

Artistic Director: Salón FIVE Hair: Manuel Ferreres @ Salón FIVE Photographer: Esteban Roca Stylist: Ban & Ro MUA: Nacho Sanz

## Content



- 28-30 Snippets Latest news and updates from the beauty and wellness industry
  - 32 New openings Salons and spas that have been launched in the country
- 34-35 Main interview Alexander Kirilyuk, Creative Director, SK Style Barcelona joined the hair industry when he was 15, and went on to launched his salon at 18.
  A die-hard fan of the hair business, he shares his professional journey
- 38-48 In hair Serie Expert Nutrifier by L'Oréal Professionnel offers advanced home care solutions to end bad hair days; Biolage SmoothProof, from MATRIX, transforms unmanageable and frizzy hair into silky smooth hair with shine; MATRIX launches Wonder Color Ammonia Free, with 25 rich and caring shades; With Fusio-Scrub by Kérastase, experience deep cleansing with sensorial essential oils to awaken your scalp and hair; Latest products in the market
- **50-72** In focus The year 2020 has kickstarted with opportunities galore in the hair and beauty industry. While potential and competition go hand in hand, it is essential for professionals to stay updated on innovative trends and techniques. We speak to veterans in the hair, make-up, and dermatology businesses and present the trends in vogue
  - **74 Artist Interview** Delhi-based Meghna Sharma, independent make-up artist, shares her insights on the line
  - 75 Doctor Speak Dermapen4, available exclusively at Medlinks in Gurugram, is the world's first digital and bluetooth microneedling platform. Dr Pankaj Chaturvedi, MD and Consultant Dermatologist and Specialist Hair Transplant Surgeon at Medlinks, shares vital information
  - **76 Skin Care** Protect, nourish and hydrate sensitive skin with Cheryl Cosmeceuticals Sensi range of products
  - **78 Guest Author** Dipali Mathur Dayal, entrepreneur, shares insights on the importance of gender neutral cosmetics
- **82-83 Visual Dynamics** Located at Novotel Goa Dona Sylvia Resort, the layout of Sohum Spa is been influenced by Portugese architecture
- **84-85 Wellness View** Ajoy Biswas, the Spa Manager at Tamaya Spa, Jaypee Greens Golf and Spa Resort in Greater Noida, shares his views on the wellness industry, and more
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  - 90 Events What is happening, where
- 92-93 Step-by-step Recreate the intricate cut
  - **94 Training** Kromakay Academy, the brainchild of veteran Kanta Motwani share their course details



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