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The year 2020 kickstarted with opportunities galore in the hair and beauty industry. Social media is continuing to call the shots and directly impacting the dynamics of the industry. When it comes to innovation, the sky is the limit, thanks to global collaborations, access to international ramp and beauty shows, to name a few. While potential and competition go hand in hand, it is mandatory for professionals to stay updated on the latest trends and techniques in hair and make-up that are being introduced in the industry. To learn first hand, we spoke to several veterans in the industry like Nitin Manchanda from Wella Professionals, Rizwan Ahmed from StreaX Pro, Audrey D'souza from TIGI, Petra Strand of Pixi, Aashmeen Munjaal of Star Salon & Academy, Anupama Katyal from Lakmé, among others.

In the Hair section, we present Alexander Kirilyuk, Creative Director, SK Style Barcelona salon. He is highly qualified in this space and has conceived several hair services with a young and innovative spirit. Vipul Jain, CEO, Advancells, focuses on providing cutting-edge Stem Cell Therapies for patients with life-threatening ailments and lifestyle-related maladies. In this issue, he shares how stem cells can help restore hair loss. Also, we bring to you products that are doing the rounds like Serie Expert Nutrifier by L'Oréal Professionnel – it 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; also MATRIX launches Wonder Color Ammonia Free with 25 rich and caring shades; Fusio-Scrub by Kérastase, offers deep cleansing of the scalp and hair using sensorial essential oils.

In the Beauty section, we have Delhi-based Meghna Sharma, independent make-up artist, who shares her insights on the line and talks about her mother's influence that made her choose this profession. Dipali Mathur Dayal, Co-Founder of Super Smelly, shares insights on the importance of gender neutral cosmetics in the present times. Dr Pankaj Chaturvedi, MD and Consultant Dermatologist and Specialist Hair Transplant Surgeon at Medlinks, shares vital information on Dermapen4, available exclusively at Medlinks in Gurugram which is the world's first digital and bluetooth microneedling platform.

Another veteran Kanta Motwani and Pooja Desai share a detailed description of the courses offered at Kromakay Academy. In Spa Focus, we present the visual grandeur of Sohum Spa, located at Novotel Goa Dona Sylvia Resort. The layout of this spa is influenced by Portuguese architecture. In Wellness View, we feature Ajoy Biswas, Spa Manager at Tamaya Spa, Jaypee Greens Golf and Spa Resort in Greater Noida, shares his views on the wellness industry, and more.

All this and lot more in this issue. Keep yourself updated on everything new in the industry and keep liking and sharing on Facebook and Instagram.





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Alexander Kirilyuk

The Art of Innovation

SK Style Barcelona came up in 2009 with a philosophy to create a qualified space to create beauty services that were young and innovative. Alexander Kirilyuk, Creative Director at SK Style Barcelona shares his professional journey with us

\\ by Aradhana V Bhatnagar

Inspiration to be a part of the hair industry

My brothers wanted to be hairdressers, and therefore, liked to experiment by cutting their own hair and each others, as well. I was surrounded by joy and enthusiasm for hairdressing, and so, it was natural for me to work towards being a stylist. When I was 18 and still in school, I started working at a bridal salon where over the weekends we would create hairstyles for brides and their guests, and the whole process would be captured in photos and videos!

Professional education

I grew up in a very small town that did not have a hairdresser. In order to be one, I had to leave my home and family. When I was 15, I moved to the city where I studied the art of Barbering for



Beauty and Wellness Industry Views on Budget FY2020-21



“The Government is sure to take steps towards strengthening the economy. In fact, the beauty business is booming and the beauty service sector needs encouragement, to increase employment opportunities. Also, more spending money in the hands of consumers will improve the consumer durables business, including beauty. I am also hoping that the budget will pay further attention to women empowerment.

– **SHAHNAZ HUSAIN**, MD & Chairman, Shahnaz Husain Group of Companies



“The individual taxes and direct taxes, both, must be slashed to increase disposable income. Also, salon services should be such that they are more affordable for the masses.

– **PRIYANKA AHMED**, Owner, Masah Spa



“I expect the government to reduce personal income tax liability by enhancing the limit. It should also remove dividend distribution tax from companies, which is in a way double taxation.

– **ASHISH GIRDHAR**, MD, Dermacol



“Budget vision for the next decade is to build physical and social infrastructure for a US\$ 10 trillion economy. To create a digital India that will impact the life of Indians. Make India pollution-free and thrive on electric vehicles and renewable energy. Expand rural industrialisation using modern technology. To have clean rivers, safe drinking water and efficient use of water. Make our coastline and ocean waters power India's growth. Make India self-sufficient in food export to meet the world's needs. A distress-free health care and a functional and comprehensive wellness system. Make India a minimum government and maximum governance nation.

– **NEHA BANSAL**, Founder & Director, Layers Salon Chain



“The industry is growing owing to the high demands from the beauty conscious generation; there is a lot of international investment opportunity that can be influenced by good policy decisions. The industry is a very big indirect employer for both semi-skilled and skilled labour. We expect this budget to attract more international investments thereby boosting the industry and employment rate. But one thing is for sure, nature therapy, and more natural or organic-based cosmetics will drive the new beauty revolution.

– **RAYED MERCHANT**, Director (Global) & Head Brand Procurement, SSIZ International



“I expect the government to give due emphasis to the beauty and wellness industry as it offers huge employment opportunity as well, aside from contributing to GDP and well-being of society.

– **APAR GUPTA**, Founder, Blu Ocean Studios



“We understand the Make in India initiative, but the government should look at lowering the 'registration fees' for easing the entry barrier for Indian companies importing world-class beauty products. This will encourage new entrepreneurial companies.

– **SHYJO PAUL**, Associate VP, Luxaderme New York



“The expectation is that the government should look at relaxing the tax slab. It should be seen from the perspective of essential services taken by consumers. Most of the businesses would like to come under the GST framework but, it will also add more revenue to the government's kitty.

– **SANDEEP SHARMA**, Co-founder, Invoay Software



Color With Care? You Need A Wonder!

MATRIX launches Wonder Color Ammonia Free, with 25 rich and caring shades!



➤ These days, consumers are constantly looking for new hair trends and looks on social media and online. They are always searching for enhanced benefits like lasting colour and nourishment in shades that are 'trendy and wearable at the same time'. While consumers are actively looking out for ammonia-free colours, their tresses require more. Hair colour that is safe and that causes less damage while achieving fashion is the need of the hour. They are demanding more from their ammonia free hair colors- better care, damage protection, rich colour and shine.

Keeping this in mind, MATRIX launches Wonder Color Ammonia Free in 25 rich and exciting shades - a nourishing, long-lasting ammonia free colour palette, designed to deliver even, true to tone colour results. The Wonder Color Ammonia Free range offers fashionable, yet natural shades that complement various skin tones and dark Indian hair perfectly in the shade families of Plums, Browns, Mochas, Chocolates, Blacks, Golds and Reds.

Why do we recommend Wonder Color Ammonia Free?

- **20% caring ingredients:** The unique formula has 20% caring ingredients that include conditioning polymers and nourishing Olive Oil.
- **Exciting shades:** Choose from a range of 25 shades. Its versatile palette of Plums, Browns, Mochas, Chocolates, Blacks, Golds and Reds can be used not only to cover greys, but to be used for fashion colouration, as well.

- **Five times more shine:** Smooth, manageable shiny hair is now possible with ammonia-free colour. Wonder Color Ammonia Free is formulated to give hair five times more shine post colouration.
- **8 weeks colour lock:** The revolutionary colour delivery system in Wonder Color Ammonia Free ensures that despite being free of ammonia, the colour lasts. The colour molecules penetrate uniformly, deep inside the hair fibre resulting in even, vibrant colour that stays up to 32 washes.
- **Even, true to tone colour:** The colour delivery structure ensures that the colour molecules layer themselves one on top of the other uniformly, ensuring an even distribution of colour. This results in colour families that stay true to tone despite regular washes.
- **Well-nourished, manageable hair:** Consumers often complain of ammonia-free colour making their hair dry, but with Wonder Color Ammonia Free's patented coacervation system and three oils, hair feels nourished, well conditioned unlike ever before!
- **100% grey coverage:** Use this palette not only for fashion colouration, but also for covering your greys, giving you upto 100% grey coverage. ⓘ

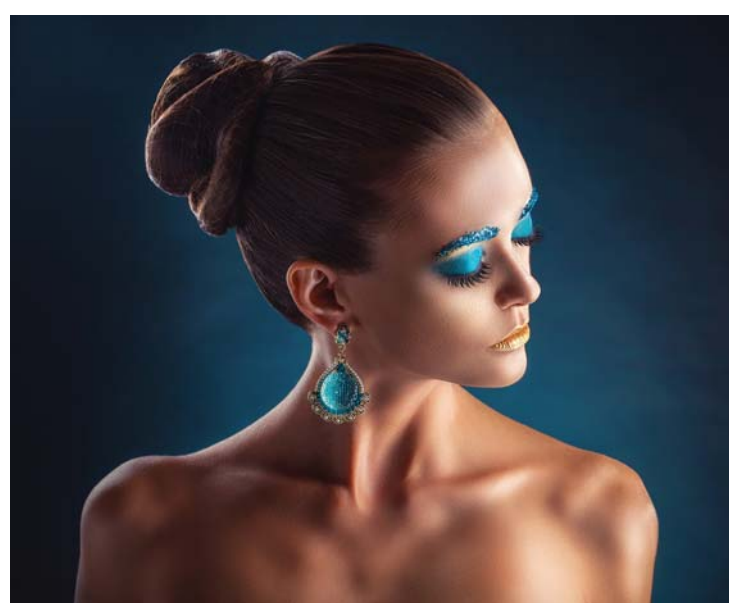
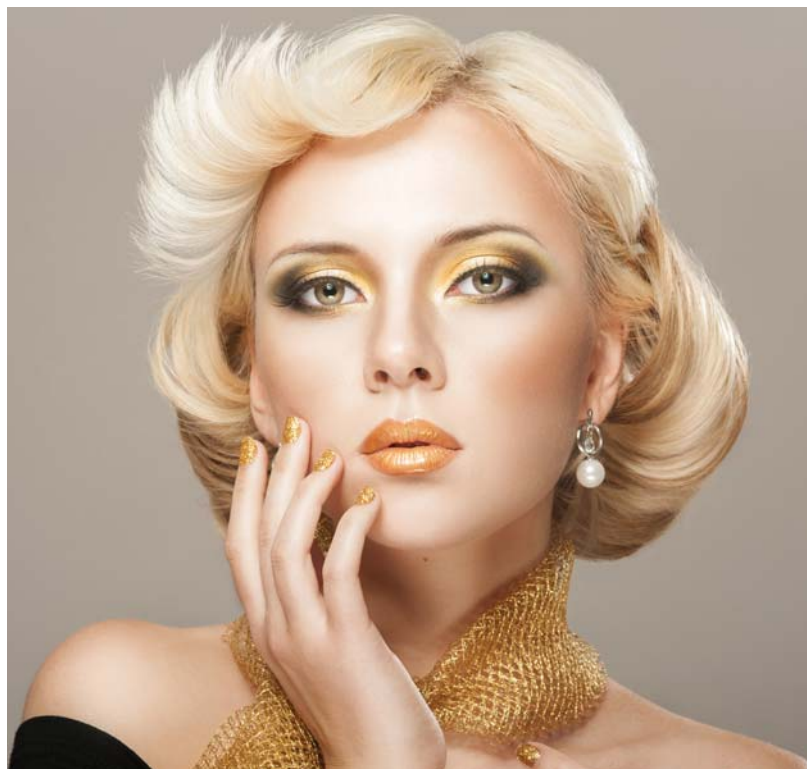
Flaunt colourful, smooth and shiny tresses with MATRIX Wonder Color Ammonia Free. These services are available at MATRIX salons.



Start from Scrub

With the New Fusio-Scrub by Kérastase

Experience deep cleansing with sensorial essential oils to awaken your scalp and hair



Trend Alert for 2020

Hair and Beauty Forecast by Celebrity Artists

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

\\ by Aradhana V Bhatnagar



Meghna Sharma

Taking the Legacy Forward

Meghna Sharma, inspired by her mother Kusum Goel, owner of Meghna Salon in Delhi, reveals her reasons for foraying into make-up artistry, plans and more

The inspiration

My joining the beauty business was a sudden decision though I was always involved in the salon and would guide team members whenever I was there. I would always look at brides getting ready and their make-up, but I did not do anyone's make-up at that time. I would only feel enthusiastic and as my mother was also a make-up artist, it has been her wish that I would carry forward her legacy and choose the same profession. Today, I specialise in party and bridal make-up.

Joining the industry

When I had decided on being a part of this business, I realised that I have to be educated in the line and joined the veteran of make-up artistry, Vidya Tikari's academy. Later, I also joined a course at Make Up For Ever under Manishi Jain, and then years later, went to London for another course.

While all the courses I have done, so far, have dealt with different aspects of beauty, but I feel that technical knowledge course never ends. Make-up is an expression of

creativity and everyone has their own perception of it. Vidya always taught us to never use the same technique of make-up on clients, as face shapes, personalities, and skin tones differ all the time. I have gained a lot of knowledge from the workshops I have attended and feel that even if you learn a single tip, there is a lot of ways it can be implemented.

Main challenges

I still remember how nervous I was when I was doing make-up for my first bride. I was so worried that I would mess it up! I had an experienced make-up artist standing beside so that she would immediately correct it incase something went wrong. Thankfully everything went well and the bride looked pretty. Today, clients ask for the brands we use when they are making a booking. We share the names and price range so that they can decide in peace.

Trend watch

I look up the latest videos on YouTube that highlight the latest trends in the industry and the new techniques that have come up. I also find inspiration from several platforms on social media, as that is where the celebrities are sharing or wearing trendy make-up looks. I also notice that the old trends are in vogue again. For 2020, I am certain simpler looks in nude and natural make-up will be a big hit.

Favourite brands

Kryolan, MAC, and Bobbi Brown, though Clinique's primer is superb.

Importance of client interaction

It is extremely important for the make-up artist to be completely in sync with the needs of the client. However, it is also critical for us to share what will look good on them and what will not. Honest communication is critical. The bride's ensemble, jewellery, and personality play a major part in deciding the look. Make-up should be kept real and used to enhance the features. 📸





Nishtha Dudeja

Against All Odds

Nishtha Dudeja was born with hearing impairment, but it did not stop her. An all-rounder, she has bagged coveted titles of Miss Deaf India 2018 and Miss Deaf Asia 2018. She has also represented India in Deaflympics 2013, World Deaf Tennis Championship 2015 and Deaflympics 2017. What's more, the Government of India has conferred her with the National Award for Disability Empowerment in 2018



My hair care regime

"I oil my hair once in about two weeks, let it stay for a day and rinse it off the next day. I use Biotique Shampoo and Forest Essentials Conditioner." When I feel my hair is getting damaged, I visit Looks Salon or VS Salon for a treatment. I like beachy waves, low messy buns, and buns with gajra."

My skin care regime

"I cleanse my face with Cetaphil, use a toner and apply a night cream. Every two or three weeks depending on my skin condition, I need to use a scrub like besan. At times, I make a scrub using honey and sugar or coffee powder and coconut oil mix. I believe in home remedies."

Make-up favourites

"My favourite product is the lip balm, however, I also like tinted lip balms and mascaras. I do my own make-up which I learned during the training for Miss Deaf India; for photoshoots, I go for the professional make-up artists. As a foundation, I use MAC; Sephora and LA Girl concealers, MAC, Maybelline and Nykaa lipsticks and mascara by L'Oréal."

Fitness wise

"I have been in sports for 15 years and have had a rigorous fitness regime. Also because of a jaw injury, I cannot do intense workout. I exercise for 1.5 hours, but when I am short on time, I do biceps-squats for 20 minutes and Chakrasana – it works well for me. Usually I exercise two or three days a week."

Diet matters

"I start the day with two glasses of water. I enjoy having three meals a day and in between them, I eat some fruit and light snacks. My intake of fluids is high – one cup of masala chai and seven or eight glasses of water daily. I am conscious enough about what not to eat. For example: I avoid pickles as they disturb my digestion system; more than a cup of milk makes me feel bloated; and sweets. I prefer homemade food, and Chhole-Bhathure made by my mausi is my favourite."

My inspiration

"I have drawn inspiration from my drive to do something different. There is no one person in this regard, but have learnt things from good people who have tried to excel in life. I am inspired by common people who want to do something good for society."

Message for the readers

"I request everyone to know themselves well. Know your skin, know your body enough to say no to the beautician if she suggests something you know will not work well for your skin or body. I also request you to know yourself spiritually and mentally. It is also important." 🧘



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