

SALON

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Mordor Intelligence reveals that the global spa market is projected to grow at a rate of 5.7% during the forecast period 2018 to 2023. Increased focus on health and beauty and rising expenditure on luxury are the major drivers of the market. In India, however, the desire to indulge in 'spa-cations' and a sudden awakening towards wellbeing has fuelled the growth of destination spas and wellness centres. With this as a backdrop, in this Spa and Wellness issue, we assess the role of destination spas and wellness centres. Off late, strewn across scenic locales of the country, they are going all out to lure that segment of the population that is conscious of their health and wellbeing.

In the Hair section, we present Gen Itoh who taps into his talent and has been balancing it with the right amount of hard work and creativity. With over 17 years of experience to his credit, he shares his professional journey. Meet Creative Design Team Educator with Moroccanoil, Kumi Itoh, who began her artistic and aesthetic education in Tokyo, slowly growing up to be an established hairdresser and a session stylist. She has now become a renowned name in the hair industry with enough talent to support it. On the homefront, we bring Sanjeev Kumar, Creative Director at Style N Scissors in Jaipur, Aditi Vyas, Founder and Stylist at Continuity Salon in Mumbai, and Avani Yashwin, Owner and Stylist, Happy In The Head in Mumbai, who predict pastel hair colours to be the fitting choice of millennials. Soft and subtle hues across the spectrum will make quite a statement, they say. The recently concluded TIGI Backstage Heroes Season 2 declared Mohammad Amjad, from Salon 11 Jalandhar, as the winner. The humble champion did a fantastic job and has bagged a seven-day trip to TIGI's Academy in London!

In the Beauty section, we showcase Agrika Kalra, independent make-up artist. She shares pearls of wisdom with all those who want to branch out on their own and make a great career in make-up artistry. A make-up kit essential, the ULTRA UNDERBASE by Kryolan is a preliminary step to make-up. What's more, the multifaceted product works like magic on the skin. Guest author Dr Pallavi Sule, Dermatologist and Aesthetic Physician, shares her views on the sudden rise and demand of cosmetic procedures in India. In skin care, Adroit Market Research reveals that the global face masks market is expected to touch \$11.37 billion by 2025, expanding at a significant CAGR of 10.2% from 2018 to 2025 owing to increased demand for better personal care. With us, players in the business of manufacturing and marketing face masks throw light on the product category.

In Spa Focus, we feature Tattva Spa in Jaipur. The neat layout and design has successfully translated the same to convey a feeling of serenity. The décor elements add to the overall muted colour scheme and are calming, too. In Wellness View, we showcase Hans-Peter Veit, Director of Nescens Spa at Victoria-Jungfrau Grand Hotel & Spa, who highlights the importance of listening to your client.

All this and more in this issue. Keep reading, reverting, sharing and liking us on Facebook and Instagram.



Hair and photo:
Equipe Vittorio

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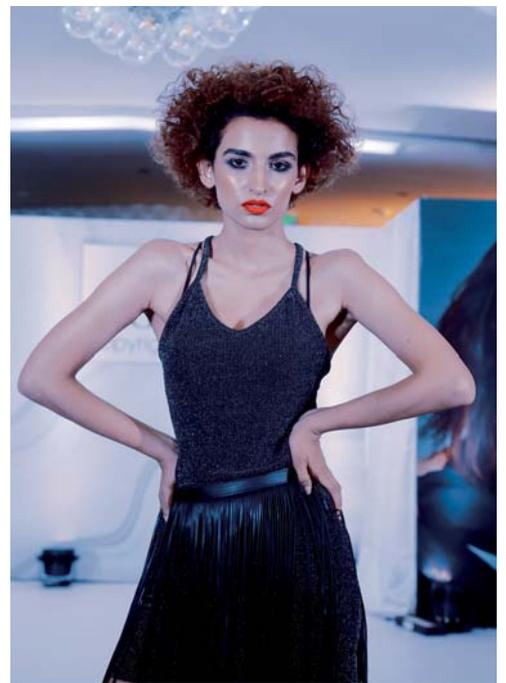


Gen Itoh

Creativity Powered by Education

Tapping into his talent and balancing it with the right amount of hard work and creativity, Gen Itoh has come a long way. With over 17 years of experience to his credit with *Salon India*, Gen Itoh shares his professional journey

\\ by Aradhana V Bhatnagar



HARD WORK AND EFFORT IS NUMBER ONE. MAKE FRIENDS WITH PHOTOGRAPHERS AND OTHER INDUSTRY PEOPLE . ALSO, TRY TO JOB SHADOW IN A SALON FOR A FEW DAYS AND SEE WHAT THE INDUSTRY IS ABOUT.

– GEN ITOH



Early years

I was born in NYC and moved to London when I was 17, and this is where it all began. I never planned to be a hairdresser; it was my mother who urged and encouraged me to take up this profession while I was studying English in Devon, England. My best friend, Hidetoshi Saiga, introduced me to Kenji Saiga, who was an original member of the Toni&Guy Art Team. This was in 1996. When I found out about Toni&Guy and Anthony Mascolo, it was ‘the moment’. I decided then that I wanted to work beside them, and as they say, dreams can come true! It has been more than 17 years at TIGI and it is my family. My first job was at Toni&Guy, Covent Garden in London, and since then I have been working with Toni&Guy and TIGI.

Professional education

I took a Toni&Guy classic course way back in 1998, but had to go for regular learning to upgrade my skills, fine-tuning my craft to strengthen my brand. It is not enough to just get a basic qualification, one needs to do as many courses as one can. This industry is constantly evolving, and every six months there is a new look. So, you need to be able to constantly change with it and learn.

Mentors

I have been fortunate to have worked with some incredible people like Anthony Mascolo and Cos Sakas. Also, with none other than Kenji Saiga from Toni&Guy Japan. The way they conduct themselves on stage and off stage is awe-inspiring.



MATRIX

Recommends

Biolage SmoothProof Range for Frizzy Hair

A must-try to tame those frizzy tresses that accompany the monsoon season

Monsoon breeze brings with it hair that tends to get unruly, with frizz as a constant. Frizz is a universal challenge, forcing woman to constantly tie their hair, be it straight, wavy or curly. Gorgeous, manageable, and hassle free hair is a key requirement this season, doing away with the everyday battle with unmanageable frizzy hair.

Biolage, from MATRIX, blends nature with modern technology to create high performance formulas to treat virtually every hair and scalp need.

The BioSpa service

BioSpa, a collection of in-salon hair treatments from Biolage provides the perfect solution to all your daily hair concerns. BioSpa using Biolage masques rejuvenates the hair and gives clients healthy gorgeous hair.

SmoothProof by Biolage

Our hair absorbs water from the air, causing the cuticle to swell, become raised and tough, thereby creating frizz. Biolage, with the aim of providing a fix for frizz-free soft, manageable hair offers the SmoothProof range. Inspired with the goodness of the water-resistant Camellia flower, SmoothProof BioSpa, an in-salon exclusive treatment works to encapsulate hair and align the cuticles to help lock out moisture for total frizz control and smoothness.

Dealing with frizzy hair on a daily basis is a task for most women. Thankfully, this range will help your client end their battle with frizzy hair. A revolutionary



Creativity In Pastels

Shades of the Season

Experts are recommending pastel hair colours to be the fitting choice of millennials. Soft and subtle hues across the spectrum will make quite a statement



Aditi Vyas and Sanjeev Kumar

Hairstylists have always enjoyed experimenting with hair colours. They strive to exhibit a look that is new and unusual, but which is also elegant and on-trend. In hair colour, the new fad is pastel tones – from rose blonde or ash grey to going a step ahead and flaunting lilac, this trend will soon be popular.

Setting the trend

Hairstylists are perceiving pastel colours to be big soon and are treating the trend in accordance with an individual's hair type, season and face shape. When asked about these soft tones, Sanjeev Kumar, Creative Director at Style N Scissors in Jaipur says, "My favourite colours are pastels. They are not only soothing on the eye and the appearance of a person, but also go with the latest trend. Most of the international celebrities, who are the real trend-setters, are opting for pastel shades. I like to experiment with pastel shades which no doubt are accepted and appreciated. Recently, I have introduced vibrant pastel shades which include pre bleach of the same shade which I apply before the desired colour. The best part is that it stays long and gives the desired colour." Wella Professionals and Schwarzkopf Professional are the brands recommended by Sanjeev.

Colouring it right

Pastel colours have a large palette to choose from, but not all colours are readily accepted. Hairstylists have to be careful while suggesting and then, manifesting them on the hair. Aditi Vyas, Founder and Stylist at Continuity Salon in Mumbai elaborates, "Pastels are a great way to have a vivid, yet not an intense colour. Even a few carefully placed pieces go a long way. Some clients are skeptical about embracing it since colours like purple or blue need two sessions of lightening (bleach). However, pink, copper and rose gold can be achieved in one session. These colours work well on Indian skin tones and are also low on maintenance." She recommends brands like Crazy Color and Manic Panic for pastel shades.



The Concept of Destination Wellness

Prescribing Nature Naturally

Mordor Intelligence reveals that the global spa market is projected to grow at a rate of 5.7% during the forecast period 2018 to 2023. Increased focus on health and beauty and rising expenditure on luxury are the major drivers of the market. In India, however, the desire to indulge in 'spa-cations' and a sudden awakening towards wellbeing has fueled the growth of destination spas and wellness centres

\\ by Aradhana V Bhatnagar

➤ According to a report released by Global Wellness Summit, 2019 Global Wellness Trends, Jennifer Walsh and Beth McGroarty share that what if one goes to a doctor and, instead of a prescription, one was to receive a prescription for a 30-minute walk in nature? In fact, there is enough science about the health benefits of nature to get the attention of the medical profession. Nature as medicine. One contributing factor is the shifting demographics – people are living in urban areas, often with little or no nature. Not only has this resulted in a decrease in experiencing the joys of nature, but it has also means that the healing power of nature is not readily available for most people in the world.

The nature economy is booming. Spas and hotels are taking advantage of their often intrinsically beautiful locations to offer more outdoor programmes, and marketing it to their guests more creatively. There is a real desire to connect guests to natural surroundings, and this presents an incredible opportunity for destinations around the world. For those properties confined within cities, the natural beauty, and benefits, of the outdoors is being brought inside, showcasing local flora and fauna.



Healthful Change is the New Wellness Philosophy

\\ by Aarti Kapur Singh

ONCE YOU HAVE DEFINED YOUR GOALS, CONSIDER LUXURY WELLNESS RESORTS THAT OFFER AN ENVIRONMENT WHICH CAN HELP YOU ACHIEVE YOUR GOALS.

– SALLY HALSTEAD

Wellness Director, COMO Shambhala Ubud, Bali



Please tell us about your professional background.

I am a qualified nurse who has worked in Australian emergency departments and intensive care units in the UK. I am also a certified Colon Hydrotherapist, with experience in various complementary therapies including Reiki, Reflexology, crystal healing and Aromatherapy. I left the world of conventional medicine to pursue healing of a different kind by combining my skills to make a conscious shift into the wellness world.

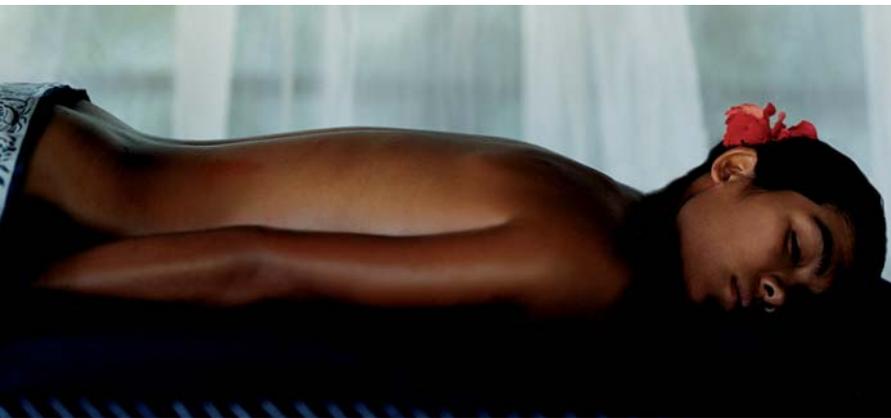
What are your views on the growing wellness industry in the world?

Consumers are placing more value on health and wellness. People around the world are spending on a holistic approach to health and wellness that includes nearly every aspect of life, even sleep. Alternative medicine offers preventative rather than curative centric strategies, root rather than

symptom-focused assessment, and natural herbal medicines and lifestyle changes which support my system rather than cause it extra issues. The spas are no more a luxury, but a part of lifestyle, where spa therapies are much needed to stay healthy and rejuvenated.

What are your own personal detox tips?

I try to follow intermittent fasting to keep my natural daily detox system running well. I make sure that I am not feeding all day long, and have a break from eating for at least 12 hours every day. I listen to my body and do not have any pre-determined expectations for when meal times should be. Every three months or so, I usually do a deeper cleanse. Sometimes I just need an easy cleanse, and will do a clean diet, cutting out high-allergen foods or those I know I am slightly sensitive to, but still like to eat sometimes. Exercise, mindful eating, sleep hygiene and an early bed



be mesmerised by the first glimpse of the jungle setting encompassing 24 acres of green open space overlooking the Ayung Valley.

Wellness experts guide our guests on their personal journey towards wellbeing through carefully crafted wellness programmes, individually tailored to each guest. Every wellness programme at the Estate is individually prescribed. What constitutes a stress detox for one guest would not be the same as for another. With this in mind, every guest receives a personalised Therapy Plan, Diet Plan and Activity Plan. Our guest's current health status and unique goals are taken into consideration as each wellness selection is advised and confirmed with the guest. This said, common elements may include meditation, breathing exercises, sweating protocols, surrendering technology devices, sensory inhibition yoga classes, physical exercise routines and a clean diet specific for the guest. Specialists in yoga, Pilates and Qigong provide inspiration and nurture, working in harmony with guides for mountain biking, hiking, climbing, whitewater rafting and outdoor circuit

training. Asian therapies and healthful cuisine form part of the dynamic packages created according to personal wellness requirements and goals. Our comprehensive Wellness Activities Schedule is available to all our guests. This schedule includes movement disciplines, such as yoga and Pilates, inspirational lectures from our wellness experts, and local and traditional Balinese cultural offerings. At COMO Shambhala Estate, guests can immerse themselves in the flavours of Indonesian cuisine at Kudus House, or enjoy the balance, nutrition and sophisticated tastes of our healthy COMO Shambhala cuisine with all-day menus at Glow. This is where our focus on nutrition reveals the power of certain foods to maximise personal performance, increase concentration and energy and calibrate blood-sugar levels. To help direct those on specific wellness programmes, we have a resident nutritionist. Our Ayurvedic doctor also creates special Ayurvedic diets to match your individual requirements.

What kind of therapies do you offer?

The extensive spa menu combines both Eurasian and Ayurveda therapy techniques. Custom spa treatments include specialised facials, body scrubs, nourishing wraps, and detox baths.

What are the main challenges that you face?

Awareness remains a main challenge for us as still a major chunk of population is unaware about the benefits of 'Wellness' programme and the concept behind it. The biggest challenge of this industry is that people still have a cluttered mindset due to growing number of unauthentic day spas. I think not just us, but wellness retreats the world over may find dealing with preconceived notions or preset ideas a tad tricky to deal with.

What are the future plans for the spa?

We have a Visiting Practitioner Program of retreats and workshops running annually. Previous specialists have included Rodney Yee (Yoga Master), Davis Swenson (Ashtanga Yoga), Sarah Powers (Yin Yoga), Robert Thurman (Buddhism Expert) and Sharon Gannon and David Life (Jivanmukta Yoga). We plan to expand these Visiting Practitioner Programs even more to include as many wellness approaches as possible in our bouquet of offerings. 🌿



The Face Masks Market

Optimising on Opportunity

Adroit Market Research reveals that the global face masks market is expected to touch \$11.37 billion by 2025, expanding at a significant CAGR of 10.2% from 2018 to 2025 owing to increased demand for better personal care. With *Salon India*, players in the business of manufacturing and marketing face masks throw light on the product category

- STEP 1** Prepare the hair for colour and structure to make it the best hairstyle.
- STEP 2** Divide the hair at $\frac{3}{4}$ of the nape.
- STEP 3** Create a plait vertically.
- STEP 4** Refold the plait into two parts and fix with two strips.
- STEP 5** Tie a band on the hair which is lateral to the plaits and fix with pins. The plait will support the hairstyle.
- STEP 6** Create three locks tied in half.
- STEP 7** Pass to the opposite side, divide the three locks tied with strips.
- STEP 8** Create knots in a graceful way. Leave the ends of the strands loose to enhance the shatush colour which is in contrast to the root and the length.
- STEP 9** This is the end of asymmetrical hairdressing, like the dress she is going to wear with clear asymmetry.

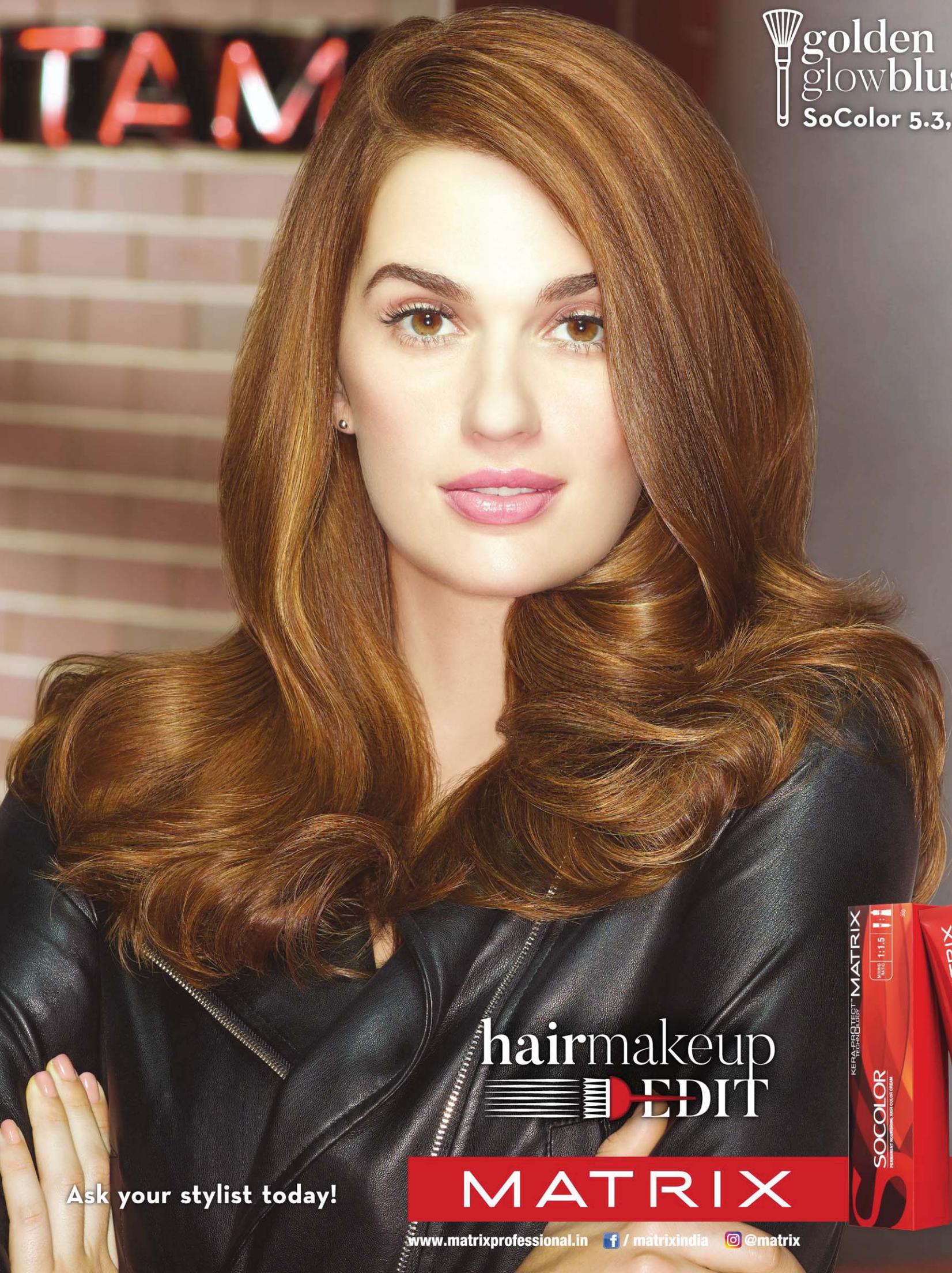


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Hair assistant: Gonta Diana e Vilma, Kosdhelej
Photo: Nico Donadelli
Make up: Diana Gonta
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