

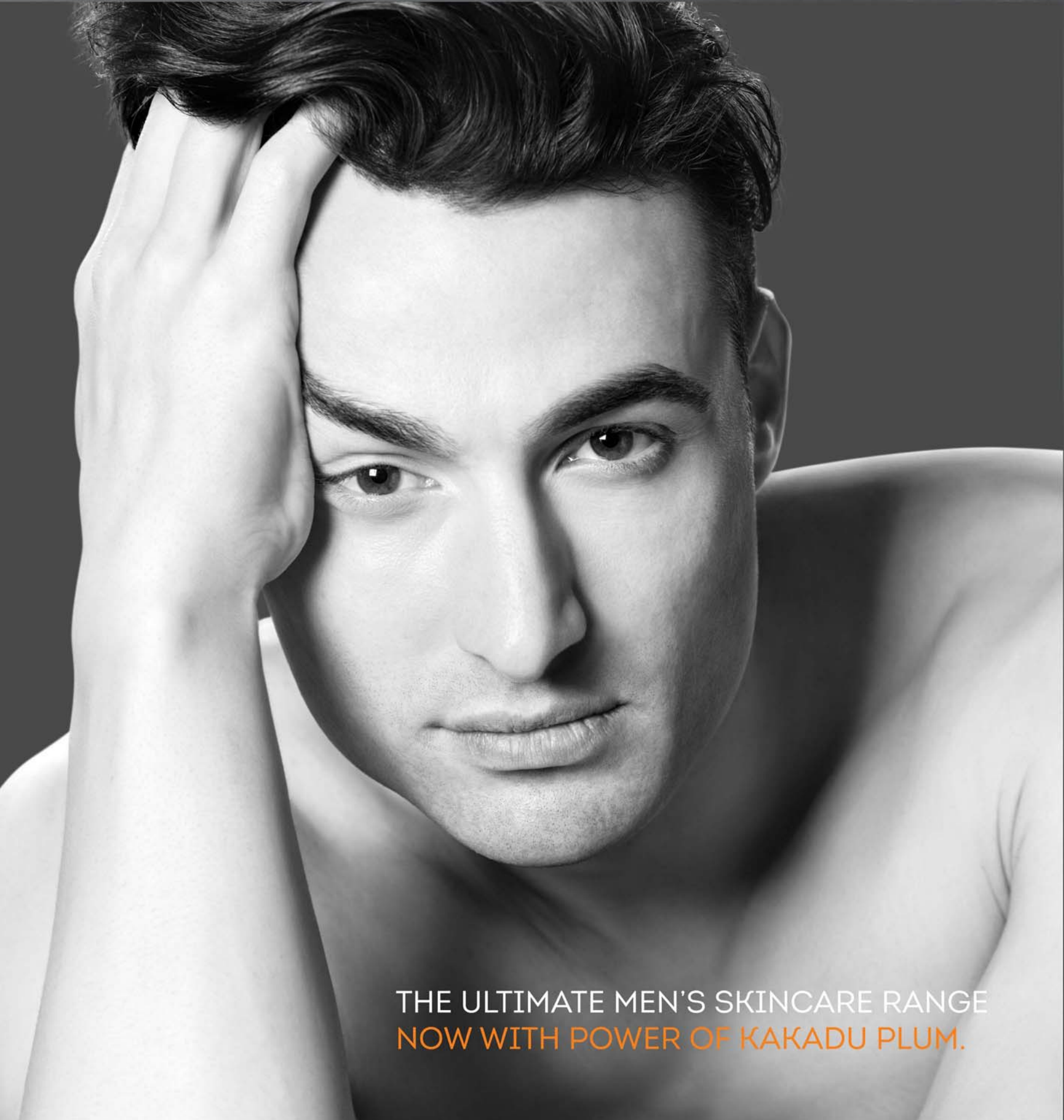
# SALON<sup>TM</sup>

**INTERNATIONAL**

*The trendiest  
ammonia free  
shades are here...*



LOTUS  
PROFESSIONAL



THE ULTIMATE MEN'S SKINCARE RANGE  
NOW WITH POWER OF KAKADU PLUM.



# PROMEN

PROFESSIONAL CARE FOR MEN

## MEN'S FACIAL REVOLUTION IS HERE! INTRODUCING THE HARDEST WORKING MEN'S FACIAL!

New Lotus **PROMEN** range comes enriched with Kakadu Plum extracts which is the worlds largest source of Vitamin C\*. The Australian super fruit gives your skin a radiant, youthful look. It also guards your skin from Sun, dust and other harmful environmental factors. You will discover, it's an ingredient your skin regime can't do without.

- Works to restore, repair and smoothen skin
- Reduces the appearance of pores, minimizes imperfections
- Absorbs excess oil without drying skin
- Helps the skin to rejuvenate and detoxifies it
- Regulates moisture levels

WITH  
**100X**  
VITAMIN C\*



Available at select premium spas and salons only.  
To know more please call toll free no: 1800 1200 36231  
email: [procare@lotusherbals.com](mailto:procare@lotusherbals.com)  
[www.lotus-professional.com](http://www.lotus-professional.com)  
Follow us on : [f](#) [@](#)

\*100 times more Vitamin C than an orange.



NEW #AMMONIAFREE PROFESSIONAL HAIR COLOR.  
BOLD, RICH PALETTE, 8 WEEKS COLOR LOCK, 5X SHINE.



INTRODUCING...


# WONDER COLOR

AMMONIA FREE

16 natural and fashion shades that give you smooth, nourished hair with 100% grey coverage.

Ask your hair stylist today!

# MATRIX

[www.matrixprofessional.in](http://www.matrixprofessional.in)  / [matrixindia](https://www.facebook.com/matrixindia)  @matrix





# SALON

TM

## INTERNATIONAL

INDIAN SUBCONTINENT | Vol 11 No. 9  
September 2019 | Price ₹150







**L'ORÉAL**  
**PROFESSIONNEL**  
PARIS

# **Busy Lifestyle and Pollution taking a toll on your Scalp and Hair?**

**Get your**






# **DND**

**DETOX • NOURISH • DE-STRESS\***

Your Healthy hair journey begins with Hair Spa

AVAILABLE **#ONLYINSALONS**

[www.lorealprofessionnel.in](http://www.lorealprofessionnel.in)

 / LorealProfessionnelIndia  / LorealPro  / LorealProfIndia

\*In Salon Service



**streak**<sup>®</sup>  
PROFESSIONAL

Red is a constant trend and  
beats at the heart of festivities.  
So for this festive season,  
enjoy a tryst with Red.

*Couber  
Currant*  
COLOURANT  
SHADE NO. 5.66



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



Follow us at Streak Professional.



*Eternal  
Reds*

*Persian  
Wavelet*  
COLOURANT  
SHADE NO. 0.06

*Carmine  
Cross Bun*  
COLOURANT  
SHADE NO. 7.5



Presenting the seasons look.  
Coloured with Argan Secrets colourant.  
Styled with Hold & Play range.

**streaX**  
PROFESSIONAL  
SILICONE ACTIVE SYSTEM  
**Argan Secrets**  
hair colourant cream  
Enriched with Argan Oil  
MAX 1.1  
Colourant / Developer

**streaX**  
PROFESSIONAL  
**HOLD & PLAY**  
Shine Spray  
with extracts of  
WILLOW & HONEY  
FIXAGE

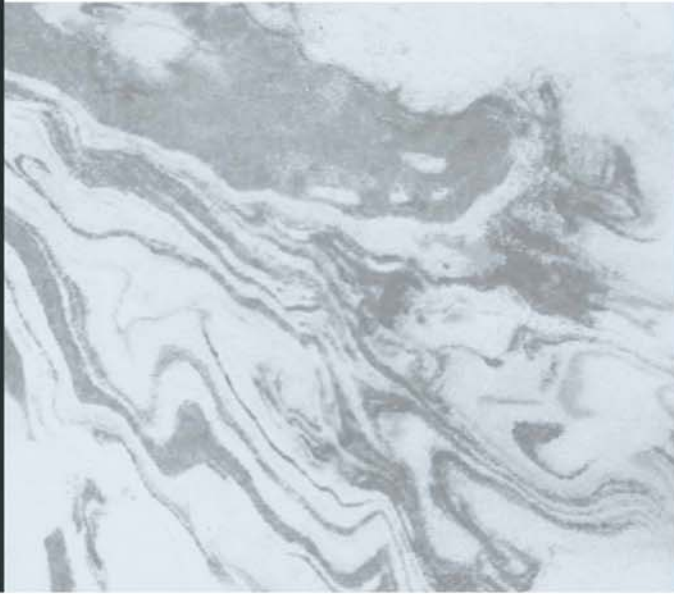
**streaX**  
PROFESSIONAL  
**HOLD & PLAY**  
Hold Spray  
with extracts of  
WILLOW & HONEY  
FIXAGE





\*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](http://www.tigicopyright.com)





*Together. A passion for hair.*



REcreate

shades of blond

FIBREBOND  
TECHNOLOGY  
INSIDE



WITH

**VARIO** LIGHTS

*Highlight. Contour. Transform.*

Schwarzkopf Professional introduces trendy blond 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 suit 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.

Call us on - 022-62369469; Email us - [customercare.skp@henkel.com](mailto:customercare.skp@henkel.com)

**Vario Lights Looks created by Florian Hurel, Celebrity Stylist & Schwarzkopf Professional Ambassador**

**Model's look – Vario Lights Blond Foilage.**

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



**KT**<sup>™</sup>  
PROFESSIONAL

# PROFESSIONAL TREATMENTS

GO FOR THE  
**STRAIGHT  
LOOK**  
NOW



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

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



# HAIR SPA RANGE

**KT**<sup>TM</sup>  
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  
www.ktprofessional.com









# LUXLISS<sup>®</sup>

## PROFESSIONAL

Experience the

# Luxury

Cysteine system

0% formaldehyde



keratin smoothing system



Luxliss is a Trademark of Beaver Cosmetics Los Angeles California.



[www.luxliss.in](http://www.luxliss.in)



9833668848



# SALON<sup>®</sup>

INTERNATIONAL

INDIAN SUBCONTINENT | Vol 11 No 9 | September 2019 | 92 Pages

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

#### Creatives

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

#### Production

Sr. General Manager Manish Kadam  
Asst. Manager Ramesh Gupta

#### Support

Sr. General Manager - Administration Rajeev Mehandru

#### ADVERTISING

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

Anshu Arora, Sr. Manager (North)

#### KOLKATA

Piyali Roy Oberoi, Regional Head (East)

#### MUMBAI

Santosh Menezes, Regional Head (West)  
Kratika Singh, Asst. Manager (West)

#### BENGALURU

Suvir Jaggi, Regional Head (South)

For Advertising Queries, Please Write to [salesbeauty@imagesgroup.in](mailto:salesbeauty@imagesgroup.in)

#### CONSUMER CONNECT & SUBSCRIPTION

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

Priti Kapil, Deputy Manager  
pritikapil@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](mailto:info@imagesgroup.in), Website: [www.imagesgroup.in](http://www.imagesgroup.in); [www.indiasalon.in](http://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](http://www.salon-international.net)

For subscriptions: [subscription@imagesgroup.in](mailto:subscription@imagesgroup.in)

For feedback/editorial queries: [letter2editor@imagesgroup.in](mailto:letter2editor@imagesgroup.in)

In today's fast-paced economy, one may question the role of distributors. While some say they work as middlemen, others prove that a distributor is important for the success of a brand. The latter is true. Distributors are a bridge between manufacturers and the professional consumer, connecting and enhancing the other, and the voice of a brand. Suffice it to say that without distributors, the bottom line of the players in the business of beauty and wellness would be in doldrums. This is the backdrop of this month's *In Focus* where we explore the triumphs and travails of being in this business in India.

In the *Hair* section, we feature Mary Alamine, Owner and Creative Director of Royals Hair in Sydney. A force to reckon with, she won Hairdresser of the Year 2016 at AHFA NSW/ACT, was the Finalist at Hair Expo Men's Hairdresser Of The Year in 2016, and several others. She wears her success lightly as we realised when she shared her professional journey. We also present a mesmerising photo essay of two collections by celebrated hair artists, Felicitas Ordás and José Salvador + Eva González. Truly inspiring for contemporaries and aspirants, alike.

On the home front, we showcase Mohammad Amjad, the winner of TIGI Backstage Heroes Season 2. He reflects on his early days in the hairdressing industry, the platform and his experience. On hair colour and care, brands including L'Oréal Professionnel, MATRIX, Kérastase and Rene Furterer have launched products that work like magic on hair! Salon management, as vital as it is, comes with its own set of challenges. Keeping the operations running smoothly is only the tip of the iceberg. Hiring, training, staff retention, maintaining standards, customer satisfaction, and so on, are some of the biggest goals for any salon manager. Kanta Motwani, Nikhil Sharma and Preeti Singh share their views.

In the *Beauty* section, Ojas Rajani, renowned make-up and hair artist, shares the beginning of her professional journey and how after 26 years in the business she has still managed to remain relevant to the current times. A story of victories and triumphs, it is an inspirational read. When talking about beauty, how can one leave out make-up? Professionals reveal nothing says class and style better than black, especially when it comes to an eyeliner. In fact, the darker the better. Keeping that in mind, Kryolan Cosmetics has created the super black GEL EYELINER.

In *Spa Focus*, we draw your attention to Canyon Ranch Spa in Las Vegas. Human-centered design, extensive lighting controls, and energy-efficient light sources are just some of the sustainable features that make for a comfortable and engaging spa experience. Kabir Aliri, Spa Manager at The Gainsborough Bath Spa in UK gives insights into the spa industry.

All this and all our regular features such as new salons in the country, new hair and beauty products on the shelves, the existing best spa packages available throughout the country, and plenty more.

Keep reading, sharing and liking us on Facebook and Instagram!



# Reveal Visibly Lighter, Glowing Skin in just 1 sitting!



## GloVite™

Skin Lightening Facial

DERMATOLOGICALLY TESTED



Lightens Skin

**Melanopeel** helps reduce melanin

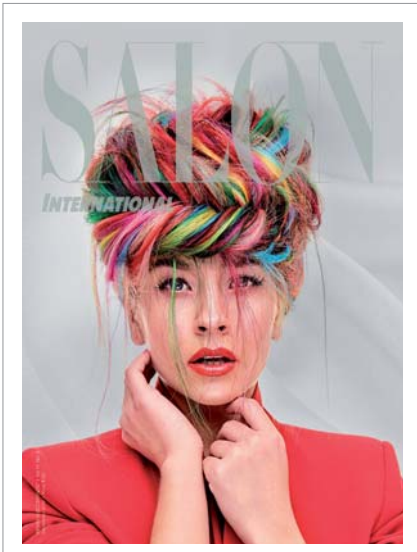
Restores Glow

**Fruit Enzymes** exfoliate dead skin cells

Consult your in-salon skincare expert today.

  
**CHERYL'S®**  
COSMECEUTICALS  
Skincare that works®





Hair: Rafael Bueno @ Rafael Bueno Peluqueros  
 Hair assistant: Moyses Utrera  
 Photographer: Alberto Zaldivar  
 MUA: Lulu Pérez  
 Stylist: Desiré Espinosa & Xisco Morales  
 Products: Blonderful & Nutri Color by Revlon Professional  
 Extensions: Elegance Hair Extensions

# Content

44



- 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
- 26-27 **Main interview** Owner & Creative Director of Royals Hair Sydney, Mary Alamine is the winner of 2016 AHFA NSW/ACT Hairdresser of the Year 2016, Finalist 2016 Hair Expo Men's Hairdresser of the Year 2016, and more
- 28-30 **In hair** L'Oréal Professionnel's Powermix is a 20 minute expert salon hair treatment for instantly transformed hair; With Dialight give your client personalised on-trend #FrenchBalayage created with the new and unique palette of shades
- 32 **Recognition** Winner of TIGI Backstage Heroes Season 2, Mohammad Amjad, reflects on his early days in the hairdressing industry
- 34 **Festival time** Get superior protection from split-end damage and take your long hair to any length with MATRIX's Opti.Long
- 38-39 **Feature** Experts share views on salon management and tips to deal with them
- 40 **Scalp health** Leading international hair care brand Rene Furterer emphasizes on the importance of a healthy scalp
- 42 **Influencer** Gautum Gupta, owner of label Autre, shares his take on beauty in fashion
- 44 **Trends** Monsoon season and the resultant humidity wreaks havoc on hair and skin. Experts come to the rescue with sound advice
- 46-59 **In focus** Distributors are the life blood of the beauty and wellness industry. The best of the best share the opportunity and challenges of the trade
- 60 **Events** The social calendar of what is happening when and where
- 62 **Innovation** Professionals reveal nothing says class and style better than black, especially when it comes to an eyeliner. In fact, the darker the better. Keeping that in mind, Kryolan Cosmetics has created the super black GEL EYELINER
- 64-65 **Artist interview** The multi-talented Ojas Rajani shares her journey
- 66 **Skin care** Gunjan Jain, National Education Manager at Cheryl's Cosmeceuticals shares insights into GloVite, the instant lightening facial
- 69 **Nail art** Gunjan Devshwar, CEO, EnailCouture India, shares a step by step guide
- 70-74 **International stylists** Two celebrated international hair artists, Felicitas Ordás and José Salvador + Eva González share their mesmerising collections
- 76 **Celeb style** Harshvardhan Rane shares his grooming and fitness secrets
- 78-79 **Visual dynamics** Human-centered design, extensive lighting controls, and energy-efficient light sources are just some of the sustainable features that make for a comfortable and engaging spa experience
- 80-81 **Wellness view** Kabir Aliri, Spa Manager at The Gainsborough Bath Spa gives insights into the spa industry
- 84 **Training** Courses offered by Kiinjal Mehta Make-up Studio & Academy
- 86-87 **Step-by-step** Recreate the intricate cut

26



46



70



78





# VEGA

## TRENDY HAIR STRAIGHTENER



**1** 5 HEAT SETTINGS  
FOR ALL HAIR TYPES



**2** CERAMIC COATED PLATES  
MINIMIZE HEAT DAMAGE



**3** FLOATING PLATES  
MINIMIZE HAIR BREAKAGE





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

### » NATIONAL »



#### VIPUL CHUDASAMA SALON & ACADEMY GETS A GREEN MAKEOVER

» Acclaimed educator and celebrity hairstylist Vipul Chudasama has opened the doors to a revamped flagship salon and academy. Inspired by the global demand for 'green salons', Vipul has introduced the benefits of eco-conscious sustainable practices and design at the boutique salon. His team of hairdressers, stylists, colour specialists, make-up artists, and nail technicians are trained and motivated to push the boundaries on their creativity while staying true to the roots. Shares Vipul, "We may have a long way to go to be fully sustainable in our business. However, these initial steps are expected to make a huge impact on our day to day activities, and be an example for hair

and beauty professionals who wish to be a part of this revolutionary concept. Clients are also noticing the changes and have appreciated the efforts, which encourages us to keep moving forward with bigger and better goals."

The exclusive aAcademy has upgraded education standards for beginners and professionals. Equipped with the latest training tools and equipment, the dedicated learning space is abuzz with a passionate pursuit for continued education. A compact teacher to student ratio, masterclasses with Vipul Chudasama himself, and ample space to explore your creativity makes the Vipul Chudasama Academy a cut above the rest.

#### GARNIER COLLABORATES WITH SARA ALI KHAN

» Garnier Skin Naturals has tied up with youth icon Sara Ali Khan for their Serum Sheet Masks. Boosted with natural ingredients, each mask contains one week's worth of serum that gets absorbed into the skin and goes deep within for fast results. Shared Pankaj Sharma, General Manager Garnier, "We are pleased to introduce Sara Ali Khan as the new face on Garnier Skin Naturals. With serum sheet masks, we want to capitalise on this global beauty trend of masking and bring the next generation of skin care to the youth of today. Sara's spontaneous and vibrant personality resonates perfectly well with our brand ideology of being a natural, active, modern brand and we look forward to a great association with her."



#### ORGANIC BEAUTY - THE BUSINESS TO BE IN RIGHT NOW

» According to a new report, the global organic personal care ingredients market size is on track to reach US\$11.1 billion by the year 2025, representing a 5.4% CAGR from 2019 to 2025. The report points to growing consumer awareness about the benefits of organic personal care products, which are free from potentially harmful chemicals, in comparison to their synthetic counterparts as one of the key reasons for a surge in demand. The organic personal care sector is biggest in the US, but emerging economies such as China and India have also witnessed an increase in demand over the last few years.

The report highlights Aloe Vera, Soybean Oil, Neem extract, Xanthan gum, and fish



oil as some of the major raw materials used in the fabrication of organic products.

Skin care in particular is expected to emerge as the fastest growing segment between now and 2025. Retailers have

been quick to double down on the notion of 'clean' beauty recently. In July, the chain store Target unveiled a new 'Target Clean' icon, designed to alert shoppers to products formulated without certain chemicals such as phthalates, propyl-parabens, butyl-parabens, sodium laureth sulfate (SLES), and more.

The icon has since been applied to almost 4,000 products across the retailer's beauty and personal care aisles. Earlier this year, it was reported that the cosmetics giant Sephora was tripling the list of vetoed ingredients on its 'Clean at Sephora' programme, while Garnier unveiled a new organic skin care range called Garnier Bio in France.





**BOMBAY SHAVING COMPANY TIES UP WITH ACTOR NAWAZUDDIN SIDDIQUI**

Men’s grooming brand Bombay Shaving Company has tied up with actor Nawazuddin Siddiqui for new kits with the theme of *Sacred Games*, an Indian web television series. Commenting on the association, Raunak Munot, Co-founder, Bombay Shaving Company said, “Grooming is a very personal thing, restricted to the bathroom and dressing, so social conversations around it are limited, especially within men. We are constantly looking for ways to spark these conversations through culturally-relevant themes, like *Sacred Games*, which is a popular show amongst our target group. Our especially curated *Sacred* grooming kits use the tonality of the show, and who better to spark conversations around this offering than the main protagonist, Nawaz.”

**PIXI NOW IN INDIA**

PIXI, the London based beauty brand by renowned make-up artist, Petra Strand, will now be retailing in India. The award-winning Glow Tonic range will soon be in India. It is a collection of radiance-enhancing toning that exfoliates, hydrates and brightens the skin effortlessly. Pixi will also introduce the cult products such as the Overnight Glow Serum, Glow Mud Cleanser, Glow Mist, Rose Oil Blend, Hydrating Milky Mist, Rose Caviar Essence, Peel & Polish, Rose Tonic, and the Glow Tonic To-Go and will be available at Sephora outlets. The brand’s product range includes Skin Treats, Make-up, Body Treats, kits, tools and a special selection named #PixiPretties which is a vast make-up collection.



INTERNATIONAL

**COTY PROFESSIONAL TO LAUNCH VEGAN LINE**

WeDo/Professional is a new eco-ethical brand, offering a range of vegan and cruelty-free products with up to 50% less ingredients than average\* and with 100% recyclable packaging. Co-developed with the scientists of the Wella Professionals hair care labs, and in collaboration with hairdressers, each product has been designed with professional performance in mind. The WeDo/Professional line-up offers 14 products, including four multi-purpose hybrid products for hair and body

On the launch, Coty Professional Beauty Chief Marketing Officer, Laura Simpson, said, “With the launch of WeDo/Professional we are tapping into growing consumer desire for products that perform, while having less impact on the environment. Not only have we developed a consolidated range of products that push the boundaries on the industry’s natural and ethical standards, but we aim to be as transparent as possible on where we have room for improvement, and where we wish to do better.”

\*According to INCI list



**COSMOPROF ASIA 2019 TO HONOUR TOP BEAUTY BRANDS FOR THE THIRD CONSECUTIVE YEAR**



Research, quality and new technologies are key elements in the development of a cosmetic product. For this reason, Cosmoprof Asia 2019, celebrates the most innovative products set to impact the evolution of local markets and consumers’ beauty routine with the Cosmopack Asia Awards and Cosmoprof Asia Awards. Cosmopack Asia Awards will honour brands with the best packaging, design, formulation and technology at Cosmopack Asia, to be held from 12th to 14th November at AsiaWorld-Expo (AWE). Meanwhile, Cosmoprof Asia Awards will recognise brands with the best marketing and communication strategies at Cosmoprof Asia, to be held from 13th to 15th November at Hong Kong Convention and Exhibition Center (HKCEC).



These prestigious awards are curated in partnership with BEAUTY STREAMS, the global beauty industry reference, which provides colour forecasts, product innovation concepts, consumer insights, brand strategy, short, and long range trends, and industry news. The jury of the awards consists of industrial experts, opinion leaders and influencers.



New Openings >>

## \\ LUCULLAN STUDIO \\ DELHI

- > **Colour combination:** Grey, black, white, gold
- > **Products used:** Balmain Paris, Paul Mitchell, Olaplex, L'Oréal, Schwarzkopf for hair; Thalgo, Gemology Paris, Perron Rigot in skin; Gelish, Morgan Taylor in nails; Bomb Cosmetics, Gemology Paris in mani-pedi; Dyson, Wet Brush, Gamma & Bross in tools
- > **Lighting:** Ceiling, spot and ambience lighting
- > **Flooring:** Matt finish dark tiles
- > **Interior designer:** Gamma & Bross Paris



**Contact person:**  
Neha Sharma & Ashok K Bandhu

**Address:**  
M- 35, M- Block Market,  
Greater Kailash -1, New Delhi

**Phone:**  
011-4770 7722, 23, 24

**Email & Website:**  
manager@lucullanstudios.com  
www.lucullanstudios.com

Pelf St., a privately owned lifestyle company, has launched Lucullan Studio. Spread over 5,000 sqft, it covers three floors and offers expert services in hair, hands and feet, and skin with a plethora of the best international brands. The plush-looking salon has two nail stations, two lash and Microblading stations, four pedicure and manicure station, 14 hair stations, four shampoo stations, four facial rooms, and a VIP Treatment Lounge that can accommodate

all the services in one room. They also have an in-house service with a fully operational bar with coffee from Blue Tokai and tea from Hill Cart Teas.

Share Neha Sharma, MD and Ashok Kumar Bandhu, CEO, Lucullan Studio, "We believe luxury is not a style statement, but a lifestyle. Lucullan Studio has brought the lifestyle needs for its customers in the heart of Delhi. At Lucullan, quality is appreciated and promoted more than quantity."



## \\ STYLUSH SALON \\ CHANDIGARH

**Contact person:**  
Shalu Swani

**Address:**  
SCO 147-148, Sector 9C,  
Madhya Marg, Chandigarh

**Phone:**  
+91-9872310269

**Email & Website:**  
stylush09@gmail.com  
www.stylushchd.com



- > **Colour combination:** Purple, blue, gold, grey
- > **Products used:** Schwarzkopf for hair; Dermalogica for skin; Huda Beauty, NYX, MAC, Bobbi Brown for make-up
- > **Lighting:** Halogen
- > **Flooring:** Italian granite
- > **Architect:** Navdeep Sharma



Spread over 5,000 sqft, Stylush is a large format studio that offers services in hair, skin and make-up, however, their forte lies in bridal make-up for men and women.

Shalu Swani and Parveen, Co-founders, are passionate about beauty and skin care and were the first in the region to offer Korean anti-ageing skin therapy and Microblading. Parveen, a renowned make-up artist, has done 50,000+ bridals in 17 years of his career. It has men's hair section, make-up

studio, VIP room, nail bar, and rooms for spa, beauty, pedicure and eyelash extensions.

Shares Shalu, "As a homemaker from a business family of the city, who occasionally travelled to various parts of the world, I was fascinated by organic beauty and wellness therapies and products. Years later, I decided to offer it to the people of Chandigarh through Stylush."

Stylush School of Hair & Make-up, an academy, is also there on the premises.



# KERATHERAPY™

KERATIN THERAPY FOR HAIR

## The new face of affordable luxury



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](http://www.esskaybeauty.in),

Follow Us  Keratherapy India  Esskay\_Beauty\_Resources



# Mary Alamine

## Triumph of an Artist

Owner & Creative Director of Royals Hair Sydney, Mary Alamine is a force to reckon with. Winner of 2016 AHFA NSW/ACT Hairdresser of the Year 2016, Finalist 2016 Hair Expo Men's Hairdresser Of The Year 2016, and more, she wears her success lightly. With *Salon India*, Mary shares her professional journey

\\ by Aradhana V Bhatnagar



MARY ALAMINE

### **How did you decide to be a part of the hair business?**

My love for hair started from a very young age. My dad used to ask me to cut his hair when I was 8 years old. He told me I was the best hairdresser in the world even though it was the most terrible and uneven haircut he ever had. I was 15 when I started working in a salon. Today, I am 33 and still excited to go to work everyday.

### **What was the inspiration?**

I loved the idea of looking after people and hearing their stories. I also loved the creativity and endless opportunity that hairdressing offers.

### **Please tell us about your family.**

We are a big family of parents and brothers and sisters. My father is an entrepreneur and he loves investing and working on different projects. One of my sisters is also a hairdresser, another sister is a beauty therapist and my third sister is a lawyer. My older brothers also have their own salons in Sydney. We are all very close.

### **Do share some anecdotes.**

I remember my first day of work in a hair salon. It was a Thursday and I worked from 9am to 9pm. It was my first real job and I remember telling my mum my legs feel broken and that I cannot go to work the next day! She looked at me and said, "You'll be fine. It will get better", and she was right.

**From where did you learn hairdressing?** I did my hairdressing apprenticeship through Sydney TAFE; much of what I learned was from attending seminars and courses in Sydney. I also learned a lot from just experimenting myself and developing new techniques. My sisters are my biggest mentors as well as other amazing women in business.

### **What were some of the challenges that you faced back then?**

I opened my first salon when I was 21 years old, so I did not have any experience of business. I faced a lot of challenges like finding like-minded people. Also people who were elder to me thought they knew better. 12 years later with four salons and an academy, I have definitely overcome every challenge.





**What is your forté as a hair dresser?**

I love all aspects of hairdressing, but my favourite would have to be styling.

**How do you inspire your team to create hair looks for a collection?**

Shooting a collection requires a lot of work, commitment and money so I never push anyone into it. With a collection, it begins with an idea and then the concept comes together. We create a mood board for hair, make-up, styling, number of models, location, team and so on, and how we want it to be shot; then we start putting these ideas into action.

**What are the must-have qualities in a hairstylist?**

I believe it is to have a personality. We are interacting with people all day long and it is so important to be a warm and outgoing person; also be creative, a good listener and feel genuinely.

**What is a day like in the life of Mary Alamine?**

I like to think I am organised and have a perfect work-life balance, but the truth is every day is new and different. Usually in the morning, I drop my children to school and then go to the gym. Then I race to one of my salons or hair academy, having breakfast in the car, and then go to the next salon. When I am not in the salons, I am in the academy or on a shoot.

**What are the trends in haircuts and colour this season?**

I have to say I am loving all the warm tones for winter and we are seeing more of this going into spring. Soft coppers, strawberry blondes and mocha brown hair are definitely the go-tos. We will see a lot more hand painting and balayage, but softer tones that are more gradient.

**Do you plan to open your academy?**

We opened our own dedicated Royals Hair Academy in April 2016, and will be re-launching it in our new space in November 2019, which is very exciting!

**What are your views on the Indian hairdressing industry?**

I would love to visit India to gain more insight on what it is like in salons and am planning to go in the next two years. I would love to visit salons and possibly share my passion and gain insight from other fellow hairdressers.

**What are you planning next?**

Besides the re-launch of our Academy, we have quite a few exciting things happening in the next year which I cannot reveal just yet. Let me just say it will be big and I cannot wait to share it with everyone. 📌







# Powermix by L'Oréal Professionnel

## The Instant Solution for Bad Hair Days

When it comes to hair and beauty, the urban youth is constantly finding solutions that are better, stronger and instant. So, how about allowing your hairdresser to suggest Powermix for transformed hair in only 20 minutes



L'Oréal Professionnel, the global leader in professional hair care and the number one salon brand in India, has always aimed at redefining the salon experience. With the aim of creating services that are constantly responding to the consumer's evolving needs, Powermix, an instant expert solution for bad hair days has been created. It is a truly professional, personalised and powerful hair care treatment that is quick and effective. A perfect solution for everyone that lives in the bustle of a progressively fast paced world.

The Powermix hair treatment uses cutting edge technology with highly active ingredients that fuse together to create fresh and immediate hair right in front of you. These deeply nourishing masques are designed to give your client's hair a healthy boost, instantly. The process only takes 20 minutes and hair is left feeling refreshed, restored and reinvigorated!

After a quick consultation with a L'Oréal Professionnel hair expert in the salon, one of the five Powermix treatments are recommended for your client. Each of these are developed specifically to cater to various key concerns. Be it unforgivable hair damage or uncontrollable frizz, demanding colour protection or diminishing hair strength, there is a Powermix solution for you!

This quickie for your hair should find its way straight into your next salon visit. Try a Powermix treatment with a blowdry, haircut or even just on its own and experience visible results for yourself!

### WHAT IS POWERMIX?

It is a 20 minute expert salon hair treatment for instantly transformed hair. There are five Powermix services one can choose from each catering to a unique hair concern:

- › Powermix Force: Powered by Biotin and Vitamin B6, it gives weak hair 10 times more strength against breakage.
- › Powermix Colour: Powered by A-OX Technology, it protects hair colour from fading and restores radiance and shine.
- › Powermix Repair: Powered by Lipidium Complex, it repairs damage and reveals soft and healthy hair.
- › Powermix Liss: Powered by Pro Keratin Complex, it smoothes unmanageable hair and controls frizz.
- › Powermix Nutri: Powered by Glycerol, it gives dry hair an instant boost of nourishment! Hair stays soft and nourished for up to 48 hours.



The Powermix services are available at your favourite L'Oréal Professionnel salon!



Go Bold.  
Go Black.



Contact details: [customer@kryolan.in](mailto:customer@kryolan.in) | Ph: +91 44 2746 0008 Ext: 114

## GEL EYELINER

ART. 01090

Easy to apply. Lasts up to 14 hours. Soft gel-like finish.



MAKE-UP IS A SCIENCE

[KRYOLAN.COM](http://KRYOLAN.COM)





## L'Oréal Professionnel Presents The All-new Dialight for Glossy Colour

Give your client personalised on-trend #FrenchBalayage, which is created with the new and unique palette of shades

➤ Dialight, the latest launch by L'Oréal Professionnel, is highly innovative acid-gel cream, ammonia free tone-on-tone colour! It creates glossy luminous looking reflects and vinyl shine, whilst respecting the condition with natural-looking colour that gradually fades away.

It is ideal for previously coloured or weakened hair or even for those who just want to add subtle richness or gloss to their natural hair colour.

The pH acid formula of Dialight, which is close to the natural pH of the hair, gently colours, while giving your client's hair a lustrous result. It can be used for toning, colour correction and highlights on sensitised hair.

Dialight is great for offering a colour refresh to top up the vibrancy of colour in between the usual permanent colour services. The fast development also makes it ideal for those with busy lives and who are short of time.

With 14 unique shades for that perfect, on-trend Parisian Cool look, give your client personalised #FrenchBalayage.

### **Cool Caramel Balayage**

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

### **Cool Mocha Balayage**

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



# Client Retention Delightful Offers

Salon India presents to you few of the most compelling offers and deals that will retain existing customers and attract new ones



## 1 JAWED HABIB SALON DELHI

The salon is offering men's haircut, wash and blow dry for ₹199. The actual price is ₹299.

## 2 LOOKS SALON DELHI

Now avail Keratin treatment and highlights for ₹4,999, and global hair colour for ₹3,499. Limited time offer.

## 3 VACHI BEAUTY SALON BENGALURU

Go for face de-tanning, regular waxing of full arms and half legs, threading of eyebrows and upper lip for ₹599 instead of ₹840.

## 4 GRACE BEAUTY CLINIC AMRITSAR

Avail 50% off on any three services of your choice – haircut, face cleanup, arms waxing, half legs waxing, face bleach, hair wash, and threading. Pay ₹999, instead of ₹2,000.

## 5 BOUNCE SALON BENGALURU

The salon is offering multiple offers. Get 20% discount on highlights and global hair colour. Also, you can avail of 20% discount on Dermalogica facials. There is also a 25% discount on body massages.





# Mohammad Amjad

## Education and Focus are Key

With *Salon India*, Mohammad Amjad, winner of TIGI Backstage Heroes Season 2, reflects on his early days in the hairdressing industry, training to be part of the platform and his overall experience



### What inspired you to take up hairdressing?

I come from a family of hairdressers; both my grandfather and father were barbers. I have grown up watching them do their job and at a very early stage in my life I realised this is what I wanted to do, as well.

### Please share your professional education.

My elder brother was my driving force in kickstarting my professional journey. In 2004, I came to Delhi for professional training in hairdressing and styling. I, then, decided to open a women's salon in 2008 as in Jalandhar options for women did not exist. I was one of the first! It fills me with pride that I inspired others to venture into the salon business.

### How did you hear about TIGI Backstage Heroes?

TIGI Backstage Heroes is a unique platform that discovers hairdressing talent in the country and gives it a global platform. I participated last year as well and was the finalist. I have had my eye on the winner's trophy since then!

### How did you prepare yourself for the competition?

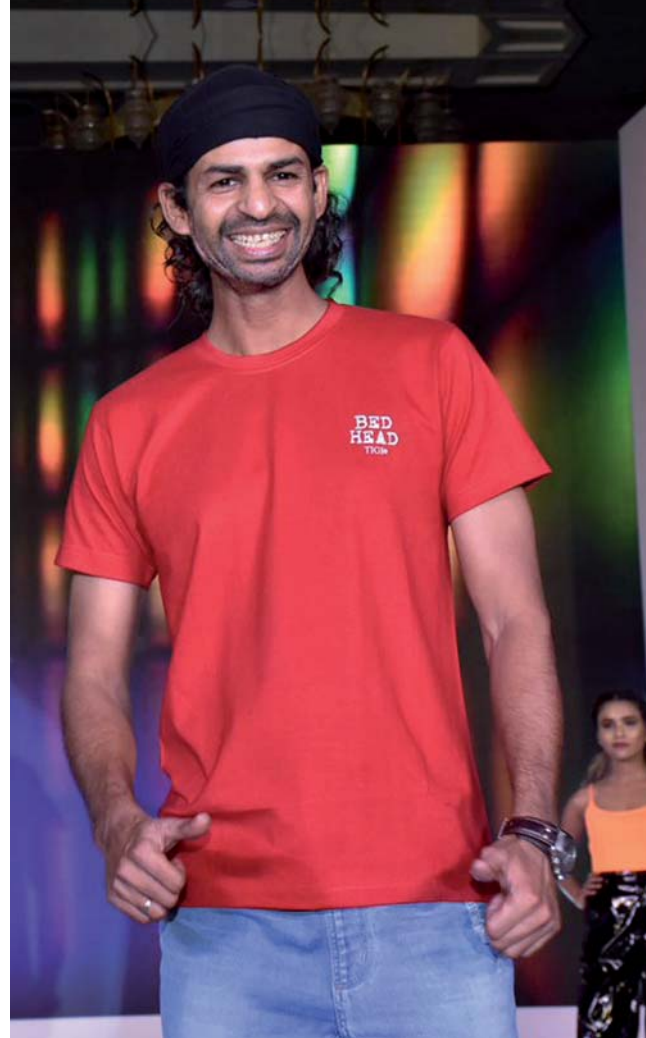
In August 2018, TIGI Global Educators Ralf Boss and Andy Cheong held a workshop with the regional finalists where we were taught new techniques in cut and styling. This year, when they announced a theme for the finale, the TIGI Education team decided to mentor us. For our Street Style theme, they shared a reference image wherein the model was wearing a cap and headphones, and the look played with braids and colours. I decided to recreate it with the model's hair. It was tough to bring the entire look to life. I practised every day with my team in Jalandhar. While I could do the braiding, the earphones would not remain in one place. It is then that Bed Head Hard Head came to our rescue and we did not have to use pins or accessories to keep the hair intact. It gave me the liberty to play with different colouring techniques and styling.

### Who all were your mentors and guides in the process?

During the semi-final training last year, I learnt new colouring and cut techniques from Ralf and Andy. The TIGI Education team from India also helped us learn new techniques which we used in our creation.

### Please tell us about the award winning look you created.

During the regional round, one of our educators shared a story of how Anthony Mascolo once created a cap using the model's hair. When it was showcased on the stage, someone from the audience



said that he has used stuffing and pins to create the look. To prove his case, he detangled the look using champagne!

I was inspired by this anecdote and I decided to also recreate that look. I submitted the look for the finals and thankfully, it was selected. However there was a twist – every participant was given a theme by the selectors. I was given the Street Style category and had to create the look of a street dancer. My interpretation of the theme transformed it with warm copper-red braided space buns into the headset and slick styling of the front fringe into a cap to create a cool and innovative hairstyle.

### What were some of the products used?

From the TIGI Bed Head range I used Hard Head for finishing, Masterpiece for construction (crimping) and Wax Hair Stick for the braids.

### What were the techniques used?

I used the braiding technique to create ear plugs, Hard Head hair spray to create the cap, and TIGI Copyright colour 6/6 (dark blonde red colour) to enhance the earpiece and the edge of the cap

### What is your message to those who want to join this line?

Let your imagination fly. It is the best way to give expression to creativity, however, nothing can beat the power of education, dedication, hard work, and focus. 🎯



**YOU + LAKMÉ SALON = SUCCESS**



# WHY LAKMÉ SALON?

Are you a salon owner? We offer you a chance to partner with the best in the biz, and convert to a Lakmé Salon. Don't just take our word for it, here's what our happy franchise partners have to say.

## CUSTOMER RETENTION



**SUMA RADHESHAM**

OWNER OF 6 LAKMÉ SALON FRANCHISES

"Lakmé Salon is the trendsetter in the beauty industry. The Runway Secrets portfolio has trendy services curated across the best brands. The Runway Rewards Loyalty Program, thematic campaigns, and an attractive Referral Program help attract and retain customers."

## TALENT MANAGEMENT



**PREETI DIAS**

OWNER OF 7 LAKMÉ SALON FRANCHISES

"Lakmé Salon helps me identify and engage the right talent, with continuous classroom and online training. Programs like Backstage Heroes and Glitterati recognize and reward the best talent, and drive performance."

## BUSINESS OPERATIONS



**MOHIT GUPTA**

OWNER OF 2 LAKMÉ SALON FRANCHISES

"The Lakmé Way Standard Operating Procedures and regular audits drive operational excellence. Being amongst the best performers on the Lakmé Salon Scorecard, I am proud to be part of the Lakmé Advisory Council with chances of winning cash awards and royalty rebates."

## WHAT IS NEEDED TO PARTNER WITH THE LARGEST SALON NETWORK?

A minimum **space of 800 sq. ft.**

A **nominal investment** for converting to a Lakmé Salon

Are you ready to see your business soar? Contact us via email on [Lakme.Franchisee@unilever.com](mailto:Lakme.Franchisee@unilever.com) or our Toll-Free Number: **1800 123 1952**





# Go To Any Length

## With Opti.Long Nourish Protect by MATRIX

This festive season, get superior protection from split-end damage and take your long hair to any length with MATRIX's Opti.Long hair care range



➤ The festive season has started! Not only is everyone looking for hair and make-up ideas, salons have got into the celebratory mode with fresh and innovative offerings.

Since, it all begins with hair, the crowning glory, its health can ultimately make or break the entire look. Also, it is no secret that Indian women love sporting long hair and are always looking at different ways to experiment, more so during the festival season.

Most women prefer their hair long and invest a lot of time and effort to maintain their length, but an underlying lack of nourishment eventually leads to the appearance of split-ends and one is forced to go in for a trim. However, regularly trimming away your long, beautiful hair can be heartbreaking. If you do not want to cut your long hair and are looking for a solution that helps you avoid future split-end damage, there is great news for you! Presenting Opti.Long Nourish Protect – a solution that not only nourishes your hair, but also provides protection from future split-end damage.



**What is Opti.Long Nourish Protect?**

To end long hair related woes and give a fresh lease of life to long hair, MATRIX, the world’s leading American professional brand, now offers Opti.Long Nourish Protect, a professional specialist hair care range for long hair. Opti.Long Nourish Protect is the first specialist care range for long hair and offers up to 3X more protection\* from split-end damage.

Enriched with Ceramide, it helps women with long hair avoid future split-end damage and thereby subsequent trimming. This gives them the confidence to now go to any length with their long hair. The Opti.Long Nourish Protect range helps combat the various issues faced by the different sections of long hair and provides the necessary nourishment and protection that leads to longer, stronger hair that is tangle-free from root to tip.

**Specialised in-salon treatments**

When it comes to long hair, it is of utmost importance to take adequate steps to care for your hair with specialised in-salon treatments. The Growth Booster\*\* service comprises of shampoo, booster dose, masque, conditioner and leave-in from the Opti.Long range. It is a targeted treatment that nourishes and strengthens hair across the length and provides protection from split-end damage.

**Home care range**

For long-lasting results and continued care, also take home the perfect post-care regimen. It comprises of the Opti.Long shampoo, conditioner and leave-in cream:

- **Opti.Long Nourish Protect Professional Nourishing Shampoo:**  
A deep cleansing shampoo, it removes excessive oil build-up from the scalp and helps nourish hair for a healthy, moisturised feel.
- **Opti.Long Nourish Protect Professional Nourishing Conditioner:**  
A nourishing conditioner that helps to detangle, nourish and strengthen the hair fibre to give smooth, silky hair that is manageable and tangle-free.
- **Opti.Long Nourish Protect Professional Nourishing Leave-in:**  
A deep nourishing leave-in cream that also provides strength to the hair fibre and protection from split-end damage. It helps to resurface the strands for a smoother finish and nourished feel across the length of hair. 🌿

Get ready to take your hair to any length with the MATRIX Opti.Long range, available at your nearest MATRIX salon!

\*Instrumental Test: Shampoo + Conditioner + Leave-in versus Non-conditioning Shampoo

\*\*Due to protection and nourishment action leading to lesser breakage



# Nutritive 8H Magic Night Serum by Kérastase

## A New Bedtime Ritual for Hair



Luxury hair care brand, Kérastase, introduces Nutritive 8H Magic Night Serum. It works on the hair like a rich night cream works on the face, by intensifying the restorative power of sleep to nourish and repair the hair overnight. 45% of women use an overnight treatment in their skin care routines, saving the most concentrated, powerful products for night time use. 8h Magic Night Serum is an intensive overnight hair treatment that slowly transforms the hair over eight hours. It extends professional luxury care to a bedtime ritual, and is the fullest expression of the 'skinification' of hair care. It is a serious, wellness-based approach to hair that reflects the way women think of personal beauty.

### The innovation

The hair scientists have designed the 8H Magic Night Serum to be used just before bed, with no washing or wetting required. Its application also takes care of friction. When we rest our head on a pillow, it is friction that damages the hair, making the cuticle rough, while heat and air conditioning cause dry conditions that dehydrate hair. It is the first hair serum containing highly penetrating ingredients that completely disappear overnight. No product remains on the hair in the morning. What is left behind is beautifully soft hair with a satin finish, a completely weightless effect.

### Infused with goodness

8H Magic Night Serum combines the nourishing power of the classic Nutritive range with the opportunity to restore and repair hair overnight. Infused with Vitamin B complex and Iris Root Extract, the serum provides a heightened sensual experience with a signature evolving fragrance that enhances relaxation at night and becomes an energising scent by morning. With consistent nightly use, 8h Magic Night Serum improves the health of the hair over the long term.



### Why do so many women complain about dry hair?

80% of women have this problem! It is because of external factors like dry air and pollution, blowdrying and sun exposure. With 8H Magic Night Serum, all you need to do is go to sleep for eight hours. When you wake up in the morning, your hair will have a beautiful, soft touch.

### Does 8H Magic Night Serum work for curly hair?

You can use the serum for all types of hair. For more defined curls, you just take a little bit and put it on and define your curls with your fingers. The next day the curls will be perfect.

### How often should it be used?

This is the best part. You can use it every night. It smells good, and the texture is perfect. It is like beauty sleep for your hair.

— BY HOVIG ETOYAN, Paris-based hairdresser



# SHINE THROUGH CELEBRATIONS WITH THE PERFECT RADIANCE.

Enjoy long lasting radiance with Oxylife Salon Professional. It is enriched with Goodness of oxygen, turmeric extracts, argan oil, aloe vera and kiwi fruit. It lends a beautiful bridal radiance that lasts long after the occasion is over.

COMES WITH  
*a special*  
UNDER EYE SMOOTHER



Gift your skin a radiant bridal glow with **8 STEP RITUAL**







Salon management, as vital as it is, comes with its own set of challenges. Keeping the operations running smoothly is only the tip of the iceberg. Hiring, training, staff retention, maintaining standards, customer satisfaction, and so on, are some of the biggest goals for any salon manager



# The Bare Truth About Salon Management

Managing a salon is not an easy job. Apart from routine work, it involves dabbling in areas of operations, training and hiring. Growing competition from app-based service providers calls for renewed effort, as customers are understandably spoiled for choice. At the end of the day, the salon manager's decision-making and business strategy reflects on the reputation and returns.

**KANTA MOTWANI**, Curator at Kromakay Salons & Academy  
**Challenges of salon management:** A

competitive market, employee motivation and incentives, getting new clients and retaining old ones, and salon maintenance. The size of the salon matters as a small setup is easier to manage.

**View on hairstylist-owned salons:** It is challenging to play a dual role. When we started in 2001, we created a balance and till today, the team works in a composite structure.

**Hiring and training of staff:** A family that stays together grows together, thus, staff hiring and retention has never been an issue. Training and development is of utmost importance, and dedicating time and resources to it is essential.

**NIKHIL SHARMA**, Art Director at Nikhil Sharma Hairdressing  
**Challenges of salon management:** Staff retention and motivation, as for them several opportunities are available. Therefore, you need to constantly incentivise them. New salons and app-based home services are everywhere, hence clients have far too much choice. Salon maintenance is also a challenge, as there are costs involved in the wear and tear of tools and equipment. Marketing your salon has become a must, so sparing some funds for it is critical to create visibility. In order to attract a niche clientele, you need to stock the right products in your salon. Education plays an important role, hence, regular upgradation and skill enhancement sessions are a must. A small format salon will need less equity and maintenance, and even hire less staff, hence reducing retention and education-related challenges.

**View on company-owned versus franchisee salons:** I prefer a company-owned salon, as it will always be better managed. In a franchised salon, it is up to the franchisee to manage the salon, motivate the team, and connect with the client. In most cases, a franchised salon is only a business investment, as the





owners are not part of the industry. Hence, there is no connection or trust between the owners and the employees. It is as easy or difficult as managing a company-owned salon, only if the franchise follows the SOPs set by the brand. Sadly, that is not always the case. A franchisee salon has to make sure that the brand image of the company is maintained, and hygiene and cleanliness standards are in place. The problem comes when the franchisee salon does not get the necessary back up from the company or the franchisee starts working as an individual, hence not maintaining the service standards of the brand.

**View on hairstylist-owned salons:** Personally, I feel it is easier when you are the owner, too. I connect better with my staff and feel, one can lead the team by setting an example on the floor.

**Tips to manage a salon:** The front desk is the heart of your salon; the client experience starts from there. Stress has to be laid on education. This is a creative field and technology is changing daily, so we need to keep up. Clients see what we miss. So, it is important to see the salon from the client's eye and perspective. You need to invest in quality tools and equipment as they will last longer and will also be gentle on the client's hair. Clients will notice this and appreciate you. Marketing is a necessary investment which is needed to create an awareness of the brand.

**PREETI SINGH, Salon Director & Co-Founder, Pretty Dan Good And Identity Artist At L'Oréal Professionnel**

**View on franchisee format:** In order to run a franchisee, one has to share the same vision and passion as its founder. When this criterion is met, it makes for smooth operation from the start. As the brand has already gone through its teething issues, the franchisee does not have to go through the same, and policies and standards, systems and procedures are in place.

**View on hairstylist-owned salons:** It is not easy, but with time it gets better. One learns to navigate and develop skills along the way. Focus is key. Your team will only see your vision and passion, if you let them. So, consistently communicate and have weekly or monthly meetings to make sure you all are on the same page.

**Challenges of salon management:** Giving my team the best working environment to work in both physical and mentally. Spreading positivity, be it to motivate them to do better or uplifting their mood when they have had a rough day. Being present, so as to lead by example. Continuous training to make sure your team has the skills to perform, and making sure every client that walks in the salon is happy with the service.

**Hiring and training of staff:** Every organisation, when hiring a hairdresser puts him or her through a training programme. A solid training programme will allow you to mould a hairdresser according to the standard of your brand. This may take time, but it is a successful method.

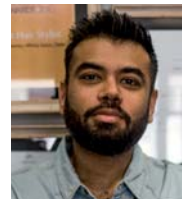
**Tips to manage a salon:** The first and most important is being a people's person. I believe managing a salon means managing the people in it and that takes a lot of patience and tolerance. As a salon manager, one needs to have technical knowledge about every product, services and equipment in the salon. If you are not a hairdresser, spend time and focus on learning everything you can. Communication is key with the team and clients, be it in dealing with a client complaint or advising your team mate. Lastly, being vigilant helps. Keeping your eyes and ears open to opportunities to excel and improve. 📌



**TIPS TO MANAGE A SALON**

- › Communicating your expectations to your staff is critical for effective management and to create a healthy salon culture.
- › Devote time to team building. We encourage our team to interact a lot with each other. We urge them to not isolate themselves by constantly being on social media or the phone instead of talking to each other.
- › Take charge and resolve conflicts.
- › Build a working culture that is positive and high on productivity.
- › Practice salon maintenance on a daily basis.

– BY KANTA MOTWANI



**CHALLENGES OF HAIRSTYLIST OWNED SALONS**

My primary concern when it comes to managing my salon is that I do not end up over-managing it. I have a certain philosophy which I follow while hairdressing and I expect everyone in the salon to be as committed. On the other hand, I also believe that everyone should be given their space to show their creativity and talent. So, there is a fine line and balance which I need to maintain. Hiring and training is a critical aspect of salon management. As of today, we have a small team, but each member has a specific skill set, which supports the other. There are regular trainings and updating sessions, we test new products and technology, and also do problem-solving. This helps each team member to be up-to-date with the latest in our industry.

– BY NIKHIL SHARMA



**CHALLENGES IN MANAGING A SALON**

People make the place, successful or not, and, people management is the toughest challenge of them all. Keeping yourself calm and composed and yet having authority is tricky. There is a thin line between being friendly and over-friendly, and as a salon manager, one needs to know when and how to draw it. Apart from this, I think the operational challenges are getting things in order and making sure the salon has all the supplies and staff it needs to have a successful day. The flip side needs to be looked into, too, for example, not having enough water, or running out of a certain product. Running or managing a small sized salon is relatively easy, but the concerns would be compounded if the salon was massive in size.

– BY PREETI SINGH



# Scalp Care

## The New Skin Care

Upgrade your hair care ritual with a scalp treatment formulated to help you achieve your healthiest hair yet



Do you know the secret to beautiful hair? A healthy scalp. Our scalp requires the same care as the skin: exfoliation, cleansing and moisturising. Shampooing alone does not rid the scalp of buildup from styling products, sebum, pollution and sweat. Over time, this buildup clogs hair follicles and causes inflammation, itchiness, and eventually, leads to hair loss. At Rene Furterer, this revolutionary concept was discovered by a visionary long ago. Rene Furterer has said, "Beautiful hair grows from a healthy scalp, like a plant in fertile soil."

It is important to protect your scalp for 'healthy' hair. Over time, the scalp's cell regeneration ability diminishes. Just as the skin covering the rest of our body becomes thinner and loses its ability to retain moisture, our scalp, too, loses its ability to distribute nutrients to and detoxify the follicle. As we age, the follicles lessen in number which leads to hair loss. Men experience Male Pattern Baldness and women suffer from Diffused Hair Loss caused by the buildup of dihydrotestosterone or DHT within the follicle, which is toxic to the follicle. As the follicles begin to die, fewer and thinner hair grow back, which may again shrink up to 10% in diameter. Hence, hair loses volume and is unable to hold a style.

A clean scalp will promote good cell turnover and promote a healthy environment for optimal hair growth. Exfoliation is a key step. When buying products, look for natural ingredients with essential oils, and also that they can be easily washed off by a shampoo, as this will help prevent buildup in the first place.

Here are Rene Furterer's customised treatment rituals with signature massage application techniques tailored to meet specific hair and scalp needs:

**Signature Scalp Detox Ritual - Complexe 5:** Detoxifying treatment to purify and energise the scalp revealing naturally beautiful hair from roots to ends.

### For non-sensitive scalps

**Sensitive Scalp Detox Ritual - Astera Fresh Fluid:** Deep cleansing treatment to help calm and soothe irritated and itchy scalps.

### Nourishing Ritual

**Karité Nutri Intense Nourishing Oil:** Revitalising treatment to provide long-lasting moisture, help protect the hair and scalp and fortify and repair very dry, damaged hair.

### Purifying Ritual

**Curbicia Purifying Clay Mask With Complexe 5:** Deep cleansing treatment for very oily scalps. Reduces excess oil, removes impurities and restores balance to the scalp.

### Illuminating Ritual Lumicia

**Illuminating Shine Rinse With Complexe 5:** Shine enhancing treatment to deeply cleanse hair of impurities and product buildup that cause dullness leaving hair smooth and shiny.

### Soothing Ritual

**Astera Fresh Fluid + Astera Soothing Freshness Serum with Astera Shampoo:** Calming treatment to instantly relieve itching and irritation while protecting against further sensitivity.

### Reactional Thinning Hair Ritual

**Triphasic Reactional Concentrated Serum:** 100% drug-free regimen for sudden, temporary hair thinning. Supports the hair's lifecycle, maintains and strengthens new hair for visible density.

### Progressive Thinning Hair Ritual

**Triphasic Progressive Concentrated Serum with Complexe 5 and Triphasic Shampoo:** 100% drug-free treatment for hereditary, hormonal thinning hair. Supports natural hair growth, while redensifying existing thin and sparse hair. 🌱



**LIPOWAX**  
HAIR EPILATION WAX

**STAY BEAUTIFUL...ALWAYS**

INDIA'S 1ST WITH WAFTING TECHNOLOGY..Are those HEW (Hair Epilating Wax) which are oil/lipids soluble. These are the finest type of waxes. They have wafting technology instead of adhesion. This prevents unnecessary stretching of the skin and in long term will prevent your skin from wrinkles and skin blackness. The essential oils improves skin texture. The recurrence of hair growth cycle delays. They have the best hair holding capacity and hence can remove even the finest growth of hair. They are enriched with extra benefits such as anti tanning agents, moisturizing agents, hair retarding agents etc.



- Removes Smallest Hair Growth. • Delays Hair Growth • Fine Spreading Therefore Cost Effective.
- Less Pain • No Blood Coagulation After Use Therefore No Skin Blackness. • Removes Tanning
- No Extra Stretching Of Skin Therefore Skin Remains Tight And Wrinkle Free



**Delhi**

Experience is awesome, Lawell Lipo Wax is calming with less pain and also helps in removing sun Tan leaving skin soft and shiny

**Mallika Gambhir**



**Phagwara**

Lawell Lipo wax is well designed for Indian Skin as our clients are really satisfied with the results and feeling soft and silky skin.

**Shweta Bedi**



**Gurugram**

Have been using Lawell from long time and very much satisfied with the results. We can assure our clients for best results.

**Nupur Jaiswal**





# Gautam Gupta

## An Eye for India

Gautam Gupta's design sensibilities fluently reflect his make-up and hair interpretations for ramp shows. We caught up with the designer to learn more about his understanding of beauty and fashion



GAUTAM GUPTA

### What inspired you to enter the fashion industry?

I was 17 years old when my mother started with a small collection of saris. She used to take me to fabric stores in Banaras, and other parts of the country, for work. I used to love the art, colours, and embroideries. Post my masters, I decided to join her. One can say it was in my genes or destiny to be in this industry. It has now been 21 years and I still feel the same excitement.

### How is the industry faring in India?

The industry has evolved from only bridal wear to luxury prêt and fusion wear. A lot more designers are retailing overseas and also showcasing internationally which is a great sign. Also, we have an eye on global fashion, and also working towards preserving our dying crafts. India is and will always have a strong role in global fashion, due to our rich heritage.

### What are your plans down the line?

As of now, we are focusing on weaves, trying to add more clusters with our design aesthetic and creating new textiles for wedding wear and fusion wear in order to enter new demographics.

### What do you think about the importance of hair and make-up on the runway?

Hair and make-up are like oxygen to the collection and designer's thought process. One cannot ever narrate a story on the runway without them. The six elements of the set or ramp background, music, choreography, collection, draping, and hair and make-up are the keys for stealing any show.

### Which is your favourite make-up look to showcase your collection?

For my Indian showcase, I have always loved nude looks and centre-parted hair. I have sometimes used bindi, sometimes sindoor and sometimes smokey eyes with nude make up. When we showcase saris, we go for buns and nude make-up only.

### Who are your favourite artists?

I have worked with Ambika Pillai for my western wear showcase



and she is amazing. She will always come up with innovative yet simple ideas that look stunning. Even Ashima Kapoor, with whom I have worked on many shoots is wonderful. She really understands what I want and does it to perfection.

### How do you plan the hair and make-up look of your show?

It all starts from the soul of the collection, the story behind it and what is the message we need to communicate to the audience. Post that the makeup artist is given a mood board and her/his ideas are taken to bring consensus.

### How will you define beauty in one word?

Beauty for me is to be you, to evolve yet not lose yourself. Beauty is more with your thoughts, action and the aura you create. At the same time, one has to be happy and healthy, physically and mentally to maximise one's beauty.

### What are your plans for the beauty business?

There are no immediate plans, but if in time things go right, I would like to start with a make-up segment which is chemical-free and organic.

### Do you have any plans to collaborate with any beauty brand?

There was a discussion once to start our own line of fragrance, but other things took priority. Maybe later. Whatever I do, I want to make sure it goes with the existing brand ethos, which is to be environment-friendly and natural. ☺





# Hair Care

## HAIR SERUM BY THE BEAUTY CO.

Argan & Baobab Hair Serum contains anti-oxidants for deep nourishment. While Baobab Oil is a non-greasy emollient, it contains Almond Oil and Glycerin that help control frizz and unruliness of hair. Shine and bounce are the added bonus.

**Price:** ₹449 | **Availability:** [www.thebeautyco.in](http://www.thebeautyco.in)

## HAIR STYLER BY VEGA

Get a new hairdo every day with Vega 3-in-1 Hair Styler. Curl, straighten and crimp your hair, create different hairstyles, with the press of just one button. The styler has flat plates to straighten the hair and create a sleek look or beautiful textures.

**Price:** On request | **Availability:** Retail stores

## ANTI-DANDRUFF HAIR OIL BY NEEMLI NATURALS

Rosemary & Jojoba Anti-dandruff Hair Oil is a proprietary blend that helps relieve scalp itchiness and redness, excess oil production and helps dissolve sebum and dirt. Rosemary and Jojoba help heal and repair damaged cells on your scalp and improve follicle health for faster hair growth.

**Price:** ₹1,150

**Availability:** <https://neemlinaturals.com>



## REPAIR SHAMPOO, CONDITIONER BY KT PROFESSIONAL

The Advanced Extreme Coconut Repair Shampoo and Conditioner combines Coconut Milk and Coconut Water to create thick shiny hair. The duo cleanses, strengthens, adds shine and softness, while offering lightweight hydration. Free of Sulfates and Paraben, not tested on animals and 100% vegan, it is safe for all hair types. It is the only product in India that offers the ultimate combination of Coconut Milk and Coconut Water.

**Price:** ₹570 for shampoo; ₹570 for conditioner

**Availability:** [www.ktprofessional.com](http://www.ktprofessional.com), Nykaa, Amazon, Snapdeal; salons

## SHAMPOO BY RENE FURTERER

Astera Soothing Freshness Shampoo is lightweight and creamy in texture. It is infused with the soothing Asteraceae extract, cooling Peppermint and deep cleansing Eucalyptus essential oils to relieve scalp irritation, itching and discomfort by 94%, whilst leave hair fresh and soft.

**Price:** On request

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

## NOURISHING HAIR OIL BY ST. D'VENCÉ

Avocado Oil is 100% pure and a rich source of Amino Acid. It provides adequate nourishment to brittle hair and acts as a hair conditioner. Free of Parabens, Mineral Oils, Sulphates, PEG and PG, the ultra-lightweight oil has quick absorption technology.

**Price:** ₹899

**Availability:** <https://stdvence.com>





# Monsoon Mane and Make-up Manual

## Beat Humidity the Smart Way

Top professionals in the beauty industry share expert tips and tricks with *Salon India*



Most of us have a love-hate relationship with the monsoon season thanks to the humid air eclipsing an otherwise pleasant weather. Humidity is the biggest culprit when it comes to the most rampant hair and skin issues like frizz, oily scalp, and acne, which forces us to opt for updos and the no-make-up look! But wait. You can now solve your client's concerns with more attractive options. The right care for skin and hair, followed by the best products is the only way forward.



**Ashwin Mahajan, Creative Director, LOOKS Salon**

**Care:** Scalp hygiene should be a priority, more so during the monsoon season. Sebaceous glands produce more oil due to humidity and when combined with dampness, it can cause infections. Therefore, suggest to your client to go for regular hair and the scalp deep cleansing and conditioning regimes available at salons. For home care, you may even advise them to wash their hair with a few drops of honey, along with a shampoo, every two to three days. This will help keep infections away from the scalp. Mustard Oil or Castor Oil also come in handy.

**Colour:** You must be hearing client's complain about loss of volume and dull hair colour in this season. The first step is to offer them to a hair colour that does not bleed. Due to humidity, coloured hair tends to look brassy. A rich base colour with mocha or ash tone highlights on the crown area can make hair look shiny, healthy, and voluminous. For

the monsoons, I prefer to give my client's the traditional highlight over Ombre or Balayage. These techniques look great, but perhaps one can skip them during this season, at least. Winter is round the corner and it is the best time to sport funky techniques and colours.

**Style:** Suggest to your client to not comb frizzy hair with a paddle brush or a fine-tooth comb. Let it dry naturally. Instead of going for cotton ties, choose silk hair ties and bands when you want to roll up your hair. They will not snag or pull at your hair. On the tips of the hair, use a wax pomade, which you can twist, tie, or leave open.

**Products:** My all-time favourites are Moroccanoil Moulding Cream and L'Oréal Professionnel Techni Art Web. Dry shampoo is a must for this season, as it offers quick volume and shine without washing it.

**Jojo, Make-up Artist and Trainer; Yatan Ahluwalia, Grooming and Image Consultant**

**Care:** During this time, advice your client to keep their make-up as light as possible; avoid foundation, and apply an eyeliner, mascara, and lip tints.

**Products:** Suggest waterproof products, plenty of face masks and scrubs to keep the skin looking fresh and smooth.

**Vipul Chudasama, Director, Vipul Chudasama Salon & Academy**

**Care:** Monsoon hair is a challenge, especially if your client has naturally curly hair. It is definitely going to be frizzy! Most people use cream-based products to control frizz, but it is not the ideal solution. When there is moisture in the hair already, it is best to suggest hair serums which are lighter and give better hold. Advice products that best define their hair texture.

**Style:** Recommend effortless and natural styles that look best when air dried. Hair, too, needs to breathe during this wet and humid weather. It is recommended to pop into a salon for a hair makeover that is easy to manage without subjecting your hair to heat inducing tools or products. 📌

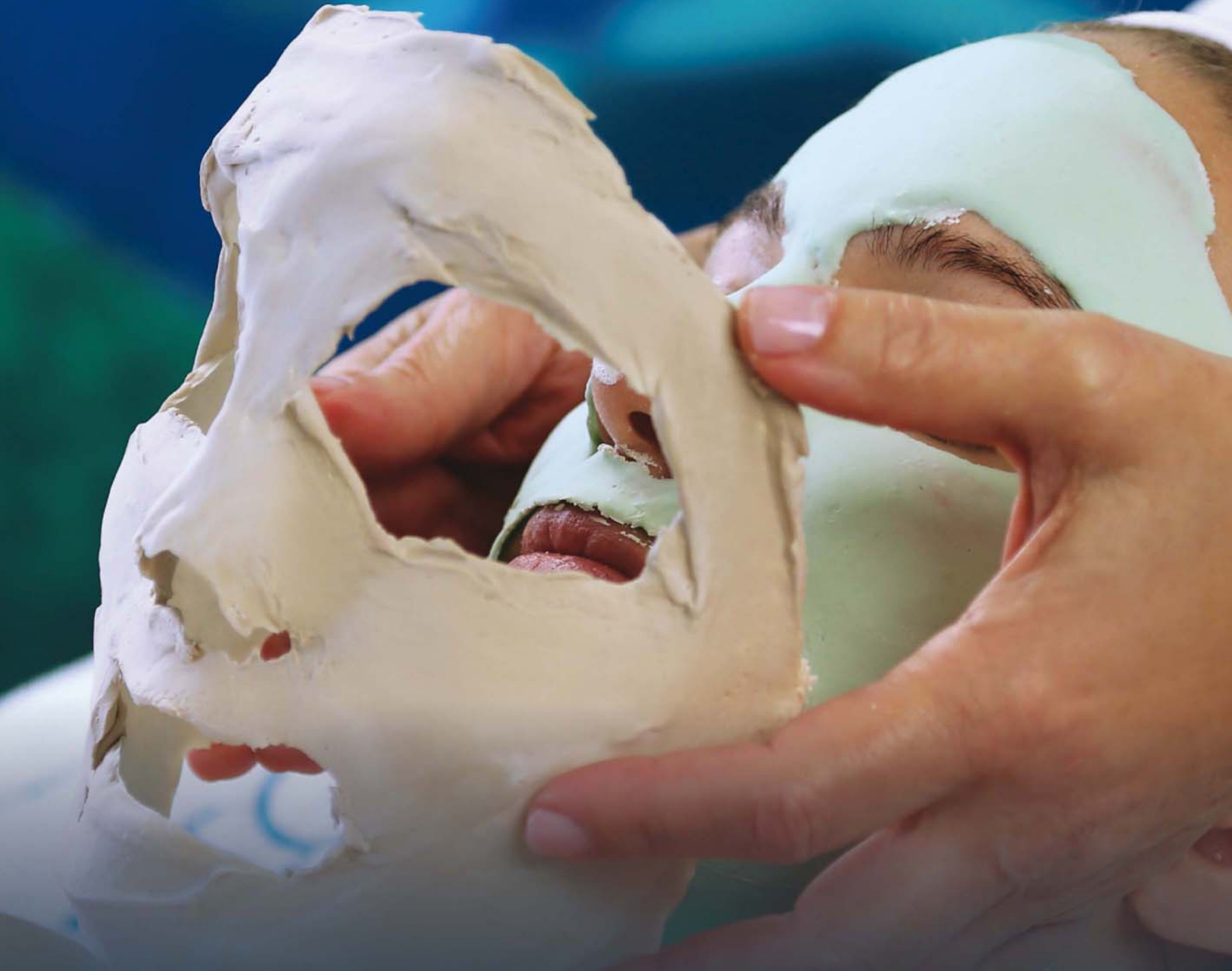


T to b: Ashwin Mahajan; Jojo & Yatan Ahluwalia; Vipul Chudasama





THE ORIGINAL SEAWEED-BASED SKINCARE.  
YOUR SECOND CHANCE TO A BEAUTIFUL SKIN



Repêchage Offers A Multitude Of Luxurious, Nutrient-rich,  
Organic Seaweed-based Face And Body Products To  
Pamper

And Restore The Look Of Your Skin.

Whatever Your Concern, We Have The Solution!

Professional Treatments Backed By Complete Range Of  
Home Care Products



Call us now at +91 11 47504498 or write to us at [info@jbskincare.in](mailto:info@jbskincare.in)  
To learn more about our professional and retail collection, go to [www.jbskincare.in](http://www.jbskincare.in)



Connect with us

Pioneers in Seaweed Based Products Since 1980. Made in USA





# The Voice of a Brand

## Distributors in Beauty and Wellness

In today's fast-paced economy, one may question their role with some saying they work as middlemen. However, others aptly prove that a distributor is important for the success of a brand. They are a bridge between manufacturers and the professional consumer which is a salon or spa, connecting and enhancing the other, and being the voice of a brand. Without distributors, the bottom line of players in the business of beauty and wellness would surely be in doldrums

\\ by Aradhana V Bhatnagar

➤ The beauty and wellness industry of India is growing. With global brands finding favour and domestic brands gearing up to meet the challenge of being as good, and the dipping GDP, the scenario is anything but dismal. However, the issue of burgeoning product complexity remains.

There are numerous brands in the categories of hair, skin, make-up, nails, and more, so how does a salon owner or spa decide on which all products to keep and completely ignore? This is where a distributor steps in and helps fill the gap. Gone are the days when they just took orders and stocked shelves, today, they are technical experts who have the know-how to offer solutions for complex problems. As distributors represent multiple products from various brands, they can offer the best package that lowers the cost. What is more – they can even respond quickly to your demands, critical in today's highly competitive environment. Local distributors in key geographic areas also spot market trends and pass the tip back to the brand. So, are they not a necessity now? Let us take a look at some of the best known names in distribution in the beauty and wellness industry...



**SHIMMERS COSMETICS INDIA PVT LTD**

SANDEEP GIDWANI, Director

**About:** Shimmers Cosmetics has been in the import and distribution channel since the last seven years. The company was launched with the aim of providing the best quality of products at the most economical rates, and consumer satisfaction. With a team strength of over 80, the idea is to provide the best experience to the customer. They are the sole and authorised distributors of Luxliss Professional.

**Views on the beauty and wellness industry of India keeping distribution in mind:** India is a huge country with room for many brands, but it is also true that only a select few make it to the top. To be such a brand you have to be premium along, while being economic. Distribution versatility clubbed with being dynamic in your channel of distribution is the key to being successful in the Indian market.

**Product portfolio:** We have over 23 different products under the Luxliss Professional banner. We have four different series, namely, the Keratin Treatment System series, Cysteine Treatment System Series, Argan Oil Luxury Series and the Dry Scalp Series. Soon Luxliss will have a portfolio of over 53 products.

**Popularity rating with salons:** The Keratin and Cysteine treatments are very well received. We have made a mark on our consumers with both of our signature products. Their unparalleled quality match the high standards expected by the consumers. Our products are engineered to cater to the various needs of the consumer and whenever there is a need, there is a demand and we try our best to meet.

**Criteria on which you pick a brand to distribute:** There is nothing as the second best option when it comes to quality. We do not compromise on either safety or quality of the product. The brand should be certified and registered with Central Drugs Standard Control Organisation (CDSCO) to ensure its standard. The other important factor is that the brand should meet the need of the market, and if both of the above criteria are met with, we pick it up for distribution.

**Distribution strategy used:** As our goal is to provide the best service, in doing so we engage a strategy which is focused on the distribution channel. We have a strong network of super stockists and distributors across India. We send products to the super stockists who continue the chain by supplying products to our authorised distributors, who then supply them to consumers in every corner of India.

**Challenges faced in doing so:** The most important factor for this strategy to be successful is the employment of trustworthy people in the distribution channel. If this factor is missing, the entire system is likely to fall flat.

**Role of online marketing and social media in distribution:** The entire world is in your phone now a days. The most effective way to create awareness about your brand is through online

marketing. This platform allows us, as a brand, to directly engage with the customer wherein we are able to create a personalised experience for them.

**Advice to a new entrant in the line of distribution:** Keep your focus on the customer and not on the competitor. Keep your team happy. When your team thinks of it as their own company and accordingly works for it, your success is ensured.

**Growth in FY2019-20:** We have observed growth of over 40% overall. We believe in the coming time there will be more growth, and it will motivate us to keep doing better.

**Plans for FY2020-21:** We plan to venture into mass products with Luxliss, and even premium products at affordable prices. We have a project in the pipeline meant for next generation salons. We intend to provide them with equipment that they have never seen before.







## ABSOLUTE BEAUTY CONCEPTS

YASHESH BHARWADA, Director

**About:** Absolute Beauty Concepts Private Limited (ABCPL) was formed to expand the portfolio of beauty brands with various propositions. Currently we have brands with exclusive distributorship across India such as Rene Furterer, for scalp and hair care, and Mimesis, fragrance blowdrys, for the salon and spa channel. The vision is to create a periphery of product ranges in different categories in the future within ABCPL. Apart from products, the company is also distributing salon furniture and accessories. We believe in building brands by ensuring service excellence to all our partner brands and a distinctive experience to our customers by providing the best quality service through passionate team work.

**Views on the beauty and wellness industry of India keeping distribution in mind:** The Indian beauty and wellness industry is growing at an exponential rate. Results, education and support are the pillars for a successful distribution business. In the last 10 years, the industry has evolved for the better. We see more focus towards education, customer service and quality by brands, institutes and salons. Logistics across the country has improved drastically, and the introduction of GST by the government has made interstate movement easier. With an ever-evolving economy, we are sure the beauty and wellness industry will only be stronger.

**Product portfolio:** Our portfolio consists of brands which cater to scalp care and hair care by Rene Furterer. Mimesis caters to uber luxury salons and hotels as fragrance blowdry's are a new concept in the market.

**Popularity rating with salons:** With an ever-increasing service menu at the salons which comprise of chemical treatments and colours, after care becomes an integral part. Rene Furterer, with its 60 year old heritage, has been at the forefront of cutting-edge technology backed by pharmaceutical expertise. Rene Furterer ranges are infused with 100% natural key ingredients and essential oils, with an amazing array of scalp and hair care products. The brand has a very critical role in maintaining and/or reducing post treatment damage. Rene Furterer is known worldwide for its result-driven hair loss programmes which are easy to use, explain and help salons drive traffic to their establishments. Across Asia the brand also leads with key scalp ranges for concerns such as dandruff and sensitivity. The scalp range is also complemented by hair care products for Dry and Very Dry hair, damaged hair and Colour Protection. In India, the scalp range is the most popular. We are catering to the most popular ranges in Asia, since all the ranges have a unique proposition.

**Criteria on which you pick a brand to distribute:** The brand should be result-driven which should then be backed by support such as education and marketing.

**Distribution strategy used:** With an increase in portfolio we work directly as well as with distributors across India. It depends on the placement and direction that we want the brand to move towards.

**Challenges faced in doing so:** Every aspect in the business has its own unique challenge. It is, therefore, important to consolidate your strategy and work towards continuous operational and service excellence. Our team ensures that we are always improvising and adapting to new methods to overcome constraints on a daily basis.

**Role of online marketing and social media in distribution:** It is imperative for business to be present on a digital platform. One of the key advantages is that it enables you to interact with customers or keep them updated on the latest news and brand information. Instagram and Facebook updates of customers gives you an insight into what they need. This is useful for helping the company to formulate marketing strategies that address their needs.

**Advice to a new entrant in the line of distribution:** A long-term strategy, along with vision, helps you to build a plan to achieve your goals. For new entrants, there will always be roadblocks along the way. The idea is to see them as opportunity to learn and grow.

**Growth in FY2019-20:** We are growing at a pace above the average industry growth in India.

**Plans for FY2020-21:** Apart from building our current portfolio, we are launching a skin care brand which is 100% natural, internationally certified and be available in mono-doses. This professional skin care concept is first of its kind in the world and unique. We would be officially launching it in November at mid and high end salons.







LuxaDerme New York, Face Sheet Masks are made out of Bio Cellulose-which is 100% fermented coconut jelly.

Enriched with a potent blend of botanicals, antioxidants and active ingredients based on the function of the mask.

*Your one step solution for*

- Instant Glow and Hydration
- Suitable for all skin types - pH balanced 6.0
- No Parabens, Sulphates, Phthalates, Petrolatum, Alcohol & Artificial Colors



For more information contact : Mr Shyjo Paul,  
Tel : +91 9167365365 Email : [Shyjo@LuxaDerme.com](mailto:Shyjo@LuxaDerme.com)





**CCIGMAA LIFESTYLE PVT LTD**  
DHRUV SAYANI, Managing Director

**About:** Ccigmaa Lifestyle Pvt Ltd is India's leading marketing and distribution company with a legacy of 50 years in supply chain, distribution and retail. Ccigmaa Lifestyle has a footprint in 29 states, over 3,000 cities and towns in India and 75 countries through its Group Companies. Ccigmaa Lifestyle specialises in marketing and distribution of its own products and international brands in hair care, skin care and personal care.

**Views on the beauty and wellness industry of India keeping distribution in mind:**

There is more to achieve and much more to organise in the beauty and wellness industry. We are country of 1.35 billion and there is still a dearth of brands and products that can appeal to our vast geographic diversity. There is surely a need for more distribution channels in Tier II and Tier III cities where consumers are becoming more aware and need access to various beauty brands.

**Product portfolio:** Ccigmaa Lifestyles' flagship brand KT Professional was introduced in India in 2016. Keratin and Cysteine Treatments provide results as we are constantly updating our technology and innovating in the science of hair. Under KT Professional there are various Hair Protein Treatments, Hair Spas and Home Care products that help solve the daily challenges faced by men and women to maintain a healthy hair regime. Currently KT Professional has a presence across 27 states, over 85 cities and KT product lovers in over 5,500 salons; we have also set foot in Nepal and Bhutan.



**Popularity rating with salons:** KT Professional's extensive range of Keratin and Cysteine Treatments are popular with salons. They focus on maximum frizz control, intense hair repair for coloured or chemically damaged hair as well as add protein to hair texture that differs across the landscape of India. Our Hair Spa range includes the KT Deep Conditioning Masque and the KT Extreme Fiber Botox Masque. They add volume, make the fibre stronger and hair feels completely renewed. Certain products take longer than usual to become popular with customers and salons due to the lack of awareness of certain benefits and innovations that we develop with our new products. For instance, the KT Botanical Rose Oil is a daily use leave-in serum for healthy hair. It is packed with Brazilian Rose plant based ingredients that moisturise, soothe redness of the scalp, and helps strengthen the roots.

**Criteria on which you pick a brand to distribute:** The brand has to appeal to the Indian consumer, it has to be novel in its category and have the right price. The market diversity is very complex to understand and it requires continuous study to keep up with the dynamic changes.

**Distribution strategy used:** In a market like India the strategy is never fixed. Consumers have different mindsets and it varies across regions. Different perceptions, hygiene practices and different hair regime routines are also there. So, I would say that the strategy depends on the area of focus.

**Challenges faced in doing so:** Price points is a major challenge. For beauty and cosmetic brands to thrive and reach the customer, GST implication on necessity products, like soaps and shampoos, needs revision.

**Role of online marketing and social media in distribution:** The role of online marketing is scattered across the industry for two major reasons – there are brands that are doing exceptionally well offline through a physical distribution channel to salons and spas; then, there are brands that do well only online. They reach the customer directly and put no demand on the distribution channel. It depends on each brand to choose an operating channel as very few companies are both online and offline.

**Advice to a new entrant in the line of distribution:** Identify your key area of expertise, focus on making your regional base stronger, and choose a brand that has a similar vision as yours in order to offer a unique product to the Indian consumer.

**Growth in FY2019-20:** We have had a steady growth in these turbulent times. Keeping in mind the dipping GDP and the overall fiscal condition, we have had year-on-year growth as per industry expectations.

**Plans for FY2020-21:** It will be a crucial year for us and the brands we are representing. We will be introducing interesting products in hair care and skin care, a manicure-pedicure range, men's grooming range, as well as hair colours.



**SANASH IMPEX PVT LTD**

ASHISH GIRDHAR, Managing Director



**About:** Sanash Impex Pvt Ltd is a government recognised single star export house accredited by the Government of India. It has been in the business for the last 24 years and is marketing and distributing products Pan India through its chain of distributors. It also sells online through Amazon, Flipkart, Snapdeal, and so on. It has not given anyone any right to sell Dermacol products online in the Indian Subcontinent. This is to stop the sale of fake and unauthorised products, and to keep the customer's trust intact. If they have been invoiced by Sanash Impex Pvt Ltd, they can be sure of receiving authentic and genuine Dermacol cosmetic products.

**Views on the beauty and wellness industry of India keeping distribution in mind:** It is a growing industry with CAGR of more than 25%. India is a huge consumption-based economy and the future of the beauty and wellness industry is very bright.

**Product portfolio:** We have a range of Decorative Cosmetics under Dermacol which is categorised into make-up bases, foundations, correctors, powders, blushers, illuminators, bronzers, eyeshadows, eyeliners, eyebrows, mascaras, Matte Mania, lipsticks that last for 16 hours.

**Popularity rating with salons:** Dermacol Make Up Cover, Satin Make Up Base and the Invisible Fixing powder are a hit. We are renowned for Dermacol Make up Cover, which is a synonym for the foundation. Rest of the products are also popular. Now we have started to give e-catalogues to Dermacol customers and they are becoming aware of what all we have under Dermacol.

**Criteria on which you pick a brand to distribute:** It solely depends on the brand's awareness, countries in which it is present and customer reviews.

**Distribution strategy used:** We have offline distributors who sell and market products to various salons. Besides that we have retailers who sell our products on their counters. For online, the company is directly catering to marketplaces as we are Prime FBA accredited on Amazon, FASSURE on Flipkart and listed on all leading portals in the Indian Subcontinent .



**Challenges faced in doing so:** Due to its popularity, there are plenty of duplicate, fake and unauthorised Dermacol products that come in from China and Dubai. We have lodged an FIR in the police against them, but every second day, a new entity pops up on social media that is selling fake Dermacol products. It is tough to explain and control counterfeits.

**Role of online marketing and social media in distribution:** The role is wonderful as through social media we have managed to be in the mobile phones of more than 1.5 crore Indian women; and have received more than 20,000 successful direct Dermacol customers. The number is growing on a daily basis!

**Advice to a new entrant in the line of distribution:** My advice to a Dermacol cosmetic distributor is to work diligently with passion and give a demo to everyone. On the basis of quality, one will have regular and long-lasting business. But one needs to showcase and demonstrate at least once. It is a wonderful product with amazing results.

**Growth in FY2019-20:** On the cosmetic division front, over 100%.

**Plans for FY2020-21:** To expand to all cities Pan India, appoint more distributors and retailers who can showcase our products and reach more than 10 crore Indian women by the end of FY20-21.







**ESSKAY BEAUTY RESOURCES PVT LTD**  
 SUBHAM VIRMANI, Director – Sales & Strategy

**About:** Esskay Beauty Resources Pvt Ltd is a distribution company providing 360° solutions to salons and spas since 2002. The company having its corporate office in Gurgaon, exclusively distributes various international brands in the categories of salon equipment, hair care, hair tools, skin care and nails. The company has operations in about 9,000 salons across India with a distributor base in more than 122 cities. Apart from the distribution business, Esskay Beauty has expanded into various other ventures such as the Esskay Academy that conducts various professional courses for salons; Esskay Signature Studio for sale of salon equipment in Gurugram, and an e-Commerce store for beauty professionals – [www.esskaybeauty.in](http://www.esskaybeauty.in).

**Views on the beauty and wellness industry of India keeping distribution in mind:**

Indian beauty and wellness industry is very promising and expanding at the rate of 15% to 20% CAGR. We, at Esskay, are passionate and delighted to be a part of it. Trends are changing rapidly, and a lot of emphasis is being laid on quality products. Initiatives are being taken by various individuals, social organisations and corporates to upgrade the skills of the people in the industry. However, for salons and product suppliers, the industry is also seeing consolidation. Players are using innovative tactics to tackle competition and stay ahead in the game. These days it is not about product selling, but brand building.



Business models are changing very fast, and differentiating strongly in the market segment they are catering to such as Mass, Mass Premium, Premium and Luxury.

**Product portfolio:** We have a complete range of salon equipment and furniture. Esskay Beauty is the importer and sole distributor in India for Rica, premium waxing solutions, Italy; Naturica, premium natural hair care solutions by Rica, Italy; Mr.Barber, professional hair tools; Casmara Cosmetics, skin care, Spain; Olivia Garden, professional hair brushes; Scissors, USA; Ola Candy, nail lacquers and false eye lashes; Macadamia Professional, hair care, USA; Keratherapy, Keratin Therapy for hair, USA; Ideal, waterless express pedicures and manicures, Brazil; IBD- Gel Polishes and nail extensions, USA; and Thrive body massagers, Japan.

**Popularity rating with salons:** We are distributing Rica and Casmara for over a decade and till date the brand is witnessing growth on year-on-year basis; Mr Barber, Olivia Garden, Macadamia and Ola Candy are young brands in the portfolio; we are expanding their reach to more cities; Ideal, Keratherapy, Naturica are the new entrants and they have started creating their presence.

**Criteria on which you pick a brand to distribute:** Brands that are innovative and focused on high quality; reputation of brands internationally; we always source brands that can add value to salons; all our brands that have their own USP that enables salons to earn more profit; and sourcing the right portfolio of products as per the market segment.

**Distribution strategy used:** We appoint regional stockists and supply through channel partners all over the country. We also have our own e-Commerce store to service markets where channel partners are not present. Our own team of sales representatives and trainers are connected with clients to lend effective support on a regular basis.

**Challenges faced in doing so:** India is a vast country, so transportation and logistics costs are very high. The dynamics of the industry have changed. The trade has evolved from mere selling of products to huge investments being made on education and marketing in order to support clients. We face challenges in certain categories where there are no effective international trade barriers.





- ◀ Modern
- ◀ Elegant
- ◀ Customised
- ◀ Affordable



*Beauty 'n' Beyond*

Salon & Spa  
Furniture

Beauty Salon  
Equipments

Cosmetics &  
Accessories

Academy

Furniture Factory Outlet : D-2, Lajpat Nagar-2, Next to V Mart, New Delhi-110024.

Ph.: 011-29841550, 46545256, M: 9891077277, 9910652653; Email: info.beautynbeyond@gmail.com; Web: www.bnbsmartshop.com

Sadar Bazar Branch : Nagpal Beauty Centre, 6039 Upper Ground Floor, Gali Matke Wali, Sadar Bazar, Delhi-6. Ph.: 011-23516028, +91 11 40192525

**A one stop shop for all beauty solutions | Quality Products at Factory Outlet Price**





**Role of online marketing and social media in distribution:** Online marketing plays a significant role. Nowadays, consumers are well versed with brands through social media. Online marketing is essential for building brand loyalty. International brands are excited to engage with the audiences and people appreciate those brands that support their local initiatives. Global content is playing a very critical role and it has to be appealing. You can use different forms of creativity to communicate the idea.

**Advice to a new entrant in the line of distribution:** India is huge country with a lot of opportunity. For everyone, relationships are extremely important. The word 'vendor' has evolved to brand partners. There is a plethora of international brands in

each category. Clients are looking for innovative products from reputed importers or channel partners. Hard work, coupled with high work ethics and transparency are strong components, and need to be built gradually. Look at a long-term loyalty, not short-term profit.

**Plans for FY2020-21:** Esskay Beauty aims in improving the horizon of the wellness industry. Any salon or spa that is willing to add a new service or wants to upgrade their existing standard of service should take advantage of the company's expertise and know-how. We intend to expand our product portfolio amongst the brands that we represent. We are also planning to expand our reach geographically, taking our business to other countries in the Indian Subcontinent, as well. We plan to expand our salon management initiative, Salon Assist through which we help salons and spa owners with various consultation modules to expand their business. We also intend to launch education courses at the Academy by collaborating with top educators and specialists to impart value-added courses for salons and spas.



**ENAILCOUTURE**

GUNJAN DEVESHWAR, CEO, EnailCouture

**About:** Nail Factory is one of the leading distributors that focuses on importing and selling to salons affordable luxury products and accessories in nail art. It has created a niche for itself as it proudly sells some of the finest and high quality products in the Indian Subcontinent. It is a young company with high growth aspirations. Nail Factory not only establishes and builds strong relationships with salon owners by advising them on buying the best nail art products and helping them make money, but also plays a lead role in nurturing new companies in the nail art segment by



providing the best training and counselling to help them setup their new salon and quickly achieve break-even.

**Views on the beauty and wellness industry of India keeping distribution in mind:** The cosmetics industry in India is valued at around ₹45,000 crores and is growing rapidly at a rate of 25% year-on-year. There never has been a better time than now to be a market player. As far as nail art is concerned, the number of women in the segment is minuscule. The younger and aspirational consumer with higher disposable income would form the bedrock of future consumption and growth for beauty and cosmetics brands in India, given the vast area and population the consumption numbers are mind boggling. As more and more foreign brands look to enter India, Nail Factory is evenly poised to leverage the opportunity that would catapult it to the next level of supremacy.



**Product portfolio:** Currently, Nail Factory has exclusive rights to be an importer and distributor of Exclusive Nail Couture Professional (ENCP), an American company. Nail Factory reserves the rights of



distributorship for the entire SAARC and BIMSTEC region, apart from India. ENCP sells through Nail Factory over 700 shades of Gel Polish; Acrylic Powders; drill machines that are the best in the business and the only company to use ceramic drill bits for effective and quick removal; premium Kolinsky brushes that help in getting the right shape with the gel spreading evenly over the nail plate; UV/LED lamps; painting gels which make beautiful nail art, and ShineE Topcoat and base coat, along with The Prep and The Primer. This apart, ENCP sells multitude of accessories and nail art products that are attractive to place in the salon. There are heavy discounts on bulk purchase of these products.

**Popularity rating with salons:** The most popular are Cotton Candy scented monomers as their fragrance fills the salons; Candy Jelly, which is the best builder gel, it cures in 30 seconds and there are no heat spikes; Pettit Macroon brushes made from the world's finest Kolinsky hair; and Acrylic Powders, both glitter as well as non-glitter and deliver much more than the expectation of the salon owners where they get 3D and 5D flowers in nail art. Every product has been thought through and designed in nail salons keeping in mind the comfort of technicians and profitability of salon owners. Manufactured in a factory which adheres to the highest of standards in USA, there is hardly any product that is not well accepted.

**Criteria on which you pick a brand to distribute:** Nail Factory believes that nothing is as important as passion. It is the reason we chose to introduce Max Estrada and his company ENCP to India. Every aspect of Max's business and every product designed by him speaks of his passion where nail art is not just a business proposition, but a 'way of life'. It is what he lives for and this is a thought he shares with the leadership team of Nail Factory.

**Distribution strategy used:** Nail Factory believes in passing the benefits of price to salon owners. Keeping in mind this philosophy, we sell mostly through our website [www.enailcouture.in](http://www.enailcouture.in). Salon owners looking for exclusive deals can speak directly with our sales team, who will assist them in making their purchase. That apart, we have recently introduced the Educators Programme that further helps us spread our network across the Indian Subcontinent. The Educators become Max certified Trainers and Brand Ambassadors of ENCP brand.

**Challenges faced in doing so:** ENCP follows the highest standards of quality and every product has been tested in labs, but still the brand faces competition from cheap and unlicensed products from countries like China that often are untested and cause severe damage to the nails, thereby denting the image of the segment. As nail art gains popularity, there is a need for training programmes conducted by nail experts to encourage youngsters to enter this field and help shape it better.

**Role of online marketing and social media in distribution:** At Nail Factory, social media and online marketing are focus areas to conduct business and contributes almost 70% to our revenue. On the digital platform, we are able to control our costs and effectively pass on the benefits to salon owners. Max conducts online classes every day which ever part of the world he maybe in.

On social media, his videos are watched by millions and they benefit from the online training modules. Max teaches how the ENCP products can be put to best use to benefit the salon owners.

**Advice to a new entrant in the line of distribution:** Stay grounded, keep an ear to the ground and be innovative. The market is tough, but patience and an ethical disposition would hold you in good stead.

**Growth in FY2019-20:** Nail Factory has had an exceptional year with the top line going up by 40%. We expect the demand to further get a boost with consumption story in India receiving a boost in the next year.

**Plans for FY2020-21:** Nail Factory plans to enter every nail salon and multi service salon in FY2020-21 and offer end-to-end products and solutions to salons focusing on nail art. The company intends to introduce innovative business models where the salon owner would be able to boost their income by as much as 30%.







## BEARDO

ASHUTOSH VALANI, Co-founder

**About:** Prior to the launch of Beardo in 2015, the men's personal grooming sector was limited to face washes, deodorants, aftershave products, body washes and soaps. There were no products specifically catering to men and especially for beard care, hair and skin care. Even the bigger players in the men's grooming sector were limited to razors and shaving products. The idea to launch Beardo came to us during one of our regular market studies in our last venture. It started when we recognised the need to address the gap that existed when it came to men's grooming products. Back in 2012, we used to import low cost products from various countries as a part of our then venture, aajkiitem.com. We were the biggest vendors for some of the major e-Commerce websites in the country such as Flipkart, Snapdeal and Shopclues. By 2015, we were selling more than 500 SKUs every day across 12 categories, and soon became one of the most reliable vendors in terms of low cost products. Among the categories was personal care and grooming for women, which was popular. By then, analysing market trends had become a habit, and it was at one such time while we were importing products from China that we realised that the Indian men's grooming sector had a growing demand, but no dedicated brand to cater to it. The trend of growing a beard and mustache was already in, but there were no brands to help men with grooming and maintenance. Once we decided that it was something we felt deeply about, Beardo was the obvious next step. There was definitely a stigma in the market about men's grooming products.

Identifying this gap, Beardo became not just a beard care expert with a focus on beard grooming products, but also men's skin care range which includes over 50

products such as scrubs, moisturisers, masks, body wash, serums, et al and a carefully curated hair care range that focuses on hair types and various hair problems that men are prone to. After the inception of Beardo, there have been many players who have decided to invest in the men's personal grooming, which has led to a boom in the category.

**Product portfolio:** We understand men's needs and know how to cater to them. Our products are not limited to grooming, we also have a wide range of products in hair, grooming, skin and fragrance.

**Popularity rating with salons:** Beardo is currently present in more than 80 cities today, i.e. in 15k+ salons covering metropolitan as well as non-metropolitan cities. We distribute products in large quantities to salons, the most popular ones being Hair Wax, Shampoo, Beard Mustache Wax, Hair Spray, Colour, and Peel-off Mask. The modern man is taking a keen interest in his skin. Even though an increasing number of men are leaning towards well grooming habits, most of them are limiting themselves to deodorants and shaving products. Our society is hesitant to accept the idea of men using anything apart from the generic grooming products; intimate wash for men is frowned upon for the same reason. It is a well-known fact that intimate hygiene is an essential part of maintaining overall body hygiene, and perhaps, more serious because if not maintained, it could have health-related implications. Brands like ours need to educate the audience and put in effort to remove the stigma attached to products like intimate wash for men, face scrubs and under eye gels, to name a few.

**Challenges faced:** People in our country do not feel the need to have different products for men. The perception of 'there need not be specific brands for men' is a huge challenge in distribution. To make the audience aware of the necessity and potential of this category is another big challenge we are currently facing. Though a part of society is accepting, there is a major portion that is not ready. Also, there is less margin for this category because of the size of its business in comparison to a major female care brand or FMCG, so they do not put in as much effort or show interest.

**Role of online marketing and social media:** In the rapidly expanding and ever-shifting digital age, the role of internet marketing in modern marketing is no longer a minor one. Social media gives marketers a voice and a way to communicate with customers, and potential consumers. It personalises the 'brand' and helps you to spread your message in a relaxed and conversational way. Our brand is perceived the way it is because of our constant online and social media presence. We understand and realise the power social media holds and are trying to use it.

**Growth in FY2019-20:** Since the inception of Beardo, the brand has seen a rapid growth. We have grown 200% in this financial year.





# ozomax<sup>®</sup>

BLM PRODUCTS



## PROFESSIONAL TWIN JARS WAX WARMER

With Two Extra Deep Containers for Warming your Oil & Melting all types of Wax  
Liposoluble Wax Tin can be placed into this Warmer • Suitable for Most Wax Types

BL-348-PTW

### 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](http://www.ozomax.co.in)



[info@ozomax.co.in](mailto:info@ozomax.co.in)



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





Editorial credit: Mihai Andritoiu / Shutterstock.com



MANAS NAGPAL

**UNIVERSAL MARKETING IMPEX**

MANAS NAGPAL, Partner

**About:** Universal Marketing Impex was established 10 years ago, and we believe in providing quality goods for the salon industry at affordable prices. Currently we are importers for brands like Hipertin and Blendsmart, and also have our in-house brand called Hector Professional. We are also importers and manufacturers for salon and spa furniture.

**Product portfolio:** Hipertin, a hair care brand from Barcelona, Spain has lifting treatments for hair, Plex for hair repair and hair care, and so on. Hector tools are imported from China, Korea and Indonesia.

**Criteria on which you pick a brand to distribute:** It is more about care these days than a new product. What is new in the industry and completing your portfolio is equally important

**Distribution strategy used:** We have a strategy for each brand and product that we are offering, but it keeps on changing.

**Challenges faced in doing so:** The cost of marketing and finding good sales force and technical teams is very difficult.

**Role of online marketing and social media in distribution:** In today's time they play an important role, but I think it is more in the business-to-consumer segment. In the business-to-business segment, education and awareness is more important.

**Advice to a new entrant in the line of distribution:** It is a tough line to be a part of.

**Growth in FY2019-20:** 20% to 25%.





**HYGIENIC RESEARCH INSTITUTE PVT LTD**

RIZWAN AHMED, Vice President - Strategic Business Unit

**About:** Hygienic Research Institute Pvt Ltd has been manufacturing and marketing hair colour, hair care and skin care range of products for almost seven decades. The company has a competitive advantage thanks to its constant capacity building measures taken across functions.

**Views on the beauty and wellness industry of India keeping distribution in mind:** The cost of distribution in India is too high for a small company, especially in the professional segment. Hence, everyone goes to the bigger account and plays a discount card. The margins offered are so lucrative that salons do not even care how to negotiate on building a new clientele, build their skill, help them learn new techniques and help salon satisfy their clients and finally generate more sales revenue. But honestly, it is a highbrow story in the industry with only a few to implement the same.



**Product portfolio:** Streak Professional and Lisap are the two major brands catering to the distinct needs and aspirations of salons. Lisap is a new baby on the block which has not even completed 30 days in the market.

**Popularity rating with salons:** Streak Professional indeed has been a successful player and it has credibility in the industry, but Lisap will mark its presence soon. It is our endeavour to become popular, and it must be more relevant to salons and their clients. We have achieved immense success in winning the trust of salons and it is paying off well.

**Criteria on which you pick a brand to distribute:** It is on the same fundamentals 'the gap' every product launched or distributed by HRIPL is based on consumer and salon research. It is what makes each line a very exciting proposition for our customers.



**Distribution strategy used:** It is based on three basic philosophies of build, display and provide. Anything we do has to have a purpose defined on these principles.

**Challenges faced in doing so:** Challenges are inherent to every business. Quality skill remains the most disturbing part, lack of which slows the desired pace of growth.

**Role of online marketing and social media in distribution:** It gives you control over the smallest unit that you can choose to educate. There are more options to tell your story better by driving them to check your story.

**Advice to a new entrant in the line of distribution:** Distribution is not a one-time business, but a journey which keeps sailing through thick and thin based on a company's strength; whether through aggressive demand generation or pulling on through exceptional service. However, it is important to be consistent in meeting the client's expectations through effective resource planning.

**Growth in FY2019-20:** CAGR of 40% in last three years.

**Plan for FY2020-21:** My plan is to touch a magical number, but bigger priorities such as to build capability and make it a future-ready organisation by FY2019-20. 🎯







## EKTA COSMETICS LAUNCHES JEANNOT CEUTICALS

Ekta Cosmetics now has a new brand in its kitty – Jeannot Ceuticals. It is in partnership with Skeyndor and was unveiled on a glittering evening. The event was attended by 400 people consisting of top professionals from some of the best salons in the country and dignitaries including Antonio Mur, President, and Jordi Morcillo, CEO, of Skeyndor SLU, Spain. His Excellency Jose Ramon Baranano, the Ambassador of Spain in India was also present.

Speaking at the event, Ravi Mittal, Managing Director, Ekta Cosmetics said, “It is the beginning of a bright new era that will revolutionise the professional skin care market. The brand is backed by science, technology and proven expertise in skin care. It is formulated with natural ingredients that are dermatologically and allergy tested.” Elaborating on the new brand’s business strategy and future plans, Ravi added, “This launch, in fact, is the global launch of the brand starting with India. Ekta

Cosmetics plans to take it places and market Jeannot Ceuticals across the world.”

Jeannot Ceuticals offers four treatment lines – Brightening, Whitening, Anti-ageing and Hydrating, along with 18 home care products. It also has a Cleansing line for home use and SunShield SPF 50.



**WHAT**  
Brand launch

**WHEN**  
2nd September

**WHERE**  
Eros Hotels, Delhi



## MAISON D'AURAINÉ'S PROJECT 'GREEN SALONS'

Marking their fifth anniversary, Maison D' Auraine, one of the leaders providing luxury and premium beauty products to the salon industry, organised a gala evening. It kickstarted with an announcement about the launch of Project 'Green Salon' initiative. The concept of 'Green Salon' emphasizes using bio-degradable and environment friendly products in salons, shifting towards ecological and sustainable products with natural ingredients. Also, Project Green Salon focuses on waste management to support the cause of environmental sustainability.

There was a ramp show which showcased the vision of Marcello Pedrozo, the renowned hairstylist and Maison D' Auraine's brand ambassador. He showcased intricate styles through 'Future Of Hair'.

Maison D' Auraine aims to associate with more renowned global hair experts to educate professionals in India on hair trends and techniques.

Arpit Jain, Founder & MD, Maison D' Auraine, and the man behind the initiative of Green Salons, said, “Our planet is suffering from an enormous amount of non-biodegradable waste, oceans are filled with endless amounts of plastic and our aquatic species and planet as a whole is dying. To minimise the damage, comprehensive steps have to be taken. Being a part of the salon industry for the past five years, at Maison D'Auraine, we feel the need to take responsibility and act as a catalyst to awaken the industry and encourage installation of eco-friendly features in salons.”

Celebrities such as Samir Srivastav from JCB Salons, Sonali Bhambri from Toni&Guy India (North), Rajesh Yadav and Dinesh Sharma from Cut & Style, Sanjay and Samay Dutta from Looks Salons, Divya and Sachin from Geetanjali Salons, Sukriti Patnaik from Indulge Salon, Manikandan and Mario from Toni&Guy India (South), and more, were also present.

The evening concluded on an energetic note with a musical performance by Suryaveer.



**WHAT**  
Announcement and anniversary celebration

**WHEN**  
3rd August

**WHERE**  
ITC Maurya Hotel, Delhi





BEAUTY





# GEL EYELINER

## By Kryolan

### Drama in One Swipe

Kryolan stands taller than other brands because their dedication to meeting the needs and demands of professional make-up artists' clearly shines through. Professionals reveal nothing says class and style better than black, especially when it comes to an eyeliner. In fact, the darker the better. Keeping that in mind, Kryolan Cosmetics has created the super black GEL EYELINER

There is no such thing as one too many eyeliners, and when it comes to colours, nothing gets better than the good old classic black. Trends may be changing and constantly evolving, but one thing that will never change is the black eyeliner. It has been here since the time of Cleopatra, the ancient Greeks, Romans and Egyptians, and is here to stay for generations to come.


Eyeliner is the holy grail of make-up. It defines the eyes and your make-up never looks complete without it, in fact, we can go so far as to say, you can leave the house without wearing any make-up, but never without a bit of eyeliner. Now ask anybody what they think would be the perfect eyeliner and the reply would unanimously be the same: long lasting, smudge proof, water proof and of course, as black as it can get. Finding a good eyeliner with all these qualities is nothing short of impossible. But we have found the perfect eyeliner for you – the GEL EYELINER.

Kryolan Cosmetics has therefore launched the super black GEL EYELINER and it is everything you have dreamt about. This jet-black eyeliner is so smooth in application, that it glides effortlessly across your lash line creating a soft gel-like finish that is to die for. This insanely pigmented liquid liner formulation is supremely silky and adheres to the eyes, making it stay put for up to 14 hours.

Resistant to heat and sweat, this exceptionally versatile GEL EYELINER gives you a little time to play around with it. It is layerable, buildable and you can create so many unique and stunning looks in just one stroke. Whether you want a bit of playfulness, subtleness or a bit of drama – you have got it all in this sleek little pencil case.

Here are a few tips from the professionals: Let it set for five seconds after application to get an extremely smudge proof crisp look. Smudge it a bit before it sets and you got yourself a quick smokey eye effect. For a more enhanced colour payoff, apply a bit of EYE SHADOW PRIMER as a base before using the GEL EYELINER and you are set for the entire day.

To top it all, the GEL EYELINER is available at all the Kryolan City shops with an exclusive introductory offer that you do not want to miss out on. Visit their shops to avail the special offer before time runs out.

Kryolan. Make-up is a science. 





## Keratin & Cystiene Treatment

PROTECTS  
**YOUR  
BEAUTIFUL  
HAIR**



FORMULATED  
IN INDIA

- REDUCES CURLS & FRIZZ UP TO 95% BLOCKS EFFECTS OF HUMIDITY.
- LEAVES HAIR STRAIGHTENED AND SHINER CUTS DOWN ON BLOW DRY TIME.
- MAKES HAIR SMOOTHER AND SILKIER.



# Ojas Rajani Shines Through

It is true that Ojas Rajani is a complete package. An artist who is gifted with immaculate skills in make-up artistry, hairstyling and costume styling, Ojas shares her professional journey with *Salon India*

**Take us through your journey in the beauty industry.**

I have been in the hair and make-up profession for 26 years now. Before that, I was a Chartered Accountant, following my father's footsteps and wishes. I was never interested in my job as an accountant and left within eight months. I have always loved glamour and art, even if it meant only decorating my home. So, I joined Suniel Shetty's boutique and worked with Mana Shetty as a jewellery designer, and also created window displays for the store. During this time, I met the celebrity designer Anna Singh and began working with her as a stylist for films like *Saajan* and *Dil Hai Ke Manta Nahi*. Though I enjoyed my work, but I would always be advising the make-up crew. So, I started working on hair and make-up with small shoots here and there.

My father was not happy as 25 years ago, make-up artistry was not thought to be a good profession. So, my mom sent me to Miami to stay with relatives. Once there I enrolled myself at a hair and make-up school and also learned costume styling. I returned after six years. Though I was loving my life in the US, I would miss my parents. It was not easy. Being gay in India was taboo in those times.



OJAS RAJANI



Channel V was at its peak during that time and they were looking for an in-house stylist for a concert in Andheri. The deal was that if I did well at the event, I would have a permanent job at the channel. With a lot of help from Anna on costume styling, I got through and landed the job. Then, I styled Urmila Matondkar for a movie promotion shoot. After that I started to receive freelance opportunities because I was a complete package with hair, make-up, and costume styling. I quit Channel V once I was confident about my freelance work.

I worked with Urmila on 13 movies. Later, I also worked with Koena Mitra, Malaika Arora, and Aishwarya Rai with whom I worked on a lot of ad shoots too. Then, I met Raveena Tandon, Mahima Chaudhary, Shilpa Shetty and more, one after the other. There was a dearth of artists at the time, who could do both hair and make-up and that worked in my favour. I recently launched my Ojas Rajani Hair and Make-up Academy in Bandra.

**What are the challenges in the industry, then and now?**

Years ago, it took a lot of convincing to make people understand make-up; they were not ready to experiment. Educational standards of make-up artists were not high, and the profession was not given enough respect or appreciation. Now, the tables have turned!

With the internet and make-up tutorials everyone has access to a lot of information. Clients are also fully aware of the various techniques and styles, and thus, willing to try new ideas. The industry too is receiving respect. Professional make-up schools have raised the standards, too. However, I do believe that no one can replace old-school make-up artists; the hard work and hands-on learning makes them a cut above the rest. Back then, we did not have the internet for ready references; even products





were limited. We had to innovate, like using Vaseline for highlighting. Creativity is the key; if you have creativity, you would be successful now or then.

**What are your favourite products?**

I love Huda Beauty for their range of long-wear lipsticks and Rose Eye palettes; Laura Mercier for waterproof mascara, and natural human hair lashes for that soft look.

**What is the hardest part of being a beauty expert?**

You have to always be on your toes and think quickly when it comes to creating looks. Be it a bride or an actor, they want quick and effective results. You have to be proactive and versatile to accommodate each client's requirement. This comes to you only with practice and experience. The bottom line is to be patient; if you are talented, work will come to you.

**What is beauty to you?**

Beauty is a state of mind, more than anything else. You can look beautiful in a white sari or a white shirt. It is the presence of mind; how you carry a look says a lot.

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

I like to share my experiences — right from working on the clients to the correct colour scheme. We get enrollment from different parts of the country, so sometimes they do not have access to the right products so we teach them as per the need of the client. Like dark circles, pigmentation, for instance. And then,

we also focus on teaching the basics – a complete 101 of hair and make-up like lasting make-up techniques, balance with lighting, and so on.

**What are the top trends and what is your USP?**

I am known for the way I do eye make-up and style hair. I believe that eyes make a real difference. I would like to thank Urmila, Aishwarya, and Malaika since I have worked the most with them.

**Who is your beauty icon?**

I love to follow Kim Kardashian, Rihanna, Jennifer Lopez and Malaika Arora.

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

I am talking with a brand from New York and I may designing hair colour pallet for them. Having said that, I believe that the Indian market is obsessed with foreign brands and artists, which does not imply that there is a lack of ability in our country. Indian beauty brands a lot of acceptance in the market and even a lot of global brands are entering the country, which is giving tough competition to the homegrown brands. Brides also want international brands and even facials for that matter. I personally like Shahnaz Husain facials. Her products are super, but clients still want to go for international brands, which is sad. 🙄





# Regain Glowing, Lighter Skin With Cheryl's GloVite Facial

Cheryl's Cosmeceuticals presents an instant lightening facial that gives visible results in just one sitting



GUNJAN JAIN

Skin care may not be the first thing on your mind when you are getting ready for the festivals. There are other things that take precedence, such as, shopping along with managing your home. At such times, maintaining perfect glowing skin becomes a challenge. But worry not! Cheryl's Cosmeceuticals, India's first professional cosmeceuticals skin care brand, comes to your rescue and presents an effective solution. Cheryl's GloVite, an instant glow treatment makes skin lighter and radiant by eliminating dead skin cells in just 45 minutes!

Backed by science, Cheryl's GloVite facial restores glowing skin in just one sitting. Crafted with three natural ingredients – Orange Extracts, Vitamin C and Papain enzymes, Cheryl's GloVite facial instantly lightens the skin by eliminating dull, dry and flaky patches to reveal fresh, smooth and youthful skin. This specialised facial reduces existing melanin on the upper layers of the epidermis and effectively improves the skin's radiance.

Gunjan Jain, National Education Manager, Cheryl's Cosmeceuticals says, "Beauty is in the skin and maintaining that healthy glow can be challenging. Festive season is the best time to bring

out the inner glam. Understanding the concern, Cheryl's GloVite facial provides instant glowing and radiant skin in just one sitting, making the dream of flawless skin possible for everyone. Through skin science, Cheryl's Cosmeceuticals offers holistic skin treatments; each of the professional services is augmented with a robust home care range to sustain premium results achieved in the salon!"

Cheryl's GloVite facial, a five-step procedure provided exclusively in salons, is followed by three home care products.

## In-salon procedure

### ► **Cleansing with Cheryl's GloVite Double Depth Cleansing Cream:**

A skin lightening, foaming, moisture balancing facial cleanser, it is infused with effective active herbal ingredients like Canadian Willow Herb, which relieves skin irritation and discomfort, while lightening it.

### ► **Deep Cleansing with GloVite Dermapeel:** Inbuilt with Papain, a proteolytic enzyme from Papaya, it sloughs off dead cells from the upper layer of the epidermis and rejuvenates the skin.

### ► **Toning with Cheryl's GloVite Skin Freshner:** With the help of Cucumber herbal extract, the product oxygenates, revives, hydrates the skin and constricts the pores.

### ► **Massage with Cheryl's GloVite Energising Cream:** Formulated with Almond Oil, it energises and nourishes the skin, making it lighter and radiant.

### ► **Pack using Cheryl's GloVite Radiance Mask:** The mask contains Orange herbal complex with Vitamin C that smoothens, tightens and lightens skin, while enhancing its ability to retain moisture leading to an improved radiant appearance.

## Home care regime

The home care range is formulated to enhance and maintain the results of the professional treatment.

### ► **DermaLite Face Wash:** Exfoliates and hydrates skin while increasing skin barrier protection.

### ► **DermaLite Lotion:** Improves skin texture and reduces fine lines and wrinkles and inhibits melanin production.

### ► **DermaShade SPF Spray and Lotion:** Sunblock SPF 30 Spray for Oily and Combination Skin and SPF 50 for Dry Skin provides complete UV protection and prevents from sun-damage. ☀



This festive season, shine on with the best glow from Cheryl's GloVite, available at your nearest salon.



# Hair do



## HAIR CREAM MASK

with variety of natural plant essence

it rapidly repairs and nourishes damaged and coarse hair

Care : +91 9577717771 / 9910016551

www.moonstar1917.com

care@izukimpex.in



# Beauty Care

## FACE WASH FOR MEN BY QRAA

Himalayan Charcoal Purifying Face Wash is enriched with activated Charcoal, Community Trade Tea Tree Oil and Eucalyptus Oil, known for its purifying properties. Formulated with Bamboo Charcoal sourced from the Himalayan foothills, it leaves the skin feeling clean and reduces excess oil.

**Price:** ₹270 (100gm)

**Availability:** Retail, modern outlets, online; [www.qraamen.com](http://www.qraamen.com)

## REPAIRING SERUM BY SKEYNDOR INDIA

The Intensive Repairing Emulsion is an anti-ageing serum-in-cream, infused with concentrated Retinol, which has a rejuvenating effect on wrinkles and blemishes. It also controls light-interference pigments for a perfecting effect. It is suitable for combination to oily skin types.

**Price:** ₹2,900

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

## DAY CREME BY ESTÉE LAUDER

The Daywear Anti-Oxidant 72h-Hydration Sorbet Creme SPF 15 provides intense hydration, anti-oxidant protection, along with sun protection. It includes Estée Lauder's Super Anti-Oxidant Complex to help defend against environmental assaults including pollution. It is infused with leafy greens and aqueous notes of crisp Cucumber for a feeling of cool rejuvenation, while a petally floralcy of sheer Jasmine, Violet and delicate Cyclamen provide a comforting balance. Musk provides a softly radiating finish. Oil-free, dermatologist-tested, non-acnegenic, it is suitable for normal and combination skin types.

**Price:** ₹2,500 for 30ml; ₹3,500 for 50ml

**Availability:** EBOs and online



## ANTI-AGEING SERUM BY KLAIRS

Klairs Midnight Blue Youth Activating Drop is a night serum that combats various causes of ageing. Made with EGF (sh-Oligopeptide-1), bFGF (sh-Polypeptide-1), and 95% raw materials for anti-ageing effects, the EGF and bFGF activate key factors in the skin to help improve its overall health and quality. It is known to delay the signs of ageing by replenishing damaged skin and protecting it from external factors. It also helps with cell renewal, and promotes firmness and elasticity.

**Price:** ₹2,050 (20ml)

**Availability:** Online at [beautybarn.in](http://beautybarn.in), authorised dealers of Klairs

## AGE DEFYING SERUM BY BIOTIQUE

Bio Dandelion Visibly Ageless Lightening Serum is a rare combination of pure Dandelion, Vitamin E and minerals, blended with Nutmeg Oil. When used regularly, it helps brighten skin, fade dark spots and ease away wrinkles for a flawless complexion.

**Price:** ₹230 (40ml)

**Availability:** Retail stores, online

## DAY CREAM BY SHAHNAZ HUSAIN

From the Flower Botanic Range, the Pink Lotus Day Cream protects the skin from atmospheric and elemental effects and impurities, while maintaining its moisture balance. A combination of herbs and floral extracts, it forms a protective cover and keeps the skin healthy. It soothes acne-prone skin, and is suitable for all skin types.

**Price:** ₹975

**Availability:** EBOs, online at Amazon, Flipkart, [iloveherbal](http://iloveherbal)





The genesis of EnailCouture India emanated from Gunjan Deveshwar's experiences. She is the CEO of EnailCouture India, and with *Salon India*, she shares a step by step guide to nail art techniques

# EnailCouture

## Get your Nails to do All the Talking



### ➤ BABY METAL

*It is a metallic gel polish with chrome in it, available in four different colours.*

**How to:**

- STEP 1** After correction, buff the nails well and remove all the dust.
- STEP 2** Apply one coat of Shine E-eno wiper top coat.
- STEP 3** Turn the head upside down for gravity.
- STEP 4** Cure it for 90 seconds with UV/LED lamp.
- STEP 5** Apply a thin and even coat of Baby Metal Polish and cure it for 120 seconds. It will turn metallic like chrome.
- STEP 6** Seal it with Shine E-eno wiper top coat.

### ➤ FUN GEL

*An excellent product for marbelling and creating ripples.*

**How to:**

- STEP 1** Apply Fun Gel on the whole nail after correction.
- STEP 2** Do not cure.
- STEP 3** Put random splashes of gel polish using a combination of two to three colours.
- STEP 4** The colours will start mixing on their own giving a gradation.
- STEP 5** Cure it for 60 seconds in a UV/LED lamp.
- STEP 6** You may wish to create lines or detailing in black.
- STEP 7** Again cure for 60 seconds.
- STEP 8** Seal it with Shine E-eno wiper top coat.



GUNJAN DEVESHWAR

For more details on the entire range of Exclusive Nail Couture professional products, you may visit [www.enailcouture.com](http://www.enailcouture.com) or call at +91 9315950399.



International Stylist >>



Credits:  
Hair: Felicitas Ordás @  
Felicitas Hair  
Photographer: Esteban Roca  
MUA: Nacho Sanz  
Products: Revlon Professional





# Mix of Two

By Felicitas Ordás  
and José Salvador+  
Eva González

**About Felicitas Ordás:** Felicitas Ordás is the Artistic Director and owner of the Felicitas Hair in Mataró, Barcelona. It is one of the most avant-garde salons that has employed the latest technologies. She is a Founder Member and President of Club Fígaro. Felicitas has done many courses and seminars with some of the best professionals from around the world. She has won various awards, including, the Best Entrepreneur of the Year award at the prestigious Global Salon Business Awards in 2008; the Barcelona Capital de la Peluquería Award in 2009; the Finalist at the AIPP AWARDS 2007-2008, 2008-2009, 2011-2012 and 2012-2013; the Finalist in the AIPP 2014-2015 in the Vanguard category for collection Feel; the first Spanish woman to be the Winner of AIPP AWARDS 2010-2011 in the Best Video category for her Subliminal Collection; Spanish Hairdresser of the Year in 2014 -2015 at Fígaro Awards, and she exhibited her last collection, Zaha, in the first Gaudí's work La Nau Gaudí Museum in Mataró in 2017.

**About ASH collection:** It is inspired by grey hair. The colour has become popular with singers and actresses, and has enchanted designers. A combination of trendy cuts with grey colour is a must for the season.





Credits:

Hair: Jose Salvador & Eva  
Gonzalez @ Salon Makeover

Photographer: David Arnal

MUA: Wild van Dijk

Stylist: Aaron Gil

Models: Flor, Laura, Elsa, Adriana

Products: Schwarzkopf  
Professional



INDIA'S FIRST EVER  
HERB BLEACH WILL  
ALWAYS BE INDIA'S BEST.

Olivia Herb Bleach.

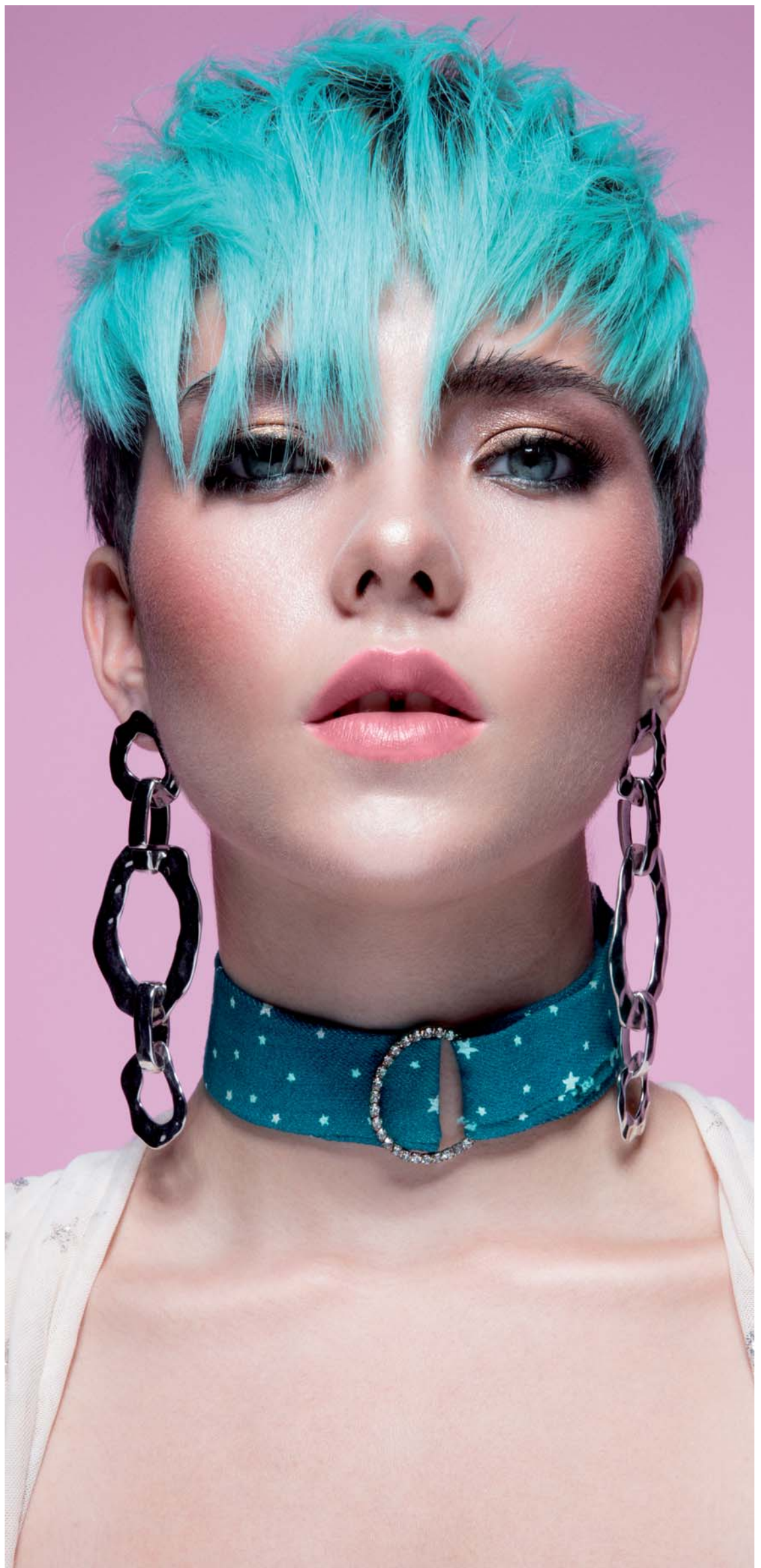
Enriched with the goodness of Turmeric,  
Aloe Vera, Lemon and Sandalwood.





**About José Salvador and Eva González:** José Salvador and Eva González run Salon Makeover in Logroño, Spain. They are among the ten finalists for the AIPP awards in the Male category. The International Association of Professional Hairdressing Press (AIPP) annually awards these awards, which enjoy the highest consideration worldwide. Shares José, "It is the first time we introduced ourselves and we did not expect anything to be selected for us." And even less when in this edition 561 collections from 34 countries have been presented to qualify for the awards in five categories: Best Vanguard, Commercial, Photographic and Male collections and Best Video. José is convinced that when you do things with feeling, it is transmitted. And so it can be seen in this work.

**About the collection:** Surburbian is inspired by the urban tribes, the different ethnic groups, and the suburbs of the cities. It is a reflection of what we see when we visit the city, the colour of the people, the liveliness of the people. The fusion between the urban and sub-urban world.





“

Beauty is how you feel inside,  
and it reflects in your eyes

”

”



Gorgeous eyes

@just **Rs. 199/-**



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

Bella Vosté®





# Harshvardhan Rane

## Rustic Outdoorsy Charm

Listed as the Times Most Desirable Man for three consecutive years in 2015, 2016 and 2017, actor Harshvardhan Rane takes personal grooming seriously. Dedicated to leading a healthy lifestyle, he spills a few workout and grooming secrets

### What is your regimen?

Fitness is definitely a priority in the entertainment space as it is a visual medium. I follow body function training for five to six days a week, play football once or twice a week, and cycle from Andheri to my gym in Bandra three to four times a week.

Also, I practice a workout called 'Animal Flow' where you pretend to be a tiger and walk on all the four limbs, as it would. Only when you do it, you realise how much core strength is required. This is my regimen when I am not shooting.

I follow a Caveman Diet, which comprises of vegetables, meat, eggs, nuts, and fruits; basically, what humans used to eat before they started harvesting and storing greens.

### Where do you train?

When I was in Hyderabad, my budget allowed me to feast only on dosas and idlis, which I had no problem eating throughout the day. When I was offered a Bollywood project in 2015, they asked me to shed some weight for the role. So, I approached my best contact, John Abraham, and asked for advice. He introduced me to his trainer, Vinod Channa, with whom I had trained for the film. He was quite expensive, but I am grateful to my first producer Deepak Mukut who paid for my training.

Vinod is the best trainer I have ever come across and the workout plans at his personal studio, VC Fitness, are popular. I do not believe in changing trainers, I think it is best to find one trainer and stick with him.

### How do you de-stress?

I am an outdoorsy person. Greenery has a soothing effect on me. I also feel when one walks barefeet on the beach, a natural pedicure is guaranteed.

### Who is your hairdresser?

I have been visiting Hakim Aalim. He is one of the kindest people in the industry. I admire him as a human being as much as I admire him for his talent.



Photography: Paul David

**As per the recent Mintel report, 79% of men shop for personal care products.**

**What is your take on the changing pattern in male grooming?**

Yes, I do notice the upward change in male personal care. A balanced approach towards overall grooming is definitely appreciated by everyone. My advice is to just keep it basic and not be obsessed with it. One could start with good dental hygiene; smell great, and have a basic skin care routine.

**What are your favourite products in skin, hair, and fragrances?**

I like to stick with natural products and coconut oil is a favourite. I use it on my hair and skin, both. For fragrance I use musk YSL Sleek Suede.

**Who is your style icon and why?**

I admire Ranveer Singh for the way he expresses himself. As an artist, it is all about expressing oneself through different forms. Ranveer is a superstar who does not worry about what people will say, and I think, that is true expression. When one is doing exactly what one feels like and even looks good, it is a blessing not guaranteed to everyone. 🎯





SPA FOCUS  
VAPS





# Canyon Ranch Spa, Las Vegas

## Living Lightly on the Land

Human-centered design, extensive lighting controls, and energy-efficient light sources are just some of the sustainable features that make for a comfortable and engaging spa experience

**Size of the spa:** 134,000 sqft

**About the spa:** Canyon Ranch Spa & Fitness, located on the third floor of The Palazzo and The Venetian hotels, has more than 100 treatment and service spaces, making it one of the largest spas in North America. A tranquil haven of health and relaxation, it has a luxurious 12' tall satin stainless steel waterfall; the interior design firm Oller Studio wanted to incorporate the natural sound of flowing water into the design. The creative architectural lighting design conveys a visually calming environment within the smallest environmental footprint possible. The hydrothermal facilities alone are worth a visit. Spend hours indulging in everything from a crystal steam room to an igloo. One of the most popular spots is the laconium, where you can perch in a mosaic-tiled alcove and breathe in the herbal-infused steam. The dark, inviting wave room is also as avant garde as it is stunning. Sit in black cushy loungers that tilt up to the dome ceiling and watch wave projections set to a peaceful ocean soundtrack.





**About the services:** There are more than 150 spa, salon and wellness experiences. In addition, there is a salon, two fitness facilities, two healthy option restaurants and a skin care boutique. The jewel in the Canyon Ranch Spa crown is the Aquavana Experience, unique to Canyon Ranch Spa where you can enjoy the healing and tension-releasing power of advanced hot, warm and cold water treatments. The Aquavana hydrothermal experience is a complete European-inspired suite of spa cabins, showers, tubs and bathing environments, including the Wave Room, purifying Salt Grotto and multisensory Experiential Rains. The Aquavana includes a circuit of seven different options, and the following are accessed in the privacy of the men's and women's locker areas:

- › **Crystal Steam Room:** A cleansing aromatic steam environment centered



With so much expansive space at the heart of the Venetian and the Palazzo Las Vegas resorts, we are very good at customising a programme for each individual. That is definitely our speciality. Choices include a round-robin of treatments, fitness classes and healthy cooking demos and a mixology bar where guests customise their own lotions. The amazing menu of activities ensures that guests leave feeling they had a rich variety of experiences. Since opening in 1999, Canyon Ranch spa + fitness has received 88 awards. I am personally so proud of our Aquavana! Being in the water provides myriad benefits, from supporting and cushioning vulnerable joints and muscles to increasing strength and resilience to removing toxins to increasing feelings of well-being and relaxation. You can experience the healing and tension-releasing power of advanced thermal treatments with the Aquavana Canyon Ranch is much more than a spa. It's a gateway to a healthy lifestyle. A deeper calm. A more tranquil experience. Our new wellness retreat is a wonderland of discovery, be it through a personal journey or a shared experience.

– BECKY MARTINO, Director, Canyon Ranch Spa



around a large crystal to inspire and focus meditation; provides a cleansing aromatic steam environment with a large central crystal to inspire and focus meditation.

- › **Experiential rains:** Invigorating, multisensory cooling showers. Select Caribbean Storm, Tropical Rain or Cool Fog.
- › **Finnish sauna:** A classic dry-heat sauna environment lit by coloured light refracted by crystals.
- › **Herbal laconium:** An herbal-infused humid environment providing a gentle warming of the body.
- › **HydroSpa:** A whirlpool that is surrounded by thermal heated loungers; radiant lounge chairs designed for relaxation and a variety of massage fountains providing gentle pressure for releasing tension and rebalancing the body.
- › **Igloo:** Cool air and three Arctic Mist experiences enhanced by twinkling fibre optics.
- › **Relaxation rooms**

One of their most unique treatments is on their Secret Menu. The All-In 1 Massage is the ultimate 80-minute treatment that gives one a taste of the various services offered. In one massage you will

experience Stone Massage, Shiatsu, Thai, Sole Rejuvenation, and Head, Neck and Shoulder massage.

Try the Japanese shiatsu to penetrate deep sore spots. A therapist will grasp onto overhead bars while massaging you with her bare feet. The signature Mango Sugar Glo body scrub uses fruit infusions to moisturise dry, sensitive skin, giving you a healthy glow. Couples should opt for the Rasul Ceremony, where you and a partner will slather each other with purifying mud in a private tiled steam chamber with stary lights.

For a complexion that glows like gold, get the nourishing 18k Facial. A gold mask brightens and restores your skin. The onsite Canyon Ranch Healthy Feet centre specialises in gait analysis and foot and lower-leg massages in relaxing zero-gravity chairs.

The skin care boutique offers the best in organic skin care. Their retail store, Living Essentials, offers a wide variety of products that are good for your mind, body and soul.

**Architect:** Design For Leisure

**Address:** Canyon Ranch, The Venetian Resort Hotel Casino, 3355 Las Vegas Blvd. South, Las Vegas, NV 89109

**Phone:** 702-414-3600

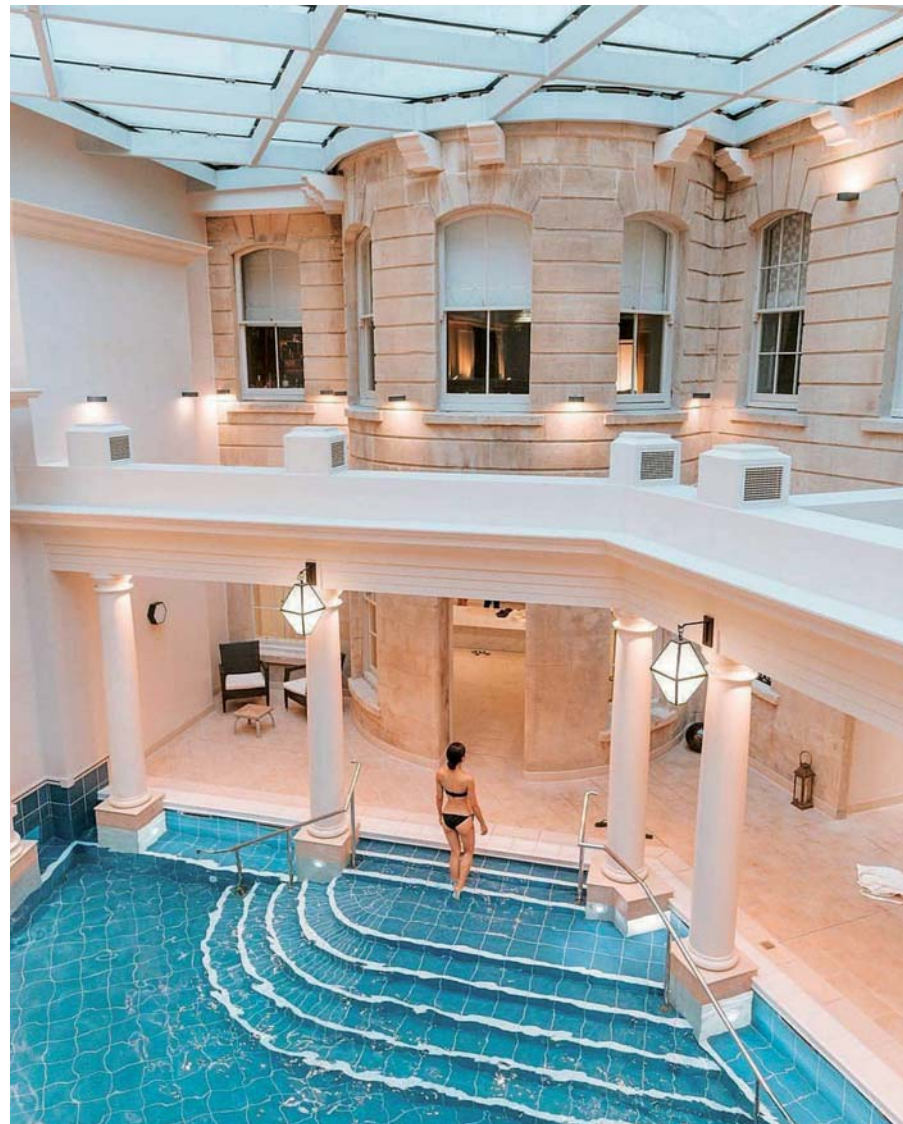


# Kabir Aliri

“I am a firm believer of the hands-on approach”

Kabir Aliri, Spa Manager at The Gainsborough Bath Spa gives insights into the spa industry

\\ by Aarti Kapur Singh



TODAY GUESTS ARE NOW LOOKING FOR NUTRITIONAL ADVICE AND STRESS RELIEVING ACTIVITIES – A COMPLETE OFFERING. AS A RESULT, WE HAVE RECENTLY INTRODUCED COMPLIMENTARY TAI CHI AND YOGA CLASSES ON WEEKENDS, AND OUR HEAD CHEF ALSO CREATES AN EXCEPTIONAL WELLNESS MENU FOR THOSE LOOKING FOR A NUTRITIOUS LUNCH.

– KABIR ALIRI



## **Tell us about your background.**

I have studied Medicine and used to work as a part-time nurse. At this time, I developed a passion for taking care of people. It inspired me to learn the holistic approach to health. I then went for formal education in Aromatherapy, massage, beauty therapy, Physiotherapy, Homeopathy and Aquatherapy. From this point on, I knew I was destined to work in the spa and wellness industry. My training and experience in Medicine has helped me extend and expand my horizons. I have had the opportunity to work in a number of top spas and hotels across the world for the past 18 years in Italy, America and France. I still perform many of the treatments myself, including our USP immersive water experience, the Freedom Treatment. I am a firm believer of the hands-on approach. If you want to excel as a spa technician or manager, this gets remembered the most!

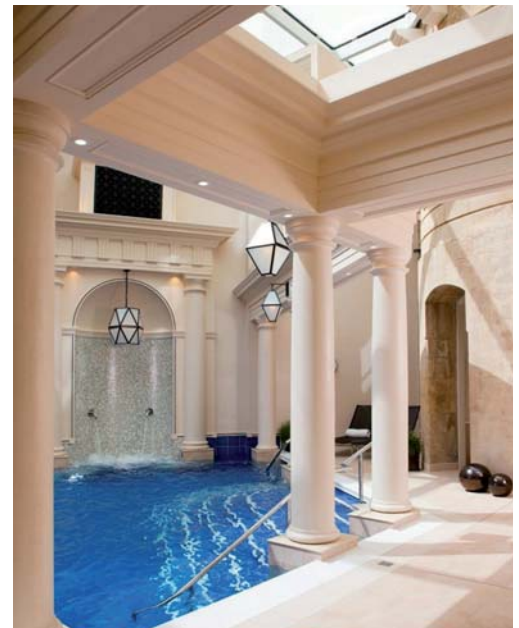
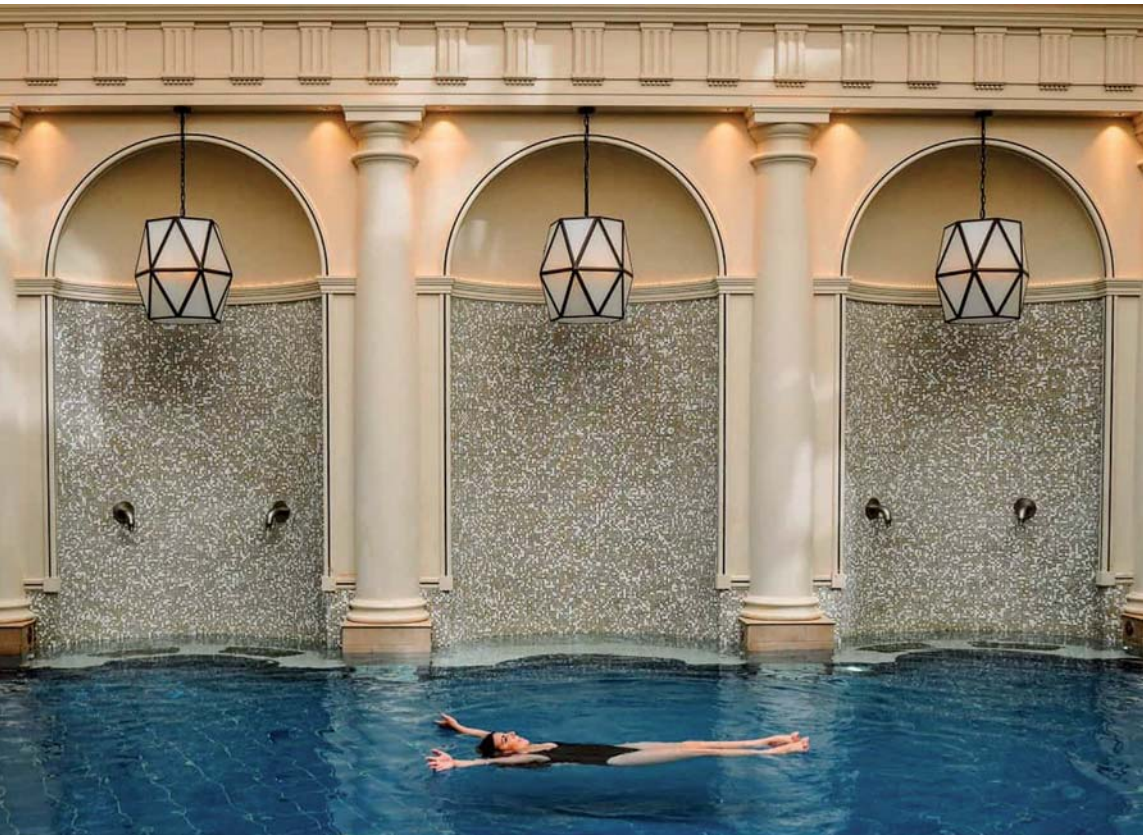
## **What are new trends in wellness?**

I have noticed that more and more guests are now looking for nutritional advice to stress relieving activities - a complete offering. As a result, we have recently introduced complimentary Tai Chi and Yoga classes on weekends, and our Head Chef also creates an exceptional wellness menu for those looking for a nutritious lunch.

## **How does Spa Village Bath differ from other spas where you have worked?**

Tapping into the original thermal springs, Spa Village Bath offers a contemporary perspective on the city's thermal water heritage. Coupled with the historic use of Aromatherapy in Great Britain, this spa, set beneath a glass atrium within the hotel, gently

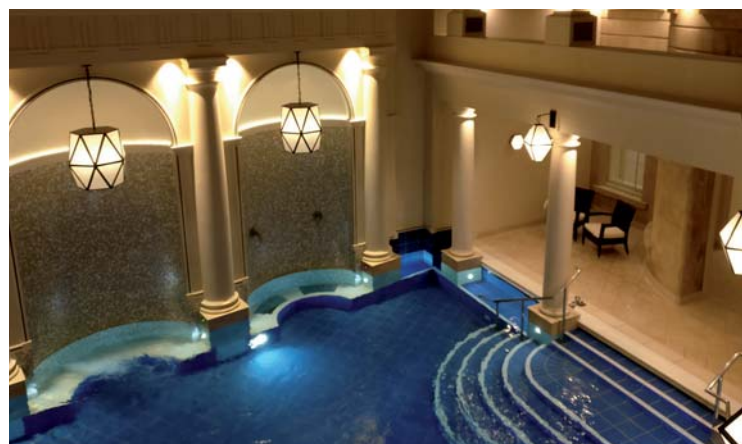




supports the brand's philosophy of honouring the healing traditions of the region. In recognition of its spa heritage, the award-winning spa group with its Malaysian origins also presents select signature therapies from the original spas in its collection.

The Bath House experience enables guests to 'take the waters' in luxury. Guests will begin their visit with a spa circuit that includes dipping in two natural thermal pools of varying temperatures, traditional and infrared saunas, a steam room, and an ice alcove.

Spa Village Bath integrates the treasured waters of Bath with private aquatic body therapies and classic spa treatments that focus on personalised Aromatherapy. There are a number of unique aspects to our Spa Village, including the stunning Roman-style design, but the most exceptional element for me is having access to the wonderful natural resource of Bath's spring waters. These natural thermal waters are packed with minerals and supply the three thermal baths in our spa. This is a truly unique spa experience in the city of Bath.



**Do you have a particular favourite treatment at Spa Village?**

It is a tough question as I have so many! I love the YTL Hotels signature selection with the Malay influences, but if I had to choose one it would be Freedom. It is a treatment like no other I have experienced and one I enjoy to perform on guests. It involves guiding the guest through a series of graceful movements and stretches in therapeutic waters – it is blissfully relaxing yet leaves you feeling revitalised.

**Bath is such a beautiful city, what would your ideal day off consist of?**

If my children are at home, then we love to head out early in the morning for a family walk in Bath. This way we get to see the beautiful sights at a quieter time of the day. Afterwards, we go for a leisurely breakfast, then we head back home to spend time in the garden and perhaps have a BBQ in the afternoon – weather permitting! 🍷





# Spa Solace Lucrative Offers

Salon India updates you on some of the latest soothing packages that are fast gaining popularity



## HAWAIIAN LOMI LOMI MASSAGE

[Sabaai Body Spa, Kanpur](#)

'Loving Hands' massage as it is called in Hawaii, is performed in a fluid rhythmic motion using forearms as well as hands, like a gentle wave flowing across your body. It unblocks the energy channels, relieves physical stress and tension, and helps in rapid detoxification of the body.

**Duration:** 90 minutes | **Price:** ₹3,200 inclusive of taxes

## JOURNEY TO ORION SPA MASSAGE

[Orion Spa and Healthcare Centre, Pune](#)

The calming hot stone massage helps to activate the chakras through heat energy. A hot stone face lymphatic treatment, with a special focus on the third eye and a luxurious foot massage, pacifies your nervous system. The serene journey concludes with the application of energising chakra balancing wrap to nourish the body.

**Duration:** 120 minutes | **Price:** ₹4,179 + taxes

## AREOPAGUS SPORTS SIGNATURE THERAPY

[Areopagus Spa, Mumbai](#)

The signature Sport Massage technique includes the use of thumb rolling, fingers, knuckles and elbows, using of compression, cross fibre friction and direct pressure which helps in separating the grain of the muscle, releasing the chemical glue that blinds them.

**Duration:** 120 minutes | **Price:** ₹8,000 + taxes

## HOT STONE FACIAL MASSAGE

[Shen Reflexology, Mumbai](#)

The hot stone facial combines facial massage techniques with hot stone therapy for the ultimate experience that revives your body, mind and spirit. Through the use of heated basalt stones and essential oils, the face is pampered and you experience deep relaxation. The strategic placement of hot stones during the facial help to clear sinus, improve breathing and give an overall feeling of well-being.

**Duration:** 60 minutes | **Price:** ₹1,500 + taxes

## LIGHTENING FACIAL

[SPA.ce- The Organic Spa, Bengaluru](#)

This treatment helps fight the undesirable effects of sun exposure with the use of all-natural products. They are rich in Vitamin C and E, and effectively heal and protect your skin. After this brilliant skin-lightening treatment, you are guaranteed to walk out with an unblemished and bright face!

**Duration:** 60 minutes | **Price:** ₹2,385 inclusive of taxes. Ⓢ



**Astaberry**  
PROFESSIONAL

Be the first  
to experience the

**6** magic  
steps

With **Pomegranate**  
Skin Brightening Facial Kit

- **MAXIMISED RESULTS RADIANT FAIRNESS**  
*Brightening : Smoothing : Calming*
- **FRENCH ALGINATE PEEL OFF MASK**  
*Soothes & Brightens the skin*
- **POMEGRANATE AS ACTIVE**  
*Contains Vitamin C & Antioxidants that intensively work on your skin*
- **SCRUB TO CREAM TECHNOLOGY**  
*Scrub beads melt to become cream when in contact with water*



AVAILABLE IN ALL PREMIUM SALONS NEAR YOU  
[www.astaberry.com](http://www.astaberry.com)

[/astaberry](https://www.facebook.com/astaberry)  
[/Astaberryb](https://www.instagram.com/astaberry)  
[/astaberry\\_biosciences](https://www.instagram.com/astaberry_biosciences)





## BENGALURU

# Kiinjal Mehta Make-up Studio and Academy

The academy was established in the year 2013 by Kiinjal Mehta herself after being inspired by her mother, who too was a make-up artist. Kiinjal further says that every time a bride tells her that they look better than what they had imagined, a wave of inspiration hits her. This surge of gratification led to the inception of her make-up studio and academy. With its only branch in Ashok Nagar, Bengaluru, the academy is spread across 1000 sqft area, and has expansion and diversification plans on its agenda.

The academy has purely been an outcome of Kiinjal's unparalleled efforts and sheer dedication. It is a dream come true for her through which she intends to help others, like herself, realise and fulfill their dreams.

About the USP of the academy, Kiinjal shares, "The primary USP of my academy is something that is totally non-technical and often overlooked by other academies. I literally treat, teach and mentor my students like they are my children, ready to take flight into the world of glamour. Also, my students are a testimony to my claim that I guide them even after they have completed the course." The academy trains and provides hands-on experience to aspiring make-up artists with a team of three trainers who assist Kiinjal in giving undivided attention to each and every student. It is worth mentioning that the academy also specialises in polishing the skill set of existing make-up artists.

**Courses offered:** Self-Grooming Workshop where they teach the students skills and techniques to groom themselves to attain flawless looks for day and night. Basic to Advance Course during which a student learns everything from scratch, and the end result is a professionally trained make-up artist. Advance Level Make-up Course which is exclusively meant for professional make-up artists who wish to polish and upgrade their skills.

**Certification and affiliation:** The academy provides a formal certification on successful completion of the professional course that covers make-up, hairstyling and draping.

**Eligibility criteria:** There is no eligibility criteria apart from the need to deeply love make-up and styling.

**Fee range:** For Self-Grooming the fee is between ₹10,000 to ₹30,000; for Advance Level Make-up Course, it is between ₹1.45 to ₹2 lakhs. 📞

I TREAT, TEACH AND MENTOR MY STUDENTS LIKE THEY ARE MY CHILDREN. ALSO, MY STUDENTS ARE A TESTIMONY TO MY CLAIM THAT I GUIDE THEM EVEN AFTER THEY HAVE COMPLETED THE COURSE.

– KIINJAL MEHTA







WORLD'S 1<sup>st</sup> 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](mailto:pritigupta@irftrustedmark.org)



Certification Bodies Approved by IRF Trusted Mark Certification Scheme



[www.irftrustedmark.org](http://www.irftrustedmark.org)



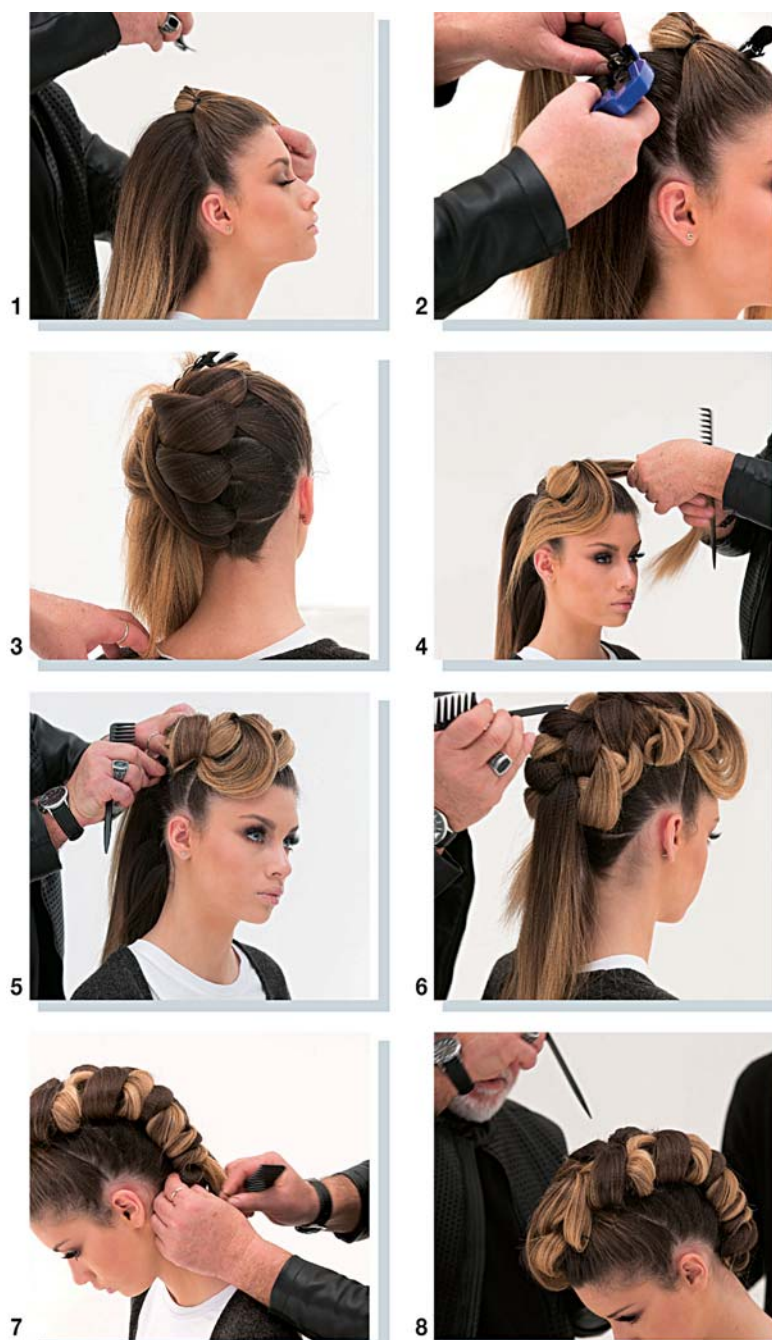
**STEP 1, 2, 3** Create three tails starting from the forehead till the nape.

**STEP 4** Separate a part from the first lock and build a small bend on the forehead.

**STEP 5** Roll and fix the lock with the hairpins.

**STEP 6** Proceed in the same way on the other side.

**STEP 7, 8** Proceed in the same way till the nape.



**Hair Creative Art Director:** Filippo Sepe  
**Photo:** Cesare Colognesi  
**Make-up:** Kriss Barone  
**Stylist:** Ferdinand





LEMERAVIGLIE



Professional Beauty Mumbai scheduled to be held from 16th to 17th September, 2019, at Bombay Exhibition Centre in Goregaon, is back to support your new product sourcing, industry networking and business growth



# Professional Beauty Mumbai

## Launchpad For Success

It is that time of the year again when the beauty and wellness industry in India comes together to forge alliances, witness the latest product trends and innovations, learn the techniques, strike business deals, and expand their network – at Professional Beauty Mumbai 2019. The 8th and largest edition, this year the Expo is expecting to witness 16,000+ trade visitors, and over 500 brands across the categories of hair, make-up, skin and nail. As is the signature style of Professional Beauty, the Mumbai Expo, too, will serve as a launchpad for over 50 new products for the professional salon industry.

Professional Beauty Mumbai also has an international pavilion, featuring brands from across Asia, Europe and the US looking to bring new products to India. Some of the notable brands include Myca Wax – UK, Fitnesswell – Poland, Optimum Beauty International PTE LTD – Singapore, Floractive Professional – Brazil, ABALASE – Greece, and more.

In addition to being the place for product sourcing, Professional Beauty Mumbai has emerged as the hotspot of learning and education. With multiple show areas dedicated to look-and-learn sessions, the Mumbai Expo will witness around 60 national and international artists showcasing their work on an open and free-for-all platform via two live demo stages, one dedicated exclusively for hair, and the other for make-up, skin and nail professionals. One of the highlights of 2019 will be the Nail Fashion Show (NFS) with the best and most innovative nail art trends presented on this elaborate set up.

### Experiencing top class learning

Providing visitors and learners with inspiring looks, the Professional Beauty demo stage has pulled out all the stops to deliver high

class education. Some of the brands that will have experts demonstrating their artistry include Andis, Aroma Magic, Berina, Ccigma, Dyson, Esskay, Ikonic, Kryolan, Lure Nails, Make Up Studio, Olaplex, PAC, Perron Rigot, R Nail, Seasoul, Temptu and WAHL.


In the hair vertical, Ikonic, Berina, Mr. Barber, Dyson, Olaplex, WAHL, KeHairtherapy, Jaguar and Rusk have lined up to give hairdressers a well-rounded learning experience. In make-up, Kryolan, Makeup Studio, Temptu, PAC, Seasoul, Swiss Beauty, and more will be showcasing their products and artistry.

Banking on the voluminous footfall, nail brands will be seen pushing the envelope for this burgeoning segment helping salons understand how to deliver greater margins from the nails business. Brands such as Bluesky, Glam, Cuccio, Ellement Co., and Ola Kandy will be fulfilling your salon's nail art requirements. In the skin care segment, brands like Aroma Magic, Biosoft, Perron Rigot, RICA, Richelon, Serenite and The Body Care will educate buyers on delivering greater experiences to customers and healthier revenues for the salons.

### Salon Management Congress

The Salon Management Congress (SMC) is the leading platform for salon owners, franchise partners and salon managers to tackle the challenges of running the business, from understanding the art of creating strong profitable identities to being aware of the secret ingredient to create a flexible financial plan to open a salon, it will all be discussed. Other topics would include building and maintaining a booming team of professionals and the impact of product and brand mix in your salon. The two day conference will be headlined by former MD of Shoppers Stop, Govind Shrikhande, who will speak on brand building and marketing within the retail and customer facing business.

Co-located with Professional Beauty Mumbai is the Cosmetic Ingredients and Packaging India (CIPI) – a focused trade show catering to the beauty, cosmetics and personal care ingredients industry, primarily manufacturers and suppliers of raw materials and ingredients including packaging products and labeling companies who form the basis of the beauty and cosmetics industry gathering.

All in all, Professional Beauty Mumbai Expo 2019 promises experiences and expertise to help those in the beauty and cosmetics industry build a more successful career and business. 







**RUSK**<sup>®</sup>  
fashion+culture+attitude

PRESENTS

**PROFESSIONAL**  
*beauty*

**MUMBAI**

BOMBAY EXHIBITION CENTRE

16-17 SEPTEMBER 2019

HALLS: 2 & 3

SHOW TIME: 9AM - 6PM

THE INDUSTRY SHOW-  
AT THE VERY HEART OF  
THE BEAUTY INDUSTRY

**WHAT TO EXPECT AT THE SHOW?**



DEMO STAGE



NEW PRODUCT LAUNCHES



B2B NETWORKING

REGISTER ONLINE FOR YOUR FREE TICKET TODAY AND SAVE PAYING RS. 300 ONSITE

[www.professionalbeauty.in/reg](http://www.professionalbeauty.in/reg) or +91 9702618136

ASSOCIATE PARTNER



OFFICIAL MAKE-UP PARTNER



OFFICIAL LASH PARTNER



OFFICIAL HAIR CARE PARTNER



HAIR TOOLS PARTNER



KNOWLEDGE PARTNER



EXCLUSIVE HAIR MEDIA PARTNER



DIGITAL MEDIA PARTNER



TICKETING PARTNER



MEDIA PARTNERS



ORGANISED BY





# SUBSCRIBE NOW!

# SALON<sup>®</sup> INTERNATIONAL



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
<b>SAVING</b>	<b>25%</b>	<b>30%</b>	<b>40%</b>	<b>35%</b>	<b>40%</b>	<b>50%</b>
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"/>

**YES, I would like to subscribe for**

PRINT VERSION  PDF  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

**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**

**Bridal Special:** Top experts recommend trends in hair and make-up; brands introduce special offerings; salons and spas offer revised services.

**Technology Special:** Software companies and salons share benefits of CRM, innovation in technology, and more.

**India At the Heart Special:** Brands are being influenced by everything 'Indian'. From using homegrown ingredients to a product, design and packaging, too, reflects abundant use of ethnic motifs.

**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](mailto: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

**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](http://shop.indiaretailing.com)





# Dermacol

## INDIA



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

Sanash Impex Pvt. Ltd.

**Pan India distributor queries invited**

Contact us @ M: +91 9711000001, +91 7700000001 T: 011-42467475 📞 7700000001  
E: [dermacolclp@gmail.com](mailto:dermacolclp@gmail.com) 📱 @dermacolindia 📺 official\_dermacol\_india



# 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](http://www.matrixprofessional.in)

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

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



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