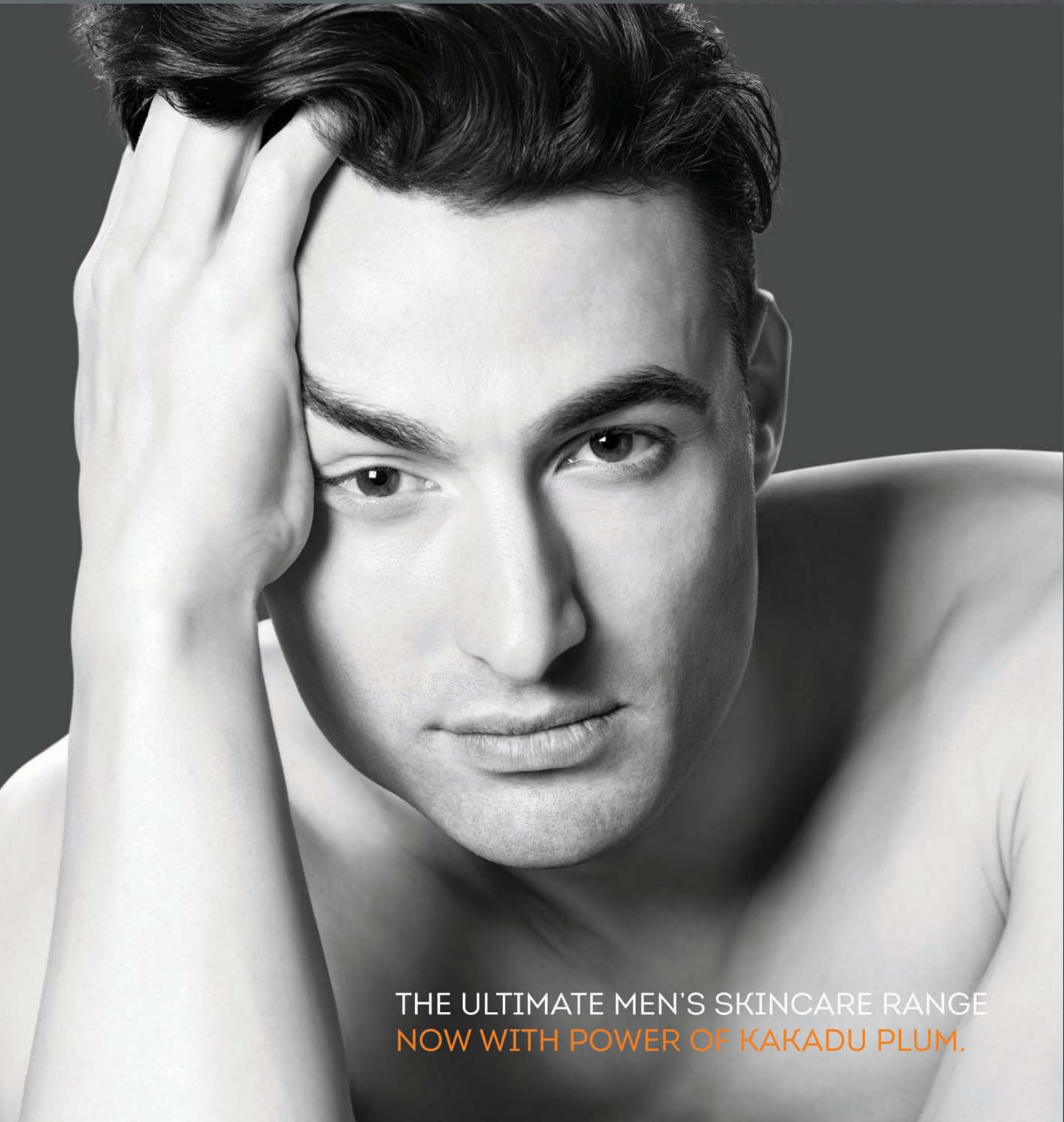


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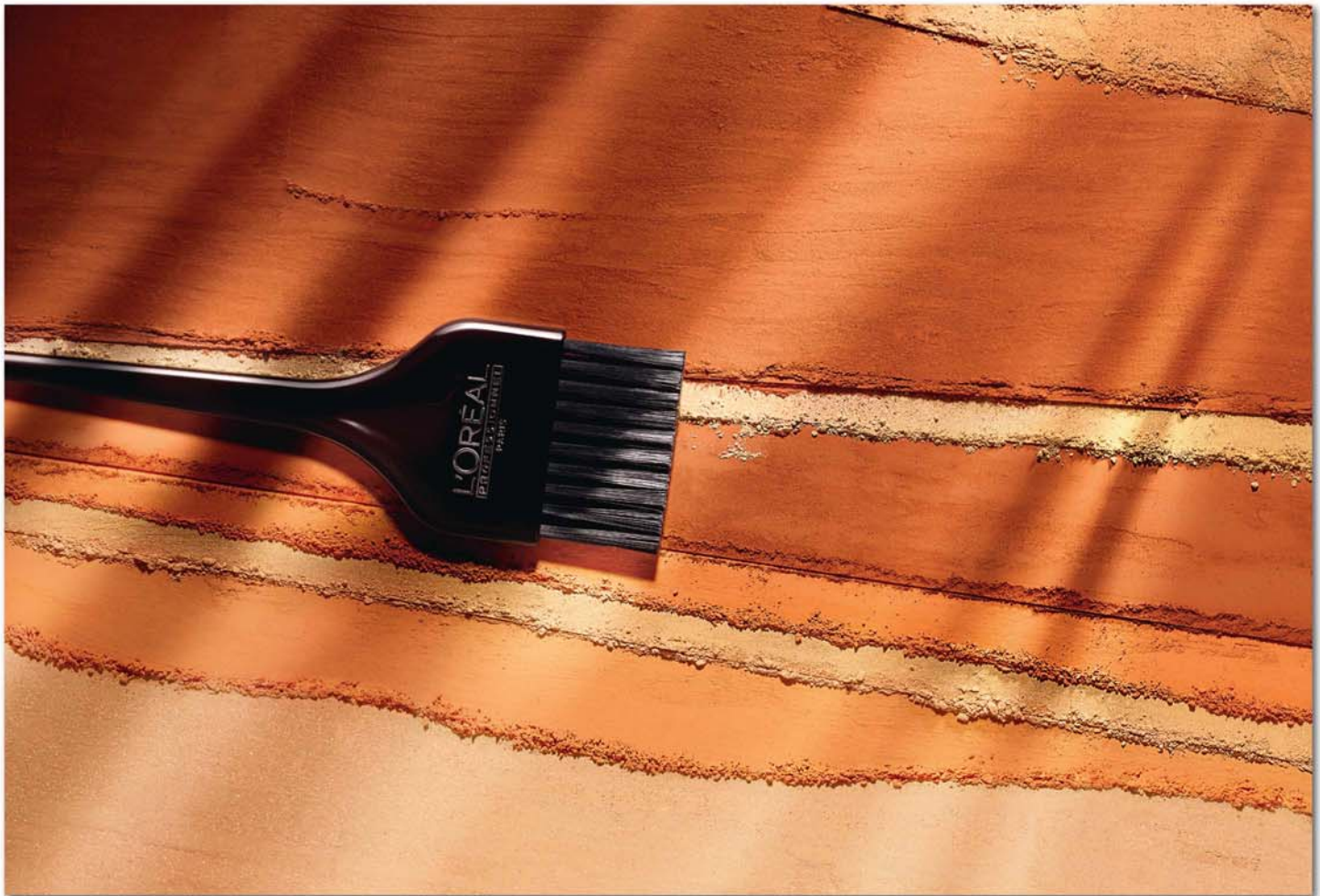


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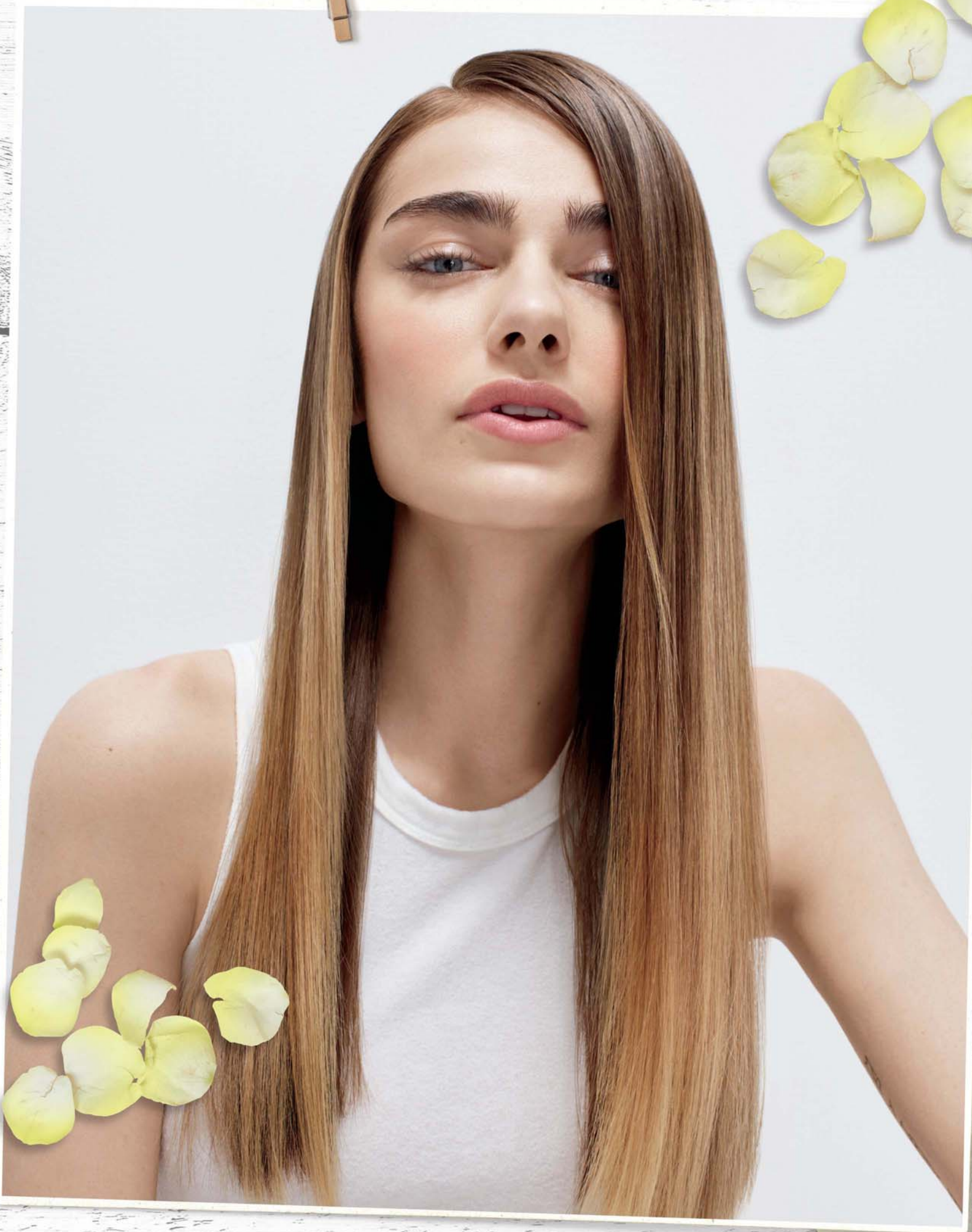
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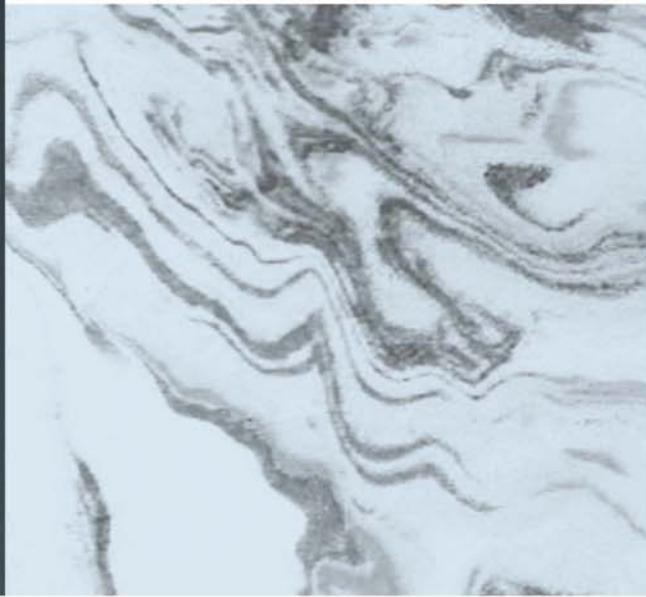
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When reports state that 10 to 12 million weddings take place in India in a year, it is a time to rejoice for the professional beauty and wellness industry. A rapidly expanding market, bridal grooming is further estimated to grow at 25% to 30% annually. With India set to becoming the youngest country in the world by 2020, when the median age will be 29 years, the wedding industry will benefit from this demographic dividend. As per stakeholders in the industry, the bridal season heralds an increase in profit, expansion and diversification.

The key drivers are several. Culturally, it is ingrained in our psyche to host grand weddings. Indians plan savings for years for such a memorable occasion. To this effect, social media has become a key influencer. Inspired by celebrity weddings, brides and grooms to-be pull out all the stops for this special day. Therefore, pre-bridal packages three to twelve month prior to be wedding are preferred. Says Aashmeen Munjaal of Star salon by Aashmeen Munjaal, "It is not just the bride, but also her friends, family and guests, who are flocking to salons to get the right look." Also, there is an increased emphasis on overall well-being. Hence, not only is there an increased demand for safe and non-toxic natural products, also the fast pace of urban lifestyle is a major cause of sleep deprivation and higher fatigue levels. Consumers have become cognizant about its implications and are actively looking for suitable options in their beauty and personal care regime. What could be a time that their wedding to actively look for solutions and seek out trends? Our cover story takes a cue from the season. Let us find out from some of the best names in the business...

We kickstart the *Hair* section by discovering the man behind the educator, Vinicius Fores da Silva. He did not have an easy beginning. However, armed with passion and drive, today, he is an Educator with with Cadiveu Professional and Brasil Cacau, and has carved a niche for himself. Brands that have taken the lead in product innovation are Kérastase and L'Oréal Professionnel. 8H Magic Night Serum intensifies the restorative power of sleep to nourish and repair the hair overnight, and X-tenso Oleoshape, a hair straightening service enriched with nourishing oils.

In *Beauty*, we feature Tripti Bansal, who left a cushy corporate job and took a leap towards your passion is a story we are all too familiar with. However, very few have turned them into success stories. Tripti shares her journey and love for the art. With the bridal season in full swing, it is the perfect time to treat yourself to brand new lipsticks from Kryolan Cosmetics.

In *Spa Focus*, we draw your attention to Sohum Spa at Radisson Blu in Goa. Its serene ambience is perfect for a wellness experience. Dr Ratheesh Kumar, Director of Spa and Recreation at Shamana Spa, Grand Hyatt Goa, shares his views on the spa industry and his plans for the spa. All this and all our regular features in this issue.

I also take this opportunity to wish all the stakeholders a brilliant and prosperous Diwali!

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Hair: Candice McKay
Photographer: John Rawson

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Vega Pro-I-Shine hair straightener comes with wide titanium plates that provide ultra smooth glide through larger sections of your hair and are highly suitable for long and thick hair. It has an adjustable temperature setting along with LED temperature display feature which allows you to set the temperature from 150°C to 230°C as per your hair type. The hair straightener has an easy lock system and 360° swivel cord. Glamorous is so yesterday, Glamazon is forever. Be all that you want to be with Vega Pro-I-Shine Hair Straightener. **Be Vega!**



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LOTUS HERBALS ROPES IN JACQUELINE FERNANDEZ

Lotus Herbals has appointed actress Jacqueline Fernandez as the brand ambassador for its Lotus White Glow range of skin care products. Commenting on the association, Nitin Passi, Joint Managing Director, Lotus Herbals says, "WhiteGlow is a brand which is mainly for the youth and based on natural ethos, we are glad that we have the most gorgeous celebrity to endorse it." Jacqueline will be introduced through advertisements that will run across all social media platforms such as Facebook, Instagram, Twitter and YouTube. It will be supported by a new print ad that will be placed across national and regional newspapers and leading magazines.

BOUNCE SPALON ADAPTS SUSTAINABLE APPROACH

Bounce Spalon, in Chennai, inspired from environment convention in Davines, Italy is set to reduce carbon footprints. Bounce, India's only eco-friendly salon is the brainchild of Vikram Mohan. Sustainable approach of the salon— 70% of operations are powered by solar panels; hemp towels used in the salon degrade in six weeks time; taps with water-saving nozzles save 50,000 gallons of water every year; there is also a green wall that is covered with air-purifying plants and only biodegradable cups are used in the salon.



URBANCLAP EXPANDS GLOBALLY

UrbanClap, the home services marketplace start-up from India has raised huge funding from Tiger Global. It has recently launched its services in UAE and is set to launch its operations in Australia. UrbanClap has been valued at \$1 billion after receiving \$75 million series e-funding. The strategy to expand globally is largely driven with the aim to tap a higher order value market and better margins.



NUTRINORM WELLNESS HAS LAUNCHED AN AYURVEDIC RANGE

Nutrinorm Wellness, herbal and natural brand, has launched a range of skin care and hair products. The products are launched under the categories -Evergreen, Rekindle, Recreate, Captivate, Resistance, and Uplift. For hair care needs, shampoos range across revitalisers, volumisers and protein. For skin care needs, the range includes face washes for anti-ageing, oil control, acne, blemish control, face scrubs, under eye cream, face mask, and night repair cream.



STRONG CAFFEINE HAIR CARE MARKET

Caffeine is a common word for the millennials, however, there are some benefits they are not aware of. Caffeine helps in reviving dull and dry hair. It also lends shine and moisture to lifeless damaged hair ends. Globally, the caffeine hair care market is growing vigorously according to a report by Market Research Store. Some of the major brands that are a part of this movement are Henkel, P&G, L'Oréal, Unilever and OGX. Apart from India, caffeine shampoo and conditioners are used extensively in Europe, US, Japan, China, Southeast Asia, and South America.



JAWED HABIB SHARES HIS MANTRA WITH ASPIRING HAIRDRESSERS

Kenji Koza Glamour Touch Salon based in Dimpur, and Vila Yiese Beauty Stop Salon of Kohima collectively organised a seminar for young aspiring professionals from Kohima, Dimapur and Mokokchung districts of Assam. The day-long seminar saw Jawed Habib share tips on salon management and explained the concepts of perming, cutting and chemical science. There was a demonstration by a hairdresser from Delhi, instructed by Habib, on Keratine treatment, straightening and smoothening. The event was attended by 40 professionals at East Gate Hotel.

» INTERNATIONAL «



COSMOPROF INAUGURATES NEW EXHIBITION IN SOUTH EAST ASIA

Cosmoprof CBE ASEAN will be held from 17th to 19th September 2020 at the Impact Exhibition & Convention Center in Bangkok, Thailand. Over 800 exhibitors and more than 15,000 visitors will be participating for the first edition of Cosmoprof CBE ASEAN. An exhibition area of 25,000 square meters will be used to exhibit innovative companies in the beauty sector, mainly from the Asian continent (China, Japan, Indonesia, India, Korea, Philippines, Taiwan region), and also from Europe and the United States.

Cosmoprof CBE ASEAN is the fifth iteration of the renowned Cosmoprof format. It was started 53 years ago in Bologna, Italy. Since then, Cosmoprof has created an international community involving more than 500,000 professionals and over 10,000 beauty companies through its events in Bologna, Las Vegas, Hong Kong and Mumbai. Cosmoprof CBE ASEAN is a collaboration amongst the BolognaFiere Group, Informa Markets and China Beauty Expo (CBE).

KYLIE COSMETICS COLLABORATES WITH BALMAIN

Balmain has collaborated with Kylie Cosmetics for the Spring 2020 fashion show focused on make-up. The make-up capsule collection includes eye shadows, lip glosses and lip liners as the major highlights. Olivier Rousteing, Balmain Creative Director shares that this collaboration is intimate and based on a friendship and mutual interests. So instead of choosing other beauty giants, he chose to grow his line in an unconventional manner.



TONY LE-BRITTON BAGS BEST INTERNATIONAL HAIR AND BEAUTY AWARD



Tony Le-Britton has been awarded the Best International Hair and Beauty Photographer at TCT Awards 2019. The

ceremony took place during the Live 019 hairdressing event on the island of Gran Canaria, Spain in September. This year, there was a record of over 300 participants from 25 countries. Earlier, Tony has proved his mettle as one of the leading beauty and fashion photographers in the world by winning awards like the prestigious British Hairdressing Awards and International Hairdressing Awards. His work can be seen in magazines like Hairdresser's Journal, Professional Hairdresser and Estetica to name a few.



ISPA CONFERENCE AND EXPO HELD IN VEGAS

ISPA Conference & Expo was held at The Venetian Resort in Las Vegas, USA from 11th September to 13th September. The 29th annual conference had a gathering of over 2,200 spa community members. This annual event host spa industry leaders from around the world as they attend inspiring keynote presentations, high-level educational sessions and an expo floor featuring the latest spa industry products. Jeremy McCarthy, Group Director of Spa & Wellness at Mandarin Oriental Hotel Group, was honored with the 2019 ISPA Visionary Award.

\\ NIKHIL SHARMA HAIRDRESSING \\ GURUGRAM

- > **Colour combination:** Monochrome
- > **Products used:** Wella, L'Oréal, GKhair, Wella SP for hair; Anastasia Beverly Hills, Huda Beauty, Urban Decay, MAC for make-up, collaborated with Makeover Crew by Amanpreet Kaur; Lycon, Kiana for mani-pedi; Dyson, Ikonic, Andis for equipment
- > **Lighting:** Warm-cool lights, track and ceiling lights
- > **Flooring:** Tiles
- > **Architect:** Charu Mishra



Contact person:
Nikhil Sharma

Address:
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Phone:
9115900900

Email:
nikhilsharmahairdressing@gmail.com

Nikhil Sharma Hairdressing (NSH) is a recently launched salon spread across two floors. Designed over an area of 1,100 sqft in a monochromatic theme, the salon has adopted eco-friendly initiatives as part of their responsibility towards the environment. Says Nikhil Sharma, Director-Founder, "NSH believes in leaving zero carbon footprints on the environment. We work with natural products, which are not only gentle on hair, but the environment, too. To save paper,

only e-receipts are generated and details are shared on a client's registered number." Sharing their USP and expansion plans, Nikhil says, "We are not looking for numbers, but quality hairdressing. I want our clients to have faith in us and know that we have their back. My approach towards hairdressing is like a journey. Each client is first taken to our consultation area for a warm chat about their hair and scalp, and then, we create a customised plan for them."

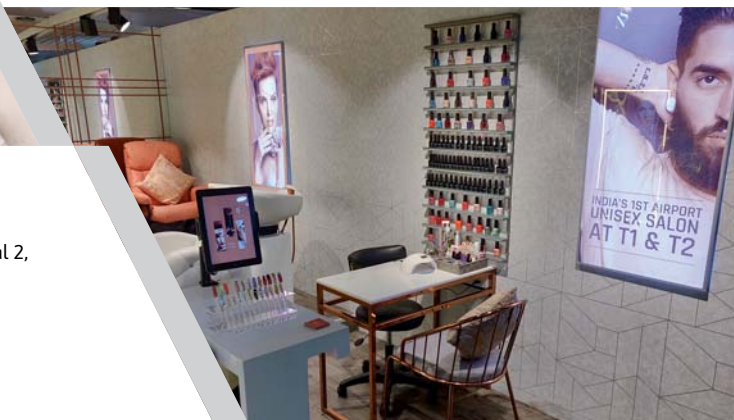


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Aryn Manji

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Domestic Departure Terminal 2, Mumbai

Phone:
+91 8657509162

Email & Website:
farheen@nssalons.com
www.nssalons.com



\\ NS STYLE SALON \\ MUMBAI

- > **Colour combination:** Coral, grey, rose gold and white
- > **Products used:** Balmain Hair Couture, Olaplex, The Man Company for hair; Klairs, Limese for skin; OPI, Orly for nails
- > **Lighting:** Warm white track lights
- > **Flooring:** Wood
- > **Architect:** Mecca Designs



NS Style Salon is the first salon in India to be at Domestic Departure Terminal 2 at the airport. Spread over 500 sqft carpet area, it is equipped with three hair stations, two nails stations, two hair wash and four pedicure calm chairs. There are services that can be availed in 20, 30 to 45, and 60 to 90 minutes, namely, hair, men's grooming, nails, manicure, pedicure, and beauty services.

Taking pride in being an environmentally accountable brand, NS Style has ensured a

perfect balance between nature, science, and sustainability to bring global beauty at India's doorstep.

Shares Aryn Manji, Founder & Managing Director, "We are thrilled to launch NS Style Salon at the domestic airport. Our aim is to ensure a high quality suite of beauty services and products for travellers, and make airports fun and relaxing for them. Over the next 12 months, we aim to launch outlets in various metro cities. Within two years, we plan to take the salon overseas."

Are you ready for Asia's largest hair festival?



MATRIX HAIR FEST • GOA 2020 •

MATRIX, THE NO.1 AMERICAN PROFESSIONAL BRAND WELCOMES YOU TO THE FUTURE OF HAIRDRESSING!

Come and join **7000+ TOP HAIR DRESSING PROFESSIONALS** and live an epic two-day hair festival in Goa. Experience inspirational Look & Learn shows from top **International Hair Artists** like **ALFREDO LEWIS** and **PHILIP WOLFF**. Attend dynamic business programs and upgrade your digital skills to elevate your knowledge and transform your salon.

Unwind with entertainment, glamorous performances and grand parties.

So what are you waiting for? Join us now!



LOOK & LEARN



BUSINESS



ENTERTAINMENT

Contact your MATRIX REPRESENTATIVE or call us at 1800-22-42-47 today!

Vinicius Flores da Silva

Against All Odds

Educator with Cadiveu Professional and Brasil Cacau, Vinicius Fores da Silva did not have an easy beginning. However, armed with passion and drive, today, he has carved a niche for himself

Getting started

Born and brought up in Sao Paulo, Brazil, I am from an economically weak family where I needed to work to meet our daily requirements. So, I got a job at a local bookstore. I used to serve clients, but I would always keep looking at their hair. I realised that women's hair interested me because of the possibility of making many visual changes. My parents encouraged me to get formal education in the line to eventually become a hairdresser. I went on to take up courses in haircutting, hairstyling, colorimetry and highlights from Bessa's hairdressing academy, which had strong French influences. I have been mentored by great masters from Brazil like Romeu Felipe, Celso Kanura and Marco Antonio de Biagi.

Professional journey

I worked at Jacques Janine salon for two years, and then I was invited to join the L'Oréal Professionnel team where I worked for 10 years. My forte is Keratin treatments. Today, I have two great mentors, namely, Joah Mendes and Cris Ferreira. It has not been easy, as there were times when I had to choose between eating and investing money in my career as a hairdresser.

Inspiration to be a coach

I had taken up a course in Kérastase and I met a trainer who taught the treatments so accurately that I wanted to be like her. It is a lot of hard work, but I guess to achieve anything, you have to put in labour. In order to be a coach, you need to be humble and control your ego. You have to put yourself in a student's situation, be patient, use all the tools and teaching methods to make sure that the student understands what you are saying. The transition from hairdresser to educator is an ongoing process, which has been going on in my life for 12 years now. It requires sacrifice and renunciation. A trainer should be aware that he is working behind the scene, supporting and helping the hairdressers shine more. As an educator I should never compete with hairdressers because my duty is to help them develop their skills. To see my students becoming great hairdressers is my inspiration to be a coach.



VINICIUS FLORES
DA SILVA



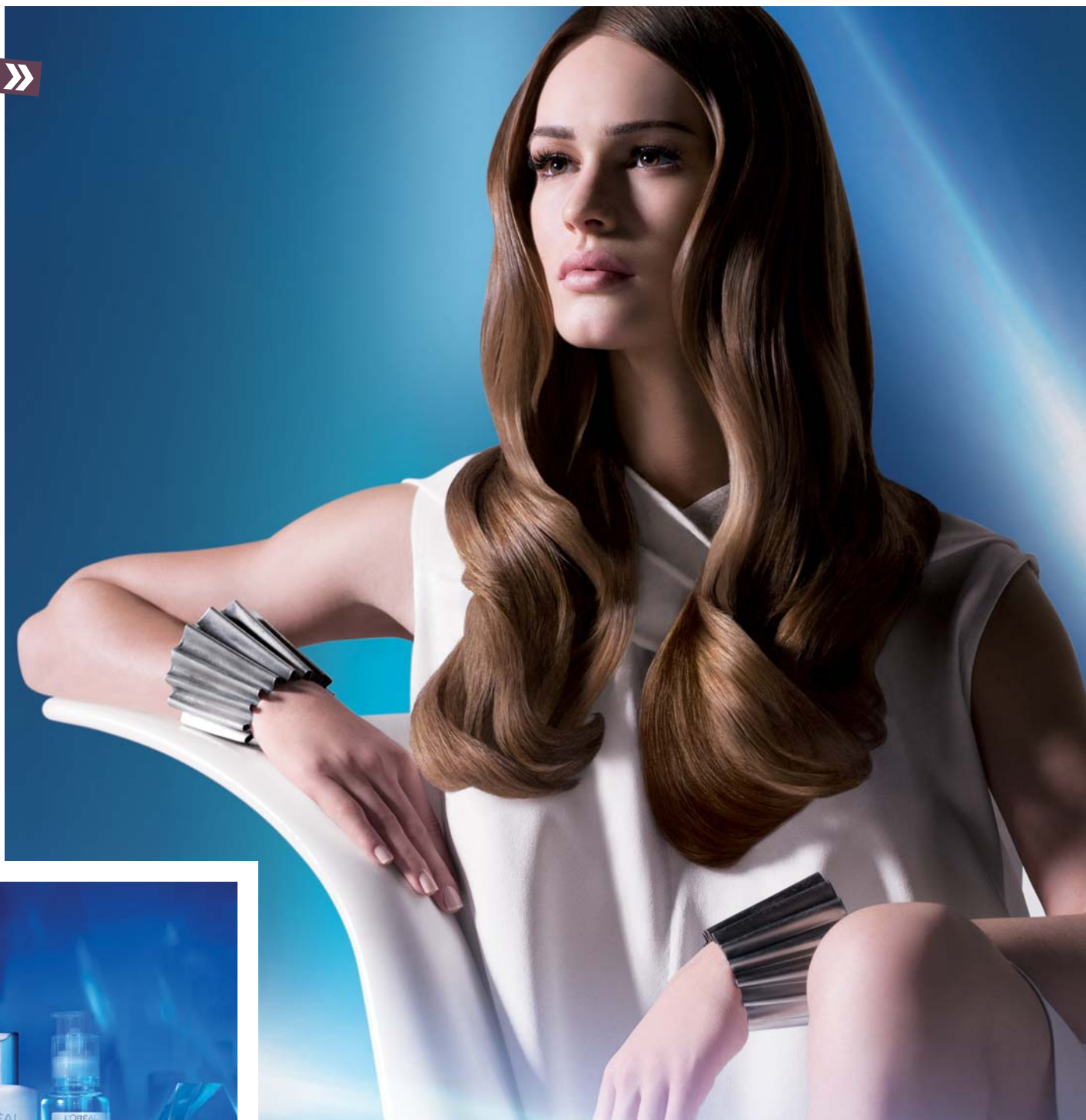
Role at Cadiveu Professional

Today, I am responsible for the education team of Cadiveu Professional and Brasil Cacau. My duty is to inspire hairdressers and demonstrate to them that it is possible to achieve results in clear and objective manner. I always try to understand the way the student is looking at each situation and I try my best to educate them in a personalised manner, working within the profile of each student. The idea is to make the hairdressers understand that my role is not to compete with them, but to help them. I enjoy being challenged by my students' questions, as they make me dip into my own knowledge and helps increase it. Education is critical in this line as it helps the hairdresser to stop seeing his profession informally. After learning, the hairdresser emerges as a technical professional.

View on Indian hairdressing

India has grown a lot in colour and cut, and the market has in depth knowledge when it comes to Keratin treatment. These are the most beautiful works I have ever seen in my life. Cadiveu respects the profile of hairdressers and the Indian market. The brand's biggest desire is to offer the best technology and quality for professionals to achieve the best results in India. We will continue sharing knowledge with the hairdressers. 📍





Get it Straight With X-tenso Oleoshape

Experience the all-new straightening services with L'Oréal Professionnel's X-tenso Oleoshape, which is enriched with nourishing oils

➤ It is the season of frizz and with festivals around the corner, we are looking for trendy hairstyles that feel and look great. The good news is we have help at hand – L'Oréal Professionnel has reinvented the in-salon permanent straightening experience harnessing the all new X-tenso Oleoshape. It is a breakthrough formulation known to provide intense care as it transforms and straightens even the most resistant hair. Be it curly or frizzy, your client's hair will respond well!



been created for a pleasant sensorial experience for hair that post-service feels incredibly straight and shiny.

Now, do not compromise on your client's hair! With L'Oréal Professionnel X-tenso Oleoshape go ahead and straighten hair without compromising on the health of the hair, as it offers protection and nutrition, even on coloured hair.

No compromise on nutrition and care with X-tenso Oleoshape: Powered by Thio Complex – a breakthrough innovative formula, the in-salon experience for both hairdresser and consumer is enhanced and better than ever thanks to the new low odour technology. Enriched with Oil Trio, a blend of Sweet Almond, Cotton Seed and Rice Oils, the new straightening services with X-tenso Oleoshape visibly improves the quality of hair for a more nourished fibre with shine.

No compromise on protection & strength with Smartbond: X-tenso Oleoshape services when combined with Smartbond, the breakthrough bond reconstructing system from L'Oréal Professionnel, is sure to leave the hair even more protected and strengthened.

No compromise on hair colour with Dia Richeesse: For that perfect makeover, now you can let the client experience X-tenso Oleoshape with Dia Richeesse, the ammonia free, tone-on-tone colour service, on the very same day. Suggest from the 21 shades for a sleek and glossy effect.

Prolong straightened hair life with X-tenso care: Whether it is the poker straight hair look or a more natural straight one with controlled waves, the common desire of women is to be able to maintain it at home with minimal fuss. At this stage, home care regime plays a big role. X-tenso Care, the post straightening hair care range is designed to maintain salon straightened hair at home. 📍

The new formula is infused with the powerful Thio Complex developed with a low odour innovation to provide an improved experience for hairdressers and consumers, alike. Combined with Oil Trio and cationic actives, the hair fibre is left definitely more nourished and strengthened. It also cuts away frizz persistent in wavy to curly hair types, especially in this season.

Available in two variants, namely, Resistant and Extra Resistant, X-tenso Oleoshape straightening services have



Only in salons, the X-tenso Oleoshape services can be availed with the aid and expertise of your hairdresser.

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 HAIR & BEAUTY BENGALURU

Men can pamper themselves at a discounted price of ₹300 including taxes at Jawed Habib. They can avail services that includes an advanced cut, hair wash, blow dry or styling and beard trim or shave worth ₹600.

2 ARTISANS SALON DELHI

The salon is offering global hair colour for any length, base and colour at a discounted price of ₹3,199, including taxes. The actual price is ₹6,000.

3 TRESS LOUNGE CHANDIGARH

Men and women can indulge in a soothing session at the salon and get a L'Oréal Professionnel hair spa worth ₹1,200 at the discounted price of ₹679, including taxes.

4 TRENDZ SALON KOLKATA

Pay ₹4,199 for Schwarzkopf Glatt hair smoothening therapy for any length along with a hair wash after three days and a haircut at the salon. The discounted price is inclusive of tax; original price is ₹10,000.

5 SALON APPLE PUNE

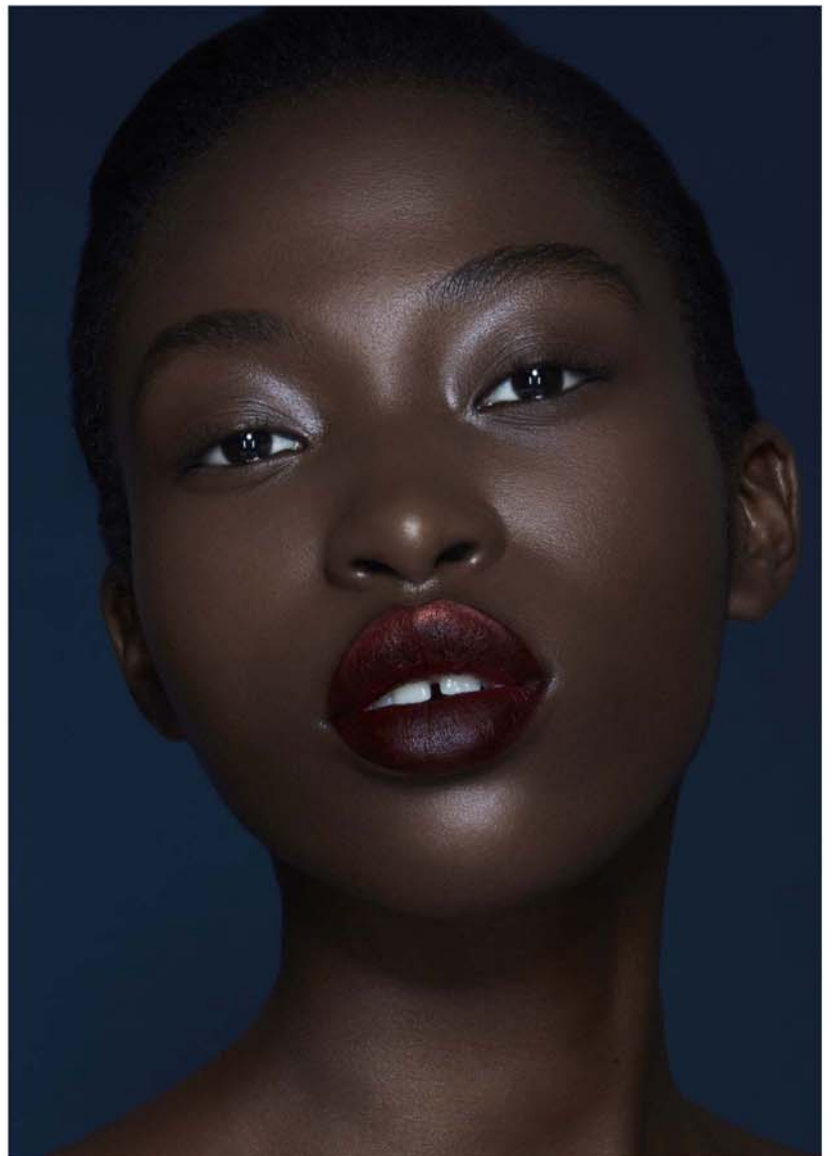
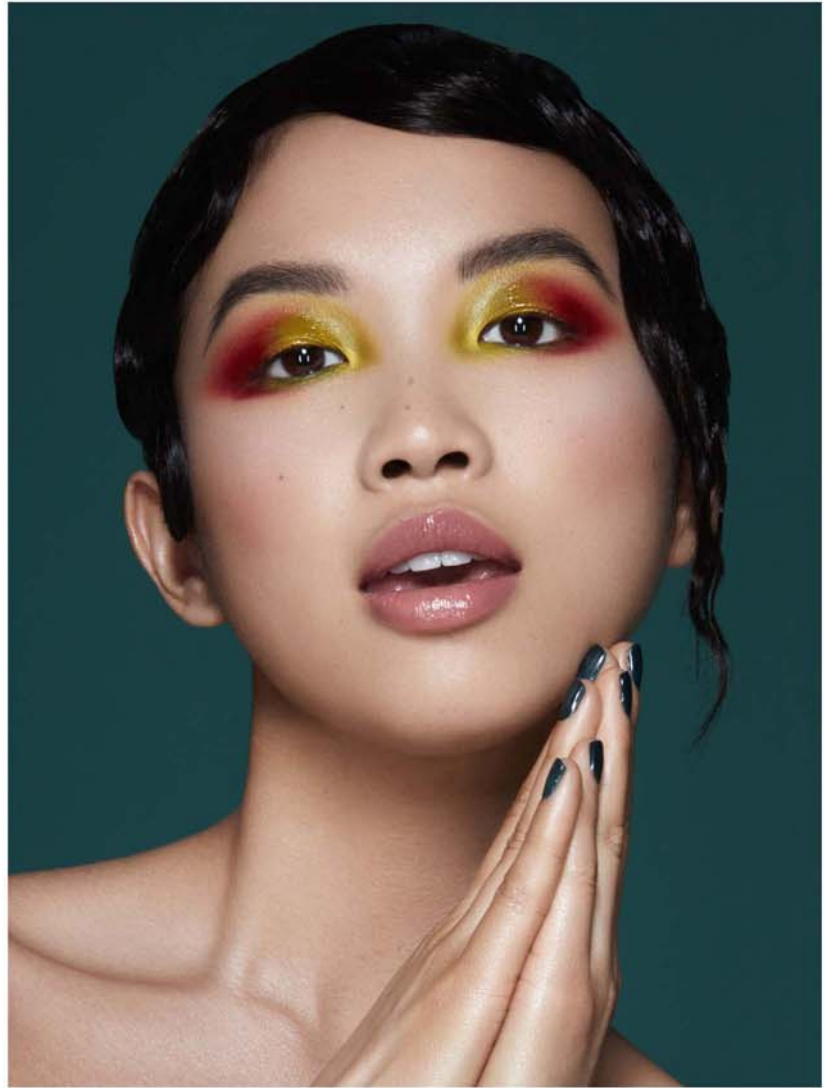
Pay ₹1,259 instead of ₹2,000 for a Raga facial, bleach, waxing, manicure, pedicure, and threading for women. Taxes are included.



OTHERWORLDLY BLOOM

Otherworldly Bloom embraces the youth with statement colors and fresh finishes. Make yourself stand out.

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 **KRYOLAN**
PROFESSIONAL MAKE-UP

MAKE-UP IS A SCIENCE



Keep It Straight With MATRIX Opti.Care Smooth Straight

Now maintain the straightened effect of hair up to 72 washes* with MATRIX Opti.Care Smooth Straight



With the festive season in full swing, we are gearing up for the celebrations. While planning and prepping our households, outfits and social calendars, we want to present the best versions of ourselves. Women have their looks planned well in advance and each time their hair takes priority, leading most of them go to great lengths to ensure they have perfectly styled hair for the occasions.

Many of your clients may have also opted for chemical straightening services to avoid having to re-straighten their hair daily and for better manageability. However, after the straightening service, their next immediate concern is maintaining the straightened look for a period of time. This is a concern we all struggle with and subsequently, women often opt for continuous multiple services, hoping to find one that lasts the test of time. Grappling with this issue and in the quest for a solution that will not only straighten their tresses, but also keep them smooth and sleek for a longer duration, there is now an effective product.

MATRIX, the No. 1 American professional brand, presents Opti.Care Smooth Straight, a specialist hair care range for straightened or smoothed hair. Enriched with Shea Butter, the range maintains the straightened effect of hair up to 72 washes!* The range helps soften the texture, tame frizz and add manageability to chemically straightened hair making them silky and smooth.

In-salon Procedure

Transform your tresses and maintain your straight, sleek hair with Opti.Care treatments, provided exclusively in salons. An intense nourishing in-salon treatment for straightened or smoothed hair, it deeply treats the hair fibre resulting in soft, smooth and silky hair. It is recommended for clients to maintain their straightened or smoothed hair for a longer period.

Home Care Range

In order to maintain the straightened effect of hair for up to 72 washes*, follow up the Opti.Care treatment with the home care range, comprising of the Opti.Care shampoo, conditioner and serum.



› **Professional Ultra Smoothing Shampoo:** Softens texture and tames frizz for silky smooth hair.



› **Professional Ultra Smoothing Masque:** Professional conditioning for chemically straightened hair; it smoothens texture and leaves hair soft and manageable.



› **Professional Split End Serum:** Regular use helps smoothen frizz, frayed tips and flyaways.



› **Professional Ultra Smoothing Conditioner:** Detangles and moisturises for smoothness and shine for frizz free smooth and silky hair.



› **Professional Intense Smoothing Booster Dose:** Offers a dose of professional intense conditioning treatment for straightened or smoothed hair.

Available exclusively at MATRIX salons near you.

*Instrumental test on straightened hair: Shampoo + Conditioner + Serum & a monthly Opti.Care Hair Treatment vs. non-conditioning shampoo.

Nutritive 8H Magic Night Serum by Kérastase

Effortless Overnight Care for Glorious Hair

Now wake up to beautifully soft and nourished hair everyday



“MY DAYS CAN BE SUPER HECTIC, SO BEAUTY SLEEP IS EVERYTHING.”

– EMILY RATAJKOWSKI Brand Ambassador, Kérastase

➤ These days women are conscious and aware of nightly skin care rituals.

They use effective skin care products, and now with help from Kérastase, they will be able to enjoy a night time serum for their hair. Much like a rich night cream for the face, 8H Magic Night Serum intensifies the restorative power of sleep to nourish and repair the hair overnight.

Overnight care

In the absence of sunlight and external aggressors like sunlight and pollution, 8H Magic Night Serum effectively delivers advanced overnight nutrition to the hair. Even when we rest our head on a pillow, there is friction, which leads to dehydrated and damaged hair. Hence, the serum has been designed so as to be used just before bed. A few pumps applied at night provide nutrition and magically disappear

by morning. The innovative, easy-to-use formula does not require washing or wetting. The next morning, hair is soft, tangle-free with a satin finish, infused with a lasting fragrance. With consistent nightly use, 8h Magic Night Serum improves the health of hair over the long term.

The effective formula

This beauty sleep serum contains powerful ingredients like Iris Root Extract and a blend of five vitamins like B3, B5, B6 that nourish and hydrate hair. Derivatives of Vitamin C and E with their anti-oxidant properties protect hair from external aggressors. There are no residual remains on the hair in the morning. What is left behind is beautifully soft hair with a satin finish, and a completely weightless effect.

Modern women share

Lisa Haydon, popular actor and model, lives her life to the fullest. From dabbling in films and walking the ramp, she has been an embodiment of how to live life to the fullest. Lisa is just as experimental with her hair. From mermaid-like platinum hair to a short brunette – her hair has seen extremes, not just in terms of

KNOWING I HAVE A HAIR CARE BRAND THAT I LOVE AND TRUST HAS BEEN A MAJOR PLUS FOR ME ALL THESE YEARS. KÉRASTASE HAS NOW TAKEN HAIR CARE TO THE NEXT LEVEL BY INTRODUCING A NEW BEAUTY SLEEP SERUM, WHICH IS A SIMPLE ADDITION TO MY NIGHTTIME ROUTINE AND I AM VERY EXCITED ABOUT IT! WHO DOESN'T WANT HAIR THAT IS DEEPLY NOURISHED, SOFT AND TANGLE FREE EVERY MORNING WHEN YOU WAKE UP! IT'S DEFINITELY MAGIC.

– LISA HAYDON Actor and Model



USE TWO TO FOUR PUMPS EVERY NIGHT BEFORE GOING TO BED. MASSAGE INTO LENGTHS AND ENDS AND LEAVE-IN



ULTIMATE NIGHT GESTURE

Benefits and usage of 8H Magic Night Serum:

- Hair is deeply nourished.
- More manageable.
- Easy to detangle.
- 100% absorption for a lightweight feel.
- No residue on the pillow.
- Alluring fragrance to soothe into sleep and wake up energised.

colour and style, but also through her travels. Through it all, however Kérastase has been her constant companion of 10 years. She swears by the efficacy of the products and superior quality. About 8h Magic Night Serum she reveals, "Waking up to beautiful and nourished hair every day, thanks to Kérastase – check." Needless to say, she loves her new favourite.

Emily Ratajkowski, supermodel and ambassador of the brand, embodies its vision of beauty. With a modern stance on femininity, she is a true heroine of the millennial generation. Emily has left an indelible mark on the fashion industry with her uncompromising attitude and unapologetic approach to the intersection of beauty and intellect.

For more information, visit www.Kerastase.in or call 1800-224247; Facebook @kerastaseindia, Twitter @kerastaseindia, Instagram @kerastase_official



Academies With a Difference Taking the Lead in Education

Education is an important cornerstone of the hair industry in India. A fully educated and trained salon professional adds immense value to the salon, while lack of education drags the salon back with poor revenue and not many footfalls. *Salon India* recesses the market and comes up with a few academies which are raising the education levels of beginners and salon professionals, alike

IBA ACADEMY, DELHI



THE FUTURE OF OUR ACADEMY IS BRIGHT. WE PROMOTE QUALITY EDUCATION AND FEEL BLESSED TO BE ABLE TO CONTRIBUTE TOWARDS CREATING A BETTER FUTURE FOR THE BEAUTY WORLD. WE ARE PLANNING TO EXPAND THROUGH FRANCHISEES IN DIFFERENT CITIES.

– KANCHAN MEHRA
FOUNDER, IBA



IBA Academy, spread over 277 sq. yards, was launched by Kanchan Mehra in 2003. She has always believed in quality education and the need to upgrade according to international beauty trends. Hence, she started the academy to offer wide array of courses at affordable prices. IBA offers 27 courses across the categories of Hair, Skin, Beauty, Extensions, Tattoo, and so on. Through the years, Kanchan has been awarded various awards on different platforms for their dedicated trainings and education. Plans are underway on opening an academy in Dehradun.

COURSES OFFERED

There is an array of courses that cover Hair, Makeup, Skin, Beauty, Eyelash Extensions, Nails, Hair, Eyebrow Microblading, Tattoos, and so on.

USPs of the academy

It has to be the emphasis on quality trainings that is rendered to the students. There are number of experienced personnel and Kanchan herself takes the master classes, who keeps upgrading the courses to match international trends. Also, the classroom size is deliberately kept small so that it is easier to give one-on-one attention to the students along with their compulsory internship.

Certification and affiliations

The courses are certified with ISO.

Eligibility criteria and fees

Anybody who has cleared senior secondary school education is eligible to join the academy. The fee structure for the courses varies on levels such as basic, intermediate and advance.

Contact person: Kanchan Mehra | Phone: 9810684490 | Address: D-109 Anand Vihar, Delhi 110092 | Email: kanchan1500@yahoo.com

JASMINE BEAUTY CLINIC AND ACADEMY, JAIPUR

The academy, spread over 1,200 sq. ft., was launched by Dr Manoj Das in 2005 with an inspiration to spread scientific information among those in the industry. Dr Das has organised several awareness programmes and taken them across India with an aim to create an awareness towards the importance of honing and polishing ones' existing skills. With the help of social media and other media, he feels, it is critical for skin care experts to update themselves. The core aim of the academy is to prepare qualified, scientifically trained aestheticians who can cater to the needs of the clients as the trend these days is to wear no make-up. Hence, it is critical to have healthy skin, which in turn increases the demand for skilled and trained skin care experts. Based in Jaipur, there are online classes for those who are interested in joining it.

Certification and affiliation

The academy is affiliated with Indian Board Of Alternative Medicines.

Courses offered

- **Skin Care Level One (Esthetical Skin Care):** It is an in-depth study of skin anatomy and physiology, skin analyzation, skin detoxification treatments, Isopropyle treatment, and more.
- **Skin Care Level Two (Tricology):** It covers hair anatomy and physiology, Keratine formation, medication for hair problems, and so on.
- **Skin Care Level Three (Chemical Peels):** It covers the different types of peels, mechanism of chemical peeling, pre and post care of peeling, and so on.



- **Skin Care Level Four (Medical Peels):** It covers skin anatomy and physiology, skin revitalisation, difference in peels, peels in the modern concept, and so on.
- **Skin Care Level Five (Basic Paramedical Treatments):** It gives information on paramedical treatments, radio frequency, cavitations, and so on.
- **Skin Care Level Six (Laser Treatments):** Types of lasers, preparing clients, selecting intensity of laser, and so on.
- **Aromatherapy:** History of aroma therapy, extraction methods, methods of using essential oils, and so on.
- **Reiki Healing:** History of Reiki, health issues and how they respond to Reiki, and so on.

Eligibility criteria and fees

Professionals in the skin care industry with a zeal to learn can join the academy. Information on fees is on request.

WE ARE PLANNING TO START SATELLITE CLASSES SO THAT PEOPLE IN REMOTE AREAS AND THOSE WHO CANNOT VISIT OUR ACADEMY, CAN LEARN FROM THE COMFORT OF THEIR HOMES. ALSO, WE ARE COMING UP WITH A SERIES OF BOOKS IN HINDI, AS I PERSONALLY FEEL THERE ARE LESS BOOKS IN HINDI. SOME BOOKS ARE NOT AFFORDABLE SO WE WILL BE WORKING ON THAT, AS WELL. WE ARE WORKING HARD TO MAKE THIS INDUSTRY MORE INFORMATIVE AND EDUCATIVE THROUGH THE EXISTING MODES OF ACTION AVAILABLE.

– DR MANOJ DAS
Director, JASMINE BEAUTY ACADEMY



USPs OF THE ACADEMY

The main USP of academy is the personal attention given to every student. I personally solve the problems faced by our students, and the service is even extended to those who are working in skin clinics. Also, the teaching methods are different. We realise that not every student has a Science background, so our faculty makes the effort to simplify a technical concept. Due to this, our academy was conferred with India's Most Creative Skin Care Educator Award in 2011, Asia's Most Creative Skin Care Educator Award in 2012, Gold medal for Incredible Teaching Methods in 2013, 2014, 2015, 2016, 2017 and 2018. It is proposed to be given one more award in 2019 from the Indian Board of Alternative Medicines.



TONI&GUY

HAIRDRESSING ACADEMY, DELHI

Toni&Guy Delhi Academy was launched in 2017. The inspiration behind it was the brand's success and philosophy which is rooted firmly in education. Their unique experiences enticed them to create an innovative, progressive and globally renowned hairdressing education programme, which is important for every stage in the career of a hairdresser. Each course is taught by the International artistic team, some of the best hairdressers in the business, and is guaranteed to excite and inspire even the most accomplished. If you want to push your boundaries and learn hairdressing from the most prolific and established artistic team in the world, then let Toni&Guy be your guide.

Toni&Guy is a multi-award winning international hairdressing brand with more than 55 years of experience in education, superior client service and hair care expertise started from London. Succinctly, Toni&Guy's training in hairdressing is globally recognised, which can provide you with a passport to a successful career in the international world of hair. The multi award-winning Toni&Guy's artistic team is made up of some of the best hairdressers in the business.

WE HAVE RECEIVED AN EXCELLENT RESPONSE TO OUR BEGINNERS COURSE, THAT WILL HELP PROVIDE THE PIPELINE OF YOUNG TALENTED HAIRDRESSERS PASSING OUT OF OUR TONI&GUY ACADEMY AND GIVES JOB OPPORTUNITIES IN ALL OUR TONI&GUY / ESSENSUALS SALONS ACROSS INDIA. WE WILL SOON BE INTRODUCING ADVANCED COURSES FOR THE EXPERIENCED INDIAN HAIRDRESSERS ALSO, WHO CAN NOW GREATLY ENHANCE AND IMPROVE THEIR SKILLS THROUGH TONI&GUY'S INTERNATIONAL ADVANCED COURSES AVAILABLE LOCALLY IN DELHI AT AFFORDABLE PRICES. WE ARE TOTALLY COMMITTED TO RAISE THE OVERALL QUALITY OF INDIAN HAIRDRESSERS IN LINE WITH INTERNATIONAL STANDARDS.

– SONALI BHAMBRI

Director, Toni&Guy North India



USPs OF THE ACADEMY

What's unique about Toni&Guy Academy is that their Artistic Team is focused and passionate about hairdressing. The courses teach every aspect of cut, colour and hairstyling. Their educators go through years of rigorous training to ensure that a highly skilled professional is teaching you. It is a salon-based company, so despite the obvious links with fashion, they also know how to make it relevant to the salon owner and the salon. They are constantly updating and redefining their courseware offering and teaching hairdressers of every level, from the absolute beginner to advanced hairdressing skills.

Course and highlights

12 week/ 18 week **Beginner's Cut, Colour and Styling Course**

› Certified Diploma from Toni&Guy Academy › Certificate from L'Oréal › 4 week additional workshop on live models to get you salon ready › Job placement assistance.

Eligibility criterion

Join the perfectionist to hone your skills and make a mark in your career. No formal experience is necessary.

Fees On request.



L'Oréal Professionnel's 110th Anniversary

With the first edition of Hair Fashion Night and Makeover Marathon in India, the event also saw the launch of Style My Hair app



Celebrating its 110th anniversary in artistic excellence, L'Oréal Professionnel embarked on one of the biggest worldwide events – Hair Fashion Night, a record breaking French Balayage marathon with 110 influencers and 110 hairstylists showcasing their makeovers. Being celebrated in India for the first time, the event also saw the launch of Style My Hair app, based on augmented reality.

What do you get when you combine India's top 110 hair stylists with 110 influencers for one creatively pumped evening? L'Oréal Professionnel's Hair Fashion Night, a hair colouring marathon promised to be the one of the biggest hair styling events in India. In this first edition of Hair Fashion Night in India, top hair dressers of the country recreated French Balayage looks under one roof in a single night!

Hair artists took inspiration from L'Oréal Professionnel's Parisian Cool Color collection, which comprised of bespoke cool tone shades with the on-trend #FrenchBalayage technique to create personalised looks for a final showcase. Said Binaifer Pardiwalla, General Manager, L'Oréal Professionnel, India, "We are proud to present the first edition of the worldwide Hair Fashion Night in India. The best hairstylists from across the country have come together to create this first

of its kind phenomenon as 110 women get their hair coloured presenting, a real game changer in the professional beauty industry."

Featuring celebrities like Sophie Chowdhary, Amyra Dastur, Gauhar Khan, Mandana Karimi, Evelyn Sharma and Kishwer Merchant, Hair Fashion Night kicked off with 110 hair tylists being paired with 110 influencers. Stylists discussed mood boards and look-books and the entire makeover process was showcased at the event, which culminated in a ramp walk, complete with make-up and styling.

L'Oréal Professionnel unveiled Parisian Cool their latest hair colour trend with looks featuring cool tone palettes in Mocha, Caramel and Burgundy. Designed with hair experts, the trending #FrenchBalayage technique is at the core of their collection – capturing not just the hair colour trend, but also showcasing the versatility of the shades to complement Indian skin tones. Inspired by the quintessential French approach to beauty, hairdressers chose from Cool Caramel, Cool Mocha or Cool Burgundy to create soft, natural looking results. Using the Majirel, INOA and the new Dialight, the unique acid-gel cream ideal for coloured and sensitised hair, portfolio of shades, the result was gently coloured hair with a glossy finish.

The event served as a great platform for the launch of L'Oréal Professionnel's Style My Hair app. AR technology is a true game changer that is going not only to transform the consumer experience on a mobile, but also in the salons. This app featuring 3D makeover technology, has three features – the Moodboard with Pinterest like mood boards that will be linked to the colour plan, 3D Try On, which allows you to take a picture and do a virtual live colour demo, and Swatchbook, which is a deep dive into a colour swatchbook, it lets you experiment with different shades. This three-in-one colour consultation tool will transform the salon experience for hair stylists and clients, alike. 📱

WHAT
Anniversary celebrations
WHEN
4th September
WHERE
NESCO, Mumbai

Color Excel by Revlonissimo

Shine is the New Colour



Revlon has imbued fashion with glamorous colour since the 1930s, celebrating and empowering strong, confident women across the globe. Revlon Professional embraces this philosophy and offers professional stylists innovative products and services that allow them to reveal the unique personality that makes every woman shine. This commitment to female beauty is reflected in the brand's inspirational call to create boldly and live boldly. Now, Revlon Professional presents Color Excel by Revlonissimo, a new tone on tone range that offers ultimate versatility in 58 ammonia-free formulas developed to cover every client's needs and allow hair professionals to enhance their unique radiance with reliable, even colour, superior care results and a multi-reflective shine that can bring any look to life.

What is new?

- > New shades to match other Revlonissimo colours.
- > Pleasant new fragrance.
- > New creamier texture that is easier to apply.

Natural	Ash	Pearl	Iridescent
Beige	Gold	Tobacco	Chestnut
Copper	Burgundy	Red	Clear

Care

- > Formulated as if it contained a hair mask.
- > Contains an exclusive Care Complex.
- > With Cotton Extract, known to protect the hair fibre.

Hypergloss shine

- > The result is beautiful, even colour and smooth, silky hair that shines with a multi-reflective finish.

A bold new palette 54 shades that enhance or refresh natural-looking shades with a chic touch of colour that discreetly blends grey hair. There is a variety of new iridescent blonde and gold shades. The seven formulas contain C5 technology and a greater variety of pigments for even more vibrant, long-lasting reds, coppers and burgundies. New 000 Clear shade for personalised shades or a magnificent hypergloss finish without adding colour.



Get an edge

Four new playful tones, perfect for daring, edgy looks. It also corrects undesired tones.



VIBRANT FANTASY SHADES PRE-LIGHTENED HAIR	DIFFERENT RESULTS ON NATURAL HAIR DEPENDING ON THE BASE LEVEL			CUSTOMIZED PASTEL EFFECTS PRE-LIGHTENED HAIR	
Pure Playful Tones	Level 9	Level 8	Level 7	Mix with 000 Clear 1:1	1:6
400 PEACH	[Swatch]	[Swatch]	[Swatch]	[Swatch]	[Swatch]
500 PINK	[Swatch]	[Swatch]	[Swatch]	[Swatch]	[Swatch]
200 LILAC	[Swatch]	[Swatch]	[Swatch]	[Swatch]	[Swatch]
700 GREEN	[Swatch]	[Swatch]	[Swatch]	[Swatch]	[Swatch]

BRASIL CACAU

P R O F E S S I O N A L

THE #1 KERATIN BRAND IN THE WORLD



Eliminates Frizz



Impacts Brilliant
Shine!



Repairs & Protects
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The Bridal Season Touches the Glass Ceiling

\\ by Aradhana V Bhatnagar

When reports state that 10 to 12 million weddings take place in India in a year, it is a time to rejoice for the professional beauty and wellness industry. A rapidly expanding market, bridal grooming is further estimated to grow at 25% to 30% annually. With India set to become the youngest country in the world by 2020, when the median age will be 29 years, the wedding industry will benefit from this demographic dividend. As per stakeholders in the industry, the bridal season heralds an increase in profit, expansion and diversification



➤ Culturally, it is ingrained in our psyche to host grand weddings. Indians plan savings for years for such a memorable occasion. To this effect, social media has become a key influencer. Inspired by celebrity weddings, brides and grooms-to-be pull out all the stops for this special day. Therefore, pre-bridal packages three to twelve months prior to be wedding are preferred. Says Aashmeen Munjaal of Star salon by Aashmeen Munjaal, "It is not just the bride, but also her friends, family and guests, who are flocking to salons to get the right look." Also, there is an increased emphasis on overall well-being. Hence, not only is there an increased demand for safe and non-toxic natural products, also the fast pace of urban lifestyle is a major cause of sleep deprivation and higher fatigue levels. Consumers have become cognizant about its implications and are actively looking for suitable options in their beauty and personal care regime. What could be a time that their wedding to actively look for solutions and seek out trends? Let us find out from some of the best names in the business...

SCHWARZKOPF PROFESSIONAL

MELISSA HUGHE, Technical Head
 NAJEEB UR REHMAN, PPS Director, Henkel Beauty Care



Products launched for the bridal season: One special range which is new to the professional hair care segment is Oil Ultime from Schwarzkopf Professional. Infused with natural purified oils and based on Aromatherapy, this full range is meant for every hair texture. It not only provides overall nourishment to hair, but helps in scalp exfoliation, cleansing and conditioning, and also works as a finishing treatment. Oil Ultime Essential Oils Relaxing and Energizing is a blend of carefully selected essential oils known for their power to balance the mood and involve the client in a sensual, aromatic journey to rebalance inner harmony and radiate beauty from the inside out.

Innovation introduced: The Oil Ultime product range contains a unique composition of oils in every high performing formula. 100% natural, purified oils boost induce softness and shine. Self-solubilising and self-evaporating, the oils ensure lightweight performance. They envelope the hair, filling porous areas in the hair structure, whilst excessive oils instantly evaporate or are easily washed out. The essential oils featuring precious blends create an aromatic and indulgent in-salon experience that helps to balance the body and mind.

Challenges faced in marketing or distribution especially at this time: Due to the fact that brides are more conscious about weight loss, teeth whitening, jewellery, and so on, hair becomes lesser priority, which I think is a constant challenge for the hair market. If professional hairstylists and salons have an encouraging consultation with the brides and grooms to-be during their booking visits on the parameters of their hair needs, there is a good chance to introduce the latest and effective solutions that suit their individual hair needs. All the other hair services like haircut, touchup, colouring, and more, do not have too much of an effect, but I think premium services require a push.

Revenue growth expected in this season: About 25% to 30%.

Latest hair looks for brides to-be: The Balayage is still a favourite with brides. The latest is Foilayage where hair is painted with foils. Here not only can we select any colour as per the skin, hair and

eyes, it does not take so much time even on coloured hair. The preference for most of the brides is still medium to longer hair lengths. The latest this season is variety in layering, movement and graduation. In colours, cool pastel tones, brunettes and coppers are doing well.

Trending hair colours for brides to-be: Pastel blonde, copper and beige.

Latest hair looks for grooms to-be: The hairstyles are sharp with short clipped back and sides, with a lot of texture on the crown. It presents an opportunity to style the hair differently as per the occasion. Colours are mainly natural or close to natural with a few contrasting highlights on the crown. Styling is big this season.

USP of these looks: These looks are versatile and looks good everyday, also it has a lot of options for styling on special occasions due to the length and movement of the hair.

Trending hair colours for groom to-be: Chocolate brown and blonde.

Hair colouring techniques in vogue: Blonde Foilayage for medium to longer lengths; Chocolate Contour or minimal colour especially around the face; and Golden Glow especially for curly hair.

Products recommended: Igora Vario Blond Plus with Fiberbond technology.

Favourite look: Golden Glow.





REVLON PROFESSIONAL

RAJIV KUMAR BOBAL
Director Sales & Marketing

Products launched for the bridal season: Equave, a leave-in spray conditioner, is an instant detangler for normal to dry hair. It has a light, bi-phase Keratin-enriched formula that is ideal for dry and damaged hair. The upper phase detangles the hair and adds shine, while the lower phase revitalises and hydrates the fibre, leaving the hair feeling nourished and supple. The multi-benefit experience all in one is the hair care concept created by UniqOne to offer women everything they need for spectacular hair. The multi-benefits of UniqOne are it repairs dry and damaged hair, gives shine and controls frizziness, helps in heat protection, guaranteed silkiness and smooth hair, hair colour protection with UVA and UVB filters, makes brushing and ironing easy, provides long-lasting hairstyle, prevents split ends, and lastly, adds volume to hair.

Innovation introduced: Color Sublime is formulated by using the latest technology in colour and care. The ammonia-free range was developed to be used with an exclusive selection of enticing fragrances and gives beautiful, natural-looking results. Eksperience is the first Thalassotherapy hair range is developed for professionals that offers a highly effective combination of science and nature with outstanding performance.

Challenges faced in marketing or distribution especially at this time: There is shortage of stock due to the high rise in demand during the season and the demand-price ratio acts as a setback for the brand. There is a constant pressure to lower the cost, whereas increased competition demands for higher budget for product promotion.

Revenue growth expected in this season: We see 30% to 40% hike from the monthly average sale revenue.



STREAX PROFESSIONAL

RIZWAN AHMED, Vice President - Strategic Business Unit, Hygienic Research Institute

AGNES CHEN, National Technical Head, Streax Professional

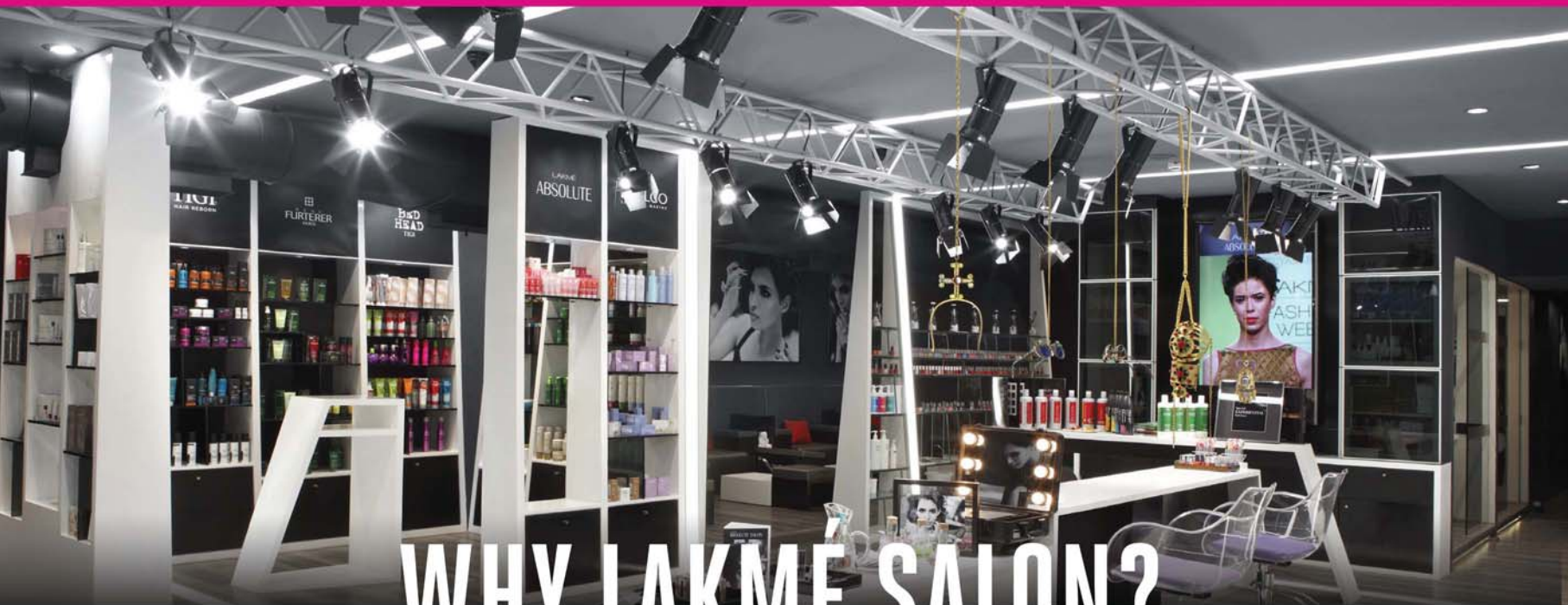
Products launched for the bridal season: Brides-to-be need to take utmost care of hair health. Regular hair spa can help control hair dryness, fragility and scalp issues. We have recently launched a Sulphate and Paraben-free range of hair care products to complement spa services. We have also introduced funky shades to compliment the wedding and festive season.



Innovation introduced: All our products are formulated with the safest and best ingredients, oils like Baobab and Argan which have safe emollients and fragrances for unmatched results. We have also tried and tested the products on 100 of heads and monitor the performance over a period before sending it to agencies for relevant claims which have huge business significance for the stylist as well as an end consumer.

Challenges faced in marketing or distribution especially at this time: After the monsoon slump, all companies have their business shortfall that needs to be covered up during the peak of the season leading to high inventory build-up at salons. It is an intricate business call since most front line teams do not want to judge the actual requirement of the salon, hence recommend quantity accordingly to the salon's need. Therefore, we take utmost care in designing slabs or schemes. We focus more on penetration than just going around a few salons, instead of

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SUMA RADHESHAM

OWNER OF 6 LAKMÉ SALON FRANCHISES

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TALENT MANAGEMENT



PREETI DIAS

OWNER OF 7 LAKMÉ SALON FRANCHISES

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BUSINESS OPERATIONS



MOHIT GUPTA

OWNER OF 2 LAKMÉ SALON FRANCHISES

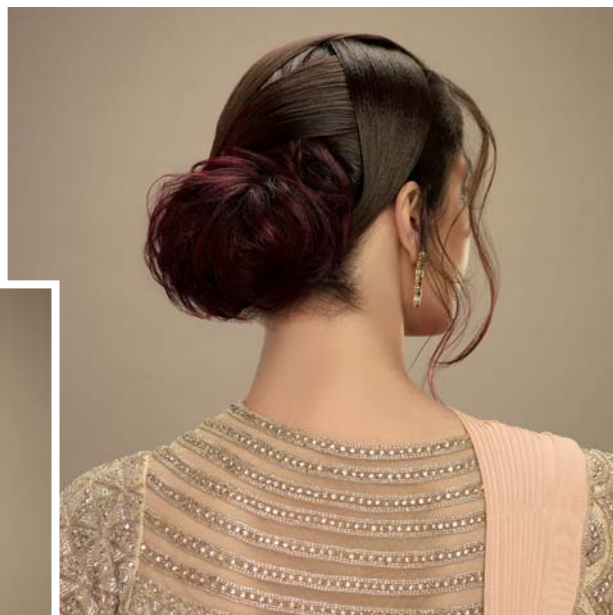
"The Lakmé Way Standard Operating Procedures and regular audits drive operational excellence. Being amongst the best performers on the Lakmé Salon Scorecard, I am proud to be part of the Lakmé Advisory Council with chances of winning cash awards and royalty rebates."

WHAT IS NEEDED TO PARTNER WITH THE LARGEST SALON NETWORK?

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dumping products beyond their actual consumption. This helps us maintain consistency in business round the calendar and healthy cash flow for the company as well as our distributors.

Revenue growth expected in this season:

We are very much aligned with our annual growth objective to maintain at 40% YOY with the existing line. New launches will add another 4% in total. We are eyeing around 44% growth from HRI's Professional Division business.

Trending hair looks for brides and grooms-to-be:

These are three looks from our festive collection, namely, Persian Wavelet, Carmine Cross Bun and Comber Currant. They are in sync with the bridal season, as the colours are in shades of red and the styles are festive, feminine and bridal.

USP of these looks:

The unique point is that apart from being festive, pretty and very bridal, they can be worn by contemporary Indian brides. They are very up-to-date.

Trending hair colours for brides and grooms-to-be:

Trending hair colours for brides and grooms-to-be from the Streak Professional shade card are the family of reds. Vibrant 0.6 is flame red, 5.66 is intense red-light brown, 7.44 is intense copper, 5.4 is light brown copper matte, and 6.4 is dark copper. So, go ahead and choose from a palette of red in this bridal season!

Trending hair colouring techniques:

The hair colouring techniques that are currently in vogue are Balayage and Ombré. These techniques are popular as there is not much colour on the roots, but a lot of vibrant colour on the mid-lengths and the ends of the hair.

Products recommended:

From the Streak Professional Hold and Play range, we suggest using Hold and Play Mousse, Hold and Play Hair Shinning Spray; from the Lisap range, we recommend Lisynet Spray for hold and texture.

Favourite look:

All the three looks are my favourites because they are all very creative, pretty, festive and bridal. They have something unique about them, and they can be worn for different occasions.

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TRUEFITT & HILL

SANYOGITA RAMANAN
General Manager - Sales & Operations
JAY KISHAN PAWAR
Master Barber and Trainer

Products launched for the season: We have launched a special Groom Package which includes a selection of grooming services for grooms to-be. The three hour pre-grooming package called Royal Suite includes Royal Haircut, Royal Facial, Royal Manicure, Royal Pedicure, Waxing of ear or nose or eyebrow threading, and 60 minutes D-Day service which includes a blow dry and hairstyling, Royal Shave, and one gift voucher for the father or brother or best man for the Royal Shave or Royal Haircut worth ₹14,000.

Challenges faced in marketing or distribution especially at this time: Since competitive brands are offering major discounts, it gets difficult to work with such low rates. Our services are high on quality and we believe in delivering an experience to our customers. When people expect all this in return of discounted prices, it becomes challenging at that point to deliver quality.

Latest hair looks for grooms to-be: The Classic comber cut, English gentlemen, Classic retro style, Short pompadour, Classic taper cut with fuller beard, Slicked back man bun with a beard, Casual pulled back man bun, and natural curls or waves.

USP of these looks: They are classy and raw, both, for the gentleman. Those men



who want to look smart and sport long hair and a beard do not need to cut the length of their hair for variations in buns, knots or scrunching curls. Different beard styles help them to look smart, masculine and raw; men with short hairstyles can opt for rich classy cuts and complement them with a clean shaven look.

Trending hair colours for groom to-be: Ash brown, Light mahogany, Iridescent brown, Matt blonde, Mocha blonde, Inky black, and highlights on the tips.

Trending hair colouring techniques: Colour selection depends on one's skin tone, however, techniques like Balayage, highlights, lowlights are popular. Those who want to be bold, can try cool colour reflections like Ash, Matt, Mocha, and Iridescent.

Products recommended: Product usage depends on the desired look and style. A style with matt finish needs a texture clay; glossy shiny needs styling wax; natural look and restyling throughout needs a pomade, and a sharp slicked look needs a care cream.

Favourite look: I personally love curly hair, so, natural layered curls scrunches look is my favourite.



GODREJ PROFESSIONAL

BHAVNA KEWALRAMANI
Marketing Head, Godrej Professional
HEENA DALVI, National Technical Head,
Godrej Professional

Products launched for the bridal season: Godrej Professional is very excited to launch No Ammonia Natural Light hair colours 4G, 5G, 7G during this bridal season. These shades with dark brown, light brown and dark blonde bases have a slight gold reflect that is pre-mixed and gives a natural movement and adds depth to the hair. They are perfect for Indian



brides as they beautifully complement all the bridal colours and lend themselves to all hairstyles adding a touch of glamour.

Innovation introduced: The Natural Lights range that we have introduced are dark brown, light brown and dark blonde bases with a slight gold reflect. There is precision mixing in the formulation itself and the extra step done by a stylist of mixing base with a fashion shade is hence, eliminated.

Trending hair looks for brides and grooms to-be: The latest hair looks for brides are inspired by the intertwining techniques of braids, matting, and so on, with loose texture hair placement, which can be either left half loose or all the hair is pulled up.

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Trending hair looks for grooms to-be: Classic style, short pompadour, and soft side fade.

USP of these looks: The trend of creating an over the top look is over. Today, brides and grooms want to appear natural, soft and elegant, and this is the unique aspect of the looks. They are simple, sophisticated yet fashionable.

Trending hair colours for brides and grooms to-be: Colours like bronze tones of copper brown or gold, caramel and vanilla toned blondes, which can be placed as soft babylights.

Trending hair colouring techniques: Hair colouring techniques like Balayage, Peek-a-Boo and Tiger's Eye will be in vogue. Blending is trending and all these techniques are some of the best colour blending techniques.

Products recommended: Maintenance of hair is a must especially during the wedding season. Use a good shampoo and mask that suits your hair type with a leave-in product to help maintain the moisture levels for a longer time. I recommend Godrej Professional Honey Moisture Shampoo and mask along with Nourish Shine Argan Oil as a leave-in. This combination is a blessing for all hair types.

Favourite look: Tiger's Eye Bronze is perfect for Indian skin tones, hair texture and sensibilities. With regards to styling, a halo braid with a textured top-knot is the best for brides.



CCIGMA LIFESTYLE

DHRUV SAYANI, Managing Director

Products launched for the bridal season: This bridal season KT Professional is offering advanced hair care. We have observed that women face various challenges with their hair, but the bigger challenge is to find the right combination of products for their needs. We had conducted a detailed survey with 472 women aged between 23 years to 56 years to understand their hair routine and assess the missing elements in their hair care regime. After a detailed study we launched KT Advanced Hair Care to focus on the everyday need for healthy hair. With a range of shampoo conditioners such as KT Extreme Coconut with Coconut Milk + Coconut Water, KT Detox & Refresh with Avocado + Tea Tree Oil, KT Brazilian Keratin with Peppermint + Citrus, the brand has focused on covering hair challenges with these first-time unique blends.

Innovation introduced: We believe in constant innovation and are happy to share that we are currently pioneering the cause of heater hair without the use of toxins or harsh chemicals with an added advantage of natural extracts in hair care products. Under KT Advanced Hair Care, we serve a range that is gluten free, 100% vegan, cruelty free, Sulfate and Paraben free, and also toxin free. Our products are correctly priced between ₹570 to ₹690 for a 250ml shampoo and conditioner.



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Challenges faced in marketing or distribution especially at this time: The challenge this time has primarily been excessive and longer lasting monsoon. Another growing concern is the slack of season in the FMCG sector along with many other sectors experiencing a slowdown. On the positive side, clients are always looking for something new that is driven by proven and lasting results. Also, to have the products available across all salons at the earliest and impart education to the salons about these unique blends by KT.

Revenue growth expected in this season: We are optimistic about getting more business in the coming months. We expect a growth of around 30% in sale this season and we hope that the trend continues for the entire sector.



KRYOLAN COSMETICS

MADHIVANAN RAMASWAMY, CEO

Products launched for the bridal season: Lip Gloss and Gel Eyeliner.

Innovation introduced: Fixing Spray is a special cosmetic preparation that is applied over make-up to prolong its life and effect. Sprayed on the face from a distance of approximately 30cms, it is then allowed to dry to create a smudge and rub-proof make-up. Fixing Spray makes any make-up resistant to cold water and considerably delays the deterioration of make-up as a result of perspiration. It is particularly effective for bodypainting with Aquacolor and other wet make-up preparations; and can be easily removed with soap and warm water.

Challenges faced in marketing or distribution especially at this time: Social media has made us vigilant on the happenings across countries and brands. For developing a simple campaign we incorporate a watch tower platform where in past trends, present and the forecast is studied, accounted and derived. This season, we need to ensure maximum opportunities without disturbing cross cultural differences; and simultaneously quench the global expectation. With math, it is challenging to formulate every digital campaign with geographical adaptation.

Revenue growth expected in this season: It is packed with auspicious dates and important festivals adding twice the occasions to the calendar. With 'twice the celebrations' we look forward to 'twice the growth'.



LUXADERME

SOL MALIK, President

Products launched for the bridal season: When we talk about weddings and brides, the first thing that comes into our mind is the 'bridal glow'. Every bride wants to look and feel radiant as it is one of the most important days of her life, and also the most photographed. LuxaDerme Bio Cellulose

Skin Brightening sheet mask is a product that will give you that instant dose of hydration, glow and radiance in less than 30 minutes. It is used by make-up artists as a primer for perfect make-up.

Innovation introduced: The LuxaDerme Peeling & Exfoliating Foot Mask. It is infused with a potent blend of AHA and BHA along with 30+ botanicals, and designed to help you get rid of dead, dry and calloused skin in a very natural and gradual manner. It is ideal for brides and her bridesmaids who would like soft feet.

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USP of the products: As the wedding day approaches, brides are extremely particular and cautious about face products. For pre-bridal skin care routine, it is recommended to keep the skin well hydrated and radiant. LuxaDerme caters to this as our sheet masks are made up of Bio Cellulose which is 100% fermented Coconut Jelly. These masks are considered to be the gold standard for hydrating and treating skin. Also, our products are PETA Certified cruelty free.

We believe in using clean and safe ingredients, and our products are free

from Paraben, Alcohol, Sulphate, Phthalates and artificial fragrance and colour. LuxaDerme Sheet Masks have a unique blend of botanicals, antioxidants and active ingredients based on the function of the mask, and range from Skin Brightening Sheet Mask, Anti Aging Sheet Mask, Hand Hydration Gloves, Foot Hydration Socks and Peeling & Exfoliating Foot mask.

Revenue growth expected in this season: The festive season and the bridal season are extremely important to most retail and service establishments. Many companies achieve upwards of 50% of their yearly sale during this time. We expect an increase of 30% over our last years sale figures.



BEAUTY GARAGE

JIGAR RAVARIA, Managing Director

Products and the bridal season: The hair care product line is part of a larger strategic business unit of Beaver, Beauty Garage and Cab's. The SBU includes shampoo, conditioner, Keratin treatment, Cystiene treatment, and straightening products. The beauty sector will be vast in the coming years, so one needs to keep upgrading the product line, market update, and customer requirement.

Popularity with salons and spas: Cysteine treatment is one of the most popular in the salons. Nowadays, clients want a natural look and Cysteine treatment gives it. Brides and grooms-to-be should avoid funky colours.



Distribution strategy: The brand has taken a different route and uses indirect and direct distribution, intensive and exclusive distribution.

Challenges faced especially at this time: The biggest challenge faced by the salon during the bridals season is that of pricing. It comes up during any process of distribution in India. To overcome it, we try to give the best pricing available in the market.

Promotional strategies used: A brand needs to engage with the right audience for its business to grow. We can use social media to showcase our identity, to let people know who we are and the products or services that we offer. We can interact through the various platforms with the right target customer, which might not be possible otherwise. Educating the target audience about the product and services offered by the salon is the first step toward establishing a strong consumer base. Social media makes us 'real' with the



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For more information contact : Mr Shyjo Paul,
Tel : +91 9167365365 Email : Shyjo@LuxaDerme.com

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consumer. If a brand wants certain number of followers on their account, it should not only provide information about the products, but also showcase the brand's personality. Social media is the right platform to to associate oneself with its peers who may be serving the same target market. This platform can be used to communicate and provide the interaction that consumers are looking for.

Revenue growth and future plan: On an average there is a 40% to 50% hike approximately in revenue generation. We would like to add new product line in the market with aggressive pricing by the end of the year. To promote the product, we will be distributing samples for consumers to feel the product.



LAKME SALONS

ANUPMA KATYAL, National Creative Director - Make Up

Trending make-up looks for brides and grooms to-be: Cinema has always set the bar for hair and beauty bridal trends in the country. With some of the biggest names tying the knot last year, brides today want their wedding look to have a filmy twist. A flawless base and nude lips for that perfect 'no make-up' makeup look is making most noise.

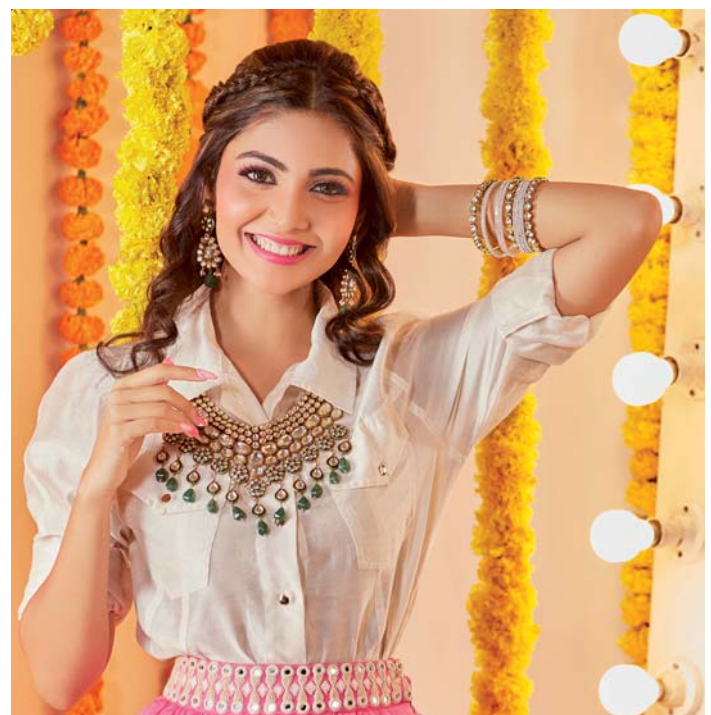
Trending colours for eyes, lips and cheeks: Chic 3D lashes with glittering eyelids, along with a coloured winged eyeliner; colour pencils and a stunning colour palette of gold, black, red, peach, fuschia and green, in order to be on par with the latest trends.

USP of these looks: This look suits everyone regardless of their skin tone, however, the trick is to find the right shades and applying the right amount to make you look fresh and lively. Brides are flawlessly acing their subtle and dewy skins with naturally flushed cheeks on their D-day.

Trending make-up techniques: Well blended eye shadows, mixing and matching glitter colours, and adding colour in the waterline.

Products recommended: HD definition base, 3D lashes, glitters, solid pigment eye shadow is a must-have for a bridal make-up.

Favourite look: Deewani Mastani look from Lakmé Salon's The Blockbuster Bridal collection is my favourite. If a bride is planning to wear a heavy lehenga with jewellery, it is best to keep the make-up base and lips soft, but go intense on the eyes.



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RK'S AROMA

PRAKASH SHIVDASANI, Owner

Products launched for the bridal

season: For bridal season, we have our age old formulations that are best suited for all skin types like 24K Gold Facial Kit, Saffron Turmeric Massage Oil, Kumkumadhi Oil and Golden Glow Oil. RK's 24K Gold Facial Kit gets rid of pollutants, residual debris and makes the skin glow with vitality and health. The power of natural Tuberose and Mogra Flower Oil works wonders on blood circulation, awakening the skin cells and filling them with life; Saffron Turmeric Massage Oil has Saffron and Turmeric that help revitalise skin cells, fight ageing and lend skin a golden radiance; Kumkumadhi Oil is unique and 100% natural Ayurvedic serum that cleanses, moisturises and illuminates the skin. It eliminates dark circles, pimples, blemishes, scars and fine lines naturally. Golden Glow Oil enhances the complexion, reduces dullness, clears up congested skin and gives a healthy glow.



Innovation introduced: Few of our innovative products are Propolis Facial Kit and Moringa facial Kit. Propolis, part of RK's Aroma's diverse range of products, is a resin collected by bees from plants and flower buds to help in the assembly and seal their hives. It is popularly known to heal scars and wrinkles. It is antibacterial and anti-fungal properties that help in balancing secretions of oil from the skin. It is good to reduce acne, pigmentation and fight wrinkles. Moringa is rich in vitamins C and E and contains over 30 different natural anti-oxidants, minerals, phytonutrients and natural anti-inflammatory agents that gently soothe the skin. Perfect for everyday use, Moringa has phenomenal skin-lightening and anti-pollutant qualities. It works against dirt that is embedded deep inside the pores. It softly cleanses the skin without robbing it of its natural radiance, while its anti-ageing properties rejuvenate and bring it to life.

Challenges faced in marketing or distribution especially at this time: Considerable thought, effort, and investments are required to create and maintain a distribution channel. The major challenges faced especially at this time is of bad weather, traffic, transportation costs, spillages, delivery issues, and so on.

Revenue growth expected in this season: We expect a 10% to 12% increase in revenue on an average in this season.



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ALPS BEAUTY GROUP

BHARTI TANEJA

Cosmetologist, Celebrity Beauty Expert,
Founder & Director

Preparation for the bridal season: Bridal is the busiest and an enjoyable season. We get 20 to 40 brides and grooms, and we have space, facilities, infrastructure and a highly efficient team of beauty professionals to cater to such a high number. Our preparation as India's leading salon brand begins months before the season officially takes off. From training the staff in the latest bridal trends and techniques to designing our super popular and unique packages, we work in advance. One of the most important aspects of preparation for the season is our bridal lookbook shoots. We promote packages and bridal transformations on social media.

Opportunities available only in this season:

Wedding is the time when most brides start taking their skin and hair seriously and invest in rituals and treatments. From botox, fillers to body polishes and hair spa, they indulge in a variety of treatments



to pamper themselves. They also bring along their family members and friends to indulge and pamper themselves.

New services available: Keeping in mind the modern bride, we are offering 3D nail art, nail extensions, hair extensions, PRP facials, and more. We are a one-stop-destination for pre-bridal rituals and bridal make-up.

Bridal packages on offer: There are a number of pre-bridal and bridal packages particularly for make-up such as Royal Makeup with Airbrush machine, Flawless Makeup which includes corrective make-up, and Celebrity Makeup, which includes extras like hair extensions, lenses, permanent nail art, and so on. Our packages are designed for all occasions such as mehendi, sagan, cocktail, engagement, wedding, and reception.

Promotional strategies used: The bridal lookbook is available at Alps Beauty Clinics. We promote the bridal packages on social media.

Challenges faced especially at this time: It is the busiest season for us where we train our staff for months in advance, they just leave. It is unfortunate that some beauty professionals think of it as the perfect time to switch jobs.

Revenue growth expected in this season: The business doubles up.

Blond

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Pooja Goel



Delhi

La'well has different ranges of blonds for different parts of the body, which works very effectively within a very less space of time. It doesn't affect the pH balance of the skin, so the skin is soft, supple & glowing



Amar Sachdeva



Amritsar

La'Well Face Blond makes the skin fairer and also has moisturizer which decreases irritation and makes it suitable for sensitive skin types also. The natural oils improve skin texture and fight skin problems like acne and wrinkles.



Kamini Pandey



Mirzapur, UP

La'Well blonds provide results in 5 minutes. The natural oils soften the cuticles and make the skin smooth and soft. The anti-fungal and anti-bacterial properties make the product a safer bet.



JUNE TOMKYNS ECO SALON

PRISCILLA CORNER, Creative Director & Partner

Preparation for the bridal season: We have done our research and cater to the new age bride as well. While we are prepared for those who want hair extensions, false eyelashes and nails, and a host of other factors which make for a fleeting beauty option, we realise that the advent of destination weddings like beach and others, has seen the evolution of the fuss-free bride. An empowered woman, who not only wants to look naturally luminous, but also understands that it does not happen overnight. It is a process that requires long-term nurturing and supervision. This is the reason we have tied up with nutritionists and even gyms to ensure our brides are fit and emanate an inner glow, whose beauty we can further enhance.

Opportunities available only in this season: The potential to make a set of new clients with the bride and her extended family is available only in this season.

We also present our new line of make-up, skin and hair products, and accessories is how we have continued to upskill to meet the growing awareness.

New services available: At June Tomkyns, we lay a premium on the Bespoke Bridal Package. This is especially designed for the needs of the bride to-be, since her needs will differ from the other.

Bridal packages on offer: In Bespoke Bridal packages, there is Radiance Package, which is a six month preparatory package. The services include unique formulation of a bridal skin luminosity enhancing treatment, 24k Gold hair treatment, Chocolate waxing, Pro derma peel, if required, and Moroccan Body Polish.

Promotional strategies used: We are very active on social media such as Twitter, Instagram, and Facebook. Our team puts up offers on them.

Challenges faced especially at this time: The biggest challenge is to cater to the needs of regular clients and brides. Both demand our undivided attention.

Revenue growth expected in this season: We expect a 30% to 40% increase in revenue.



LUCULLAN SALON

NEHA SHARMA, Managing Director, Pelf St.

Preparation for the bridal season: Every bride and groom wants to look the best, and we are always there to help. We have one of the biggest salon infrastructure and top of the line products available. We believe in offering experience-oriented service, therefore, we offer our clients personalised pre-bridal and bridal packages after understanding their individual needs. We make sure we are not left behind and follow the current trends keeping the basics strong. As the years have passed, there is a vast change in the bridal services because weddings are

becoming more and more exorbitant. The trend today is towards being classy and sleek. Brides and grooms prefer pastels and nude looks. Clients are welcomed by in house complimentary F&B services, and we can cater upto 10 to 15 brides and grooms per day. The main SOP of the company is to give proper time to each client and provide them with the best of services.

Opportunities available only in this season: Today's generation is eager to try new make-up looks. It is not only the bride or groom, but their extended family members and acquaintances who look forward to being groomed. It is a great opportunity for us as the clients who we cater to once, become life long clients helping us growth profit and goodwill. As wedding functions come right after the festive season, there is a heavy demand for make-up and

personal care needs. From Karwa Chauth, Diwali parties, wedding function to Christmas, make-up and self grooming services are at their peak.

New services available: We have introduced two special body polishing treatments for both sensitive and dry skin. They are known to lend a glow and polishes your body for radiance and shine. As you are never fully dressed without great brows and lashes, we have Microblading to enhance facial features.

Bridal packages on offer: We do not believe in offering standard bridal packages, as every client has different needs. Our focus is on delivering customised packages as per the client, which has services for different skin and body types.

Promotional strategies used: As the market is highly competitive, promoting our brand and services is most important. With the help of digital media, word of mouth, inhouse clients and referrals, we spread the word around on our latest schemes and offers. We also offer loyalty benefits to our regular clients which definitely makes them feel good.



Challenges faced especially at this time: The challenges which we face during this season is of time. The salon is open from 9 am to 9 pm, however due to government compliances we cannot extend the timing. Also, the manpower in the industry is habitual of working for nine hours, which makes it difficult to fulfill the demand of our client base.

Revenue growth expected in this season: Growth is something we expect a lot from this season because of the huge demand. We are expecting 50% growth in our current revenue.

AASHMEEN MUNJAAL'S STAR SALON

AASHMEEN MUNJAAL, Celebrity Make-up Artist

Opportunities available only in this season: Once the festive season starts, there are several opportunities, and then, there is the wedding season.

Trending hair looks for brides to-be: The trend is veering towards Victorian looks and as per the theme. If she is wearing a sharara, we go with Arabic hairstyles. They have mostly front designing and side placement of accessories. If she is sporting a trail dress, we go with Victorian and European touches, using natural flowers. The idea is to create make-up that complements the whole look.

Trending looks for grooms to-be: We work on beards, and hair that is sleek in style, whether it is a western or traditional look.

Trending hair colours for brides and groom-to-be: Brides need to avoid funky colours, until and unless they have tattoos and piercings to match the hair colour. I make sure that grey hair is completely covered, and men need to even avoid the salt and pepper look. You can have a casual hairdo for the cocktail. My favourite hair colours for both the bride and groom is Hazelnut and Coffee Caramel.

Trending hair colouring techniques: Ombre is not for brides as it is a bold colour technique, so I prefer low lights, which is a reverse of highlights. Floral and firing effects look good as they blend at the same time to give a graduation to hair. Even illusion streaking works on light hair, which is internal sticking for hair to look heavy. It is in vogue!

Products recommended: L'Oréal Professionnel and Schwarzkopf Professional. Igora colours work very well, as does Dialight, which polishes the hair and brings brightness with a colour tint.

Favourite look: Colour highlights with a good haircut. Avoid cutting them short at the forehead; if the bride has a big forehead go for a fringe or bangs. However, it is best to keep the hair at chin length.





New services available: Talking about the new product and techniques available, there are few sittings of hair treatments that work to improve the texture. If you are in sun shopping or involved in an outdoor activity, pamper your hair with hot oil treatments like the Mythic Oil treatment. Also, the bride couple must go for Shirodhara, a hair ritual. It not only improves the hair texture, but also benefits overall well-being.

Bridal packages on offer: The bridal package starts from ₹10,000 and includes bridal make-up, hairstyling, dressing, and nail art. When I am doing the make-up and depending upon the number of functions, the price start from ₹21,000 and go up to ₹51,000. Also there are pre-bridal packages which start at ₹3,000 and go upto ₹50,000 for not only skin and hair care, but also weight loss. There are discounts on offer and depend on whether the bride has chosen HD make-up or mineral make-up.

Promotional strategies used: We are active on Instagram and Facebook, and participate in wedding exhibitions, and fashion shows. We advertise in newspapers, magazines and hoardings.



Challenges faced especially at this time: We train our staff in make-up and some of them have started their own work at home which creates challenges and hampers revenue for us. To me, it is unethical and a big blow to the business.

Revenue growth expected in this season: I think for make-up artist or any salon, it is the most profitable time. There are several weddings and other functions taking place. People themselves feel like dressing up and are looking at several hair options like straightening or re-bonding. So, our percentage growth, is minimum 50% but can go up to 100% as people not only come for make-up, they also prefer inch loss and face treatments at this time of the year.



DESSANGE PARIS, SALON AND SPA

LOIC CHAPOIX, Creative Director

Trending hair looks for brides and grooms to-be: Effortless, feminine and classically chic is the trend for 2020. The Meghan Markle-inspired look wherein hair is parted in the middle and pulled back for an effortless bun or waves for drama. Depending on the facial structure, texture twisted hairstyles are also a good way to add volume.

Trending hair looks for groom-to-be: A simple and neat look is the best option.

USP of these looks: Adding an accessory to the hairstyle is a good way to finish it up. It could be a comb, crown, or even natural flowers that look like they are floating in air, lend a personal touch and look wonderful.

Trending hair colour techniques: Highlight and Balayage give definition to the hairstyle. Balayage is in trend for a beautiful soft wave starting with darker roots and lighter ends.

Products recommended: Elixir Ultime from Kérastase to stop the frizz and add shine.

Favourite look: Any hairstyle that complements a bride's face and outfit should be the go-to look. You should always consult with your hairdresser to understand the look that suits your facial structure, hair texture, and finally, the outfit.



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**MARIE CLAIRE PARIS
SALON & SPA**

VANDANA BHARDWAJ
Managing Director & Brand
Spokesperson, B2C Network LLP

Preparation for the bridal season: It is the season of weddings and brides-to-be are gearing up to look and feel beautiful. Letting the bride's shine on their most important day of life is the ultimate goal of the team at Marie Claire by giving them the perfect looks. We are planning to host a Bridal Fiesta for the upcoming quarter for brides-to-be.

Opportunities available only in this season: There are a lot of opportunities for the salon. It helps in maximising the revenue without compromising on quality. It is also the time when we get in touch with our entire bridal customer base for repeat footfall even after the season ends.

New services available: Marie Claire has a list of services that can be availed by the brides. Some of the services that have been recently launched are eyelash and nail extensions, and lenses. With more than four skin therapists at each of our salons, we are equipped to cater to at least six



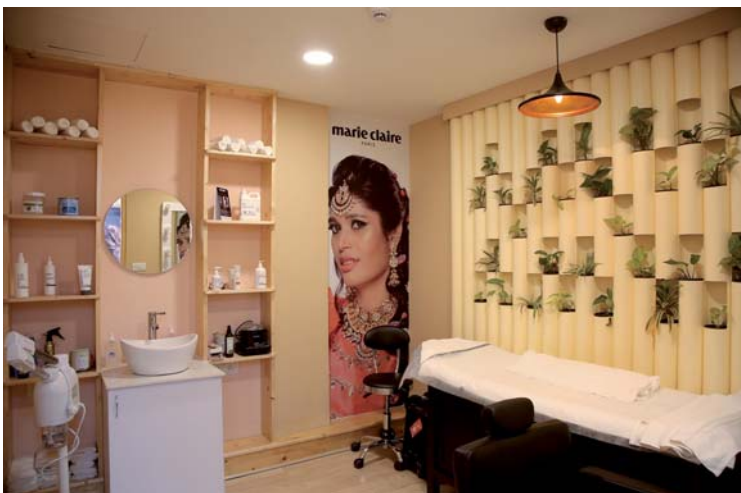
to seven brides in a day. However, the target for this season is to provide services to at least 10 brides in a day. To achieve this target we have come up with an advance booking option.

Bridal packages available: We have pre-bridal packages, reception and pre-wedding photo shoot make-up, and more. Our junior technicians, senior technicians, and expert technicians charges are different and vary.

Promotional strategies used: Bridal shows are very important for the brand, hence attending and having a display at local bridal shows is a must for us to promote ourselves. We have been advertising in local newspaper and magazines to gain traction through media platforms. We are reaching out to local daytime newscasters to participate in bridal and makeover segments. The salon is extensively working with media-sponsored bridal expos. Our marketing team also creates a social media strategy to target brides by posting a stream of bridal content. We also share bridal themed posts from beauty how-to's, bridal hair inspiration, and tips for wedding planning.

Challenges faced especially at this time: The only challenge that we face is ensuring that the beauty services in the salon are not ignored or hampered in this bridal season. Most of the technicians that are providing make-up and bridal services are skin therapists too, so it is a major issue. Achieving a proper focus on revenue from the skin segment is also a challenge.

Revenue growth expected in this season: Growth of revenue goes upto 25% to 30%.



SAVIO JOHN PEREIRA

WENDY D'SILVA, Salon Director

Trending hair looks for brides and grooms to-be: This year, bridal hair is all about texture and not heavily sprayed looks. Off late, more brides are preferring softer hairstyles as compared to stiff, structured looks. A few trending styles wherein the stylist has to cut your hair to further compliment the look are soft waves and curls, and they will continue to stay this year. The focus, however, will be more towards achieving an effortless look. Brides love buns and textured updo's with a few strands around the face. We will be seeing simple and less traditional styles this year. Bridal braids are gaining popularity. One could work around a romantic braid, classic relaxed or bohemian look depending on the outfit or occasion like the sangeet, reception or the engagement.

USP of these looks: These looks will go with every face shape and look trendy for all brides to-be.

Trending hair colours for brides to-be: Hair colour is key when it comes to bridal hairstyles. The detailing of the hairstyle only looks better with the right hair colour. It could either be a global colour or highlights. One can also opt for coloured hair extensions for more texture and volume. Before you select the best hair colour you need to keep in mind your outfit, make-up, lighting effects, jewellery and most importantly, skin tone. Discuss all these factors before you invest a huge amount to get your hair coloured. Trending colours are shades of gold and suit girls with a fair complexion; medium blondes along with pieces of browns for medium or wheatish skin tones; auburn as it looks great on every skin tone; brunette works well on fair, cool tones and dark complexions; pastel colours stand out on both loose hairstyles and updos; mahogany suits warm complexions and look great on light coloured outfits.

Trending hair colours for groom to-be: Neutral dark blonde is big with grooms and looks great with highlights; golden highlights never goes out of fashion, and platinum blonde.

Trending hair colouring techniques: Some hair colouring techniques are Foil highlights, a traditional hair colouring technique which is a precise way to apply colour and even multiple colours at the same time. It also creates an illusion of volume for fine hair. Balayage is here to stay due to its versatility. It is low maintenance and look natural. Babylights is similar to regular highlights, but are spread closer together and are much finer in size. Finally, two tone global colour technique, which uses two tones of colour to create depth and movement.

Products recommended: For brides and grooms to-be, we recommend volumising products, texturising sprays, and heat protectants to avoid damage due to the various styling tools. We also recommend using the right hairsprays to make sure your style stays intact.

Favourite look: Soft waves created with different tong barrels.



VINU'S HAIR & SKIN CARE CENTRE

VINU KRIPLANI, Owner

Products launched for the bridal season: As brides wish to have a bright and glowing look, we have launched a Korean brand that works perfectly to give that effect on the skin.

Innovation introduced: We have introduced a new Vitamin-C Peel Off Mask. We combine it with a German treatment to impart an instant glow on the skin.

Challenges faced especially at this time: There are treatments available in the market that do not analyse the skin correctly and lead to ineffective results. Therefore, educating and convincing the client on the benefits of skin analysis is a part of the process and a major challenge for the salon and the staff. Skin care is complicated and requires different measure to be taken for different dermatological problems.

Revenue growth expected in this season: Our clientele base usually includes brides as we are a part of *Band Baaja Bride*, a Sabyasachi television show. We have been able to achieve great growth during the bridal season in the past and expect a 20% growth in revenue in this season, as well.





DR TRASI'S CLINIC & LA PIEL

DR SHEFALI TRASI NERURKAR
MD Skin, Consultant Dermatologist

Preparation for the bridal season: We are definitely geared up for the bridal season and have started a few procedures for some brides as conditions like hairfall and pigmentation disorders take a longer time to improve or reduce. Also, when we start early the bride to-be can have a breather to prepare for her wedding.

Opportunities available only in this season: Full body treatments are done extensively during this season.

New services available: This year we are working more on using organic ingredients for medifacials and skin brightening

procedures. Dust and pollution are taking a toll on the skin, hence we are working on rejuvenating the skin. We are using more gentle ways to exfoliate, extract and infuse the skin with hydrating and brightening solutions.

Bridal packages on offer: Full body treatments are mainly offered during the bridal packages. Here we work on skin polishing and brightening of the skin. Full body laser hair removal treatments are also asked for. Also we are doing body contouring on those areas of the body where fat does not melt away by physical fitness or dieting to give the bride the required figure she is looking for. Face brightening, tan removal, acne marks removal and keeping the skin glowing and hydrated is one of the major goals of our face treatments. Apart from the normal chemical peeling, microdermabrasion or skin polishing, we also hydrate the skin with skin boosters of Hyaluronic Acid. This helps in removing fine lines and wrinkles off the face and gives a glow. Vampire facials are again one of the treatments that are popular amongst the brides and their families. Stretch mark removal treatments are also looked at by some brides and it is done in our clinics. However, this treatment may take time to improve, and so the bride needs to approach the doctor as early as possible. Use of Neurotoxin and Hyaluronic Acid fillers are also used to do away with wrinkles and dents on the face. All these treatments are offered as packages meant for the bride, groom and their families.

Promotional strategies used: Word of mouth works best for a doctor. However, we do promote our services on social media and print media.

Challenges faced especially at this time: The patient expects a quick fix, allergic reactions of some treatments or make-up done by beauticians and lastly, the biggest challenge is the need for a fairer complexion. ❶



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Bridal Season and Key Pointers From Top Distributors

Brides and grooms to-be invest a lot of time and money in looking after their hair. It is their crowning glory! Recent entrants in manufacturing and distribution of hair products, Jigar Ravaria, Founder of Beauty Garage and Sandiip Shah, Managing Director, VS Sales show us the way forward



BEAUTY GARAGE
JIGAR RAVARIA, Founder

After extensive market research, salon owner's realised that there was an increased demand for Keratin and Cysteine treatments. After five years of R&D, Beauty Garage was created in 2019 with an aim to offer reasonably-priced alternatives to expensive treatments with an array of Keratin and Cystiene treatments. Our products are manufactured in Guangzhou PRC, but formulated in India.

Brand portfolio

The hair care product line is part of a larger strategic business unit of Beaver, Beauty Garage, and Cab's. This SBU includes shampoo, conditioner, Keratin and Cystiene treatments and straightening products.

Hits and misses

Cysteine treatment is sought after; certain funky colours are the least popular.

Distribution strategy

We go for indirect and direct distribution, intensive distribution, selective distribution, and exclusive distribution. We have also engaged the right audience for your business. We can use social media to provide an identity to who we are and the products or services that we offer. We can create relationships using social media with people who might not otherwise know about our products or service or what our companies represent. Social media makes us "real" to consumers. If you want people to follow you, don't just talk about the latest product news, but share your personality with them. We can use social media to associate ourselves with our peers, that may be serving the same target market. We can use social media to communicate and provide the interaction that consumers look for.

Challenges faced

Pricing factor is the challenges faced during any process of distribution in india. To over come this challenges we try to give are best pricing in market.

Advice to new entrants in the line of distribution

My advice is for better distribution is service - on time delivery , no mismatch in billing , customer relation.

Year on year growth in FY2019-20

It is 40% to 50% approximately.

Plans for FY2020-21

Adding new product line with aggressive pricing in market. Distribute samples for aggressive marketing to feel the product.

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

It will be very vast in future but need to keep updating on products line, market updates and customer requirement.





VS SALES

SANDIIP SHAH, MD

VS Sales started out as a retail distribution firm and has now developed into an importing, marketing and distributing firm that operates across all states in India. Since June 2016 we have been importing, marketing and distributing Biotop Professional, a professional salon treatment range and styling from Israel. In July 2019 we added Gorgeous Hair Extensions, an Indian brand with a range of tape in and clip on hair extensions.

Brand portfolio

Currently, Biotop Professional and Gorgeous Hair Extensions.

Hits and misses

Biotop Professional is our oldest and most popular brand, which consists of 911 Quinoa Series, 007 Keratin Impact Series, 02 Eco-Dandruff Treatment, and 04 Shedding Treatment. The least popular is our 69 Curls Series because there is a minute percentage of consumers who want to maintain their curls. The Indian market is flooded with multiple straightening products and the consumer today is looking silky smooth and straight hair.

Criteria for selection of brand for distribution

There are several brands across the globe looking to enter the Indian market and hence, it is a difficult decision to make when choosing a brand, but we look for a few basic characteristics that bring out the true character and nature of the brand such as innovation and quality of the products.

Distribution strategy

The strategy used is quite simple. Instead of focusing on the sales, logistics and marketing, we focus on providing impeccable service and support to our clients. Our service policy includes delivery and problem resolution within 24 hours. We also realise the importance of social media when used in the right way. Social media and online marketing can be useful for marketing, brand building, networking and creating awareness.

Challenges faced

It is translating our vision to regional distributors and making them understand the importance of service in this industry in order to achieve our goals.

Advice to new entrants in the line of distribution

Firstly, do not rush and go too fast. A strong foundation is key to your success, so, focus on it to move smartly and slowly. There are a lot of challenges that you will face early on but you will get through them with will power. Also, make sure to build your team with the right people.



Year on year growth in FY2019-20

Since we have just ventured into brand building, marketing, importing and distribution, we have experienced unprecedented double digit growth.

Plans for FY2020-21

We will be launching additional brands in the salon segment and are striving to provide our consumers and salons with the best quality and premium products at pocket-friendly rates. We will unveil a retail venture next year which will be our maiden entry in the retail segment. We are also planning to expand our reach from the current 21 we are present in to 36 cities by the end of FY2020-21.

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

The Indian beauty and wellness industry is currently growing at an unprecedented rate and it is evolving, too. There are new concepts that are disrupting the industry such as home-servicing and the needs and expectations of the client. Hence, the distribution strategy, techniques and service needs to grow and evolve at the same rate to keep up with the industry. There is ample room for growth and innovations in this industry. 📌



Dhruv Sayani is the Managing Director at Ccigmaa Lifestyle Pvt Ltd. Ccigmaa Lifestyle manufactures, markets and distributes indigenous and international brands in Hair Care, Skin Care and Personal Care.

DHRUV SAYANI

Boom in the Bridal Industry Game Changer's Viewpoint

The Indian bridal industry is one of the most rapidly growing industry with impressive numbers and constant innovation. There are over 900,000 weddings per month that take place in India, with over 10 million marriages celebrated throughout the year. That means there are 30,000 weddings per day for the Indian wedding industry to service. These numbers are mind-boggling and if one may see it in totality it is an industry that can be served from various business prospects.

From apparel, designer wear, precious and costume jewellery, traditional Indian kolhapuris to branded shoes, florists to event managers, bottled water to lavish food catering, local banquets to exotic destinations – every category stands to benefit largely from the bridal and wedding industry. Key contributor is of course, the hair and make-up segment which thrives on it. The bridal market is booming worldwide and is likely to witness huge growth by 2025.

According to KPMG's report last year, the big Indian wedding market, often considered recession-proof, is estimated to be around \$40 to \$50 billion in size. It continues to grow rapidly at a rate of 25% to 30 % annually. This is an opportunistic market space, and as we are in the beauty space, we see growing demand for customisation and personalisation of even more specific needs.

In today's market scenario, brides or bridesmaids or the family and friends at large, are clear about their need, be it their look for the day or the colour they want to sport for the day. As a businessman, I see this as an excellent opportunity to reach out to customers looking for unique and new products, and it should make them stand out, even as a guest.

Indians are most conscious of their appearance during the bridal season and it increases their frequency to salons and spas to look their best. They are happy to invest in products like shampoos, conditioners, body lotions, face creams and make use of services such as hair spas, hair protein services, facials, and mani-pedi services to experience the difference and invest in their overall appearance. KT Professional offer salons The KT Wedding Look – a complete package to serve their customers, and includes Hair Protein or Straightening Service, a range of KT Shampoo and Conditioner for home use in order to maintain the overall look, and a re-visit to the salon for a KT Hair Spa after a week to rejuvenate with an included KT Hair Serum and Oil. The client can avail of it on their second visit to the salon for hair that is lustrous, strong and healthy! This works for the salons as it is a customer centric package.

Salon owners and distributors should make the most of this season to present their best offering and the most unique and innovative products at salons and beauty shops which an individual would be delighted to include in their daily hair and skin care regime. A distributor needs to keep current trends in mind, for example, gone are the days of traditional red as a bride's choice of colour as nowadays, they are experimenting and opting for bold colours to wear on their special day. Similarly, the choice of hair colour, make-up and hairstyles is also veering towards modernism and is a far cry from tradition. Therefore, salons and distributors should encourage and introduce new and unique products, styling ranges, comprehensive in-salon services with complete packages not only for the bride, but also for the extended family and friends, who are an essential part of the Indian wedding. 📌



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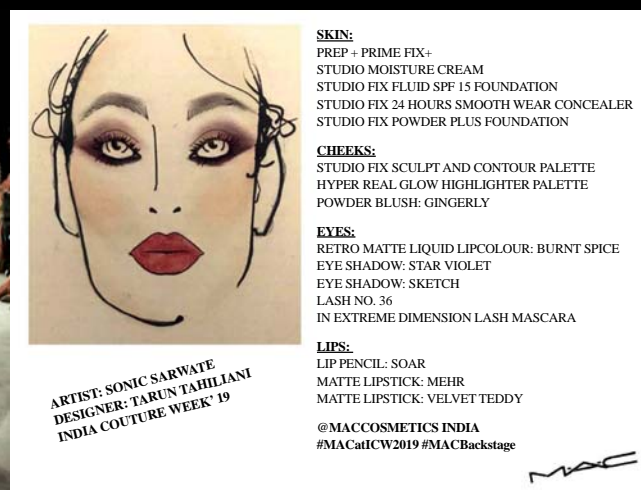
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Bridal Takeaways

Looks From the Ramp

For the bridal season, hair and make-up artists take note! Here are some of the freshest looks to emulate



At FDCI India Couture Week, bridal fashion took centrestage with some of the finest inspirations for the bridal season. From glittery eyes to the perfect pout and dewy skin, the trends born and reborn on the ramp are 'the' takeaways for brides-to-be and their hair and make-up artists. The backstage beauty team, headed by Sonic Sarwate, MAC Global Artist and Navneet Josan, MAC National Artist, focused on highlighting the models' skin with flawless radiance and were further complemented with sleek hairdos.

"This season, there is art included in make-up. Two of the biggest trends is high shine and a wash of glitter. If I have to break it down, I am seeing a lot of glowing skin with flushed cheeks and tinted lips. A soft look, with subtle pink and golden glow," says Sonic. Luxurious minimalism stood out as the key highlight in bridal couture hair and make-up. Here is a breakdown of the looks selected by popular fashion designers...

- **Suneet Varma:** Monotone make-up with high blush, bushy brows, matching eyeshadow and lipstick were complemented by pulled-back hair crowned with graceful florals. A must-have for the bride-to-be and the bridesmaids.
- **Amit Aggarwal:** Pop of colour on the lips and eyes, sleek 'dos, and chiselled cheeks. The designer's make-up and hairstyle picks are perfect for a cocktail evening or even the engagement after-party.



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 LIP GLASS: CLEAR

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 #MACatICW #MACBackstage

ARTIST: SONIC SARWATE
 DESIGNER: FALGUNI & SHANE PEACOCK
 INDIA COUTURE WEEK '19



SKIN:
 PREP + PRIME FIX+
 STUDIO MOISTURE CREAM
 STUDIO FIX LIQUID SPF 15 FOUNDATION
 STUDIO FINISH SPF 35 CONCEALER
 STUDIO FIX POWDER PLUS FOUNDATION

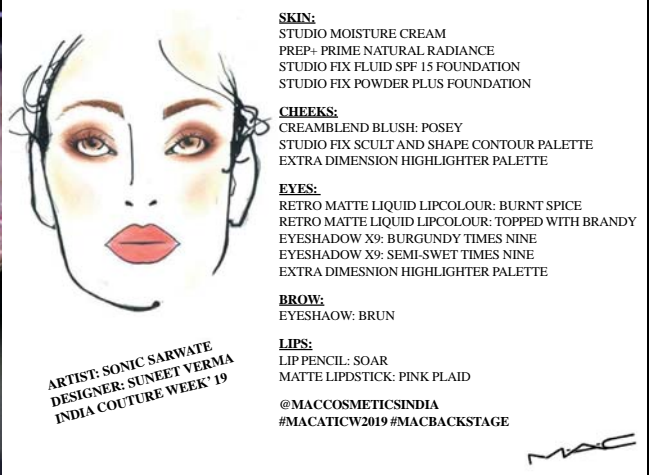
CHEEKS:
 STUDIO FIX SCULPT & SHAPE CONTOUR PALETTE
 CREAMBLEND BLUSH: POSEY

EYES:
 CREAM COLOUR BASE: HUSH
 STUDIO FIX POWDER PLUS FOUNDATION
 EXTENDED PLAY LASH MASCARA

LIPS:
 LIP PENCIL: BOLDLY BARE
 LIPGLASS: LUSTREWHITE

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ARTIST: SONIC SARWATE
 DESIGNER: GAURAV GUPTA
 INDIA COUTURE WEEK '19



ARTIST: SONIC SARWATE
 DESIGNER: SUNEET VERMA
 INDIA COUTURE WEEK '19

SKIN:
 STUDIO MOISTURE CREAM
 PREP- PRIME NATURAL RADIANCE
 STUDIO FIX FLUID SPF 15 FOUNDATION
 STUDIO FIX POWDER PLUS FOUNDATION

CHEEKS:
 CREAMBLEND BLUSH: POSEY
 STUDIO FIX SCULPT AND SHAPE CONTOUR PALETTE
 EXTRA DIMENSION HIGHLIGHTER PALETTE

EYES:
 RETRO MATTE LIQUID LIPCOLOUR: BURNT SPICE
 RETRO MATTE LIQUID LIPCOLOUR: TOPPED WITH BRANDY
 EYESHADOW X9: BURGUNDY TIMES NINE
 EYESHADOW X9: SEMI-SWET TIMES NINE
 EXTRA DIMENSION HIGHLIGHTER PALETTE

BROW:
 EYESHADOW: BRUN

LIPS:
 LIP PENCIL: SOAR
 MATTE LIPSTICK: PINK PLAID

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TIPS FOR MAKE-UP ARTISTS

- › KEEP IN MIND YOUR CLIENT'S PERSONALITY AND DO NOT FOLLOW TRENDS BLINDLY. SEE WHAT FITS HER AND WHAT WORKS FOR YOU.
- › IF YOUR CLIENT DOES NOT LIKE GLITTER, BUT WANTS TO INCORPORATE IT IN A SMALL WAY, CHOOSE A SUBTLE GLOSSED LIP COLOUR OR A SHIMMER EYESHADOW.
- › THIS SEASON IS ABOUT SHINE, BUT ALSO LESS IS MORE. RADIANT SKIN, TINTED LIPS AND SOFTLY DEFINED EYES. INCORPORATE THESE ELEMENTS INTO THE LOOK. 'DRAMA' IS NOT A KEYWORD THIS SEASON.



SKIN:
 STUDIO MOISTURE CREAM
 PREP+PRIME NATURAL RADIANCE
 STUDIO FIX FLUID SPF 15 FOUNDATION
 STUDIO FIX 24-HOUR SMOOTH WEAR CONCEALER
 STUDIO FIX POWDER

CHEEKS:
 STUDIO FIX SCULPT AND SHAPE CONTOUR PALETTE
 POWDER BLUSH: FLEUR POWER
 HYPER REAL GLOW PALETTE

EYES:
 EYE SHADOW: TEXTURE
 DAZZLE SHADOW LIQUID: EVERYDAY IS SUNSHINE

BROWS:
 SHAPE + SHADE BROW TINT
 BROW SET: CLEAR

LIPS:
 LIP PENCIL: BEET
 LIP MIX: FUCHSIA

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 #MACatICW2019 #MACBackstage

ARTIST: NAVREET JOSAN
 DESIGNER: RAHUL MISHRA
 INDIA COUTURE WEEK '19



SKIN:
 PREP + PRIME FIX+
 STUDIO MOISTURE CREAM
 STUDIO FIX FLUID SPF 15 FOUNDATION
 STUDIO FIX POWDER PLUS FOUNDATION

CHEEKS:
 STUDIO FIX SCULPT & SHAPE CONTOUR PALETTE
 POWDER BLUSH: FLEUR POWER
 HYPER REAL GLOW PALETTE

EYES:
 LIP PENCIL: SOAR
 GLITTER: ROSE
 GLITTER: GOLD
 GLITTER: REFLECTS PINK

BODY:
 STROBE CREAM
 HYPER REAL GLOW PALETTE

LIPS:
 LIP PENCIL: SOAR
 MATTE LIPSTICK: PINK PLAID
 CLEAR LIP GLASS

@MACCOSMETICS INDIA
 #MACatICW2019 #MACBACKSTAGE

ARTIST: SONIC SARWATE
 DESIGNER: PANKAJ & NIDHI
 INDIA COUTURE WEEK '19



SONIC SARWATE

- › **Gaurav Gupta:** Clean-faced with a hint of shimmer. It could not get any better for minimalist modern brides looking for the natural elegance without compromising on the luxurious feel.
- › **Pankaj & Nidhi:** Graphic shimmery eyes, glossy lips, and precise hair is for the bold and daring. Brides-to-be looking at experimenting can take a shot, if not for the wedding itself, it could be right for a day-to-night event.
- › **Falguni Shane Peacock:** Exaggerated lashes, shimmery lids and glossy lips is a favourite with Indian brides. It has all the staple elements in bridal make-up, but with a 2019 upgrade.
- › **Tarun Tahiliani:** Matte skin with intensely kohled smokey eyes is a tribute to new age brides who do not shy away from experimenting, while retaining tradition. Lip shades to use vary from deep reds to blushing pinks and burgundy. Hair in ponytails and chignons decked with flowers and accessories are a bonus.

Sonic advises make-up artists and says, "The right way to use glitter in make-up is keeping balance in mind. Depending on how much glitter you want, focus on one or two elements only, like a liner or a glossy lipstick, and keep the rest clean. If you are going all out on the eyes, keep the rest of the face clear of sparkle. The skin should contrast with that one shimmering element, otherwise, it would be messy." 📌

Hair Care

ANTI HAIR FALL OIL BY CHAUTH & NAGSAN

Dead Sea Salts Enriched Red Onion Oil help in restoring hair health, and effectively helps combat hair fall. With regular use the oil makes hair smooth, silky, shiny, dense and bouncy. It is free of Parabens and Mineral Oils and is completely natural and vegan. Available in a bottle with two caps that makes it travel-friendly and lends it a premium look.

Price: ₹549 for 100ml

Availability: <https://www.chauthandnagsan.in>



NEW HAIR COLOUR BY STREAX

StreaX Ultralight Gem Collection from Hygienic Research Institute introduces a range of hair shades comprising of Blue Sapphire, Green Emerald, and Purple Topaz to make heads turn.

Price: ₹160

Availability: Cosmetic stores, online



HAIR STYLER BY VEGA

Get a new hairdo every day at home with Vega 3-in-1 Hair Styler. You can curl, straighten and crimp your hair, switch to different hairstyles, by pressing just one button. The styler has flat plates to straighten the hair and create a sleek look or you can even create beautiful textures. The curling iron helps to create lustrous styles.

Price: On request

Availability: Retail stores



SHAMPOO, CONDITIONER BY RENE FURTERER

Lumicia Illuminating Shine range has a frequent use shampoo that is silicone-free and transforms dull, porous hair into silky and shiny hair instantly. It combines Fioravanti Alcohol, and ancient plant-based recipe from the 16th century, with Acerola Vinegar to tighten the hair cuticle and prevent the buildup of particles along the hair fibre. The Lumicia Illuminating Shine Conditioner, enriched with Vitamin B5, hydrates, instantly detangles, and illuminates hair without weighing it down. Infused with Fioravanti Alcoholate and Acerola Vinegar, rich in Vitamin C, are concentrated in a creamy texture to smoothen the hair cuticle and neutralise hard water in order to perfectly diffuse light along the length of the hair shaft.

Price: On request

Availability: info@abcbrands.in



MIRACLE CARE SHAMPOO BY KT PROFESSIONAL

KT Advanced Haircare's Detox & Refresh Shampoo is a blend of Avocado and Tea Tree Oil. Infused with Avocado which is rich in Fatty Amino Acids, it coats the hair shaft to help retain moisture. The high content of vitamins B and E help prevent damage and promote cell turnover for stronger hair growth. Tea Tree Oil clears excessive oil and dandruff, and moisturises the scalp. Together with the KT Advanced Haircare's Conditioner, this powerful shampoo detoxifies and softens dry hair, and repairs chemically damaged hair. Free of Gluten, Sulfates and Paraben, it is not tested on animals, it is 100% Vegan and safe for all hair types.

Price: ₹630 (250ml) for shampoo; ₹630 (250ml) for conditioner

Availability: www.ktprofessional.com, Amazon, Flipkart, Nykaa, salons

CARE SHAMPOO, CONDITIONER BY TIGI

TIGI Copyright Care Repair Shampoo repairs, prevents breakage and offers heat protection. It is known to strengthen hair protein and protects against future damage to the hair. Also, hair is left more manageable and easier to style, making it look healthier and smoother to touch.

Price: ₹1,600 (300ml) for shampoo; ₹1,600 (250ml) for conditioner

Availability: Premium salons





BEAUTY

Lipstick Month >>



Lip Reading With Kryolan

With the bridal season in full swing, it is the perfect time to treat yourself to brand new lipsticks from Kryolan

What is it about lip colour? It has the ability to transform your mood, empower you or just make you feel different. It has been a subject of mass controversy throughout history. These days, luckily we are free to wear whatever lip product our heart desires and the exhaustive range available makes selecting one a difficult job. A brand with an awesome collection of lines is Kryolan Professional Make-up. The German brand has created lipsticks, gloss, stains and who knows what else for decades worn by movie stars, dignitaries and even heads of state! Well that sounds good enough for us! Let us explore some of the leading ladies!

The extensive range includes 'Lipstick Classic', a Vitamin E enriched cream with excellent durability and a colour for everyone and every mood, from the nudest of nudes to the boldest of blues! Continuing in this line is 'Lipstick Fashion', a full coverage lipstick infused with Avocado Oil in over 30 stunning shades. 'Lipstick Pearl' provides a soft shimmer for those who want to avoid gloss, while 'Lipstick Matt' has a sophisticated and elegant velvet touch.

Trends are always on the move, however an old favourite is making a huge come back! Leading the way in shine is 'High Gloss', an exquisite range of high performance glosses, which are non-sticky and extremely long lasting. This range has it all, from the soft, universal tones of Apricot to the devilish depths of 'Catwalk', if it is gloss that you are looking for, then you have found it!

And now, a lip product that reigns above them all, it is what the professional make-up manufactures at Kryolan have developed, and it is the perfect Lip Stain. This colour intense fluid is seductively matt and has a staying power like no other, so as you are clinking glasses with your girlfriends in celebration of National Lipstick Day, you can rest assured, the only place your colour of choice will be is on your lips.

Named after all the genres of music you will find the colour selections just as eclectic. Cut a rug with the princely purple of 'Disco' or mellow into the peachy nude with 'Blues'. But if you are someone who does not mind turning a few heads, knot your favourite T, scrap your hair up and let your lips do the talking with 'Rock'. A red so mesmerising the government may have to reconsider their old laws!

So, straighten your crowns and get yourself over to the nearest Kryolan City shop in Chennai, Bengaluru or Mumbai. You will not be disappointed. For a quick browse, visit www.kryolan.com

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PROFESSIONAL

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to experience the

6 magic
steps

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Skin Brightening Facial Kit

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Soothes & Brightens the skin
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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



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Tripti Bansal

“Love Losing Myself to Make-up”

Leaving a cushy corporate job and taking a leap towards your passion is a story we are all too familiar with. However, very few have turned them into success stories. Tripti shares her journey and love for the art with *Salon India*

Tripti Bansal took up the challenge and plunged into the world of make-up with nothing but passion and sheer determination to succeed. Eight years hence she is a renowned name in bridal make-up and has also mastered other avenues of the art.

What inspired you to become a make-up artist?

I had always been the regular girl-next-door. I dutifully went to boarding school, then to college, and also did a 9 to 5 corporate job for more than a decade. I got promotions, led teams, and everyone at office felt I would be the next big thing. One fine day, just like that, I was done with it. I realised I needed to do something more enriching. I felt I had to tap into my artistic side. So, I gave up a cushy job and plunged headlong into the world of make-up. It had always fascinated me.

How did you get started?

I am a Commerce graduate so make-up was wildly different. It was scary at first. Till now, all I knew was dabbing on a bit of lipstick and swiping some kohl. But I was excited about opening Pandora's box and interested in learning the art and in its intricacies. Much to my delight, I discovered that I had a knack for it. I learnt make-up artistry from Rakesh Seth in Delhi in 2011. I pushed myself as hard as I possibly could, and eight years into the industry, I am proud to say I have transformed into a connoisseur of bridal and wedding make-up, airbrush techniques, looks required for editorial, and print and special occasion photo-shoots. I have worked with lovely people, brides and celebs like Aastha Gill, Badshah and Manara Chopra. I have travelled half the world for destination wedding and shoots. I am happy I decided to be a part of the beauty industry. It has been quite an adventure!

How do you think the hair and make-up industry has evolved over the years since the time you started?

I love the way the industry has evolved over this decade. When I first started off, there was a lot of emphasis on being heavily made-up, foundations were cake-ier, hair-dos were extremely intricate. The focus now has shifted to letting natural beauty take centrestage, highlighting an individual's best feature and



letting those do the talking. It is no longer about misusing the art of make-up to make anyone feel that they have to hide their flaws, but using this wonderful medium to enhance what they are already blessed with.

What is your USP?

My signature look is fresh and natural that exudes soft glamour. I always customise make-up to match the bride or model as per her features and skin texture to create a classic, unforgettable look.

What are your favourite make-up products? Why?

I love NARS Sheer Glow Foundation because of its satin finish and buildable coverage; Tatcha Dewy Skin Mist as it hydrates the face and lends a healthy radiant glow to the face; Ofra Rodeo Drive Highlighter because of its outstanding pigmentation; and Huda Beauty Liquid Matte Lipsticks and Stila Liquid Eyeshadow.

What do you love the most about make-up artistry?

I would say it is my medium to create. I can mix and match different palettes and colours and create different looks on one person alone. It is intricate work and I love losing myself to it.



What are the top trends and tips you would like to give to the artists and brides-to-be?

I definitely specialise in bridal make-up. The trend these days is to go in monochromatic shades of make-up. A lovely smokey eye goes a long way. A soft and dewy look never goes wrong.

What keeps you going?

The knowledge that my bride has faith in my skills which will make her look special on her big day. They trust me completely, so how can I not oblige?

Who is your mentor?

Meera Sakhrani, who happens to be not only my favourite make-up artist, but also my absolute favourite human. She inspires me in more ways than one.

How will you define beauty?

In a sentence, I would say that it having the courage of your convictions.

What would you like to suggest to aspiring make-up artists?

As with any job, being a make-up artist requires a lot of hard work as well as working long hours. If you really want to make it in the industry, do not give up, push yourself as much as you can, and then push a little harder. When you do get to where you want to be, you will realise it was all so very worth it.

One exclusive make-up hack for the bridal season?

For extremely dry skin, apply setting spray before starting make-up. This is to keep your skin hydrated.

Innovation and sustainability are important. What should Indian make-up brands keep in mind while creating their products?

I personally think more brands should try making their products cruelty-free and sustainable. While there is a push for it abroad, a similar movement is missing in India. Therefore, the onus is on us and consumers as well. I feel there is a lack of awareness, which needs to be addressed. After all, us looking good should not be harming our planet.

What is your personal skin care routine?

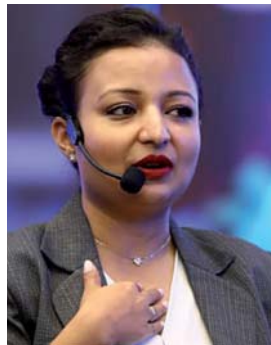
I am naturally blessed with good skin, so I do not follow a set routine. However, I do use products from Glamglow Cosmetics once in a while and the homemade haldi-besan ubtan always works wonders. 🌿





Get that Festive Glow With OxyBlast

This festive season, the Oxyblast facial from Cheryl's Cosmeceuticals will light up your complexion



GUNJAN JAIN

With the festive season upon us, the months ahead are going to be full of preparations. From setting the house in order and attending to guests, no stone will be left unturned to ensure that all the occasions are celebrated with enthusiasm and vigour. Amid such frenetic activity and the ensuing stress, looking after ourselves inadvertently takes a backseat. The consequences of which, reflect in our skin, turning it dull and dreary.

Coming to your rescue is Cheryl's Cosmeceuticals, India's pioneering professional skin care brand. Presenting OxyBlast, an in-salon facial that is specifically designed to provide an instant solution to skin that has lost its radiance and glow. Backed by science, it revitalises and regenerates the skin by boosting cellular function for visible radiance. Providing a 'blast' of oxygen, through the use of antioxidant ingredients like Olive Oil and Algae extract, the facial helps rejuvenate tired skin to restore its lost radiance.

Gunjan Jain, National Education Manager, Cheryl's Cosmeceuticals says, "Cheryl's OxyBlast Professional Treatment is a seven-step process, crafted and targeted towards providing long-lasting and comprehensive results. The ground-breaking ingredients in the facial deliver oxygen deep into the skin targeting areas where skin health, elasticity and firmness begin. By stimulating cell regeneration, dull and tired skin is replaced with glowing skin. This is achieved in particular through our Rejuvenating Serum and Deep Penetrating Mask that are special to this facial. They effectively restore worn out skin by providing it with a blast of oxygenation."



O2C2 Radiance Lotion for home care

A home care product that is recommended by a professional skin expert is essential in maintaining the results of the OxyBlast facial. The post-treatment skin care products ensure that radiance is enhanced and is long lasting. The O2C2 Radiance Lotion is formulated to draw out the natural glow from the skin through the use of ingredients that regulate the production of melanin and deliver benefits such as:

- Sodium Cocoyl Alaninate, a potent anti-ageing agent helps reduce fine lines and wrinkles.
- Actinidia Polygama Fruit Extract helps in achieving an even skin tone.
- Evodia Rutaecarpa Fruit Extract enhances the radiance and luminosity of the skin.

This festive season, glow and radiate with Cheryl's OxyBlast available at your nearest salon.



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Go for it!

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



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www.irftrustedmark.org

Beauty Care

BODY BLEACH BY LA'WELL

Body Blond, an advanced body bleach, is infused with natural oils that help in improving the texture of the skin. It is hydrating and enhances the effect of the bleach. It is best for brides-to-be as it removes tan and gives instant brightening results.

Price: ₹899 (Body Blond Powder)

₹279 (Body Blond Liquid)

Availability: Leading salons

TAN REMOVAL BY OSHEA

Radiance D-Tan Face Scrub has Aloe Vera, Grape Fruit Extracts, Licorice and Arbutin. They help in removing tan, exfoliate dead skin cells, eliminates dirt from the skin, as well as white and blackheads. The scrub is free of Paraben, Silicon, Mineral Oil and preservatives.

Price: ₹285 (120gm)

Availability: www.osheaherbals.com, retail

FOOT MASK BY LUXADERME

LuxaDerme Peeling & Exfoliating Foot Mask is designed to help remove dead, dry and calloused skin on the feet. Infused with a combination of natural AHA and BHA ingredients along with a potent blend of 30+ botanicals, it keeps the skin soft and supple.

Price: ₹750

Availability:

LuxaDerme.in, salons, online



SLEEPING MASK BY INNISFREE

The formula of Ginger Honey Sleeping Mask allows you to get quality beauty sleep, with Canola Seed Oil and Meadow Foam Seed Oil providing intensive moisturising and nourishing care to make your skin look radiant. After your evening skin care routine, apply the mask evenly on the face avoiding the eye and lip area. Once the formula is fully absorbed, go to bed then wash off lightly the next morning.

Price: ₹1,250 (3ml x 15)

Availability: EBOs, online

NIGHT BEAUTY BALM BY FOREST ESSENTIALS

Ojas Glow Replenishing Night Beauty Balm is infused with herbal infusions and natural antioxidants that restore elasticity, even out the skin tone and texture to improve overall skin clarity, while keeping it moisturised. A rich concoction of ingredients like Manjistha, Jyotishmati, Champaka, Arjuna Bark, Tamra Bhasma, Coconut Milk, Cow's Milk Ghee, and more, lend their miraculous benefits; fermented Moringa Oil and Kasturi Manjal purify and clarify the skin and lighten pigmentation; Manjistha adds lustre and Coconut Oil moisturises and softens the skin. The balm gets absorbed quickly into the skin as it is lightweight in texture.

Price: ₹3,800

Availability: EBOs, online

LIPSTICK BY COLORBAR

Amplify your lips with Drama Blast, a show-stopping range of lipsticks. It has star-like lustrous pigments with Borosilicate Substrate formulation that allows incredible degrees of light penetration. It is infused with antioxidant-rich Brazil Nut Oil, which helps prevent dryness and cracking, and the development of premature wrinkles in the skin around your lips. Gloss-enhancing polymers and a skin-friendly, vegetable-based emollient give Drama Blast its high-shine liquid texture, while at the same time restoring the skin's hydrolipidic profile for long-lasting softness and smoothness. Drama Blast is formulated without Paraben, talc or D5 PAO 18 M.

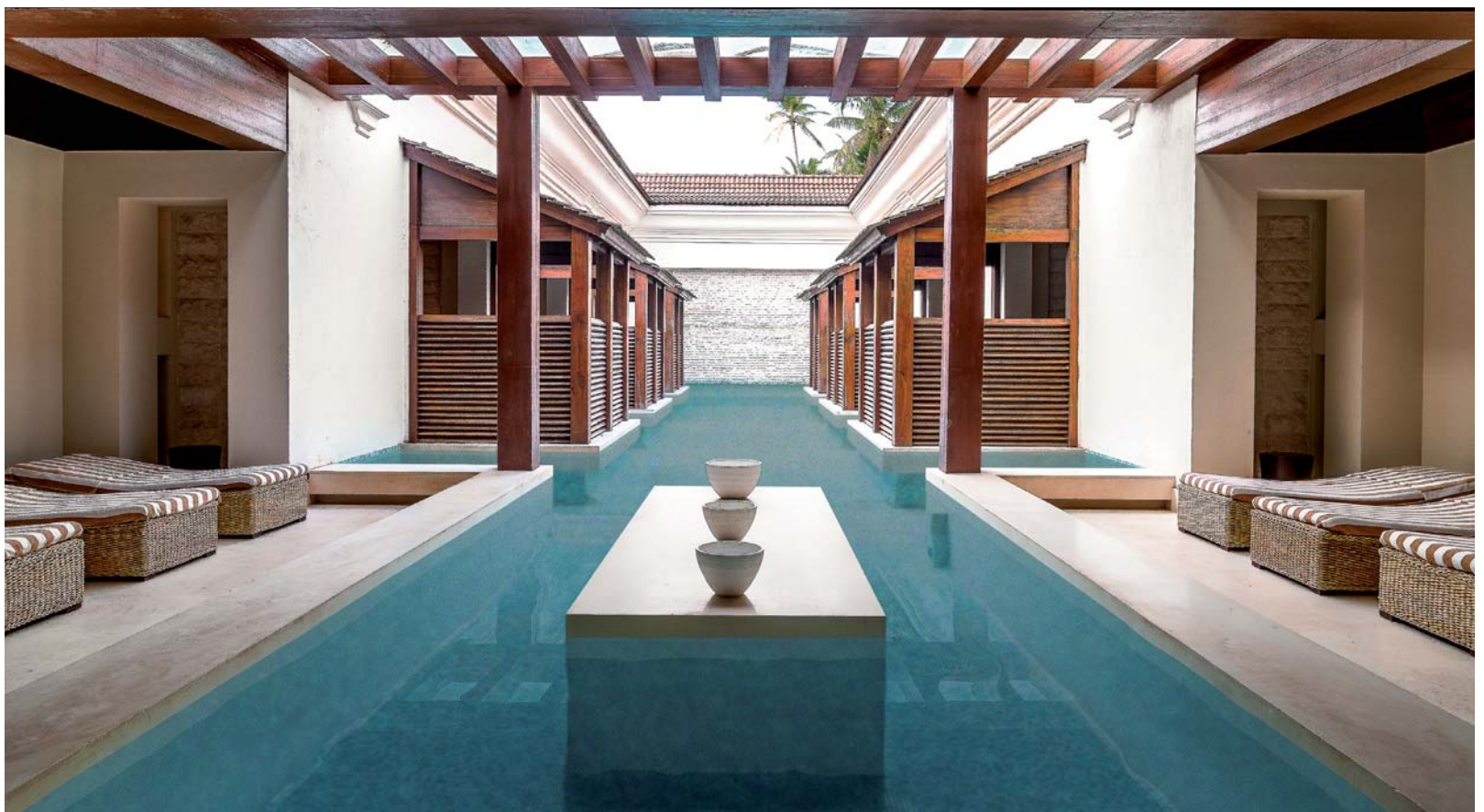
Price: ₹1,200

Availability: EBOs

www.colorbarcosmetics.com



SPA FOODS



Dr Ratheesh Kumar

Spas Need to Offer Experiences

Dr Ratheesh Kumar, Director of Spa and Recreation at Shamana Spa, Grand Hyatt Goa, shares his views on the spa industry and his plans for the spa

THE FUTURE PLAN IS TO GIVE AYURVEDA MORE PROMINENCE, USE NATURAL TECHNIQUES AND ORGANIC PRODUCTS. I WANT TO MAKE SHAMANA SPA A LEADING WELLNESS SPA IN GOA. A PLACE WHERE ONE CAN EXPERIENCE THE GOODNESS OF NATURAL THERAPIES, ADVANCE TECHNIQUES AND AS WELL AS HOLISTIC REJUVENATION.

— DR RATHEESH KUMAR



What is your professional background?

I graduated from Government Ayurveda Medical College in Trivandrum, Kerala with a Bachelor's Degree in Ayurvedic Medicine and Surgery. During internship at Ayurveda Medical Hospital, I had the chance to work with different Ayurvedic and Allopathic departments, such as Kaya Chikitsa (General Medicine), Shalya (Surgery), Shalaky (ENT and Ophthalmology), and so on. These were mostly medicine and science-oriented fields, and I was inclined towards energy healing and massages, so I did a diploma course in Yoga and Naturopathy, and further certifications in Reiki, Traditional Thai Massage Therapy and Hawaiian Lomi Lomi Massage.

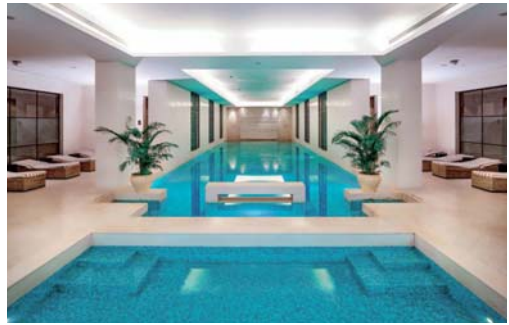
What inspired you to be a part of the spa and wellness industry?

I was driven by pure passion. Being an Ayurveda Doctor, early in life, I had learned about its valuable teachings and ancient health aspects. I wanted to introduce natural healing techniques and medicinal art across the world. Soon the world woke up to the needs of spa services, emotional

and mental healing, and we saw a boom in the wellness industry. It has grown at a CAGR of 20% in the past five years. I had a lot to add to the wellness industry that is seeking recovery retreats, rejuvenation therapies, and energy healing. It was but a natural move to join this industry to share my knowledge. In a technology-driven world, the scope of wellness is increasing which inspires me even more to hail a cure for those who seek it.

What are your views on the growing wellness industry?

Over the years the industry has transitioned from being a physical or beauty notion to holistic care of physical, emotional and mental wellness. Nutrition, healing, physical fitness, emotional stability, and so on, are a part of it today. My idea is to add to this widening gap and make it affordable and sustainable for the masses. Instead of cosmetic cures and treatments, I want people to opt for Ayurvedic and natural healing processes. Rejuvenation therapies should not be luxury, but add-ons to healthy living. The



In therapies, what do your clients prefer?

Majority of our spa guests prefer full body massages, energy massages, and body treatments. The Shamana Experience Massage is our signature and most sought after service.

How do you stay ahead of the competition in the market?

It has never been about the competition, instead we have always tried to add more to our products, services, and hospitality. Taking incepts from Ayurveda and combining it with innovations and use of technology – we aim to create spa treatments that actually serve what people need. It is the creativity and thought that goes behind each of the spa treatments that make us stay ahead of the competition.

How do you educate clients on the importance of wellness?

We offer our guests a wellness consultation from certified experts who help them acknowledge their state of physical fitness, emotional and mental balance. Based on it, appropriate treatments are suggested and also share recommendations on home care regime. Also, our well-being programmes include the time tested cultural and traditional wisdom of South East Asian principles of science and Indian healing from Ayurveda to help our guests feel and look great.

What are the main challenges that you face?

It is the lack of qualified spa professionals and therapists. It is difficult to find people who are passionate about it or have the required expertise. Thereafter, spa products available in the country are not upto the mark. The industry lacks a market of organic and natural spa products to extend the quality services that exist. Moreover, the licensing system to get a grant of land, extend spa services, and so on, is too complicated for one to entail their emergence in this field. Quality control by government is poor making it difficult to achieve the required standard. Most importantly, we are not able to successfully integrate our traditional medical systems like Ayurveda in spas. Technology and innovative tools impose a challenge to educate the clients about natural practices making the whole process undervalued sometimes. 🌿

wellness industry has to fit into the lives of regular people to help them cut away stress, unhealthy lifestyle and emotional imbalance. When wellness becomes a conscious and sustainable choice and widens its reach, a number of people can join in to experience the tranquility of living a balanced life. I think that is what wellness is about – holistic happiness!

What are the USPs of your spa?

The biggest USP has to be the experience of holistic wellness at our spa. We provide facilities like fitness centre, relaxation studio, beauty salon, indoor and outdoor pools, and more, to help them engage in an active lifestyle. We have sauna and steam bath, plunge pools, whirlpools and also a halotherapy studio to detox and rejuvenate. It is the all-round care and love that our guests experience which turns out to be our USP.

What are the therapies offered?

We offer anti-ageing and beauty treatments along with wellness rituals, relaxation, healing therapies, and detoxification. Energy healing is one of the aspects we cover to help people heal from within and unwind. Our therapies include the use of organic products, natural techniques, and mindful practices. With a combination of modern and ancient Indian techniques, our therapists ensure that each guest experiences the luxury of Ayurveda.



Radisson Blu Goa

Ambience of Serenity

Sohum Spa, located at Radisson Blue in Goa, reflects the design elements of peace and calm

Size of the spa: 320 sq. mtr.

Time taken to complete construction: 8 months

About the spa: During your stay at the Radisson Blu Resort Goa Cavellrossim Beach, set aside time to harmonize your body and mind at Sohum Spa. Enjoy an energising workout in the gym, and then unwind in the steam room or sauna. Parents travelling with kids can take advantage of babysitting services and treat themselves to a couples' massage or a soak in jetted tubs for two available in the private treatment rooms.

About the services: The spa offers a range of services from Ayurvedic therapies to Western massages. There are international treatments, signature massages and body envelopments, as well. Soothing décor, soft music and plush interiors – the well-appointed spa and salon are perfect to pamper yourself over a leisure weekend. There is a couples' massage room, four Ayurvedic treatments rooms, two western treatment rooms, and a wet area with steam room, sauna and hot tub. It also has a gym equipped with various cardio and strength equipment. There is a relaxation area for unwinding and enjoying the sounds of the spa.

Architect: Melville D'souza

Address: Radisson Blu Resort Goa, Cavellrossim Beach

Phone: 0832 672 6666

Email address and website:

radisson.goa@sohumspa.com/ https:

www.radissonblu.com/en/resort-goa/spa

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– VIVEK CHANDEL, OWNER



Spa Solace Lucrative Offers

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

ESPA, THE LEELA PALACE, BENGALURU

Essence Of Leela

A powerful revitalising treatment using blends of essential oils, personally selected for individual needs. The initial deep cleansing full body exfoliation is followed by aromatherapy massage which works on pressure points of the body, restoring equilibrium to the mind and body. This full body treatment ends with oriental head massage to ease tension. The result is rehydrated, nourished and soothed skin combined with a sense of deep relaxation.

Duration: 120 minutes | **Price:** ₹6,500 (taxes extra)

THE ZURI KUMARAKOM, KERALA RESORT & SPA

Marma Massage

A traditional Kerala Ayurvedic full-body massage that stimulates the vital energy points of the body, refreshing it by releasing the blockages in the energy flow. Oils are used to rejuvenate the body and mind. The massage instills an uplifting feel of wellbeing and calm.

Duration: 60/ 90 minutes | **Price:** ₹3,000 / ₹4,000 (taxes extra)

THE OBEROI RAJVILAS, JAIPUR

Oberoi Signature

Relax your mind, body and senses with a signature holistic massage. Your therapist provides you with a combination of rhythmic soothing strokes, excellent for releasing muscular tension, increasing circulation and relieving physical and mental stress. Customised to suit your specific need.

Duration: 75 minutes | **Price:** ₹8,000 (taxes extra)

FOUR SEASONS, MUMBAI

Hammam Ritual

Treat yourself to this ritual, which eliminates toxins, relieves tension and leaves the skin feeling reborn. Start with body cleansing using the goodness of Eucalyptus Extracts, followed by an exfoliation with a Basil and Marigold scrub, and end with a calming Himalayan Clay mask.

Duration: 90 minutes | **Price:** ₹9,000 (taxes extra)

QUAN SPA, JW MARRIOTT, PUNE

Indulge - A Quan Signature Massage

This therapy is a full body massage with a moisturising ointment which has an extremely fluid texture that melts on the skin. It contains Brazil Nut Oil and Vitamin E oil which regenerates, nourishes and protects the skin, while making it smooth. With an exotic perfume, it is a treat for the senses, too.

Duration: 60/ 90 minutes | **Price:** ₹4,700/ ₹5,700 (taxes extra)



Harleen Sethi

Keeping It Real

The rising star has made waves with her performance in the web series Broken. Tall and lissome, she shares with *Salon India* her beauty and fitness mantras



Photo credit: Siddhant Singhvi

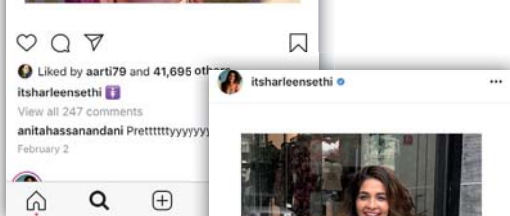
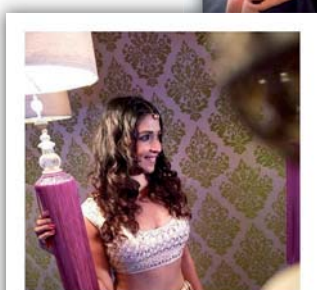


Photo credit: Instagram/ itsharleensethi

Tell us about your character's hair and make-up in Broken.

I play the character of Samira, who has lost herself to a relationship and taking care of herself is no longer on the agenda. So, her looks were never the focus and thus, hair and make-up were not significant. I love to play such characters that are rooted in reality and people do connect with her. In season 2, Samira has graduated to self-love and will be seen focusing on how she carries herself instead of just going with the flow. This will be a different look and I hope the audience would continue connecting with her.

Do you experiment with your looks?

I am a casual dresser and like to keep it real. Trying on anything even a bit dressy makes me feel overdressed. Mostly, I like to keep it low key, but there are times when I want to change something about me, like just a new haircut or colour. But these are just once-in-six-months thoughts. Also, as actors, we get caught up in continuity issues if we experiment too much while being committed to a character.

Do you have a favourite hairdresser?

If I love someone's work, I stick with them. I live in Lokhandwala and I visit Prashant's Salon for my hair care and treatments. They know my preferences and style my hair the way I like. Abhishek at the salon does my hair colour usually. I know I am in safe hands with him when I don't want any drastic changes done in my hair.

What is your style preference?

There is beauty in simplicity! I enjoy it when someone has subtle styling and knows the right make-up - like an understated style. It helps me connect with them.

What are your beauty must-haves?

Hair spas and oil massages are must-haves as hair is damaged a lot by everyday activities like blow drying, tonging, and straightening. Kérastase is my go-to brand for damaged hair and then, my mom's hot oil massage, once every two weeks, is what I look forward to. For skin care, I use a lot of organic products like coconut oil mixed with tea tree essential oil is an overnight miracle and Vitamin C serum or argan Oil. For my body, I use Forest Essentials Bathing Oil or Sebamed Hydrating Lotion right after a shower to moisturise my skin. Medicated and organic products are my favourite.

Do you have a favourite shopping destination for beauty products?

Mostly, I try to buy make-up from the airport. I pick it up from Dubai, Singapore, and New York airports usually. They have 100% original products.

Otherwise, if I need something quick, I pick it up from a local store.

What is your take on the role of diet?

I do believe that what you eat reflects on your body, especially the skin. When you eat right and eat light, your skin will be healthier with fewer breakouts. When you increase your intake of carbs and do not sleep enough, your face will look bloated. So, watching what you eat and getting proper rest is certainly important to maintain the health of your skin.

OPI'S LATEST COLOUR COLLECTION LAUNCHED

OPI, the #1 salon brand worldwide in nail colour and care, recently launched the Peru collection in India. The collection includes 12 new shades in Nail Lacquer and GelColor formulas with colours reflecting earthy, sandy landscapes with dusty mauve undertones and beautifully crafted textures with vibrant statement hues. It includes deep reds and burgundies inspired by red sand beaches, colourful historic buildings and the Peruvian flag. It is claimed to be OPI's most exciting colour journey to date as the brand visits one of the Seven Wonders of the World with the new collection.



To launch the collection, OPI hosted a Peruvian themed nail party with model Diva Dhawan and her friends like Gabriella Demetriades, Nishka Lulla, Atiya Rakyen, Hanna Stromgren Khan, Anushka Mulchandani, amongst others, to experience the collection along with her. They had a pampering manicure session, showing off their painted nails and enjoying the Peruvian themed hors d'oeuvres.

Suzi Weiss-Fischmann, Co-Founder and Brand Ambassador, OPI, shared, "Peru is undoubtedly one of the most gorgeous places in the world. The country is rich in culture and beauty. The food scene is

booming, with Lima – the capital of Peru – boasting three of The World's Best 50 Restaurants. The fashion scene is equally exciting, highlighting stunning textiles, artisan techniques and fine detailing."



WHAT
Collection launch
WHEN
20th September
WHERE
Sephora, Mumbai



FARMAVITA ITALY LAUNCHES NEW HAIR COLOUR

On the first day of PB Mumbai, Farmavita Italy reinstated its position as a major player in the hair colour category by organising a grand ribbon cutting and lighting the lamp of prosperity and peace ceremony by Her Highness Stefania Costanza, Consul General of Italy and Rais Shaikh, Municipal Councilor and Education Committee Member. This grand opening was to launch Eve Experience, the new generation colour experience. It is the first colour to have PPD, the new generation formula, and is also Resorcinol free.

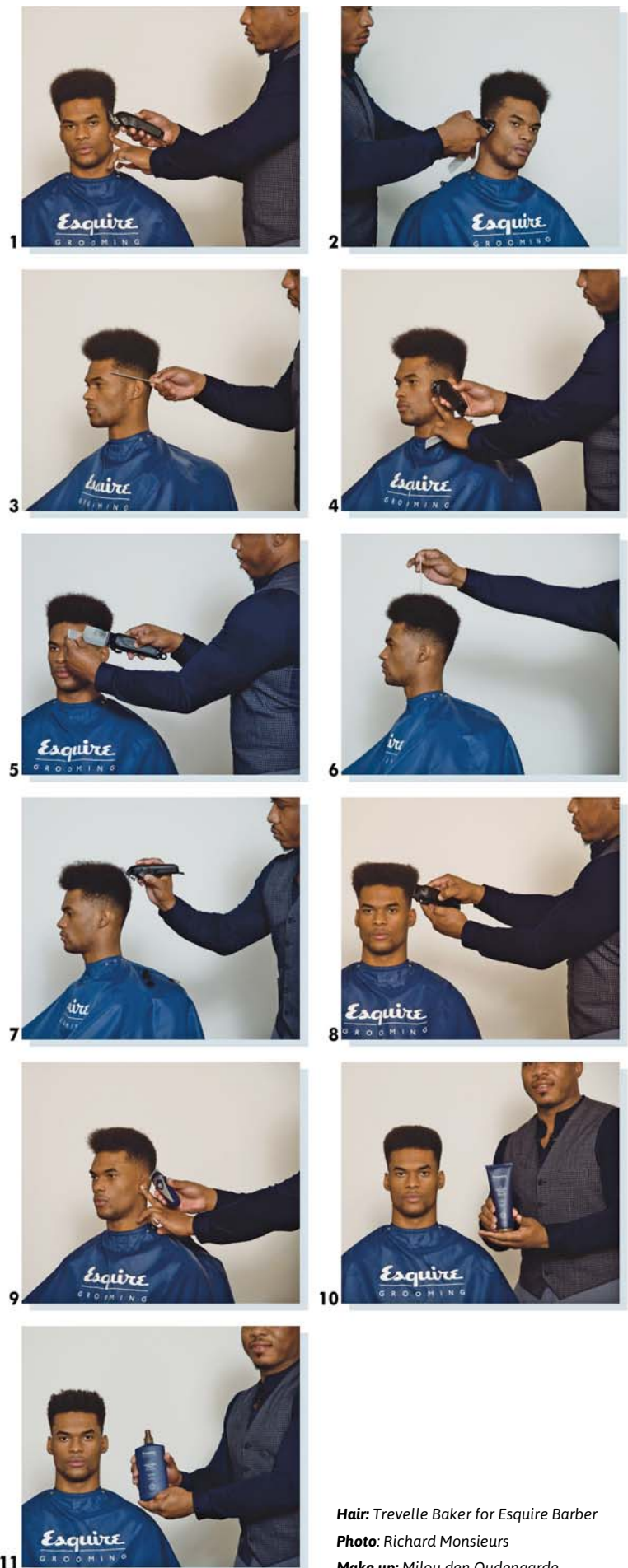
On the second day models displayed the Eve Experience collection. There was a performance by Abuzer Aktar, a play back singer from the Bollywood; Ashmit Patel, celebrity and a runner-up of the reality show Big Boss 4, and Delnaz Balsara Sharma, Mrs Asia Universe 2018, also put in an appearance.



WHAT
Colour collection launch
WHEN
16th to 17th September
WHERE
PB, Mumbai



- STEP 1** Use Esquire Standard Cutting Comb to detangle hair. Then find the weight line of the hair, located on the peak or halo of the head. This will determine the amount of hair that needs to be removed.
- STEP 2** Stay parallel to the parietal ridge. Use the Esquire Classic Professional Clipper with the #2 guard to cut the sides and nape.
- STEP 3** Change your clippers to the #1 guard and switch the blade to lever to 50%. Invert the clipper and cut the hair following the natural curve of the head. Once you reach the occipital bone, begin reverse blending from the longest length to the shortest length. This will help you avoid harsh lines. Pro tip: use the blade lever at 50% to cut the hair short and 0% is used to cut long hair.
- STEP 4** Switch your clipper to the 0 guard with the lever at zero. Cut the sideburns and outline of the hair. While cutting, gradually move the lever 30 to 50 to create a smooth and seamless transition.
- STEP 5** Hold the Esquire Classic Professional Clipper vertically, use the clipper-over-comb technique to cut in a C-shaped scooping motion. To connect the sides use Esquire Standard Cutting Comb. Pro tip: When blending, remember to comb the hair while you cut to get rid of the weight lines.
- STEP 6** After you determine the apex (highest point), cut the top layers even and square. Begin by starting at the crown and work towards the fringe.
- STEP 7** Hold the clipper at a 45-degree angle, connecting the sides to the top and keeping the fringe natural. Cross check the square shape of the haircuts by combing through the hair to find any weight line.
- STEP 8** Clean up the hairline using the Esquire 5-Piece Trimmer Set with no attachment.
- STEP 9** Take a quarter size amount of Esquire Defining Paste. Thoroughly massage the paste into the hair to mold and define the style. Then use your fingers to gently twist the natural curls to your desired style.
- STEP 10** For a flexible hold, finish the look by spraying a light amount of Esquire Grooming Spray on hair.



Hair: Trevelle Baker for Esquire Barber
Photo: Richard Monsieurs
Make up: Milou den Oudenaarde



RICHARD



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- ✎ Authored articles by industry experts offer deep insights.
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HIGHLIGHTS OF THE NEXT THREE ISSUES

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.

Vision 2020-21 Special: Plans, trend prediction for the year ahead, and recap of the previous year.

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