant essence

it rapidly repairs and nourishes damaged and coarse hair

Care : +91 9577717771 / 9910016551

www.moonstar1917.com

care@izukimpex.in

The top sellers in Mr. Barber are Mr. Barber Strait n Shine Plus Straightener and Mr. Barber Classic Crimper. Both the products have advanced titanium plates which distributes heat evenly and instantly. Olivia Garden is known for its flagship product- Heat Pro Thermal brushes. The USP is that the barrel heats up twice as fast and retains heat for much longer. It offers unmatched heat resistance up to 290°C which tremendously increases the life of the tool. Macadamia Natural Oil contains the highest amount of Omega 7 than any other nut oil. Omega 7 closely resembles human hair sebum, and thus, mimics the scalp’s natural oil production to provide nourishment and moisturisation with exceptional absorption and penetration from the inside out. As Omega 7 is exceptionally lightweight and non-greasy, it has no build-up, which makes it ideal for global textures, from the finest to the coarsest hair. Argan Oil is a rich oil filled with Omega 9, antioxidants and Vitamin E, which improves strength, reverses damage and restores shine and softness to dry, brittle hair, while reducing frizz and flyaways.

Beauty Garage made its foray in the hair and beauty industry in 2002. Headed by brother-duo Mahesh and Jigar, they offer only the highest quality hair and beauty products and treatments to a large client base across India. Being a solution-driven company, the professional product offering is aimed at enhancing the salon and end-user experience. Currently, Beauty Garage has five super stockiest Pan India with a sub-distributor network of over 20. It is powered by MJ Group India. Jigar Ravaria, Director, Beauty Garage says that Keratin treatment from Keratin Research brand is the best in the market as of now.



Shares Dhruv that KT Professional has only star products as each product is meant for a different hair type and a different hair maintenance challenge faced by most customers. “However, KT Professional Extreme Fiber Botox Hair Spa is a favourite with salons, as it has the most unique combination to manage hair – it makes hair fuller + stronger + repairs it from roots to ends. When this products is combined with our Damascena Oil, it is a winner all the way. The USP is that the Indian market has always heard of face Botox, but not of hair Botox. KT Professional Extreme Hair Botox does what no hair spa in the market is doing – it is giving hair volume and repairing, while adding maximum strength.

Heena shares that Nourish Shine Argan Oil is the hero product from Godrej Professional. The star product at TIGI is the iconic Bed Head Wax Stick – the product that launched the Bed Head brand in 1996.

Challenges faced in marketing

The Indian market has seen an influx of domestic and international offering multiple options. To ensure that professionals are equipped to deliver the right service and give excellent results, education has become the key to the success for every product range. Reveals Tejas, “Salons are investing time to ensure their staff is well educated, however more effort is required to upgrade the standard of education.” Subham is of the same view when he shares, “Lack of awareness and education



among the hairstylists about new international trends. Although, the awareness and education standards are increasing in India tremendously, but still we have to go a long way. Unorganised players offer inferior products, which leads to dissatisfaction within the industry. Many companies make false commitments to mislead the clients.”

Agreeing to it is Dhruv, who feels that technical education at the salon level is a major challenge in marketing the products. “We, as a company, invest in technical education. We think that the way forward for professional products to do well, in-depth hair knowledge at the salon floor is critical.”

It is always a challenging task to launch, market and deal with a new product, but there is a lot of potential in the hair care segment, as the market is big. There are obstacles, too, that come in the way.

Utpal may have a point when he says that the procedure for importing and marketing is a concern, Puskaraj says, “TIGI is the most widely used professional styling brand the world over. One of the main challenges we are facing is in the styling category. The market for styling products stands at less than 10%. While there has been a gradual acceptance of styling products, we aim to make finishing a part of everyone’s hair care routine.”

Marketing strategy implemented

When there is a challenge, there is also a solution to overcome it. We agree with Tejas when he says, “Education is one of the key pillars for the success of our partners as well as the products. At Absolute Beauty Concepts, we are extremely diligent in ensuring a rigid education calendar per salon for continuous training.”

Based on the challenges of marketing products, businesses have long used a four-point guideline for addressing these potential hurdles. Jigar shares the four point focus on the elements of product, price, place of sale and promotion. He says, “Understanding how to identify and address the challenges associated with these four areas of your business will help you increase your chances for success. The ultimate determinant of whether or not your product will succeed is if consumers feel the need for it. This requires you to create a product that provides a unique benefit. Once you conduct research and determine the requirement of a specific target customer group, you can focus on the production aspects of making your product. Therefore, research will be one of your main challenges when marketing your products. Evaluate your competition, conduct customer focus groups and review industry research to determine what your potential customers want. Find out what customers want, what they will pay and where they shop.”

To address his situation where he needs stylistst to be technically strong, Dhruv makes efforts to educate the stylists on the products by conducting regular seminars and events. “It is importat for us to re-train the stylist. We also have open forum sessions to understand hair management challenges faced by them and suggest ways to overcome them with our curated KT Professional range of products.” Esskay Beauty Resources does similar activities and conduct educational workshops and

THE MAIN CHALLENGE TO INTRODUCE A PROFESSIONAL HAIR CARE PRODUCT IS THE CAPITAL OR INITIAL INVESTMENT. IT IS VERY HUGE, ALSO MARKETING AND LIQUIDATION OF THE INVESTMENT ARE MAJOR ISSUES. ALSO, THE OVERALL PROCEDURE OF IMPORTING AND MARKETING PRODUCTS IN INDIA. FULFILLING THE PARAMETERS IS NOT DIFFICULT, BUT ONE NEEDS TO GO THROUGH DIFFERENT PLATFORMS TO GET IT DONE. THIS IS TIME CONSUMING AND LABORIOUS.

– UTPAL MITRA



seminars across the country by tying up with hair experts. “We have a panel of hair educators, who provide team training at a salon on how to use the tool according to the hair type. Since our motto is to communicate with the customer frequently and solve their grievance, we reach out to them by way of seminars,” shares Subham.

Future of the hair product market

Consumer focus on personal care and grooming has increased in India, with increase in disposable incomes and exposure to internet, beauty is no longer an option – it has become a necessity. Taking off on this moot point, shares Tejas, “There is a change in the standard of living of consumers. They are now willing to spend on a better lifestyle and since beauty is an important facet of this lifestyle, it is no longer about making a statement for others, it is about making yourself feel good.”

Utpal views the future of the industry when he says that the Indian hair care market is likely to grow over the next five years thanks to rising urbanisation, expansion of the service sector and a relative increase in disposable income. Additionally, consumers need to appear presentable and professional in daily lives, which is also adding to the growth of hair care market in India. The rise in R&D investments for hair care products is also contributing to its growth.

Dhruv feels that the market still has great potential for growth as hair textures in India vary across the country. Even Tier II and III regions are becoming more conscious of using only quality hair care products.”

Heena shares that the product market is growing at a very fast pace. “Today end consumers understand the product, its ingredients and benefits. There is a variety of hair brands to select from and that also makes a brand like ours work harder and come up with products exclusively designed for Indian hair. The hair product industry is going to definitely boom further with more and more brands entering India,” she says.

Domestic versus international brands

As the industry is placed right now, Tejas is correct in his assesment that India is a potential market for international and domestic brands, both. Elaborating on the thought, he says,

IN THE CURRENT SCENARIO, THERE IS A GAP BETWEEN INTERNATIONAL AND DOMESTIC PRODUCTS. HOWEVER, FEW INTERNATIONAL BRANDS HAVE PLUGGED IT. URBAN CUSTOMERS IN HAVE A PERCEPTION THAT AN ‘IMPORTED’ PRODUCT, WILL BE BETTER IN QUALITY. SO, THE BATTLE BETWEEN BOTH SEGMENTS WILL CONTINUE IN THE IMMEDIATE FUTURE.”

– SUBHAM VIRMANI



“Consumers want to know more about the brand, ingredients used and benefits provided. There is a change in the industry to move towards products which have safe and natural ingredients, and lend effective results. With increasing number of brands investing in chemical-free formulations, the market, in the long term, will be promising as long as the customers get positive results.”

Dhruv offers a more glocal perspective when he says, “There is no such thing as domestic versus international anymore. The world is a ‘glocal’ platform, and quality, result, purpose and the price are relevant. There are some excellent local brands that understand Indian hair challenges, while some international brands do not work on Indian hair at all. Therefore, it is important to understand the science of hair and have the right products for the right use.”

Heena shares, “In the past, the professional business in India was ruled by international brands with more and more international brands entering India. There was a need gap where a domestic brand could come in to understand Indian hair quality, texture, diversity and curate hair products for Indian hair. Godrej Professional has plugged that gap. The future looks promising for Indian brands, like ours, which is in a startup phase and is backed with 120 years of trust.”

(AVB)



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.





Kapil Kumar

Learner, Leader and Educator

Kapil Kumar needs no introduction, however, by way of description, he has been instrumental in kickstarting the hair and beauty industry in India. Not one to give up in the face of diversity, Kapil has worked hard all these years. With *Salon India*, he shares the highs and lows

When the beauty and wellness industry of India was a mere haze and a pale shadow of what it is today, Kapil Kumar saw its potential and the glorious heights it could reach. After gaining education and training in hair, he thought it was time for him to usher into the country a few international hair and skin brands, and equipment. After going through many trials and tribulations, today, he has emerged victorious and feels the need to give back to the industry by way of setting up a top of the line educational system. Here are excerpts from the interview...

An interesting beginning

It has been a journey of 35 years. It was interesting how I entered this industry. My family was in the business of manufacturing brushes and I was a part of it. At this time, Denman from UK approached us and inquired whether we wanted to sell hair brushes in India. I wanted to be in the beauty industry, and saw it as a bridge that would lead me to it, while retaining my character as a brush manufacturer. I agreed, but also knew that the hair brush market in India did not exist. So, I shared a story with them – there are two salesman from two different companies that went to Africa to sell shoes. One comes back and said that there is no market for shoes, as no one wears them in Africa. The other, sends a cable that said the market for shoes in Africa is big. He would like to stay there for six months and educate them on the benefits of wearing shoes. So, I saw a blank canvas on which I could paint my own story.

Kickstarting the journey

Denman asked me the approach I would take to sell a hair brush. I shared my perspective which entailed that I visit UK, train as a hairstylist and then teach barber's to use a hair brush. From there people would learn the correct usage and we would find a route to sell them. So, I landed in UK, trained as a hairstylist, came back and worked with Javed Habib, Sylvie, and Nalini's of Nalini & Yasmin salon. I introduced Denman through them, however, I soon realised that it was not an industry. There were only barber shops that had 99 percent school dropouts working in them.

Tools and gadgets

Luck was on my side and it pushed me in deeper. In '96, MTV and FTV, and Cosmopolitan magazine were launched in India. Now people would go to parlours (there were no salons at that time) with photographs of stars they wanted their hair to look like. In order to achieve a particular hairstyle, tools, products and knowledge to use both is required. So, I introduced clippers by WAHL, straightening irons from BabylissPro, and scissors from Jaguar, and hairdryers, basically everything in appliances.

From a crop of barbers who were young with fire in the belly, I made a team of the first educators, and created a system of education. But, I realised in 15 days that the academy would not work, as the owners of barber shops were not willing to invest in the education of their own staff. They saw it as an unnecessary expense and the attitude was casual. So, I had my team of educators visit these parlours to train their staff.

Hair colour and shampoos

L'Oréal entered india to sell colour as an alternative to henna or dye. I have a chemical engineering background and so, trained myself to be a master colourist. So, while L'Oréal was focusing on camouflage colours to cover grey in black and brown, I launched and quickly expanded fashion colours in India. I promoted trendy colours like red, highlights and streaking. In the market only Sunsilk and Halo Egg Shampoo were available, so I introduced volumising shampoo, antidandruff shampoo, treatments shampoos, and more.

Salon business

By now, I had got a hang of the industry and knew what would work. I realised that a client spends time with a stylist and is receptive to his advice. For example, if he said you are losing hair, how about trying that oil? The client would listen to him. Also since I had launched treatment shampoos, I felt the stylist to be the best person to judge a client's need in terms of a shampoo or any other treatment. So, I decided to train them and upgraded barbers to stylists. This gave birth to the salon industry. I opened Keune, my own salon. It was the first salon in a mall and first in a store with clinical interiors and transparent glass doors – it was a revolution that created the salon industry!

Skin care and more

In 2001, my wife and I went to Switzerland for training in skin care treatments and on the return, I launched anti pigmentation and firming creams at India's first skin care boutique at MGF

Metropolitan Mall which was inaugurated by Bollywood personality, Simi Garewal. I was then introduced to other Bollywood celebrities, as well.

I also launched Sothy's, a skin care brand, Sally Hansen and opened Scratch Nail Bars. Then I gave mani-pedi to the industry. Step by steps had never existed before. I launched airbrush make-up as suddenly we had HD televisions and cameras, so the old pancake make-up did not quite work on these platforms. Thereafter, I launched Toni&Guy in India.

Stint with retail

I integrated service and retail and was the first importer to suggest a retailer that they stock my products for ₹500 and make ₹100 on it than make ₹3 on a Sunsilk shampoo. It made them think as they were also assessing their footfall revenue by square feet of space. So, I was the shovel provider to everyone in the gold rush.

In 2000, one of my verticals handled distribution for Marks & Spencers toiletries and lingerie. I brought in the first underwired brassier from St.Michael's. I am also a trained lingerie expert! It was a good learning experience. I feel beauty and fashion are interlinked. One of my passions is to launch a good lingerie brand in the future.





ADVICE TO THOSE IN THE INDUSTRY

- › The aspirant: Once the beautician or stylist, as the case maybe, gets a job, they are confined to the four walls of the salon. They do their job, go abroad for training provided by the brand, which is usually more sightseeing than actual training. They come back and feel they know everything in their specific segment. It is not true. They have to realise that constant upgradation of skillset is critical for their survival.
- › The salon owners: In the greed to expand, they should not dilute the skillset of their staff or service quality. For profit, they should not compromise with the client's hair or skin. I would respect a salon who would say that they cannot do a colouring or rebonding job as it will lead to more damaged hair, than one who would go ahead and service a client for money. Also, salon owners have a social responsibility towards clients and their staff. They should only use products that are safe for humans and the environment. They need to upgrade their salon and invest in education.
- › Importers or entrepreneurs: They should not be enamoured by glamour. There is no short cut, and they must be prepared to work hard for years together. They might suffer losses in order to build the brand, however, they need to do their best for the brands they are representing. Hard work does not mean a bigger canvas. Do it small, but do it right. They should invest in education and demos to sustain the brand.

Global recession and its impact

In 2008, my group continued to grow and we had 1,700 people. I had setup a joint venture manufacturing plant with Denman in order to export Denman brushes for global consumption. We had a vision, but life had other plans. In 2008-9, came the Lehman collapse. There was global recession and India's retail story collapsed. In a period of six months, I suffered heavy losses and became bankrupt. I sold off everything



and surrendered my assets to the bank. I got support from almost all the brand owners, who had placed their trust in me all these years. In spite of the hardships, I worked relentlessly in building the market and also sowed the seeds for new brands for the future. I have not made a comeback, I was always there, but in the shadows.

The future

I feel there is a lot left to be done to educate the trade and the customer. To that effect, we will be ushering in the renowned educationist Raphael Perrier, Technical Head at OMC to launch Rafael Perrier Education in India. I am now keen to bring in natural skin and hair colour brands, so have tied up with Massada of Spain, and Oway, the organic hair colour brand. I feel the market is getting saturated at the bottom of the pyramid, and now top players are required. I plan to invest on education and academies especially in nail, eyebrow and eyelash, as these will be big.

View of the industry

I have noticed that there is no investment being made to develop the skillsets. Brands must realise that a day's training does not help, as it is not 'education'. This industry is in for a big shake up, as new players are emerging with weak ones fading away. As private equity funds have entered, the personal touch is not there anymore even though it is a service industry. Also, futile cost cutting is taking place; and its impact will be visible only after two or three years, which will lead the chain to closure. Some salon chains are expanding at an alarming rate by opening franchisee salons at a very fast pace.

The future belongs to at-home salon services however shocking it may sound. Such setups are the disruptors and will definitely excel in changing the face of the market. However, even online portals and aggregators, who are promoting in-house salon services, should invest in education and training. ☺

(AVB)

Let's celebrate
the festival of
DEMOCRACY

Vote!

Get
25%
DISCOUNT



Choose Wisely
from wide range of colors

Buy online at
www.bellavoste.com

Bella Vosté®

Use Promo Code **"Votebv05"**
Applicable only on purchase @ www.bellavoste.com.
Promo code valid from 10th May to 15th June 2019*

-: Available at :-



International Stylist >>

F2

By Bernat Sayol

F2 is a collection inspired by the people themselves. It showcases the range of distinct styles that can be found across the world, from Nordic to Asian, to European and Latin, they all come together to create the collection. Length, texture, and colour play their parts in this striking feminine collection. Says Bernat Sayol, creator of the collection, "To achieve the desired looks, I wanted to experiment with different lengths and textures, from a polished finish to one with layers and definition; and to play with different colours to enhance the cuts, finding a balance between make-up, hairstyle and clothing."







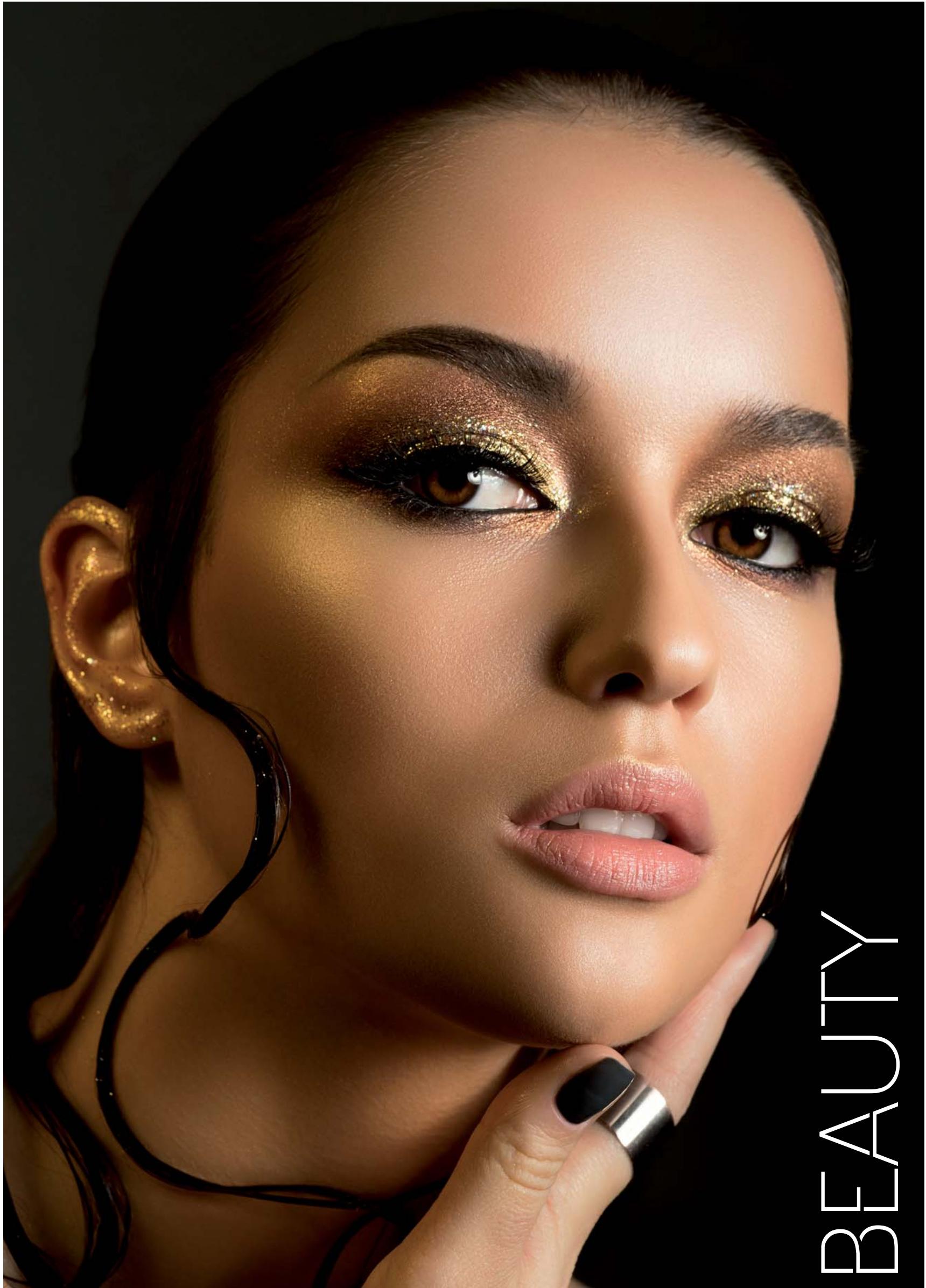
Credits:

Hair by: Bernat Sayol @ Salones
Carlos Valiente

Photographer: Esteban Roca

Stylist: Salones Carlos Valiente

MUA: Nacho Sanz



BEAUTY

Clover Wootton

Changing the Dynamics of Make-up

Prosthetic make-up is not Bollywood's strong suit, however, thanks to one SFX artist, there has been an improvement in recent times. *Salon India* spoke to Clover Wootton, multi-award winner, about her journey and thoughts on sustainable beauty



I USE CRUELTY-FREE MAKE-UP, AND AM SLOWLY UPGRADING TO A KIT THAT IS ALSO NON-TOXIC AND ORGANIC. WE SPEND SO MANY HOURS IN MAKE-UP THAT IT MAKES SENSE TO PUT HEALTHY INGREDIENTS ON OUR SKIN.

When news of Deepika Padukone playing an acid attack survivor in her next broke out, we wondered what she would look like. Then, the first look from *Chapaak* was splashed across the internet with many commenting on her resemblance to Laxmi Aggarwal, the lady on whose life the biopic is based. The poster only showed Deepika's face and it validated the make-up artist behind it — Clover Wootton. The creator of looks for box office hits such as, *Bajirao Mastani*, *Sanju* and *Pari*, her body of hyper-realistic make-up is impressive. Clover was hence, the rightful recipient of National Film Award in 2016 for her work in *Nanak Shah Fakir* and in 2015, an IIFA Award for *Haider*.

What inspired you to take up make-up artistry?

I have loved the playful, almost escapist aspects, of wearing make-up. Transforming into something or someone else, it is the art of make believe. I studied Art and Sculpture at university and it led me to a career in make-up and prosthetics. This art allows me to combine my love of fantasy, art and creativity.

What have been the highlights of your career, so far?

The friends I have made along the way and the extraordinary places I have been able to visit.

How do you approach prosthetics? How challenging was it to create Deepika's look?

This film has certainly been challenging in many respects, however, I feel, each job has its hurdles and they push you to think differently about your work. My approach is to build the right look, but with particular consideration for the artist sitting in my chair. It is incredibly difficult for an actor to wear prosthetics, particularly in a hot climate, so it is crucial to keep them comfortable.

Which has been the most challenging character as well as your favourite, and why?

I loved doing Anushka's make-up for *Pari* because it was such an unusual brief. Not only was it creatively satisfying, other factors such as a good schedule, fantastic team, and great locations all came into play.

Do tell us about your favourite products

I use cruelty-free make-up and am slowly upgrading to a kit that is also non-toxic and organic. We spend so many hours in make-up that it makes sense to put healthy ingredients on our skin. I prefer brands that are innovative, when it comes to packaging and reducing plastic. I love Kjaer Weis, Ilia and RMS Beauty for being luxury sustainable brands that are effective, as well. Whilst non-toxic brands can be pricey, affordable options are available for those who are against animal testing, such as, Too-faced, Tarte, Cover FX, Anastasia Beverly Hills, to name a few.



Innovation and sustainability are key. What are the points Indian make-up brands need to keep in mind while creating their products?

There has been an increase in new brands entering the Indian beauty market. They are competing with each other to sell cool and affordable products. Whilst brands have been catering to a growing number of discerning buyers with branding, celebrity endorsements, and offering a wide range of products, I have not seen any brand encourage conscious consumerism. I think the market for expensive make-up is not big enough to support smaller sustainable Indian brands trying to emerge. For instance, boutique brands such as, Ruby's Organics, which are tailored to Indian skin tone and climate, would not be able to sell their products in plastic-free packaging without increasing their price. Innovation and sustainability will happen only when the customer starts demanding it and are prepared to pay.

What is your advice to aspirants who are thinking of a career in this segment?

I would suggest that they first need to assist a make-up artist, even if it is for a week or so. In this way, you get a feel of the reality of the work before investing time and money in education. Despite appearances, it is not a glamorous job. It is long hours of hard work, physically and emotionally, so be sure you are ready.

What is your best beauty tip for Asian skin?

My advice is boring but true, and it is the same for everyone! You look (and feel) best when you are healthy and happy. Lots of water, sleep, and laughter. For Asians living in Asia, add sunscreen and water.

What do you love the most about make-up?

I love the role make-up plays in expressing a mood, a feeling or an intention. It is best when it is playful and fun, never when worn as a mask.

What is your personal skin care routine?

I am lucky to have an easy predictable skin. In India, I keep my day moisturisers light and water-based, but when I am in a cool dry weather, I apply olive oil on my skin. Wherever I maybe, I wash my face with a natural soap-free cleanser and then, apply Augustinus Bader Rich Cream. It makes my skin feel amazing and has visibly reduced the pores. Like many people, I also avoid sugar because it makes my skin look patchy and red. 🌿



A Special Gift for your Mother

VitaLift by Cheryl's Cosmeceuticals

Cheryl's Cosmeceuticals, a pioneer in professional skin care and diagnosis, presents VitaLift, an anti-ageing facial, perfect for mature skin and an ideal rejuvenating experience for mothers

Our mothers have been there and stood rock solid with us through all the ups and downs. With Mother's Day around the corner, it is our chance to celebrate the day along with our mothers and show her how much her presence means to us. So, this year, how about gifting her a rejuvenating experience? A pioneer in professional skin care and diagnosis, Cheryl's Cosmeceuticals presents Vitalift Facial, an anti-ageing facial most suited for mature skin.

Ingredients

The facial is enriched with Peptide Protein Complex and Vitamin C as its main actives. Peptide Protein Complex hydrates and lifts the skin and helps in restoring collagen for plumper skin, while Vitamin C extract fights dullness to reveal clear complexion. It is also infused with natural active ingredients like Trehalose and Cornstarch. Trehalose has high moisture absorption and retention capabilities which enables the skin to develop a supple appearance. It also smoothens fine lines and wrinkles as the moisture lifts the skin by filling the gaps of the skin folds. Corn starch tightens and works like isometric exercise on the facial muscles.

Benefits of VitaLift Facial

- It is a non-surgical isometric lifting facial.
- It reduces fine lines, wrinkles and tightens muscles with isometric therapy.
- It improves skin metabolism and stimulates blood circulation.
- It regenerates and repairs skin and improves collagen synthesis.
- It also retains moisture in the upper layers and improves cell bonding.

Spoil her with the VitaLift Facial at your nearest Cheryl's salon! 📍



7 STEP REFRESHING EXPERIENCE

- 1** Cleanse using Cheryl's VitaLift Cleansing Oil, infused with Olive Oil which helps in removing make-up, dirt and grease.
- 2** Deep Cleanse with Cheryl's VitaLift Skin Rejuvenator, which contains Vitamin C. It exfoliates and rejuvenates skin.
- 3** Tone using Cheryl's VitaLift Skin Toner. Infused with Trehalose, it helps in hydrating and tightens the pores.
- 4** Massage with Cheryl's VitaLift Skin Lifting Cream. It contains Peptide Complex and DMAE that hydrate and lift the skin.
- 5** Apply Cheryl's VitaLift Skin Tightening Mask. It contains Okra and Seaweed Extract which helps in tightening of the facial muscles by isometric action.
- 6** Remove the mask with Cheryl's VitaLift Skin Firming Wash. It contains Licorice that lightens and tightens skin.
- 7** Moisturise with Cheryl's VitaLift Skin Moisturiser. It contains Trehalose that absorbs and retains moisture, leading to soft and smooth skin.





Charcoal FACIAL KIT

Skin Detox & Glow

*Detoxify your skin &
make it look younger*

Anti Dark Spots

Deep cleanse

Healthy skin

NEW



Natural facial kits for glowing and healthy skin



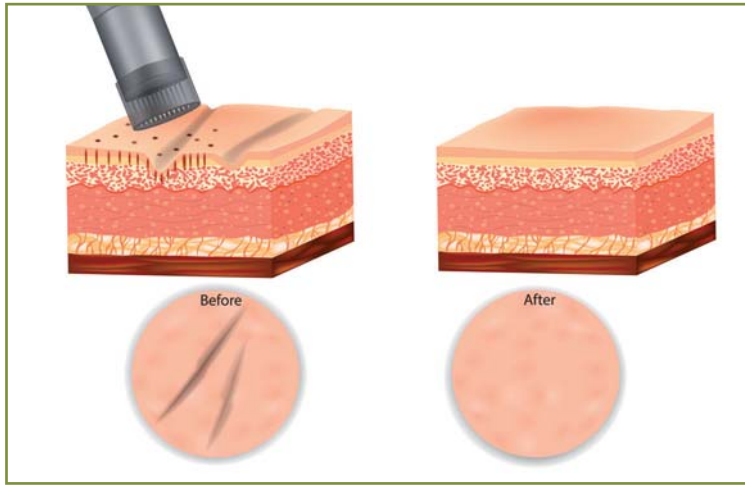
Cosmetic Treatment

Recommended by an Expert

Micro needling is a new aesthetic procedure in the market. *Salon India* speaks with Dr Batul Patel, Medical Director and Dermatologist at The Bombay Skin Clinic to understand the process and its benefits

About: Micro needling is a procedure which helps to create micro channels in the skin to stimulate collagen. It can be carried out by either a derma pen, derma stamp or a derma roller. Stene Marshall, the creator of derma pen, is an Australian innovator, who has inspired and led a team of highly skilled hardware and software engineers to revolutionise the future of micro needling by creating Dermapen 4.

Process and technology: Derma pen is a medically engineered device that utilises micro needles to deliver effortless and effective skin needling. It works on advanced oscillating vertical needle (AOVN) technology which enables a gliding action that smoothly flows over the skin to deliver efficient, dramatic and long-lasting results. Derma pen is



AS A TOOL, DERMA PEN IS SUPERIOR TO DERMA ROLLER SINCE IT REQUIRES LESS DOWNTIME, OFFERS BETTER RESULTS, AND THE DEPTH OF THE NEEDLE CAN BE CHANGED FOR DIFFERENT AREAS ON THE FACE.

– DR BATUL PATEL



superior to derma roller as it requires less downtime, offers better results, and the depth of the needle can be changed for different areas on the face. The oscillating speed of the derma pen helps to create more micro channels, and hence stimulate more collagen.

USP: Due to its advanced design it works well on hard to reach areas such as, eyelids, beneath eyebrow, corners of the nose and peri-oral contours.

Benefits: Derma pen can effectively treat conditions such as, pigmentation, acne, rosacea, scars, stretch marks, milia, and so on. It is used for aesthetic treatments like

skin rejuvenation, anti ageing, reducing enlarged pores and smoothening of fine lines. It reduces epidermal damage, removes the risk of the needle breaking, and helps in fractional skin rejuvenation. The derma roller lacks these qualities. Due to its high oscillating technology, micro needling also reduces patient discomfort, which helps in acceptability. Apart from skin conditions, it is also used as an effective hair loss treatment.

Downtime: Due to AOVN technology, the downtime is considerably reduced.

Not suitable for: Papulopustular rosacea, grade 3-4 acne, warts, herpes simplex, scleroderma, and haemophilia.

Time taken for the treatment: About 60 minutes.

Post procedure measures: It is best to avoid direct exposure to the sun, active topical agents, hot showers, and spa or sauna for two days. Slight dryness may be observed, so, it is advisable to apply moisturiser generously. The greatest advantage of this technology is that the downtime is less, so the post procedure instructions are also less. A patient can get back to her normal routine quickly. Ⓢ

OUR BEST SUN PROTECTION EVER NOW COMES WITH A RADIANT GLOW!



PHYTORx™ Whitening sun protection range contains potent organic ingredients to give the skin a whiter, suppler and smoother look. At same time provides effective safeguard against harsh UV rays. The ultra-dry and feather light finish, not just provides visible fairness, but also works gently to provide protection from:

- Tanning
- Premature ageing of skin
- Wrinkles
- Sunburn
- Skin Cancer (UV rays are increasingly responsible for skin cancer all over the world due to depletion of the ozone layer)
- Brown Spots

PHYTORx™ WHITENING DRY TOUCH DAILY SUNBLOCK SPF 80 PA+++



A high protection whitening and mattifying facial sunscreen which is free from preservative, artificial fragrance and color. Features a unique dry touch formula which is immediately absorbed in the skin while controlling all sources of shine. It offers a board spectrum of protection with SPF 80 against UVA/UVB rays. It lends the skin an ultra-dry, feather light finish with visible fairness.

PHYTORx™ WHITENING UV SCREEN MATTEGEL SUNBLOCK SPF 60 PA+++

Encapsulated in an ultra-light matte gel, it glides on skin & is quickly absorbed for a light refreshing effect. This formulation lets the skin breathe & makes it whiter, suppler & smoother. It is free from preservative artificial fragrance and color. Non-sticky and non-greasy it leaves a velvet and invisible finish with visible fairness. Day after day skin stays noticeably light and fair. It offers a board spectrum of protection with SPF 60 against UVA/UVB rays.



PRESERVATIVE FREE,
ARTIFICIAL FRAGRANCE
AND COLOUR FREE.

Available at select premium spas and salons only.
To know more please call +120 3213377
or contact toll free no: 1800 200 2324
email: procare@lotusherbals.com
www.lotus-professional.com
Follow us on:

Beauty Care

LIP TREATMENT BY KIEHL'S

Buttermask For Lips is an intensive overnight lip treatment that transforms dry and flaky lips for smoother, softer lips by morning. Formulated with Coconut Oil and Wild Mango Butter, the balm blankets chapped lips with moisture, helping to restore a smoother texture and uncover healthy-looking lips for all day hydration. After one overnight application, consumer tests reveal that overall, lips feel restored, appear plumped, nourished, and more supple.

Price: ₹2,500

Availability: Kiehl's stores



WAX WARMER BY OZOMAX

The Professional Wax Warmer is a salon essential. The steel body is designed to quickly and evenly melt all types of wax to the perfect consistency, and it sets the standard for quality and performance. The warmer includes a quick touch 'On-Off' switch with an LED light, an adjustable temperature regulator that goes from 30° to 180° Celsius, and a removable extra jar.

Price: On request

Availability: info@ozomax.co.in



MASK BY SKEYNDOR

While all skins are sensitive to the sun, but some are more sensitive than others. Certain skin conditions also make skin particularly sensitive and more prone to sun damage. Keeping this in mind, Bi-zone Soft Mask helps in getting rid off redness caused by the UV rays of the sun. The gel mask is formulated with spring water with re-balancing effects for sensitive skin. Upon application, it refreshes, moisturises and soothes congested skin or redness.

Price: ₹1,470

Availability: www.skeyndor.com



FACE MIST BY AHÉ NATURALS

Aloe Vera & Neem Hydrating Face Mist – Anti-Pollution is enriched with powerful anti-oxidant and anti-bacterial properties of Aloe Vera and Neem. Aloe Vera, rich in Vitamin A, C, E and Beta Carotene, lends rejuvenating and regenerating qualities. Fast absorbing and non-comedogenic, it is ideal for use during and after sun exposure. Free from paraben, sulphate, alcohol and mineral oil, it is a cruelty-free and vegan product.

Price: ₹1,193

Availability: www.beautysource.in



DEODORANTS BY SHANKARA

The Aura range by Shankara has been designed to neutralise body odour without the inclusion of harmful chemicals and alcohol. It is bottled in a glass casing that may be rolled directly on the skin to deliver the effective and safe deodorant. A first of its kind in the Indian Ayurveda beauty and skin care space, Shankara's Aura has been launched in two ambrosial variants of Lavender – Vetiver and Geranium – Ylang Ylang making it a sweet smelling, safe and natural daily luxury essential.

Price: ₹650 (10ml)

Availability: www.shankara.com





Ashima Sharma

Of Bling and Metal

Meet Delhi-based Ashima Sharma, who trained to be a fashion designer at FIDM in Los Angeles and did Masters in Pret and Couture wear. Her label Ashima S Couture is a trendy mix of bling and metal

Stepping into fashion

In college, I took up Fine Arts and later transitioned into a fashion designer. With the progress of time, I realised that designing and starting a business in designing are two different things. Keeping this in mind, I worked hard and launched my label Ashima S Couture.

Role of hair and make-up in fashion

Hair and make-up are the backbone of the fashion industry. One cannot make anybody look glam without the right hair and make-up to go with the look. Fashion and beauty industries, hence, go hand in hand. Both need the other to compliment and complete the looks.

Fashion and beauty industry of India

Fashion and beauty were prevalent since time immemorial, but in today's time everyone is interested in fashion, beauty and lifestyle. The fast growth in the fashion and beauty sector can also be attributed to the fact that more people are taking these as art forms for self expression. The two fields are being taken seriously by individuals who are taking an interest in learning about them. Also, there is an increase in the number of people that take up professions based on the two lines.

Artists worked with

Being a designer, I work with make-up artists and hairstylists, who have been chosen by the celebrities that I have designed for. They have their favourites, who understand their skin tone and cater to their individual beauty needs.

Source of inspiration

I love the career graph of Donatella Versace.



Favourite muse

I have many favourite muses, some of them are models with whom I do regular catalogue shoots and some are celebs. Sonam K Ahuja undoubtedly carries off different styles effortlessly.

Out of the box look adopted for a collection

We have tried different shades of lip colours and different hairstyles. We have had almost all kinds of conventional hairstyles on our shoots ranging from soft curls to poker straight hair. Also the highlighting and bronzing also play a key factor in a fashion shoot as the model needs to look freshly off the runway.

Incorporating beauty and hair in the collection and ramp

We take the theme very seriously, and depending on it, pick the make-up and hair looks. Also, we keep in mind the skin tone and body type to decide the final look. Our hair and make-up looks have, so far, been less experimental on the ramp, but complimented the collection and the story behind the show.

Future plan

I already feel that I am involved in the hair and cosmetic industry as being a fashion designer, I keep learning about these subjects so that I can explain properly about what we need and get the final desired look for our muses and models. Hair and cosmetic industry is an ever-growing field and it is important even for those in the fashion industry to stay updated about the latest tips and trends in the beauty industry. 📌

THE FAST GROWTH OF FASHION AND BEAUTY INDUSTRIES CAN BE ATTRIBUTED TO THE FACT THAT MORE PEOPLE ARE TAKING THEM AS ART FORMS FOR SELF EXPRESSION.





SPA FOCUS

The Farm at San Benito

Healing Sanctuary Spa and Acqua Sanctuary at The Farm in San Benito, Philippines are architecturally designed to amaze guests, relieve them of their worries and allow the body to cleanse itself naturally

\\ by Aradhana V Bhatnagar



Size of the spa: 3,456 sqm

Time taken to complete construction:
3 years

About the spa: The Farm is a proud member of the CG Hospitality that owns and operates over 85 hotels and resorts in nine countries and 64 destinations. Being a holistic medical wellness resort, at Healing Sanctuary Spa, traditional healing practices are combined with Philippine Healing Art to give immersive healing rituals to each guest. Eco-friendly, 100% Virgin Coconut Oil, therapeutic grade essential oils, and medicinal herbs are prepared fresh for each treatment. Treatments directly support the healing of the body by removing toxins from within the tissues and organs by providing nourishment through the skin, restoring energy, balance, and decreasing the body's pH levels.

Architectural inspiration: The Farm is built in the style of contemporary tropical architecture. They did not destroy the natural landscape, instead enhanced it by planting more trees to create more balance and harmony. For lighting, upright fixtures are used to focus on the pathways. The detail of each treatment room is designed to create a welcoming energy. In the outdoor treatment rooms, outdoor bathtubs and showers, guests can hear the sounds of nature and enjoy the fresh and lush environment. The walls, indoor treatment rooms, and one special bathtub are of made of pure melted bronze, while other bathtubs are made of iron, wood, minerals and black sand.

The infinity swimming pool is made of real and authentic green slate stone, non-chlorinated water, which is continuously supplied with natural spring water.



THE FARM AT SAN BENITO WAS AHEAD OF THE TIMES WHEN IT OPENED IN 2002 BY OFFERING HEALING RETREATS THROUGH DETOX CLEANSING AND RAW LIVING FOODS, INITIATING A REVOLUTIONARY CHANGE IN PHILIPPINE TOURISM AND THE HEALTH INDUSTRY. IT IS TO THIS DATE, THE ONLY RESORT IN THE COUNTRY THAT OFFERS COMPREHENSIVE PROGRAMMES ADDRESSING SEVERAL AILMENTS, NATURALLY AND HOLISTICALLY. WE ARE ALSO PROUD TO OFFER AESTHETIC SERVICES TO THOSE WHO WISH TO ENHANCE THEIR PHYSICAL ASPECTS.

– LEM SENILLO

Spa Manager, Healing Sanctuary Spa and Acqua Sanctuary, The Farm at San Benito



nature. Here, guests enjoy the outdoor onsen bath, pressurised jacuzzi, Kneipp Therapy and Rainbow Shower Therapy.

Services offered: The Farm at San Benito is a holistic medical wellness resort that follows the principles and practices of Philippine Healing Art. Hilot – a traditional touch therapy that heals muscular aches and pains through massage. For the Filipino Hilot massage, only the purest ingredients naturally grown in the forest like fresh herbs and medicinal plants are used. These are placed on the body’s energy points to unblock trapped colds and imbalanced heat. Till date, the traditional Hilot remains a popular treatment at The Farm’s Healing Sanctuary Spa. The new Acqua Sanctuary offers several treatments such as, the Vichy Shower Treatment which is a water massage therapy effective in circulating blood flow, while the Kneipp Therapy focuses intensively on switching between hot and cold water temperatures to benefit the body. Burn calories and improve circulatory system with their Ice Cold Shower. Cold water activates the body’s natural healing capacity. The Acqua Sanctuary also has pressurised Vitality Showers which target sore muscles and relax tension in certain body parts. The Flotation Pool or sensory deprivation chamber, on the other hand, will take guests to a deep meditative state.

The Acqua Sanctuary also features a salon and a juice bar. Using organic, home grown products and services, guests can, indeed, experience full transformation from the inside out.

Architect and interior designer: Walter Wagner with Eckard Rempe.

Contact details: 119, Brgy. Tipakan Lipa City, Batangas 4217

Tel: +632 8848074 / Mobile/ WhatsApp: +63 918 884 8080

Email address: info@thefarm.com.ph

Website: www.thefarmatsanbenito.com



The Healing Sanctuary has an active healing vortex energy that connects from the cold forest and mountains and makes a swirling balance from the Taal Volcano and its surrounding lake. The entire space is made and designed to aid therapists in their meditation before they see a guest so that they can remain energetically grounded throughout the day.

On entering the Healing Sanctuary, one witnesses a fresh water fountain and reception hall with an infinity swimming pool that faces Mount Malarayat. Aqua Sanctuary is beautifully done with the breathtaking design unified with



Zeeshan Qasim

“The Wellness Industry will Only Grow”

Zeeshan Qasim, Spa Manager at The Rejuve Spa, The Lalit Grand Palace in Srinagar, shares his take on the status of the wellness industry

\\ by Aarti Kapur Singh



Professional background

I am a comparative greenhorn in the spa, wellness and hospitality industry, as I have been in the domain for only a decade now. I have honed my skills with several brands and hotels such as IHG, Hyatt and BHL, and currently I am the Spa Manager with The Lalit Grand Palace in Srinagar.

Views on the growing wellness industry

It is amazing to see the growth of the industry! The speed at which the awareness quotient has increased amongst all sections of the society is worth applauding. This has helped us too, as now this industry can connect with the masses, as well. At a leisure property, it is critical to provide facilities that keep the guests engaged, with spa being an important add-on. I feel that spas are here to stay and the need for rejuvenation and wellness treatments will continue to grow. The benefits of spa treatments are recognised globally and guests are reaping the benefits of treatments and services available.

Preferences of visitors

Since we are a leisure resort, the quantum of fitness-related nuances are limited, however most of the guests are looking at rejuvenation. In today's fast-paced life people barely get time for themselves. While on a vacation, guests prefer spa treatments to unwind and relax. Visitors fancy a spa which is well equipped, hygienic and if the location is good, it is a bonus.

The most preferred treatments at our spa are Classical Abhiyanga and the Royal Signature treatments.

USPs of the spa

The USP of our spa is most definitely the location! We are literally sitting in the lap of nature, which makes it an unforgettable experience for our guests. The exquisite Rejuve Spa has been commended for its signature therapies. We focus more on traditional Indian therapies, which use natural Indian herbs, pure essential oils, herbal powders and bathing salts that help in rejuvenating the mind and the body. Also, on offer are packages which include Yoga and meditation to provide complete rejuvenation of the mind, body and soul.

Therapies offered

The Rejuve Spa has on its menu a diverse



range of traditional, holistic and innovative therapies. Trained therapists offer guests treatments such as, traditional Ayurvedic, European, Oriental massages, body scrubs, wraps and facials. The Rejuve Signature Massage is one of the most popular therapies because it helps a guest to relax. Our trained therapists ensure that the guest experience is in sync with their wellbeing.

Challenges faced

The Lalit Grand Palace is so centrally located that it is highly convenient for our guests to visit the local sights. However, this becomes a challenge as it leaves guests with little time to spend at the hotel or visit the spa. Despite that, our spa has been popular as guests try to change their timing so that they can avail of a treatment



EVERY YEAR, THE REJUVE SPA AT THE LALIT GRAND SRINAGAR RECEIVES A POSITIVE RESPONSE. THERE HAS BEEN CLOSE TO 15% GROWTH IN SPA REVENUE EVERY YEAR. WE EXPECT IT TO CONTINUE GROWING AS THE DEMAND INCREASES.

– ZEESHAN QASIM
Spa Manager, The Rejuve Spa, The Lalit Grand Palace, Srinagar

before they leave the hotel. Sometimes, we get requests for cross massage, however we do not entertain the. As per our norms, it is not permissible. The other challenge we face is that as Srinagar is a cold city, in winter, certain spa therapies are not conducive to the weather. Massage oils need thawing and the ingredients may not be available at all.

Plans for the future

We are looking to add new treatments and new methods to enhance the guest experience. We are also planning to integrate spa treatments with customised cuisine to match the type of treatment undertaken. We would also like to enhance our Fitness Center with heavy equipment. 🎯



Spa Solace

Lucrative Offers

Salon India presents the most lucrative packages for those who wish to indulge in luxurious self care



THALASSO SIGNATURE

Thalasso Spa, Delhi

This luxurious process starts with a body massage of your choice which relaxes the muscles. It is followed by a full body scrub to get rid of the dead skin and leaves skin feeling fresh. After this, you walk into the steam cabinet and allow the warm steam for complete relaxation and rejuvenation.

Duration: 90 minutes

Price: ₹5,000 +taxes

ROSE PETAL BODY SCRUB

Aheli Spa, The Roseate, Delhi

Legendary for its unsurpassed beauty and delicate fragrance, Rose petals have long been used for softening and rejuvenating skin. Its rich, nourishing and soothing properties help control thread veins, heal wounds and induce skin elasticity. This scrub lends smoothness to your skin and is superb for anti-ageing.

Duration: 60 minutes

Price: ₹9,500 +taxes

CHRONOLOGIST CAVIAR VIP RITUAL

The Imperial Salon, Delhi

This summer, give your hair and scalp the holistic solution with the Chronologist Caviar VIP Ritual. For resident and non-resident guests, it includes a consultation, massage and hairstyling. Regenerate and revitalise your hair like never before. The scheme is valid and available till 30th June.

Duration: 90 minutes

Price: On request

DEEP MUSCLE MASSAGE

ESPA Spa, Leela Palace, Delhi

ESPA body treatments combine the best of ancient and modern techniques to release tension and leave you feeling deeply relaxed and rebalanced. Deep Muscle Massage is a powerful combination of stretches and a therapeutic massage that helps combat stiff and tired muscles and joints. It is ideal solution for anyone looking to release deep seated tension and stress.

Duration: 60 minutes

Price: ₹6,608 inclusive of taxes



WORLD'S 1st CUSTOMER CENTRIC MARK FOR
SALONS, SPAS & FITNESS CENTRES

Certification
In accordance with ISO/IEC 17065:2012

<p>Certified Salon</p> 	<p>Applied for</p>  
---	--

Go for it!

Contact: **Priti Gupta**
M: +91 8826415472 E: pritigupta@irftrustedmark.org

IRF TRUSTED MARK
THE INTERNATIONAL RETAIL FORUM SETTING 'CUSTOMER CENTRIC' STANDARDS IN RETAIL

Certification Bodies Approved by IRF Trusted Mark Certification Scheme



www.irftrustedmark.org



Cindy Crawford

“Self-confidence makes you look attractive”



The highest earning model in 1995, this Midwestern beauty’s memorable mole and perfect vital stats led to the creation of MTV’s *House of Style* episodes, sexy Pepsi adverts, and countless other campaigns. One look at Cindy Crawford and it is easy to understand that at 53, ageing can be effortless and gorgeous

\\ by Aarti Kapur Singh

➤ For 25 years Cindy Crawford has been the brand ambassador of Omega watches, and has ably held on to the status of being one. Today, when her daughter Kaia, 14, is embracing a career in modelling, Cindy shares that getting old has not been easy. “For me, it was really hard; the idea of turning 50 was daunting. For so long I was the 20-year-old model on the cover of *Vogue*, and then all of a sudden my daughter is there,” she says beaming with visible pride. Three decades after her iconic Pepsi commercial, the original supermodel, wears many hats of being a supermom, skin care guru, home goods mogul, and a published author.

“I take good care of my skin”

“It is never too early or late to start taking care of your skin. I have taken a lot of tips from Jean-Louis Sebagh, an anti-ageing specialist, who worked with me on *Meaningful Beauty*. The daytime is about protecting your skin and restoring it at night. I have made taking care of my skin part of my routine. Dermatologists regularly preach about the importance of removing your make-up at the end of the day, and I have taken that advice to heart. At night, I always remove make-up, and before a shower, use a triple exfoliator from my own beauty line. I like to really scrub, as I donot have a super-sensitive skin. The importance of getting your skin ready for good products is important



I AM NOT A FAN OF FILLERS AT ALL. IF YOU HAVE GONE 35 OR 40 YEARS WITHOUT BIG LIPS, I DONOT THINK YOU SHOULD START PLUMPING YOUR LIPS ARTIFICIALLY NOW.

as your skin gets older. I spend on skin care and foundations. I am a fan of serums as they get absorbed quickly and one gets more potency. I first apply my own Meaningful Beauty Youth Activating Melon Serum, and then a day cream. I never skip sunscreen. A little cover up, a blush, lip gloss, and mascara, and I can get out the door. We know that we need to get enough sleep, drink water and not smoke, what we donot know is that the secret to good skin is to be consistent. Avocado, Coconut Oil and Olive Oil are great for skin and hair. Genetics also play a big part."

"I have tried Botox but I am afraid of it"

"I think injections should not be used to change your face. I am not a fan of fillers at all. If you have gone 35 or 40 years without big lips, I donot think you should start plumping them up artificially now. I will not say 'no' to plastic surgery, but, it scares me. I am a woman of a certain age. Just because you can wear a micro-miniskirt it does not mean you should. You donot need to show your midriff either, if you are over 40."

"Fitness has a huge role to play"

"While I am big on cardio, I like to mix it up. Sometimes the cardio is jumping on a trampoline, using a treadmill or elliptical, or running. We have stairs going down to the beach from our house. So, I put on an audio book or music while I run the stairs for 20 minutes. Then, I follow it up with weight training. I also like to do weekly hikes with friends and my family."

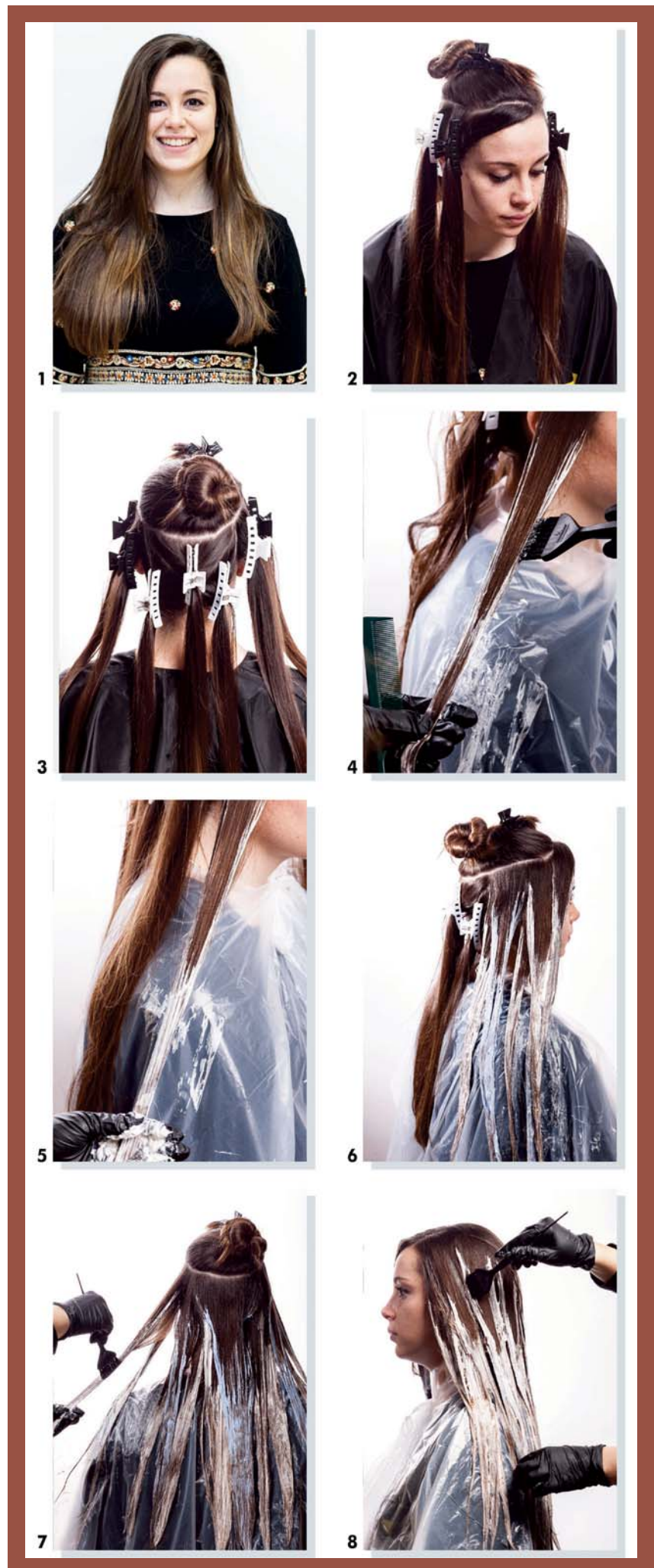


"Breakfast like a queen"

"It is important to start the day right. I love a good cup of green tea or a protein shake that combines almond milk, coconut milk, and protein powder. There must be a salad everyday and I try to cut out carbs from white foods like pasta, bread, and rice. I binge occasionally on cocktails and dark chocolate, but seriously, I cannot be bothered with complicated diets and weight plans."

"There are positive effects of getting older"

"I have been colouring my hair since I was 30, so, I am not sure how grey I am. My husband, Rande, is going grey and I like how he looks. It is sweet and endearing. I want to show my daughter that it is alright to age. If the kids go for ice cream, I have it, too. I donot want Kaia to think being beautiful is about depriving yourself. There are things I wish were not part of ageing, but what you gain is much more than what you are giving up. If women would treat themselves with the same love they give to their friends, it would be such a great gift to ourselves. What makes you the most attractive is self-confidence. It is what people see. True beauty is the energy you give out, and that comes through being happy." ❁



STEP 1 Before.

STEP 2 Front part.

STEP 3 Rear sections with inclined partitions separating the crown of the rest.

STEP 4 Apply Igora Royal Nude 10-46 to 30 volume at the ends of the sections by freehand leaving a few centimetres leading to the root.

STEP 5 Finish by applying the nude tone on the entire end of the partition.

STEP 6 Repeat the same operation on each section interspersing some of 10-46 to 30 volume with others of 12-1 to 40 volume to create light effects on the hair.

STEP 7 Continue with the same technique for the rest of the sections interspersing the tones.

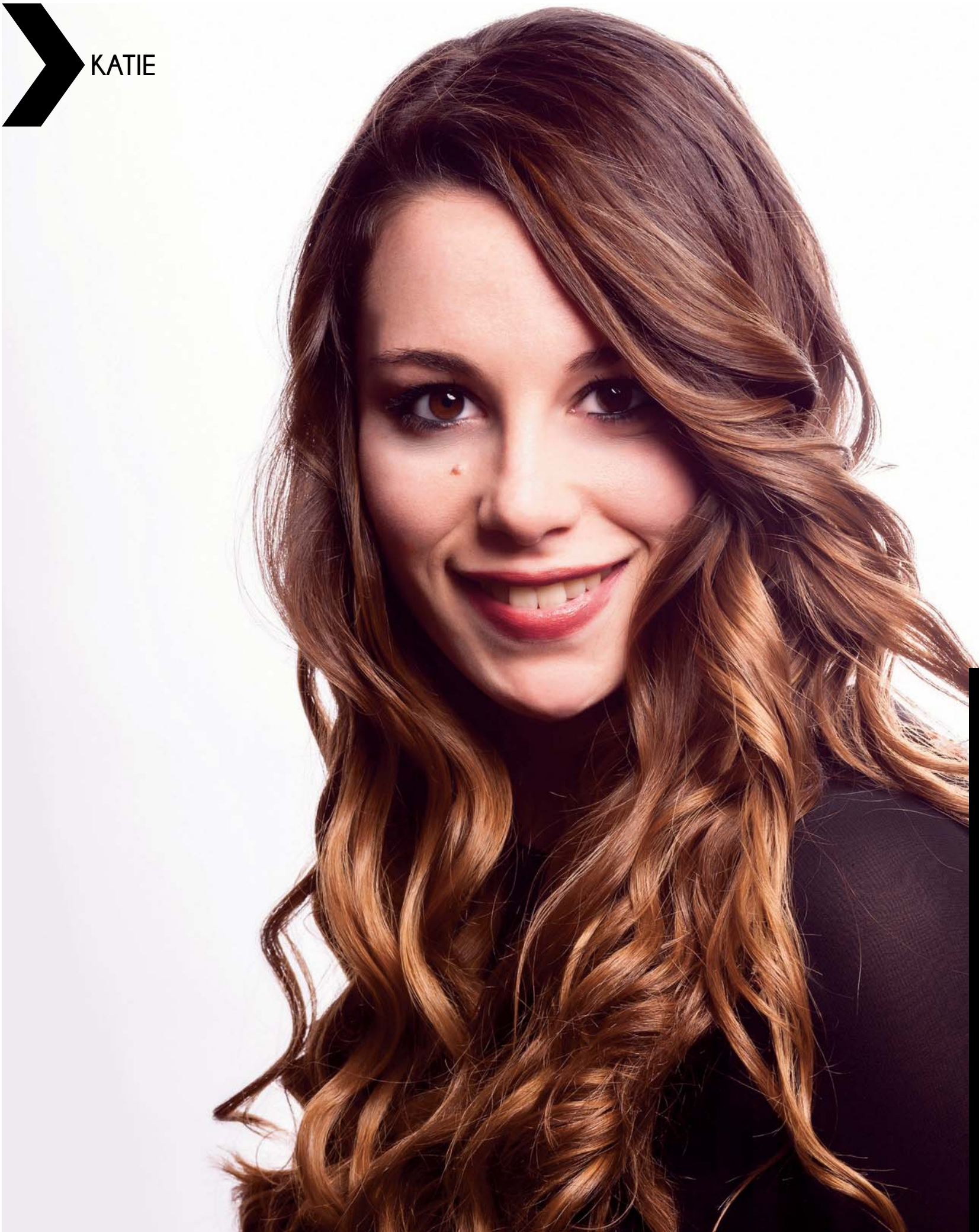
STEP 8 Release the crown partition carefully and apply a few strokes of nude tone 10-46 to 30vol.

Hair : Jose Garcia Peluqueros, Pamplona

Photo : Aitor Esparza

Make up : Isabel Garcia

> KATIE





MUMBAI

POD Hairdressing & Academy

Launched in 2018 by Pawan Om Duggal (Pod), the academy is spread across 140 sqft in an upmarket area. On the inspiration behind launching an academy, shares Pod, "In 2005, I had the opportunity to work as a Technical Trainer with L'Oréal Professionnel (MATRIX India), and ever since sharing and imparting knowledge has become my calling. So, my own academy was the natural corollary."

Apart from MATRIX, Pod has been an educator with brands such as Schwarzkopf Professional, Juice and Hakim Aalim. He has also launched top brands like Biotop Professional and Cadiveu Professional. He reveals, "While meeting hairdressers, I was exposed to the Indian hairdressing industry and saw immense talent, but they lacked professional training. Having trained over 21,000 hairdressers and 3,000 salons, I then decided that I will open an academy for the hairdresser, by the hairdresser."

POD Academy follows Toni&Guy and Vidal Sassoon styles of teaching techniques. Elaborating on it, says Pod, "We make sure our team of artists not only know how to carry out the service, but also know how exactly the product will work scientifically on the hair." At the academy, there are several courses which can be customised as per the ability of each hairdresser. Also, there is constant interaction between the students and faculty with a special focus on one on one attention so that students can overcome doubts and fears, and excel in creating masterpieces as skilled artists.

Courses offered

Beginner: The Basic Foundation course, for a duration of 16 weeks, is meant for a fresh artist. They are not only educated on the fundamentals of precision hairdressing, but also taught to unleash creative imagery by seeing hair as a canvas.

Professional: Meant for those who want to hone their existing skills further, this course is for a duration of two to five days. Creative cuts, colour techniques and barbering are taught. Students need to carry their own tool kit.

Beginners and Professionals: This is a salon-intensive course for a duration of four weeks.

Certifications and affiliations

Pod Academy is affiliated with Schwarzkopf Professional and L'Oréal Professionnel. It is in the process of being affiliated to City & Guilds International and Skill India. Pod Hairdressing & Academy Certification is also given to students.

Eligibility criteria

There is no eligibility criteria for Beginner's Course, however, for the Professional Course, the hairdresser should have at least six months of floor experience.

Fee range

From ₹7,500 to ₹1,75,000 with taxes being extra. 📞

I SEE IMMENSE POTENTIAL WITH THE INCREASING NUMBER OF YOUTH TAKING UP HAIRDRESSING AS A CAREER. WE HOPE THAT HAIRDRESSERS WILL REALISE THAT KNOWLEDGE IS POWER. ALSO, WE WILL BE EXPANDING PAN INDIA SO THAT MORE AND MORE HAIRDRESSERS GET INSPIRED AND MAKE OUR VISION COME TRUE.

— PAWAN OM DUGGAL
Founder, Pod Hairdressing & Academy



SUBSCRIBE NOW!



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

- The Aesthetician Special:** Top trends in skin, hair, body, and face treatments and procedures, technological advancements, USPs, and more...
- Men's Grooming Special:** Latest trends in men's grooming, brands and salons share services and their take on the rising demand.
- Destination Wellness:** Gone are the days when people went to local spas for rejuvenation. Now destination wellness centres and spas beckon, where leisure is combined with inner healing and wellbeing.

Term	PRINT			PDF		
	1 year	2 years	3 years	1 year	2 years	3 years
No. of issues	12	24	36	12	24	36
Cover Price	₹1800	₹3600	₹5400	₹1800	₹3600	₹5400
SAVING	25%	30%	40%	35%	40%	50%
Discount	₹450	₹1080	₹2160	₹630	₹1440	₹2700
GST 18%	NA	NA	NA	₹211	₹389	₹486
You pay	₹1350	₹2520	₹3240	₹1381	₹2549	₹3186
Please Tick	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

OFFER VALID WITH PRINT COPY

- ☞ Get 15 months subscription at the cost of 12 issues
- ☞ Get 30 months subscription at the cost of 24 issues.
- ☞ Get 45 months subscription at the cost of 36 issues
+ **MAKE YOUR MARK** worth Rs. 1,000 **FREE!**

YES, I would like to subscribe for

PRINT VERSION COMBO OFFER

Name Mr. Ms. _____
 Designation _____
 Business Activity _____
 Company _____
 Delivery Address _____
 City _____ Pin Code _____ State _____
 Phone _____ Fax _____
 E-Mail _____

PAYMENT OPTION 1

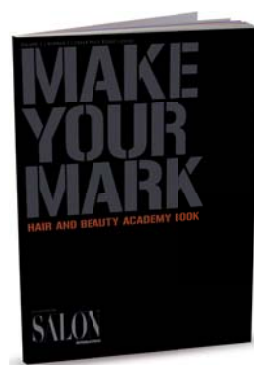
Please charge my card

Amount _____ Card Expiry Date _____ Card No. _____

Card Member's Signature _____

PAYMENT OPTION 2

I am enclosing Cheque/ DD No. _____ drawn on (specify bank) _____
 favouring **Images Multimedia Pvt. Ltd.**, payable at New Delhi



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.

- Offer valid till stocks last.

Terms & Conditions:

- Rates & offer valid in India only
- Please allow 4-6 weeks for processing of your subscription
- In case of non receipt of the publication, please inform the Subscription Department within 30 days
- IMAGES reserves the right to terminate this offer or any part thereof at any time or to accept or reject any request at their absolute discretion
- No request for cancellation of subscription will be entertained after three months of subscription
- Disputes if any are subject to the exclusive jurisdiction of competent courts and forums in Delhi only.

IMAGES GROUP . IN

Please fill up the subscription form & mail with your remittance to:
Subscription Department, Images Multimedia Pvt. Ltd.
 S-21, Okhla Industrial Area, Phase II, New Delhi 110 020, India. Ph: +91 11 40525000, Fax: +91 11 405 25001
 E-Mail: subscription@imagesgroup.in
Mumbai: 1st Floor, Panchal Iron Works, Plot No. 111 / 3, Marol Co-Operative Industrial Estate, Marol, Andheri (East), Mumbai 400059, Ph: +91 22 28508070 / 71, Fax: +91 22 28508072
Bengaluru: 523, 7th Cross, 10th Main, (Jeevanbhima Nagar Main Road), HAL 3rd Stage, Bengaluru 560 075
 Ph: +91 80 41255172/41750595/96, Fax: +91 80 41255182
Kolkata: P-513/B, Raja Basanta Roy Road, CIT Scheme XLVII, Near Sabyasachi Store, Kolkata 700 029
 Ph: + 91 33 40080480, 40080488

For online subscription, please visit shop.indiaretailing.com



AMERICAN CREW NOW IN INDIA

The American Crew men's grooming range which includes styling, caring, shaving, fragrance and beard, will now be available at high end salons such as, Jean-Claude Biguine and LOOKS chain of salons. The product range is fortified with natural ingredients that nourish the hair and scalp along with styling. The range includes iconic products like heavy hold pomade, grooming cream, fibre cream, forming cream, ultra-gliding shaving oil, to name a few.



L to R: Mike Sharkey, Phoenix Thompson and Rajiv Kumar Bobal

On the booming men's grooming segment, Rajiv Kumar Bobal, Director Sales and Marketing – MMBP, Revlon Professional, said, "India is now on the verge of witnessing an explosion in the men's groom industry. It is time for men to experience the best of grooming, which has been specifically made for them. American Crew, in partnership with top leading salons in India, is dedicated in giving a premium grooming experience to deserving Indian men."

Mike Sharkey, Director Global Education and Phoenix Thomson, Senior Manager Education were recently in India. It further emphasised the point that American Crew is dedicated to giving the best of product and styling experience through world class training. The specialised training programme on men's grooming titled

'Master of Men's Grooming' devised by the American Crew training team, was conducted to train the trainer team. Special Look and Learn training was conducted by the director of Global Education in Delhi for LOOKS Salon and other top-end stand-alone salons of Punjab. Master of Men's Grooming is a different training programme. Shared Mike, "It is all about men, who require different cutting and styling techniques that are done in another way for women. We are totally dedicated to uplifting the men's styling education in India. Thus, we would be regularly providing inputs to salons on the same."

In Mumbai, a similar programme was also conducted for Jean-Claude Biguine Salon and Savio John Pereira Salon.

WHAT

Training programmes

WHERE

Hotel Ramada Plaza Palm Grove, Mumbai;
Hotel Radisson Blu, Delhi

WHEN

14th and 15th February

STREAX PROFESSIONAL LAUNCHES 'RETRO REMIX'

Streax Professional, the premium product range for hair care, colour and style, launched Retro Remix, its new collection of vintage styles, reimagined for present-day fashionistas. Using products such as Argan Secrets hair colour, CanvoLine straightening cream, and the Hold & Play styling range, Retro Remix mixes brunette, gold and copper blonde and brown shades to create a range of sophisticated retro styles for Indian women.

International celebrity stylist from Sweden Joakim Roos, said, "I am delighted to participate in Streax Professional's mega hair show for the second time. Besides the high profile launches that it showcases, 'Hair & Beyond' provides India's beauty technicians with a unique opportunity to receive new insights and learning about hairstyling, helping them emerge as true experts of their craft."

Joakim joined Agnes Chen, Technical



Head of Streax Professional, to lead the training sessions sharing styling tips, haircut tutorials, and colouring techniques with the audience.

Commenting on the new collection, Rochelle Chhabra, Professional Division Head, Hygienic Research Institute said, "Streax Professional is proud to present this new vintage range, inspired by ultra-glamorous 70s hairstyles created for style icons like Marilyn Monroe and Audrey Hepburn in the West, and Zeenat Aman and Hema Malini in the East. Our collection,



L to R: Agnes Chen, Joakim Roos, Sanya Malhotra and Rochelle Chhabra

which highlights the brown palette, has been especially designed for the fashion-conscious Indian woman. It combines old world charm with contemporary freshness, making Retro Remix is a perfect fusion of the old and the new."

WHAT

Launch of hair colours

WHERE

Hyatt Regency, Delhi

WHEN

30th April



Dermacol

INDIA

*Only
3 steps
for your
perfect
look!*



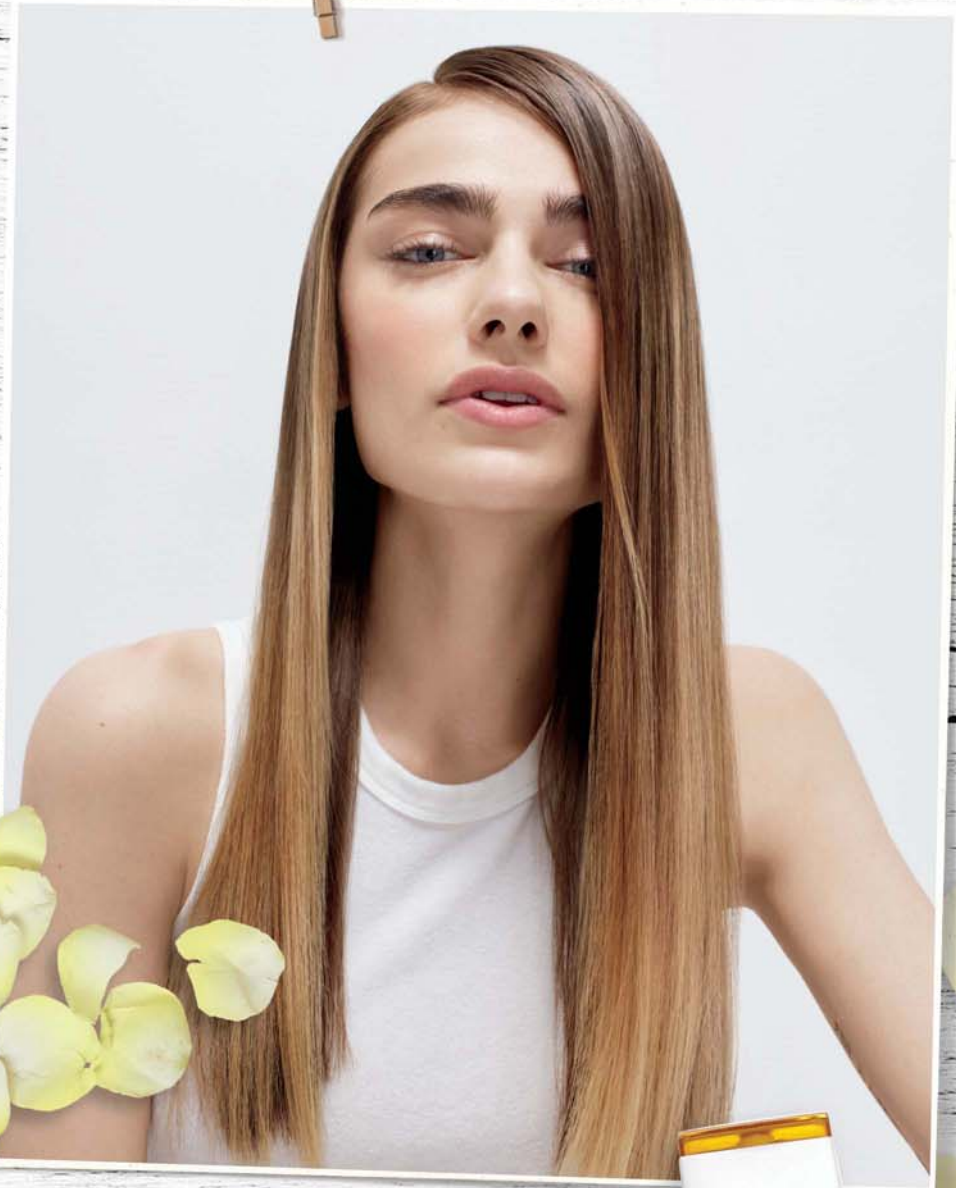
www.dermacolindia.com

Sanash Impex Pvt. Ltd.

Pan India distributor queries invited

Contact us @ M: +91 9711000001, +91 7700000001 T: 011-42467475 📞 9711000001

E: dermacolclp@gmail.com 🌐 @dermacolindia 📷 _official_dermacol_india



BIOLAGE SMOOTHPROOF

For Frizzy Hair

Inspired by the goodness
of Camellia flower

GET SMOOTH FRIZZ FREE
HAIR FOR UP TO 72 HRS~



When using the system of shampoo, conditioner and serum use a non-clarifying shampoo.

BIOLAGE