



Hair: Carácter, Alberto Salvador
Make-up: Ángeles Abel
Photography: Alfredo J. Llorens

Content

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- 24 New openings** Salons and spas that have been launched in the country
- 26 Main interview** With over 38 years experience within the industry as a stylist, salon owner and educator, Kerrie DiMatta's creative mind, has enabled her to carve a long successful career in hairdressing
- 28-30 In Hair** L'Oréal Professionnel's Serie Expert Nutrifier for right hair care and Parisian Cool Bronzing Edition shades are just what the clients need; MATRIX Hair Transformers was the new age digital hair competition
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- 42-57 In focus** Pegged to touch ₹35,000 cr by 2022 by industry reports, men's grooming market has definitely come a long way. With major players adding 'men's only' ranges to their existing product portfolios to investing in men's grooming startups, the distinct boom in the category is indeed encouraging
- 58-59 For men** The brand, American Crew, started a revolution in men's grooming and addressed its needs by innovating products and providing superior education to stylists. Since 1994, the 'Official Supplier to Men', it is now available in India
- 60-61 Doctor Speak** BodyTite is a new aesthetic procedure that helps in tightening flabby skin after one loses weight. Dr Mohan Thomas, Senior Cosmetic Surgeon at Cosmetic Surgery Institute throws light on the process and its benefits
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