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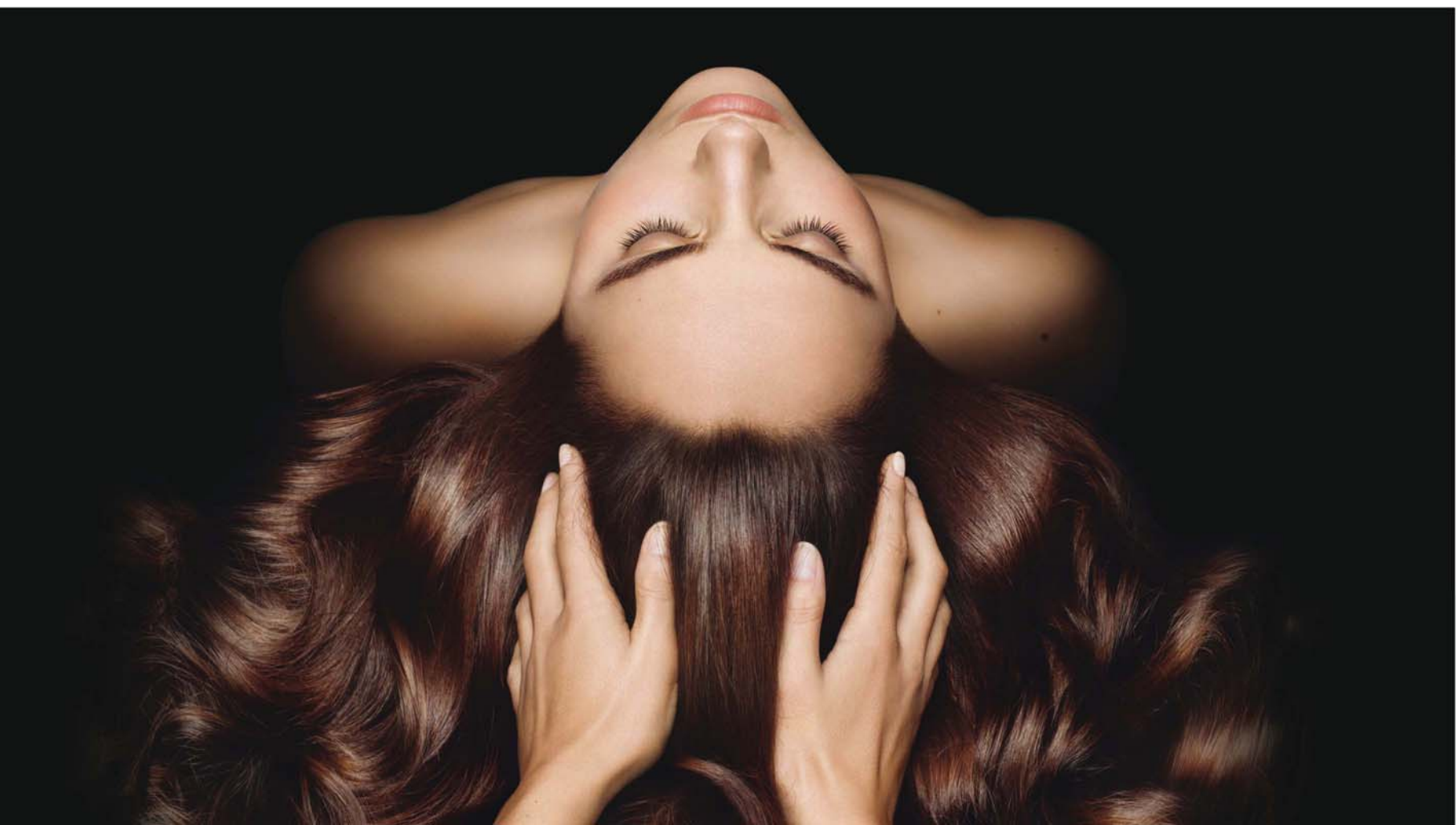
The active ingredients in each shampoo are designed to perfectly respond to your scalp's needs. Your shampoo will envelop you in a feeling of wellbeing and comfort while delicately perfuming your hair.

3

## **TREAT**

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*For sudden and progressive hair loss*

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\*Clinical study conducted with 51 subjects.

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\*Test performed over 2 weeks on 74 women.



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Proven efficacy: Soothes the scalp by 94%\*.

\*Tested on 70 women with very irritated scalp over 15 days.



### MELALEUCA ANTI-DANDRUFF RITUAL

*Eliminate dandruff and deep-cleanse the scalp*

This deep cleansing ANTI-DANDRUFF ritual combats both oily as well as dry dandruff and prevents bacteria from multiplying. The ritual cleanses, purifies and soothes the scalp and limits the relapse.

Ingredients: Melaleuca and curcubia extracts.

Proven efficacy: 93%\* of dandruff is eliminated after 14 days.

\*Percentage of improvement. Study of 66 women



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The beauty and wellness industry is at a glorious level, today, with an abundance of services and products being freely available in the market. From customisation done by harnessing Artificial Intelligence to innovative therapies being offered at salons, spas, as well as derma centres, making a choice has now become a task.

In this issue, we take a peak into the world of aesthetics and dermatology. We realised that it is no more only about reversing the signs of ageing or hiding them with make-up, instead the current dynamics is aligned towards prolonging youthfulness of the skin. Over the years, the segment has moved at great speed with highly skilled aestheticians offering enhancement procedures imaginable to the Indian audience. We showcase few of the top aestheticians and the claimed popular procedures.

We interview celebrity hairstylists and begin by presenting Rolando Sáez. A celebrity hairstylist from Spain, he visualises beauty as a global concept, which is linked to hair and make-up. His work is characterised by innovation and unique techniques which he uses from the beginning to the end of the process. Luciana Sabariz, the second generation hairstylist, is further adding to the legacy of Sabariz Hairtists. With 40 years of history, the salon has a recognised professional standard in its artistic and didactic approach in a world that interconnects and changes at an ever-increasing pace. She shares her thoughts through her hair collection titled Emotionis – a mesmerising photo-essay depicting our emotions and feelings. On the homefront, we have Mallika Pirani, Founder and Creative Director of VANNILLA Salon in Mumbai. She was not looking for a career in the salon business. From being a Science graduate to taking up a diploma in hairdressing, Mallika's journey has been full of surprises.

We feature Shaan Muttathil, a well-known celebrity make-up artist. Topping his class at a beauty school gave Shaan the confidence to take up make-up artistry as a career. Today, as one of Bollywood's favourite celebrity make-up artist, he has worked with A-listers like Jacqueline Fernandez, Chitrangdha Singh, Esha Gupta, and Shradha Kapoor. He is also a trendsetter on social media with his Instagram and YouTube tutorials. Ojas Rajani, the celebrity make-up artist, freely endorses Dermacol Makeup Cover, a foundation, which is effective to camouflage any skin concern, as it can hide even tattoos!

Brands such as Moroccanoil and Freewill have changed the game of hair care in India. In its eighth year, Moroccanoil shares the views of the topmost stylists in Mumbai on its most-loved product. Freewill has customised its hair products to suit an individual. All one needs to do is answer 120 questions on their website and voila! in a few days, one will receive a product with ingredients that suit one's hair type with their name on it!

In the spa section, we feature Bouri Spa at ShivAdya Resort & Spa near Manali, and share the views of Rajat Rialch, Founder of Rakkh Resort near Dharamshala, on Baanka Spa and the industry at large.

All this and more in this issue. Keep liking and sharing on social media – our handles are: Instagram @saloninternational\_ind and Facebook @saloninternationalindia.





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Hair: Jean Louis David

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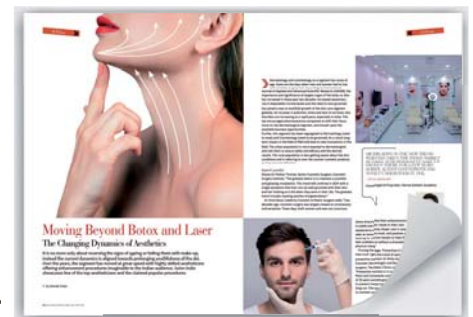


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54



72



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

## » NATIONAL »



### BOBBI BROWN SIGNS UP TARA SUTARIA AS BRAND AMBASSADOR

Bobbi Brown Cosmetics announced its first-ever Indian brand ambassador Tara Sutaria, Bollywood actress, to magnify its original ethos of celebrating individual beauty and women's empowerment. A multi-dimensional artist, Tara is confident, bold and glamorous and embodies the brand's philosophy in her own individual way. Said Rohan Vaziralli, General Manager, Estée Lauder Companies India, "We are delighted to welcome Tara to Bobbi Brown as the first Indian face of the global prestige beauty brand. The brand's direction and vision to have a confident and independent woman like her will definitely resonate with today's modern Bobbi Brown consumer while remaining true to its roots. With Tara, we look forward to creating many such memorable campaigns that inspire women every day." In celebration of the partnership, Tara will unveil two new handpicked shades, from the Crushed Liquid Lip collection: Cherry Crush and Juicy Date and feature them in her first brand campaign. She will be featured across all digital, social and in-store platforms for all featured brand campaigns.



### BKCCAD STUDENT UTKARSH ARYA TO COMPETE FOR WORLD SKILLS HAIRDRESSING COMPETITION 2019, KAZAN

Utkarsh Arya, a student of Blossom Kochhar College of Creative Arts and Design became the national hairdressing champion when he won the final rounds of India Skills Hairdressing Competition held in May. Utkarsh will now represent India for Hairdressing competition at 45th World Skills Competition 2019 which is to be held at Kazan, Russia in August. The judges Milan Bhatia from Big Boss Salon and Institute, Atharva Takee from U Takke's Institute for Hair and Skin, Rupa Ambedkar from Uber Salon, Spa and Skin Clinic and Mrunal Dongre from Saundarya Salon governed the competition for three days and the

results were announced by Beauty and Wellness Sector Skill Council under the guidance of NSDC.

Samantha Kochhar, Chief Expert, Hairdressing, India, and also the Deputy Chief Expert, Hairdressing, Worldskills, who supervised the competition said, "It was a journey that started with 50 competitors that went down to 20 then top 10, top 5, top 3, top 2 and then 1, the winner. Utkarsh has proven himself as the best one to be chosen to represent the country. I wish him all the best as the modules are tougher this time, and we have more competitors than the last World Skills Competition. So, I wish that the best hairdresser wins."

### DESSANGE IN MUMBAI OFFERS EYELASH EXTENSIONS

Dessange, the luxury French salon and spa, now offers lash extensions from Clashes to enhance the length, thickness and curl of your client's natural lashes, without any trouble. A premium quality signature eyelash extension brand, Clashes has been developed and designed by Sawaya's experienced industry professionals to look as natural as possible. They are applied to an individual eyelash with a bonding agent that leaves the client with a lush and robust-looking set of eyelashes. Available in varied lengths, curls and colours, Clashes last for upto three weeks.







**GLOBAL EDUCATIONAL PROGRAMME BY DERMALOGICA**

For Dermalogica, education is the heart of the brand. Resonating this philosophy, the brand rolled out the Global Expert Program. It is a global three-tier education programme designed keeping in mind the professional skin therapist and their needs to address the skin concerns of clients. Hinaa Khan, Education Head - Dermalogica India, kickstarted the programme with a two-day Skin Science workshop, which was attended by over 50 participants from

Maharashtra and Gujarat. The workshop covered the details of skin histology and Dermalogica ingredients, technology, and bringing the newest information in skin care to the Indian audience. The crash-course was aimed to help the therapists jump-start their journey to becoming a 'Dermalogica Expert'. The programme helps Professional Skin Therapists work their way through different levels of skin expertise and knowledge of creating customised

treatments for their client's skin concerns. The therapists pass through Certified and Specialist status before attaining the coveted 'Dermalogica Expert Status', which brings them at par with highly skilled Dermalogica PSTs the world-over. It helps them master in establishing the client needs and a better understanding of their skin health, and in turn, selecting the appropriate products, techniques, and tools. Therapists can renew the expert status annually by attending any of the three optional workshops of their choice. With this education pathway program and a firm focus on education, Dermalogica hopes that it will be able to equip the Indian skin therapists with necessary expertise on services, customisation and retailing to help them build a successful skin business for themselves and their salons.

» INTERNATIONAL »

**NATURA & CO BUYS AVON; BECOMES THE WORLD'S FOURTH LARGEST COSMETICS GROUP**

Natura & Co, the Brazilian cosmetics group, has bought Avon, the direct selling company in beauty, household, and personal care categories. The merger creates a group with leading positions in relationship selling through Avon's and Natura's over 6.3 million Consultants and Representatives, a global footprint through 3,200 stores, as well as an expanded digital presence across all companies. With this acquisition, Natura & Co becomes the world's fourth-largest beauty group, augmenting its bandwidth to serve better, add distribution channels and increase its geographical footprint. The group also has brands, namely, Natura, The Body Shop, and Aesop.



**MONACO HOSTS FIRST HEALTH AND WELLNESS FESTIVALS**

The principality of Monaco will host its first-ever health and wellness festival, 'In Your Element', from 5th to 7th July, in partnership with the Columbus Monte Carlo Hotel and Monaco's World Class Gym. Designed to restore bodily imbalances back to alignment, the programme for all will span yoga, breath work, nutrition-based cookery sessions, holistic therapies including Chinese medicine, bootcamps, cycling, and more. Classes will take place at Monaco's World Class Gym, with kids football coaching by former Man City football player, Richard Dunne's FMC Elite Football Academy.



## \\ KAMINI BEAUTY CARE (PREMIUM) \\ MIRZAPUR

- › **Colour combination:** Grey, brown, tan, red, blue, gold
- › **Products used:** L'Oréal Professionnel, Wella Professionals for hair; Skeyndor, Cheryl's, O3plus, Lotus Professional for skin; MAC, Huda Beauty, Bobbi Brown, NARS for make-up; Kiana, Lotus for mani-pedi; Nail Lounge for nails
- › **Lighting:** Work lights, spot lights, chandeliers
- › **Flooring:** Wood finish tiles
- › **Architect:** Viveck Vermaa



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Kamini Beauty Care (Premium) is spread across 1,475 sqft, and has six hair stations, two hair washes, three make-up stations, two pedicure stations, one nail station, three treatment rooms, and a spa room. The interiors are rustic industrial with a dash of bright colour. The walls and ceilings act as background with dark grey finish. The upholstery of furniture is in leather and suede in tan and bright colours. To add elements, the retail display, nail and colour bar have a rectangular

geometric pattern, while the partition screen has Mondrian pattern in gold antique finish.

Kamini Pandey, Owner, says, "We offer quality services at affordable rates. KBC (Premium) was a dream, which turned into a reality because of the hard work put in by Architect Viveck Vermaa, Suprateek, Project Manager, and his team. Seeing the current success rate, we plan to expand and take the franchise route in the future."



**Contact person:**  
Firoz Khan, Co-Owner

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New Delhi- 110 045

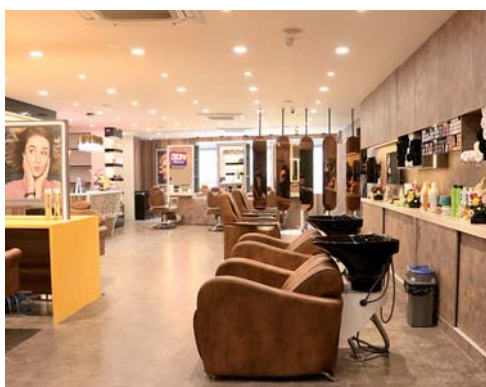
**Phone:**  
+91 9 696969 042

**Email & Website:**  
info@vioz.in  
www.www.vioz.in



## \\ VIOZ SALON \\ DELHI

- › **Colour combination:** Beige, gold
- › **Products used:** L'Oréal Professionnel for hair; O3plus for skin; Nykaa, Colorbar for nails
- › **Lights:** Warm white lights
- › **Flooring:** Vitrified tiles
- › **Architect:** Hindustan Interior



Vioz Salon was created to provide customers with a place that would soothe their body and mind. Their team of hairstylists, coloruists and beauticians work together to create an experience with their exceptional level of service. Spread across 2,500 sqft, the salon offers services in hair, make-up, nails for men and women, both, and spa.

Says Firoz Khan, Co-Owner, "We are new entrants in the salon industry, but we are

here to offer an experience that is second to none with our customer-centric approach, skilled and experienced team, right mindset, and above all our passion for the craft. We offer the same kind of service as an up-market salon, the difference is that we put in the 'wow' factor. It creates an experience for the customer, as our focus is to have a 'happy customer'."








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# Rolando Sáez

## Holistic Approach to Hair

Rolando Sáez visualises beauty as a global concept, which is linked to hair and make-up. His work is characterised by innovation and unique techniques which he uses from the beginning to the end of the process

\\ by Aradhana V Bhatnagar



HAVING MY HAIRCUT IN DELHI WAS A PLEASURABLE RITUAL! ONE PERSON WASHED MY HAIR AND DID THE TRADITIONAL HEAD MASSAGE, WHERE I FELL ASLEEP INSTANTLY. THEN MY HAIR WAS RINSED, AND I WAS LED TO THE CHAIR WHERE THE MASTER CUT MY HAIR. I WAS SO IMPRESSED BY THE SERVICE AND PROTOCOL THAT I HAVE ADOPTED THE SAME AT MY SALON.



### Early years

Born in Santiago de Chile and currently residing in Bilbao, Spain, I have a Fine Arts background. I have always been passionate about 'image'. So, in 2008, I went to Switzerland to pursue a degree in image interpretation, and developed the ability to visualise hairdressing, make-up and image, in its entirety.

### Interest in hairdressing

I think about beauty as a whole. The face is linked to the hair, therefore the colour applied to the hair, make-up, and even the skin tone, must be combined perfectly to make a total look. With these concepts in my mind, I decided to study hair cosmetics and hairdressing when I was 25. While studying, I started to work as a hairdresser in Arriaga Theatre of Bilbao. I had to comb the hair of an entire cast of dancers and characterise the main dancer for Igor Yebra's ballet. It was magical, because I found passion and love for this profession!

### Mentors

Over the years, I have met many people, but those who have influenced me are Iñaki Alcubilla, Gorka Gracia, Laura Garcia, José Luis 'Manos Tijeras' and my friend, Juan Carlos Campos, Vice President of the Personal Image Association of Bizkaia-Spain. They have taught me to see hairdressing in a global way and discover the art of hair.

### Challenges faced

When I was 36, a situation came up where I realised that I had to understand the customer. As a professional, I have to be able to visualise the image that the customer wants.

### Current responsibility

I currently work for a commercial house as a technician and I combine it and my work in my living room. Joao Ngalia, an international fashion photographer and Janire Lopez, make-up artist, and I produce fashion editorials for global magazines every weekend.

### Forté as a hairdresser

The creativity. I try to push my creative mind further and create beautiful work daily. I like what I do, so for me it is not a job, but a way of life. Like the long hours of research that have been essential for me to gradually achieve goals that I propose every day.

### Inspiration behind 'Sweet Apricot'

It is a collection inspired by cultural diversity, with different options for straight, wavy, short and collected hair, with polish and shine. They predominate braided geometric shapes and bows are in bamboo style. But with a great character that is the straight with asymmetrical bangs, inspired by different ethnic cultures. The make-up is simple, but impeccable.





**Favourite products**

Fixing lacquer and our working tools.

**Normal day in the life of Rolando Sáez**

As an image consultant, I start the day with a brief team meeting in which we plan the assessments, such as, the hair colour and make-up of the customer, also analysing possible optimisation and improvement of their overall look.

**Advice for new entrants**

To make your dreams come true, this is a wonderful profession. It can give us everything we set out to do, because we are hair artists.

**Future plans**

I will continue to overcome challenges that come up in my salon or with my talented

team. Also, share knowledge and inspire hairdressers from the new generation so that they can take advantage of everything that this wonderful profession has to offer. A friend shared the concept of 'Circle of Continuous Improvement', and I am in one of the phases that is to be aware of what I do every day.

**View on India's hairdressing industry**

I have been to many places in the world, but India was wonderful as it is full of contrasts, experiences and left a great impression, in every way. 📍



# #COLORMEFRENCH with Dialight From L'Oréal Professionnel

Go ahead and offer your client's the personalised on-trend #FRENCHBALAYAGE with a new and unique palette of shades



L'Oréal Professionnel presents Dialight, the unique acid-gel cream, ammonia free tone-on-tone colour. It creates glossy luminous-looking reflects and vinyl shine, whilst respecting the condition with natural-looking colour that gradually fades away.

It is ideal for previously coloured or weakened hair or even for those who want to add a subtle richness or gloss to their natural hair colour. As the pH acid formula of Dialight is close to the natural pH of the hair, it is gentle, yet gives a glossy result. It can be used for toning, colour correction and highlights on sensitised hair.

Dialight is great for refreshing colour and increasing its vibrancy in between permanent colour services. The fast development also makes it ideal for those short of time. With 14 unique shades for that perfect, on-trend Parisian Cool look, go ahead and give the client a personalised #FrenchBalayage look.



### Cool Caramel Balayage

Inspired by cool tones of ash-gold and styled to be effortless, the Cool Caramel Balayage look is created with Majirel 6.13 and the new Dialight 9.02.



### Cool Mocha Balayage

Designed with the versatile INOA Mocha shade of 7.18 and the new Dialight 9.13, the Cool Mocha Balayage captures the quintessential Parisian Café Mocha. 📌



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Discover  
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With **MATRIX**

In this season of heat and humidity, get straight and smooth hair with permanent straightening services by MATRIX



Summer heat often makes hair frizzy, unmanageable and difficult to tame. Clients get tired of styling their hair with heat-styling tools and products as humidity ruins their well-groomed hair as soon as they step out. They feel the need for an in-salon service that helps them get long-lasting results and camera-ready hair, always. They want straight, shiny hair that weathers humidity and still allows them to retain their look.

Now your clients can bid adieu to bad hair days and the accompanying frustration of turning unmanageable tresses into well-groomed hairstyles with MATRIX. To effectively enhance the beauty of hair, MATRIX offers two permanent in-salon straightening services – Advanced Shaping Service by Opti.Sculpt and Natural-Soft Straight Service by Opti.Straight. Give your clients beautiful, straight hair that falls uniformly.




**Advanced Shaping Service by Opti.Sculpt**

Nurture your client's hair with the Advanced Shaping Service by Opti.Sculpt. It is powered by Cera-Sculpt technology which features Elastin, Collagen and Ceramides that give sleek, straight hair with movement, while nourishing it. It has a breakthrough, low-odour formula which makes for a comfortable experience during the service. Achieve straight hair with nourishment and shine.

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

- Normal: for fine to medium hair.
- Resistant: for thick hair, very curly hair.
- Sensitised: for brittle or chemically treated hair.




**Natural-Soft Straight Service by Opti.Straight**

If clients are looking for natural looking straight hair without worrying about hair breakage, try the Natural-Soft Straight Service by Opti.Straight. It features the unique Auto-Control Technology that prevents hair breakage during the service by ensuring it is not over-processed. It is an anti-breakage permanent straightening system which gives hair that looks naturally straight. Manage the mane in style and forget the worries of frizzy hair.

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

- Normal: for fine to medium, chemically treated hair.
- Resistant: for thick, seriously curly hair.



**Home care range**

Experts recommend using the Opti.Care Smooth Straight range by MATRIX, a specialist post-straightening hair care range that is designed to maintain the longevity of results of straightening services. The range includes a shampoo, conditioner and serum.

These services are available at all MATRIX salons across India. 📍





# Client Retention Delightful Offers

Salon India updates you on exciting seasonal and monthly offers effected by salons

## 1 ARTISANS SALON DELHI

The salon is offering hair spa by L'Oréal Professionnel at a discounted price of ₹1,099, including taxes. The actual price is ₹1,777.

## 2 XPRESSIONS SALON DELHI

Pay ₹1499 for Purifying or Hydrating facial, L'Oréal Professionnel hair spa, manicure or pedicure, waxing (full arms or full legs) for women or shave for men, threading (eyebrows, upper lip), haircut, hair wash and conditioning worth ₹4,600.

## 3 JAWED HABIB HAIR & BEAUTY JAIPUR

Men can enjoy a consultation, hair wash, advanced haircut with styling, blow dry, and shave or beard trim for ₹429 including taxes. The actual price is ₹699.

## 4 OASIS BEAUTY & SPA PUNE

Pay ₹2,980 instead of ₹5,000 for hair straightening or rebonding (mid length). Avail complimentary haircut and hair spa by L'Oréal Professionnel or MATRIX. Taxes are included.

## 5 TANGLES SALON GURUGRAM

Men and women can choose any three services, such as, waxing (full arms), waxing (full legs), waxing underarms, manicure, pedicure, facial (30 minutes), face bleach, deep conditioning (15 minutes), haircut or head wash, blow dry, shave, threading (eyebrows, upper lip), head massage (20 minutes) and foot massage (20 minutes) for ₹999 including taxes. The actual price is ₹1,500.





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Alaria Esculenta  
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# Shahnawaz Nayyer

## Lesson in Leadership

Shahnawaz Nayyer, CEO Hair Pro Division and Chief Executive Advisor, Proline Group carries a glorious legacy of 20 years spent well in developing India's hair industry. With *Salon India*, he shares his vision for the group, philosophy and plans for the brands



### **Please share with us your professional background.**

I kickstarted my career in the beauty business in 1997, almost 20 years ago. I joined Wella Professionals in 2000 as a front line Sales Consultant, and was with them for 17 years. I witnessed all the changes in the company right from JL Morison to P&G and then Coty. I left the organisation in 2017, as Director Sales for India and subcontinent, to pursue different interests and goals. After one and a half years of gap I have joined Proline Group.

### **What was the inspiration behind joining the group?**

Kapil Kumar is a visionary and the real founder of the industry. He had the foresight to look ahead and do tremendous work at a time when India was not ready for it. A person who has a vision of the future and the eye for the right brand, is the best person to work with. Most importantly, Kapil has a completely different outlook towards doing business and even the market. Despite difficulties and challenges, he dares to do things when others are only testing the waters, and emerges victorious. I always wanted a mentor who could guide me to become a visionary. One can be a good strategic manager, but to become a visionary, one needs a different type of mentorship. Even today, he can visualise the status of the industry five to ten years from now. Back then, he ushered in hair brushes, colour, skin care products, make-up, tools, and more, and is instrumental in turning around the beauty industry, as I see it.

### **What are your responsibilities now?**

My current responsibility is to nurture our six verticals of Hair, Skin, Make-up, Nails, Tools and Services, and gradually take the

group to such a height that we become the largest house in the beauty industry that represents top international brands in the country. My immediate responsibility is to re-establish RUSK, the hair care and colour brand. Along with a strong team, I would be leading the business based on our three success drivers of education, innovation and services.

### **As a CEO, what are your key skills?**

In my last profile, I was leading a large team, so, mentoring and training my mates comes easily to me. I am a people's person and like to give liberty to my team to take decisions. Sometimes, the decision may not be favourable, but it is fine. I do not look at failure as a negative, rather think of it as a springboard to make a correct decision. In my mind, failure is an opportunity to learn afresh; as long as one is not making the same mistake over and over again. In life, one is bound to make mistakes and learn something new.

### **What are the lessons you have learnt?**

There are few key learnings: First, one should be daring enough to take bold decisions, and not be afraid of failure. As a leader your success depends on the right decision and you learn to make it by making some wrong decisions. Hence do not hesitate to take bold decisions, but always audit them. Second, as a functional leader you master your skills in that role, just like an expert of one particular musical instrument. To lead a multifunctional team, you need to work together to create a symphony. It is important for a music director to master the skill of different instruments to hit the right note at the right time. Third, I prioritised my work over my personal life. Now, I am wiser and want a work-life balance to be more productive.







**There are several hair colour brands, what prompted you to promote RUSK?**

I have worked with the world’s best hair colour company for 18 years. I was inspired to promote RUSK because of the uniqueness of the brand. It offers a complete hair care portfolio. Every product is formulated and designed to deliver the best results, whether it is colour or care.

**What sets RUSK apart from other brands?**

There are several international brands in the country. The key difference between RUSK and them lies in innovation, which makes it stand taller. It has harnessed advanced molecular technology, which makes it healthy for the hair. It has less ammonia as compared to others, and it is even eco-friendly! Earlier also, it was the first brand to launch paraben and sulphate free chemically treated services, and the first company to have direct colours.

**What does the product portfolio look like?**

RUSK has a complete portfolio of Color, Care, Style and Perm. The interesting part about RUSK is that it has intermixable shades. So, a salon owner need not stock many shades, instead it gives them creative liberty to create their own shades. Direct colours are the most popular, but I am passionate about taking Deepshine Colour by RUSK to a higher level.

**What are the distribution strategies in place for RUSK?**

We have 12 super stockists with 60 to 70 strong distributor network in major cities of India. We will be directly servicing 6,000+ salons; and have already launched the brand in three regions.

**Do you anticipate major challenges?**

I think we may have to slow down our speed! To be honest, I am overwhelmed by the response we are receiving from customers with regard to the quality of the brand, RUSK. It is a fantastic brand, though earlier its availability was an issue, but not

anymore. When you are driving a business based on education and innovation, you cannot go wrong. We are up against the giants of the industry, so, we will have to be armed with the best.

**Brands bring in stylists from abroad to hold masterclasses to educate stylists – what are you planning to do in education?**

To fly in an international celebrity for a masterclass is common; and two to three times a year such a seminar or class cannot really educate a stylist. They need a team that leads education; and we are building that team for our Indian stylists. We have partnered with Rafael Perrier, Technical Head at OMC, who is a leader in education. There will be five technical studios in the cities of Delhi, Mumbai, Kolkata, Bangalore and Chennai, spread across 5,000 sqft each. There will be 50 educators, who will impart knowledge and uplift the skills of the stylists, and in turn, lift the status of the industry.

**What is your five-year vision?**

I have always wanted to be a part of a group which was known for professionalism, foresight, innovation, and one that paved the way for the correct education. With our six verticals, we are in the process of being a complete house! My vision is that when someone says ‘beauty’, Proline Group should come to their mind. We want every vertical to be well known with professionals in the trade, and to have





top of the mind recall, we will be doing road shows and various education events and promotions with brands. Also, we are in the process of signing joint ventures with several global brands. I see a lot of action taking place in five years from now.

**Since you have been in the business for long, what are the tangible changes you have witnessed?**

When I joined, the industry was like an infant, and today, it is a 20 year old adult. It has gone through all the rigours of being a child, teenager, who has now turned into an adult. However, it is still young with opportunities, and challenges, but brimming with potential for growth. In a few years, it will be mature and grow into a dynamic force.

**The Indian industry has not matured as much as its counterparts abroad. What are the gaps?**

Earlier the industry was dominated by barbers who cut men's hair, and beauticians who had beauty parlours to cater to the grooming requirements of women. Frankly, it cannot be called an industry, but fortunately, it has changed for the better. Today, businessman, entrepreneurs and major corporates have become an intrinsic part of the industry with brands like Unilever, CavinKare, VLCC and others, coming into the fold. While it is a fact that corporates cannot make the industry and can only have stakes, the larger shares are held by individual salon owners and regional chain salons, who are higher in number. The industry has changed and evolved, but salon owners are still wary of investing in the stylist's education out of fear that they may jump the job and it would adversely affect their business. This thought has to end. Professionals will have to start valuing the investment made in them and be loyal to the owner.

The major shift that I have seen is that there was a time when the hairdressing industry was thought to be a taboo, today it is a respectful profession. A lot of industry influencers have contributed to the enhancement of its status. The younger generation, who is now joining the industry, is qualified and happy to be a part of the industry. India is still a maturing market,



whereas Europe and US had matured decades back. However, thanks to our population, our scope of growth is higher and it is likely to continue in the same manner for another couple of decades.

**What does the industry need to focus on?**

There are two aspects – education for the professionals and awareness of the end-consumer. To educate yourself, a stylist may attend a number of masterclasses, but when he or she is unable to perform the skills on a customer, or even unable to transfer his/her knowledge during communication with the end-consumer, it is a matter of concern. This happens because even now there is a social barrier between the customer and the stylist. They do as the customer says, without sharing the knowledge that they have learnt either in an academy or at work. Hardly 15 to 20 percent of stylists are consultants to a customer, wherein they are able to discuss the features and benefits of a product or a certain hairstyle. The social barrier has to be overcome by building their confidence and faith in the knowledge they have. Only then we can say that the industry is moving in the right direction.

**What is the biggest impediment you see in achieving your growth plan?**

Human resources. It is one of the most critical aspects of running an organisation, and there are three aspects to it – hire the right talent, create an environment that is conducive to people staying and then, building up the talent. It is easy to pay more for an individual, but if you do not have the right infrastructure or atmosphere, your team will not stay with you for long. 📌







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# Mallika Pirani

## It Was in the Stars

Founder and Creative Director of VANNILLA Salon in Mumbai, Mallika Pirani was not looking for a career in the salon business. From being a Science graduate to taking up a diploma in hairdressing, Mallika's journey has been full of surprises



Well-entrenched in the salon business for a decade now, looking back, Mallika Pirani shares, "After completing B.Sc in Zoology I was supposed to take the medical entrance exam, but my heart was not in it. So, a week before it, I decided to join BBLUNT Academy for a diploma course in hairdressing. It came as a shock to my family and friends. It was a big decision that proved to be the right one because within four months of the six-month course, I got an opportunity to participate in the L'Oréal Colour Trophy.

Over the course of my career, I have been to Toni&Guy Singapore, twice – first for a collection class and later, for a short-term course. I also trained at Vidal Sassoon Academy in London, which was a dream come true. I am also fortunate to have attended several Look and Learn sessions and masterclasses by inspiring hairdressers, namely, Nathan Walker from Trevor Sorbie, Laurent Decreton, Team RUSH, Adhuna Bhabani, and Lethicia, amongst others."

### Your mentor

My dad is my inspiration when it comes to business, and the several success stories one learns about. However, I have also learnt a lot from every hairdresser I have met and worked with.

### Role as L'Oréal ID artist

The role is to inspire the new generation and making them value the art of hairstyling, as hair not only transforms people, but also gives them confidence, which does not have a price tag attached to it. I keep educating myself and hope to set a benchmark in the industry and motivate every artist in the family.

### Evolution of the hair industry in India

There has been a significant transformation over the past decade, such as digital technology has strengthened the ties between consumers and professionals. Consumers use social networks as platforms to express their passion for hairdressing and hairstyles, and it gives us an excellent opportunity to develop new services and showcase the unique expertise of hairdressing professionals.



### RAPID FIRE

- **Hairdresser followed on Instagram:** Laurent Decreton. As I have attended more than two of his masterclasses, I find him very inspiring and energetic. He is always up for doing a great job.
- **Must-have hero product:** Mythic Oil Serum by L'Oréal Professionnel.





THE HOTTEST HAIR TRENDS WE ANTICIPATE ARE MESSY BUNS, BOBS, LOBS, AND SHORT CUTS. AS THE YEAR PROGRESSES, THESE STYLES WILL ONLY GROW IN POPULARITY. I EXPECT THE YEAR TO BRING PLENTY MORE OF THESE TIMELESS STYLES.



**Cut, colour or styling**

As a hairdresser in India, it is important to be an all-rounder. Initially, when I started my salon, I used to be on the floor doing cut, colour and styling. But as my business grew, I now focus on haircuts and education.

**Regular clients versus celebrities**

Styling celebrity clients on shoots is time-consuming and it has to be as per the look of the ad or film. With regular clients, it is great interaction and hence, more creative. Needless to say, I prefer working in my salon over shoots.

**Industry expectations**

Implementing some of the latest trending styles and techniques into our repertoire will help us stay competitive and ahead of the game. Some of the hottest salon trends we anticipate are messy buns, bobs and lobs, and short cuts. As the year progresses, these styles will only grow in popularity. I expect 2019 to bring plenty more of these timeless styles. Technology is here to stay, impacting every aspect of big and small businesses, alike. To be successful in the coming decade, one will need to be adaptable to technology.

**Education standards**

There is an increased demand for skilled professionals and many salon chains have ventured into the academy space to support their own demand growth. To tackle these issues, hair institutes are mushrooming all over India and more and more aspirants are enthusiastic about being a part of the hair and beauty industry. In a technical field like hairdressing where trends are constantly evolving, it is imperative to upgrade skills and knowledge about

the industry on a regular basis. I make sure I set aside time for at least two different trainings in a year to upgrade myself. Anyone who stops learning, is old, whereas the one who continues to learn stays young and much ahead of the rest.

**Pro advice to aspiring hair artists**

Try to find inspiration in someone who has a career in hair, is successful, and most importantly, passionate because that is the only element required. It is not just a job, but a career. You have to love what you are doing to enjoy the challenges and lifestyle of a hairstylist. The other thing to focus on is the impact of social media. It plays such a huge role in the industry. So, use social media to promote yourself, once you have developed the necessary hairdressing skills.

**Favourite hair products**

Elnett hairspray, it is an all-rounder.

**Plans ahead**

My plan is to continue educating myself as that is extremely important in the profession. I want to take my brand, Vanilla to the international market. I want to be able to provide employment to as many people as possible. Constantly mould myself with time, and above everything, have fun at work. ☺



# Moroccanoil Celebrates 8 Successful Years

## Mumbai Stylists Share their Fav

**1** The treatment oil from Moroccanoil is my favourite and also everyone else's! I also like the Moroccanoil Dry Shampoo because it is a must for everyday use, keeping in mind the Mumbai weather. It has a great fragrance and does not leave a white residue behind like other dry shampoos. The dense feel is very effective in lending volume and defying gravity.

– MICHEL BALTAZAR, Jean Claude Biguine Salons

**2** It has to be Moroccanoil Root Boost. You do not need a lot of product on the scalp and need to spray it from a distance on the entire hair. A very small amount of it gives a lot of volume and movement to the hair. It is non-sticky, non-greasy and lightweight.

– ANEES, Kromakay Salon

**3** I like the Moroccanoil Intense Curl Cream as it is light and enhances the texture and movement of the curls without leaving the hair feeling stiff. It does not weigh the hair down and adds volume to fine hair.

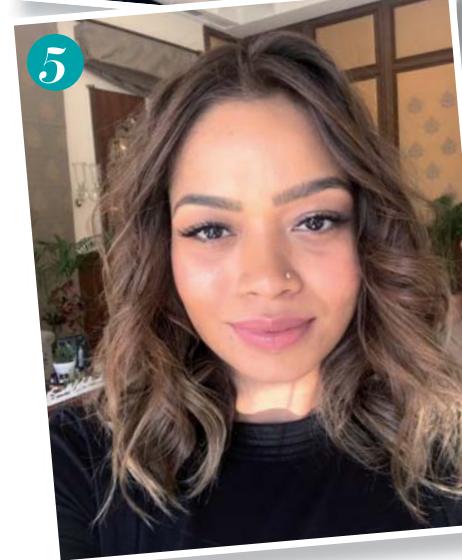
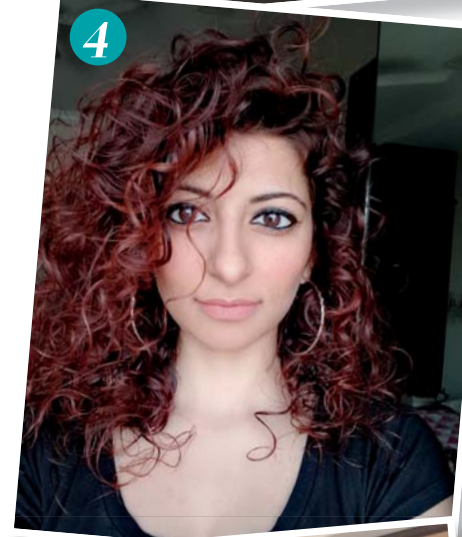
– AYSHA HOODA, Style Director & Educator, Hakim's Aalim

**4** My favourite is the Moroccanoil Intense Curl Cream and I am addicted to it! While conditioning the hair it also helps in keeping my client's curls, and my own, looking perfect and frizz-free.

– HONEY LULLA, Creative Director, Honey Lulla Salon

**5** Moroccanoil Weightless Hydrating Mask is great for repairing chemically-treated hair. It works well without weighing the hair down. Just use very minimal amount, comb it through for a couple of minutes and then rinse it out. Use it weekly by leaving it in your hair for 10 to 15 minutes as a home care treatment. It works well for those with fine hair.

– SAMANTHA, Creative Director, Samantha's Salon





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# Freewill

## Hair is the Game Changer

When a hair care brand chanelises Artificial Intelligence to offer personalised products, it becomes a game changer. Mohit Yadav, Co-Founder & CEO, Freewill predicts the days to come will only be about machine learning and Artificial Intelligence

\\ by Aarti Kapur Singh



Consumers are now spoilt for choice. There are several companies offering unique and innovative products, however, when a brand launches customised hair care products that are not only infused with pure ingredients, but also bear your name on it, there is no comparison!

### The inspiration

The novel concept was not conceived overnight. Says Mohit Yadav, Co-Founder & CEO, "We had been working on the concept since the past one year. We have done our homework on what ingredients should be used for a particular hair type and what formulation should be applied. At a time when others are compromising and creating product categories for dry hair, dandruff-prone hair, and so on, we are creating the exact product that one needs. The beauty industry is one of the biggest in the world and it is growing rapidly, as well. We wanted to use technology and challenge the way things are done."

Elaborating on inception of the brand, he says that even though the concept of personalisation is prevalent in the beauty space, the hair care segment is bereft of it, a point he took note of. "Based on our initial surveys, we found that people are

open to using different brands on their hair, but not on their skin. When one is comfortable using a specific brand for their hair, they are also more likely to stick with the same brand for skin care," says Mohit. This eventually led to the birth of Freewill.

### USP

Most beauty conglomerates follow a top down product development approach where they start with marketing claims and work on the product backwards. Freewill follows a bottom-up approach where every product is co-created with the customer. They start with the needs of the consumer, and based on their response to 21 questions, their algorithm analyses over 1.7 billion formulations and then create one product. The Freewill collection includes shampoos, conditioners and hair serums, which are freshly made-to-order, all prepared with ingredients sourced from leading global suppliers.

Freewill, surprisingly, does not reveal the ingredients in the first go. It is only after the consumers receive their customised products that the ingredients surface. "We have a list of ingredients printed on the website. Besides that, till the time people are getting a sulphate and paraben-free product, they do not care about what else is going into its making," believes Mohit.

### Innovations made and challenges overcome

The company has invested heavily in automation to reduce manual labour. The result is that whenever they receive an order, it is done automatically through their artificial intelligence system. His partner and brother, Rahul Yadav, COO & Co-Founder says, "All the products are mass produced, and hence the solutions available are also for mass scale. The concept of creating one bottle at a time does not exist. We worked hard to solve this problem and it involved making use of technology and processes in-house, and even looking at completely different industries for inspiration."

### Future plans

Artificial Intelligence and machine learning are the future and with the help of new technologies, the possibilities are infinite. Going ahead, the company plans to venture into offline retail. "We will venture into offline retail perhaps after six months or a year," says Mohit. He also does not rule out the possibility of venturing into different product lines and says, "It is work in progress." 📌



**FREEWILL PRODUCTS ARE AVAILABLE AT SELECT SALON PARTNERS AND ONLINE. HAIRSTYLISTS CAN NOW OFFER SOLUTIONS TO THEIR CLIENTS AND CO-CREATE A PRODUCT WITH THEM.**

– MOHIT YADAV



# Hair Care

## HAIR DRYER BY VEGA

Pro-Touch hair dryer is a perfect combination of style and technology. The powerful AC motor and faster air flow helps you to get smooth and trendy hairstyles in no time. It has two heat and speed settings, and a cool shot button which dispenses cold air that sets your style. It has two detachable concentrator nozzle attachments in large and medium sizes to help control the air flow on specific sections for targeted drying and precision styling. The large nozzle has a wide air outlet which covers more area, and is useful to dry long and thick hair, whereas the medium nozzle allows air to flow from a smaller area with more force, making it easy to dry fringes.

**Price:** On request

**Availability:** Retail



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



## CLAY SHAMPOO BY RENE FURTERER

Curbicia Purifying Clay Shampoo is one-step deep cleansing shampoo and mask for oily scalps. Curbicia extracts help reduce excess oil production naturally with Rhassoul clay and a clarifying blend of Thyme, Rosemary and Clove essential oils that also enhance volume and shine. It leaves hair feeling light, fresh and voluminous, while minimising the need to shampoo frequently.

**Price:** On request

**Availability:** Email at [info@abcbrands.in](mailto:info@abcbrands.in)

## SHAMPOO BY PAUL MITCHELL

Celebrate the feeling of renewal with these summer staples. Shampoo One from Paul Mitchell gently cleanses the scalp while improving manageability, and even adds a deep shine. It has Panthenol and wheat-derived conditioners that help to improve the texture of the hair and its manageability. The gentle formula makes it a great choice for all hair types, including colour-treated hair. It leaves hair clean and healthy-looking with a fresh tropical scent.

**Price:** ₹900 (300ml); ₹1,800 (1000ml)

**Availability:** Leading salons in Mumbai and Delhi





## From Cannes Looks that Ruled

Bollywood beauties and L'Oréal Paris brand ambassadors, Aishwarya Rai Bachchan and Deepika Padukone redefined red carpet fashion with their unique charm. Here is a roundup of their best hair and make-up looks

➤ On Day 3 at the Festival De Cannes 2019, Deepika Padukone had the camera's flashing. In a monochrome Peter Dundas gown, highlighted by an enlarged bow-detail, her hair and make-up was dramatic. A severe high pony and a winged eyeliner was pulled off with class and elegance.

### Steal the spotlight

On Day 4, Deepika returned to the carpet in an evening look dominated by her hard-to-miss lime green Giambattista Valli tulle gown. The look stole hearts, especially with the subtle minimalist make-up and hair to complement the loud statement made by the dress.



### The gold standard

Everyone waited with bated breath for Aishwarya Rai Bachchan to make an appearance. On Day 6, the undisputed queen of Cannes graced us in a gold avatar that is impossible to beat. The kaleidoscopic chrome gown designed by Jean Louis Sabaji and hair swept back in a neat side parting was a bold statement that Aishwarya had never before revealed at the French Riviera.

While at first look, the make-up appeared 'less is more', when one looked harder it was anything but simple. The focus was on her eyes, accentuating the lashes with mascara. An incredible twist came when one noticed a play of gold highlighters on her bare ears.

### Like an angel

White was a favourite among the beauties this year, but Aishwarya took it to the next level. On Day 7, she returned to the red carpet in a classic ruffled Ashi Studio outfit and ethereal make-up that was fit for heaven. The make-up was captivatingly simple, yet intense. The visual treat brought out the maximum drama with her unmatched charm and confidence. 📌



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SANDEEP KUMAR SHARMA

## Selecting the Right Software For a Salon or Spa

*Sandeep Kumar Sharma is a Business Coach, Mentor and Trainer in Delhi. He has enabled several hair and beauty businesses to expand, increase profitability and reach their full potential. Views expressed are personal.*

▶ Selecting the best software for your beauty business is a task, however, by asking yourself what is it that you are looking to improve, half the battle is won.

### **Prepare a checklist**

It will be wise to prepare a checklist with two columns – ‘Must Have’ and ‘Nice to Have’. Your chosen software should meet all the requirements in the former, and as many as possible in the latter. Write the names of the shortlisted software suppliers in ‘Name of Software’ and ‘Score (0 - 5)’. As you go through a demonstration, rate each between 0 and 5 for how well the software meets that requirement. Add up the score and the higher it is, the more relevant it will be.

### **Cost factor**

Some systems, particularly on-line solutions, charge a monthly fee rather than an up-front purchase price. This can be ideal, as it means you are not investing a large sum; however, it also means that you will have ongoing costs to factor in. For instance, would you pay additionally for support, text messages, license renewal, training on new features? Or pay for new features and upgrade when they are available? Are there any further costs if you add new members of staff to the system? These are factors to consider.

### **Decide on a budget**

Determine how much time the software will save you. As an example, say, it takes two to three hours per month to calculate the employee’s salary and commissions, based on

the services performed (separately as regular, discounted package or membership services) and retail products sold. So, when the software can produce a report in seconds, you can devote this saved time to plan a marketing campaign. With the option to sell and manage membership easily, you can re-engage clients and take additional business.

### **Do your homework**

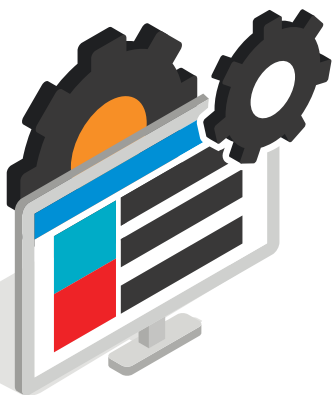
Numerous companies will try to convince one with a snappy marketing video or an amazing sounding feature. But, check out at least six salon softwares by looking up their websites. Remember to base your choices on your list of requirements and not one with a fancy website, feature list or promotional video. Basis that, shortlist at least three products. If all six meet your ‘Must Have’ requirement, shortlist them, but have at least three suppliers to make a comparison.

### **Ask for a demonstration**

During the demonstration, make sure that the representative shows you the actual software and not screenshots of the pages. Tell him about your requirement, and throw in the ‘Nice to Have’ questions to see if the software is capable of handling them, too. Make sure that the representative shows you each feature they claim. It is vital to check whether the sales representative is lying or has misinterpreted your need. Have your checklist ready and write the score.

### **Before making the final decision**

As you go through the demonstration, ask the representative to not feed you technical jargon. This is particularly important when asking about pricing, ongoing fees, contract lengths, support availability and response times. If you think your questions are being avoided, ask them to check with a colleague, and revert. A reputed software company should understand that they are not dealing with ‘technical’ people. Also, do not forget to ask about their support or help desk function and availability hours. 📞





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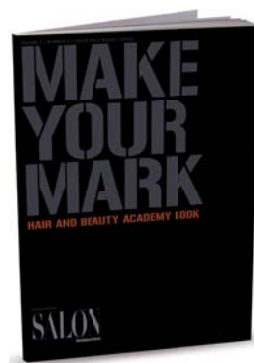
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# James Ferreira

## Blend of Style and Sustainability

Pioneering Indian fashion designer, James Ferreira, has decades of experience in creating style stories. In an exclusive conversation, the veteran designer talks about sustainable design, the importance of hair and make-up, and his journey through the world of fashion



### **What motivates you to keep going?**

For me, it is about meeting people and playing with fabric. I do not feel compelled to bring out something 'new' because I have found my comfort zone. So, no matter what other designers are innovating on, I concentrate on improving myself in a way that I am comfortable with.

### **What is the role of hair and make-up on the runway?**

Hair and make-up are meant to accessorise or enhance the garment. In one of my recent collections, I had garments in muted hues and so, chose shocking pink to enhance the make-up to lend a modern vibe. For my Khadi show in 2011, I used the white Indira Gandhi streak across the face, and for another show, instead of rings, I had diamonds hanging from the model's fingertips. Now, a lot of brands like MAC, Lakme, Lotus and so on, are sponsoring shows and making way for exciting collaborations on the ramp.

### **What are your favourite hair and make-up looks from the ramp, so far?**

For my Mumbai-Tokyo show at LFW 2007, I used an oversized gold bindi going up into the hair. The hair was simple and sleek to keep the garments in focus.

### **One make-up or hair artists' work that you admire?**

Daniel Bauer is very creative, as I have worked with him on an ad shoot. There are so many artists, designers, and brands heading to India. I teach my students that they are not competing with me, Tarun, or Rohit but Chanel, Gucci and a whole lot of international brands who have found their customer base in India. The same is true with make-up and hair, too. Brands are sending their stylists to our country and until we push our standards up to meet what they are offering, we will be left behind.

### **Would you be keen on aligning with the hair or make-up industry?**

I would like to promote herbal make-up. There are many brands following it as a concept, but they need to keep it pure.

### **What are you currently doing and looking forward to?**

I am teaching design at a college in Jaipur and helping students look at fashion through an Indian perspective. Besides teaching, I have dedicated the next few years to the upliftment of handloom artisans. They are currently underpaid and underrepresented - my international project focuses on changing that. 🌱

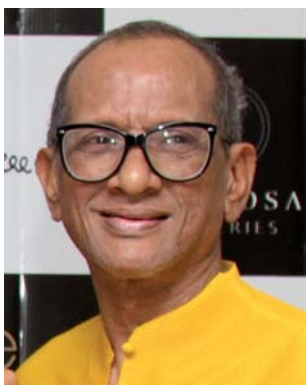
### **What are your views on the growth of Indian fashion?**

I do not think it has grown at all, and if it has, it has been lopsided progress. We do not even have an Indian size chart, and then, we have done nothing to train the support staff. Where are the trained tailors, cutters, embroiderers, and artisans to support the designers flooding the market every year? If we do not take immediate action, our traditional art could be lost. Also, I do not see any sense in having a fashion council with just 40 to 50 designers as members. Related industries such as textile, manufacturing, accessory, footwear, and jewellery, need to participate, too. The idea should be to broaden the reach and share the credits so that we all can grow together as a better and vibrant industry.

### **Tell us about your concept of design – how has your style evolved?**

My clothes are about drape and Origami; one seam is my style and I think, the designs are easy to wear. Sustainability is another factor. I make clothes out of a single piece of fabric and use every part of it; even the pieces left from cutting armholes and a neckline. Traditional Indian designs have zero-wastage.

I DO NOT FEEL COMPELLED TO BRING OUT SOMETHING 'NEW' BECAUSE UNLIKE OTHER DESIGNERS, I HAVE FOUND MY COMFORT ZONE.







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# Moving Beyond Botox and Laser

## The Changing Dynamics of Aesthetics

It is no more only about reversing the signs of ageing or hiding them with make-up, instead the current dynamics is aligned towards prolonging youthfulness of the skin. Over the years, the segment has moved at great speed with highly skilled aestheticians offering every imaginable enhancement procedure to the Indian audience. *Salon India* showcases few of the top aestheticians and the claimed popular procedures

\\ by Zainab S Kazi



➤ Dermatology and cosmetology, as a segment, has come of age. Gone are the days when men and women had to live with wrinkles or grey hair. According to International Journal of Applied and Advanced Scientific Research (IJAASR), the importance and significance of the largest organ of the body i.e. skin has increased in the past two decades. Increased awareness, rise in disposable income levels and the need to look groomed has paved the way for multifold growth of the skin care segment globally. An increase in pollution, stress, lack of nutrition, and rampant skin disorders are increasing at a rapid pace. This has encouraged pharmaceutical companies to shift their focus more on the dermatological segment, and encash upon the available business opportunities.

Further, this segment has been segregated to Dermatology (need to treat) and Cosmetology (need to be groomed). As a result long-term impact in the field of R&D has led to new innovations in this field. The urban population is more exposed to dermatologists and visit them to assure safety and efficacy and achieve the desired results. The rural population is also becoming aware about the skin conditions and is referring to over the counter cosmetic products as they are cost effective.

**Skin procedures**

Shares Dr Mohan Thomas, Senior Cosmetic Surgeon, Cosmetic Surgery Institute, "The greatest desire is to maintain a youthful and glowing complexion. This trend will continue with a single exception that men, too, be well groomed with their skin and hair looking as it did when they were in their 20s. The greatest trend includes treating pigmentation."

Dr Viral Desai, Celebrity Cosmetic & Plastic Surgeon adds, "Two decades ago, cosmetic surgery was largely viewed as unnecessary and excessive. These days, both women and men are conscious



MICROBLADING IS THE NEW TREND WHICH HAS TAKEN THE INDIAN MARKET BY STORM. SEMI-PERMANENT MAKE UP HAS BEEN THERE FOR A FEW YEARS ALREADY, ALTHOUGH EVERYONE HAS NOT YET UNDERSTOOD IT. OOL.

– DR VINU KRIPALANI  
Cosmetologist & Proprietor, Derma Esthetic Academy



**MINTEL RESEARCH SHARES**

- Overall, 10% of Indians have asked a dermatologist for skin care advice which includes 13% males and 7% females.
  - 12% of Indians use doctor or dermatologist's brand as skin care products.
  - In all, 9% of Indians have visited a skin clinic for treatment which includes 13% males and 6% females.
  - 17% of Indians said they have visited a salon or parlour.
- Base: 1,525 Indian adults aged 18+ who use facial skin care products





about ensuring that their enhancement is subtle and tailor-made to their body shape. Less is now seen as more and small, and patients are looking for effective tweaks to help them feel confident, but without dramatic physical changes.”

Proving the adage, ‘Prevention is better than cure’ right is the trend of opting for preventive treatment. Dr Rinky Kapoor, Cosmetic Dermatologist and Dermato-surgeon, The Esthetic Clinics, explains, “Preventive treatment is in vogue. More and more people under the age of 30 years are undergoing treatments to prevent invasive treatments in the long run. This includes preventive care in cosmetic products for skin and hair, weight management and diabetes, laboratory investigations, especially anticancer and genetics, preventive therapies in hair and skin rejuvenation and ageing, nutrition and supplements, and so on. Skin brightening procedures with lasers, injectables

like antioxidants and boosters is a rage, especially in Asian countries.” She adds, “Non-surgical skin tightening using ultrasound is emerging as an effective treatment for early facial ageing. This process has no downtime and the results are excellent.”

Where the temptation to don a celebrity look will never lose its charm, Dr Rinky shares an interesting observation. She says, “The big trend is that people want to look more natural, instead of copies of celebrities.” She highlights that the market for organic personal care is gaining momentum, as well. “Organic personal

## TRENDING PROCEDURES

- › **Non-surgical nose job:** This is a form of nose re-shaping that uses dermal filler as an effective alternative to surgical rhinoplasty. The fillers are used to subtly enhance the contours of the patient’s nose, and at the same time, reshaping is done for definition.
- › **Micro Botox:** Treatments target specific areas using smaller doses to achieve a smooth, natural look. Injections can be used to minimise wrinkles and help reduce pore size and the appearance of acne. Results can last for several months.
- › **Autologous fat grafting:** It involves extracting fat cells from the patient’s abdomen, thighs, buttocks or elsewhere, and re-injecting them beneath the facial skin, lips, breast, buttock or anywhere else as required. Fat can be placed in the brows, temporal hollows, under the frown lines, deep circles around the eyes, apples of the cheeks, cheekbone region, groove between the nose and the corner of the mouth, lips, pre-jowl area (Marionette lines), for volume and lift.
- › **360° face firming and rejuvenation:** 360° approach for face firming and rejuvenation where the surgeon combines couple of procedures like nano fat grafting, fillers, thread lift, Botox, and PRP as per the patient’s



requirement and expectations. The benefit of this treatment is that the surgeon can serve all the concern’s of the patient at the same time. The result will be great and long lasting.

- › **Enhanced, safe and natural hair transplant:** The process involves removing hair follicles one-by-one from the back of the head and re-planting them with complete precision. It is done under local to restore a client’s hairline and hair density. It is a trend to add some supportive therapy like PRP, Mesotherapy with growth factors to enhance the result and maintain existing hair. Qualified and board certified surgeons do one step implantation which ensures natural results and good density.
- › **3D sculpting (Liposuction):** 3D-SLS removes fat in the superficial and the intermediate layers to sculpt and contour the body. Conventional Suction Assisted

Lipoplasty (SAL) and Ultrasonic Assisted Lipoplasty (UAL) remove fat from the deeper layers; when the superficial fat remains, the outer layer is heavier, and after deep suctioning, may form rolls and bumps.

- › **Hair:** PRP can be used for both men and women to stimulate hair growth on the scalp. This treatment cannot cause an allergic reaction because it is from your own blood. Besides, there are ampoules and serums to nourish the hair roots, and capsules, which are rich in micronutrients.
- › **Skin:** PRP for skin helps remove post acne scars, hyper-pigmentation and signs of ageing.
- › **Face:** Microblading has taken the Indian market by storm. Semi-permanent make-up has been there for a few years, but it has not been understood by everyone.



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care is big. As long as consumers are aware of the impact of pollution and a stressful lifestyle, they will look for innovative organic skin care solutions with a link to natural formulations. Over 57 percent of the 30,000 global consumer's who took part in Nielsen's Global Corporate Sustainability Report in 2015, rated a product's natural and/or organic ingredient as a key influencer when they are making a purchase. The figure rose to 69 percent among those willing to pay more for sustainable products. Products sourced from untapped natural materials, like marine and deep forest reservoirs, are much sought after. Similarly, products derived from growth factors and basic building blocks like peptides, microbes, and others are now prominent," reveals Dr Rinky.

Dr Kapoor further draws attention to a treatment called Emsculpt. It is a process that uses magnetic radiation to trick the body muscles into thinking that it is working out. It is completely painless and produces results in five settings.

Sharing a comprehensive run-down of top trends witnessed since the beginning of 2019, Dr Shuba Dharmana, Dermatologist, Lejeune Medspa, shares, "So far, treatments have been more about prevention and wellness with a focus on natural-looking results." She points out that fillers and botox have moved away from the list of enhancements, and adds, "The impossibly high cheekbones with over contouring is redundant. Subtle corrections, replacing what has been lost and choosing the right product to give that contour is taking precedence." The favourite laser treatment, according to her, is the same, but there are now better safety parameters. Also, physicians are learning to pre-treat skin to handle the treatments effectively. Dr Shuba shares an interesting on-going trend where more clinics are offering medi-facials and deep pore cleansing or hydrating treatments in between procedures. She adds, "Facial contouring or facial tightening procedures are only going to rise as more and more people opt for non-surgical solutions over surgical facelifts."

Citing the top trends, Shagun Gupta, beauty influencer and India partner for Nouveau Contour shares, "Services such as micro-pigmentation, eyelash extensions, lash and eyebrows lifting and tinting, and the non-laser tattoo removal technique, are in vogue." She is of the view that there will be a lot of dynamism in permanent make-up and iterates the growing popularity of eyebrow embroidery or feathering. It is the finest form of eyebrow tattooing that could last for about three years with care relieving the need to wear any eyebrow make-up in that time frame.

STEM CELL THERAPY CAN BE AN EXTREMELY USEFUL TOOL FOR ANTI-AGEING TREATMENTS. UNLIKE ANY OTHER FORM OF ARTIFICIAL TREATMENT, STEM CELL TRANSPLANT IS EFFECTIVE IN ADDRESSING THE NEED OF ONE'S SCALP AND SKIN DEMANDS.

– VIPUL JAIN  
Advancells







THE IMPOSSIBLY HIGH CHEEKBONES WITH OVER CONTOURING IS NOW REDUNDANT. SUBTLE CORRECTIONS THAT REPLACE WHAT IS LOST AND SELECTING THE RIGHT PRODUCT FOR CONTOURING, HAS TAKEN PRECEDENCE.

– DR SHUBA DHARMANA  
Dermatologist, Lejeune Medspa



Shares Dr Anupriya Goel, Medical Director at Berkowits Hair and Skin Clinic, "The field of medical aesthetics has shown great advancement in the past few months. Autologous procedures have gained immense popularity when it comes to hair and skin treatments. The use of autologous micrografts to treat hair loss has been a success. Liquid facelift with Botox, fillers and fat transfer has also been a hit among the patients looking to enhance their facial features. Minimally invasive facelifting procedures like thread lifts, painless laser hair reduction, Glass skin treatments with superior Hyaluronic Acid skin boosters, hair transplantation through robotic DHI Technique and Maxgro FUE are becoming increasingly popular." Berkowits has to its credit several firsts, such as they launched the autologous micrograft treatment for androgenetic alopecia; they have perform more than 250 procedures; non-surgical fat removal and transfer; facelift through arthrex; Robotic and Maxgro FUE technique of hair transplant; Berkowits spotless peel for highly resistant melasma and hyperpigmentation; and exclusive availability of Hair Loss Control Clinic (HLCC) range of treatments and products in technical collaboration with HLCC of US.

Mousumi Mitra, Director, BeBonnie Bodycare, shares, "Trending right now are the facials that utilise salts, bee venom, plant-based CBD oil, and superfruits like Blueberries, Broccoli, and others. A technique called Facialates gives the face a toned and tight look. These skin care game changers and are likely to take a promising presence. Products with chemicals and heat generating appliances like blow dryers and straighteners may take a backseat. Innovation in nature-based products is the need of the hour. Photo-rejuvenation is an effective treatment to eliminate fine lines, wrinkles, sunspots, scars, large pores, and so on. Says Mousumi, "Nowadays most people have chemically-treated hair, hence, innovative hair care services need to be introduced. BeBonnie understands this need and has launched Peloplex for this purpose."

Dr Vinu Kripalani, Cosmetologist & Proprietor, Derma Esthetic Academy shares that in hair, PRP (Platelet Rich Plasma) for



stimulating hair growth on the scalp, does not cause an allergic reaction because it is from our own blood. Besides that, ampoules or serum for nourishing the hair roots and capsules, which are micronutrients. In skin, PRP also helps to remove post acne scars, hyperpigmentation, as well as reverses signs of ageing. Microblading is a rage, as well as semi-permanent make-up is now big. Says she, "We have services such as, semi-permanent make-up including aerola pigmentation non-chemical peels, non-surgical facelift, non-invasive treatments, Hair V Go for Peach Fuzz Electrolysis, which is the only FDA approved treatment for permanent hair removal, and post liposuction care."





### Hair procedures

Our hair is on great importance and adds to the overall look, and corroborating to it is Dr Viral, who shares that enhanced, safe and natural hair transplant procedures are in demand. He explains, "This entails removing hair follicles one-by-one from the back of the head and re-planting them with complete precision to restore the hairline and hair density. This is done under local anaesthesia. Now, it is a trend to add supportive therapies like PRP, Mesotherapy with growth factors to enhance the result and to maintain existing hair." Dr Rinky adds, "In terms of hair, QR678 injections and PRP treatment for hair growth are big and highly effective. The QR678 hair re-growth treatments have been developed and introduced by The Esthetic Clinics and has Indian and US patents to its credit. This year is about personalised and technical skin and hair treatments."



Highlighting an important observation related to the traditional obsession of men with their hair and women with their skin, Dr Thomas shares, "The trend continues, but it is now overlapping. Women are more interested in hair treatments as it is now scientifically possible to medically treat female pattern baldness." Dr Thomas has made a protocol to treat female hair loss, which includes growth factor infusion with local micro-needling and medications. These transcutaneous infusion of

### RECENT TECHNOLOGICAL ADVANCEMENTS

- › **Wearable beauty tech devices:** These include body pH tracker patches, skin scanners, 3D face, and more. Skin scanners are small devices that connect with your phone and let you know the hydration levels, pore sizes and fine line indications, which previously only a doctor could do.
- › **Cosmetic lasers:** Fractional Co2 laser is the favourite as they can be used to treat a variety of problems such as redness, brown spots, uneven skin, wrinkles, scars (post injury or post surgical or post burn), and so on. It can also be used for tattoo removal, hair removal, birthmarks, acne and warts, and is suitable for dark skin types, as well.
- › **LED light masks:** Colour therapy is in. Light wavelengths can be adapted to your skin. For example, blue light kills acne and stimulates collagen and green light reduces wrinkles and clears the skin.
- › **Smart hair brushes:** These brushes will be the one stop solution to deal with hair-related concerns. They are equipped with microphone accelerometer gyroscope and conductivity sensors and measure frizziness, dryness, split ends and breakage, the amount of force applied on the scalp, brushing patterns, brush strokes, and the quality of hair after brushing it.

– **By Dr Rinky Kapoor**, Cosmetic dermatologist and dermato-surgeon, The Esthetic Clinics

micronutrients strengthen the hair, and also stimulate growth of follicles which are in the sleeping phase. Dr Thomas adds, "The same treatment in men is less impressive because the hormonal component is very strong in them."

### The advancements

Aesthetics has moved ahead and it is no longer restricted to Botox to rejuvenate the skin. The recent fad is that of stem cells. Dr Thomas explains, "The most important technological advancement includes the use of nanotechnology and stem cells to harbour the inherent ability of cells to undertake the reparative process." Elaborating on stem cell therapy, Dr Vipul Jain, CEO, Advancells shares, "Stem Cell Therapy can be an extremely useful tool for anti-ageing treatments. One can be treated with their own stem cells to give the body a fresh supply of cells that repair and rejuvenate all the organs, including the skin. Unlike any other form of artificial treatment, stem cell transplant is effective in addressing the need of one's scalp and skin demands. The process helps in replacing, re-growing, repairing and rejuvenating on a cellular level to defy the signs of ageing, hair fall and other age-related skin problems." He shares that stem cell anti-ageing treatment has become one of the most popular under the umbrella of modern science. In fact, it helps in maintaining the quality of the skin as the patient grows older, lasts longer, encourages new healthy cell growth, and strengthens the remaining cells.

With this line of treatment gaining popularity, one may wonder if the specialists in India are in a position to take this forward. According to Dr Vipul, for a dermatologist to perform stem cell treatment, it is imperative that he or she be trained enough in the procedure and is associated with a GMP grade lab to ensure the quality standards of the cells involved. Doing their bit, the team at



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MEDICAL AESTHETICS HAS SHOWN GREAT ADVANCEMENT IN THE PAST FEW YEARS. AUTOLOGOUS PROCEDURES HAVE GAINED IMMENSE POPULARITY WHEN IT COMES TO HAIR AND SKIN TREATMENTS.

– DR ANUPRIYA GOEL

Medical Director at Berkowits Hair and Skin Clinic



Advancells plan to increase their network of associated medical practitioners, with Dr Vipul saying, “We aim to train the doctors and create protocols wherein protocols can be offered to clients through this panel of skilled and experienced medical professionals.”

On the treatment’s accessibility and acceptability in India, Dr Vipul adds, “Until recently, the FDA was apprehensive about stem cell treatments while openly encouraging research and scientific evidence. With more reputable centres coming forward, these therapies are gathering momentum and people are opting for them to retain their youthful skin for a long period of time.”

Dr Shuba talks about Plasma Pen treatments being tried the world over

to improve the quality of skin, wrinkles and for non-surgical blepharoplasty. She points out, “Plasma Pen treatments and devices are being promoted widely, but since it is new, we are still waiting to see if this would suit the Asian skin colour. It is a good idea to wait it out and look at problems and risks before making an impulse purchase. We do not want to end up with a device that does not perform well or is giving substandard results or causing problems. Indian skin is more sensitive, hence, these treatments cannot be taken lightly.” She further adds, “There is constant innovation in Pigmentation Lasers with nano and pico lasers coming in to target pigmentation and tattoo removal. We have just bought our Alma Q laser, an active Q switched device with a lot of versatility to treat spots, pigmentation, and remove tattoos.”

Shares Dr Vinu, “The most technologically advanced treatment is Rejutone. It is an advanced micro-current device which will be launched in Mumbai soon.”

Shares Dr Anupriya, “At Berkowits, we offer new laser resurfacing techniques for skin rejuvenation like Resurf laser. It has significant advantages over conventional ablative lasers, such as Co2 with less complications and downtime; autologous conditioned plasma technique for PRP for hair loss and skin rejuvenation; spotless peel to treat highly resistant melasma and hyper-pigmentation; Berkowits range of products are superior in quality, yet easy on pocket and cater to all the skin and hair needs. These innovations in terms of results prove to be extremely cost effective and value for money.”

Mousumi shares that stem cell treatments for hair and skin, photo facials, microdermabrasion, chemical peels, retinoids, and the facialate technique are the most recent technological advancements in this space. The treatments have gained popularity as they offer longer lasting results that are pocket friendly.

Shares Dr Vinu, “Microblading, vegan ampoules and serums, cosmeceuticals are in vogue, as is semi-permanent make-up.”

#### International attractions

Sharing her take on treatments that are new even abroad, but available in India, Dr Rinky reveals, “Non-surgical reconstruction of the face like non-surgical nose shaping, chin augmentation, jaw refinement, lip enhancement, neck lift, and dark circle correction



are the latest international trends which are available in my clinic. They are risk free and safer than the traditional surgical techniques and are fast gaining patient confidence. In addition, there is a growing demand for 3D printed facemasks which are effective in early ageing treatments."

In skin, Shagun draws attention to Meta Therapy. She says, "It is a new non-invasive, non traumatic method of skin rejuvenation that helps firm, hydrate and restore the skin's natural glow. It is 100 percent natural and I hope to see this service being provided in India."

Elaborating on global trends, Dr Thomas reveals, "Global trends include consumption of supplemental drinks such as collagen as well as the addition of antioxidants, such as, Vitamin A based products, Astaxanthine and Glutathione." He reveals that their consumption has shown to improve the skin and get rid of pigmentation, so as to achieve a blemish free skin." He makes it a point to state, "The collagen drinks are more of a fad with no scientific study to prove their efficacy in all recipients."

**Road ahead**

Dr Rinky is of the view that the trend of non-invasive treatments and tweaks that prevent an invasive and lengthy treatments in long run will be on the upswing. Skin care ingredients are being incorporated in hair care, too, with people preferring a more holistic approach. She adds, "Skin care has become more technical and there is an app for everything. Last year was about major enhancement treatments and procedures, however, this year it is small customisable treatments as per the patient's needs."

She expects a growth of more than 8 percent in terms of number of people seeking cosmetic treatments. At the end of 2019, she shares, "We expect an increased awareness of non-invasive cosmetic procedures, age-related plastic surgery, and better cosmetic management for acne, photo rejuvenation, wrinkle reduction, and broken capillaries."



LESS IS NOW SEEN AS MORE AND SMALL WITH PATIENTS LOOKING FOR EFFECTIVE TWEAKS TO HELP THEM FEEL CONFIDENT. HOWEVER, IT SHOULD NOT BE A DRAMATIC PHYSICAL CHANGE.  
— DR VIRAL DESAI  
Celebrity Cosmetic & Plastic Surgeon



Dr Vinu feels it is important to be aware about skin care from an early age. She says, "There needs to be greater awareness across all age groups of the concept of skin care. People need to start working on their skin and hair from an early age, and know about professional treatments as well as home care ranges."

Signing off Dr Anupriya says, "In hair, autologous micrograft is here to stay as AGA affects more than 70 percent males and is a dynamic concern, and hair transplant by Maxgro FUE and robotic technique will continue to trend. In skin, Liquid facelift like Botox and fillers will continue being popular as they deliver effective results with zero side-effects; Glass skin using superior Hyaluronic Acid skin boosters, and non-surgical thread lift and laser advancements will continue." 📌





VIVECK VERMAA

## The Dermatologist's Clinic Essential Architectural and Design Elements

*Viveck Vermaa, an architect and interior designer, has 25 years of experience in providing comprehensive services for salons, spas, and residential and public interiors. Views expressed are personal.*

The dermatologist's clinic is a complex and specialised space. In order to design it, we need to understand the requirement of all the components that make it and their functioning. Ideally, an optimum programme of areas needs to be developed with a right balance between activities. It depends upon various factors like the demand of various services, space requirement, brand USP and the floor plate available. A relationship between them needs to be clearly defined.

### Layout planning

Patients should experience an uplifting sense of peace and calm at the clinic. Comfortable seating must be provided along with coffee tables. A cloakroom with a coat hanger and shoe rack should also be part of the reception area. Washrooms should be located nearby and drinking water needs to be made available.

In addition, the clinic must meet the needs of its staff, so it needs to be efficient and pleasant. They must be able to move between the common areas, offices and examination rooms out of sight of the public. Computer workstations can be mounted on walls for staff to consult records before or after seeing their patients.

The layout should provide the privacy necessary for the examination room, yet be open and friendly. Examination rooms can be windowless and in the centre, so that it shuts clients off from the outside world.

The therapy rooms must be bright and cosy, but not excessively large, and lend a sense of security to the patient. Also, they should be multi-purpose with organised storage for equipment and documentation. The office can have an open plan that allows natural light. Light therapy and dermatology can be placed in the centre near the waiting areas.

The facility must meet strict hygienic standards and be equipped with necessary installations like air conditioning, electrical alarms and technical installations which are specific to the facility. Also, it should be created keeping in mind the differently abled. Handrails, railings or ramps must be installed at points where it is necessary to make a U-turn with a wheelchair,

like restrooms, the reception desk, and so on.

### Material application

All the areas have specific objectives and needs for material application. So, it is critical that the material be maintenance free and stand the test of time. For example, the ceiling can be of acoustic tiles, gypsum board, frosted glass, stainless steel or aluminum composite panels, and so on. The flooring can be of stone, tiles, wood, and so on. The walls can have paint, tiles, mirrors, laminates, and veneers.

### Lighting

To supplement the natural light, Wi-Fi LED lamps can be programmed to the desired intensity and colour temperature for each zone. Installed at suitable height, they offer maximum energy-efficient brightness. Examination rooms require intense brightness for greater precision in the visual examination of patients. Thus, there should be light from a variety of LED sources to produce an expansive but highly efficient spectrum: in panels or in inset linear strips along the ceiling, and in the form of a built-in light fixture above the examination table and a directional Wi-Fi lamp on an adjustable arm beside the patient.

### Branding and visual communication

Visual elements communicate with the customers and establish a dialogue. Signage, logo, visuals, and a signature wall when strategically placed definitely add to the visual appeal of the interiors. Signage is an important part of the design. The logo panel should be placed at a strategic location. A signature wall can also be created displaying the clinic's philosophy.

### Detailing

Detailing is of prime importance that requires a very careful handling as they are crucial in creating a difference between an average and high class interiors. 📍



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# Emotionis Collection

By Luciana Sabariz



**About the artist:** Sabariz Hairtists was created in Buenos Aires, Argentina, and was a result of passionate creativity in hairdressing and styling. The duo, Susana Beatriz and Nelson Sabariz, knew how to blend perseverance, talent and creativity to turn their salon Sabariz into one of the most successful hair salons located in the centre of the city.

Years later, Susana and Nelson passed the baton onto their children, Luciana and Emiliano. Luciana embraced the world of hairstyling as she was raised among hairdressers, stylists, make-up artists, cartoonists and photographers, all of them passionate, innovative and creating style. She was part of all that creativity, and it fascinated her, influencing her choice of career very early on.

Luciana started a long-term job working for national television whilst still attending to the needs of the salon together with Marcela, another long-term member of the company. Meanwhile, Emiliano travelled to the UK not only to licentiate himself in Anthropology, but discover and work with different trends and approaches in the hair world. After serving as President of the Gremio de Peluquerías de Barcelona, Luciana took charge of training in updos for top brands, as well as communication.

Today, Emiliano develops and teaches technical methodology called Hairchitekt for three-dimensional haircuts used at Sabariz and recognised at an international level. Marcela and Nerea attend to the salon in Barcelona with the same level of dedication. Sabariz Hairtists, with 40 years of history, have a recognised professional standard in its artistic and didactic approach in a world that interconnects and changes at an ever-increasing pace.

**About the collection:** It is important to remember that people are at times afraid, angry, happy or sad, because through these emotions the mind and body develop, and we can transcend as human beings and socialise. Says Luciana, "We do not experience the same set of emotions every day because our lives are constantly changing, but they do play a major role in our psychological development and are a useful indicator of how we are feeling in the here and now. We are very excited to dedicate a collection to something as important as emotions, since each one of them responds to a need and fulfills a function in our existence. What is essential is realisation!"

**Techniques and colours used:** Elaborates Luciana, "They are artistic works with a lot of hair pieces. To make the hair pieces, I first used bleach and then pure pigments to give colour. The technique used is that of Hair Ribbons.

**Planning next:** Signing off Luciana shares, "I will continue with training and take it across Spain, sharing updo techniques and combining it with work at my salon. I am happy with the work proposals that are coming to me this year!"













**Credits:**

Hair: Luciana Sabariz y Norma Mejía @ SABARIZ Hairtists

Hair Assistants: Alexander Blanco, Rosa Aso

Photography: David Arnal

MUA: COLORS UP, Escuela de Maquillaje

Stylist: Aaron Gil





## DELHI

# Bharti Taneja's Alps Academy & Clinic

Beauty veteran and cosmetologist Dr Bharti Taneja founded Bharti Taneja's Alps Academy in 1889 with an aim to bridge the gap between talent and need for skilled professionals in the beauty industry. Spread across 900 sqft, today, there are branches in Meerut, Manesar, Moradabad, Ghaziabad, Ranchi, Patiala and Noida. A premium beauty school in skin care, hair care, and make-up, it has a history of producing extraordinary talent.

Shares Dr Bharti, "When I started, a career as a beauty professional was not at all desirable. Most salons only offered basic services such as threading, waxing, haircut, and cleansing facials. The common perception was that when you cannot do anything else become a beautician. I wanted to change this perception and take the industry to the next level. Starting my own institute was the best way to teach beauty as a serious subject, raise the bar for professionals, and turn it into a respected and lucrative profession."

Alps Academy was the first institute to introduce 'skin science' as a course. Dr Bharti wanted the students to understand the science behind skin care and so, meticulously designed beauty courses that go 'skin deep'. "I taught my students to understand the skin and its needs first and then, decide the line of treatment. I blended natural ingredients with skin technology to provide advanced treatments to our patrons," shares the pioneer. From natural concoctions to dermatologically advanced treatments, the beauty courses aim at giving in-depth knowledge of beauty as a science as well as a profession.

Elaborates Dr Bharti, "Along with in-depth knowledge of skin care, hair care, and make-up, we also focus on personality development of our students by honing their communication skills and working on their personal style. We work hard on the students so that they can feel confident enough to take up any challenge. Knowledge also gives them the confidence to start their own salon or freelance, if they want to."

The highly talented and experienced faculty at Alps Academy incorporates reasoning with theory lectures to ensure that students understand theoretical facts to the core. Using the latest tools of classroom teaching, such as, projectors and slides, along with hands-on training, students are given ample opportunities to work on real clients and not just dummies. They also get opportunities to participate in fashion shows, editorial shoots, and television shows. They also offer job assistance.

OUR FOCUS, TODAY, IS TO TAKE ALPS ACADEMY TO OTHER CITIES OF THE COUNTRY, AS WELL. THE GROWING DEMAND FOR BEAUTY TREATMENTS AND MAKE-UP IN TIER II AND TIER III CITIES IS THE MOTIVATION. EMPLOYMENT GENERATION AND SKILL DEVELOPMENT ARE PART AND PARCEL OF THE PROCESS.

— DR BHARTI TANEJA



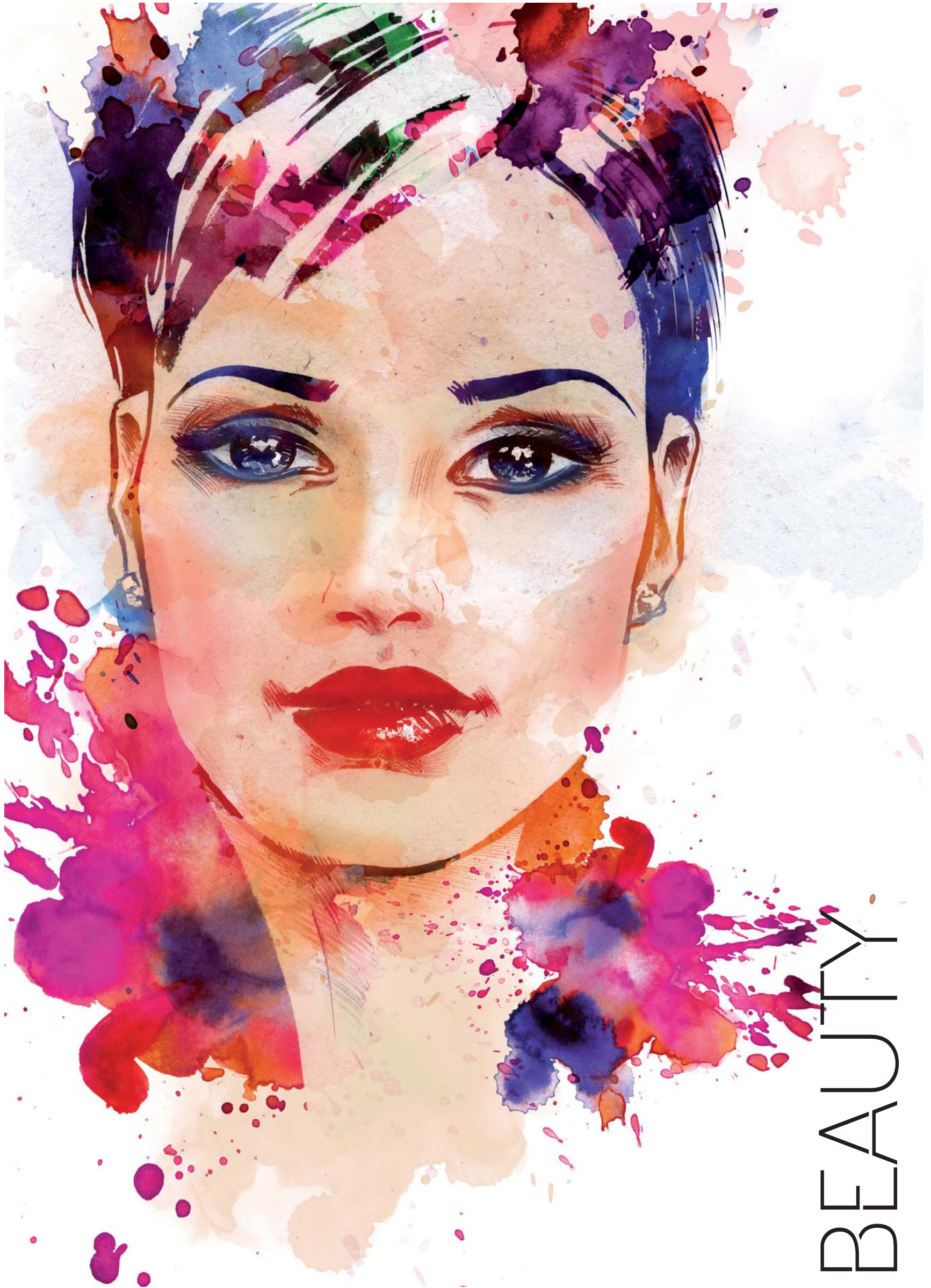
**Certification and affiliation:** There is dual certification offered to students on the successful completion of their courses, from CIBTAC and Alps Academy.

**Courses offered:** There is an array of diploma and certificate courses in beauty, hair, and make-up, which are recognised across the country.

**Eligibility criterion:** Students who have cleared class 12 can apply.

**Fees:** On request. 💰





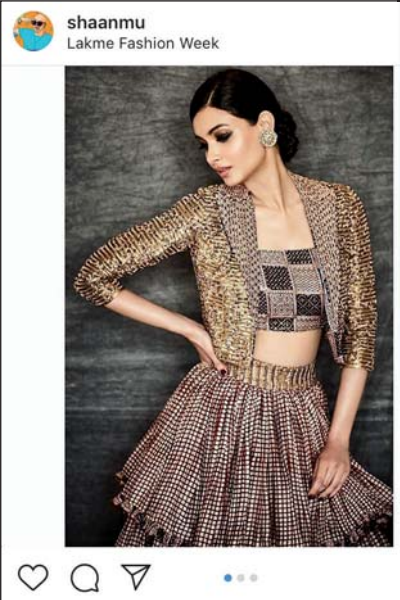
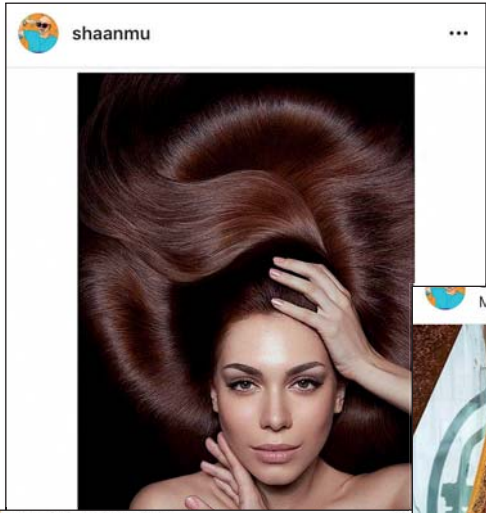
BEAUTY



# Shaan Muttathil

## Made for Make-up

Topping his class at a beauty school gave Shaan Muttathil the confidence to take up make-up artistry as a career. Today, as one of Bollywood's favourite celebrity make-up artist, he has worked with A-listers like Jacqueline Fernandez, Chitrangdha Singh, Esha Gupta, and Shraddha Kapoor. He is also a trendsetter on social media with his Instagram and YouTube tutorials. *Salon India* charts Shaan Muttathil's journey







MUST-HAVE VANITY ESSENTIALS ARE TOM FORD MASCARA AS IT OPENS UP THE EYES AND MAKES THE LASHES LOOK SUPER NATURAL AND FEATHERY. ALSO, ESTÉE LAUDER’S DOUBLE WEAR IS MY FAVOURITE FOUNDATION.

– SHAAN MUTTATHIL



**What inspired you to be a make-up artist?**

Well, I just happened to enroll myself to a hair and make-up course where I topped the class for two semesters and realised that I can get into Bollywood, and that is how I became a make-up artist.

**What are the highlights of your career, so far?**

Eiesha Mittal’s wedding, the masterclass with Jacqueline Fernandez in London and working with the international sensation, Amanda Cerny are the highlights! The Mittal wedding was my first breakthrough, and after that, I was lucky to have worked with international models and Bollywood actresses.

**How has the hair and make-up industry evolved since the time you joined it?**

There has been a drastic change from the time I started out in 2007 to now, the difference is like day and night. In those days, being a make-up artist was considered fine, but now it is one of the most admired professions. Social media has played a key role in this evolution. With actresses and models posting their looks online and crediting their hair and make-up crew, has opened up amazing vistas for us. The recognition is unimaginable. I am enjoying the change and am happy to be a part of this industry.

**Do tell us about Shaan Mu Artistry.**

Shaan Mu Artistry is the biggest highlight of my life. It is my office where we create content for social media, especially, as I am creating a lot of different looks. My idea is to collaborate with the best of social media influencers and YouTubers. I feel blessed that a lot of Bollywood actresses are coming to my studio where they can brainstorm for social media. People can also come and get ready for various occasions. Also, there will be a lot of masterclasses in small batches as I want to focus on quality.

**Runway versus editorial versus Bollywood - What do you enjoy the most in terms of styling and why?**

I started my career on the runway with Renuka Pillai and Gopika Pillai in Delhi, then switched to editorial after joining Elite Modelling Agency, and then I moved to Mumbai. So, I have worked on every platform. But runway, I must say is unnecessary stress and less money, but it does teach you a lot. Editorial is much more sorted, with people being like family, they brainstorm, and work together for better results. Bollywood is closest to my heart. I have done more than 50 Bollywood films, one Telugu Film, and one Hollywood film and now, I am working on my 51st Bollywood film — all in eight to nine years. You get paid well in Bollywood and the learning is tremendous.

**What are your plans for 2019?**

It is a year of a lot of travel and bridals, too. I love doing bridal make-up, as it kick-started my career in Delhi. 📍





# Cleanse your Way to Healthy Skin

Flaunt refreshed and energised skin with cleansers from Cheryl's Cosmeceuticals



The skin on our face is exposed to a lot every day. Environmental aggressors can get into our pores, blocking them which can lead to acne. Thus, getting rid of these impurities with the help of a good cleanser is a must. Cleansing is the most important part of the skin care regime, as without it, impurities and dead skin cells will continue to block the pores, which impede the skin's ability to produce sebum, leading to dryness, dullness and acne.

Therefore, it is crucial to understand your skin type before purchasing a cleanser to give the best results. The right cleanser will improve hydration, maintain clear skin, remove accumulation of dirt, giving a radiant and youthful glow. Just like everyone is different, so is their skin type, and catering to different skin needs is vital.

Cheryl's Cosmeceuticals, a pioneer in professional skin care, has six different cleansers in their portfolio that take care of every skin type and its concerns effectively by providing a customised solution. After all, every skin type needs the perfect facewash to enhance its natural beauty!

## Power of six cleansers by Cheryl's

### Dull, uneven skin

**DermaLite facewash:** It is gentle and effective facewash that cleanses and lightens the skin tone. It hydrates and increases skin barrier protection. It contains Niacinamide, a powerful lightening agent that helps in decreasing pigmentation.

### Oily skin

**ClariWash:** It is an anti-bacterial facewash that deeply exfoliates to unclog pores and lightens the skin. Infused with Lemon Extract, known to clear excessive sebum, this facewash exfoliates and prevents accumulation of pore clogging impurities.

**Clari-Fi buffing grains:** A gentle scrub, enriched with Salicylic Acid, it helps in faster skin cell turnover and exfoliates dead cells. It also revives the skin, removes its dull texture and gives a bright appearance.

### Acne prone skin

**DermaCleanse:** It is an anti-bacterial facewash for acne prone skin that deep cleans impurities and reduces sebaceous secretions. It has Cinnamon Extract which is a dermo protecting and purifying active that restores balance to acne prone oily skin by helping in reducing the number of blackheads. It is a sebo-regulator that targets and combats major causes of acne.

**Clenzima:** It controls blemishes without drying the skin and discourages future breakouts by controlling excess sebum. Tea Tree Oil and Eucalyptus Oil work to soothe stressed skin.

### Sensitive skin

**SensiWash:** This ultra-calming foaming cleanser, moisturises and soothes the skin and contains strong anti-inflammatory and anti-allergic properties. The Phragmite Kharka and Poria Coco Extracts are known to be natural soothing actives for stressed skin. They help in reducing redness, normalise the natural balance and alleviate skin irritation.

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**NEW**



Natural facial kits for glowing and healthy skin





# Dermacol Presents Makeup Cover



WE HAVE THREE START PRODUCTS, NAMELY, SATIN MAKEUP BASE, MAKEUP COVER AND INVISIBLE FIXING POWDER, DERMACOL MAKEUP COVER IS A HOTSSELLER AS IT SUITS EVERY SKIN TYPE AND MAKES IT LOOK FLAWLESS.

—ASHISH GIRDHAR  
Managing Director, Sanash Impex



#### About the company

Sanash Impex (P) Ltd is a 24 year old government-recognised one star export house. They have exclusive brand rights for Dermacol Cosmetics in India and have a joint venture agreement with Dermacol A.S. Prague for distribution of products in the Indian sub-continent. The company has started the process of having offline distributors to have a Pan India reach, so that customers can experience the product before purchasing it. Do note, only M/s Sanash Impex (P) Ltd is authorised to supply Dermacol products online. In case anyone else is doing the same, rest assured, they are counterfeit products.

#### About the product

Dermacol Makeup Cover is a hypoallergenic foundation available in 19 different shades. Suitable for all skin types, it blends effortlessly into the skin to conceal imperfections and blemishes. It is free from preservatives thus making it safe to use daily. For picture perfect skin, this ultra-light foundation with an invisible finish is ideal to wear for work or even on casual days. It is long staying and hence, widely used as a professional make-up product on models and actors.

#### USP of the product

Dermacol Makeup Cover works as a concealer for tattoos, dark circles and Vitilgo marks. The SPF 30 shields the skin from harmful UV rays and protects it from damage. Hence, it helps you look young and fresh, always.

#### Price and availability

It is priced at ₹1,999 for 30gm pack and available at [www.dermacolindia.com](http://www.dermacolindia.com), Amazon, Flipkart, Paytm, and others. They have not given online rights to anybody, so the sole exclusivity lies only with Sanash Impex (P) Ltd. There are a lot of fake resellers, and despite repeated complaints made by the brand, they are still listed.



I STRONGLY RECOMMEND DERMACOL MAKEUP COVER. IT IS A CONCEALER CUM FOUNDATION THAT PERFECTLY CONCEALS ACNE, SCARS, DARK EYE CIRCLES, SKIN IMPERFECTIONS, AND EVEN TATTOOS.

—OJAS RAJANI  
Celebrity Make-up Artist





# All New Decléor

## Luxurious Essential Oils Skin Care

Combining nature's purest and most potent active ingredients, Decléor scientifically selects 100 percent pure and natural essential oils to craft skin care concoctions that deliver proven results for every skin concern

It all started in 1974 in France. At a time when the beauty industry was synonymous with chemical ingredients, Decléor discovered the extraordinary powers of essential oils and the skilled hands of therapists to solve dull skin, ageing, and skin imperfections, in a 100 percent natural way. Thus was born a pioneer professional skin care brand : Decléor.

### All about essential oils

Fewer than 5 percent of the world's plants produce essential oils, making them rare and precious. With over 150 active molecules in each drop, they are nature's best kept secrets with powerful anti-inflammatory, anti-oxidant and anti-stress benefits.

### The unique Decléor expertise

Decléor promotes sustainable and renewable sourcing of the finest essential oils from around the world. They are professionally blended by experts to provide professional and home care products that guarantee a minimum 95 percent natural origin, with the iconic Aromessence products being 100 percent natural.

### Aromessence, the Decléor masterpiece

Decléor prides itself in its most luxurious Aromessence serum collection—three unique essential oil-serums that are 100 percent natural-origin blends of essential oils and first cold-pressed botanical oils. They are so potent that three drops is all you need for immediate satin-skin effect and long-lasting skin transformation. It is completely free from preservatives and additives.

### Professional care for all skin concerns

With the power of expert hands and 100 percent machine free gestures, Decléor offers Rituals and Home Care for targeted solutions across Brightening, Hydration, Anti-Ageing, Soothing and Radiance. Available in 90 minute, 60 minute and 40 minute services, Decléor offers the ultimate in professional luxury skin care in top salons in India. 📍





# YELLOW IT IS!

## The New Age Rage

From catching a sight of it on Kareena Kapoor Khan's nails to every other brand envisioning it in their new collections, yellow is blazing a trail this summer. Here are some of the trends and techniques.

\ by Diksha Gaba

**>** Nail art has always been a favourite with fashionistas who throng salons and nail bars looking for yet another eye-catching style. Every year one or the other trend stands out, and this year it is the bright and sunny yellow. From painting the nails completely dipped in the colour to taking it up a notch to combine it with other styles, yellow is trending across the globe. To further the yellow trend, celebrities like Alia Bhatt, Madhuri Dixit, Sonakshi Sinha have taken to this attractive hue!



Instagram/Kareena Kapoor Khan



### Technique

The techniques are varied, such as dipping the nails in colourful foil or using gold or silver accents over the colour. What sets this trend apart is the use of different types of nail brushes to create strokes on nails in various colours that can be chosen by the customer or recommended by a nail therapist. The bars also provide nail extensions because many of these techniques cannot be executed skillfully on short, natural nails.

### Look out for

There are other trends that are gaining popularity, such as nude nails with one finger nail being done in subtle nail art, foil nails, brush art, coloured French manicure, glitter and embellishments. With summer blaring hot, subdued shades in nude, rose gold glitter, and nude metallics are much in vogue. Most of the nail bars also endorse these colours which is a testament to the fact that these salons have an idea about the know-how of this business and the current trends that are popular. In contrast to these muted hues, neons are becoming a cult favourite. Raging colours on the tips of the nail, Ombré neon shades and neon French manicure are making their place. Glitter has always been a favourite, be it subdued or booming, this trend is here to stay. Celebrities like Kylie Jenner, Ariana Grande, Ariel Winter, Sonam K Ahuja, and Shraddha Kapoor are seen flaunting their nails. In Delhi, nail bars like Zoe Nails Art, Rhapsody Nail Studio, Ranara Nails, and Looks Salon are practicing nail artistry, thus making them au trend.

### The future

Nail art has caught fire with the majority of salons and bars, it would not be incorrect to say that one needs to keep nails and cuticles healthy. From oiling the cuticles to getting regular manicures and pedicures, salons are offering services related to the health and beauty aspect of nails. Looks like there is no stopping this 'tip' of the iceberg trend. **📌**





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— BY VINU KRIPALANI —



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# Beauty Care

## DE-TAN MASK BY AEGTE

D-Tan Mask enriched with Grape Fruit, Apple Juice, Beetroot, Kojic Acid, Aloe Vera, Calamine, Glycerine, Sun Flower Oil, Castor Oil and Vitamin C removes dark spots, pigmentation, and dark circles. It also hydrates the skin and removes excess oil to give you acne free skin.

**Price:** ₹999 (100gm)

**Availability:** Retail, e-commerce portals, <https://www.aegte.in/>



## EYE CRÈME BY OMORFEE

Made from natural potent Coffee Oil, Olive Leaf Extract and Grape Seed Oil, the Regenerative Eye Crème adds brightness to the eyes and also takes away puffiness and dark circles. As the brand stands for purity and sustainability, only Pure Bamboo and FDA grade containers have been used to hold the products.

**Price:** ₹2,399

**Availability:** [www.omorfee.com](http://www.omorfee.com)



## WATER GEL BY DERMALOGICA

Calm Water Gel is a weightless moisturiser that hydrates dry and sensitive skin. Upon application, the refreshing gel formula transforms into a skin-quenching fluid to form a weightless barrier against environmental assault. This moisturiser is ideal for Indian summer and keeps your skin feeling light all day!

**Price:** ₹3,895

**Availability:** Nykaa, [www.dermalogicaindia.com](http://www.dermalogicaindia.com)



## FACEWASH BY ASTABERRY

Neem and Aloe Face Wash essentially clarify and cleanse your skin thoroughly and helps prevent pimples and acne. Neem with its antibacterial and purifying properties and Aloe Vera with its healing properties, make your skin acne free and clear. It is also enriched with extracts of Papaya, Aloe Vera, Lemon, Cucumber and Ocimum Sanctum Leaf. Astaberry Neem and Aloe Face wash is very effective and has long-lasting effects. It comes with a complimentary fairness crème worth ₹85.

**Price:** ₹110 (100ml)

**Availability:** Retail, e-commerce portals



## PRO MAKE-UP BY LOTUS MAKE-UP

Proedit, inspired by high end professional make-up artists, sets new bench marks in quality, efficacy and safety. The professional make-up range comprises of Proedit Silk Touch lip plumper, Proedit Silk Touch Gel and Matte lip colour, Proedit Silk Touch Luminizing Primer, Proedit Silk Touch Perfecting Foundation, Proedit Silk Touch Blush Highlighter Duo and Proedit Silk Touch Perfecting Powder. Created with luxurious pigments, it is 100 percent vegetarian with no animal ingredients, provides active sun protection, is allergen-free and safe for sensitive skin, too.

**Price:** ₹575 and ₹725

**Availability:** Lotus EBOs, select beauty and departmental stores, [www.lotusherbals.com](http://www.lotusherbals.com)





SPAFOCUS





# Bouri Spa, Manali Back to the Roots

Nestled in the picturesque Kullu Valley, ShivAdya is a unique resort that is focused on the principles of sustainable tourism and inspired by local architecture of the Himalayan region

**About the spa:** With captivating views of pine and cedar forests and snow-capped peaks, ShivAdya Resort & Spa is built of wood, stone and mud, based on the Kath Kuni style of building.

The main three-storey building houses the Bouri Spa. As per the architecture of Himachal homes, the lowest floor is used to house cattle and grain, but at ShivAdya, it is where you can check-in to a luxurious holiday at the reception. The floor above it, traditionally called bouri, holds insulated bedrooms and living spaces. Just as locals relax and unwind on this floor, you can rejuvenate at the Bouri Spa.

Right from the carved wood, stones to the wooden pillars on which the building that houses the spa has been raised, it is all handmade by local artisans and labourers. The flooring is made of different types of wood namely, walnut, teak, cedar, and deodar, and arranged artistically to create unusually pretty rustic patterns. The traditional wooden ceilings and the doors are high enough to give a feeling of grandeur. The stone and mud walls lend a warm feeling in the room even when the temperature outside is freezing. The interiors are subtle and classy. Many other construction elements have been brought in to minimise transport and carbon footprint. The spa itself is made entirely of pine wood, to add to the aromatherapy aspect of wellbeing. This definitely enhances the overall experience of relaxation and wellness. There are separate rooms for Jacuzzi, Sauna and steam. Those who are seeking privacy can have their spa done in rooms with single beds aligned alongside the corridor; and those who prefer to

rejuvenate with their partner, can go for a room designed for a couple.

**About the services:** ShivAdya offers spa, massages and reflexology. On returning from local sightseeing, one can soak in the Jacuzzi or indulge in a re-energising massage which is complete with essential oils. The blissful experience in the lap of nature makes it even more effective. The spa menu has been developed keeping in mind the needs and preferences of the target audience. In addition, local tradition and culture influence the spa menu. The wellness therapies include body works, body polishes, body envelopments, facials and Oriental hand and foot reflexologies. The massage therapies are customised with varying degree of pressure and use different oils. The same goes for ingredients and techniques used for body exfoliation and polishing. Swedish Massage with Lavender Oil is especially popular, as is reflexology.

Therapists are also happy to recommend treatments for in-house guests that may





SHIVADYA IS SURROUNDED BY ORCHARDS AND OFFERS PICTURESQUE VALLEY VIEWS. BOURI SPA HAS BEEN CREATED WITH A VISION TO MAKE AVAILABLE SCIENTIFICALLY VALIDATED WELLNESS THERAPIES IN A RELAXED AESTHETIC ENVIRONMENT. THE TRIAD OF THE MIND-BODY-SOUL ARE THE INSPIRATION BEHIND OUR ACTIVITIES, BE IT STAFF TRAINING, GUEST SERVICE, INTERACTION WITH OUR STAKEHOLDERS OR SOCIAL RESPONSIBILITY. WE EXPECT TO SEE CONTINUOUS GROWTH IN TREATMENTS AND SERVICES WHERE WE CAN CUSTOMISE SCENTS AND OILS AS PER REQUIREMENT. WE WILL SOON BE OFFERING LONG-STAY BESPOKE SPA PACKAGES WHERE RESULTS AND RELAXATION MERGE.

not be on the menu, such as, a homemade butter massage for gynaecological issues; or a ghee massage to rejuvenate your hair. Bouri Spa also has treatments, like Thai, Balinese, Swedish, Aromatherapy Massages, scrubs, and masks. The spa also offers customised Yoga therapies to enhance wellness. Each treatment begins with an offering of a warm, caffeine-free ginger root tea infused with local herbs, which is followed by a relaxing foot wash ritual to symbolically cleanse stress away.

**Architect and interior designer:** Ritesh Sood, Director, ShivAdya Resort & Spa.

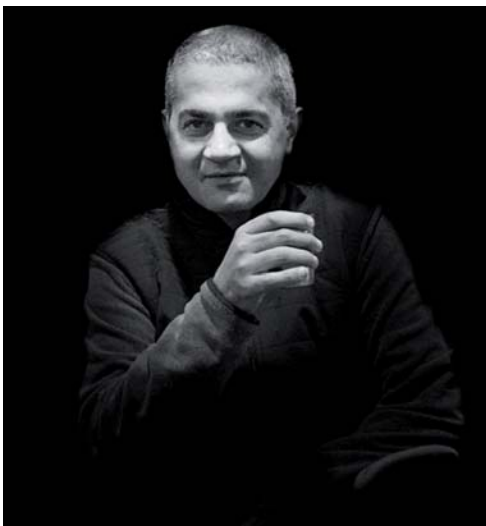
**Address:** ShivAdya Resort & Spa, Village & Post Office Karjan, Tehsil Manali, Himachal Pradesh-175131

**Contact details:** Tel: 0-88943-48935/ 88943-46935

**Website:** [www.ShivAdya.com](http://www.ShivAdya.com)







# Rajat Rialch

## Centres of Longevity and Life Extension

Rajat Rialch, Founder of Rakkh Resort near Dharamshala in Himachal Pradesh, shares his thoughts on Baanka Spa and the industry at large

\\ by Aarti Kapur Singh

EARLIER, A SPA WAS MEANT FOR THE ELITE, BUT SLOWLY IT HAS BECOME A PART OF ONE'S LIFESTYLE. THE WELLNESS INDUSTRY, ON ACCOUNT OF ITS VAST INFLUENCE, IS ALSO ATTRACTING THE INTEREST OF RELATED INDUSTRIES, NAMELY, MEDICINE, HOSPITALITY, AND TRAVEL AND TOURISM.

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

After graduating from Institute of Hotel Management, Bhopal, I went on to do an MBA from IMI Delhi with majors in Finance and Operations, following up with a specialised course in managing and transforming professional service firms from the Harvard Business School. I founded HPG Consulting 16 years ago, a specialised Food Service Design Consultancy based out of Dubai and India with projects across the SAARC nations, Africa and the Middle East. HPG has been associated with prominent names of the industry like Hyatt, Hilton, Marriott, Starwood, ACCOR, Rotana, IHG, Movenpick, Taj and Carlson since inception. I am a member of FCSI (Food Service Consultants Society International). I also own Rakkh Resorts near Dharamshala.

### **From hospitality to wellness, what inspired the transition? And what similarities or differences do you see in both?**

Hospitality and wellness are symbiotic, not just in terms of operation, but also execution. At Rakkh Resorts, the effort is to integrate the multiple aspects of living a healthy life. I do not see it as different, rather as an extension of my interest, qualification and education.





**What are your views on the growing wellness industry?**

In India, it is an emerging industry; in fact, the government has a special focus on it through the 'Make in India' campaign. The spotlight is on the expansion and spreading awareness.

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

Baanka, meaning beauty in Pahari, is Rakkh's exclusive spa, designed to help guests relax and unwind. It features three treatments rooms and steam rooms. Our team of talented therapists deliver a variety of healing and pampering treatments, using natural ingredients. The fact that most of these therapies dip into local know-how and facilities (including ingredients and herbs associated with wellness) is definitely our USP. Also, the inherent philosophy is to 'reconnect' with nature, with oneself, and with loved ones. So, none of our therapies or sessions are rushed or hurried.

**What are the therapies offered?**

We offer Aromatherapy, Swedish Balinese, Deep Tissue, Thai and Reflexology, as well as body scrubs and wraps. Our therapies reflect the ethos of offering healing and curative therapies.

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

The Swedish and Balinese are most popular, along with the head massage, and then come the scrubs and wraps wherein fully organic products are used.

**What are the main challenges that you face?**

The challenges are two way – from creating awareness of the brand to building up the clientele through special offers and innovative services. However, the Indian mind expects a much wider array of service offerings under one roof. Also, the understanding of 'spa' is missing. People do not know that a spa is about wellbeing and it encompasses not just a massage or

treatment, but sustaining and complementing the effects of a massage therapy through healthy lifestyle. It will take a while for people to truly understand that a spa is much beyond mere relaxation of body and pleasure.

From the view point of service providers, there is a lack of trained and skilled manpower. Also, the job still holds poor perception amongst the youth as a career prospect. Inadequate soft skills training and probably industry-focused training courses are required to meet the increasing demand. So, the idea is to create awareness about the industry as a whole.

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

The future of our spa is that of the wellness industry. In the coming years, it will not be about losing few kilos or visiting relaxation centres, but likely to be a way of life, where one would be able to increase the lifespan by a few decades through wellness programmes. This is when spas will become centres of longevity and life extension. Yoga and spa will go hand in hand influenced by technology in the future.

Our focus is to creating therapies that are memorable and experiential. Keeping the wellness revolution in mind we are going in right direction and we will have a facility in the near future which will cater to the emotional, psychological and sociological needs of wellness, as a whole. 🌿





# Spa Solace

## Lucrative Offers

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



### CHOCOLATE BODY TREATMENT

The Heavenly Spa by Westin, Pune

The special Chocolate Body treatment rejuvenates and revitalises the entire body, making you feel refreshed once again! It combines the benefits of Caffeine present in chocolate to stimulate circulation and acts as an anti-oxidant. In turn, caffeine helps increase levels of collagen and elastin in the skin, thereby reducing the effects of ageing.

**Duration:** 75 minutes

**Price:** ₹5,000+taxes

### ARABIAN SEA SALT RITUAL

Śāntata Spa, Grand Hyatt Kochi, Bolgatty

This therapy increases your energy level and restores equilibrium. The ritual begins with the application of a nurturing body scrub infused with cleansing sea salts and essential oils that exfoliate, extract impurities and stimulate circulation. Seaweed and sea algae, which are rich in minerals, proteins and vitamins, are used to enhance the cleansing and detoxification of the full-body envelopment.

**Duration:** 90 minutes

**Price:** ₹11,800 inclusive of taxes

### SWEDISH MASSAGE

Tattva Spa, Radisson, Gurugram

One of the ultimate goals of a Swedish massage technique is to relax the entire body, however, it is particularly helpful in increasing the level of oxygen in the blood, improving circulation and flexibility while easing tension, keep ligaments and tendons supple, decreasing muscle toxins and reducing emotional and physical stress. Essential oils of your choice, are massaged into your body with a series of strokes and techniques; for example, it might be long, gliding strokes across your back to help you relax, or kneading your shoulders to unwind any knots.

**Duration:** 60 minutes | 90 minutes

**Price:** ₹3,000+taxes, ₹4,500+taxes

### TAN LAPEN WRAP

Amatrra Spa, Le Meridien, Delhi

This sensuous full body treatment begins with a fragrant oil which is massaged on the base of the spine, followed by an earth mineral scrub. The body is covered with the paste and the treatment ends with a warm shower and application of a flower lotion.

**Duration:** 45 minutes

**Price:** ₹3,200+taxes





## TONI&GUY COLLABORATES WITH L'OREAL PROFESSIONNEL FOR A MASTERCLASS



Tony&Guy's International Artistic and Educational Director Bill Watson, held a two day masterclass on Cut, Colour and Style. In association with L'Oréal Professionnel, the event saw tremendous participation of hairdressers from North India. During the session, Bill shared his knowledge and expertise in the art of hairdressing and educated them on the latest trends and techniques.

This was a key association of Toni&Guy in India with L'Oréal Professionnel Academy to create a benchmark in educational partnerships in the hairdressing industry. It gave exposure to budding hairdressing talent in the country from an internationally renowned hairstylist.

Speaking about the importance of education and it heralding a bright future

of the industry, Bill shared, "We all work in an incredible industry, which changes daily. So, it means education is a constant journey that needs energy, innovation, and collaboration. It allows us to evolve as fashion and tastes change, and it means we become part of the industry's future."

With over two decades of association with Toni&Guy, Bill is currently the International Artistic and Educational Director for Toni&Guy Japan and the Southern Hemisphere. He started off with Toni&Guy London back in 1994, and since then has achieved immense success and popularity in the hairdressing industry worldwide. He has hosted numerous international shows and seminars for Toni&Guy education in more than 30 countries across the world.



**WHAT**  
Masterclass

**WHERE**  
20th to 21st May

**WHEN**  
Toni&Guy Hairdressing Academy, GK-2, Delhi

## ZERO GRAVITY AESTHETICS PARTNERS WITH ONC OFFER ORGANIC SOLUTIONS

Zero Gravity Aesthetics has partnered with ONC, a global organic brand, to launch Quinoaplex R3, a unique hair care solution in the Indian market.

Commenting on the tieup, Saania Singh, Co-founder, Zero Gravity Aesthetics said, "Several brands in the market use inferior and toxic hair care products that damage both hair and skin. Quinoaplex R3 is a perfect solution to address this problem due to its pure composition of organic ingredients like Aloe Vera and Quinoa Protein, which enrich the scalp and leave the hair healthy, and full of shine without damaging the skin. With its wide array of natural products, Zero Gravity aims at bringing an organic revolution across India with a focus on promoting the hair health of both men and women. We are thrilled to partner with the brand and believe that



Nitin Kumar Arya

Indian customers will truly benefit from its exceptional products."

Speaking on the official launch, Eric Kaya, CEO and Founder, ONC said, "We are thrilled to have Zero Gravity Aesthetics as our exclusive distributor in India. Through this alliance, we will introduce to the Indian market, products that are not only healthier and cleaner, but also environmentally friendly. We believe this will be a fruitful and promising partnership that will not only educate the Indian market, but also offer them genuine healthy products."



L to R: Saania Singh, Ravneet Kaur and Rashika Singh

Incepted in 2017, Zero Gravity Aesthetics is committed to sourcing safe and authentic products for both salon professionals and end-customers.



**WHAT**  
Product launch

**WHEN**  
30th April

**WHERE**  
Hyatt Regency, Delhi



- STEP 1** After.
- STEP 2** Comb horizontal lines with the hair iron turning the hair gently inwards to create a soft and broad set on the hair.
- STEP 3** Separate a section on the top of the head, then, with the part on one side, divide the rest of the hair into two sections with a slanted line.
- STEP 4** Make the sloping line from the height of the line to the opposite side of the neck.
- STEP 5** Comb the lateral section of the part and make a pigtail in low medium at the back.
- STEP 6** Repeat on the opposite section, but this time, hold the ponytail above the previous section.
- STEP 7** View of finished ponytails.
- STEP 8** Comb the bottom ponytail all the way up to the height of the other, and fasten it in the shape of a ring.
- STEP 9** Create another large ring with the upper ponytail joining both at the same point.
- STEP 10** Select the rest of the loose hair from both pigtails.
- STEP 11** Comb them down to cover the hair bands.
- STEP 12** Tease the upper section of the head.
- STEP 13** With the help of a polishing brush, comb the hair to create volume.
- STEP 14** With your fingers, pinch the hair in fine strands to break the perfection and create a natural look.
- STEP 15** Gently comb the rest of the hair to create a large ring.
- STEP 16** Provide the necessary volume on the crown and attach it with forks.



Hair: Jose Garcia Peluqueros, Pamplona  
 Photo: Roberto Lechado  
 Make-up: Isabel García





CHIARA





# Kubbra Sait

## Of Cuckoo, Curls, and More

Last seen in *Sacred Games*, the versatile actress Kubbra Sait reveals her make-up and hair favourites, curly hair challenges, and upcoming projects



I use a lot of face masks. I prefer Kaya products, as they work well on my skin and have a lasting effect. Kiehl's facewash is my go-to, otherwise, I only use skin care products recommended by dermatologists.

For my hair, I visit BBLUNT Salon, and Olaplex is a favourite treatment, as its deep conditioning helps regain the texture of my hair. I follow it up with a spa from L'Oréal or Moroccanoil. I also use leave-in oils.

In fragrances, I have been using Tommy Boy Eau De Toilette for the last 12 years and it is never going to change. I also love Hermes and Jannat Ul Firdaus – it used to be my grandfather's favourite oud.

### **Which style in make-up do you prefer?**

On the eyes, I usually go nude or lightly smokey and pair it with red lips. If my eyes are being done by a make-up artist, I go with neons or bright shades, while leaving the lips muted. I like glossy, smokey eyes and happy pink cheeks; retro winged eyeliner is too sexy to avoid. I do not know how to apply fake lashes, but I think they are a game-changer.

### **How do you manage a bad hair day?**

When you have curly hair, you are prepared for 365 days of bad hair because your hair decides how it wants to be, and you have no control over it. I usually wet it, scrunch it, apply a leave-in conditioner and tie it loosely at the back of my head.

### **If you have to be a make-up or hair artist for a day, who would you choose as a muse and why?**

I would like to begin with my manager Natasha because she does not wear any make-up! From among the celebrities, it would be Sonam K Ahuja, but I think she will end up teaching me because she is always on point with her look. I would love to be a fly on Kangana's dressing room wall because I want to see how she fixes her curly hair!

### **What are your looks in the upcoming projects?**

In my upcoming film *Dolly, Kitty Aur Woh Chamakte Sitare*, I am wearing hair extensions, and in *Law and Honour*, I am playing a girl from 60s', so my hairstyles are from that era. I am excited about these releases, and looking forward to signing a project where you will see my hair cut short or I could even be bald! 📞

I LIKE THE GLOSSY, SMOKEY EYES AND HAPPY PINK CHEEKS LOOK; RETRO WINGED EYELINER IS TOO SEXY TO AVOID.

### **Do you experiment much with your looks on and off the screen?**

About 99 percent of the time, I stick with what I like, and have always sported. My curly hair, for instance, need minimum products, so, I do not do much with it. I use less make-up, as I think it is meant to enhance the features, not change them.

### **Please tell us about your transformation as 'Cuckoo' for Sacred Games.**

Anil dada was the one who helmed that transformation and I had to trust him. He would slather pancake all over my face to give that cakey-finish the look demanded. On screen, the make-up and entire look helped me get into character in a snap – proving how make-up can influence your confidence and make you feel different.

### **What are your go-to beauty and hair rituals?**

Beauty, to me, should be simple. A moisturising base is a must. At home,







# Dermacol

## INDIA



[www.dermacolindia.com](http://www.dermacolindia.com)

Sanash Impex Pvt. Ltd.

**Pan India distributor queries invited**

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