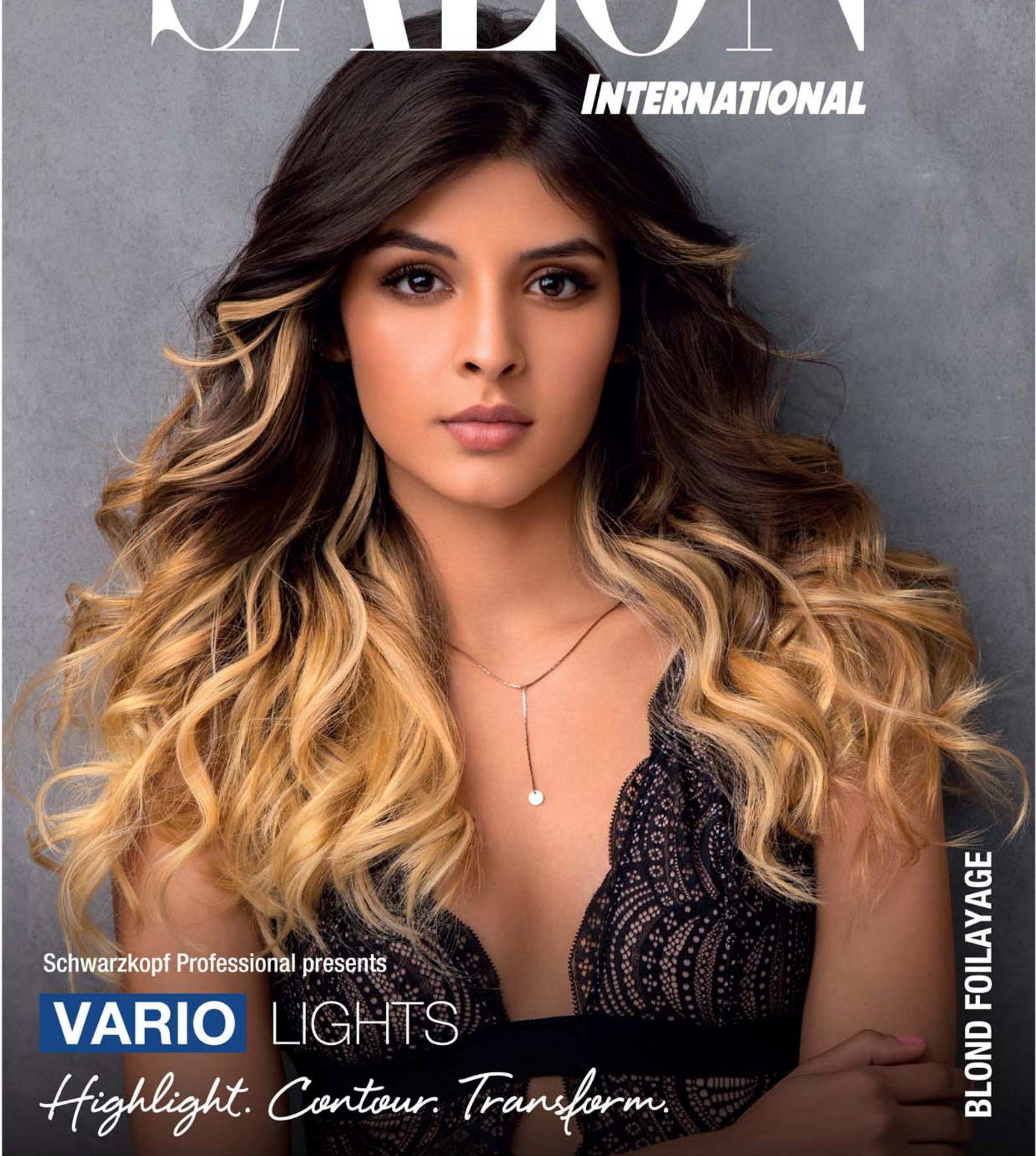


SALONTM

INTERNATIONAL



Schwarzkopf Professional presents

VARIO LIGHTS

Highlight. Contour. Transform.

BLOND FOILAYAGE

Together. A passion for hair.

LOTUS

PROFESSIONAL



MAGIK MASQUE

A BEAUTY MASQUE
SOURCED

FROM NATURE

Treat yourself to healthy-looking skin with our nature-powered masques. From dry skin to oily skin, our range of face masques are formulated to address multiple skin concerns and help improve the appearance of your complexion.



CHARCOAL

GOLD

RED CLAY

Available at select premium spas and salons only. To know more please call +120 3213377 or contact toll free no: 1800 1200 3621
email: procare@lotusherbals.com | www.lotus-professional.com | Follow us on: [f](#) [i](#)

Green Science Beauty Expert



CHOCOLATE CONTOUR


Schwarzkopf
PROFESSIONAL



- 1st lightener integrated with Fibre Bond Technology*
- Up to 8 levels of lift with minimised hair breakage**



GOLDEN GLOW

IGORA VARIO BLOND

Every client is unique. No matter what's their skin tone, style, texture or personality, there's a perfect technique for them. Schwarzkopf Professional introduces trendy looks created using the versatile pre-lightener, IGORA Vario Blond which not only lightens but also cares! Now transform any client's hair creating shades of blond that suits their skin tone. IGORA Vario Blond is integrated with Fibre Bond Technology which strengthens the bonds within the hair fibre and minimises hair breakage, for gorgeous hair lightened with care.

For more information get in touch with your Schwarzkopf Professional sales representative.

Email us - customer care.skp@henkel.com or call us on - 022-62369469

* from IGORA

** compared to a lightening service with IGORA Vario Blond without Fibre Bond Technology

#myschwarzkopf | #variolights | f schwarzkopfprofessionalindia | @schwarzkopfin

Together. A passion for hair.

SAVIO

TM

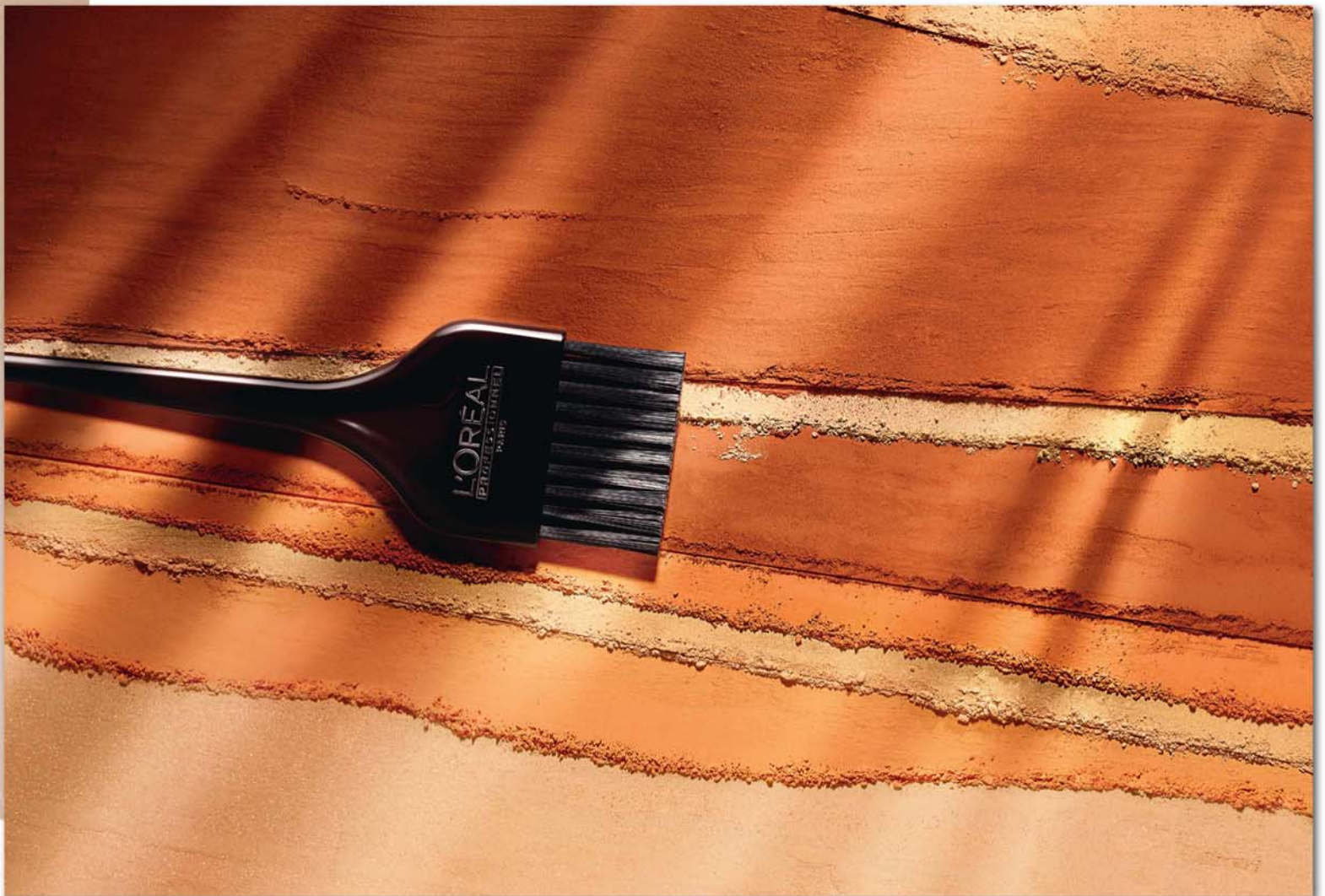
INTERNATIONAL

Model wears INOA 5,42
and 7,42

Make sure to add
smartbond[®]
For strong and protected hair.

L'ORÉAL
PROFESSIONNEL
PARIS

EXPERIENCE COOL TONE SHADES WITH
BRONZE RADIANCE & #FRENCHBALAYAGE



PARISIAN
COOL
bronzing edition

#ONLYINSALONS

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



BEARDO



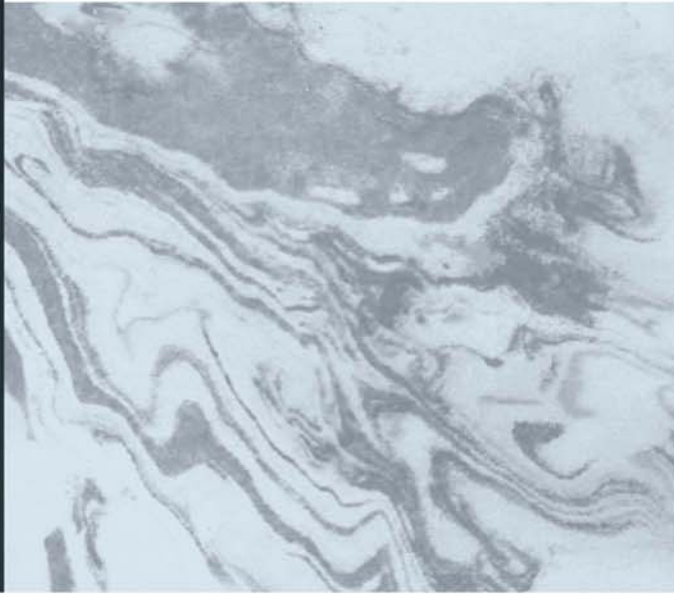
**GROW IT
LIKE A BOSS**



AVAILABLE IN ALL PREMIUM SALONS NEAR YOU
www.beardo.in



*SOS Extreme Recovery System helps improve the internal condition of hair to provide resilience before, during or after salon chemical treatments or a colour service (when used as a system with Repair Shampoo and Conditioner vs traditional shampoo).



WHAT CAN YOU DO IN 5 MINUTES?

RETURN HAIR TO VIRGIN STRENGTH IN JUST 5 MINUTES*



**NEW TIGI COPYRIGHT CARE SOS RECOVERY
PROFESSIONAL. PERSONAL. PERFECT.**

www.tigicopyright.com

RUSK[®]
fashion+culture+attitude



Intense direct colours, ready to use !

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



deepshine[®]direct

ADVANCED MARINE THERAPY

HAIRPRO

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



DARK CHOCOLATE PRECISION BOB

COLOURED WITH ARGAN
SECRETS COLOURANT NO. 4

RETRO
REMIX
Collection 2019-2020

Treasure trove of vintage styles, reimagined
for our present-day fashionistas.

To learn this look by Streak Professional Expert Contact us **Toll Free No.:** 18 00 26 68 110
Email: info@hriindia.com **website:** <http://www.streak.in/professional.aspx>

streak[®]
PROFESSIONAL

**BOUFFANT
FUDGE SLEEK**

ARGAN SECRETS COLOURANT
SHADE NO 7.44

Created Using: Argan Secrets Colourant &
Canvoline Straightening Range.



 |  |  Follow us at Streak professional.

KT[™]
PROFESSIONAL

PROFESSIONAL TREATMENTS

GO FOR THE
**STRAIGHT
LOOK**
NOW



www.ktprofessional.com

Follow Us On   [kehairtherapy](https://www.facebook.com/kehairtherapy)

HAIR SPA RANGE

KTTM
PROFESSIONAL

GIVE A
NEW LIFE
TO YOUR
HAIR



DEEP CONDITIONING MASQUE



BRAZILIAN SILK MASQUE



ARGAN OIL MASQUE



EXTREME FIBER BOTOX MASQUE

Exclusive Brand in India By
Ccigmaa
Lifestyle Pvt. Ltd.

2nd Floor, Plot No.1, Compound No.1, Marol Cooperative Industrial Estate,
Marol Maroshi Road, Andheri East Mumbai - 400059
Customer Care Number : 089280 85652
Email: info@ccigmaalifestyle.com Website: www.ccigmaalifestyle.com

Follow Us On   [kehairtherapy](https://www.facebook.com/kehairtherapy)
www.ktprofessional.com

Editor-in-Chief Amitabh Taneja
 Editorial Director R S Roy
 Publisher S P Taneja
 Managing Editor Aradhana V Bhatnagar
 Reporter Diksha Gaba
Creatives
 Art Director Pawan Kumar Verma
 Dy. Art Director Deepak Verma
 Asst. Art Director Mohd. Shakeel
Production
 Sr. General Manager Manish Kadam
 Asst. Manager Ramesh Gupta
Support
 Sr. General Manager - Administration Rajeev Mehandru

ADVERTISING

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

Anshu Arora, Sr. Manager (North)

KOLKATA
Piyali Roy Oberoi, Regional Head (East)

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

BENGALURU
Suvir Jaggi, Regional Head (South)

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

CONSUMER CONNECT & SUBSCRIPTION

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

Priti Kapil, Deputy Manager
 pritikapil@imagesgroup.in

Kiran Rawat, Deputy Manager
 kiranrawat@imagesgroup.in

SALON INTERNATIONAL ADVISORY BOARD MEMBERS

Claudia Stagno, Editorial Director, Salon International-Italy; Sanjay Dutta, Owner, Looks Salon; Renu Kant, Director, Envi Salon & Spa; Nitin Passi, Director, Lotus Herbals; Raman Bhardwaj, Director, AN John Salons; Sukirti Patnaik, Owner, Indulge Salons; Rekha Chaudhari, MD, Oneline Wellness; CK Kumavel, Founder and MD, Naturals Salons; Samir Srivastav, CEO, Jean Claude-Bigune Salons; Vikram Bhatt, Director, Enrich Salons; Vikram Mohan, Owner, Bounce Salons; Vipul Chudasama, Owner, Vipul Chudasama Studio & Academy; Dhruv Abichandani, Artistic Director, Drama Salons; Ojas Rajani, Celebrity Make-up Artist; Eric Shawl, MD, Moehair

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

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

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

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

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

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

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

With beauty and wellness industry growing at an exponential rate and improved standard of living, customers are always on the lookout for something new and unique. Beauty, Hair and Spa being the top choices have a lot to understand and offer to the customers and with more than limited choices it has become quite an interesting task to choose these services from the options available.

In this issue, we take a look at the flourishing men's grooming industry. With data backing up its growth, which is estimated at over 30 percent over the next 10 years, it is inevitable to not be interested in the products and the industry at large. Men have become more conscious and aware about their grooming needs and with more disposable income, this industry will see a lot of new entrants. We showcase few of the top experts and their views about men's grooming business.

We feature the veteran, Kerri DiMattia in our Hair section. She talks about her passion and love for hair styling which led her to have a wonderful 38 year long experienced career in this industry. Kerrie DiMattia's creative mind has enabled her to carve DIMATTIA&CO Salon in New South Wales, Australia, an award-winning, uniquely progressive salon offering services of the highest quality. Loic Chapoix, Creative Art Director, Dessange Paris has been in India since five years. His passion for the hair industry is unmatched. In an elaborate photoessay we bring to you the popular Schwarzkopf Professional's Colour Transformation Vario Lights. As the brand continues to address various hair colour needs of their customers allowing the hairdressers to meet demands for hair colour that is in trend, along with protecting the hair from damage.

In Beauty, we interview Shivani Goyal, bridal make-up artist who has immense focus on her work and aspires to make big name for herself in this industry. Dr Mohan Thomas talks about BodyTite, a new aesthetic procedure that helps in tightening flabby skin after one loses weight. It has revolutionised the way one sees weight loss and its after effects. Forecasting trends has always been associated with fashion, but WGSN Beauty has recently been created in response to beauty industry's request to have a platform that addresses the unique needs of the sector. Jenni Middleton, Beauty Director at WGSN, shares her account of how it is equally or even more important to forecast beauty trends.

We also showcase Kapil Kumar, the founding member and pillar of the salon and beauty industry in India. He was bestowed with the prestigious Global Indian Business Excellence Award. He shares his inspiring journey with us. In our celebrity interview section we have Will Smith sharing his views on fashion and style.

In the Spa section, we feature Heavenly Spa by Westin Pune. From colour palettes to furniture to walls, elements in this aptly named spa, exhibit a landscape imagery providing with the best of experiences through modern-day aesthetics.

All this and a lot more in July issue. Keep reading and liking on Facebook and Insta!



Defy pollution*, reveal radiance

Discover the advanced professional bleaching solution that draws out pollution*.



OxyDerm[^]
Pollution
Cutter
Technology*
Cleans Pores
Reduces Dullness
Clears Oil
Removes Tan



Ask your Skin Expert today.

*Due to dust and dirt

[^]System comprises of Pre-bleach lotion, Bleach cream and Post bleach lotion.


CHERYL'S[®]
COSMECEUTICALS
Skincare that works[®]

Available exclusively in select salons across India

For more information call Toll Free: 1800 221 802

| [/cherylsglobal](#)

| [/cherylsskincare](#)



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

Content

82



- 22 **Snippets** Latest news and updates from the beauty and wellness industry
- 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 DiMattia'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
- 34 **Recognition** Kapil Kumar was bestowed with the prestigious Global Indian Business Excellence Award in UK
- 36-37 **Role model** Creative Director of Dessange Salon in Mumbai, Loic Chapiro has been in India for over five years. He shares his professional journey with us
- 38 **Hair care** New products
- 40-41 **International stylist** Schwarzkopf Professional Presents New Colour Transformation Vario Lights
- 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
- 62 **Innovation** Yashesh Bharwade, Director, ABC Pvt Ltd, shares insights on the innovative Triphasic stimulating Shampoo by Rene Furterer
- 64 **Influencer** Sougat Paul, owner of label SOUP, shares his take on beauty in fashion
- 66-67 **Artist interview** Shivani Goyal shares her journey
- 68 **Trend Alert** Know more about monochromatic make-up, the latest fad in town
- 70 **Skin care** This monsoon season bid adieu to oily skin concerns with the Clari-range from Cheryl's Cosmeceuticals
- 72-73 **Expert wise** Jenni Middleton, Beauty Director at WGSN, shares the importance of forecasting beauty trends
- 76-77 **Visual Dynamics** Heavenly Spa by Westin Pune is a contemporarily designed spa
- 79 **Beauty care** New products
- 80-81 **Events** The social calendar of what is happening when and where
- 82 **Celeb style** Will Smith shares his style secrets
- 84-85 **Step-by-step** Recreate the intricate cut
- 86 **Training** Courses offered by Simar K Make-up and Hair Academy

26



42



58



76



VEGA



EASE CURL HAIR CURLER

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

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

Available in Barrel Diameter

19
mm

Tight Curls

22
mm

Soft Curls

25
mm

Thick Curls

www.vega.co.in

facebook.com/vegabeauty twitter.com/vega_beautycare instagram.com/vegabeauty



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

» NATIONAL »

ARTIFICIAL INTELLIGENCE IN AYURVEDA

» Ayurveda is now enjoying a resurgence worldwide. Today we are looking at a combination of the age-old tradition with Artificial Intelligence (AI) that will help beauty and wellness industry achieve greater heights. Delhi-based Shahnaz Husain, a pioneer of Ayurvedic beauty products in India, says that Ayurvedic ingredients have already been combined with the latest scientific techniques in order to formulate Ayurvedic beauty products. This includes combining AI with Ayurvedic inheritance. Shahnaz elaborates,

“Programming has helped prepare a database that can take individual characteristics into account, so that it is possible to manufacture a beauty product that is specifically meant for an individual, rather than only conforming to broader specifications, like skin type. AI can make it possible to find a custom-made product for each individual.” Ayurveda has now turned to modern technology for validation of its beliefs and systems, believes Vedika Sharma, Director at Mantra Herbal. “We are now using



modern technology for research, better clinical trials, state of the art equipment to manufacture and to develop new products. We also invest in biotechnology

to enhance the quality of raw materials and output, and use sophisticated extraction methods to deliver standardised bio-actives.”



MAHESH BHUPATHI'S BEAUTY PRODUCTS STARTUP GETS FUNDING FROM UNILEVER VENTURES

» Scentials Beauty Care and Wellness Pvt Ltd, launched by former ace tennis player Mahesh Bhupathi and Jinesh Mehta in 2017, offers beauty products endorsed by celebrities. It has raised ₹25 crore (\$3.6 million) in its Series A round of funding from Unilever Ventures, the venture capital arm of consumer goods giant Unilever Plc. Bhupathi's wife, actor and model Lara Dutta's skin care label Arias was also launched. “Scentials is building a unique beauty brands studio platform that combines fast-paced innovations across beauty categories with endorsements from top-tier Indian celebrities in sports, films and entertainment,” said Pawan Chaturvedi, Investment Director at Unilever Ventures.

APTECH POWERED LAKME ACADEMY EXPANDS FOOTPRINT

» Lakme Academy Powered by Aptech (LAPA) launched a new centre in Dilsukhnagar, Hyderabad in June. The academy plans to be the biggest player in the beauty and wellness vocational skilling sector. The brand is a collaborative venture between global education and training leader, Aptech Ltd and Lakmé Lever Pvt Ltd. Executive Vice President and Global Head of Marketing, Aptech Ltd elaborates, “Dilsukhnagar is one of the largest commercial and residential centres in Hyderabad and thus a strategic location for us. The growing demand for skilled beauty professionals is not hinging on the thriving affluent population anymore. The rise of millennial and the neo middle class who emphasize on holistic wellbeing as well as the desire to look good and young are playing a key catalyst in the growth.”





URBANCLAP DESIGNATES KRITI SANON AS BRAND AMBASSADOR FOR ITS BEAUTY VERTICAL

In June, UrbanClap, digital home services platform, signed up Bollywood actor Kriti Sanon as its brand ambassador for the beauty vertical. 'Smart Salon', the campaign which promotes at-home beauty services includes skin care, hair care, make-up, spa, massage and men's grooming services, now features the actor. Varun Khaitan, Co-founder, UrbanClap says, "Beauty is a key vertical for UrbanClap and we have seen an overwhelming response from customers for our at-home salon and spa services. The new campaign talks about how busy women of today can avail reliable and affordable beauty services at home through UrbanClap." Television and digital platforms will be used to promote the campaign and the summer season will be used as an advantage to urge people to make smart choices.

» INTERNATIONAL »

MERGER ANNOUNCED BY ON-DEMAND BEAUTY APPS BEGLAMMED AND PRIV



Two of the largest on-demand beauty service providers, beGlammed and Priv, announced that both the app-based companies will now operate as one under the Priv brand. It was done so that the two technology-driven beauty companies can join forces to expand their footprint and to create efficiencies on the consumer and service provider sides. Priv Founder and CEO of the new, expanded Priv brand, Joseph Terzi elaborated, "With five times as many markets and three times as many services as any direct competitor, there is now no question that Priv is the most robust platform in the on-demand beauty and wellness industry. beGlammed's well-established geographic footprint in 32 markets, carefully vetted team of dedicated beauty pros and high touch client service merged with Priv's fully-integrated technology platform, and more than 500,000 combined registered users, provides a hybrid solution that is abundantly scalable, yet retains some of the personal touch that our clients desire."

SKIN CARE BRAND MURAD LAUNCHES POP-UP TO CEMENT ITS POSITION IN WELLNESS

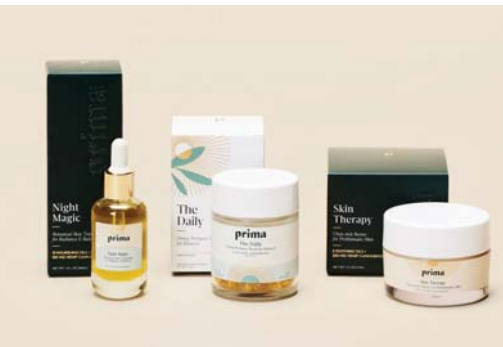
A three-city pop-up event was launched by the dermatologist founded skin care brand, Murad to reinforce its position in the wellness market. The beauty brand, founded by Dr Howard Murad in 1989, has always sold products to combat the effects of



personal stress and environmental factors on the skin. Wellness Vault, the pop-up, began in Los Angeles at Westfield Century City mall in June, before traveling to other Westfield locations in San Francisco in June and San Diego in July. The Unilever acquired company expects to see a double-digit compound annual growth rate in sales over the next three years. Having no standalone stores, Murad is sold at Sephora, Ulta, Macy's and Nordstrom, among other retailers. Michelle Shigemasa, CEO of Murad said, "One of our big missions is to amplify our purpose and our (wellness) DNA. It has always been there, but it has not been out there much. One of the changes we have made is connecting with consumers directly."

NEW BEAUTY AND WELLNESS LINE PRIMA AIMS TO REBRAND CBD

The recent legalisation of industrial hemp farming in US, and the self-care boom have coincided to make the non-psychoactive, cannabis-derived chemical compound the most sought after ingredient to hit the beauty and wellness space in recent history. The substance is capable of helping with everything from anxiety to skin inflammation to epilepsy, as believed by researchers and can be found in everything from tinctures and vape pens, to lattes and seltzers, to massage oils and face serums. It is expected to surpass \$20 billion in US sales by 2024. Prima, a new CBD company, launched in June, aims to bring along solutions for several of modern-day physical and mental ailments. It is starting with three products: a daily supplement, a night time face oil and a therapeutic skin butter, that will soon expand into a range of other treatments.



\\ BBLUNT \\ MUMBAI

- > **Colour combination:** Bright colours highlighted in green
- > **Products used:** BBLUNT, Wella Professionals, Balmain, Davines for hair; Remy Laure for skin; Blue Sky for nails
- > **Lighting:** Drop lights
- > **Flooring:** Part laminate, partriver washed kota stone
- > **Architect:** Amogh Sule, Mobius Architects



Contact person:
Ruchika Pasricha, Franchise Partner

Address:
1st Floor, Sai Iconic, Lokhandwala Road, Four Bungalows, Andheri (W), Mumbai - 400053

Phone:
+91-9930758788

Email & Website:
bblunt.lokhandwala@gmail.com
Website: www.bblunt.com

Spread across 1335 sqft, the interiors are designed bearing in mind BBLUNT's industrial and rustic design aesthetics. The salon hosts 10 luxurious hair stations, two manicure and pedicure pods, a beauty room, a hair spa room and a consultation room, and offers services in hair, face and body treatments.

Spoorthy Shetty, CEO, BBLUNT says, "With this new door, we bring you specific hair care regime through BBLUNT shampoos and conditioners and styling

products. In a world so obsessed with perfection and beauty, we believe our imperfections define us." Adhuna Bhabani, Founder & Creative Director, BBLUNT says, "After having launched 26 salons in the country, opening at Four Bungalows is a great feeling indeed! At BBLUNT it is our constant endeavour to provide the best service possible for our guests, and broadening our network of salons allows us to offer that great experience to many more people."



\\ BOUNCE ECO SALON \\ CHENNAI

Contact person:
John Samuel, Salon manager

Address:
1st floor, Spectra G, Survey No. 339/ 2B & 340 A/ 2B1A, Rajiv Gandhi Salai, Okkiam, Thoraipakkam, Chennai

Phone:
044 43856681, +91 7824088002

Email & Website:
bounce.omr@gmail.com
www.bouncehere.com



- > **Colour combination:** Woody, green and grey
- > **Products used:** Davines for hair; Comfort Zone for skin; MAC for make-up; Foot Logic for mani-pedi; OPI, Gellish for nails; equipment by Tangy Rose
- > **Lighting:** LED
- > **Flooring:** Cement and tiles
- > **Architect:** Saran from Saran Associates



Designed across 2500 sqft, Bounce Eco Salon is India's first salon that reduces their own and the customer's carbon footprint. With 70 percent of their operations being solar powered, their practice of using hemp made towels, biodegradable drinking cups and harvesting water from the hair wash section to use in the restrooms, the salon is paving the way for a better future. Also, the reception desk is upcycled from railway track wood, and the rest of the

furniture is made of composite chipboard which have a rugged and earthy look. The lighting is made up of banana fibres, and the rest rooms have motion sensor lights and LED lights that use minimal power. They use Davines, a sustainable hair care brand. Says Vikram Mohan, CEO and Co-Founder, "We have initiated a 'We Care' movement in the salon industry by spreading awareness on sustainability. It is high time we join this bandwagon and make a difference."

THE LANGUAGE of *beauty*

GET USED TO A SECOND LOOK

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

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

bodyography™

PROFESSIONAL COSMETICS



GF Gluten Free

V Vegan



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



Kerrie DiMattia

Inspired by Passion

With over 38 years experience within the industry as a stylist, salon owner and educator, Kerrie DiMattia's creative mind has enabled her to carve a long successful career in hairdressing. DIMATTIA&CO Salon in New South Wales, Australia, is an award-winning, uniquely progressive salon offering services of the highest quality

\\ by Aradhana V Bhatnagar

Credits:
Hair: Kerrie DiMattia
Photography: Pixie Bella
Make-up: Candice Battersby
Styling: DIMATTIA&CO Team
Salon: DIMATTIA&CO



Joining the hair business

Hair! Hairdressing was the only career aside from rock star that I had ever considered! I just simply love beautiful hair! I was 15 when I joined this profession and the love of making people happy, quickly became a big high as my career developed. I have been married for 30 years and my two beautiful daughters have both taken up a career in hairdressing.

Memorable anecdotes

My first boss of six months told me to try secretarial work as I would never be a good hairdresser and sacked me! Years later, when I qualified, I sent her my TAFE results with a thank you letter. She inspired me enough to prove her wrong.

Professional education

GyMEA TAFE in Sydney and too many to recall in the years since.

Mentors

I have many people in our industry who are visionaries. They have taken chances, failed, and taken chances again! Stylists who have succeeded through dedication, passion, resilience and hard work really inspire me.

Challenges faced

In my initial days, through my apprenticeship and after the first boss, I had great mentors and in-salon training, but abundance and variety in quality education was not available, which is there now for apprentices. Today things have changed tremendously. The amazing education we have on offer these days is incredible; it is accessible and affordable to everybody no matter where you live – whether you are regional, based in the city or in another state or even country.

The salon

Established over 15 years ago, and hidden away from the hub of everyday life, DIMATTIA&CO Salon is an urban loft-style salon. It has become one of the most sought after destinations for hair care by both men and women. The salon culture is one of warmth, love and genuine hospitality, which reflects in the décor, image, and loyal and dedicated clientele.

Inspiring team to create hair looks for a collection

We take inspiration from everywhere! We start with an idea or a concept, allow it to grow organically and see where it leads. We still like to use mood boards or creative briefs, whether they are on a good old fashioned cork board or digital. It grows from there, and it is a creative process that often ends up far from where it first started, which I am sure many hairdressers can identify with!

Must-have qualities in a hairstylist

Vision, creativity, passion, tenacity, resilience and a heart!

Day like in the life of Kerrie DiMattia

All kinds of crazy! I am still on the salon floor four days a week looking after my clients. The rest of the week I am working on my business. I am blessed to have a super supportive family and team, and a peaceful haven on our rural property to go home to every night and recharge.

Trends in haircuts and colour this season

To me trends are what looks good on the person. Make your client look and feel beautiful and they will always be in fashion.

Views on the Indian hairdressing industry

I have not been lucky enough to travel to India and experience it first hand yet. From what I have seen online, the country's hairdressing business looks incredible and they have some exceptionally talented artists.

Planning next

I have another creative photo shoot planned for later this year which will hopefully be received as well as 'Impromptu'. 📸



Serie Expert Nutrifier

Right Care for Hair

L'Oréal Professionnel has introduced a complete nourishing system that is designed especially to treat dry hair. With help from Serie Expert Nutrifier, hair stays nourished for upto 48 hours*

In the rainy season, clients are concerned about treating their dull and rough hair. Dry hair looks lifeless and loses shine, and leaving this untreated could result in further harm to your client's hair. Just like our body, hair too, requires the right nutrition to look and feel healthy. However, aggressive humidity, excessive heat styling and most importantly the lack of the right hair care may result in dry hair! To address this concern, Serie Expert Nutrifier has been unveiled by L'Oréal Professionnel.

Main ingredients: Infused with properties of Glycerol and Coconut Oil that target dry hair and leave it feeling soft and nourished, this expert formulation targets signs of dryness, leaving hair supple and nurtured.

In-salon treatment: When a client visits your salon, tell them about the Powermix Nutri expert hair care treatment. It gives dry and rough hair the perfect boost of nourishment. Dry hair is protected with added softness and nourishment for upto 48 hours.*

Take home expert care for dry hair

Step 1: Nutrifier Cleansing Shampoo: A light and gentle shampoo that cleanses under nourished and dry hair, leaving it silky, soft and supple.

Price: ₹635 | 300ml

Step 2: Nutrifier Nourishing Hair Masque:

A silicon-free creamy hair masque designed to give dry hair the right boost of nutrition. Hair lengths are deeply nourished.

Price: ₹780 | 250ml

Step 3: DD Balm - Dryness-Defence

Balm: A unique on-the-go hair balm that transforms dry ends instantly. Hair ends are left softened, detangled and protected with a lingering fresh fragrance.

Price: ₹575 | 40ml

Discover Serie Expert Nutrifier at a L'Oréal Professionnel salon near you! 📍



*Instrumental tests



ALGOTHERM

SKIN POWERED BY OCEAN



ALGOBLANC CX+ THE ULTIMATE BRIGHTENING

ALGOBLANC CX+ COMPLEX

SKIN IS RADIANT, BRIGHTER [100%]
AND FIRMER

A bright and unblemished skin is the result of a healthy skin, full of life. ALGOBLANC line associates 2 seaweeds the Dictyopteris Membranacea and the Phormidium Persicinum with a vegetal active ingredient : the white lily. From this association is born the ALGOBLANC CX + complex, radiance and youth activator



UNDER DERMATOLOGICAL CONTROL - HYPOALLERGENIC - PARABEN FREE - PHENOXYETHANOL FREE



L'Oréal Professionnel Presents Parisian Cool Bronzing Edition


Treat your client to radiant and chic hair colours with four new INOA shades perfect for Cool Bronze #FRENCHBALAYAGE

L'Oréal Professionnel unveiled the hair colour trend of the year – Parisian Cool; inspired by the quintessential French approach to beauty. With looks featuring cool tone palettes in Mocha, Caramel and Burgundy, hair experts designed the collection using the trending #FrenchBalayage technique.

Now is the time to persuade your clients to try Parisian Cool Bronzing Edition, the coolest hair colour trend of 2019. It is a must for that cool tone glamorous look!

What is the Parisian Cool Bronzing Edition?

Hair colour has found inspiration from make-up. It is true that a glamorous look is not complete without a touch of bronze radiance. Share with your clients the cool tone shades that have been trending with radiant undertones for a look that will make them stand out. With four new shades crafted to give them the perfect radiant Balayage, the Parisian Cool Bronzing Edition features two new looks, namely, Cool Bronze Balayage and Cool Rose-Gold Balayage.

Make your clients look like goddesses with the Cool Bronze Balayage created with the all-new INOA 5.42 and 7.42. You can also personalise a rich and lustrous Cool Rose-Gold Balayage with the all-new INOA 6.24 and Majiblonde 900S and Majimix Rouge & Violet. 



Client Retention Delightful Offers

Salon India updates you on the exciting offers and deals that will surely attract the customers.



1 LOOKS SALON DELHI

The salon is offering a deal card of ₹15,000 through which you can avail services ranging from beauty, hair and/or makeup worth ₹20,000 including taxes.

2 BBLUNT MUMBAI

Get services worth ₹2,500 on your first bill at the salon and get 20 percent discount on your second bill. This offer can be availed from Monday to Thursday at all branches.

3 GEETANJALI SALON GURUGRAM

Get 50 percent cashback on a bill above ₹1,500 on your first service at the salon. This cashback has to be availed at the same outlet only.

4 PONY UP SALON KOLKATA

The salon is offering smoothening or straightening services, for any hair length at a discounted price of ₹3,949 excluding taxes. The actual price of this service is ₹4,500 excluding taxes.

5 THE BOMBAY HAIR COMPANY PUNE

Get waxing, hair spa or cleanup and a hair treatment at a discounted price of ₹1,899. The actual price of this package is ₹2,700 including taxes.

6 GLAM STUDIOS BENGALURU

The salon is offering a head-to-toe package with services like haircut, facial, waxing(half legs and full arms), threading (eyebrows, upper-lip), pedicure and manicure at a discounted price of ₹1,499. The actual price of this package is ₹1,800 to ₹1,900 including taxes.

Event



MATRIX HAIR TRANSFORMERS

THE FIRST DIGITAL COMPETITION FOR HAIRDRESSERS IN INDIA

MATRIX India launched MATRIX Hair Transformers, a digital age appropriate competition for hairdressers in India



Everyone nowadays is hooked to at least one, if not several social media platforms. Be it Instagram, YouTube or Facebook, consumers are aware of the power of these platforms for ever-growing opportunities. With over 3.4 billion active social media users, social media apps and platforms are the new kings. From shopping online, consuming content to keeping abreast with the latest trends, these manifestos have stretched all across the internet. Hairstylists are also mindful of these platforms as Facebook helps the hairdressing community stay connected and YouTube is a great way for hairdressers to refresh their skills. Furthermore, Instagram has become the most popular as it lets artists showcase their craft to content-hungry consumers.

Whether it is introducing salons to cutting-edge diagnostic and consultation tools or creating multilingual educational content online, MATRIX has always been at the forefront of the digital revolution. Taking this digital focus a step forward, MATRIX presents MATRIX Hair Transformers, a property that identifies hairdressing talent, helps them elevate their skills and provides a platform for them to showcase their craft.

What is MATRIX Hair Transformers?

To showcase the beautiful transformations made possible with its newest ammonia free hair colour range, Wonder Color, MATRIX called upon its community of hairdressers to exhibit their work on Instagram tagging @Matrix and

THE MATRIX HAIR TRANSFORMERS 2019

Name	Instagram ID	Salon Name
> Manasee Dograa	@manaseedograa	Manasee Studio 101, Pune
> Sue Chen Liang (Ivy)	@ivylee_8	Fali Salon, Mumbai
> Anil Sen	@championsalons	Champion Hair Salon, Udaipur
> Keval Ganatra	@kevin_ganatra	Vaishali Beauty Salon, Ahmedabad
> Sakshi Upadhyay	@hair_by_sakshi	Glam & Grace Unisex Salon, Anand
> Samy	@pocohairdesignerzone	Poco Hair Designer Zone, Chennai
> Sonia Sarfare	@soniasarfare	Sonia's Beauty Care, Pune
> Jagjit Singh	@smsludhiana	Scissorscut Makeover Studio, Ludhiana
> Nikhil Bedi	@nikhil_bedi_2	Jakir Hussain, Jalandhar
> Dilip Kumar	@dilipchoudhary1977	DC Lounge Family Salon, Jamshedpur

#MatrixHairTransformers. More than 7,500 entries were received within a span of 75 days.

A professional jury led by Melroy Dickson, Head of Education for MATRIX India identified the top 10 winners, who were given the grand title of 'MATRIX Hair Transformer 2019'. They were then invited to Mumbai to participate in the MATRIX Hair Transformers event that spanned over two days. On the first day, hairdressers attended advanced styling and digital upscaling workshops, and on the second day, they got a once in a lifetime opportunity to create looks on some of India's leading fashion and lifestyle bloggers, whilst being broadcasted live online.

At the event, Melroy himself mentored the hairdressers and was also supervising everyone's work as they created their signature looks in a buzzing New York-themed studio. The bloggers, super excited with their hair transformations, were stoked to be featured on Matrix's global Instagram with over 400k followers. The entire property was a great synergy between the brand, its hairdressers and their muses.



AS A BRAND, MATRIX HAS ALWAYS BELIEVED IN HELPING STYLISTS REACH THEIR HIGHEST POTENTIAL. WITH A PLATFORM LIKE MATRIX HAIR TRANSFORMERS, HAIRDRESSERS GOT A CHANCE TO SHOWCASE THEIR WORK TO A WIDER AUDIENCE. THEY ALSO GOT AN OPPORTUNITY TO LEARN ADVANCED STYLING, TRENDING TECHNIQUES THROUGH WORKSHOPS HELD IN OUR ACADEMY. ADDITIONALLY, THE DIGITAL WORKSHOP HELD BY OUR EXPERTS HELPED THEM UNDERSTAND THE IMPORTANCE AND RELEVANCE OF SOCIAL MEDIA AND UPSCALE THEIR SOCIAL MEDIA SKILLS. I CANNOT WAIT TO SEE HOW OUR TOP 10 WINNERS EVOLVE AND CREATE MAGIC IN THE WORLD OF HAIRDRESSING!"

– MELROY DICKSON
General Manager- Education, MATRIX India

Kapil Kumar

One More Feather in his Cap

At a glittering ceremony held at the coveted House of Commons in United Kingdom, Kapil Kumar, the founding member and pillar of the salon and beauty industry in India, was bestowed with the prestigious Global Indian Business Excellence Award

➤ Kapil Kumar saw the potential of beauty and wellness industry in India and made his outstanding contribution to help it reach glorious heights. He steered into the country international hair and skin brands after gaining education and training in hair and equipment. After many trials and tribulations, today, he has emerged victorious as he was recently lauded with the Global Indian Business Excellence Award. It has proved yet again that his resolve to transform the society is stronger than the toughest of odds.

The beginning

Born and brought up in Delhi, Kapil had a tough life. After his father's demise, he decided to take care of his mother and sister, and their business of manufacturing paint brushes. He leaved his penchant for learning through self education, and pursued graduation and even MBA from correspondence universities. Later, he took to teaching marketing and brand creation in institutions alongside managing the family business. It was this business that introduced Kapil to the world of beauty. Denman from UK approached him and asked whether he wanted to sell their hair brushes in India. Kapil saw it as a bridge that would lead him to the beauty industry, and so, the entrepreneur with a beautiful mission was born. In a country where barbers and hair cutters were insignificant, where getting haircut under a tree or at a barber shop was considered an unimportant routine, today, we have a thriving multi billion dollar industry with categories literally handcrafted by Kapil Kumar.

Contributions made

Kapil envisioned an industry in a nation where grooming and beauty were considered trivial and certainly not worthy of mention. Today, we do not use the word barber, rather we use hairstylists; there are no barber shops but, salons. It was Kapil who created the first unisex salon with showroom-styled ambience, he encouraged the grooming industry to come out of the closet. His vision of a beauty industry took shape when salons started to look up to worthy products and tools. He not only revolutionized grooming, but also opened doors of respect, honour and pride for professionals working at these establishments.

The future

It was Kapil's enterprising strides that ushered in global brands to India. From the late 90s to early 2000s, Kapil Kumar the brand created the machinery that transformed into a sunshine industry. He took the recession of 2008 in his stride and despite all odds once again stood apart and above. Today, he is ready to take the organic culture to a whole new premium level with unparalleled product ranges propelled by a mission to make beauty and wellness a life-transforming potion for everyone by continually educating the industry and consumers, alike, on the infinite treasures in the hair and beauty industry of India. 🌐



**INTRODUCING
OXYLIFE
TAN CLEAN SYSTEM**

**SOAK IN
OXYGEN TO
FADE
OUT TAN**



**STEP 1 TAN CLEAN
SCRUB**

**STEP 2 TAN CLEAN
PACK**

with **OxySphere™** TECHNOLOGY

The new **OxyLife Tan Clean Pure Oxygen De-Tan System** with OxySphere Technology. It infuses a high boost of pure oxygen, restoring the natural beauty of your skin.



Loic Chapoix

Focus and Discipline are Keys to Success

Loic Chapoix, Creative Art Director, Dessange Paris has been in India since five years. With *Salon India* he shares his professional journey



Inspiration to be a part of hairdressing

I have always been passionate about fashion and creativity. I started my career in France 17 years ago and studied hairdressing for three years from one of the best private French school.

Getting started

I got my first job was as an assistant at Dessange Salon in Paris where I worked for two years. I learned a lot from my manager Susan while I was there. Then I got the chance to move to India for the opening of Dessange Salon in 2014. It was challenging to establish a new brand, build a clientele base and prove my merit in a new country. Nevertheless, I took it up and the journey since then has been truly rewarding. I truly love the philosophy of the brand and that is to make world-class luxury grooming accessible to men and women, both. Now, I am the Creative Art Director at Dessange Salon.



Challenges faced

The biggest challenge is to keep yourself updated and never forget your passion.

About Dessange Paris

We opened Dessange Mumbai six years ago and it has been an amazing journey so far. Our salon in Bandra is the biggest salon in town; we always try to give our best to our customers. We have many Bollywood celebrities visiting our salon for the privacy and the international standards that we provide.

THE MOST IMPORTANT PART OF A HAIRDRESSER'S WORK IS TO TRY TO UNDERSTAND THE CLIENT'S EXPECTATIONS.

– LOIC CHAPOIX

Greatest strength as a hairdresser

My greatest strength is creativity and discipline. I believe they go hand in hand for client satisfaction.

Key element of a hairdresser's work

The most important part of a hairdresser is to try and understand the client's expectations. We always have to translate the customer's words and create the colour or hair cut desired by them.

Key skill to be a successful hairdresser

The key to my success is discipline and passion. I always want to work for the best brands and be able to interact with the best of customers.

Biggest achievement, so far

My biggest achievement so far is this salon. To make over 25 people work together, polishing their skills to create a Dessange Salon and add a luxury experience for the customers feels wonderful.

Plans for the future

My plan for the future is to keep enjoying my job as much as I do today. 📌



Hair Care

REPAIRED HAIR BY TIGI

Now, repairing heat damage is possible with the new TIGI Copyright SOS Extreme Recovery Treatment from the Copyright Care range. This expert treatment system understands individual hair concerns, and repairs and reconstructs the tresses. It contains Marine Protein Complex that penetrates the hair fibre at the core, Black Rice helps fortify the hair fibre from within, Elastin is known to help increase hair flexibility, and Keratin which helps give structural integrity. It provides resilience and reduces damage during bleaching or colouring.

Price: On request

Availability: At premium salons across the country



BEARD SERUM BY AMERICAN CREW

Conditioning Oil Blend is especially designed for a soft, shiny and smooth beard. A lightweight, fast-absorbing formula with beneficial oils that instantly condition and keep the beard soft and well-groomed. Infused with Argan Oil, it helps nourish, regenerate and offers protective properties for a healthy appearance. Cyperus Esculentus Root Oil leaves the beard shiny, and Cyclopentasiloxane, Dimethiconol offer conditioning benefits for a smooth, silky feel.

Price: On request

Availability: Jean-Claude Biguine, Looks and Page3 salons

HAIR SPA BY CALIX HERBAL

Hair Spa is a hydrating scalp concentrate that encourages hair growth. The Hair Conditioner Extra Rich is based on the principles of Ayurveda and is a combination of Aloe Vera and Henna in Lemon Juice, and herbs such as Amla, Bhringraj, Jaba Kusum blended in Almond Oil and Sesame Oil. Together they help in strengthening the hair follicles, add shine to limp hair and prevent hair fall.

Price: ₹1,150 for 490gms + 6X8ml vials

Availability: www.calixherbal.com, Amazon and Flipkart

CONDITIONER BY MACADAMIA

Weightless Moisture Conditioner is an ultra-lightweight formula that does not weigh down finer hair, and allows more lift, body and volume. It contains the exclusive Pro Oil Complex of Macadamia and Argan Oils to help strengthen and repair, while lightweight Avocado and Walnut Oils nourish and hydrate. A combination of Collagen and vitamins A, C and E helps promote tensile strength. With continued usage, the Weightless Moisture Conditioner helps prevent breakage in even the finest hair textures.

Price: ₹1,800

Availability: www.esskaybeauty.in



ALGAE PEEL OFF
FACIAL MASK

Polysaccharide Seaweed- Sodium -alginate- Strengthens Collagen Fibers And Elastin, Help To Preserve Moisture, Improve Tone Of The Dermis And Epidermis.



Care : +91 9577717771 / 9910016551
www.moonstar1917.com  care@izukimpex.in

CAFFEINE | VEGETABLES VITAMINS | OLIVE CHARCOAL
For All Skin Type (Single Use)

The Highly Concentrated Cream Base In Moisturizing. Texture Mask Dry, Flaky Skin Feel Smooth And Soft.

Schwarzkopf Professional Presents New Colour Transformation Vario Lights

Schwarzkopf Professional continues to address various hair colour needs of their customers allowing the hairdressers to meet demands for hair colour that is in trend, along with protecting the hair from damage. Schwarzkopf Professional has introduced exclusive looks created using IGORA Vario Blond with a unique technique by their team of experts. The looks designed are best suited for Indian hair colour and skin tone



VARIO BLOND IS A SUPER VERSATILE PRODUCT THAT CAN HELP EVERY COLOURIST PROVIDE ENDLESS COLOUR TRANSFORMATION TO EACH OF THEIR CUSTOMERS. IN ADDITION, THE UNIQUE INTEGRATED FIBREBOND TECHNOLOGY ENSURES THE BEST HAIR QUALITY, GENUINELY ALLOWING BOTH THE COLOURIST AND THE CUSTOMER THE FREEDOM OF CREATIVITY WITHOUT ANY FEAR OR COMPROMISE.

– MELISSA HUGHE, TECHNICAL HEAD,
SCHWARZKOPF PROFESSIONAL



Blond Foilayage

Technique: Using the technique of Balayage in foils, this hair colour is for a dramatic and bold look. It gives an intense contrast highlight to the overall appearance.





Chocolate Contour

Technique: The Balayage technique allows the colourist to take a freehand approach, adding colour strategically around the head. It can really blend the highlights into your natural colour, which contributes to the sun-swept look. The technique here is exactly that-free hand painting and contouring. This look is for those who prefer the elegant and classic way.

Golden Glow

For the curly hair girl next door, this casual look with sun-kissed glow adds dimension and perfectly accentuates those curls. The scrunching technique of 'Diffused lights' (colour diffused towards the end of the hair) along with scrunching pre-lightener into curly hair is used to give a natural radiance.





Men's Grooming Market Capitalising on the Goldrush

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 start-ups, the distinct boom in the category is indeed encouraging. *Salon India* does an analysis of the market to present a 'pink' picture

\\ by Aradhana V Bhatnagar



According to Euromonitor International, men's grooming in India registered retail value growth of 10% in 2017-18 with sales reaching ₹100.7 billion in 2018. Anul Sareen, Senior Research Analyst at Euromonitor International, shares, that historically, men in India worried very little about their grooming habits. A clean-shaven look with a decent-looking hairstyle, a deodorant or fragrance and a facial cream was the goal when it came to men's grooming. This has also resulted in manufacturers showing little interest in offering product variety. Men's interest in grooming has evolved in the recent years as they have become more conscious about their looks due to the rise of social media platforms such as Instagram and Facebook, where they are exposed to the grooming routines of celebrities and a plethora of new products that offer targeted solutions. The increase in disposable incomes with the young population has also contributed to the men's grooming business. More recently, newer companies that offer products specifically catering to men's grooming needs are seen mushrooming in the country. This usually includes premium razors and blades, shaving brushes, beard oils, beard shampoos and hair shampoos. The demand for beard and moustache related products has also gone up. Companies such as Beardo and Bombay Shaving Company have launched different products specifically designed for grooming facial hair. The willingness to spend a premium for products having a better quality, feel and fragrance has increased. This has resulted in a new trend of premiumisation in male grooming.

As per Euromonitor International's data, P&G India and Unilever were the leading companies in the men's grooming category with 16.2% and 7.1% market share respectively. Gillette maintained its lead in brand shares within men's grooming in 2018. The brand is

present in different categories under men's grooming such as shaving, toiletries and fragrances that has allowed it to retain its spot. The outlook for the men's grooming category looks promising. Men's grooming is forecast to grow by 10.4% CAGR during 2018-2023. The large population of younger males are more aware of their grooming needs and willing to spend on these products, resulting in some companies focussing solely on this consumer segment. Furthermore, the unmet market potential remains an opportunity, as the large male population with more disposable income, especially in rural areas, remains untouched due to distribution challenges.

In 2008, Emami launched Fair and Handsome, a fairness cream for men. Hitherto unheard of, it stirred the hornet's nest. It played on the psyche of Indian men and their fetish for fairness, and amidst controversies, the cream turned out to be a bestseller. It proved that a 'groomed man' considers appearance to be an investment to differentiate himself from his competitors, and as a method of self-development. From then on, slowly but steadily, men's products are being added to the category and we see a host of them racing with each other to reach the metrosexual male. Today, men's grooming is one of the most important categories for any beauty and personal care manufacturer and importer present in India.

- HIGH ON THE LIST OF MEN**
- › Skin care products
 - › BB creams
 - › Eyebrow make-up
 - › Lip balms
 - › Hair restoration
 - › Cosmetic surgery
 - › Botox
 - › Eyebrow tattoo
 - › Contouring injection surgery
 - › Waxing/Laser procedure



PAU GRUART, LOREAL





Ashutosh Valani is the Co-founder of Beardo. View expressed are personal.

ASHUTOSH VALANI

Dynamics of the Men's Grooming Category

Men's grooming is currently one of the most important categories for any beauty and personal care manufacturer in India. With several major players such as Marico and Emami investing in men's grooming, this has become more apparent than ever.

For decades there was no significant disruption in the territory of the men's grooming industry. Classic brands like Old Spice and Brylcreem dominated the once stagnant grooming market and provided the masses products that only addressed a limited number of concerns on the vast spectrum of male grooming needs. Think about this: less than a decade ago, men were expected to be clean-shaved in professional settings, bearded men were considered casual, lazy, and even unacceptable, but now they have styling products to help them pull off professional bearded looks. Beards have always been a natural accessory to men, and the world is finally realising it. So, while the trends will keep changing, the beard trend is here to stay! Be it a hot date or an important meeting, beards if maintained and groomed, can be extremely versatile.

The reason behind men focusing on grooming is actually as basic as making a lasting impression! Due to the increasing competition at workplaces, men are putting in that extra effort to look confident, sharp and powerful. These are men, who know the importance of looking the part, and are willing to invest in it. So, as long as looks matter (and they do), the market is all set to grow.

As per a recent ASSOCHAM report, the male grooming industry is currently of ₹16,800 cr in India and expected to touch ₹35,000 cr in the next three years, growing at CAGR of about

45%. Interestingly, men who fall in the age group of 25 to 45 spend more money on grooming and personal care products than women in India. In an evolving trend in India, men are beginning to look at innovative grooming and personal care products created specifically for them.

There are two major factors governing the rise in demand for men's grooming products: ever-increasing awareness and an improved lifestyle. Urban men these days are much more aware about the importance of looking well-groomed and the difference it makes. Moreover, the increase in disposable income has made it possible for them to spend on their grooming as well. As more and more men continue to become aware and look for solutions, the demand for men's grooming products will keep rising.

To create awareness around the various products that cater to almost every grooming need of a man (even needs they do not realise yet), brands create 360° marketing and PR campaigns, online and offline. Social media has always been an integral tool as it has helped us in understanding our customers better and in delivering what they need us to. Seeing the current pace at which the market is growing, it is nowhere close to slowing down any time soon. The change has been fast, consistent and is here to stay!

We have observed more demand and acceptance of the products that previously did not exist for men specifically. Men now are asking for products that would get them better groomed and we are all set to cater to that demand with the constant introduction of new products. As long as men want to look good, the future of men's grooming is very bright. Since the industry is still new and is showing a lot of potential, we are expecting plenty of great things in the year ahead. India is one of the largest emerging markets when it comes to Men's grooming category. We expect a lot of international grooming brands to notice this potential and enter the market in the upcoming year.

ozomax[®]

BLM PRODUCTS

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



BL-349-EPS

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

OUR PRODUCT RANGE

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



All Products are
Made in India
with Utmost Care
& Precision



All Ozomax Products
Comes with
One Year Warranty



9001:2015
CERTIFIED
ORGANISATION



www.ozomax.co.in



info@ozomax.co.in



1800-4190-299
(10 AM to 05 PM)



Gautum Singh is the Spa Manager at Hyatt Regency Pune. Views expressed are personal.

GAUTUM SINGH

Men are Active Spa-goers

➤ The men's grooming and personal care market in India is outpacing the Indian personal care market at large. As more Indian men are looking to remain competitive in the workforce, they are seeking products to help them maintain a youthful look. Indian men are finally coming out of the closet when it comes to having a daily grooming regime. They are no longer shy of using creams, lotions, face scrubs, shower gels and so on, meant for male skin. Grooming is no longer a quick shave, slapping on some aftershave and heading out of the door in India, it is growing into something more.

Increasing consciousness among Indian males about appearance is driving a boom in the market for traditional as well as new grooming products. Many startups with innovative offerings are giving competition to traditional market players. The sector, at a nascent stage currently, is expected to witness phenomenal growth in the medium term.

The market for men's grooming products, estimated at approximately ₹21,500 cr in 2018, is projected to touch ₹35,000 cr by 2020, clocking a CAGR of 28% over the forecast period. Growing middle-class population, rising disposable income, and changing lifestyles and preferences are some of the key growth driving factors. Additionally, easy access to cheap mobile data, coupled with availability of multiple

social media channels, has catapulted exposure to global and local fashion trends in both urban and rural areas.

In today's market, spas have a separate segment that caters to men's grooming requirement and fulfills the need in an efficient and effective way. There are services right from body massages to body scrubs, wraps and even facials designed for men. Also a range of products specially designed for men are getting sold at spas. Spas are not at all only a women place now, men also like to visit the spa on a regular basis to get themselves groomed and enjoy taking relaxing services, which benefit them and give them youthful skin as well. Men also deserve the best in everything they do. If you are looking for the finest in men's grooming, we are confident you will find Hyatt's unmatched product quality and prestigious tradition extremely compelling. The products are formulated with an exquisite blend of rare and sophisticated essences. The offering includes a full line of body massages, signature treatments, body wraps, scrubs, facials and other retail products range to provide a daily grooming solution for today's man.

Many of our fine preparations have been formulated to the nobility and has provided discerning gentlemen with only the finest in grooming products and services. Our offering gives men the opportunity to look and feel their very best. Hyatt Regency Pune's Spa offers a wide range of signature services and products which are extremely good and are used widely by the male segment. Although we cater to both men and women, we have certain treatments which are designed for men according to their needs and requirements.

Market overview

The male grooming industry currently is at ₹17,200 cr in India. A study conducted by ASSOCHAM late last year found that Indian men's grooming market had grown more than 42% over the previous five years, while research firm Nielsen reported that the use of face cleansing products among men has increased 60-fold in the past seven years. The category has witnessed a paradigm shift in recent years. Fueling this remarkable growth is the changing demographics and lifestyles, greater spending power, rising media exposure, greater product choice and wider availability. Growing awareness and interest in Tier II and Tier III markets and burgeoning retailing platforms offer huge potential for new products and bring the latest international grooming trends to the consumer. According to a report by Mordor Intelligence, the global men's grooming products industry is projected to grow at the rate of 5.23% during the forecast period 2019 to 2023. The industry will grow at a minimum growth rate of over 30% YOY over the next 10 years due to higher disposable income, increase in awareness and easy availability of products at affordable prices.

What men want

Men who fall in the age group of 25 to 45 spend more money on grooming and personal care products than women in India. According to an interesting report by market research agency Mintel, the average Indian man spends 42 minutes a day on grooming himself. Men have become more focused on grooming and willing to include more products like beard shampoo, beard growing oil, hair care products, face mask, scrubs and moisturisers in their daily regime. There are more products and ranges available in the market that too for different requirements and demands.

Skin, hair and beard products

Brands in the category of men's grooming have it good. Since it is a relatively new market, there is apparently less competition with plenty of room for growth. It can be categorised into products for hair, skin, gadgets, deodorants and services. Giving

MEN'S GROOMING MARKET IS ENTERING THE GROWTH STAGE IN INDIA. MULTIPLE INTERNATIONAL BRANDS AND HOME-GROWN BRANDS WILL BE PART OF IT. THE CATEGORY WILL GROW AT A MINIMUM GROWTH RATE OF OVER 30% YOY OVER THE NEXT 10 YEARS.

– KRISHNA GUPTA, Director, Lloyds Luxuries



his view on the skin care space, Vidur Kapur, Director, O3plus shares, "O3plus is a professional skin care brand that is trusted by doctors, dermatologists and beauticians. It is the trust factor that sets it apart from other brands in the market. We have been consistently growing in the men's market however, being a new player in this category we will have insight on our market share by next year. Our key products for men are Ocean Cleansing Foam, Ocean Scrub, Mattifying Gel cream, and an eye cream, Ocean Cleansing Foam and Tea Tree Cleansing Gel are the top sellers. Men want an instant fix and an energising effect and these two are the go-to products. The USP lies in the formulation and the experience it lends. The duo instantly energise as they are infused with the goodness of Tea Tree, ocean extracts, and professional formula that delivers exactly what they claim."

Harmeet Singh, VP Marketing, Merchandising and E-Commerce Asia South, The Body Shop, shares, "Given that this segment is growing, our men's care portfolio focuses on unique ingredients.





Tejas Bhatt is Director at Absolute Beauty Concepts Pvt Ltd. Views expressed are personal.

TEJAS BHATT

Why Indian Men Need to Start Investing in Hair and Scalp Care

For the longest period in India, men's grooming was not a known phenomenon. The relation between beauty and men has been poles apart. In the past beauty products challenged the masculine stereotypes. Today the scenario is very different, the last decade has seen a change in the behaviour of the Indian male consumer towards beauty. With increased access to the internet, the world is now at your doorstep. The new age man is aware of global trends; if you thought Indian men have much to learn about self-care, you could not be more mistaken. We are not talking about the Indian male celebrities who are always on top of their grooming game, and of course they are; their job demands it. Surprisingly, this is also the reason why most Indian men want to clean up. It is no longer about impressing their dates, but to earn brownie points at work, according to a report put out by Neilson, the global marketing research firm. It says that the men's grooming category is well over ₹5,000 cr and is rapidly growing because Indian men want to get in to the good books of their bosses and climb the corporate ladder!

According to the research note on India's beauty market, the surge in the adoption of men's grooming products delivers two key messages, confidence and a will to achieve a competitive edge professionally. Men have started paying attention to their aesthetic

needs which include hairstyling, skin care, beard care, but we still see a gap in men using scalp and hair care products as a part of their grooming regime. There are various reasons that add up to the ignorance about scalp and hair care, majorly it is the lack of awareness and knowledge about why is it necessary to invest on products which will give optimum results on scalp and hair.

The Indian male today does not shy away from chemical treatments, colours and hairstyling products to enhance his appearance. To a certain extent, it adds character to his personality and even embodies his identity. All of the above treatments require the consumers to take utmost care with the use of the right products to ensure there is no damage to their scalp and hair in the long run.

With the change in lifestyle, longer working hours, eating habits, stress, travel, environmental conditions along with regular applications of chemical treatments, colours and styling products are all leading to issues of scalp and hair. Scalp conditions like hair loss, dandruff and sensitivity along with damaged hair are now on the rise. As rightly said by Rene Furterer, "Beautiful hair grows from a healthy scalp, like a plant in fertile soil," which means hair care needs to be supported by scalp care for the best results. Thinning hair and hairloss are the foremost issues men face in India. Hair thinning reduces the quality of the hair and may eventually lead to baldness or hairloss.

To ensure right treatment an in-depth scalp and hair consultation is essential before beginning any hair ritual. Indian men today are increasingly aware of the latest trends and concerns surrounding their physical appearance, with the male grooming industry growing and further awareness the future will have the male consumers invest in skin, hair and scalp health.



**COLOR
ROCK**

BEAVER[®]
— PROFESSIONAL —



Natural Pure
HAIR CARE SERIES

BEAUTY PURE AND EXPERT

care your hair everyday

ZERO
SLS FREE
FDA STANDARD SLS FREE

**Color
Brillianting
Tech.**



Exclusive Brand In India By :
Beauty Garage

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

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

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



Rajul Chaturvedi is a consulting sales expert and author of '7 Steps Of An Effective Sales Call'. Views expressed are personal.

RAJUL CHATURVEDI

Word of Advice For New Entrants in the Men's Grooming Market

For decades, cosmetic brands in India never saw the need to make men-only products for Indian men. Although nearly ₹70,000 cr worth cosmetics including skin, hair care and other grooming products are available in India, a lion's share of them concentrate on making products for women only. Male grooming market has been picking up a fair bit of steam in the last couple of years with a slew of launches being made in the male grooming segment but we still have a long way to go. The Indian market has enough space for many more players in many new segments, some still untapped.

Is competition from established players a challenge for start-ups or new entrants? "I would say 'What competition? There is no competition at all.'" The market is massive and the fact that most of the new entrants are enjoying a 25% plus growth, is a clear indication of what the trends are and this will continue for some years. However,

there are a couple of pointers every new entrant should look into as I can suggest,

- Qualitative offerings.
- Balanced range.
- The right pricing.
- Presence in the right outlet/ salon.

The new entrants need to work carefully on these extremely crucial aspects and spend some time researching before entering the market. No harm in hiring a marketing expert to get some insight on these aspects before taking the plunge, he might save you a lot of money and time.

The other most important aspect for new entrants, especially in the salon segment is education. If I put it this way, one lesser sales person will do but one lesser trainer can give the business hard times. Ensure that you have the best skilled trainers in your team, pay them well and spend constantly on their education and updation, it will pay rich dividends. The crux of this business is new styles, cutting edge products, greater skills, new techniques which keep the excitement going. Your trainers have the ability to turn the minds of the salon team in your favour and if you have the right products with the right quality, they will never leave the salon.

A lot of entrepreneurs are extremely sold on to the online medium, but it is still extremely small and nascent to make any huge impact in top line sales of especially a new entrant. Only online presence will not work, remember online works best if you have a market presence too. Yes. online will help in recall and also trails of some niche segments and products, but presence in a retail outlet or a salon will get you the right momentum and volumes. It is extremely important to have offline presence but having said that, you need deep pockets.

Retailers today are skeptical to have new brands on shelves, reason is that a retailer everyday sees minimum two new companies approach him with an average of five products each, how much can he accommodate. But it is like a chicken-and-egg situation, unless your product is on the shelves of a store it won't reach a

larger customer base and he too needs new offerings to attract new consumers. Scaling up and having wider distribution is always a big challenge, as a retailer only wants to have big, familiar names which sell out easily, but you need an effective plan of placement and more importantly an off-take plan in place to ensure rotation and get the trade's confidence.

However, detailed planning, deeper insights into the segment that you are, clarity on the consumer that you are targeting and the reach that you want will help save on many things. Make your distribution plan accordingly and start with a controlled coverage plan, launch towns or cities in phases and products in batches to see the response and fine-tune as per the going. You are a new entrant so, a slow and steady approach is the best. Coverage of each outlet will cost dearly but will it maximise your returns, think about it. Do you really need to focus on the overcrowded urban market and fight the giants straightaway or Tier I and Tier II will be much more cost effective? While the urge to look good and confident is higher among those based in the larger cities, the youth in small town India are also quite conscious and ambitious about it.

Enjoy the upswing in the men's grooming market as it is here to last for a while, but do your homework well before burning up the cash or effort. Hire an expert, spend in some research, test the market and have enough trails done, they all will certainly help, be well prepared before the battle.



Our latest launches of Guarana and Coffee Energising Moisturiser helps quench thirsty skin upon application by leaving the skin hydrated and energised all day long, is a hit with our male consumers, as is Cedar and Sage Conditioning Beard Oil. Created with Cedar, Sage and Clove essential oils from France, it is known for its revitalising and energising properties. This product also contains Community Trade Organic Virgin Coconut Oil from Samoa which helps to soften and nourish skin and hair, as well as Community Trade Soya Oil from Brazil known to moisturise and condition the skin. The iconic Tea Tree Oil is another star product, which is enriched with Brazilian Guarana, Ethiopian Green Coffee and Organic Community Trade Aloe Vera. Our iconic Tea Tree Oil comes from the foothills of Mount Kenya. Tea tree essential oil is renowned for its powerful, purifying properties. We sustainably hand-harvest our Community Trade organic tea tree leaves within 12 hours so, we can bottle our purest, most potent oil. This is a cult classic from The Body Shop, and is great for on the spot application.

“At The Body Shop, we always bring in new formats using new technology which helps retain the purity of the ingredient; for instance, cold pressed technology is used to preserve the intrinsic goodness of ingredients. As the original ethical beauty brand, we are cruelty free and 100 percent vegetarian. Our ethical stance focuses on sustainability and our activism in fighting for our planet and its people has always been at the heart of The Body Shop and we will continue to be driven by these brand values that differentiate us in the industry.”

Off late beards have become a lifestyle choice for the modern, discerning, Indian male. Whether he is sporting a dense full grown beard or a subtle smattering of stubble, regular maintenance is necessary. It is also why L’Oréal Men Expert founded the Barber Club, an exclusive grooming range dedicated to care and upkeep of beards. It is the brand’s first grooming range inspired by barber know-how for expert care of beards and moustaches. Powered by Cedarwood Essential Oil, it provides expert grooming for beards of all lengths because the brand believes every beard, no matter what shape or length, deserves the best-in-class care. Pau Gruart, General Manager, L’Oréal Paris, reveals a bit about the brand L’Oréal Men Expert. He says, “L’Oréal Men Expert is a global beauty brand that provides high quality skin care, beard care and grooming products specifically designed for men. Harnessing the power of hard working ingredients, combined with advanced science and expert research into men’s skin. The latest launch in India, L’Oréal Men Expert Barber Club is carefully formulated keeping in mind the varied beard types of the modern bearded men and the issues they face on a day-to-day basis. From scruffy, patchy to unruly beard, Barber Club addresses beard problems caused by various reasons, including pollution and humidity. The

star product of the range is the Barber Club Long Beard & Skin Oil, which is claimed as the world’s no.1 beard oil. It is made with essential oils and is free of any harmful colourants and Paraben. It is a revolutionary product made with 88 percent natural ingredients, that help tame and condition the beard and soothes and nourishes the skin underneath. Its light texture provides ample nourishment to the hair follicles without leaving the beard greasy. The Barber Club Long Beard & Skin Oil is a crucial step for grooming challenging beards.”

Rajat Mathur, Senior Manager, Education, Marketing & VM, Kiehl’s shares, “Since its beginning as a neighbourhood apothecary, Kiehl’s has formulated products targeting the specific needs of customers. Men’s skin is different, due to physiological and lifestyle factors, with specific skin care needs. It is oilier as men sweat more, it is 20 times thicker than women and has high collagen density. At Kiehl’s, our men’s skin care has been specifically formulated with the needs of



THERE IS A RISING ASPIRATION AMONG INDIAN MEN TO LOOK BETTER GROOMED, WHICH HAS LED TO THE MALE GROOMING MARKET’S RAPID GROWTH. PHILIPS IS A DOMINANT PLAYER WITH MORE THAN 50 TO 60% MARKET SHARE

– GULBAHAR TAURANI, President, Personal Health, Philips India Subcontinent





men's skin in mind. Squalane, Menthol, Caffeine, Vitamin E, Chestnut Extract, Camphor and more, are the common ingredients used in the men's product formulations. While some brands might use the same ingredients, we focus on not only different ingredients for invigorating men's thicker skin, but also introduce some of the exfoliating ingredients like LHA or AHA to make sure deeper delivery of the active ingredients to get the maximum results on men's skin. Kiehl's Facial Fuel Collection products are loved by our male customers worldwide. Facial Fuel Energizing Moisture Treatment is our number one product for men. This vitamin-enriched 'facial recovery accelerator' is an energising non-oily moisturiser ideal to wake up dull, fatigued skin. Suitable for all skin types, this moisturiser helps skin resist the impact of environmental stress for a healthy, invigorated appearance. It contains Vitamin C and Caffeine to leave your skin moisturised and protected.

Deodorants are a success

Narendra Kumar Daga, Founder & Managing Director, McNROE Consumers giving his views on his brand, Wild Stone, shares, "McNROE is not pinning to win the number game. Our focus has always been to deliver a 'quality experience' to the consumer. Going by Nielsen, McNROE (Wild Stone and Secret Temptation), closed 2018 as India's second largest deodorant manufacturer with 9.3% market share in terms of volume, and we have already clocked 8.9% in Q1, 2019. Since inception, our aim has been to create a 'quality product' capable of delivering a gratifying experience to the end-user. 'Quality' remains as the brand differentiating factor in each of our 60 plus product offerings. I have realised through umpteen consumer drives that 'fragrance' is the steering factor for a gratifying user experience. It is truly humbling when a consumer appreciates your product not just on its performance, but on its 'unique freshness' and 'long-lasting' effect. Besides our marquee perfumes and deodorants, we have received favourable responses on the entire Wild Stone range of Men's Grooming Essentials, comprising of face wash, shower gel, hair gel, shave foam and after-shave lotion."



VIDUR KAPUR, O3 PLUS

THE MALE GROOMING INDUSTRY CURRENTLY IS AT ₹17,200 CR IN INDIA. A STUDY CONDUCTED BY ASSOCHAM LATE LAST YEAR FOUND THAT INDIAN MEN'S GROOMING MARKET HAD GROWN MORE THAN 42% OVER THE PREVIOUS FIVE YEARS, WHILE RESEARCH FIRM NIELSEN REPORTED THAT THE USE OF FACE CLEANSING PRODUCTS AMONG MEN HAS INCREASED 60-FOLD IN THE PAST SEVEN YEARS.



Geared for gadgets

In India, Philips introduced its personal care products 20 years back. This is when Philips started picking up the trends in male grooming and started penetrating the market. Commenting on the new generation gadgets introduced for men, says Gulbahar Taurani, President, Personal Health, Philips India Subcontinent, "There is a rising aspiration among Indian men to look better groomed, which has led to the male grooming market's rapid growth. Philips is a dominant player holding more than 50 to 60% market share. Our products and services are designed taking into consideration the consumer's specific needs." Elaborating on the difference between Philips and other players, shares Gulbahar, "In today's highly competitive business environment, especially when customers have become more informed and demanding, companies are constantly striving to make technology more relevant for the brand and its customers. Philips is a trusted brand when it comes to quality and innovation. We aim to deliver meaningful innovations that will help improve the lives of our consumers. We also operate in body grooming, electric shavers, and more. In fact, Philips was the first one to create a category for electric male grooming tools. We identified the evolving consumer needs to stay ahead of the competition by bringing meaningful innovations to the market. While we are the leaders in male grooming segment, we saw a potential to introduce body grooming solutions which condense the pain and inconvenience

Bella Vosté®

WHATEVER YOUR

SKIN TYPE.

WE HAVE

SHADE FOR YOU

Bella Voste Face Makeup Range Starts from Rs 149/- only www.bellavoste.com



of traditional methods and introduced an electrical body grooming portfolio which is amongst the fastest growing categories for us today. Innovation and strengthening customer relationships is the key to stay ahead of competition. With our range of styling tools, we have reinvented grooming enabling confidence among today's youth by introducing smart, intuitive solutions to help them look and feel their best, keeping the Indian skin type in mind. At Philips, we deliver personalised experiences in our products and services based on consumer preferences, making it a key differentiator against other brands. Philips brought a modern innovation to its consumers with the latest advanced range of Philips Trimmers BT3000 Series. With its superior technology and convenience of use, this product promises high quality trimming experience, making it among the widely used products in this category. Philips BT3000 series is powered with DuraPower technology enabling 6x longer lasting performance than other trimmers. With the



THE RISING ASPIRATION AMONG MEN TO LOOK BETTER GROOMED, RAPID URBANISATION AND INCREASING PER CAPITA INCOME HAS LED TO THE RAPID GROWTH OF THE MEN'S GROOMING MARKET. INTERESTINGLY, MEN WHO FALL IN THE AGE GROUP OF 25 TO 45, SPEND MORE MONEY ON GROOMING AND PERSONAL CARE THAN WOMEN IN INDIA.

– DR APOORVA SHAH, RichFeel



innovative Lift & Trim system lifts, the trimmer captures low lying hair for efficient, even trimming results. It also comes with upto 20 style settings with easy to use zoom wheel lift, empowering men across ages to trim with ease and better precision.”

Services in the space

While it is true women are known to be the highest spenders and visitors of salons and spas, men are not far behind. To cater to this discerning male, barber shops, trichologists and at-home salon services have come up. Dr Sonal and Dr Apoorva Shah are names synonymous with hair and scalp care, not only in India but across the world. Together they have founded India's first and most advanced hair and scalp clinic, Richfeel Trichology Centre. Says Dr Apoorva, “RichFeel provides hair care solutions to men and women, both. In India we are the largest chain of hair care centres with 88 outlets in around 33 cities, and also the largest Trichology clinic chain in the world. It will be correct to say ‘Think Hair Think Richfeel’, as it differentiates us from the rest. Hair Transplant and Non-surgical services cater to men, and then there are other services for hairloss, greying, and dandruff which are consumed by both the genders. We provide a one-stop solution for hair and scalp problems.” RichFeel is founded by India's first certified Trichologists and is An ISO 9001:2000 certified company. Every patient in Richfeel is treated only by a certified Trichologist from WMTA,USA. We have brought international unique patented services to India. Shares Dr Apoorva, “The confidence of our clients in our treatment quality and results, fortifies from the fact that we have an in-house research and manufacturing division for medicines, applications and therapy solutions. In addition to medicinal products, we produce an entire personal care product range encompassing hair and skin oils, gels, massage creams, facial creams, skin packs and peels, and lotions for complete body care.”

In 2014, Krishna Gupta and Istayak Ansari, Directors, Lloyds Luxuries ushered into India Truefitt & Hill, the world's oldest barber shop. With five years of experience in the men's grooming category, the duo know the growth curve of the category rather well. Commenting on the segment, Gupta says, “The market of men's grooming is largely product based, focusing on mass products at a price of ₹500 or below. We offer extremely niche and a small, but growing, part of the market. We are the only brand in the country offering a men's only experience in terms of services. The signature service is a 45-minute Royal Shave which is an experience in itself. We also have one of the largest collections

of men's products, which are imported from London. We have over 120 products dedicated towards men made from the finest quality of ingredients. Truefitt & Hill Shampoos are one of the fastest selling products and it has three variants, namely, Thickening, Frequent Use and Moisturizing Vitamin E; and are available in Mint, Coconut and Vitamin E fragrances."

Gita Bansal, Head of Business, Men's Grooming at UrbanClap says, "UrbanClap, a major player in the home services category, has recently introduced men's grooming. So far, we have 8,000 customers and the break-up in this category is 30% of the users opt for skin services including facial, cleanup or de-tan, while another 30% go for services like manicure and pedicure. De-tan mask for the face is a rage, as we see it is the most common add-on observed so far. It is quick, effective and pocket-friendly. The frequency of these services vary from two to three months, while haircuts for men have a higher frequency varying from three to five weeks.

In recent years grooming products for men have flooded the market and have made their way into their homes and lives. However, there is no big service provider in the industry. "UrbanClap's Men's Grooming Services is one of its kind as we promise to provide a range of salon services like haircuts, facials, and pedicures for men in the comfort of their home." One can simply book a professional who can visit one's house and provide specialised grooming services. These professionals are well trained and also go through various quality checks in order to ensure standard delivery of services.

Sound marketing strategies

In a bid to outdo the other, brands are adopting effective and out of the box marketing strategies to reach, lure and keep the customers. Thanks to the internet, the world has come closer and it is being used as a platform to reach not only the metros but invade Tier II, III and IV markets, where the demand for men's grooming products is perceptibly higher. Shares Vidur, "Our marketing strategies include acquiring shares in the salon industry, and to digitally share information on our services and products we take the help of influencers. As digital marketing is a huge platform, we have been able to acquire a big share online through our website as well as e-marketing platforms. Digital experiences are all about the new influencer era. People tend to buy more on suggestions and personal experiences as opposed to straight line advertisements. The industry is bigger than what one can imagine, and always leaves us surprised. Our R&D team

works day and night in different parts of the world to assess the latest technology and trends. We like to be the first movers in everything we do."

Talking about The Body Shop, elaborates Harmeet, "We, as a brand, embrace unconventional marketing because we believe our values and ethical stance sets us apart and activism has always been in our DNA. Our products are naturally efficacious, drawing from the wisdom of the natural world, its cultures and its beauty rituals. We have championed Community Trade which is our bespoke ethical sourcing program and today 95% of our products contain at least one Community Trade ingredient. Today consumers are looking beyond what is in the product to how their products are made, who makes them and its impact on the planet and people. Consumers are looking to buy from brands that take environmental and social issues seriously and the loyalty of our consumers is testament to the fact that placing beauty and values at par is the right way to go. We use our stores as live brand spaces where our consumers can experience The Body Shop at its best. Very recently, we launched our Community Trade Recycled Plastic packaging that is sourced from the waste picker community of Bengaluru, an invaluable step that at once helped us address the plastic pollution issue and create tangible, social impact on the lives of the waste picker community.

"We have wide reach and engagement on social media and our ecommerce platform helps us reach over 1,000 towns and cities in India. The digital world is a critical source of information for us in terms of consumer trends, feedback and preferences. We watch our social media and digital analytics very closely and try to stay ahead of the curve by using market relevant tools and platforms. On platforms like Twitter and Instagram, we make sure to look at what is trending in the market



HARMEET SINGH, THE BODY SHOP





GITA BANSAL, URBANCLAP

or category by keeping a close eye on hashtags. One of the most challenging aspects of digital marketing is how quickly it evolves and we ensure that our teams have the knowledge and resources to stay on top of it. However, I would have to add that The Body Shop is a brand about people and we make sure to never undervalue the importance of speaking to our consumers in stores, the human connection is of utmost value to us and we love to hear directly from our consumers, whether offline or online.”

L’Oréal Men Expert is a global beauty brand that has an unparalleled commitment to providing high-quality skin care, beard care, and grooming products. It has state-of-the-art research and innovation laboratories that harness the power of potent ingredients, combined with advanced science and expert research deliver best-in-class products Says Pau, “Our strategy is to have relevant engagement with our target consumer across major touch points, throughout the complete funnel of the consumer’s purchase journey, in order to become the brand of choice within the male grooming category. Digital marketing is one of the most crucial aspects of the campaign, especially in male beard grooming, where the consumer is predominantly online today. We are utilising social media platforms and influencer marketing in a big way for this launch as that will help us better connect with our target audience.”

Shares Rajat, “With the increase in penetration of internet and smart phone users, digital marketing is one of the most important marketing tool for us to reach and connect to our customers. To better connect with our customers in India, we created local handles on relevant social media platforms such as Facebook, Instagram, Twitter and YouTube. We use these platforms to educate our customers on the importance of skin care with tutorials on skin care routines and tips. We also focus on communicating ingredients used in our products with their benefits, new product launches, share our brand heritage and celebrate local occasions. At Kiehl’s, we are always striving to serve our patrons better and are committed to providing the most efficacious solution to their skin care concerns. We have a dedicated R&D team, along with dermatologists, on our global panel that keep us updated on the latest innovations and trends that can be incorporated in our formulas.”

Commenting on the marketing strategies, Narendra says, “McNROE has always favoured quirky, out of the box advertising campaigns to engage audiences across age bands. Our choice was the suave, charming and tremendously talented Ranbir Kapoor as Wild Stone’s brand ambassador. He meets the core values of modern-confident-inclusive masculinity. We recently launched the #WildstoneIndiaJeetaga campaign aimed to position the brand’s ‘fragrance’ proposition around the Cricket World Cup frenzy. Each of the three films show how Ranbir deftly uses ‘fragrance’ to get his friends from around the world to support our nation. The youthful and humorous plot underlined with Ranbir’s ‘fragrance of confidence’ has left a lasting impression on the viewers. With a massive following amongst the youth, Wild Stone now aims to drive greater brand salience on a pan-India level with this association with the Bollywood superstar. While the TVC airs multiple times every day, our social media handles on Instagram, Facebook, and YouTube have received terrific reactions as well. I am told audiences have proactively shared memes on our social media pages.



DATA CONFIRMS THAT THE SALES OF MEN’S FACE CREAMS HAVE MORE THAN DOUBLED, WHILE THE USE OF FACE-CLEANSING PRODUCTS AMONG MEN IN INDIA HAS JUMPED A MASSIVE 60 TIMES BETWEEN 2009 AND 2016.

– AC NIELSON REPORT

McNROE has dedicated, fully functional in-house R&D, Consumer Insights and Consumer Research Management (CRM) units. Our teams constantly interact with consumers, industry forums and partnering agencies to stay abreast with market trends, and industrial and technological developments. With improved competencies, we are able to make informed decisions on delivering a quality product experience.”

Identifying a way to communicate and engage with the audience is the backbone of any brand’s strategy. Shares Gulbahar, “We, at Philips follow a 360 degree approach as the focus is on marketing initiatives and consumer engagement on digital and offline media to strengthen the brand and communicate its various offerings. Last year, Virat Kohli was appointed as the brand ambassador of the male grooming segment. The reason was that Virat exemplifies confidence that reaches out to the youth, enabling them to express their individuality and take care of their looks, like Virat.”

Digital Marketing is a collaborative way of approaching customers to understand their purchasing pattern. Elaborates Gulbahar, “We take a comprehensive approach wherein we are highlighting the high quality standard of our products to reach a much wider audience. In the build-up to the launch of the latest range of Philips Trimmers BT 3000, we also launched a social media campaign that went viral. Here Virat Kohli spoke about his love for his beard, setting off a debate whether he should insure his much-admired beard. We understand consumer behaviour and insights are a key to make buying decisions. We recognise the theories and concepts of consumer

behaviour that help to understand how the buying decision is made and how a consumer looks for a product. Also, we extensively conduct market research to identify and solve business challenges that can be used at every stage of a product lifecycle.”

Shares Dr Apoorva, “At Richfeel we believe in integrated marketing, however looking at the current trend, we are also focusing on digital media, especially on social media and ORM (reviews and comments) as it is extremely important for our brand. In the current environment, social media is very critical for customer engagement as it is the easiest way to communicate with the customers. We also run paid campaigns on our handles to generate enquires. From diagnosis, counseling, treatment, medicines, hair specialist doctors and patented techniques, RichFeel is a one stop oasis. We have a specialised strategy team who looks after market environment, and studies international trends, and reads medical journals and online research to be updated on the latest innovations.”

Shares Krishna, “We run a luxury brand, and had to create unique strategies to get our values and our brand known. We use experiential marketing, and strategic partnerships with similar brands from different categories to reach out to our relevant audience. Once they experience Truefitt & Hill, they always come back. This is one of the influential forms of marketing in this day and age. Everyone is online, and marketing online is easier to reach a targeted audience and track how well you have actually performed. It is challenging for us as firstly, this space has been dominated by mass products and women-centric categories, and second with food. We are creating an appeal and trying to reach our target, which requires more thought and a deeper analysis. Since we are an international franchisee we get a lot of the global trends from our principles. We also follow social media and popular influencers to give our customers the highest levels and standards of service.”

About UrbanClap shares Gita, “We have leveraged our agenda of providing the best on-demand home services with the help of social media platforms like Youtube, Facebook, Google, Twitter and Instagram. Our partnerships and associations with premium brands and influencers have helped us push our



digital efforts to become India’s largest services marketplace. At every step, we try to build better customer connect with personalised approach to engage with our customers. Our social media marketing strategy is majorly led by influencer marketing in order to showcase how services happen and to give expert advice to our consumers. We have received huge traction on our platform from our recent partnership with actress Kriti Sanon for ‘Smart Salon’ campaign.”

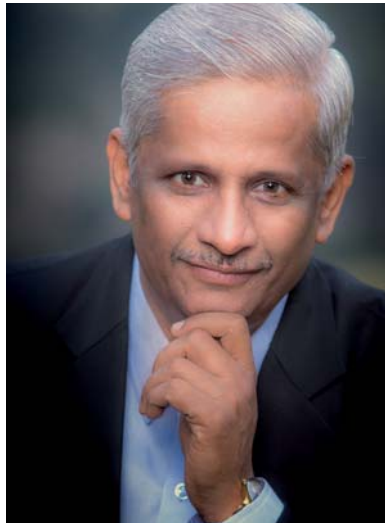
Growth rate and the future

With so much on-going activity in this category, the future looks bright. Shares Vidur that for O3plus, the growth rate for the year 2019-20 would be 60%. Shares Gulbahar, “Philips has been growing at a great pace in the male grooming segment. The category grew at a CAGR of 15-20% in last few years. Since the youth is more open, and the grooming trend amongst males is picking up extremely fast, we expect growth momentum to continue in the coming years.” Narendra the king of the deodorant market opines, “The market for male grooming in general and deodorants and fragrances in particular is growing at almost 15% annually. So achieving an ₹1,200 cr business by 2022 appears to be an optimistic target right now. Krishna of Truefitt & Hill reveals, “We are looking at a 30-35% growth for this year in terms of revenues from existing and new outlets.”

The at-home services business seems to have picked up in the last couple of years. “In the last financial year, we took great strides towards our mission of improving our capabilities in selection, on-boarding, training and certification of service professionals. Additionally, we also invested in areas like product procurement, technology and financing and establishing our market leadership. UrbanClap has seen an operating revenue of ₹116 cr in FY2019, which is a 150% ascent in contrast with the previous year. The company is operating at a tremendous growth rate and the business has a robust growth plan charted for the next financial year. Today, approximately 20,000 trained professionals make their livelihood through the UrbanClap platform. We are committed to growing that number to one million plus service professionals over the next five years,” signs off an optimistic Gita. 📍

PEEK INTO THE FUTURE

- › Products have to appeal to millennial male consumers for them to be popular, specifically those that cater to a simplistic routine. Multi-purpose products, such as beard-body-hair wash or scalp+skin serums, are likely to dominate the men’s category.
- › Clear shaving gels are expected to stay in demand as opposed to foams.



NARENDRA K DAGA, MCNROE



Men's Grooming

Nobody Knows Men Like American Crew

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', American Crew is now in India

AMERICAN CREW IS DEDICATED TO ELEVATING MEN'S STYLE AND ENHANCING THEIR PERSONAL IMAGE. THE BRAND PLANS TO PROVIDE WORLD-CLASS EDUCATION TO INDIAN STYLISTS AND UPDATE THEM ON THE LATEST TRENDS, SO THAT THEY CAN PERFORM ON THE CANVAS OF INDIAN MEN TO MAKE THEM STAND OUT.

— RAJIV KUMAR BOBAL
Director Sales and Marketing, MMBPL – Revlon Professional



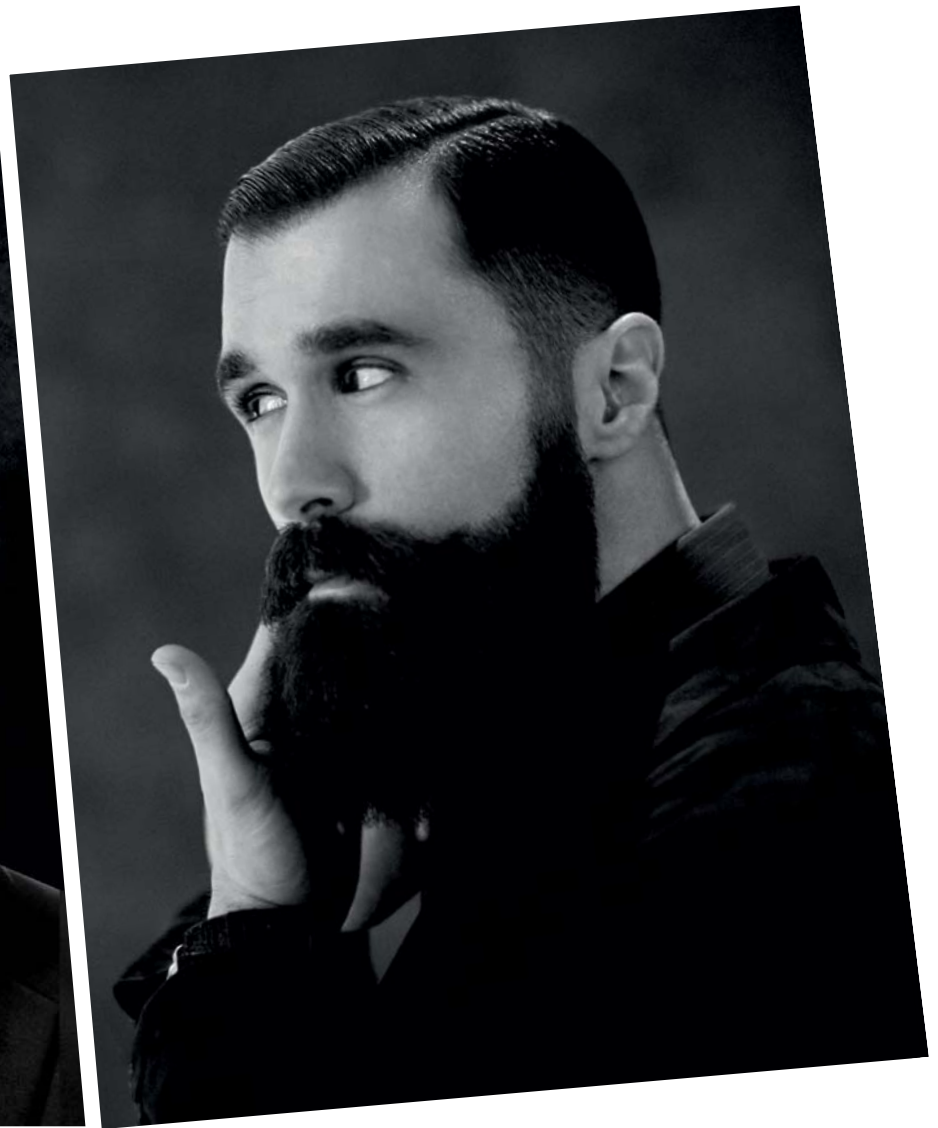
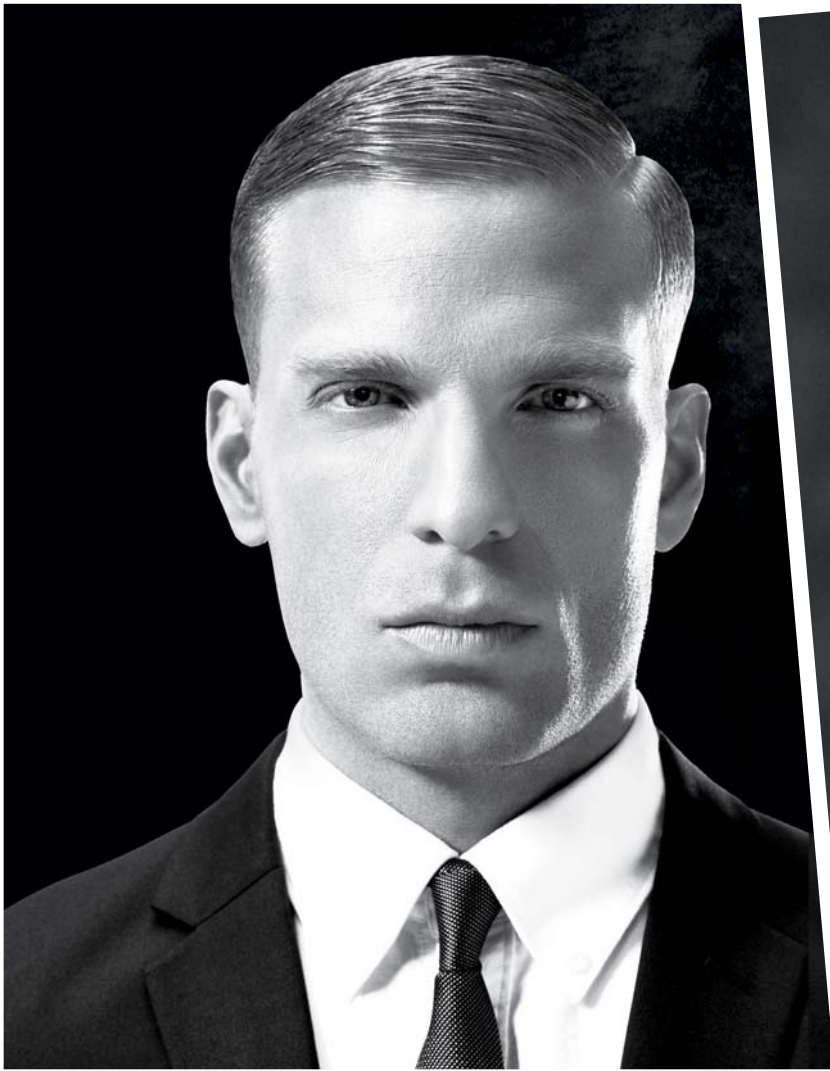
From the beginning American Crew had foreseen a future where men would pay as much attention to their looks as women do, but without losing their masculinity. Which is why everything it does fosters authentic confidence from shapes and styles to products and imagery. For nearly 25 years, American Crew family of grooming products has delivered everything needed to create and care for men's styles including products in the hair, body, shave, style and fragrance categories, available exclusively in salons. The product range is fortified with lots of natural ingredients that nourish the hair and scalp along with styling.

If you are looking to have hair with natural effect with various textures and shine, American Crew product range has it all. The styling range products include a variety of hair waxes like heavy hold pomade, grooming cream, fibre cream, forming cream, molding clay, liquid wax, firm hold styling gel, matte styling cream, super glue, grooming spray, and much more.

With beards taking over the mind-set of men, American Crew has a product range that includes beard foam cleanser, beard serum and beard balm. The luxurious shaving range includes products like ultra-glide shaving oil, precision shave gel, moisturising shave cream, protective shave foam, face balm, revitalising toner and post shave cooling lotion.

The elaborate care range has collection of hair maintenance and body care products. The product range also includes power cleanser style remover, daily shampoo, anti-dandruff shampoo, hair recovery and thickening shampoo, 3 in 1 (shampoo, conditioner and body wash), 24 hour deodorant body wash, gray shampoo, which helps in removing brassy, yellow tones from gray and graying hair, precision shades and developer. The brand has also launched 'Nine Fragrance', a unique fragrance for men that has been developed and tested to be liked by 9 out of 10 women.





Step by step for a premium shave

Experience the luxury of a traditional classic razor shave

- › This royal ritual begins with cleansing the face with AC 3 in 1 or 3 in 1 Tea Tree cleanser for oily skin.
- › The skin is then prepared by massaging the AC Ultra Gliding Shave Oil into the beard and wrapping a hot towel to help open the pores making the beard soft and allowing the blade to glide smoothly.
- › Apply AC Non-foaming Moisturizing Shaving Cream/ Precision Shaving Gel/ Protective shave foam and run a razor over it to ensure the most accurate, close and non-messy shave without drying the skin.
- › Follow with a cold towel and apply AC Revitalizing Toner, which relieves and tones just shaved skin and restores the skin balance.
- › This royal experience heightens when the AC Premium Shave concludes with a relaxing facial massage by applying AC All in One Face Balm to soothe just shaved skin and fight the signs of skin ageing.

Step by step for a nourishing Beard Spa

Deeply nourish your beard with added shine, moisture and anti-bacterial benefits.

- The AC hydrating Beard Spa tames beard frizz naturally with the especially formulated blend of beneficial oils which deeply moisturise the hair, add shine and have anti-bacterial benefits.
- › The ritual starts with the beard wash using AC 3 in 1 shampoo.
 - › Proceed with AC Beard Foam Cleanser which has deodorising and anti-bacterial properties.
 - › Follow with relaxing beard massage with AC Beard Serum into the facial hair with a hot towel.
 - › Get the desired style with the AC Beard Balm.

In India, American Crew is available at high end salons including JCB, Looks, and Page3 chain of salons.

Cosmetic Treatment

Recommended by an Expert

BodyTite is a new aesthetic procedure that helps in tightening flabby skin after one loses weight. *Salon India* speaks with Dr Mohan Thomas, Senior Cosmetic Surgeon at Cosmetic Surgery Institute to understand the process and its benefits

About the treatment

Massive weight loss due to self control with dietary restriction and exercise or due to bariatric surgery can cause a significant loss of volume in the body envelope. Along with obvious areas like the abdomen, breasts and face, other areas like the arms, thighs and buttocks also undergo changes which are akin to deflation in a balloon. These have been broadly termed as Deflation Syndrome as the changes seen and the treatment needed by different body parts is very similar.

The principle behind the appearance of this significant skin looseness is the sudden loss of volume of fat. The skin shrinkage cannot catch up with the volume lost as a result the skin looks loose and hangs in many places. Some places having marginal looseness such as the face and arms, will benefit with non surgical

skin tightening called the 'BodyTite' while other areas will need a surgical procedure to address the loose skin envelope.

Process and technology

The basic technology used is Radiofrequency and Magnetic Pulse therapy which can be combined with surgery to achieve maximum benefit. The process depends on whether it is surgical or non-surgical. Surgical procedures depend on the extent of skin looseness and the area where it is loose. Areas like the abdomen, outer thighs and buttock laxity can be combined together and tightened as part of a single stage surgery called the Circumferential Body Lift. Breast reshaping is usually undertaken three months after this surgery and may involve augmenting the breast as well as a breast lift. Arms and thigh skin tightening can be undertaken later, if required. Non-surgical procedure includes regular toning exercises as the weight loss progresses combined with a high protein diet so that the muscle mass is not lost. This should be combined with skin tightening technology which is a combination of Radiofrequency and magnetic waves to help in skin tightening by 30%.

The USP

'BodyTite' is the only US FDA approved non-surgical technology to help in skin tightening as you lose weight. BodyTite is Radiofrequency assisted lipolysis (RFAL), a state-of-the-art technology that simultaneously liquefies and gently removes targeted fat, coagulates blood vessels, and tightens the skin. RFAL energy is applied under and above the skin to gently melt the fat, and heat the skin and supporting structures. The thermal energy safely molds, contours and tightens, in a minimally invasive manner, with consistent results.



‘BODYTITE’ IS THE ONLY US FDA APPROVED NON-SURGICAL TECHNOLOGY THAT HELPS TIGHTEN SKIN AS ONE PROGRESSIVELY LOSES WEIGHT.

– DR MOHAN THOMAS



Teamed with other surgeries

BodyTite can be undertaken as two modalities – one as a superficial technique where repeated sessions help in skin tightening without reduction of fat and a deeper technique when it is combined and is a part of liposuction called as RFAL. This combined technique helps in significant skin tightening and at the same time removal of fat in the tissues.

Number of sessions required

Usually six to eight sessions at intervals of a week are required for non-surgical skin tightening. Maintenance sessions are suggested once a month for six months. When associated with surgery it is a single session and the non-surgical technique can then be continued for maintenance.

Time taken

Each non-surgical session takes about 45 minutes per region.

Side effects

There are no major risks or complications associated with this technology. Since it is based on heating of the skin to stimulate collagen remodeling, people having sensitive skin should be closely monitored. Significant unmonitored increase in temperature can cause pain and redness. Induration in the area and edema of the skin can be expected.

Pre-treatment measures

When carried out as a non-surgical procedure, the only requirement is that the patient should not be on blood thinners and should have a liver and kidney function test done. Also the area of treatment should not be insensate, or else it may cause redness.

Post-treatment measures

Exercise is not allowed for a week and light massage of the area should be done, the very next day.

Educating the client

People are educated through brochures, write-ups and newsletters. It is primarily to help them understand that weight loss must be gradual and not dramatic and that there are options to improve and tighten the skin.

Future of this treatment in India

The future is good because people are have a lot of information about the risks of obesity. Also, they are looking forward and even working hard to lose weight. 📌



Triphasic by Rene Furterer

RENE FURTERER TRIPHASIC ANTI-HAIRLOSS RANGE HAS BEEN A LEADER IN THE ANTI-HAIRLOSS CATEGORY IN FRANCE FOR THE LAST 16 YEARS. THE TRIPHASIC RANGE IS A PROVEN NATURAL SOLUTION FOR HAIRLOSS, AND IS ALSO ONE OF THE BESTSELLERS IN INDIA.

– YASHESH BHARWADA, DIRECTOR,
Absolute Beauty Concepts Pvt Ltd



About the company

Absolute Beauty Concepts Pvt Ltd distributes international beauty brands in the hair and skin care categories along with salon furniture and accessories for the Indian market. Rene Furterer is one of the leading brands in their portfolio. With more than 60 years of legacy and heritage, Rene Furterer has been the choice of hair care professionals across the globe. From backstage at Paris Fashion Week to being a must-have for celebrities and fashionistas, Rene Furterer has the distinction of being the first hair care brand to introduce the concept of hair spa. It is all thanks to their unique formulations infused with natural key ingredients with essential oils and result driven products.

About the product and its USPs

Triphasic, the No.1 anti-hairloss range as per IMS in France, has won several accolades across the globe. The complete range includes the Triphasic Shampoo, Triphasic Conditioner, Triphasic Reactional hair serum, and Triphasic Progressive hair serum. Triphasic Stimulating Shampoo is a stimulating and sensory compliment to anti-hairloss products. It combines



two highly effective anti-hairloss key ingredients, namely, ATP and natural Pfaffia Extract with essential oils enveloped in microbeads. Like an invitation to massage, on application the microbeads gently burst at the fingertips, to release their precious powers. It leaves hair more resilient, easy to detangle, soft and shiny. The hair capital is reinforced. Existing hair is strengthened by 78%¹. Hair becomes more resistant by 81%².

Price and availability

Both are on request. For information, write to info@abcbrands.in or visit www.renefurtererindia.com.

RENE FURTERER TREATMENTS AND PRODUCTS EFFECTIVELY ADDRESS SCALP AND HAIR CONCERNS. OUR CLIENTS ASK FOR PRODUCTS WITH NATURAL INGREDIENTS THAT DELIVER OPTIMUM RESULT. AS THEIR PRODUCTS ARE DEVELOPED WITH 100 PERCENT NATURAL ACTIVE INGREDIENTS, WE RECOMMEND THEM TO OUR CLIENTS FOR CONCERNS SUCH AS DRY AND OILY DANDRUFF, HAIRLOSS, SENSITIVE SCALP, OILY SCALP AND HAIR, EXTREMELY DAMAGED HAIR AND DRY OR VERY DRY HAIR. THE ANTI-HAIR LOSS RANGE IS HIGHLY EFFECTIVE AS IT TAKES CARE OF REACTIONAL AND PROGRESSIVE HAIR LOSS. OUR CLIENTS ARE SATISFIED AND HAPPY WITH THEIR TREATMENTS AND PRODUCTS.

– MOHAMMAD USMAN, Creative Director, The Lodhi Salon, Delhi

^{1,2} Usage test conducted on 213 subjects, results after three weeks of use.

Olivia[®]
feel beautiful

www.oliviacosmetics.net

FABULOUS HAIR-REMOVAL THAT NOURISHES THE SKIN TOO.

Olivia's range of hair removing creams contain an extra soft formula with a skin whitening and moisturizing complex that reduces skin irritation and easily removes hair in just 5 minutes. Enriched with natural ingredients, the Sandal variant with Sandal oil, the Strawberry variant with Jojoba oil & Vitamin E and the Herbal variant with Aloe Vera & Lemon, Olivia's hair removing creams' range whitens your skin and makes it soft and smooth.



For more information, contact : GIZA MARKETING PVT. LTD. | Tel. +91 22 61405300 | [facebook.com/OliviaCosmetics](https://www.facebook.com/OliviaCosmetics) | [Olivia_Cosmetics](https://www.instagram.com/Olivia_Cosmetics)



Sougat Paul

For a Dash of Quirkiness

The owner, and founder of Label SOUP, Sougat Paul takes *Salon India* through his journey filled with fancy and unconventional sensibilities, and a desire to endorse femininity



Getting started

SOUP by Sougat Paul, was formed in 2010, and it aims to dress the quintessential Indian woman in clothes which are ready-to-wear with a couture sensibility. The brand has stood out for its offbeat state-of-the-art prints with unique mixing of colours in silhouettes that embrace and celebrate femininity. It aspires to cater and form the perfect ensemble for every woman who wishes to endorse beauty and confidence with a dash of eccentric quirkiness. The unconventional name of the brand itself speaks volumes of the idiosyncratic space it has created for itself in fashion. SOUP started its journey by showcasing their first ever collection on the ramps of GenNext by Lakmé India Fashion Week. With a vast and multifaceted profile ranging from a huge following of nationwide and international clientele to a presence in India's top online and brick-and-mortar stores, SOUP has followed a dynamic growth curve.

Hair and make-up in fashion

Hair and make-up both go hand in hand as it enhances the mood and feel of the inspiration behind the garments. It is an extended thought of the collection without which the final look is incomplete.

Indian fashion and beauty industries

The Indian fashion industry is at its best at the moment and has great potential to make the mark on the world stage. With the launch of international beauty brands like Bobbi Brown, Estée Lauder, HUDA

Beauty, there is huge rise in the conscious clientele, in need of great skin care and make-up products. This aggressive growth in the beauty industry gives a major cross-marketing boost to its parallel industry, the fashion industry.

Artists worked with

We are always scouting for fresh talent to get a different and diverse take on hair and make-up. We have been associated with the best in the industry, special thanks to our runway collaborations with LIFW, Pernia's Pop Up Shop, and Jabong.

Inspiration

Christopher Kane for his rebellious femininity and extraordinary skill, Diane Von Furstenberg for her graphically seductive dresses, and current Alessandro Michele's for redefining fashion by pivoting to gender fluidity and maximalism.

Favourite muse

Kareena Kapoor for her outrageous confidence in whatever she wears. SOUP is all about stylised silhouettes and unique prints, and she can carry it effortlessly.

Outrageous look adopted in a collection

Long before red eyeshadow became a thing, we had used red tints for a dramatic eye look for one of our fashion shows, where the eyelid was painted in scarlet tint accentuated by Twiggy-like wide big lashes. Incorporating beauty and hairstyles in the collection and on the ramp are planned in advance to create a synergy with our collections. We have always believed in a radiant and glossy finished hair and make-up looks, with sudden colour accents on the eyes and lips. This gives a great contrast to our otherwise minimal make-up and hair looks.

Plan to be part of the beauty industry

Beauty and make-up have not been on our mind yet. But we would not mind exploring ourselves through it given our love for both femininity and colours. 🌈

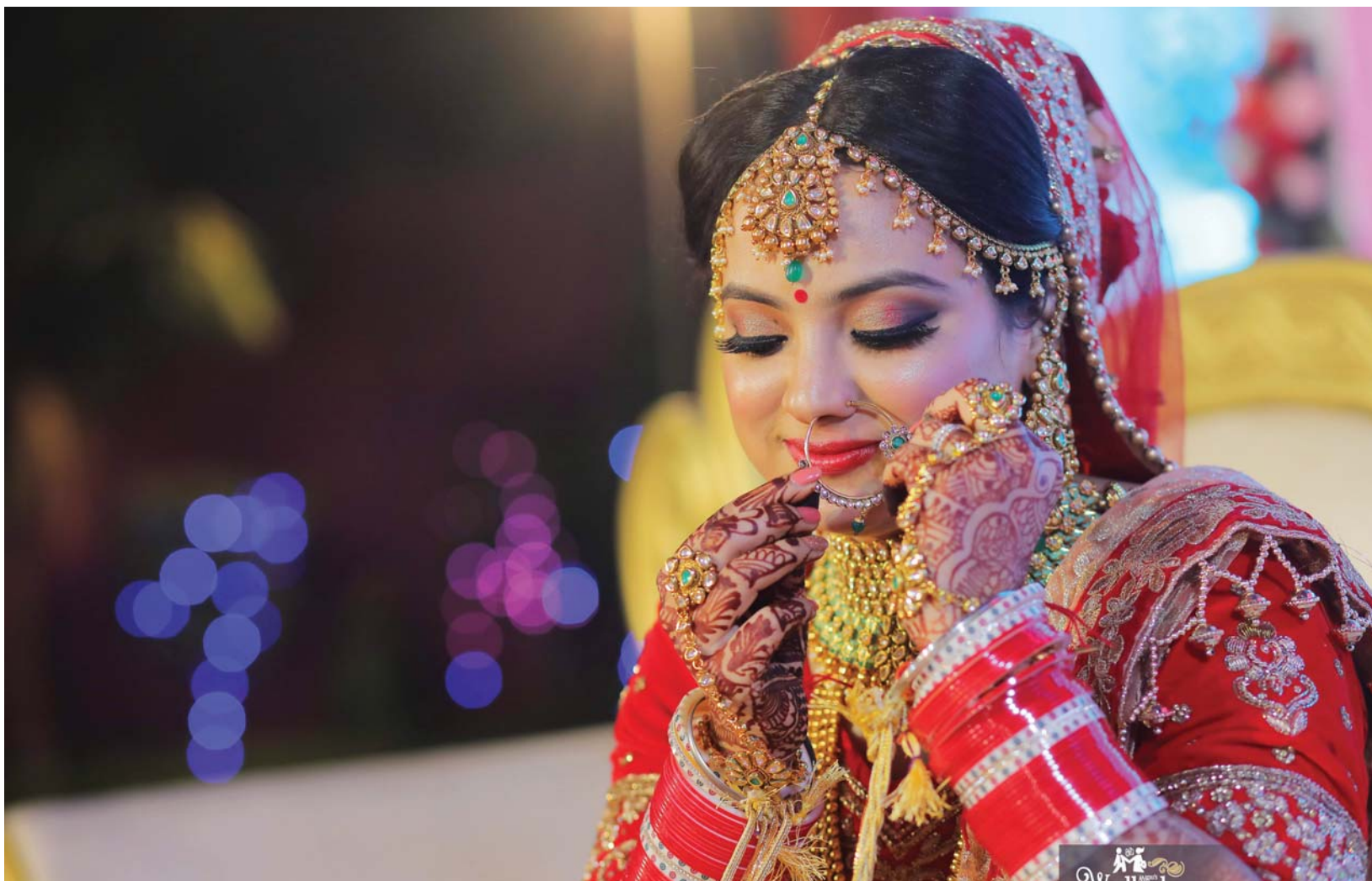
SOUP ASPIRES TO CATER AND FORM THE PERFECT ENSEMBLE FOR EVERY WOMAN WHO WISHES TO ENDORSE BEAUTY AND CONFIDENCE WITH A DASH OF ECCENTRIC QUIRKINESS.

— SOUGAT PAUL





BEAUTY



Shivani Goyal

Charting Her Way Through

From feeling apprehensive to wanting to try different bodies of work, bridal make-up artist Shivani Goyal has been through a gamut of emotions. She shares her progressive journey with *Salon India*

What was your inspiration to be a make-up artist?

I was inspired by the posts of other artists on social media and so, decided to take it up as career option. Gradually my interest in the field started to grow. Also, there were not many artists in Agra, my city, who were offering such a level of professional make-up to brides. Therefore, I felt that it was a good opportunity and the timing was right.

What is the education you gained in the line?

I did a professional make-up artist course from Zorains Academy in Bengaluru. I learnt various techniques of make-up from basics to advanced.

What is your strength in make-up artistry?

I have done a wide variety of work, but my passion lies in bridal make-up. Seeing my brides brimming with happiness and confidence after their make-up gives fills me with an immense amount of satisfaction. It seems that all the hard work has been worth it.



I WILL KEEP DOING GOOD WORK, WHILE LOOKING FOR BIGGER AND BETTER OPPORTUNITIES TO EXPLORE AND EXPAND MYSELF IN MAKE-UP ARTISTRY.

- SHIVANI GOYAL



What were some of the challenges you had to face when you started out?

My biggest challenge was to convince clients as not many people believe and trust new comers. However, when they saw my work, the resistance, too, started to fall away. The tide of time turned. and now I take up work only with prior appointments so, that I can do justice to my client's and in turn, they are happy and satisfied with their looks. This is deeply gratifying for a make-up artist.

What were your learnings?

My biggest learning was that I need to believe in myself and hold fast till the condition starts to turn in your favour. Sometimes success is right around the corner and though we may feel like giving up, one should not let negativity creep in and instead one should keep going.

What role has social media played in your career?

It has helped me to showcase my work to prospective clients, keep a close contact with my network of customers and win over new potential customers.

What are the brands and products you always use?

Huda Beauty, Anastasia Beverly Hills, Nars, Morphe, among others.

How have you evolved as an artist?

I feel much more confident about my work as compared to the time I started out. I was very apprehensive about the outcome of my initial assignments. However, my happy clients gave me confidence that I was on the right track. Now, I am trying to hone my skills further and take my work to another level.

What is your advice to aspiring make-up artists?

My advice would be take up this work only if you feel passionate about it. The academies will teach you the basics, but your work will be a result of your education and your personal interest. Without interest and commitment, the quality of your will not shine.

What are your future goals?

I will keep doing good work, while looking for bigger and better opportunities to explore and expand myself in this field. I would love to do a variety of work and not restrict myself to only bridal assignments.

What is your view on the make-up industry of India, as it stands today?

I think it is a very progressive industry with plenty of room for everyone. With heightened customer awareness for impressive looks and quality products, the demand for make-up is likely to rise manifold. 📌



To talk about similar colours and not mention monochromatic make-up would not be right. Working around a theme with coordinated tints, this make-up trend is having its moment. Make-up artists Aakriti Kochar and Ridhi Mahna share trending colours and techniques

\\ by Diksha Gaba



Monochromatic Make-up In the Limelight

Artists are always experimenting with make-up in order to come up with a new trick or technique. They have their eyes set on different ways to exhibit their talent and mindset through their work. Monochromatic make-up is one such trend that lets the make-up artist create a whole look with one colour and its shades. From lips to cheeks to eyes done in similar tints, it truly enhances the natural, radiant and subtle look.

Techniques

Monochromatic artistry can be achieved in various ways, but it is not unknown that there are certain techniques that work the best. Aakriti Kochar offers, "I use a lipstick or a cream blush on the eyelids, cheeks and lips as a stain first. This is my base, followed by tones of same shades in powder eyeshadows or blush to create a blending and gradation over the face. Also, I use a liquid lipstick for this look, pat it on the eyelids, cheeks and lips first and then blend with powdered eyeshadow or blush. To create a three dimensional effect, add some powdered highlighter in white gold, pearl or bronze on the centre of eyelids, brow bone, high point of cheek bones and

centre of lips. The colour can be a soft taupe, pink, coral or peach, basically a colour that goes well with the client's skin tone."

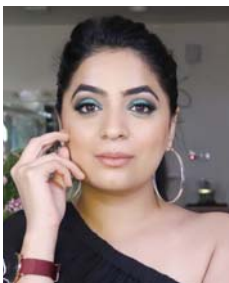
Ridhi Mahna of Get Gorgeous With Ridhi, suggests that, "To achieve the perfect monochromatic look, I use long-lasting, sweat resistant foundations and waterproof mascaras. With so many options available, it gets difficult to choose the right products. One of the most important steps in achieving the elegant glow of is finding the right foundation for your client's skin type."

Selecting the right product

Make-up artists have the know-how of this trend, but it would not be wrong to say that certain products help to accomplish a finer desired look. Bobbi Brown's Pot Rouge for a base, Benefit's rose tinted lip and cheek stain, Huda Beauty's neon obsessions palettes and liquid lipsticks are some of the products recommended by Aakriti. Ridhi, on the other hand, suggests MAC Dainty blush or NARS Orgasm blush. Also, The Balm and Amrezy highlighter from Anastasia Beverly Hills to create a lit-from-within look.

Skin care

Make-up trends and techniques require healthy skin, but it is often neglected. Ridhi shares, "My advice to everyone striving to achieve the perfect skin would be to stay hydrated at all times. Also, follow a CTM routine. This will only work if you are dedicated and integrate it into your daily life." In addition, Aakriti says, "Before starting with this look, make sure to prep your skin really well. Use a good foundation with medium to full coverage so blending of your eye shadows or blushers becomes easy to manifest the look in a better way." 📌



T to B: Aakriti Kochar, Ridhi Mahna



Charcoal FACIAL KIT

Skin Detox & Glow

*Detoxify your skin &
make it look younger*

NEW

Anti Dark Spots

Deep cleanse

Healthy skin



Natural facial kits for glowing and healthy skin



Achieve Oil Free Radiant Skin with Cheryl's Cosmeceuticals



This monsoon season bid adieu to oily skin concerns with the Clari-range from Cheryl's Cosmeceuticals

Everyone enjoys the rainy season, but one cannot be complacent towards skin care, as it brings its own set of concerns like acne, skin impurities and bacteria. The rising levels of humidity cause the skin to be oily and greasy, and unfortunately, fungal infections, too, get escalated. Thus, getting rid of these issues with the help of a professional solution is a must.

Cheryl's Cosmeceuticals, a renowned name in skin care, provides an ideal solution with ClariGlow Facial, a deep pore cleansing facial which addresses skin concerns caused during the monsoon season. An in-salon brand which pioneers in innovating effective skin care solutions since 1986, Cheryl's understands the skin of Indian consumers and provides solutions accordingly.

Cheryl's ClariGlow facial is specifically formulated with actives like Lemon Extract and Tea Tree Oil that remove impurities, control excessive sebum while providing lightening and hydration to the skin. It reverses the damage caused by free radicals, making it the perfect facial for dull and damaged skin that needs radiance and energising during this monsoon weather!

Benefits of ClariGlow Facial

The six-step facial is a recommended solution to help fight seasonal woes. It not only cleans and unclogs pores for a healthy glow, it also offers various other benefits:

- ▶ Controls sebum secretion and removes impurities for a visibly clearer complexion.
- ▶ The exfoliating action prevents acne, eliminates bacteria, lightens and brightens the skin tone.
- ▶ Reduces blackheads, whiteheads and open pores.

Home-care regimen

After the facial it is important to follow a strict home-care regimen to derive the best results. For this, Cheryl's presents a complete monsoon arsenal that helps in cleansing, exfoliating, moisturising and protecting.



Step 1: Cleanse with Cheryl's ClariWash

An anti-bacterial facewash for oily skin, it is infused with Lemon Extract that deeply exfoliates to unclog pores and lighten the skin.



Step 2: Exfoliate with Cheryl's Clari-Fi Buffing Grains

A gentle scrub it exfoliates dead cells and cleans clogged pores to prevent whiteheads and blackheads; also helps the skin in faster cell turnover.



Step 3: Moisturise with Cheryl's ClariMoist

A unique sebum regulating moisturiser, Cheryl's ClariMoist provides a matte finish to oily skin by minimising the appearance of shine on the skin.



Step 4: Protect with Cheryl's DermaShade Sunblock SPF 30 Spray

Cheryl's DermaShade Sunblock provides the highest protection against UV and locks in moisture. A spray format sunblock, it does not leave a greasy appearance.

This rainy season keep your skin healthy with Cheryl's ClariGlow range, available at the nearest Cheryl's Salon! ☎

SUBSCRIBE NOW!



SPECIAL OFFER

SALON INTERNATIONAL

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

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

HIGHLIGHTS OF THE NEXT THREE ISSUES

Men's Grooming Special: Latest trends in men's grooming, brands and salons share services and their take on the rising demand.

Destination Wellness: Gone are the days when people went to local spas for rejuvenation. Now destination wellness centres and spas beckon, where leisure is combined with inner healing and wellbeing.

Equipment Special: With the salon and spa businesses gaining momentum, manufacturers and distributors of tools and equipment are also finding opportunity and lucrative business options.

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

OFFER VALID WITH PRINT COPY

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

YES, I would like to subscribe for

PRINT VERSION COMBO OFFER

Name Mr. Ms. _____

Designation _____

Business Activity _____

Company _____

Delivery Address _____

City _____ Pin Code _____ State _____

Phone _____ Fax _____

E-Mail _____

PAYMENT OPTION 1

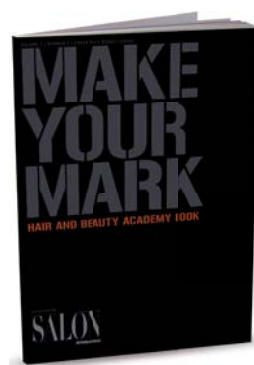
Please charge my card

Amount _____ Card Expiry Date _____ Card No. _____

Card Member's Signature _____

PAYMENT OPTION 2

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



MAKE YOUR MARK
HAIR AND BEAUTY ACADEMY BOOK

The hair and beauty industry of India has grown manifold, however, it is grappling with the challenge of finding trained personnel. Make Your Mark: Hair And Beauty Academy Book covers some of the best academies in the country and a few reputed international ones. From interviews of academy heads, certification offered to an intensive list of courses, fees and more, the idea is for the Book to work as a bible for professionals in the industry as well as new ones who want to enter the line.

DON'T MISS

IMAGES GROUP . IN

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

• Offer valid till stocks last.

Terms & Conditions:

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

For online subscription, please visit shop.indiaretailing.com



Forecasting trends has always been associated with fashion, but WGSN Beauty has recently been created in response to beauty industry's request to have a platform that addresses the unique needs of the sector. With *Salon India*, Jenni Middleton, Beauty Director at WGSN, shares her account of how it is equally or even more important to forecast beauty trends



Jenni Middleton

Pro at Beauty Forecasts

\\ by Aradhana V Bhatnagar

What made you foray into beauty and WGSN?

My background is that of a journalist. Before joining WGSN, I used to work for a beauty magazine in the UK. About three years ago, I fell in love with the beauty industry. So, when WGSN was thinking about launching a beauty vertical, I was really interested to be involved in it because the science, the new product development, the opportunities all around, felt like it was the perfect job.

What is your role and responsibility at WGSN?

I oversee all of the content that goes onto the site and I make the decisions about what kind of content will be most valuable to new product development. I was also the person who was in-charge of doing research for the launch. At WGSN we have a massive pedigree in fashion and have been predicting fashion trends for over two decades.

What is the difference between fashion and beauty as industries?

When I started, just over a year ago, I realised quickly that the beauty industry needed something different from the fashion industry. We do not post seasonal topics in this sector, we have a different mandate. If you are working on skin care or hair care you need to think about consumers and have to build in time for consumer testing, clinical trials, testing if the products are stable, and so on. For all of this, you need to know the trends much in

advance, and we need to have a much longer lead time. The performance, not just the look and feel of a beauty product, is super important. Also, how a beauty product actually delivers result is really different from the fashion industry.

What do you have to say about the design and packaging of beauty products?

So, when we are designing a new product for beauty, we take into account those differences between what has traditionally been the choice of the audience and the promise that it will meet the needs and desires of the end-customer. The packaging has to work, it has to feel nice in your hand and keep the product safe and secure. It is important for brands to get it right because if they can create something that looks appealing, catches your eye particularly in a physical store and online, it means that the packaging is selling a promise.

What are the key parameters a beauty brand must keep in mind while launching a product in the market?

That is a really good question! So, I think there are four major components of great product design. The elements are the ingredients the product contains. It is probably where you need long range forecast to know what is going to be a hot ingredient that is coming out, what is going to make a difference to people's skin. If you

have been promised a certain result like your make-up will last all day or you feel like your skin is more hydrated you need that to work, that is where ingredients are doing the job. The next one is texture and fragrance because it is a sensorial experience of using a product. When I was doing my research, and we did research in over 70 companies across the globe, we asked what makes consumers buy. We learned that the customer will buy a product because of the way it smells when they open the jar, the way it feels when they rub it on their skin, and I think, that is important. The next one is the colour of the product and its playfulness. It needs to be inviting enough to be bought. Finally, packaging, as it ensures that the product remains stable and safe. If it is pink in colour, then packaging makes sure that it remains like that and not turn into a different shade. Secondary packaging is also critical because it tells people what the product is going to do.

What are the challenges that you foresee from your position?

I think the biggest challenge that everyone speaks about is sustainability. It is a real issue for companies and I do not just mean in terms of packaging although, that is the one that everyone talks about because of the waste that comes out of beauty industry. There is no denying the fact, that across the globe beauty companies are working hard to reduce waste, but packaging is the one that is selling the promise and if you are not the biggest on the shelf of a retail store, how do you get noticed? Also, unboxing has been an important part of this industry so, if you don't have big ribbons and boxes, how do you create that luxury experience sustainably? So, sustainability is a massive issue with packaging, a really big challenge and probably, will become the new luxury. But, it is not just in packaging that we need to think about sustainability because a lot of ingredients are using some of the Earth's natural resources. As we can see climate change and several other things are affecting harvest, so we need to change the way we harvest some of those ingredients. I think brands quickly need to identify alternative farming resources, and use processes of fermentation or bio-engineering because naturally some of those ingredients are going to run out. We initially got some ingredients from India, but now one has to go to Australia for them so.

What is WGSN Beauty planning for 2019-20?

We are continuing to launch new content for the beauty sector that our clients tell us they find valuable to help shape their product offers and launches. Coming up soon, we have content on colour cosmetics, packaging, hand and nails, and sustainability. Also, a lot of content from some of the most inspirational figures in the global beauty industry, as we know brands find this immensely valuable. We are meeting clients and speaking to audiences from the beauty sector across the globe and visiting different markets to help surface one of the most important trends that will shape the industry. Next month, I will be speaking at Cosmoprof North America in Las Vegas, and later in the year, at Cosmoprof in Hong Kong.



What is the future looking like for the beauty and wellness industry of India?

It is very positive as the recent show indicated. All the speakers talked about the growth of the market, particularly in the premium space. Data tells us this market is set for strong growth till 2023, with perfume and colour cosmetics performing particularly well. At Cosmoprof India, we saw brands such as Bollyglow in the colour cosmetics space emerging, and we will see more of these brands redefining make-up for the Indian consumer. Make-up, as with established brand Colorbar, is about fun, playfulness and feeling confident about creating your own look. I love the sense of theatre that these brands are creating around their products. Sacherome was redefining the language of fine fragrance on its stand showing how to describe scent in words that are meaningful to consumers, and I think, we will see more of this democratisation of perfume in the region. The rich history of Ayurvedic treatments will become more important and not just in India. Ayurvedic principles will influence brands across the world as wellness becomes a bigger focus for people who need to find escapism, and a sense of balance and calm in an increasingly anxious and hectic world. 🌿

DEFINING EXCELLENCE IN **RETAIL**

AUGUST 2019, MUMBAI



INDIAN RETAIL'S BIGGEST NIGHT IS BACK!

IMAGES Retail Awards 2019

**CALLING HEALTH, BEAUTY & WELLNESS RETAILERS
AND SALON OWNERS ACROSS VERTICALS, FORMATS
AND CHANNELS**

*To Showcase Excellence in Retail Operations &
Tech at the 16th Edition of the Annual IMAGES
Retail Awards*

IRA 2019 CATEGORIES

IMAGES MOST ADMIRED RETAILERS OF THE YEAR IN:

★ INNOVATION

Marketing & Promotions | Retail Design & VM
Customer Service | Employee Practices | Others

★ MARKET EXPANSION

New Market Penetration | Trading Area Growth
Store Count Augmentation

★ RETAIL LAUNCH

Brand Debut | New Store | Flagship Store
Concept Store



**Scan to
Nominate
Today!**

Celebrating Excellence in Technology Deployment

IMAGES RETAIL TECH AWARDS

★★★ 2 0 1 9 ★★★

IMAGES MOST ADMIRED RETAILER OF THE YEAR: TECH IMPLEMENTATION

CATEGORIES/ AREAS OF EXCELLENCE

- ★ Loyalty & Customer Engagement
- ★ Project Management & Governance
- ★ Mobile Commerce
- ★ In-Store Technology
- ★ Social Marketing
- ★ Enterprise Solution Implementation
- ★ Analytics & AI
- ★ Data Security & Privacy
- ★ Supply Chain Management
- ★ Omnichannel Optimisation

Nomination Process for both Awards

(Assessment Period: April 1, 2018 to March 31, 2019)

Retailers are required to submit nominations with appropriate fee details and all supporting material.

For more information on nominations, please contact:

Ritesh Pandey, +91 9810613585, ritesh@irisretail.com

Priti Gupta, +91 8826415472, pritigupta@irisretail.com

For Partnership & Association:

Anjali Sondhi, +91 9810204297, anjalisondhi@imagesgroup.in

North: **Lokesh Arora**, +91 9999033612, lokesharora@imagesgroup.in

West: **Santosh Menezes**, +91 9820371767, santoshmenezes@imagesgroup.in

South: **Suvir Jaggi**, +91 9611127470, suvirjaggi@imagesgroup.in

East: **Piyali Roy Oberoi**, +91 9831171388, piyalioberoi@imagesgroup.in

Media Partners

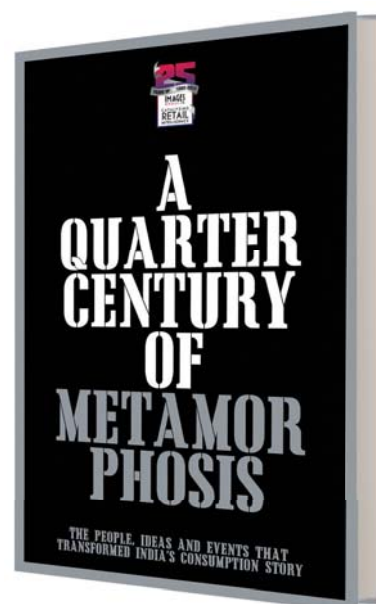


www.imagesretailawards.com

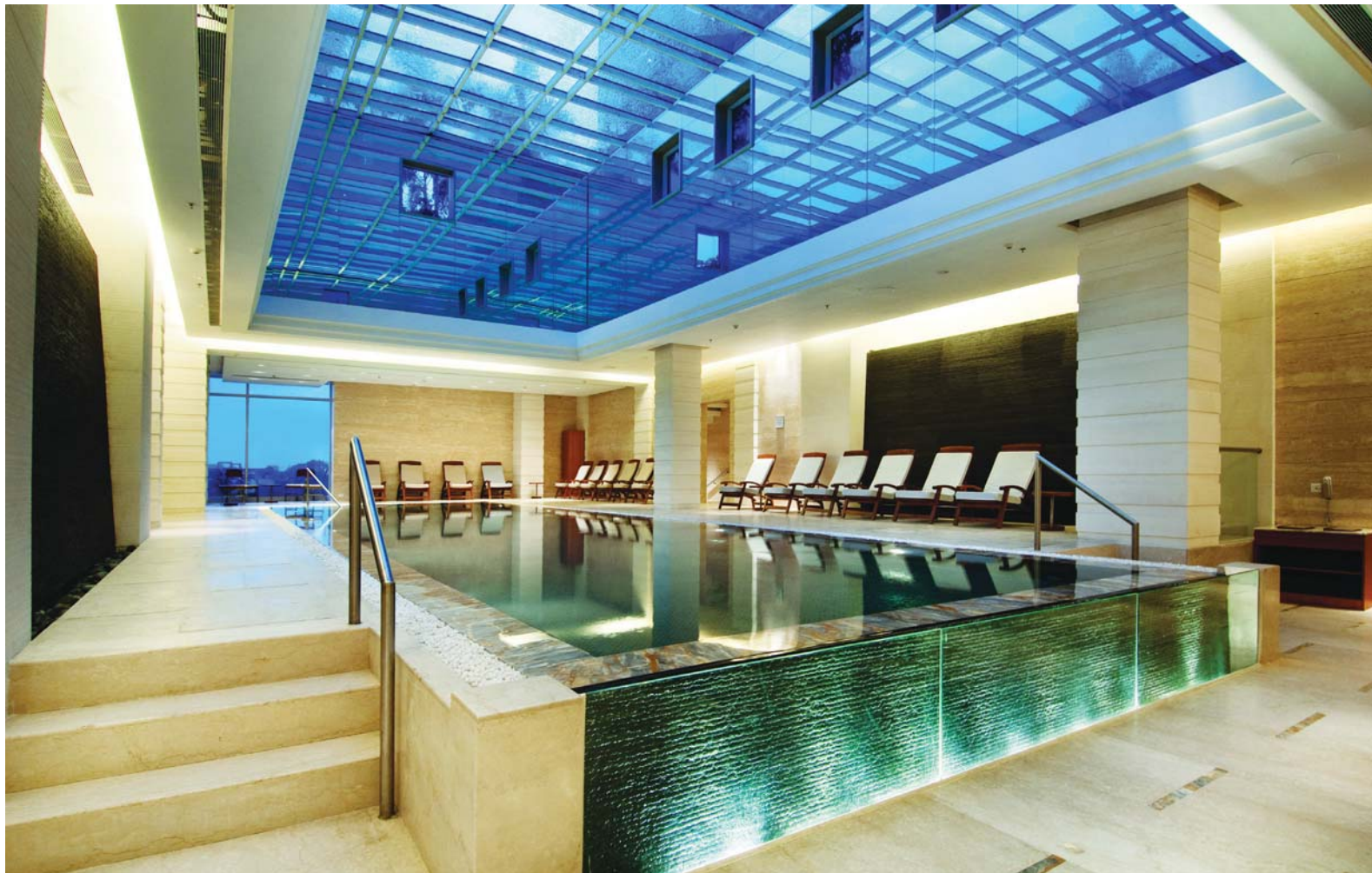
#100IconsOfRetail

25 YEARS, 100 ICONS, ONE OPUS.

Celebrate inspiring victories,
turnaround stories, life
lessons and humbling
legacies of India's most
influential retail leaders.



**Join the industry's
biggest doyens
and catalysts at
the debut of a
unique, limited-
edition coffee
table book
honouring India's
retail giants.**



Heavenly Spa By Westin, Pune

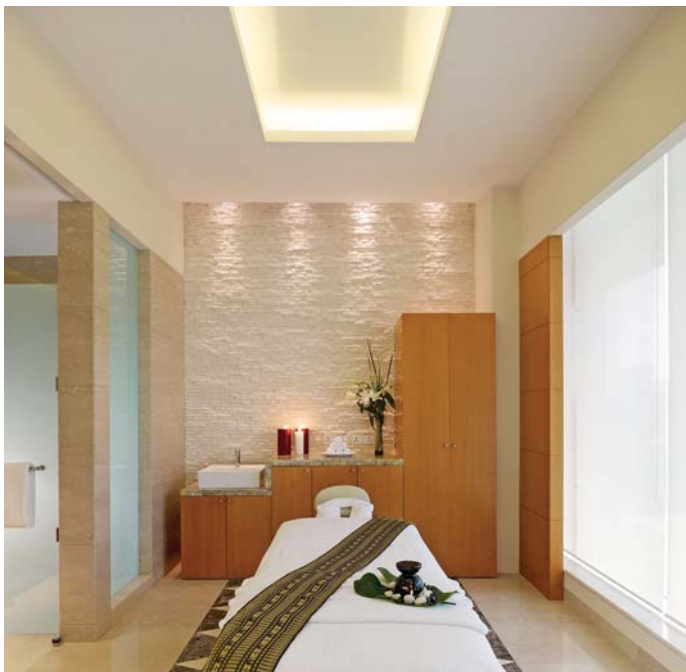
Clean Contemporary Lines

From colour palettes to furniture to walls, elements in this aptly named Heavenly Spa, exhibit a landscape imagery providing with the best of experiences through modern-day aesthetics

Size of the spa: 2,250 sqft

Time taken to complete construction: One year

About the spa: Operated by The Westin Pune Koregaon Park, Heavenly Spa believes that much of the value of the spa experience comes not only from the facilities, treatments and products, but from having the time and space for silence, separated from technology and a space for personal reflection and contemplation. Throughout the spa experience, the idea is to touch people across seven senses: the five physical senses of sight, sound, touch, taste and scent, as well as the psychological senses



FROM OUR UNIQUE THERAPEUTIC SPA SERVICES TO CLEANSING FACIALS AND INVIGORATING BODY TREATMENTS, WE ENSURE THAT OUR GUESTS' SPA VISIT IS DESIGNED TO STIMULATE THE SENSES. EACH GUEST EXPERIENCE IS TAILORED TO HIS OR HER PREFERENCE BASED ON INITIAL CONSULTATION AS WELL AS FEEDBACK DURING THE TREATMENT TO ENSURE COMFORT AND SATISFACTION SO THAT IT ENCOURAGES OUR GUESTS TO RECOMMEND OUR SPA TO OTHERS.

– RAGHAV SAWANT

Spa Manager, Heavenly Spa by Westin Pune Koregaon Park



of emotion and meaning. The spa is a place to recover and rejuvenate, and come out feeling renewed.

Heavenly Spa by Westin is inspired by personal renewal, and the architecture and design leaves little to chance, touching all the senses. The colour palette is inspired by natural landscapes, with materials that are textural interpretations of landscape imagery. A neutral base palette of white, cream and French grey is accented with sage green and watery blues.

Materials and textures for Heavenly Spa include textiles that are soft to the touch, textured leathers with a sheen, luminescent wall coverings and warm walnut veneers. Floors and walls are made up of textural and tonal surfaces such as limestone mosaics with organic, nature inspired patterns and accents.

About the services: Heavenly Spa offers guests a revitalising experience through its contemporary amenities and impeccable services. The spa services are broadly categorised as body therapies and treatments, facial treatments, natural packs and scrubs, nature's intended, express healing and a special event spa. One can also avail the attractive packages and special offers on various therapies. The therapeutic practices at this spa include Aromatherapy, Swedish massage therapy, deep tissue massage, hot stone therapy and Thai yoga, anti ageing.

Architect and interior designer: Dixit Deshpande Associates; JPA.

Address: 36/3-B, Mundhwa Road, Koregaon Park Annexe, Ghorpadi, Pune - 411001

Contact: 020 6721 0000; raghav.sawant@westinhotels.com



Spa Solace Lucrative Offers

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

SAWADHEE HOT STONE MASSAGE

Sawadhee- Traditional Thai Spa, Delhi

It is a unique therapy aimed to balance and enhance the energy centres of the body called chakras, with the use of volcanic stones. The stones are warmed and applied on the skin using special strokes which soothe sore muscles, and balance the energy flow throughout the body. Recommended for muscle relaxation.

Duration: 90 minutes | **Price:** ₹4,300 +taxes

AFRICAN COCOA BUTTER MOISTURISING SCRUB

O2 Spa, Radisson, Delhi

Sometimes, your body needs more care than you think. African Cocoa Butter Moisturizing Scrub happens to be one of the best, as the cocoa butter is an excellent exfoliating agent that removes unwanted tan and dead-skin cells. With all the goodness of other natural compound ingredients used in this scrub, you will feel rejuvenated with this royal treatment.

Duration: 120 minutes | **Price:** ₹2,100 + taxes

INTENSE STROKES FOR BODY AWARENESS

Masah- Xclusive Women Boutique Spa, Delhi

Intense strokes, also known as deep connective tissue massage, is a massage technique that works on the deeper layers of muscle tissue, and is known to relieve chronic muscle tension in the body. It can also break down scar tissue and knots deep in the muscle belly.

Duration: 60 and 90 minutes | **Price:** ₹2,299; ₹2,999 (both inclusive of taxes)

THE RED MUD TREATMENT

The Oberoi Spa, The Oberoi, Delhi

An indigenous Indian herbal mixture, this cleansing masque envelopes you in a cocoon of heat and nourishment. Heat-inducing herbs and spices such as ginger, rice and nutmeg are combined to relieve muscular stiffness, aches and pains. The masque gently exfoliates the skin, fires up your body's systems and relaxes the nerves.

Duration: 60 minutes | **Price:** ₹6,500 +taxes

POMEGRANATE SUGAR SCRUB

Kaya Kalp- The Spa, ITC Maurya, Delhi

An exotic exfoliation ritual to invigorate and revitalise your senses, Kaya Kalp's signature blend of exotic Pomegranate, Milk, Lemon skin, and Brown Sugar deeply cleanses, polishes and softens the body to perfection. This treatment is only available for resident guests.

Duration: 40 minutes | **Price:** ₹3,500 + taxes



MARKET WATCH

Beauty Care

SHEET MASK BY LUXADERME

Brightening Bio Cellulose Face Sheet Mask, infused with Bearberry, Acai Berry, Papaya, Green Tea, and more, lends radiance to the skin in only 20 minutes. Its three dimensional nano-fibre structure clings to the face to impart vital nutrients and provide hydration. It is free from Paraben, Sulphates, Phthalates, Petrolatum, heavy metals, alcohol, artificial colours and fragrances.

Price: ₹500

Available at: www.beautysource.in



FACEWASH BY GULNARE SKINCARE

Juniper Berry Face Wash deep cleans, tones and removes make-up. Enriched with pure botanical extracts that soften and nourish the skin, it has Juniper Berry, which is packed with antioxidants and vitamins that detoxify, regenerate and heal the skin. Camellia Oil gently melts away impurities and helps to prevent discolouration, increased pigmentation and sun damage.

Price: ₹700

Availability: www.gulnareskincare.com, retail stores in Delhi and Hyderabad

LIPSTICKS BY HUDA BEAUTY

Demi Matte is a cream lipstick with superlative staying power and an irresistible shade range. The highly pigmented formula has a lacquer-like sheen before setting with a satin finish that lasts for hours without dehydrating the lips. Enriched with 'Maxi-lip' technology, this lipstick subtly cools and tingles with Menthol, leaving the lips looking visibly plumper.

Price: ₹1,825

Availability: Nykaa



LA'WELL FACE BLONDE WITH MOISTURISER

An advanced facial bleach, Face Blonde Powder and Face Blonde Liquid when used together eliminate tanning. Infused with natural oils, it improves the texture of the skin, and acne, black and white heads get eliminated.

Price: ₹949 for 250gms of powder, ₹299 for 400ml of liquid

Availability: Leading salons



PURIFYING PEEL OFF MASK BY MOON STAR

Moon Star Olive Charcoal Mask helps recover the youthful appearance of your facial skin. Enriched with vitamins E and B and other natural ingredients, it cleanses the skin by removing oil and dirt while maintaining moisture in the skin.

Price: ₹199 for 100ml, ₹299 for 150ml

Availability: www.moonstar1917.com, offline



LIP ESSENTIAL BY ETUDE HOUSE

Dear My Blooming Lips Talk has a soft and silky texture that glides smoothly, but sets to a perfect matte texture. Light like chiffon, the formula used is extremely long wearing. A single coat is all you need to achieve pigment rich colour that does not crack or look wrinkled. Moreover, it helps in keeping your lips soft and smooth.

Price: ₹750

Availability: Nykaa





Cosmoprof India Mumbai

Successful Maiden Edition

Cosmoprof India Mumbai, one of the most respected business-to-business event hosted for the fast growing beauty market of India, witnessed heavy foot fall with 237 exhibitors and 7,429 professionals over three days



Cosmoprof India Mumbai closed the 2019 edition with excellent results, reflecting the constant growth of the cosmetics industry in India: from 107 exhibitors in 2018, in 2019, there were 237 exhibiting companies from 23 countries and regions. Compared to 3,898 attendees last September, 7,429 professionals attended the event this year.

Cosmoprof India provided insights into the evolution of the Indian cosmetic industry. Spread over an exhibition area of 10,260 sqm, all sectors of the industry were represented: ingredients/raw materials, machinery and equipment, OEM, contract manufacturing and private label, primary and secondary packaging, service providers, finished product, and more.

Country pavilions from Italy, USA and South Korea exhibited on the show floor, too. Over 100 top buyers were invited to the event, as part of the Buyer Program, which is a consolidated tool for all the events of the Cosmoprof platform. Particular attention was paid to retailers and salon owners from the main Indian states on one hand to key markets for the local cosmetics industry of China, Czech Republic, Kenya, Malaysia, Saudi Arabia, South Africa, Spain, Thailand and United Arab Emirates.



Special initiatives

Cosmoprof India Mumbai offered its visitors the opportunity to attend training workshops and in-depth analyses focused on the most significant issues of the Indian cosmetic industry. The CosmoTalks calendar, for instance, consisted of workshops and training sessions dedicated to operators and distributors. With the participation of experts, trend and design agencies and international associations, key themes were discussed, such as impactful trends for the Indian market, brand distribution and communication solutions, the development of niche sector and of green beauty. Cosmoprof Onstage provided opportunities to selected exhibiting companies such as Dermapen, DNG Group With Barba Italiana, Lookx, Pevonia International, Rica And Swati, to showcase new products, while meeting



L to R: Yogesh Mudras, Samir Srivastav, Claudia Bonfiglio, Dr Blossom Kochhar and Puskaraj Shenai with international dignitaries



buyers and professionals. The Cosmoprof India Awards celebrated quality and research in the Indian beauty segment, and recognised the best exhibiting companies, allowing the winners to gain greater visibility with industry players. A jury of experts evaluated the best products and services presented by exhibitors, which will influence Indian consumers' behaviour, thanks to their innovative formulas and textures. CosmoTrends, curated in partnership with Beautystreams, covered the main trends, which could be recognised on the show floor. It is a functional tool for buyers, journalists, trend scouters and influencers, looking for what is new in the Indian beauty sector.

Dr Blossom Kochhar along with other dignitaries inaugurated the exhibition, and she said, "Beauty is one of the most growing industry in India and with Cosmoprof coming to India it is the best time to be in this Industry. This will give a huge boost to 'Make In India' as well and open a lot of opportunities for people."

RICA presented a haircutting demonstration with a final spectacular catwalk thanks to Antonio Musumeci, Artistic Director Rica and Semmy Mele Technical Advisor, Rica.

Shared Enrico Zannini, General Manager, BolognaFiere, "Cosmoprof India does not stop there: this year's success bears witness to the enormous potential of this event, in a constantly growing market - in the period between 2018 and 2023 an

THIS YEAR'S SUCCESS BEARS WITNESS TO THE ENORMOUS POTENTIAL OF THIS EVENT IN A CONSTANTLY GROWING MARKET. THESE FIGURES WELL REPRESENT THE GROWTH OF COSMOPROF INDIA, COMPARED TO THE PREVIOUS EDITION OF SEPTEMBER 2018, THANKS ALSO TO THE NEW LOCATION, THE BOMBAY EXHIBITION CENTER, WITH A RICHER EXHIBITION OFFER.

- ENRICO ZANNINI, GENERAL MANAGER, BOLOGNAFIERE COSMOPROF

overall growth of 9.7% is expected, with significant growth rates for the perfumery sector (+ 19.6%) and make-up (+ 13.1%). To facilitate networking and business between companies and international and local operators, the next edition will see an increased display area available to exhibitors, with more focus on manufacturing, a key sector of the cosmetics industry in India. We are sure that these are the first steps for the development of an event, which will soon become a reference appointment for the beauty sector in India."

The next edition of Cosmoprof India is slated to be held from 2nd to 4th September, 2020. 📍



Will Smith Rocks the House

At 50, Bel Air's prince may no longer be fresh, but he still looks like a million bucks, even painted blue as a genie in Disney's live action *Aladdin*. With *Salon India*, he shares his style secrets

\\ by Aarti Kapur Singh

Since entering Hollywood as a teen, The Fresh Prince of Bel-Air alum has come a long way in his style evolution. From sporting leopard print outfits and white fedoras to rocking classy suits and tuxes, the *Suicide Squad* and *Men In Black* star knows how to light up a room with his statement style; but he insists he is the least stylish in his family of style icons.

"I am not stylish"

You think I am stylish? You should meet my wife or my children. My family most likely thinks I am completely blah when it comes to style. My wife, Jada, tries even now, but poor thing gives up eventually. My sons think I wear boring stuff and my daughter keeps asking me to 'shake things up a bit'. But performers and actors do quite a bit for the screen, so, in real life, I like to be me. A lot of my style and life philosophy reflects in my role as Genie in *Aladdin*. You are always looking for something that you can connect to with an authentic character – that devotion and dedication is what I aspire for.

"I am inspired by music"

In the '80s when we formed the hip-hop band DJ Jazzy Jeff & The Fresh Prince, with Jeffery A Townes, we hoarded Michael Jordan kicks,

YOU ARE ALWAYS
LOOKING FOR
SOMETHING
THAT YOU CAN
CONNECT
TO WITH AN
AUTHENTIC
CHARACTER-
THAT DEVOTION
AND DEDICATION
IS WHAT I ASPIRE
FOR.



snapback caps, and baggy dungarees. I took these looks to the early '90s when I started *The Fresh Prince of Bel-Air*. I wore a red Phillies jersey to the 40th Annual Grammy Awards in 1998, a silver suit and shades for the David Beckham *Welcome to LA* party in 2007 and an overall for the premiere of *The Tonight Show with Jimmy Fallon*. My bold sense of style has levelled out now and prefers plaid suits or chic leather jackets at premiers. I do not think I am boring. I add a pop of ultraviolet to an all-black outfit, or silver here and there. All of my clothes including shirts and ties come in more generous cuts as I detest anything skinny.

"Style mantra"

Layering is the way to go when you want to bulk up or look slim. It also helps you to look sharp along the way. Casual style is a muscular man's bread and butter, as Henleys, v-neck t-shirts, and polos look infinitely better on a fit body. When you are fit, your physique is one of your biggest style assets. The key lies in learning how to exploit your build to its full potential. Also, small injections of colour, through one or two pieces, make a big difference.

"Staying fit"

I am 50, hefty and I would like to believe, healthy. I will not be outworked. Period. You might be more talented or smarter, but if we get on the treadmill together, there are two things: you are getting off first, or I am going to die. I like a more traditional body building routine and using controlled motions with not too much weight, but perfect form. I am usually taking in about 3,500 calories across five meals. During sessions I occasionally take a spoonful or two of protein powder. At one point, my go-to dinner was grilled chicken breast, with sweet potato and broccoli. It was terrible! But worth it, I guess.

"You must smell good"

Perfumes are not a vanity, it is hygiene and the first thing that attracts attention. I swear by Bulgari Aqua Marine Pour Homme and Vera Wang cologne for men. 🕒



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

Certification
In accordance with ISO/IEC 17065:2012

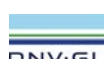
<p>Certified Salon</p> 	<p>Applied for</p>  
---	--

Go for it!

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

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

Certification Bodies Approved by IRF Trusted Mark Certification Scheme



www.irftrustedmark.org

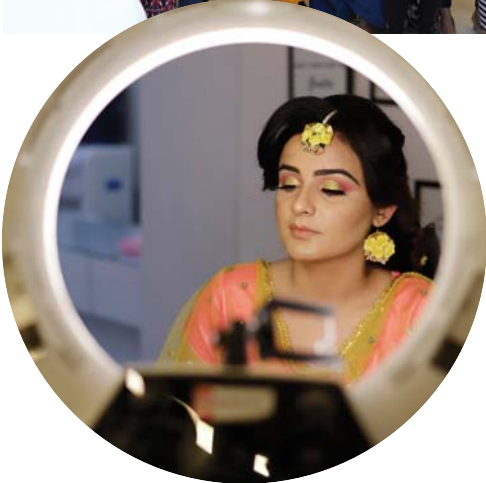
- STEP 1** Prepare the hair using Illumyna Nutri Blend Oil. Mark out horizontal sections in the fringe area with 4 to 5cm long zig-zags.
- STEP 2** Starting from the outer point of the eyebrow on both sides, create a rectangular area at the top. Take the top of the head as the final guideline for the rectangle.
- STEP 3** Divide the rectangular area asymmetrically with a zig-zag section. Create a smaller and a larger area inside the rectangle. Isolate the top section with a sectioning clip.
- STEP 4** Cut the length on the nape using comb over scissor technique.
- STEP 5** Define the hairline along the nape with a geometrical cut using the tip of the scissor.
- STEP 6** Cut the right parietal area with a flat blade scissor, marking out diagonal sections and elevating the strand 90°.
- STEP 7** Continue cutting the crown area with diagonal sections, keeping the same position and carrying each strand over the previously cut one. Repeat on the opposite side.
- STEP 8** Define the fringe area with the tip of the scissor, rounding the sides.
- STEP 9** Using the deep point cutting technique, create interruptions in the fringe.
- STEP 10** Let down the small right area inside the rectangle. Taking the top of the head as the reference length, cut the first section in a straight line using the point cutting technique.
- STEP 11** Let down the large left area inside the rectangle. Create a guideline inside and point cut it.
- STEP 12** Let down the remaining part of the fringe area. Comb in natural fall and continue cutting, creating distinctive interruptions.
- STEP 13** Leave the hair slightly longer at the front.
- STEP 14** Following the guideline, start from the top of the head and cut the first section in a straight line using the point cutting technique.
- STEP 15** Cut the next section, carrying each strand over the previously cut one. When the cut is finished, dry hair and add finishing touches with TAB>U Elastic Stringy Paste and Hard Lock Spray. For a messier effect, apply TAB>U Magic Pump Powder.





MOLLY





DELHI

Simar K Make-up and Hair Academy

Simar Kaur started her make-up academy after she received overwhelming appreciation for her quality of work. She then decided to share this art of 'new age luxury make-up' with enthusiasts. Spread across 640 sqft, the academy was launched in 2018, Simar believes that make-up is no more an art, but science. She wants her students to learn the best technique that have now become the driving force of this industry. is located in the well-known district of Janak Puri, New Delhi. Currently working out of its Delhi branch, Simar has plans to expand her academy across Delhi NCR and outside starting January 2020.

Simar shares, "Magnificent feedback from my clients and students has always been my source of inspiration. People started coming back to me, expressing gratitude for the work I had done for them. This made me realise I needed to share my knowledge, so I began to train young girls who, with zeal and zest, wanted to pursue a career in make-up artistry. Apart from that, my family is the biggest source of motivation!"

Simar elaborates, "Gone are those days of conventional make-up of foundation and glitter only. Make-up is a science that needs a deep understanding of skin types, colour corrections, making the right base to ensure the skin is hydrated, the right product for each skin tone, coordinated hair and face type, and finally, to give a subtle and natural look instead of creamy and loud make-up. We create make-up scientists who are trained not only on make-up, but for our students we also conduct sessions on right photography to make portfolios, social media management, contact eye lenses application, how to generate business, pricing and product collaboration."

With the academy's focus on including students from Tier II and III areas, Simar believes that there is immense talent in the youth of these cities. She plans to expand her academy to such cities where she can help shape young minds.

Courses offered: Basic to Advanced Pro-makeup course, which is their signature course is covered in five weeks (weekday batch) and nine weeks (weekend batch), alongside a Beauty course which is for a duration of four weeks. Apart from this the academy offers Hair Chemical and Hairstyling course for a duration of four weeks.

Certification and affiliation: A dual certification is offered from Temptu and Simar K Make-up and Hair Academy to students on successful completion of their courses.

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

Fee range: Pro-makeup course is for ₹45,000, Hair Chemical and Hairstyling course is for ₹25,000 and the Beauty course is for ₹25,000. All prices are exclusive of taxes. ☎

MAGNIFICENT FEEDBACK FROM MY CLIENTS AND STUDENTS HAS ALWAYS BEEN MY SOURCE OF INSPIRATION. TO GIVE BACK WHAT I HAVE RECEIVED BY 2020, WE PLAN TO FORAY INTO DELHI-NCR, AS WELL.

— SIMAR KAUR



CASPARA®

PURIFYING-OXYGENATING
INTELLIGENT TREATMENT



Esskay Beauty Resources Pvt. Ltd. Esskay House, Plot No.31, Sec-18, Near Passport Office, Gurgaon-122015,
Tel No. +91 8882 800 800, www.esskaybeauty.in,

Follow Us



Casmara India



Esskay Beauty



Esskay_Beauty_Resources

GET UPTO 3X MORE PROTECTION* FROM SPLIT-END DAMAGE FOR YOUR HAIR!

opti.long
NOURISH PROTECT

Available at your nearest salon!

MATRIX

www.matrixprofessional.in

[/matrixindia](https://www.facebook.com/matrixindia)

[@matrix](https://www.instagram.com/matrix)

*Instrumental Test - Shampoo + Conditioner + Leave-In Cream vs. non-conditioning shampoo

