

# SALON

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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!





Hair: Candice McKay  
Photographer: John Rawson

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# 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.





# 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.





# 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.

# 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 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.

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.

### What is new?

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



## 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]

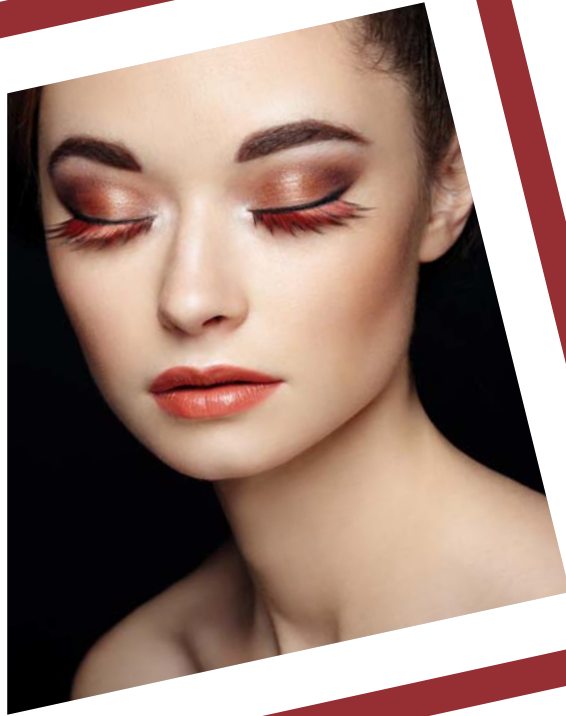




# The Bridal Season Touches the Glass Ceiling

\\ 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 stakeholders in the industry, the bridal season heralds an increase in profit, expansion and diversification



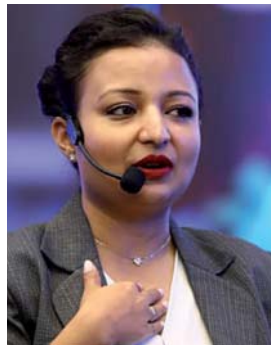
➤ Culturally, it is ingrained in our psyche to host grand weddings. Indians plan savings for years for such a memorable occasion. To this effect, social media has become a key influencer. Inspired by celebrity weddings, brides and grooms-to-be pull out all the stops for this special day. Therefore, pre-bridal packages three to twelve 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? Let us find out from some of the best names in the business...





# 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.



# 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: Siddham Singhvi

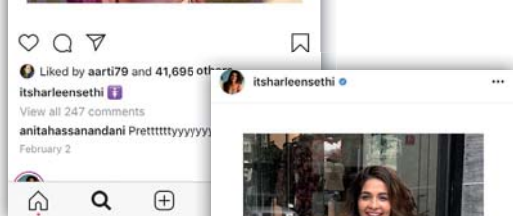
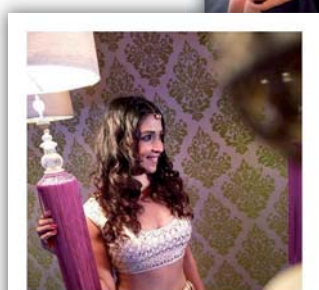


Photo credit: Instagram/ itsharleensethi

**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.



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