

# SALON

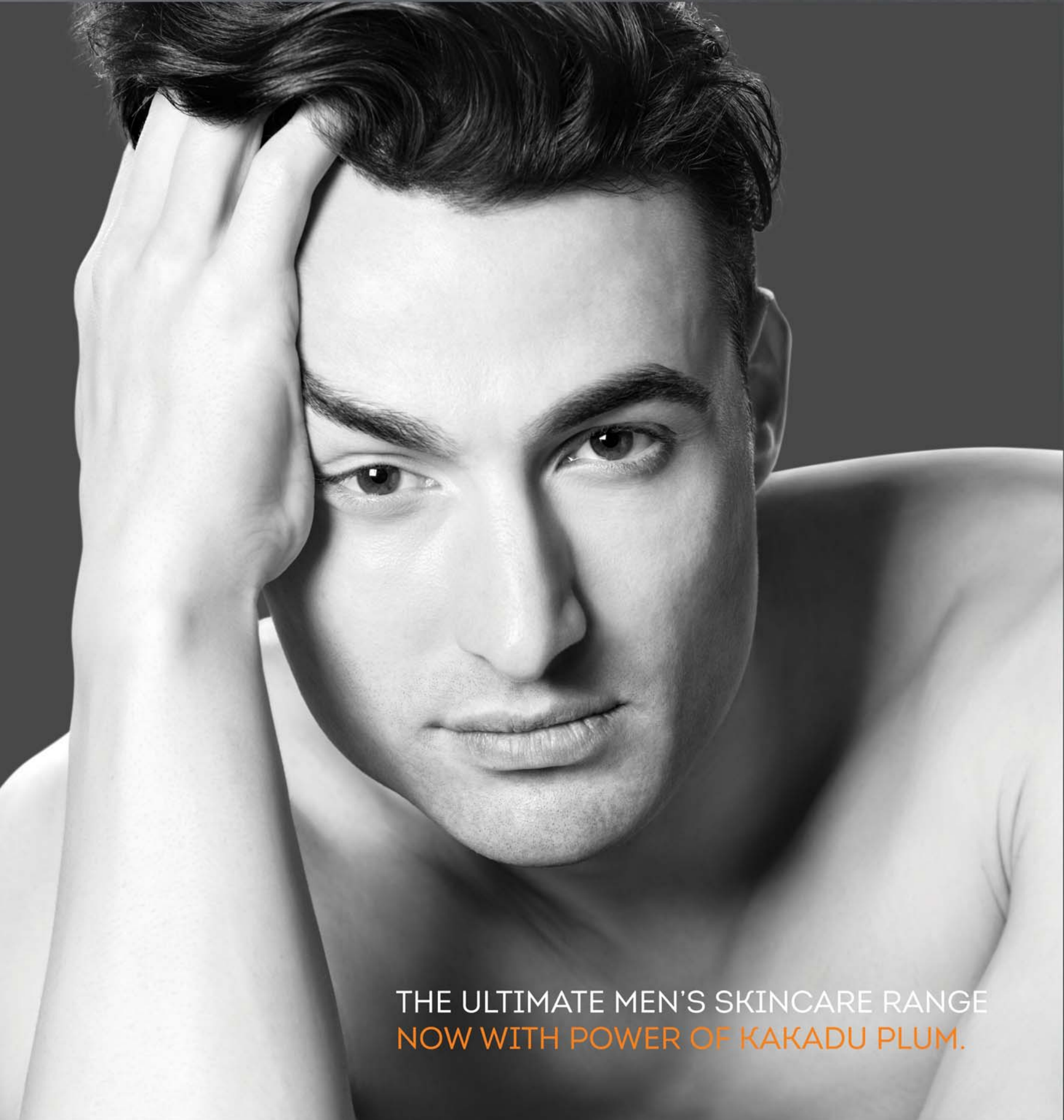
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**INTERNATIONAL**

INDIAN SUBCONTINENT | Vol 11 No. 11 | November 2019 | Price ₹150



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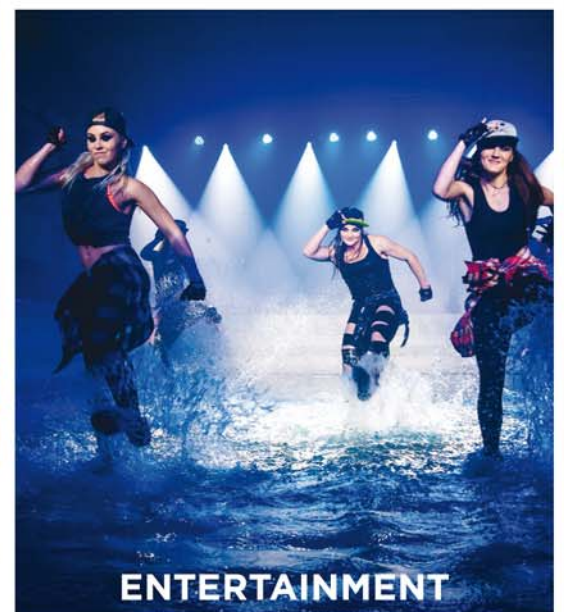
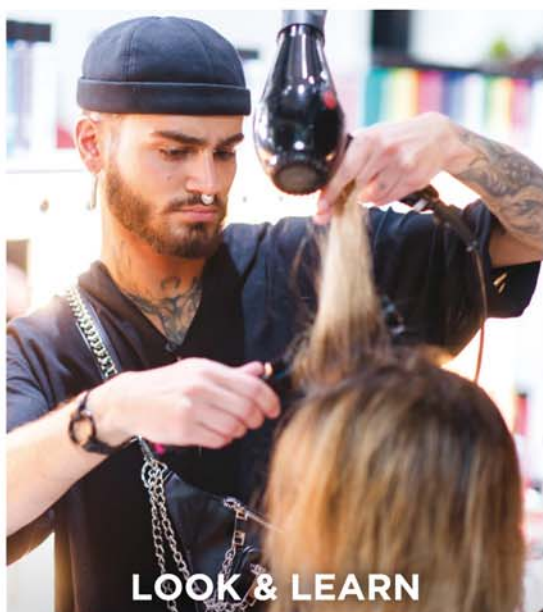
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\*SOURCE: KLINE'S MALE GROOMING USA 2018 REPORT

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

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

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Gone are the days when 'technology' left us confused. These days it plays a larger-than-life role in our daily working, be it in our businesses or at home. To be honest, it is not even that difficult to understand. There are simple steps to follow, much like one follows a route map to reach a location, and voila! you are there! Our *In Focus* takes a cue from this aspect of our life – technology and how it is being used to make our businesses easier to do, and with higher success rates. Technology, today, has given an equal playing field to enterprises; not only to run their businesses smoothly, but to also profile customers as per individual needs.

In Hair, we introduce international celebrity hairdresser Juanmy Medialdea, who at 13 years of age got into hairdressing, and by 15 was the owner of Juan Miguel Medialdea Peluqueros in Guadix, Spain! In 2019 Juanmy became the first hairdresser in history to win five Picasso Awards with two collections in a single night! On the other hand, Peter Beckett, Hair Ambassador MoroccanOil, got into hairdressing by chance. He was not keen on being a part of it, but when he joined a brand as an educator, he decided to dedicate his life to spreading knowledge about hair. Hair brands are making life that much simpler for artists! Styling products are the backbone, and to aid efficiency, L'Oréal Professionnel has launched Toolbox by Tecni.ART for ultimate styling; Opti.Sculpt and Opti.Straight services by MATRIX are a must for those looking for sleek and straight hair. In hair cre, Biolage SmoothProof smoothens frizz and claims to make hair soft and beautiful; TIGI Custom Copyright promises to meet the needs of all hair types! In the colour category, Revlon Professional has introduced Nutri Color Crème for equal amounts of colour, care and shine. On the home front, Ccigma Lifestyle has a range of unique shampoos that are a blend of unusual ingredients. KT Advanced Haircare Ultimate Frizz Control Shampoo, a blend of Macadamia Oil and Shea Butter, is just perfect for the season!

As the business of hair and beauty is on a curve thanks to the ongoing bridal season, we are also witnessing expansion! David M Tung, APAC Head of Henkel Beauty Care shares opportunities available, plans for the future, and his vision for the group. Schwarzkopf Professional being an intrinsic part of Henkel is, therefore, ready to storm the bastion. Ritu Deswal, Founder, Style 'N' Scissors Salon in Jaipur, shares her take on the season and the ammunition required to make it a success.

In Beauty, we feature independent make-up artist, Davinder Kaur aka Davi, who has come a long way and looks like she is here to stay! Gunjan Jain, National Education Manager at Cheryl's Cosmeceuticals talks about O2C2 Radiance Treatment and HeelPeel Treatment for brides-to-be. It is a delightful experience from top to toe! Dr Pallavi Sule, Dermatologist and Aesthetic Physician, explains the process of lash lifting and its benefits. Shahnaz Husain, Chairperson & Managing Director of Shahnaz Husain Group of Companies speaks about technology in beauty.

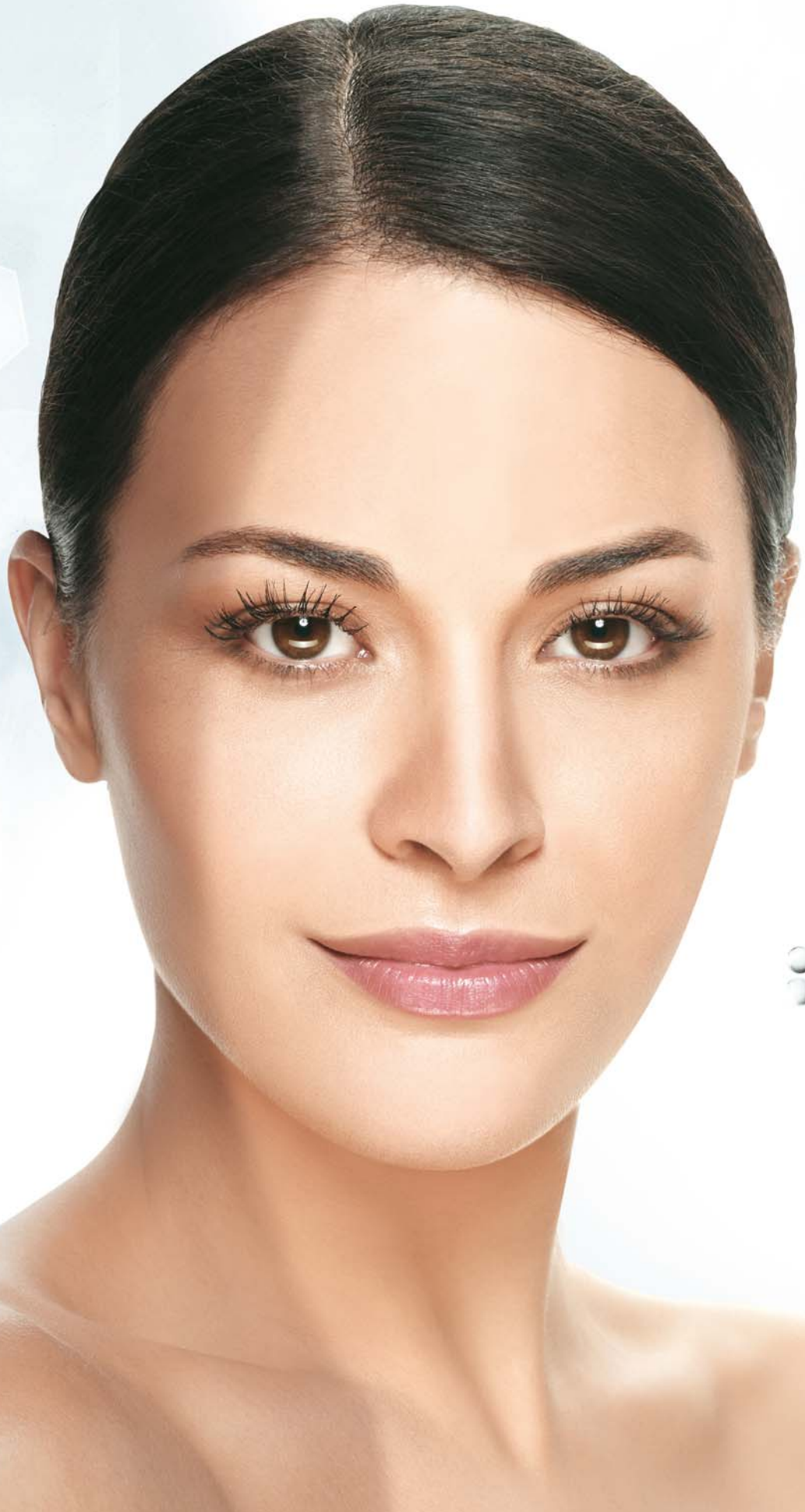
In Spa Focus, we feature Spa Nescense at the Victoria-Jungfrau Grand Hotel & Spa in Interlaken, Switzerland. It is an embodiment of change with its warm, earthy shades, and bespoke walnut wood. Sudhip Ghosh, Spa Manager, Rejuve – The Spa, The Lalit Great Eastern Kolkata, shares his perspective on the wellness industry.

All this and more! Keep reading and reverting!



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Hair: D&J Ambrose

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# VEGA



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

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mm

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

## » NATIONAL »



### STREAX PROFESSIONAL ANNOUNCES VANI KAPOOR AS ITS NEW FACE

» Streak Professional brings aboard Vaani Kapoor as the brand ambassador. She will feature in the brand's print and digital communication campaigns. Rochelle Chhabra, Professional Division Head, Hygienic Research Institute shared, "We are delighted to have Vaani join the Streak Professional family." Commenting on it, said Vaani, "I am proud to be a part of this family now and look forward to our creative collaboration. It is going to be great as I love experimenting with my hair with colour and styling!"

### SUPER SMELLY GETS ANGEL INVESTMENT

» Delhi-based toxin-free personal care products start-up, Super Smelly has raised an undisclosed amount within the first seven months of their operations in an angel round of funding. It was led by Singapore-based Lyte Investment Bank and others. Launched in 2018 by Dipali Mathur and Milan Sharma, Super Smelly aims to disrupt the personal care product space by introducing safe, all-natural, certified toxin-free products for young adults, teens and tweens.



### FREEDOM OF HAIR CAMPAIGN

» Pantene launched a new campaign for freedom of hair on 13th October, 2019. With the #FreedomHair campaign, Pantene is partnering with Sattva, a mission-driven organisation making social impact. The partnership aims to help young girls across India to share their thoughts and speak up. As a part of this association, Pantene with Sattva will inspire action among young girls through engaging workshops and internships across diverse careers and passion areas, giving them the freedom to pursue their dreams.



### THE MAN COMPANY GETS FUNDING FROM AYUSHMANN KHURRANA

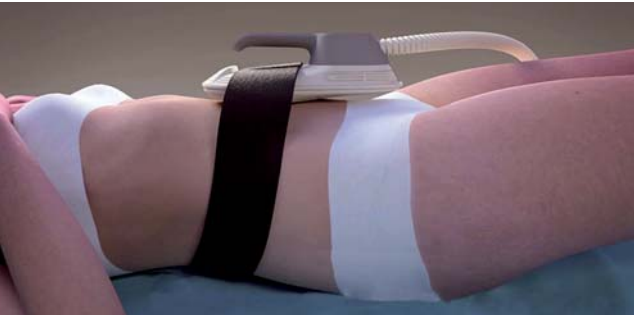
» Ayushmann Khurana has invested an undisclosed amount and endorsed the men's grooming start-up, The Man Company. The strategic funding by Ayushmann does not provide a board position to him, however, it will be used for branding and ramping up the brand's presence Pan-India. Hitesh Dhingra, Founder and Managing Director, TMC, said that the company is hoping to be EBITDA positive by December.



### CELEBRATE WORLD ANIMAL DAY SPIRIT

» Shoppers are now becoming more aware of how their consumption choices is impacting animals and the environment. There is a driving shift towards natural, sustainable and cruelty-free products. While many brands are still at an emerging stage, it is good to see them upgrade and come up with beauty products that are cruelty-free and organic. There are five brands which are celebrating the spirit of cruelty-free and are based on this concept namely, Skinella, Blue Heaven Cosmetics, Bio Organics and Natural (BON), Lotus Herbals, and Super Smelly are the brands that are proud to not test their products on animals.





**EMSCULPT TECHNOLOGY AVAILABLE AT SKINLAB**

Dr Jamuna Pai, leading cosmetic physician and celebrity skin expert has launched many cosmetology techniques like Botox, Dermal Fillers and Coolsculpting in India. Now, Dr Pai has introduced EMSculpt in an exclusive launch event at Taj Lands End, Mumbai on 6th November 2019. Emsculpt, which will be launched at SkinLab Mumbai as the first and only non-invasive body sculpting and butt-lifting procedure that simultaneously builds muscle and reduces fat. It is a high-end service that uses a unique patented magnetic field HIFEM technology. Pavel Mykytyn, Head of Product Management at BTL Aesthetics was present at the event as a guest speaker.

» INTERNATIONAL »



**ARCTIC FOX HAS LAUNCHED HAIR BLEACH**

Arctic Fox has unveiled a bleach, which lightens hair up to eight levels. The developer is infused with natural ingredients like Mango and Cocoa Seed Butter, which soothe the scalp and strands, Açai helps strengthen hair, and Papaya extracts help improve circulation to the follicle. Collectively it minimises damage on hair. It is made in Southern California with non-GMO and plant-based proteins, without beeswax, and not even tested on animals. The bleach has a violet base to help cool down yellow tones, though a brass-banishing toner and purple shampoo will help, too.



**WORLD SPA AWARDS RECOGNISES PROFESSIONALS**

The World Spa Awards, held at Armani Hotel Dubai on 21st October, recognises excellence and celebrates the spirit of professionals in the industry. This year Santorini's Santo Maris Oia Luxury Suites & Spa, was honored with the title of Greece's Best Resort Spa for the third consecutive year. Andreas Metaxas, Managing Director of the Metaxa Hospitality Group received the award from Rebecca Cohen, Managing Director of the World Spa Awards.



**JORDYN WOODS DIVES INTO HAIR BUSINESS**

Jordyn Woods, model, has teamed up with Easilocks, the hair extensions brand, to launch the Jordyn Woods x Easilocks collection. It includes three pieces – the fringe, the ponytail, and the lace U part, available in 18 different multi-tonal shades. The extensions are priced from \$35 to \$80 and available online for customers. She announced the collaboration on Instagram.

**COSMOPROF ASIA TO BE HELD IN HONG KONG**

The 24th Edition of Cosmoprof Asia will be held from 12th to 15th November. This is the largest exhibition for hair and beauty encompassing an area of 118,900 sqm, it will have over 3,100 exhibitors, 25 country and group pavilions. This edition will feature Korea as this year's Country of Honour. This year's theme is based on sustainability and working towards creating a circular economy. Also, a press conference will be



held on 13th November from 12:00 to 4:00 at the Hong Kong Convention and Exhibition Center. It will be attended by dignitaries and veterans of the hair industry.

## \\ STRIP: MINISTRY OF WAXING \\ MUMBAI

- > **Colour combination:** Gold, copper, red, turquoise blue, white, green
- > **Products used:** Spa Esprit Group wax, Malin & Goetz
- > **Lighting:** Ceiling, spot and ambience
- > **Flooring:** Tiles
- > **Architect:** Simran Chana; The Spa Esprit Group interiors team



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Ami Vaghani and Zarna Chainani, Owners

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91 70450 93996

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www.strip-india.com

International waxing brand, STRIP: Ministry of Waxing has forayed into India. Designed over 500 sqft, it is equipped with two treatment rooms and a reception area. Says Ami Vaghani, Co-Owner, "We wanted to change people's experience with reference to waxing by making it memorable for the right reasons – a smooth glowing skin and not a painful walk out of the salon!"

Inspired by the art of block printing, the design concept for the ceiling,

furniture, the furnishings was created. Zarna Chainani, Co-owner, shares, "We challenged the designer to make our ceiling look stunning. It should be beautiful to look at as clients spend most of their time lying back."

Amy and Zarna further share the brand's USP, "STRIP was the first to introduce the 'No Double Dipping' commandment. It is customised wax formula, and the unique techniques used make waxing more hygienic and less painful."

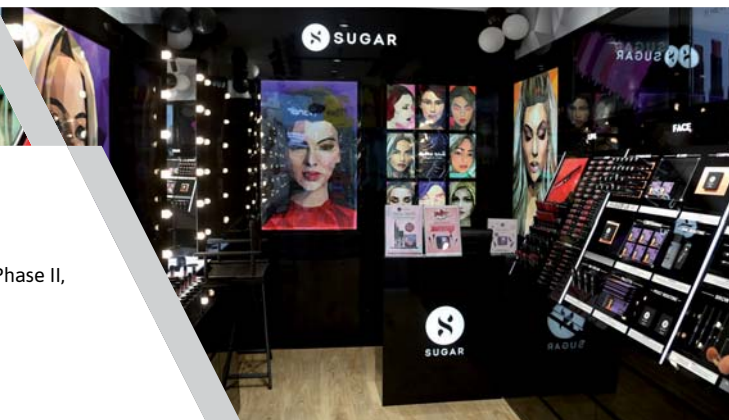


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## \\ SUGAR \\ GURUGRAM

- > **Colour combination:** Monochrome with colourful low poly visuals in an around the store interior
- > **Lighting:** Track lights for the ceiling, bulbs around the makeover mirrors, backlight through the visual structures
- > **Flooring:** Wooden finish
- > **Architect:** In-house team and Vista Retail Pvt Ltd



The SUGAR brand outlet, spread across an area of 197 sqft, has makeover stations setup in each of its EBOs. This allows the audience to swatch, feel and try the product, helping them to find the right one for their skin tones.

The store design is divided into two main areas – the make-up stations and the product display section. The planogram has been strategically structured with divisions according to various make-up categories and their subcategories.

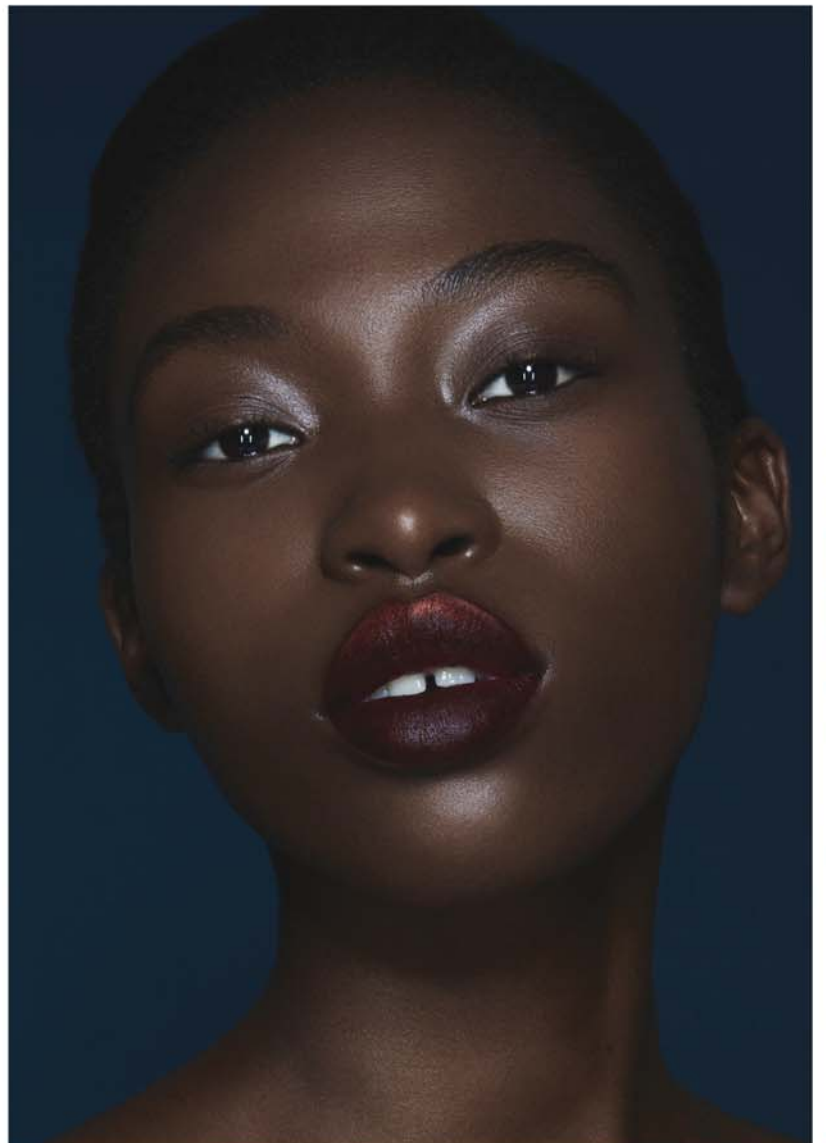
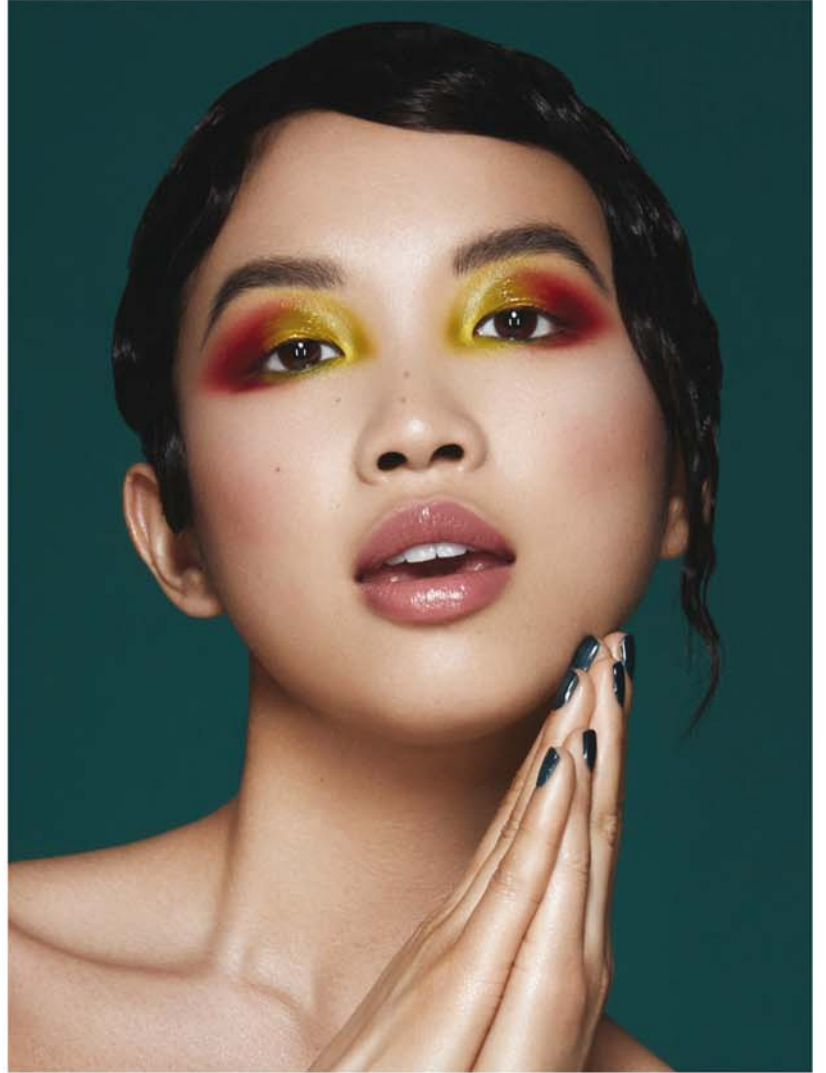
This store also has an innovative lipstick runway display for the Smudge Me Not Liquid Lipstick.

Says Vineeta Singh, Founder, "We are overjoyed to announce the launch of our exclusive store in the city of Gurugram. This millennium city is a key hub for make-up aficionados and women who love to experiment with their looks. With this store, SUGAR reaches a total of 770+ retail outlets Pan India, and we are hoping to touch 1000+ retail outlets by the end of 2019."

# OTHERWORLDLY BLOOM

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

KRYOLAN.COM



 **KRYOLAN**  
PROFESSIONAL MAKE-UP

MAKE-UP IS A SCIENCE

# Juanmy Medialdea

## “Hairdressers Must be Wicked”

At 13, Juanmy Medialdea was introduced to hairdressing, and by 15, he was the owner of Juan Miguel Medialdea Peluqueros in Guadix, Spain. In 2019 Juanmy became the first hairdresser in history to win five Picasso Awards with two collections in a single night, a milestone in a meteoric career

\\ by Aradhana V Bhatnagar

### **Deciding to be a part of the hair industry**

When I was 13, I started studying hairdressing at ACI Professional, a training institute in Guadix, Spain. This stage was hard at the beginning, but due to my diligence, enthusiasm and commitment, it was possible to turn into an enjoyable and exciting experience! At 15, I launched my first salon and it was the best time of my life. I come from a very humble family, but thanks to the time and effort that my parents had put in, I was able to carry on. They bought second-hand furniture for me and I was able to open the salon in an old house that my grandparents had left to me. The first two years of this profession were memorable personally and professionally.

### **Inspiration**

It is difficult to pinpoint as inspiration comes from within. Any occasion, place, detail or image I come across, can provoke a vision in my mind and that is what I would call my inspiration, since this later on gives rise to my eagerness to express through the hairstyles I create. At the heart of the creation process there is an essence of enjoyment, illusion, giving reins to fantasy, of transmitting feelings, and they form the basis of a collection. But without my team of experts, nothing would be possible.

### **Personal life**

I remember with great affection all the people who helped and encouraged me to enter the world of hairdressing. I have always liked craft, so one day when I was making nests for birds, the teacher asked us what we would like to do in the future? I said that maybe something administrative, but she looked at me and said, “One day you will be a great hairdresser.” This aroused my curiosity, and later got me hooked to hairdressing, and it continues to be my passion till date.

### **Professional career**

I did the basic studies at ACI Professional Institute, and to hone my skills further, I went to Cebado and Pivot Point academies. I have done several courses, and continue to do so, as the key to success is training. Recently, I have been learning a lot from the Russian hairdressing contingent. Antonina Romanova, Georgiykot, and others, use such interesting techniques!



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JUANMY MEDIALDEA



**Challenges faced**

I think the normal day-to-day world we live in is a challenge, but you have to go through the process to overcome it. If at first you do not achieve your goal, try being consistent and with regular practice it will be possible. I hate routine and stagnation.

**Forté as a hairdresser**

I am skilled in colour, cut, barbering, and more, but my passion is bridal hairdressing and up-dos.

**Must-have qualities in a hairstylist**

I think the hairdresser has to go one step further and become a stylist. You have to merge hair with different factors of styling; you cannot just focus on the hair if you want to achieve a perfect final look. With that in mind, the hairstylist must be able to expand his knowledge to carry out other functions, and offer services in image consulting.

**Trends in haircuts and colour**

In colour, cold tones are giving way to warmer tones. Balayage and babylights in blonde are leading the way, along with all kinds of subtle gradients. In cuts, we are seeing gentler and subtle styles. Hairstyles have more volume and movement, with gentle layering with natural effects. We always try to adapt a cut to the type of hair, face and style of the client.

**Plan to open academy**

We are working on opening an academy, and would like to have training courses for professionals with a focus on creative hairdressing, image consulting, up-dos, and bridal styles.

**Views on Indian hairdressing**

Hairstyles with spectacular ornaments during weddings fascinate me the most! Even the brides have evolved and they are of two types – the traditional bride who continues to promote the twisted bun with the hair swept off the face, and second, is the bride seeking modern trends with informal techniques. They go for knots and twists inspired by celebrities. Another in-demand option is to include colourful jewellery into the style. Indian weddings are a source of inspiration for us and our collections.

**Future plans**

To continue enjoying this profession which is the best in the world. 🌍

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In Style



# Essentials of Effortless Styling By Tecni.ART

**This season everyone is in the mood to look different. Some women want their hair to be short, while others prefer long Rapunzel-like locks. There may be some who like the curly look, when for others it is straight and shiny. Whatever may be the style, woes are unlikely to change! L'Oréal Professionnel has launched Toolbox by Tecni.ART, an innovative and advanced range of styling products for your hair to look effortlessly chic, irrespective of the style!**



### Liss Control +



**Frizzy hair do not care:**

Leave the frizzy issues behind with Tecni.ART Frizz Control. Tecni.ART Liss control provides 24-hour anti-frizz protection. It imparts a beautiful shine and lustre and makes it smoother than ever before. Give any hairstyle a soft and satin-like finish with Tecni.ART Frizz Control. What's more, you do not have to worry about any side effect and damage.

### Siren Waves



**Wavy all the way:**

Tecni.ART Siren Waves defines and revives curls and waves. The finish is similar to those glamorous red carpet waves with no frizz. The soft natural touch and shine of your hair is there to stay.



### Air Fix



**Different hairstyles for different occasions:**

For all the retro lovers making that bouffant, the look has never been easier. Tecni.ART Air Fix has an extra strong and gives long-lasting hold to your hairstyle. It also adds an enhanced shine.

### Full Volume Extra



**Voluminous thick hair:**

Full volume Extra helps you create big hair with extra volume and a strong hold without weighing hair down.



### Constructor

**Damage control:**

Tecni.ART Constructor shapes hair whilst providing protection from heated styling tools and gives a volumised effect with no visible residue.





# SHINE THROUGH CELEBRATIONS WITH THE PERFECT RADIANCE.

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

COMES WITH  
*a special*  
UNDER EYE SMOOTHER



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



# Sleek and Straight Festive Tresses

Powered by MATRIX Opti.Straight and Opti. Sculpt Straightening Services

Everyone is busy prepping for all the chaos that ensues with attending multiple weddings whilst planning for the festive season. Amidst the preparations, your client's hair takes precedence since a hairstyle can make or break a look. It is a stressful time as one is ticking off a lengthy checklist of tasks and errands that often leads to neglected and under-nourished hair. While they desire to wear professionally styled hair, they are often worried about hair damage, and therefore, there is a dire need for a solution. Coming to the rescue are Opti.Sculpt and Opti.Straight services by MATRIX that allow your clients to sport sleek, beautiful and manageable hair. Now, you can help your clients embrace their hair in all its sleek styled glory!



## Advanced Shaping Service by Opti.Sculpt

Recommend the Advanced Shaping Service by Opti.Sculpt to help your clients achieve lustrous locks. It is powered by Cera-Sculpt technology which features Elastin, Collagen and Ceramides to give sleek, straight hair with movement while nourishing it. Its breakthrough low-odour formula makes the service a comfortable experience, allowing your clients to achieve straight hair with nourishment and shine.

The service has three strengths depending on the hair type:

- > Normal for fine to medium hair.
- > Resistant for thick hair, very curly hair.
- > Sensitised for brittle or chemically-treated hair.

## Natural-Soft Straight Service by Opti.Straight

Recommend the Natural-Soft Straight Service by Opti.Straight if your clients are looking for natural-looking straight hair without worrying about hair breakage. The Auto-Control Technology prevents breakage during the service by ensuring it is not over-processed and lends manageability to hair.

The service has two strengths depending on the hair type:

- > Normal for fine to medium, chemically treated hair.
- > Resistant for thick, seriously curly hair.

## Homecare range

Experts recommend using the Opti.Care Smooth Straight hair care range to maintain the longevity of results of straightening services. It is a specialist post-straightening range that includes shampoo, conditioner and serum. 📌



These services are available at all MATRIX salons across India.





# Nutri Color Crème by Revlon Professional

## Boost the Colour

What if you could give your client's hair a colour boost like no other? How does super shine, revitalised colour and softer hair take place in about three minutes? The Nutri Color Crème range is what you need

Have more fun than ever with our 3-in-1 cocktail that offers you infinite possibilities in Color, Care and Shine. The perfect product for fun, creative women who want to refresh their hair colour or adopt a new fantasy shade, thanks to our latest techniques that guarantee healthy, shiny hair. Radiant hair in one product: refresh the shade, correct and neutralise unwanted tones or create fantasy colours in trendy, creative styles.

Nutri Color Crème offers versatile colour and care, with beautiful, vibrant results and healthy-looking hair every time. Nutri Color Crème is an innovative response to the latest colour trends with colour options for every target and salon. It is convenient and time-efficient product with an extensive colour palette and high-speed service that takes between 3 to 15 minutes.

**Nutri Color Crème Technology:** The product uses an exclusive blend that combines cosmetic ingredients with a conditioning system, Provitamin B5, Grapeseed Oil, and a selection of ionic pigments.

› **Nutri Color Synergy Complex:** It nourishes the hair fibre with a 3-in-1 effect to obtain a combination of colour, care and shine.

› **Ionic Pigments:** For vibrant, intense colours and distortion free fading.

› **Conditioning System:** Blend of cosmetic ingredients that act on the hair cuticle.

› **Grapeseed Oil:** Contains antioxidants that help to neutralise free radicals.

› **Provitamin B5 (Pathenol):** With moisturising and nourishing properties.

Nutri Color Crème  
Innovation and Creative freedom

Classic Shades	Fantasy Shades
1011 Intense Silver	120 Iridescent Grey
1022 Intense Platinum	190 Blue
1003 Golden Blonde	200 Violet
1002 White Platinum	300 Yellow
931 Light Beige	400 Tangerine
812 Pearly Beige	500 Purple Red
740 Light Copper	600 Fire Red
713 Frosty Beige	700 Green
641 Chestnut Blonde	005 Pink
513 Frosty Brown	002 Lavender
411 Ash Brown	
	<b>Clear</b> Ideal for mixing to create pastel shades or applying on dark bases to add shine.
	000 Clear



<b>Colour</b>	Refresh and boost colours or create personalised fantasy shades in minutes.	Proven results Instant colour: Refresh and boost in three minutes! Intermixable shades: Personalised fantasy shades in 15 minutes. Applying heat intensifies the colour result.
<b>Care</b>	Formulated with ingredients used in cosmetics and enriched with antioxidants and vitamins.	Proven results Moisturises and nourishes. 60% less breakage.* Reduces static and flyaways. Does not weigh the hair down. Ammonia-free.
<b>Shine</b>	Its formula provides the hair with incredible shine.	Proven results Extraordinary shine. Smooths and seals the hair cuticle.

\*Anti-breakage test by multiple combing.

# Bid Adieu to Frizzy Hair

Irrespective of the type of frizz, Biolage SmoothProof transforms persistent frizzy hair and leaves it smooth and manageable



The festive season has officially arrived in all its glory! And women across the country have begun their preparations in full swing. Their hair takes priority and there can be no bad hair days during the festivities. However, the one issue that they all face is frizz, which can instantly ruin all the effort put into styling their hair

Regular styling of hair using heat, lack of moisture and the weather conditions in your environment, all contribute to frizz. But did you know that not all frizz is the same?

Have you ever felt that your hair is completely unmanageable? If you observe closely, there are flyaways that appear all over your hair due to **Static frizz**.

You might have often complained about the baby hair that occurs only at your temples and forehead, making your overall look messy. This is rightly termed as **Halo Frizz**.

Have you observed that when you run your fingers through your hair, the surface of your hair feels rough but the hair underneath is smooth and controlled? This takes place due to **Surface Frizz**.

Due to the excessive heat and the tropical weather conditions, even a short amount of time spent outdoors can turn hair frizzy **due to humidity**.

Being unaware of the causes and reasons for the occurrence of frizz makes it difficult to find a solution that will help them achieve healthy and beautiful tresses. However, fret not! No matter the type of frizz you face, Biolage from MATRIX comes to your rescue. A pioneer in offering nature-inspired hair care, Biolage believes that every day must be a good hair day for women.

Biolage SmoothProof Range contains a breakthrough formula that provides smooth frizz-free hair for 72 hours! Inspired by the power of the water-resistant Camellia flower, Biolage offers SmoothProof BioSpa, an in-salon service that provides controlled and smooth frizz-free hair. The SmoothProof Masque encapsulates the hair and aligns the cuticle to help lock out moisture for control and smoothness.

Follow up the in-salon service, with the Biolage SmoothProof homecare range comprising a shampoo, conditioner and serum that helps maintain long-lasting results and controls frizz for an extended period. 🌿



Book your BioSpa today! These services are available at all MATRIX salons across India.



# David M Tung

## India Vision for Henkel Beauty Care

David M Tung, APAC Head of Henkel Beauty Care shares with *Salon India* the opportunities available, plans for the future, and his vision for the group

**What is your vision for Schwarzkopf Professional as a brand?**

The brand wants to be involved and present in the country as much as possible. Though we are taking the traditional route of expanding our strong professional business, it is also true that the line between retail and professional is blurring. We want to therefore use different channels to market ourselves like go online, retail, and salons. In the present time, beauty is a great sector to be in with women and men both playing an active role in its consumption.

**What are the new opportunities for your business in India?**

The Indian market is horizontal with the consumer looking for one place that fulfills all their needs like for hair – a salon, for skin – a skin clinic, for body massage – a spa, for nail art – nail salons to save time and energy. This insight has been transformational for the industry and has led to invention of beauty clinics and wellness centres. Also, the e-payment system will transform the landscape totally.

**What are the main challenges faced?**

Customers especially in large metros, do not have the time to visit salons regularly. Building customer awareness is critical. Also, salons need to hire talented staff to retain old customers and attract new ones. Scaling up is another challenge. Henkel, so far, has been perceived as a conglomerate and that has to change into it being a consumer-driven company. Identifying with the consumer and meeting their needs is hence, critical.

**What are your plans to further grow the business in India?**

Plans to grow the business would include enhancing the customer reach and expanding the salon distribution network; being a part of premium retail channels; having an additional reach through premium retail channels like Sephora and Nykaa; making innovations in the existing product line and expanding the international portfolio; and hiring professionals is on the agenda.

**How do you plan to channel your leadership skills?**

I think leadership is all about influencing the business and facing challenges. The common element in all my prior positions has been to ‘manage complexities’. Whenever I have moved to a different organisation, I think of the business crisis and it attracts me the most.

**What are your views on sustainability, and merging global technologies with regional logistics?**

We will be launching sustainable initiatives in 2020, such as replacing plastic bottles with a sustainable option. Also, we will be introducing a vegan product without chemical enhancements. In retail, we have a sustainable movement going on. India has authentic roots where oil is an integral part. Globally, there is a fusion of western world getting acquainted with Indian roots and adapting it to suit themselves. For instance, from the Japanese culture, Green Tea and Matcha are ruling the beauty industry; Lotus, Jasmine, and Cherry blossom are being used in products extensively. There are a lot of Indian brands that are into fragrances and body care and we need to foster them. Asia is the leader in technology and digital technological innovation; so much so that US is taking inspiration from China.

**What are the initiatives being introduced for hairdressers?**

There is a global initiative where we aim at training professionals in our lab. We need our staff to be digitally active and are hence, educating them on ways to gain traction on social media platforms. Digital transformation is a global cultural requirement that the brand needs to embark upon. 🌐

GOING FORWARD, HENKEL WILL BE LOOKING TO GROW IN THE INDIAN MARKET. WE HAVE DONE A NUMBER OF ACQUISITIONS IN THE US AND WILL BE DOING MORE IN INDIA.  
– DAVID M TUNG

# TIGI Custom Copyright Treats All Hair Types

TIGI Custom Copyright is a treatment created to meet the hair needs of all the hair types. Its USP is that it provides an intense level of repair and smoothness for ultimately glorious hair



Every client is unique and so is their hair. From chemically damaged hair that's ready to snap, to unruly frizz prone hair, each one has specific needs that affects their direction for cut, colour, style and aftercare recommendations. Customisation helps in giving your clients perfect hair.

We know about the SOS Extreme Recovery system and how it helps restore damaged hair in just five minutes. The next variation, TIGI Copyright Care Range aptly called the TIGI Custom Copyright, is a treatment created to meet all hair

needs. Its USP is an intense level of repair, smoothness or shine or using a combination of boosters for a perfect copyright look. The magic potion in the TIGI Custom Copyright service is the treatment base, which is infused with Keratin, Shea Butter and TIGI's unique Vitamin Complex. Therefore, it is the perfect colour safe treatment for a client's hair and is intermixable with treatment boosters. The entire treatment takes up to 30 minutes and is meant for those who are pressed for time! Let us have a look at how it works on different hair types:

### Dry and frizzy hair

Here the treatment base is used along with the smooth booster, which has bamboo extracts providing anti-humidity and frizz fighting benefits resulting in smooth hair. The smooth booster is enriched with 18MEA, designed to replenish the lost lipids from the cuticle through heat styling. This advanced treatment seals in moisture and makes the hair smoother by up to 62%.

### Dull hair, lacking in shine

The shine booster adds shine to lifeless hair. The special formulated treatment boosts cuticle reflection giving up to 75% more shine\* whilst an exclusive oil blend of Coconut Oil and Cassia Leaf Oil, known for high shine properties, treats the dulling effects of colouring and styling. Clients will experience a glossy vibrant colour and light-reflecting shine in their hair after just one use.

### Damaged hair

For clients with damaged, weak or colour treated hair, the repair booster does wonders! It boosts the cellular repair of chemically damaged hair with this expertly formulated treatment, containing concentrated Keratin Bond Complex. Each application contains seven days' worth of lost Keratin. Hair feels dramatically softer and stronger with up to 96% less breakage after just one use. 📌



## LIPOWAX

HAIR EPILATION WAX

### STAY BEAUTIFUL...ALWAYS

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



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



Pinky Singh



La'Well Lipowax removes even the smallest hair from the root and removes tanning while leaving the skin soft and smooth.



Priya Kalra



La'Well Lipowax is best for Indian skin. An experience at par with European standards that makes skin as pure as morning dew.



Kamini Pandey



I have been using La'Well products from some time and I really feel that the products of this brand are too good and my clients are totally satisfied with the results.



# Bridal Season Innovation is Key

Ritu Deswal, Founder, Style 'N' Scissors Salon in Jaipur, shares with *Salon India* her take on the season and the ammunition required to make it a success



It is that time of the year again! With the bridal season upon us, salon owners are doing brisk business. Shares Ritu Deswal, Founder, "We are looking forward to a 20% increase in revenue this year. We have already received make-up and pre-bridal bookings. The entire team at Style 'N' Scissors is excited."

### New services

Shares Ritu, "We have recently added services like the permanent hair reduction lasers, fillers, acne removal facials, blowouts, mini facials, airbrush, and high definition make-up. We have also included various packages where we offer clients free classes for self and guest make-up, studio and venue makeup, bridal jewellery, and skin treatments."

### Bridal packages on offer

"Weddings are stressful for brides and grooms-to-be, more the girls as they want to look perfect on their wedding. To meet that requirement, we have long-term packages for a duration of two to three months, and a short term package of 30 days for the bride. We also have a one day package. We usually promote them on social media and print media, as these days they are the quickest tools to convert them into clients and to market your salon," reveals Ritu.

### Challenges and opportunities of this time

According to Ritu the biggest challenge faced during this time of the year is the availability of manpower and having a top of the mind recall of the latest trends necessary because of the growing competition. Pricing strategies can sometimes be challenging, too. She elaborates, "There are ample opportunities available, but we cater to destination weddings especially in this season. Apart from that we also receive a lot of requests and queries for bridal couple make-up, party make-up and hairdressing for the families. Destination weddings gives us the opportunity to explore and do good business. We use our own bridal jewellery brand called Sanjri for the season."

### Trending right now

**For the brides-to-be:** A floral bun or a low chignon for the D-day, and for other ceremonies, brides-to-be can go for messy floral braids, cascading curls, and romantic waves. Hair colours to ask for are sweet caramel, semi-blonde-ish look using honey tones.  
**For grooms-to-be:** The pompadour, asymmetric haircuts with the option of a stylish beard are big. It looks fresh, easy to carry and suits everyone irrespective of their face shape, size and colour. Hair colours to go for are copper brown, neutral dark blonde and edgy brownish grey.

**Hair colouring techniques in vogue:** All-over hair colour that is sometimes known as the single-process; two tone hair colour technique that includes two shades; Balayage because of its versatility and beautiful effect; highlights may be placed all over your head strategically in the front, on the top layer or just on ends; lowlights; ombré; sombré; baby lights and frosting.  
**Products recommended:** Wella, Schwarzkopf, Tigi, L'Oréal, and O3.  
**Favourite look:** Well prepped skin with serum and facial oils, deep contouring and highlighting technique paired with soft make-up. In hairstyles, floral buns and a long floral braid with accessories would look great on all the brides. 📌



RITU DESWAL





# KT Advanced Haircare's Brazilian Keratin Range

## About the company

Ccigmaa Lifestyle Pvt Ltd is one of India's leading Marketing and Distribution companies with a Legacy of 50 years in supply chain, distributing and retailing. Ccigmaa Lifestyle has a foot print in 29 states and 3000+ cities and towns in India, and 75 countries through its group companies. Ccigmaa Lifestyle specialises in marketing and distribution of its own products and international brands in Hair Care, Skin Care and Personal Care with a sales forces present across India.

## About the product

KT Advanced Haircare Ultimate Frizz Control Shampoo is a blend of Macadamia Oil and Shea Butter. The ingredients help moisturise the hair being rich in vitamins A and E, and control frizz and spilt ends. Furthermore, the shampoo also adds shine and nourishes hair follicles, reduces breakage and calms scalp irritation.

## Its USP

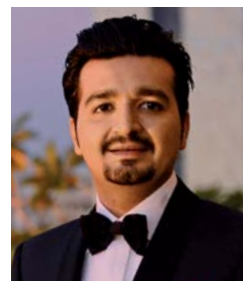
Ultimate Frizz Control Shampoo works well on hair and is not affected by hard water, salty water, and boring well water. Free of gluten, Sulfates and Paraben, it is not tested on animals, and is 100% Vegan and safe for all hair types.

## Price and availability

Brazilian Keratin Shampoo is for ₹690 for 250ml, Brazilian Keratin Conditioner is for ₹690 for 250ml. They are available online at [www.ktprofessional.com](http://www.ktprofessional.com), Amazon, Flipkart, Nykaa and salons across India. 📍

KT ADVANCED HAIR CARE IS THE ONLY COMPANY TO HAVE CREATED UNIQUE COMBINATIONS OF SHAMPOOS INFUSED WITH AVOCADO AND TEA TREE OIL, PEPPERMINT AND CITRUS, AND COCONUT WATER WITH COCONUT MILK! AS WE FOCUS ON NATURAL INGREDIENTS, OUR PRODUCTS ARE FREE OF HARSH CHEMICALS. WE HAD CONDUCTED SEVERAL SURVEYS ON A SAMPLE SIZE OF 4,152 MEN AND WOMEN AND RECEIVED AMPLE FEEDBACK. WE THEN REALISED THAT EVERY HAIR TYPE IS UNIQUE AND NEEDS UTMOST CARE AND MAXIMUM REPAIR, WHICH IS ONLY POSSIBLE BY COMBINING NATURAL INGREDIENTS.

– DHRUV SAYANI, MD, Ccigma Lifestyle



I HAVE TRIED THE KT ADVANCED HAIR CARE ULTIMATE FRIZZ CONTROL SHAMPOO AND CONDITIONER. I LOVED THE INFUSION OF MACADAMIA AND SHEA BUTTER WHICH MAKES HAIR SOFT AND SMOOTH. IT IS WONDERFUL TO KNOW THAT BOTH THE PRODUCTS ARE GLUTEN FREE AND 100% VEGAN, AND MOST IMPORTANTLY, NOT TESTED ON ANIMALS. WHAT'S MORE, THEY ARE EVEN PRICED WELL. I AM IMPRESSED TO SEE THE RESULTS ON HARD WATER, WHICH IS A MAJOR PROBLEM IN PARTS OF MUMBAI WHERE THERE IS NO SOLUTION AT THE MOMENT. SO THUMBS UP TO KT ADVANCED HAIR CARE ULTIMATE FRIZZ CONTROL SHAMPOO AND CONDITIONER.

– SHAILESH MOOLYA, Hairstylist



# Peter Beckett

## Accidental Hairdresser

Did you now that Peter Beckett, Hair Ambassador Moroccanoil, perchance started his journey as a hairdresser?

### **Deciding to be a part of the hair business**

I had just finished high school and a close family friend asked for help. I was 17 when I first took up a part-time job at a salon. Since then, there has been no turning back. I love being a part of it!

### **Inspiration**

I am blessed to be married to an incredible woman and we have a four year-old daughter. They are my biggest inspirations.

### **Professional education**

In my first job, external educators associated with Toni&Guy and Vidal Sassoon would pay weekly visits to the salon to train the junior staff. I learnt a lot from them and they helped strengthen my foundation.

### **Challenges faced**

At a very young age I was exposed to amazing opportunities. It would have been better for me had I taken a step back and appreciated them more. It is easy to get caught up in it and burn out. Now I have the approach of 'just go with it', and enjoy the ride.

### **Current preoccupation**

I am an Educator with Moroccanoil. I love passing on experiences and sharing knowledge. I think it is a process; playing with ideas and working on them till you have amazing results.

### **Favourite products**

The Moroccanoil Colour Depositing Mask that will soon be in India. With seven colours to work with, there is a tone for everyone.

### **Motivation for the team**

I think inspiration comes from inputs given by a team. Hearing everyone's ideas and collaborating is vital. Working together to create that image or look motivates us all.

### **Must-have qualities in a hairstylist**

A hairdresser must have a wicked attitude, patience to learn before experimenting, and a strong foundation.

### **A day in the life of Peter Beckett**

Every day is completely different for me. One day I am playing dress-up with my daughter, the next I am jetting off to talk about Moroccanoil, the next I could be shooting for an editorial or a show. There is never a dull moment!

### **Trends in haircuts and colour this season**

Grown out bob length with loads of texture; and playing with different tones of colour.

### **Future plans**

My focus is working and growing with Moroccanoil and pushing education with fashion. However, The Peter Beckett Academy of Hair sounds like fun!

### **Views on the Indian hairdressing industry**

Great! Every time I come to India, I love being surrounded by talent and everyone's willingness to learn new things. A very close friend sent me a product styling kit to use on an editorial to see what I thought of the styling range and I loved it all. 🎧

**YOU + LAKMÉ SALON = SUCCESS**



# WHY LAKMÉ SALON?

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

## CUSTOMER RETENTION



**SUMA RADHESHAM**

OWNER OF 6 LAKMÉ SALON FRANCHISES

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

## TALENT MANAGEMENT



**PREETI DIAS**

OWNER OF 7 LAKMÉ SALON FRANCHISES

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

## BUSINESS OPERATIONS



**MOHIT GUPTA**

OWNER OF 2 LAKMÉ SALON FRANCHISES

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# Fashion Fiesta at LMIFWSS '20

## Make-up and Hair Takeaways

India Fashion Week organised by FDCI amped up its 34th edition by raising a toast to diversity. Having partnered with Lotus Makeup as the title sponsor, the four-day fashion extravaganza celebrated #MyFashionMyTribe – a concept that focused on breaking stereotypes

LMIFWSS '20 was a unique showcase of make-up and hair with the beauty team incorporating a new mood and ideology to the designer looks on the ramp. Lead make-up artists for the event, Ambika Pillai and Kajee Rai, thought out-of-the-box to deliver looks that celebrated individual style, and delivered enthralling beauty trends for the next spring/summer season.





The line-up of top designers impressed with collections that echoed social messages and pushed boundaries. Nitin Bal Chauhan's 'Dementia' collection explored the inner workings of the mind during a mental breakdown, while at the grand finale featured Anamika Khanna's ubiquitous capes and dhoti drapes, Manish Arora's kitschy yet international expressions, Rajesh Pratap's heady monochromes and Wendell Rodricks' free-falling silhouettes, represented the country's traditions by bridging fantasy and functionality.

This season saw a list of scintillating showstoppers – from Soha Ali Khan, Neha Dhupia, Sobhita Dhulipala, and Yami Gautam, to Athiya Shetty, Shibani Dandekar, Sakshi Tanwar, and more. The finale saw Kangana Ranaut, while the finale designers kept up with the wow factor. Manish Arora's exaggerated lashes and top knots and Rajesh Pratap Singh's avant-garde white stripes and bright spots of colour on the models' faces added to the fantasy. Wendell Rodricks used white bindis under the eyes for a tribal vibe with statement hair accessories.

**Braids that made the grade**

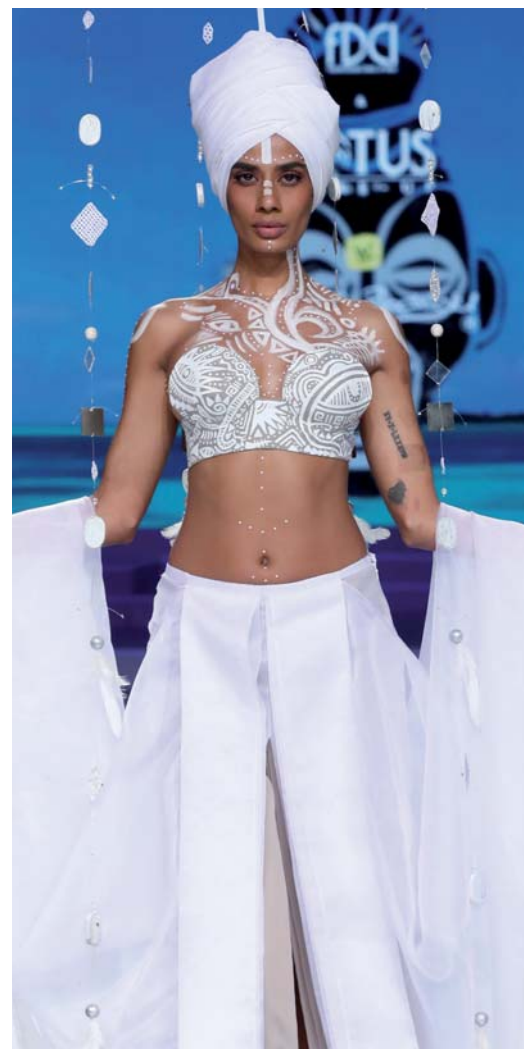
The show-stealing braids at Suneet Varma's show made the models look like princesses in spectacular modern settings. Also inspiring were the side-swept braids for designers Pratima Pandey and Ragini Ahuja.

**Beauty at its best**

Glossy skin with minimal make-up in neutral and nude tones was the biggest beauty takeaway. Graphic liners were also in full force as seen on models who walked for designers Bhumika Sharma, Amit GT, and '6Degree Platform for Young Guns'. Shimmer and sheen highlighted facial features, while Shruti Sancheti models had glowing eyes.

**Ups and downs**

Falguni & Shane Peacock brought back the 70s' glam with beach waves, while Payal Jain's runway hair look captured the gypsy



vibe with bohemian feather headgear. On the other hand, models walking for Samant Chauhan had net headgears with classic red lips to match the mood of the show – a make-up masterpiece by Ambika. Sleek hair was seen on Rimzhim Dadu's show, accentuated by shimmer on both sides of the head. Ⓢ

# Hair Care

## HAIR DRYER BY VEGA

Vega Pro-Touch hair dryer is a combination of style and technology. The powerful AC motor and fast air flow help you create smooth, frizz free, and trendy hairstyles in no time. It has two heat and speed settings, and a cool shot button which dispenses cold air that sets your style. This dryer comes with large and medium detachable concentrator nozzle attachments that help to control air flow on specific sections for targeted drying and precision styling.

**Price:** On request  
**Availability:** Retail

## HAIR COLOUR BY GKHAIR

Gkhair professional has launched Juvexin enriched hair colours, and Argan and Acai oils enriched lightening cream and powder. Some of the key highlights of the hair colour are that it gives 100% grey coverage, 35% increased shine, Keratin conditioning and repair, 1.2 X longer lasting colour and zero damage. Juvixen Lightening Cream nourishes hair instantly, 45% increased hydration with Acai Oil and 80% increased restoration with Argan Oil. Juvixen Enriched Color Sealing locks in colour, ensure colour longevity by 1.5 times, vibrant colours with UV/ UVA protection, softer and manageable, and it lasts up to 75 days.

**Price:** On request  
**Availability:** Salons

## ALOE VERA GEL BY YLG

YLG has launched Aloe Vera Gel, infused with Lavendar Oil and Vitamin E. It is rich in amino acids and lipids, and free from Parabens, Mineral Oil, artificial colour and fragrance. The gel reduces sebum on oily skin, soothes and moisturises the skin. Aloe Vera has anti-inflammatory, anti-bacterial, anti-fungal, healing and cooling properties.

**Price:** ₹159 (200ml)  
**Availability:** YLG online store, Amazon and Nykaa



## COLOUR BY WELLA

Wella Professionals has launched Color Fresh CREATE, a palette of 12 semi-permanent shades that allow you to express yourself through your hair, whether you want to sport a neon bright mane, or something soft, sophisticated, yet statement-making.

**Price:** Varies from salon to salon  
**Availability:** In-salon treatment

## BEARD OIL BY MOON STAR

A premium quality brand launched by ISSACC COSMOCARE, a brand of the Moonstar family, Nobleman Mooch & Beard Cream Oil is used to nourish the skin under the beard, as well as the beard itself in order to keep it soft, shiny, and smooth.

**Price:** ₹450  
**Availability:** Retail, [www.moonstar1917.com](http://www.moonstar1917.com)

## SHAMPOO AND CONDITIONER BY KT ADVANCED HAIRCARE

Brazilian Keratin Shampoo and Conditioner are infused with exclusive ingredients that renew and revive hair. Peppermint Extract helps against dryness, irritation and keeps the scalp healthy, while imparting a fresh smell. The Citrus Extract, rich in Vitamin C, helps improve blood circulation which imparts shine to the hair, and leads to a healthy scalp. It protects against thermal, UV and environmental damage, and prevents hair loss. The cleansing agents remove residual build-up on the scalp.

**Price:** ₹690 (250ml) for shampoo, ₹690 (250ml) for conditioner  
**Availability:** Amazon, Flipkart, Snapdeal and [www.ktprofessional.com](http://www.ktprofessional.com)

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Luxliss is a part of Shimmers Cosmetics Private Limited Group.



# Salon Management Software

## For Ease of Operations

Technology today has given an equal playing field to all enterprises big or small; not only to run their businesses smoothly, but to also profile customers according to their individual needs and requirements. *Salon India* reccees the market for some facts and figures

\\ by Dhruvv Baruaah



Technology today has given an equal playing field to all enterprises big or small; not only to run their businesses smoothly, but to also profile customers according to their individual needs and requirements. Businesses have leveraged on the various technology offerings in the market to plug loopholes and counter losses by streamlining their accounting processes, adding transparency to their operations, and overall, becoming more efficient and cost-effective.

For businesses operating at multiple locations, the need of a technology-driven centralised command centre which can be accessed by the organisation's key personnel to check the state of operations, has never been felt more acutely than today. Customer relations is the keystone for any successful business. Customised services, based on an individual's likes, dislikes, and budget give an edge over one's competitors because customers are more inclined towards tailor-made services rather than à la carte offerings. Small wonder that we love to dig our spoons into the offerings of a buffet rather than go through the set menu card!

Now, let us picture a typical salon or a spa. Usually the staff of a salon or spa comprises of one or multiple hairstylists, grooming specialists, make-up artists, nail technicians, salon receptionist, salon manager, massage therapists, and spa or fitness attendant, and so on. You will be visited by customers coming from different walks of lives with their individual needs, wanting to avail an array of services on offer. Add to that the vendors each establishment has to deal with to ensure that their shelves are up to date with the latest and the best products in the beauty and wellness industry. So, for the management or the owner of a salon, it would



need deft juggling skills to manage the business smoothly and also monitor the daily proceedings as the requirements are multifold – customer relationship management or CRM, staff management, and inventory and vendor management, and above all, accounting. Not an easy task if you have piles of invoices to go through, manually write the details of every customer and their appointments in the diary, and have to endlessly punch the calculator every evening till your fingers hurt. Suffice it to say, whether it is a standalone salon or a chain with multiple salons, the challenges faced are similar, only the magnitude differs based on the services offered, client numbers, salon fees, and so on, by each outlet.

**The technical solution**

With such concerns, salons and spas need business automation that manage every aspect of their business from booking, scheduling, inventory management to billing. The answer is to invest in a Salon Management Software (SMS). With the software in place the owner or management can relax and focus on marketing and promotion activities, especially during peak seasons!

With numerous companies offering SMS with different features, it makes sense for salons to recce the market before they decide to purchase one ultimately. The price brackets of different companies' software too will vary, as will their USPs.

Shares Varun Thakkar, Founder & Promoter, Divine Beauty, "We have been in this business since 2003 when our first version was released, and by now we have updated the existing version by almost





T to B:  
Manisha Yadav  
Bharti Taneja  
Varun Thakkar  
Ravindra Singh Gandhi

172 editions. Currently, we have over 1,600 subscribers. Some years ago the salon and spa industry was unorganised, however, in recent times the younger generation has taken up this profession as a choice. They are savvy and highly exposed to technology and do not believe in wasting time. A good software like Divine Beauty Salon and Spa Administration and Management Software empowers professionals to have smart day to day operations. There are many options in the market, but we realised that most of the companies are very efficient in Sales, but just selling a software is not adequate. Taking the salon team through it is key. How do you expect a novice to understand logic which a software company has programmed over a period of years to understand in a span of few days?"

The USPs of software offered by Divine Beauty are several – from their focus on training and implementation, a team of dedicated support engineers, licensed Team Viewer integration for instant support, onsite visits for training of salon staff, and regular data health checks are offered.

The Divine Beauty software has functions like Appointment Manager, Invoicing and Taxation, Cash & Bank Management, Client Retention, Festive Campaigns and Loyalty Programmes, Digital Media, Employee Performance, Salaries and Incentives, and Vendor Management.

To market and promote the brand, divine beauty has developed a 'smart data engine' with artificial intelligence which processes data to assist clients on digital media like Google map locations for new clients, Google reviews and responses, Facebook and Instagram links, feedback and follow up, as well as service reminders.

On the challenges faced shares Varun, "Most of the business owners are working on the floor. When onsite trainings are arranged, they end up doing all sorts of other things which are a part of their daily activities. Therefore, a session which could be wrapped up in an hour takes a couple of hours with breaks to execute. Thus, we have on offer early mornings or late evening sessions and webinars for clients who are serious."

Easy Salon has a few features that are different from their competitors in India. Says Garima Sethi, Marketing Head of Easy Salon, "Our software enables unlimited logins. There is one individual login for the owner or admin, and one individual login for the service provider like the hairdresser or the make-up artist, and so on. So, whatever information the owner or admin wants to conceal from the service provider of one's salon, it is in her or his hands. This is a feature that Zenoti level of software provides, but they are charging ₹40 to ₹50 for it, while we are giving our clients the same for less than half. So, our multiple hierarchy login system gives freedom to the owner or admin to access or conceal whatever she or he wants to. For a salon owner, data or information of the clients is critical. Typically, employees take this data and contact the clients individually, which in turn ends in loss of business for the salon owner. However, with the Easy Salon software, the owner can create access levels for the employees, but not give access to the customer's details."





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#### BUYING AND INSTALLING SOFTWARE

“Installation can be done in a day, but we follow a strict protocol for Implementation as every business has a different operational issue. Moreover, they all have different SOP’s related to Client Management; Employee and Resource Management; Service Revenue Management; Inventory Control and Marketing Strategies. Our team has to first understand the operational policies from different perspectives depending upon the management, accounts team, operational team, inventory controller, and marketing leads and follow ups. Simply put, it is GIGO – Garbage In Garbage Out, which is what we work on, but hand in glove with our clients.”

– VARUN THAKKAR

#### Advantages of SMS

A salon usually looks for a SMS that addresses the technological needs in a single package. Every salon will have a different client profile, services offered too can have some variation based on the city where the business is based, and marketing strategies and practices will also vary from one’s competitors. Therefore, choosing the right technology is important. What works for one, may not work for the other because goals are different, the approach to doing business might be unique in itself. However, the yardstick when choosing a software will be the same for all salons – the one that addresses business issues proactively with a single dashboard of metrics to the entire organisation, be it standalone or shared across multiple

locations. The software should seamlessly integrate the various needs of team members right from the front desk to managers to corporate staff including marketing and finance.

For a salon that has been using a software for quite some time, it is not a bad option to analyze whether it is working for them or not. With every passing year, business goals change. Based on a thorough analysis, one can either go for another software or upgrade or downgrade the existing one to get optimum results. However, if you decide to cross over to a completely different software, ensure that during migration, you do not lose any data. As for the benefits of using technology for one’s business, any salon owner who has made SMS a part of her or his operations will tell you that using the software is particularly gratifying and worth every penny spent on it.

#### Helping the business

According to Haarsha Yaadav, Owner and Creative Director, Hershe’s Family Salon in Surat, “A salon management software helps us in billing, scheduling appointments, preparing reports of individual employees, summarising the work done in the day, and maintaining our stock records and entry.” Nothing is more stressful than an overworked employee and a customer made to wait or sent back due to lack of slots. Many a time, the customer might ask for a technician by name to attend on her or him. However, without prior engagement, the technician may not be available at that particular time. This leads to either a loss of sale or a disgruntled customer – not a good thing for a business. Harshaa notes, “Appointments of our customers are very important and the software notes the time and date of the services availed by the customer. It is a detailed record of service availed, date, name of attendant, and so on.”

Dr Bharti Taneja, Celebrity Cosmetologist, and Founder & Director of ALPS Beauty Group emphasises the benefits of embracing technology for one’s business. She shares, “The software we use helps with monitoring, doing things at a rapid pace in comparison to doing it manually, sending out text

messages and Whatsapp messages, as well as emails on one click. In fact, it actively answers pre-defined questions automatically 24X7, finds solutions, administers them, demarcates resources and creates reports and analyses business functioning.”

While discussing the benefits of SMS, salon owners have had only positive experiences to share. And why not! If by implementing a simple software you can get an organised working environment, reduce overhead costs, attract recurring customers, save money on inventory management, set targets for your staff, and increase overall business development, why not go for it?

Dr Taneja further elaborates that the software helps with record management, analysis of customers, bestselling offers, seasonal trends, best practices in a month and year, future planning, resource management and data management.”

While the benefits of embracing technology are many, it is also true that softwares help you understand the business. Says Ravindra Singh Gandhi, franchisee owner of Geetanjali Studios in Sector 56, Gurugram, “Honestly speaking, unless you are not digitalised, you can never understand your customer because serving your customers is a different thing and understanding the business is a different ballgame all together. So, unless you have technology in place, you cannot understand the business because you do not know where you are going wrong. With a salon management software, I can analyse how I can push my skills, how I can increase my average ticket price, and know the reasons why some of the frequent customers are not coming back.”

**Inventory management**

An impeccable inventory/stock management means you can attend to the customers’ needs even more because you can make informed decisions. Then, there are perishable products or with an expiry date. Needless to say, it is quite close to impossible to keep track of every product manually. So a more organised system is required that can alert you of the depleting products and those that need to go off-shelf. Plus, there will be products in the store that are the least favourite amongst customers. So, unless you have a good inventory management system, you will not be able to figure out which product should be bought and which to avoid. According to Ravindra, “In the backend, the software helps you in stock management which is an essential concern of any salon and is easily taken care of. Managing your technicians and therapists in terms of knowing their individual performances, attendance, and so on, is a challenge if you do not have a software in place.”

**Billing and invoicing**

The challenge a salon owner or management faces is computing GST and other applicable taxes, and billing the customer. By doing it manually the probability of making mistakes in the final billed amount is quite high. One that may lead to arguments with customers and it is not something you want. So, what one requires is an already GST-compliant software that computes the bill according to the services availed by the customer. This means you spend more time with the customer and less time in front of the monitor. Ravindra rightly states, “GST compliance when billing, creating packages and doing it manually is a huge task! It will take up a lot of your time without a salon management software.” Harshaa seconds his views by saying, “Another benefit of the software is that it is GST compliant and it generates bills and

sends out text messages to a client when she or he is billed.”

**Analysing customers**

Reveals Ravindra, “The best part of the software is that it helps us analyse. It throws up a list of people who used to come to your salon earlier, but are not coming anymore. So, based on this information, you can call them up and understand their behaviour, which I would say will be an impossible task without a software in place. Analysing customer behaviour helps us a lot in our business. I can safely say that you tend to miss a lot of things when you are doing it manually.”

It also gives you a lot of insight into customer buying – the average ticket size of the individual clients, how many of them are your regular customers, what is the new footfall, and more. “The software enables us to categorise a customer by gender so we know what services to offer them. Basically, any good SMS shares with you the information of the customer so that one can analyse and prepare strategies accordingly,” he adds.

Harshaa is quick to add, “As the software prepares reports on the footfall of clients and segregates them into various categories like who visits more often, customers who have been visiting on a particular interval of time and those who have not visited the salon for a long time, it allows us to analyse and come up with a strategy to get more customers to visit the salon.”





### Backend and frontend dashboards

Most softwares offer different levels of access based on the staff hierarchy. A privacy setting for the staff members, the manager and owner allows only those parts of the business that one needs to know. "For instance, appointments and work-related records are visible to staff members, while stock management and other expenses are accessible to managers and the owner. They can see everything and generate various reports," says Harshaa.

She elaborates, "The software allows you to store customer information like mobile numbers, birthdays and so on, it becomes easy for us to inform our clients of new packages and offerings, or birthday wishes via bulk messaging or to individual clients." This creates a personal connect between the customer and the salon and works well.

Shares Ravindra, "To run a salon, you need two ends of the technology – the customer end and the other is the backend. For instance, Zenoti gives solutions for both the ends. On the customer end, we have the appointment schedule, printing of bills, guest management, loyalty management, and more."

Hence, it is pretty evident that a salon management software can help in taking forward your salon business in more ways than one. So, whether you are looking to grow or expand, it will help you be more strategic with your plans. These softwares provide data and systems, which lead to consistency and helps in structuring your business performance, all of which are crucial to creating a long-lasting enterprise.

### Plugging pilferage

At salons cash manipulation is common. At times, employees take advantage of the absence of the owner to pocket some cash from the actual sum collected from a customer. Garima tells us, "An employee may charge ₹7,000 from the customer, and they enter only ₹3,000 in the books. So, the rest is going in the pocket of the employee. But if the Easy Salon software has been installed, the customer gets a receipt which can be printed and thus cannot be manipulated. Plus, the customer gets an SMS once she or he is billed. Therefore, no kind of manipulation on the billing amount is possible if you have the Easy Salon software."



### Customer relationship management

Customer relations remain the core of any business and more so for a salon business. It goes without saying that good relations with a customer invariably translates into the success of a salon. However, there are challenges faced by salons, despite their best intentions. To keep customers happy, they keep them informed about new offerings, enable them to schedule an appointment from the comfort of their home and lend personalised services. However, they are unable to do so because they are pressed for time, or need to take care of other chores to keep the salon up and running.

By using the CRM software shares Manisha Yadav, Director, Bella Madonna Salon, it becomes quite simple. She says, "After we installed the CRM software, we saw a major impact on customer loyalty. Earlier we use to have a manual loyalty programme which was being managed on a card. Every time a client would come with a card and our manager would mark their visit. After reaching a mark, they availed of complimentary services offered as recognition of their loyalty."



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### SALON MANAGEMENT SOFTWARE ALSO AIDS

- ▶ **Bookkeeping:** When it comes to accounting, the size of the salon does not matter, efficiency, correctness to the last penny, and above all, remaining up-to-date and compliant with the prevalent tax regime does. In the absence of a software, bookkeeping becomes a nightmare when it comes to filing returns or paying taxes, and even creating packages.
- ▶ **Retaining old clients:** As a salon owner, you need to have different strategies for new and old clients, alike. You need to make an individual profile about their preferences and past purchases and services availed to recall what to expect and whom to assign when the customer visits you the next time. Another challenge most salon businesses face is dealing with frequent clients versus walk-ins. While recurring customers are the backbone of one's business, one cannot and never should turn away walk-in customers. Remember, today's walk-in customer can turn into a repeat customer a couple of weeks down the line. But the challenge is to mix both the categories, without putting too much load on your technicians. This can only be done by meticulous time management, which is best left to a software.
- ▶ **Getting new clients or marketing:** Many salons lack the pull factor despite a plethora of services on offer and technicians that may be the best in the industry. They fail to get customers because they do not have a marketing strategy in place. They require integrated technology to create targeted promotions to engage new clients at the right time with the right offers. To make one's salon business attractive to prospective customers, simple and effective marketing strategies is the need of the hour.
- ▶ **Employee management:** Whether it is a handful of technicians or employees working across multiple locations, employee management remains a challenge. Analysing employee performances, daily attendance, leaves availed, individual relations with customers, and more, are just a couple of heads that the management or salon owner should know about her or his employees.

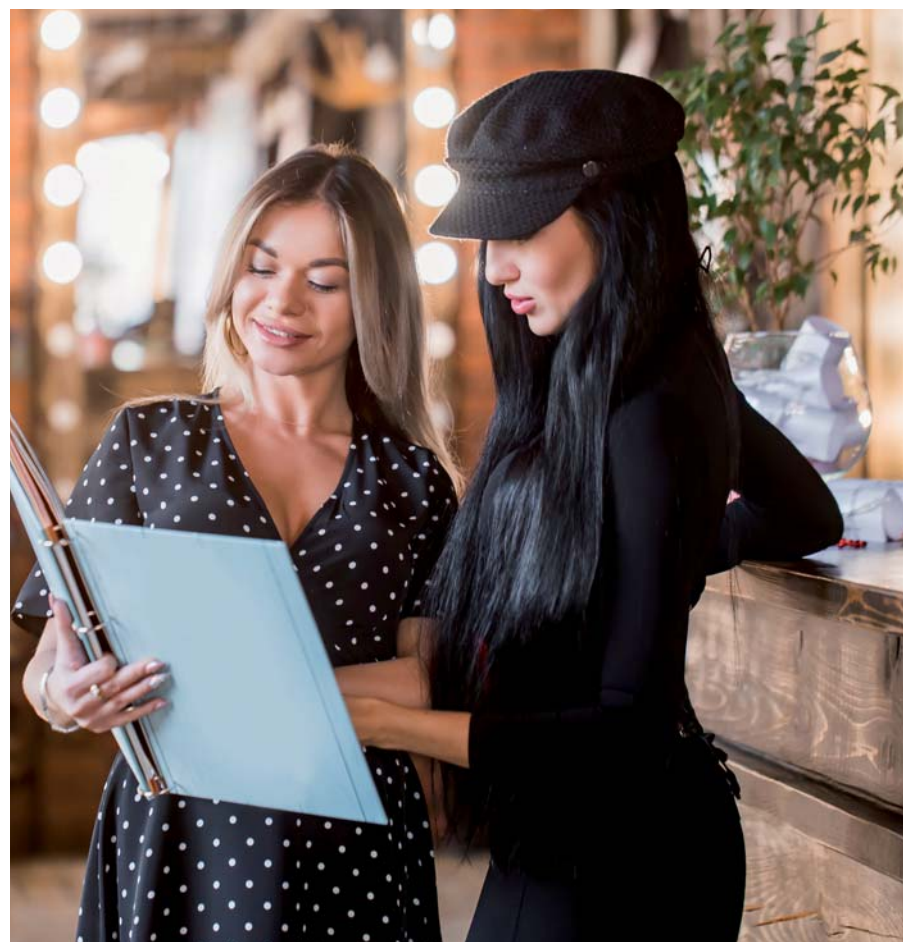
Manisha found the process to be full of flaws as many times a client would forget to take their card or punch their visit. Also, it was more user driven. She elaborates, "After automating the loyalty programme, we are now offering a set percentage of loyalty points to clients on their money spent at the salon. This help us in getting almost all the basic information of the client including their name and mobile number, and also makes the loyalty programme more measureable." She is happy to share that there has been an increase of almost 20% in client spending as they feel the current programme is more transparent and gives value for their money.

Manisha opines that many of their operational requirements have been fulfilled, but as they are still in a phase where they are getting their analytical requirements fulfilled from their software provider. Also, it is crucial for them when they plan to expand their business in the future.

"We always wish that by automating most of our business requirements, we can do number crunching and analyse our performance on each parameter. We are taking time to understand the gap areas, scope of improvement and further expansion that can help the business to grow and increase revenue. Apart from this, we use other technology that manages out accounting and also tools which can strengthen our digital presence," reveals Manisha.

### Tiers and their trust with technology

Most of the leading salon chains have a presence in tier II and III regions and are already using some kind of technology, be it for CRM, accounting, staff management, or all, to streamline their operations. The trend in these cities is that ex-employees of







salons have open their own businesses, which makes it ideal for them to use a particular software as they are already exposed to its benefits. Some salon owners with single outlets are yet to use any software and they are still going for traditional ways of running their business. However, they were aware of SMS and its benefits, and committed to bringing in technology to get more out of their businesses. Salon owners who remained committed to using a software in the coming future also opined that their primary reason for embracing technology is to forge better and more interactive customer relations, manage appointments, stock management, and employee management.

The last thing a salon owner wants is a software that does not comply with the needs of the business. With several companies offering different versions of salon management software in the market, it is important to dwell on the various features offered by each company before settling for one. Also the pricing may vary from the features that are on offer. Analysing them vis-à-vis your revenue goals is a good idea before jumping the gun.

Shares Varun, "There are too many product providing companies in tier III and IV cities that have acquired professional experience, and are also arranging training abroad. It is a start of a new era where all the beauty parlours want to upgrade to salons."

On being asked which software he was using, Ravindra shared that he was using Zenoti, which today is considered one of the leaders in salon management software. "It is pretty good I would say. Zenoti is one of the leaders when it comes to offering software solutions for our industry. The other software that comes to my mind which is widely used by salons in the country is Brainpower, which is also very successful."

Dr Taneja shares that Alps has been using the ExtraEdge software for over a month. She reveals, "Its use has made a huge difference in the efficiency of my business. Needless to say that integrating technology in one's business operations helps in more ways than one."

Meanwhile, Harshaa was using the Wafor salon software for over two years and it costs around ₹3,500 per month. "We can upgrade it according to the number of bulk messages we plan to send that particular month," she adds. Meanwhile, Garima says, "We charge ₹15,000 for the first year and from the second year onwards, it is ₹8,500 which is our AMC."

**Compatibility of software**

Today, all salon management software have different versions that are running on different platforms or devices. For instance, Zenoti which Ravindra is using for his salon, has both versions – the first one is through their website. "We are given a designated login and once we log in, we get the backend dashboard. I would however not rate the app in the same way, because it has less features compared to the web version, which is of course, understandable. On the app you cannot analyse in detail and it provides only an overview of the main components," reveals Ravindra.



On the compatibility of the software they were offering, shares Garima, "Easy Salon is compatible with all devices like smartphones, laptop, tabs, and so on. In fact, the Easy Salon software also provides a self-check-in panel in case the client is interested. We have introduced it in the Nigerian market; and not in India due to lack of interest. It is like taking a boarding pass of a flight which you can do on your own. We give a self-check-in panel to the end-customer, who can enter what services he wants in a particular salon and when he actually reaches the salon, the receptionist there already knows what the customer wants."

Divine Beauty software is a Windows based platform and not compatible with Apple products.

#### Training staff to use the software

Most salon owners shared that the software they were using were pretty user-friendly and did not require much training to adapt to its environment.

Harshaa shares, "Like anything new, you need some time to adapt to it. Although working on the software is easy, we did train our staff on how to use it. Training is only required if one needs to know the software thoroughly and if the person lacks the basic knowledge of the internet."

"As this is an internet-based software, the manager logs in and one can see their work in the software. In order to maintain the privacy of our business, not all staff members have access to the software," she elaborates.

Meanwhile, softwares from Easy Salon are very user-friendly, but despite that, Garima shares that the company provides seven days training programme for customers wherein everyday there is a one-hour session.

"We do have tutorial videos online which one can watch and then easily use our software, but on principle and customer willingness, we provide the hourly online training session for the first week. Apart from that, we do migration of existing data from any salon management software which is a service many companies do not provide. So, even if a salon is using any other software, once the purchase of Easy Salon is completed, we help them in the migration without any loss of data. It is a complimentary service, without any charge made," Garima adds.

"We have taken the implementation in a phased manner. Since, our staff were earlier also using a software, we did not find much difficulty in switching to the better system. We had first trained them on basic billing, and then took them to learn other features of the software. Today, we operate all our salons in a smooth and efficient manner," shares Manisha.

#### Conclusion

So starting from a monthly subscription of a mere ₹500 and going up to a five figure based on the offerings, there are lot of companies offering salon management software to choose from. So, if you have still not gone in for digitalization of your salon, there is no other easier way of saying that you are missing out on a lot of business. Many salon owners also have a perceived notion that using a software to run their business is laden with challenges and hiccups when it comes to using it on a daily basis. But in the words of Harshaa, "There are no crucial challenges in using as such. Although because it is totally internet based, if the internet connection is down, work on the software comes to a standstill and we have to go back to noting certain things manually to keep a check. However, this is very rare. So, all in all, the benefits of using a salon management software far surpasses the challenges."

So, unless you are content with just having your business generate whatever revenue comes easily, make technology a part of your business. It goes without saying that a salon management software can make your business a well-oiled machinery and take a huge load off your shoulders. 🎯

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## Insights into CRM With Sandeep Sharma

**Sandeep Sharma is a Business Coach, Mentor and Trainer based in Delhi. He has enabled several hair and beauty businesses to expand, increase profitability and reach their full potential**

### **Please tell us about CRM technology.**

CRM is Customer Relationship Management and it can be divided into three stages. The first one is to generate new customers through various methods. Managing data of leads from each source is important to understand marketing spend versus conversion. The first part of the CRM is to manage and track leads. The second stage is to enhance the client experience while they are in the salon. It is important to know their preferences and special requirements, apart from services selected. Understanding this data, preserving it and retrieving it at the right time is the other requirement from CRM. The third stage is to reach out to the client at the right time with the right communication. For instance, it is critical to remind the client about their due services or track clients who have stopped visiting the salon. Businesses need to understand the stage important for them and work on it with the right CRM provider.

### **What are its advantages and disadvantages?**

CRM software always gives an edge to your business, but it is important for you to make its best use. The advantage is that by automating most of the processes, the management can focus on other areas to improve and increase the business. Also, by crunching the numbers, they can come up with the right projection and track how they have done as per their plan. The only disadvantage is that if it is incorrectly implemented or only used partially, it becomes difficult for the owner to track the vitals as some of their work may be running on the software, while the other is done manually which makes it difficult to use the full outcome.

### **What are the major challenges?**

Some of the major challenges are failure to map operation requirements; non-acceptance of business owner or management to reengineer their operation as required by software; non-acceptance by user due to lack of knowledge about the software; unavailability of appropriate infrastructure or resources that can manage the software; lack of functions in the software needed to make full use of technology.

### **How is the technology implemented?**

The first thing business owner or management should do is to analyse their requirement internally. The next is to shortlist the software. It is important for the owner or management to analyse that they choose one that fulfills most of their requirements as set in the priority level. While analysing the software, which they find best as per their requirements, it is critical to understand how much they have to re-set their current business operations. Then comes master data like services, product, prices, tax, commission structures, and more. The more extensive it is, the more a business can take advantage of data reporting and analysis. Once the complete scope of work is decided and documented, the implementation and training should go in phased manner, as the user also needs time to accept the new system. After each phase of implementation, the owner should analyse the business outcome through reporting. The scope of improvement should also be seen and taken at this stage for smooth implementation in the next phases. Even after the complete implementation, business may have to come back to the software provider for changes as their requirement may have changed or need addition because of competition or other external or internal reasons.

### **What are the end results?**

The end result can be analysed from two angle, one from the perspective of efficient and effective working that business owner or management find after the implementation of software, and another is in decision making from the reporting outcome of the software. The data outcome can be further divided into day to day reporting and forecasting from the performance analyses or forecasting from the accumulated information. Efficient working includes optimum usage of resources, top performance, and finally, it should save time. 🕒



BEAUTY



# Otherworldly Bloom by Kryolan

## Time for Self-expression

Soothe the mind, body and soul with flashes of vibrant colours empowering optimism. An annual feature, trendlooks are acknowledged for creative and out of the box themes and unique make-up looks

Every season, Kryolan launches its iconic 'Trendlook' known for creative out of the box themes and fashionably unique make-up looks. This season is 'Otherworldly Bloom', which focusses on three integral aspects of Ethereal Fascination, Wild Habit and De-liberation. It is time to stand out and make a statement by encouraging creative self-expression through freestyle designs inspired by elements of nature and the world around us. Soothe the mind, body and soul with flashes of vibrant colours empowering optimism. Subdue the mind with hues of ethereal metallics and deep, earthy tones that reflect nature's mystery. Like a breath of fresh air, features of light and radiance transports us into a sphere of 'Otherworldly Bloom'.

### **Ethereal Fascination**

A perfect melody of compelling charms, playful colours and optimistic radiance that shines through dark mystical elements. Ethereal skin, inspired by the glare of the winter sun, channels positive vibes and a fresh outlook. The fascinating pop of bold colour and chromatic accents bring the look together. Thus encouraging us to use artistic elements to portray our own creative self-expression.

### **Wild Habit**

A free element used to create hypnotising combinations of elegant dual-toned metallics and texturized, painterly designs that expresses a playful and energetic design. Dress the eyes with fiery metallics and experiment with shapes and sharp edges on the lips. Wild Habit encourages us to channel our inner artist, challenge conventions and to run wild and free.

### **De-liberation**

We're taken on a journey of modernised nostalgia; a sleek, traditional make-up style paired with retro influences and a futuristic affirmation. A style that encourages us to add a touch of unique personality into the timeless palette of earthy chestnut and pinecone hues.

Visit Kryolan shops to know more about Trendlooks and this season's 'Otherworldly Bloom'. [📍](#)



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An independent make-up artist, Davinder Kaur aka Davi has come a long way in her journey. She looks back and recounts her first steps with *Salon India*



# Davinder Kaur

## All About Colour

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

As a kid, I was always fascinated by make-up and fashion. I always loved being a part of something which looked glamorous and colourful. I could paint my imagination well. Even before any professional training, I used to visit make-up stores to try the products. The art of playing with colours to enhance beauty inspired me to take up make-up artistry professionally.

### **What is the education you gained in the line?**

I have done my professional certification course from a make-up academy in Mumbai. I learnt about the different types of skin textures, tones and face shapes. In make-up, I gained a lot of knowledge about the variety of products available in the market. I have also been trained on important techniques including airbrush, prosthetics and hygienics.

### **What is your strength in make-up artistry?**

I had several opportunities in bridals, fashion runways, editorial shoots, music videos, and so on. It was a thrilling experience to work on each look, however, I enjoyed editorial shoots most, as it demanded creativity. I also got more chances to experiment with colours.

### **What were the challenges you had to face when you were starting out?**

At that time, there were a lot of established make-up artists, so, making a good inception was tough. It took time, hard work and constant practice to gain a client's trust, but I was persistent and gathered technical expertise.

### **What were your learnings?**

The best part of being a make-up artist is that you never cease to learn new things. My significant learning was to understand the requirement of my client and using the appropriate technique. I have learnt to assess a client's skin type and texture, which helps me to use the right products for their face.

### **What is the role of social media in your career?**

Social media, being a dynamic marketing tool, gave my work visibility, and I could reach my audience in no time. It was easier for both old and new clients to contact me. Also, it was easy to market my skills instantly. I got an opportunity to work with several celebs, make-up brands, and the journey is still on.

### **What are the brands you always use?**

When it comes to make-up, quality makes all the difference. The product needs to be gentle on the skin, so, one must be careful while making a selection. Luckily, the industry has a mainstay of top brands





that consistently deliver quality products. I love using brands like Fenty, Huda Beauty, Nars, Anastasia Beverly Hills, and more. My experience with these brands has been spectacular.

**How have you evolved as an artist?**

When an artist does not evolve, their growth stops. It is extremely important to keep learning new trends and polish your existing skills every day. It enabled me to imagine different looks, play with colours in my head, and then convert them onto real people. I have always been an ardent lover of creativity and art, so, my inclination towards pursuing a career in this field was a major reason behind my evolution as an artist. Each day I try to be a better professional and this urge to learn more has evolved me from a neophyte to an artist.

**What is your advice to make-up artists who are just entering the line?**

Aspiring artists should practice, practice and practice some more, as we all know that it makes one perfect, and make-up artistry is no exception. They should keep trying new looks on themselves or their friends. They should experiment with products on as many skin types, facial features, face shapes, and across age groups. Get a formal education, take any job and bring your best attitude as you work your way up and gain experience, even if it does not pay. Remember no job is ever too small. Find a mentor, and last but most importantly, love your job and never lose the love for make-up as it drew you to become a make-up artist in the first place.

**What are your future goals?**

I want to take up more challenging work and get into the detailing of prosthetics make-up. Although the future is unpredictable, but like every hard working millennial, my vision is to make it big. I will follow a simple road map towards my destination, and that is to learn and challenge myself. The first step towards the achievement of my goal is to train myself in prosthetics.

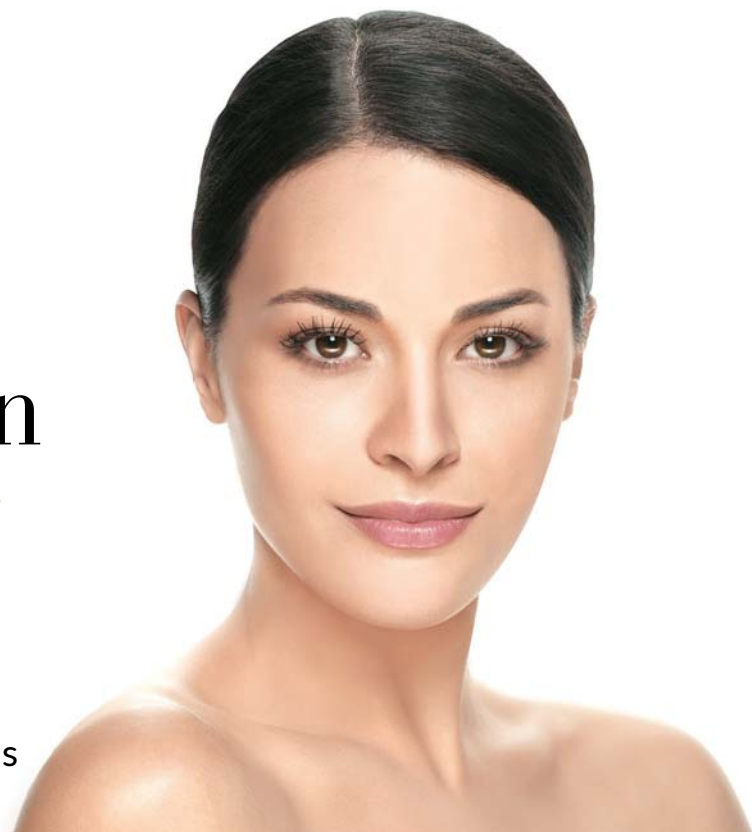
**What is your view on the make-up industry of India, as it stands today?**

I feel the make-up industry in India has taken a big leap in the last few years as awareness amongst the youth about skin types, products and value of make-up has increased manifold. The preceding generation takes pride in telling stories of how they were untouched by glamour, and contrary to it, this generation flaunts bewitchment. Although many reforms are still required in the industry, it is surely growing humongous. 📌



# This Wedding Season Transform Yourself From Head to Toe

With bridal makeovers from Cheryl's Cosmeceuticals



GUNJAN JAIN

The wedding season has well and truly begun. Every bride-to-be has started her preparations by ticking off a lengthy checklist of tasks to complete. Their desire to look nothing less than perfect, has them booking various appointments in order to showcase the best version of themselves on their D-day. In the entire process, the stress and strain of planning begins to reflect on their face causing their skin to look dull and tired. Their feet which are often neglected, result in cracked and dry heels.

Cheryl's Cosmeceuticals, India's leading expert skin care brand, understands these concerns and presents the O2C2

Radiance Treatment and HeelPeel Treatment as an in-salon bridal makeover. While O2C2 Radiance Treatment instantly restores the skin's natural glow, the HeelPeel Treatment transforms callused and cracked heels into moisturised and soft feet. Formulated especially for Indian skin, these two treatments are sure to rejuvenate your clients from head to toe!

Gunjan Jain, National Education Manager, Cheryl's Cosmeceuticals says, "Cheryl's addresses your skin concerns with active ingredients that provide a corrective solution. The O2C2 Professional Treatment is powered with the Oxy-Nzyme Technology which detoxifies and refreshes dull and tired skin with a burst of fresh oxygen and results in glowing, radiant skin. The HeelPeel Treatment results in smooth, polished, deodorised and rejuvenated feet. When used together, the treatments can give clients a complete bridal makeover in just one sitting and leave them stress free for their big day!"

## In-salon treatments

The O2C2 Radiance treatment is powered with the breakthrough Oxy-Nzyme Technology which provides instant glow and long-lasting radiance. The infused oxygen moisturises the skin, reduces appearance of wrinkles and gives clients their desired youthful glow. The goodness of fruit enzymes like Papain and Bromelain, help in exfoliating dead skin and reveal new skin layers for a radiant look.

The HeelPeel Treatment is revolutionary in nature, as it softens, hydrates and polishes thick, dry skin giving it a rejuvenated look in 20 minutes! Enriched with Saccharide Isomerate and other herbal active ingredients like Wheat Protein and Urea, the treatment helps in eliminating callused and cracked heels. An easy to use painless treatment, it has no side effects.



This wedding season, visit an expert for a complete bridal makeover – available exclusively at a salon near you!

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# Cosmetic Treatment Recommended by an Expert

Lash Lifting is a new cosmetic procedure that lengthens and adds density to eye lashes. *Salon India* speaks with Dr Pallavi Sule, Dermatologist and Aesthetic Physician, to understand the process and its benefits

## **About the treatment**

Several cosmetic trends have emerged in India off late, however, eyelash lifting and tinting as beautification is relatively new and on its way to becoming a popular aesthetic procedure. Therefore, salons, small scale businesses and cosmetic clinics are investing efficiently in lash lift treatments. Lash Lifting is a semi-permanent treatment that gives the appearance of longer, thicker and darker lashes and makes the eyes look bigger. This is a popular salon treatment as it provides instant curling of one's own lashes and offers less maintenance than lash extensions. The process of lash lifting is similar to that of perming the hair.

Scientifically speaking, the lash hair have multiple disulphide bonds that join one sulphur atom to one polypeptide chain linked to another sulphur atom on a different polypeptide chain. Lash lifting uses the principle of 'reduction' of these disulphide bonds with in the lash and permanently redirects the lash into a lifted style.

## **Process**

Lash lifting is a one shot procedure meaning it takes only one session to achieve the desired result. The client is counselled about the process, and hence, after their consent does the expert proceeds. Client is made comfortable on a chair, and the eyes and the lashes are cleansed with a degreasing agent to remove make-up and grime. The lashes are moulded onto a silicon rod and separated one by one. Now the perm solution is applied onto the curled lashes in-between the root and the mid lash. This is kept for

10 to 15 minutes depending upon the thickness of the lash and the amount of curl one desires. It is then wiped off and a neutraliser, (setting solution) is applied, which helps the curls to stay in that shape. A nourishing oil is applied to complete the procedure.

**USPs**

Client's looking for a low maintenance and effective lash procedures should opt for it. Also, the cost of treatment is quite reasonable as compared to lash extensions. The process is quicker and stress-free service. It also lasts longer.

**Time taken**

This session takes about 30 to 45 minutes. The natural lash cycle is around six to eight weeks, so in case the procedure was done in the mid cycle of the lash, one will need to undergo another session early for another round of lash lift.

**Side effects**

A simple patch test of the solutions used for lash lift and tint can be done to avoid allergic reactions. In case there is any reaction, the physician should be notified.

**Teamed with other surgeries**

Lash lift can be teamed up with lash tinting or using a dye to colour the lashes for a darker and fuller look without the assistance of mascara. The dye is applied over the lash for 10 minutes and then cleansed.

**Conditions when it should be avoided**

Lash lifting and tint should not be done when there is swelling over the eyelids – Meibomian, Tarsal, Granuloma; Hordeola, sty; Blepharitis; patient is undergoing Chemotherapy or immediately after Chemotherapy; has weak eyelashes, dry and sensitive skin

LASH LIFTING IS A SEMI-PERMANENT TREATMENT THAT GIVES THE APPEARANCE OF LONGER, THICKER AND DARKER LASHES. IT ALSO MAKES THE EYES LOOK BIGGER.

– DR PALLAVI SULE



over the eyelids; during an active eye infection or after a recent eye operation; has a history of Alopecia; Trichotillomania; Bell's Palsy; and constant twitching of the eye.

**Post-treatment measures**

Lash lifts and tint is a quick, painless and safe procedure for fuller and beautiful lashes, but should be done by qualified professionals in a hygienic setup. Client should not wet the lashes for 24 hours, so has to avoid steam and sauna. They are also advised to not sleep in a position that would disrupt the curl of the lashes. Ⓢ





*Shahnaz Husain is the Chairperson & Managing Director of Shahnaz Husain Group of Companies. Views expressed are personal.*

SHAHNAZ HUSAIN

# Technology and the Beauty Business

Over the last few years, technology has become a big part of the beauty industry. It has gradually permeated into the field, not only to create formulations, but to also improve the services rendered. For one thing, the concept of cosmeceuticals has been introduced in beauty care. This was initiated to deal with challenging skin conditions through external cosmetic care of the skin. The concept of external salon care and dealing with various skin conditions has also introduced many electrically powered tools and equipment. The basic idea was to enhance the work of the beauty therapist and to make her work easier. That is why beauty courses today include learning the skills of operating many such gadgets and tools for beauty services.

Apart from the use of gadgets and tools, beauty care is also guided by scientific concepts and technology for the formulation of products. For instance, Nano Technology has been used to reduce the particle size, shape and surface properties of a particular substance to a nano scale. This helps in the preparation of the substance in the form of a colloidal solution. In a colloidal solution, the substance is dispersed evenly throughout and suspended in the mixture; whereas in a solution, the substance is completely dissolved. The colloidal solution is then blended with plant extracts and oils. This

helps to influence the skin at the cellular level and deliver nutrients into the skin's deeper layers. It helps in absorption of the product and strengthens the supportive tissues of the skin.

Today, treatments are based on skin analysis. Therefore, particular magnifying lamps, not only provide an enhanced view of the skin, but also the source of proper lighting is needed. Among the gadgets that are used in facial treatments, the most common is the vibrator, used in facial massages. Gadgets like the Steamer and the Lucas Spray have been used for a long time for salon treatments. An ozone high frequency gadget is used to sanitize the skin and scalp. Ozone molecules have antiseptic qualities and are useful in treating acne, dandruff, hair loss, and so on. The ozone gadget has many benefits like it helps stimulate circulation, oxygenation and cell metabolism.

Very often, due to cellular build up on the skin surface, or other reasons, the process of absorption of nutrients into the skin is hampered. This affects the efficacy of the products that are applied on the skin. The use of a Galvanic gadget helps to improve the skin's ability to absorb products applied on it. A lotion or gel may be used with the galvanic gadget. We offer a Galvanic Facial, using a Galvanic gadget, mainly to improve absorption of the products applied on the skin. In fact, the Galvanic gadget may be used for different kinds of facials. It heightens the skin's capacity to absorb products. In the Galvanic gadget, a steady, direct galvanic current is utilized, in order to introduce water soluble substances through the skin. It not only improves skin absorption, but also the penetration of products. The treatment of specific problems becomes easier. It can be of particular benefit to different skin types, improving moisture retention in dry, dehydrated skins, while removing congestion in oily and problem skins.

Artificial Intelligence has revolutionised the beauty business and e-commerce by helping to relate problems and categories of treatments to individual constitution. Today, beauty brands are adopting Artificial Intelligence to create personalised products. Indeed, there is no doubt that the future of customised beauty care lies in technological development and adaptation. 📌

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# Beauty Care

## SERUM BY DOT & KEY

Water-Drench Hydrating Hyaluronic Serum Concentrate replenishes the skin's moisture reservoirs. It contains Vitamin C and antioxidants from Acai Berries, which fight free radicals and daily environmental damage. Formulated with ceramides and botanical elements like soothing Bulgarian Rose, it improves the skin's barrier function and restores plump, dewy complexion.

**Price:** ₹895

**Availability:** Online at Nykaa, Amazon, Myntra, Purplle, Flipkart and Big Basket

## FACIAL KIT BY ASTABERRY

Diamond Facial Kit, curated for the ultimate glowing skin, comprises of four different tubes of a diamond scrub, diamond gel + serum, diamond crème and a diamond pack. Infused with active ingredients like Heera Bhasm, Jojoba Oil, Bearberry Extracts and Carrot Oil, the blend helps in reducing blemishes, fine lines and dark spots, while chiseling the natural features. It also has a Fruit Face Wash.

**Price:** ₹250

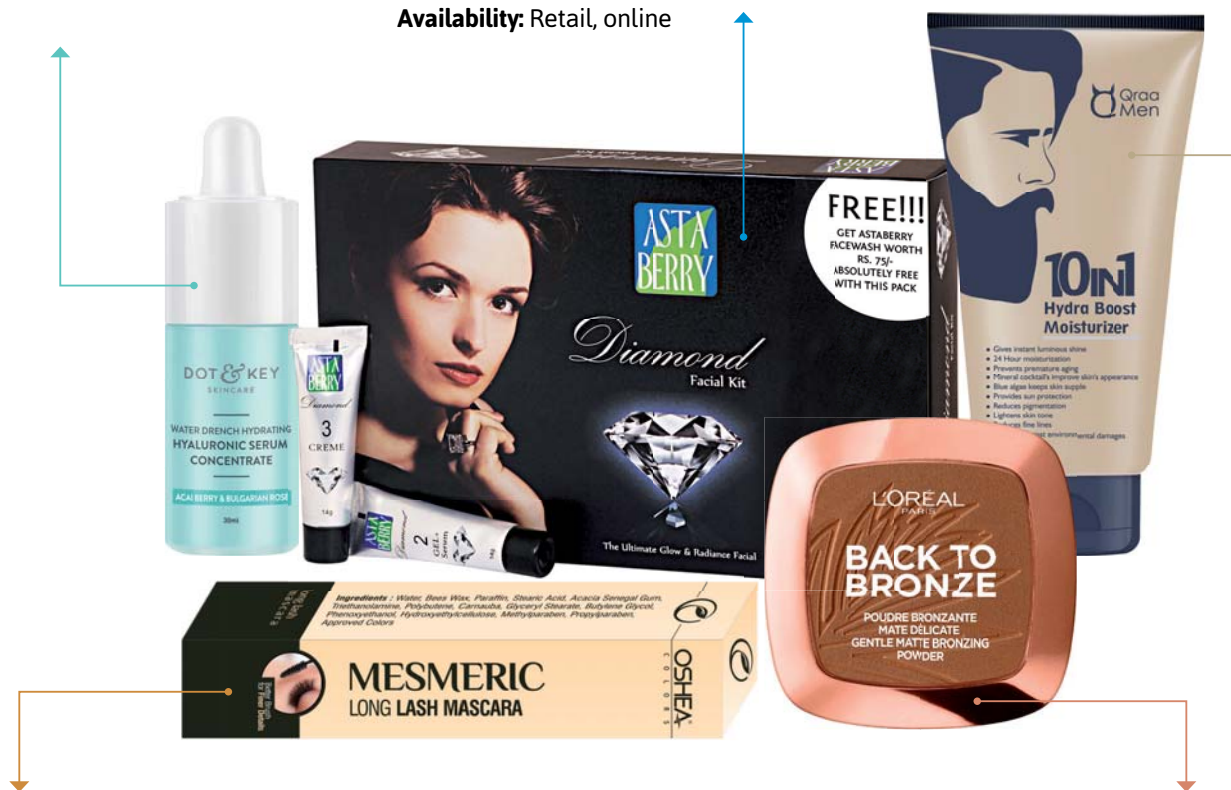
**Availability:** Retail, online

## MOISTURISER BY QRAA MEN

Nourish your skin with the 10-in-1 Hydra Boost Moisturizer. Enriched with Aqua, Glycerin, Passion Fruit Oil, Lactic Acid, Jojoba Oil, Cocoa Butter, Shea Butter, Grape Seed Oil, Orange Peel Extracts and Tulsi Extracts, it naturally softens, smoothen and moisturises the skin. Its unique lightweight formulation gets absorbed into the skin quickly and restores the natural firmness and hydration. It prevents premature ageing, protects against environmental damage, and reduces pigmentation. Mineral Cocktails and Blue Algae improve the skin's appearance and keep it supple.

**Price:** ₹360 (100gm)

**Availability:** Retail, online <https://www.qraamen.com>



## MASCARA BY OSHEA

The Mesmeric Mascara has been formulated in deep black colour to highlight the eyes. It flawlessly volumises the eyelashes and enhances the eyes with its intense colour. Just one stroke of this mascara makes your eyes party-ready and is suitable for daily use. It is lightweight and has been curated with approved colours, water and Bees Wax.

**Price:** ₹395 (6ml)

**Availability:** Retail, online, <https://www.osheaherbals.com>

## BRONZER BY L'ORÉAL PARIS

The latest collection, I Woke Up Like This, includes illuminators and powder highlighters, a matte bronzer and a peach blush. Back to Bronze is super buildable bronzer, so go for it if you want a sexy tan. Apply it below the cheeks, chin and on the forehead for a sculpted look.

**Price:** ₹750

**Availability:** Retail, online at Nykaa





SPA FOCUS

# Spa Nescense, Switzerland

## Bespoke Luxury

Over the course of the last century, history-laden Victoria-Jungfrau Grand Hotel & Spa has evolved into a modern luxury hotel. Spa Nescense is an embodiment of this change with its warm, earthy shades, bespoke walnut wood, and atmospheric lighting creating a unique atmosphere in which time seems to stand still

\\ by Aarti Kapur Singh

The Victoria-Jungfrau Grand Hotel & Spa, in Interlaken, is nestled between two lakes and at the foot of the eternally snow-capped Jungfrau. As a first step, the spa and wellness area has now been redeveloped – a task necessitated by a fire in the existing sauna in autumn 2010. The redevelopment was achieved in a very short time and offered a chance to adapt the important guest facility to current needs and extend it with a number of hot and cold areas.

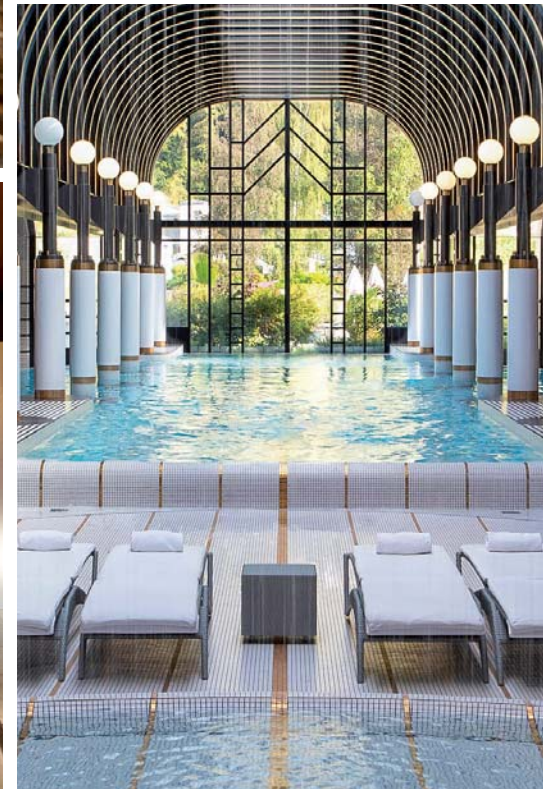
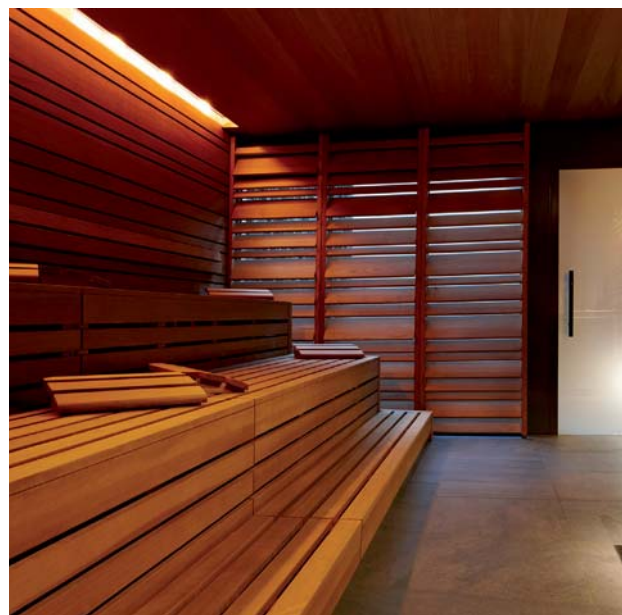


**Size of the spa:** 5,500 sqm.

**Time taken to complete construction:** Six months.

**About the spa:** The pride and joy of the hotel is its vast spa. The décor is a mix of retro and antique while being super modern. Besides its centrepiece – a vaulted, skylit indoor swimming pool – there are saunas, steam baths and relaxation rooms including a separate ladies-only area, an outdoor saltwater pool with thermal jets, and a garden terrace for vertical peak gazing. The indoor-outdoor Jacuzzi is a favourite, as it offers massage beds to look up at the stars or mountains. Championing the spa's holistic approach is Swiss anti-ageing pioneer Nescens, offering individual-focused diagnostics with specialists, from nutritionists to osteopaths and physiotherapists, personal training, detox plans, rejuvenating cosmetic treatments, and therapies. Alternatively, soothing SENSAI treatments, infused with silk and healing Japanese spring waters, take place in a contemporary cocoon-style treatment area.

**About the services:** The spa comprises the luxurious ESPA Spa, the SENSAI Select Spa from Kanebo one of its kind worldwide, a spacious fitness and relaxation area, and other amenities focusing on beauty and health. There are unique services in offered in elegant, lush green settings: Better-ageing programmes,



Osteopathy, Physiotherapy, Nutrition and Coaching, Body treatments, Facials, Cosmeceutical procedures, Fitness and Sports coaching, and Hair. Services are provided by a multi-disciplinary team of therapists, coaches and medical specialists with expertise in the realms of preventive and anti-ageing medicine. Over 30 holistic treatments are available where the comforting space of natural materials alone will soothe every sense. The Private Spa for two is a highlight where romance comes in the most luxurious form, with sauna, blossom bath, and bespoke treatments. A host of time-perfected beauty treatments are also available, administered by expert beauticians, to bring out the most radiant inner you.

There are 16 treatment rooms, exclusive heat and cold areas and a private spa. In 2011, the Heat Experience Zone was added – the perfect finishing touch to the Victoria-Jungfrau Spa Finnish sauna, separate steam baths for men and women, cooling down area with luxury showers and quartzite ice fountain, atmospheric lounge with candles and fireplace.

**Architect and Interior Designer:** Itten+Brechtbühl AG, Raumforum Balmer + Krieg.

**Address:** Höheweg 41, 3800 Interlaken, Switzerland.

**Phone:** +41 33 828 28 28

**Website/ Email:** interlaken@victoria-jungfrau.ch, www.victoria-jungfrau.ch

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— HANS-PETER VEIT, Director of Nescens Spa, Victoria-Jungfrau Grand Hotel & Spa





# Spa Solace Lucrative Offers

Salon India updates you on some relaxing offers to unwind that are eye-catching and hard to miss

## WOO WELLNESS, PULLMAN, GURUGRAM

### The Odyssey of Bliss

Treat yourself to a harmonising stone massage with a warm volcanic stone. It is followed by a relaxing facial leading to a foot reflexology session. This deeply nurturing combination will soothe your senses and relax your nerves, and release tension from tired muscles.

**Duration:** 150 minutes | **Price:** ₹9,999+taxes

## THE GOLDEN PALMS HOTEL AND SPA, BENGALURU

### Thai Massage

You can experience a traditional massage without oil. Thai massage is a combination of stretching movements and localised pressures on the energy meridians of the body. Pressure can be adjusted according to the needs of the individual. They provide comfortable cotton attire and it takes place on a supportive floor mat. This package also includes a foot reviver and spa consultation.

**Duration:** 90 minutes | **Price:** ₹2,800+taxes

## CLUB OLYMPUS, HYATT REGENCY, DELHI

### Philippine Hilot

This treatment uses a therapeutic massage style based on traditional Filipino healing techniques. Using warm banana leaves, virgin coconut oil and hilot balm, this massage focuses on the joints of the body. The treatment consists of manipulative techniques that help to treat dislocated joints and relieve joint pain.

**Duration:** 75 minutes | **Price:** ₹6,000+taxes

## CHI, SHANGRI LA'S EROS HOTEL NEW DELHI

### Awakening Shirodhara

This treatment is traditional and pure. In ancient Ayurveda, lukewarm medicated oil is poured on the 'third eye chakra' or the centre of the forehead, to awaken your senses. It assists in relieving mental exhaustion and ill-effects on the central nervous system.

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# Sudhip Ghosh

## Change in Mindset is Mandatory

Sudhip Ghosh, Spa Manager, Rejuve – The Spa, The Lalit Great Eastern Kolkata by The Lalit Suri Hospitality Group, shares his perspective on the wellness industry

\\ by Aarti Kapur Singh



### **Please tell us about your professional background.**

After completing PGDHFM, I joined The Park Bangalore in July 2003, and worked there for three years. Then an opportunity to work with the Taj chain of hotels came up. I gathered experience at Taj Mahal Hotel and Taj Wellington Mews in Mumbai, Taj Tashi in Bhutan, Taj Falaknuma Palace in Hyderabad, Taj Usha Kiran Palace in Gwalior, and Vivanta Bengaluru. I was with them for eight years till I joined The Lalit Suri Hospitality Group in January 2015.

### **What are your views on the growing wellness industry?**

The wellness industry in India has evolved from being a highly unstructured ecosystem of the '90s to a more active sector today. With health and wellness coming into mainstream, this industry will see a massive boom in the coming years. Wellness refers to complete well-being that goes beyond any disease-free neutral point of the body, mind, and spirit. India is known as the land of Ayurveda, Yoga, and alternative medicines, branches that have evolved

through the years. However, we do not give much credence to wellness, and have had a tendency towards sick-care and treatment versus preventive care and maintenance of overall well-being. People around the world are spending on a holistic approach which includes every aspect of life, even sleep. Globally, spas are no more a luxury, but a part of lifestyle, and therapies are needed to stay healthy and rejuvenated.

### **What are the USPs of your spa?**

Our main USP is our approach to holistic wellness and our ability to help define wellness goals and develop a customised health programme for clients. Healthful change is the core philosophy. We are not only happy to interact with our guests, but we often take pride in knowing their specific needs and catering to their individual concerns. Our philosophy is to help guests make informed life changes that will last well beyond their stay. Our attention to every aspect of well-being of our guests is also our USP. We have had customers give positive feedback to improve our services and not rest on these USPs. Even in terms of facilities, we are at the forefront of wellness. We have Lemi's Aqua Bed, the first of its kind in Kolkata and India, designed to naturally caress the body while restoring balance through contact with this primordial element. The bed itself offers unparalleled experience. The Couple Treatment Room is another specialty since it is rare to see a couple treatment room which has a good ambience and best treatments.



PEOPLE ARE STILL NOT GIVING HEALTH AS MUCH AS ATTENTION AS THEY SHOULD, BUT WHEN THEIR HEALTH IS AT AN ALARMING STAGE THEY REALISE THEIR FOLLY.

- SUDHIP GHOSH



**What are the preferences of visitors that come to your spa?**

Everybody is looking for relaxation, rejuvenation and daily upkeep of oneself. Some may have lifestyle conditions and would like to supplement a medical treatment with relaxation therapies. Our massages and therapies can be customised to suit individual needs. Most of our patrons veer towards Ayurveda, since it targets the root cause of an illness, and goes beyond identifying the symptoms.

**What are the therapies on offer?**

We offer Balinese treatments and therapeutic journeys which are amongst the most popular with our visitors. The spa menu combines both Eurasian and Ayurveda therapy techniques. Some of the rejuvenating therapies include varieties of full body massages like Swedish, Balinese, Therapeutic and Reflexology, facial treatments, holistic Ayurveda therapies, scrubs, and body wraps. Therapies are advised as per the need of the guest following a personalised consultation. Beauty services like pedicure, manicure, hair spa, and eye treatments are also offered. Rejuve Signature Therapies are luxurious in nature, with Rejuve Herbal Therapies being the most popular, however, the jewel in our crown is definitely the 'Journey Through Bengal' therapy.

**What are the main challenges that you face?**

Lack of awareness about one's well-being is one of the most common challenges we are facing. People are still not giving health as much as attention as they should, but when their health is at an alarming stage they realise their folly. Another big challenge is the mindset due to a growing number of

unauthentic day spas offering 'treatments' at lower prices. However, those who know the kind of products we use are delighted with our services, and so, will always choose us. I think not just us, but wellness retreats around the world may find dealing with preconceived notions or preset ideas tricky.

**What are your plans for spa?**

We would like to add more wellness offerings, and also incorporate traditional local therapies and know-how to our spa menu. In the future, we wish to continue with development and introduction of new therapies and technologies, and contribute to help Rejuve - The Spa become the best spa brand. 🌿

# Margot Robbie

## Bohemian At Heart

Despite being a natural beauty, Margot Robbie has defined her sense of style into a perfect representation of her personality. A delightful mix of relaxed and feminine, her unique looks make many heads turn

\\ by Aarti Kapur Singh



➤ Margot Robbie is a force to reckon with in Hollywood starring in films such as *The Wolf of Wall Street*, *Focus*, *The Legend of Tarzan* and *Suicide Squad*. She is also now the newest ambassador for Chanel Fragrances.

### Favourite hairstyle

"Blonde beach waves! It is such a relaxed yet chic hairstyle, and so easily done! I just apply sea salt spray or texturising lotion on damp, towel-dried hair, then, blow dry until it mostly dry, and scrunch it with hands. You can also twist hair into a loose braid to air dry completely. Define the waves with a curling wand, if needed."

### Skin care routine

"In moisturisers, I love La Prairie and their eye cream. I am not a big fan of serums as my skin can be quite sensitive, and sometimes it reacts to them. However, I love facial mists!"

### Make-up hacks

"When I apply foundation, I use an eyebrow brush or toothbrush to brush it into my hairline so that it blends with my face. This is because I have blonde hair and tanned skin, so if I do not blend it, it will look gross. Actually I prefer to not wear heavy make-up at all. I will happily go to dinner wearing a tinted moisturiser. I will put a sheet mask or roll these little refrigerated glass orbs filled with liquid under my eyes, which feel so nice. My tip for easy glamour? Embrace an ethos of artfully undone, rather than classically done-up; when in doubt, add a touch of shimmer."

### Must-have products

"I use Peter Thomas Roth complexion



correction pads for my face, as I am usually travelling and there is no time to wash. Also, Caudalie facial mist has the nicest smell! I use Bepanthen lip balm, which is actually a nipple cream for breastfeeding mothers, or a diaper rash cream for babies."

### Fitness regime

"I start the day with what I call green stuff – a matcha beverage that is an immune-boosting powder you can mix with juice. If I have the time, I like dance classes as it does not feel like exercise to me. I play sports with friends, like tennis, even though I am not that good. When I am in LA, I go Andie Hecker, who used to be a ballerina. She has now incorporated ballet techniques with a Pilates machine with weights. I am most comfortable and content whenever I am in water. I love to float underwater. Pool, ocean, river, hot tub, I do not care."

### Sense of style

My early style veered toward the sweet and pretty, with floral dresses and bright rompers. Today, I prefer elegant and sophisticated gowns, meaning daring, over-the-top, dresses are out. One of my favourite ways to do this is to choose a backless dress. It will be utterly sophisticated from the front and unexpectedly sexy at the back – these gowns are perfect to create a look! Give me a black and white combo any day, as I think the combination is classic and simple, yet bold and eye-catching! White lace is my go-to look when I want a beautiful and soft style; lace is delicate, lovely and quite ladylike. Black lace, on the other hand, is great to look sexy and daring, and is great for structured dresses and sophisticated jumpsuits. 📌





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**STEP 1** Wash your hair with a shampoo at your choice.

**STEP 2** Create a horse shoe section starting from temples to the crown, and fix it with a clip.

**STEP 3** Cut sides and back area on a 30° angle, working on vertical sections.

**STEP 4** Shade outline and sideburns proceeding towards the neck with point-cut.

**STEP 5** Add more texture to the back and sides with the twist-cut. Take square sections, twist lock on your finger and give small cuts to lock.

**STEP 6** Cut upper part with point-cut using a three part section, keeping a square shape.

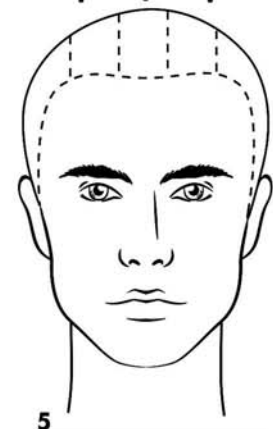
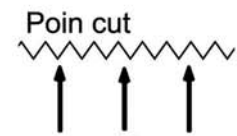
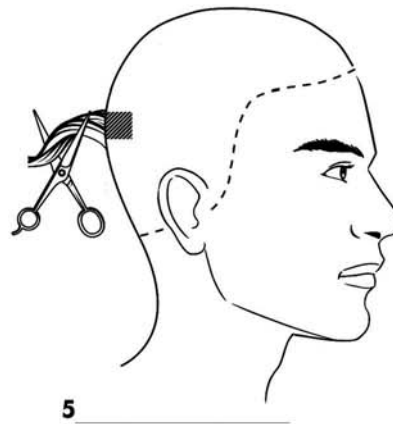
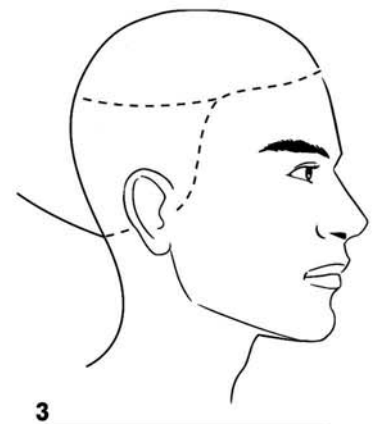
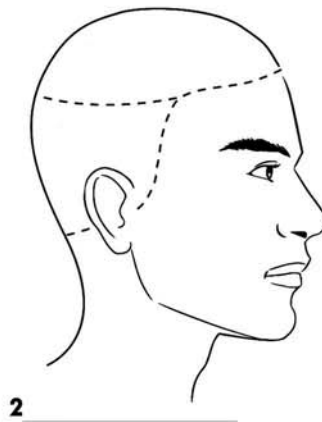
**STEP 7** Link upper section to the remaining parts, working on vertical sections.

**STEP 8** Cut upper part with twist-cut in order to reactivate curls and create more volume.

**STEP 9** Apply a small amount of classic gel on wet hair to create more volume.

**STEP 10** Blow dry your hair on low speed and run your fingers through the curls.

**STEP 11** Apply a small amount of wax on lengths and tips to have more precise curls.



Hair: Tom Chapman, James Beaumont e Studio Team Keune



PHILIPPE





## AHMEDABAD

# Yash Gondaliya Hair Education

Yash Gondaliya Hair Education, spread across 500 sqft, was established in early 2019. Yash Gondaliya, Founder, was inspired to start the academy as he believes in the adage, 'We rise by lifting others'. He had a vision to educate those who are passionate about hairdressing and feel love and respect for the profession. He has a goal for the institute to achieve the feat of becoming the best hair education academy in India. Going forward, his plan is to collaborate with salons, brands, and groups of students across the country, and launch a second branch. The academy believes in precision, respect and passion for hairdressing. Training of the students spans technical, theoretical and practical aspects.

Yash had competed in Skill India in 2018 and emerged as a zonal, state and regional winner on a national level. He has set a benchmark for the students and created a vision for them. The experienced faculty of the academy helps students to understand and experience the salon environment with live consultations and client services. There are different exams conducted to test the skill and creativity of students and guide them correctly for better career options.

Shares Yash, "I believe that students have to learn the rules first and then break them, like a master, to emerge as an artist. Hairdressing is my passion and I love my job. Knowledge is the new currency, so, never stop learning is my advice to all the professionals in the industry."

I BELIEVE THAT STUDENTS HAVE TO LEARN THE RULES FIRST AND THEN BREAK THEM LIKE A MASTER TO EMERGE AS AN ARTIST.

– YASH GONDALIYA

### Courses offered

The academy offers different courses related to hairdressing and styling. The professional Core Hairdressing Diploma course is for a duration of two months and includes the basics and fundamentals of hairdressing. There are short-term courses, as well, like Styling and Men's Barbering for a duration of four days and 20 days, respectively. The Hair Games course is for 12 days and creative cut and styling is taught.

### Certificates awarded

Students are certified by Yash Gondaliya Hair Education.

### Eligibility criteria

It depends on different courses offered. For Hair Games, at least one year of experience is required, as the course aims at teaching creative cuts to professionals.

### Fee range

₹5,000 to ₹40,000. Prices are subject to tax. 📞



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**HIGHLIGHTS OF THE NEXT THREE ISSUES**

- Recap of 2019 and Vision 2020-21:** Trend prediction; plans of brand for categories in hair and beauty; and financial management for new entrepreneurs.
- 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.
- Spring/Summer Hair and Make-up Trends:** Celebrity artists share information on hairstyles and make-up, and forecasts; brands share briefs on product innovations; challenges in distribution, marketing, and more.

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# Parikshaat Wadhvani

## Fusion Wear At Its Best

Label Peeké is a blend of tradition and modernity, just like our millennial generation. Parikshaat Wadhvani, Founder of Peeké, shares his take on beauty in fashion



### **How did you get started in the fashion business?**

It all started in latter part of 2018, when I decided to channelise my creative abilities and sensibilities in the way I had not done before. Having worked in the fashion industry for over five years, I had learnt a lot and thought it was time to give back to the industry. Since I am an artist, what could have been a better way to channelise my art than using the infinite canvas of fabric?

### **What are your views on the growth of Indian fashion?**

India has always been one of the richest in textile. We have an exhaustive range of it. Indian fashion, on the other hand, has reached another level. In present times, the consumer's preferences have evolved. Men and women are now more fashion conscious than ever before. They are more open to experimenting and trying out all sorts of fabrics and styles.

### **How has your style evolved? What is your concept of design?**

My personal style has always been traditional yet millennial. My label, Peeké, stands for women, who represent Indian values, but at heart are millennials. My concept of design is to create elegant, pleasing to the eye, intricate and colourful garments. Colours play an important part in fashion, as the colour one wears highlights their emotion portrayed.



### **What is the role of hair and make-up on the runway?**

Hair and make-up is critical to set the mood and vibe for a ramp show. The play of colours in make-up and the texture of the hair elevates the message that the designer is trying to convey.

### **Who are the hairstylists and make-up artists you usually work with?**

Marianna Mukuchyan, Tushar Gupta, Justine Rae Mellocastro and Mehek Oberoi.

### **Which is the most outrageous hair and make-up look you have adopted for a collection?**

Keeping my collection in mind, I choose subtle yet striking looks. Since our clothes are big on colour and embroidery, we go metallic on the eyes and lips, and keep the cheeks clean. Since we want the mood to be elegant and clean, hair is tied up with a few loose strands adding to the overall texture and look.

### **Who is your source of inspiration and why?**

My source of inspiration this season is the rangoli. When I was a child, I would always make a rangoli for Diwali, and be thrilled to see a well done rangoli lit with diyas. Hence, I have always chosen vibrant shades in my collection.

### **Who is your favourite muse and why?**

My favorite and ultimate muse is Alia Bhatt. I think she is the perfect example of a girl that represents our label's identity.

### **What are your future plans?**

I want to create more amazing collections and dress for all the lovely women in India and abroad. 🌟



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## MUD INDIA OFFICIAL MAKE-UP PARTNER FOR IIFA

Make-up Designory India (MUD) was appointed as the 'Official Makeover Partner' for IIFA Awards this year. It was the first beauty academy from India to ever collaborate with IIFA.

NEXA IIFA Awards 2019 brought the best of Bollywood with a star-studded awards night. Marking the 20th glorious celebration of the spectacular IIFA journey, NEXA IIFA Awards 2019 took over the vibrant entertainment capital of the country, for an unforgettable awards presentation.

MUD was chosen by IIFA to appoint a team of professionals for make-up and hair makeovers backstage, green carpet, pre-shoots, performances, and so on.

For the event students at MUD were especially re-prepared for 15 days in advance under professional guidance for the different hypotheses and moodboards. To deliver a high end makeovers running for almost 16 hours each day for four consecutive days with over 200 makeovers done, MUD appointed students that had passed out to be a part of this proud moment. MUD artists were designated at various locations for activities across the IIFA venue for various makeovers with assigned timelines and artists.



**WHAT**  
Award show

**WHERE**  
Sardar Vallabhbhai  
Patel Indoor Stadium,  
Mumbai

**WHEN**  
18th September

## KAY BEAUTY BY KATRINA KAIF A NEW MAKE-UP LINE



L to R: Kusha Kapila,  
Katrina Kaif, Falguni Nayar  
and Reena Chhabra

Kay Beauty by Katrina Kaif, in partnership with beauty retailer, Nykaa, was launched across 50 Nykaa stores and online on their website and app. Kay Beauty is created with a vision to deliver high-performance, long-lasting, ultra-glam make-up products that also care for the skin. The launch collection will feature lip, eye and brow products to create three beauty trends - Perfecting The 3D Lip, The Art of Sultry Eyes, and Natural Ombré Brows.

The idea of #MakeupThatKares led Katrina to discover ingredients that could be fused in make-up to repair and enrich the skin. It culminated in a collection where each product has specific 'care' ingredients to nourish the skin, while delivering a longwear, high performance finish.

After months of testing and refining every aspect of every product, from ease of application to colour payoff, texture and shade range, Katrina felt that this collection was a part of her and extended her name to it, and called it 'Kay'.

Kay Beauty features Kolor, Kover and Kare ranges, where Kolor represents the colour cosmetics with eyes, lips and nails, Kover will include high performance face products, and Kare encompasses nourishing ingredients. The collection right off the bat has 48 pieces of versatile eye and lip products from the Kolor category. The minimalist outer packaging etched in a delicate 'K' monogram represents a white canvas suggesting that beauty is what each woman wants it to be.

**WHAT**  
Brand Launch

**WHEN**  
22nd October

**WHERE**  
JW Marriott, Juhu, Mumbai



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