

SALON

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We are in lockdown. A state of life we had never thought of. But have you noticed how clean the air has become, how blue the skies, and the constant chirping of birds! The notes we only hear in films, are now a beautiful reality. However much we may curse the virus or the consecutive lockdown, it is true we have much to be thankful for.

The deadly virus and the fear of contacting it has managed to do what no being on earth has been capable of - making humans sit at home, for an indefinite period of time across the globe. Who could have thought of that possibility? But humans are resilient beings, we adapt and adopt as per the situation, some of us never ever giving up. In the hour of social distancing, we have to embrace the ongoing state of affairs, and created several measures, some of them harsh to not only survive, but blossom. This is the new normal.

In 'In Focus' we present to you views of the industry stakeholders who give insights into the tremendous impact Covid-19 has had on their businesses, and worse the necessary lockdown. The beauty and wellness industry had come to a grinding halt and salons and spa were the worst hit with immediate closure being demanded by the government. Even today in some states they continue to stay shut, however, those that have opened or are planning to, have strict safety and hygiene measures in place. It is reassuring, but the consumer will take time to visit a salon to avail their services.

In 'Hair', we virtually meet Megan Panozzo, the winner of the SA/TAS Hairdresser of the Year, Owner and Creative Director of In Awe Salon in Adelaide, Australia. She shares secrets behind her quick climb in the hairdressing world, and more. The head of Christian Ríos Hair Couture Salon in the old town of Vilanova i la Geltrú in Barcelona, Spain, Christian Ríos presents 'The New Wave' collection, a mesmerising photo essay that will force you to look at hair in a new light. From aspiring to be a surgeon to becoming a celebrity hairdresser, Natasha Nayar changed gears because of the passion she felt towards hairdressing. She has setup Hair Garage by Natasha in Mumbai, and is working with A-listers such as Vicky Kaushal, Nawazuddin Siddiqui, Yami Gautam, to name a few.

In 'Beauty', Pritika Keswani, a self-taught freelance make-up artist, is inspired by beauty around her to create out-of-the-box looks for her clients. Also the Founder of Lashablelashes, she shares her professional journey. Guest authors Shahnaz Husain, Chairman and MD, Shahnaz Husain Group of Companies reiterates the importance of education in the beauty and wellness industry; and Bikram Sagra, MD, JB Skincare stresses on the role of technology and that it is critical for business survival.

In 'Spa Focus', we present inspiring spa designs from across the world. From linear layouts to plush exorbitance, from elegant hamams to whimsical pools, the design of a spa is intrinsic to its success. In 'Wellness View', Dr Jitendra Varshney, Spa and Wellness Director, Six Senses Spa in Mumbai shares his views on the industry at large.

Also, take a look at the snippets which has with domestic and international news, salons and spas that have been launched, and more, in this flipbook issue of *Salon International-India*.

Do look us up on www.indiaretail.com and social media handles @saloninternational_ind on Instagram, and @saloninternationalindia on Facebook. Keep liking and sharing!



Hair: Christian Ríos @ Christian Ríos Hair Couture
 Photography: David Arnal
 Make-up: De Maria
 Styling: Christian Ríos
 Products: Style Masters (Revlon)

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

NATIONAL



GURUGRAM SALONS RE-OPEN, GO ALL OUT WITH PPE KITS, CASHLESS PAYMENTS

Gone are the days when clients could just walk in for a service at a salon. Now, taking an appointment beforehand has become mandatory to adhere to social distancing norms. Also, salons have stocked up on PPE kits, disposable equipment, and are offering cashless payments. You will not see any service card, newspaper, or magazine. As per a daily, the Gurgaon District Magistrate has granted permission to salons to operate between 9 am and 3 pm on Wednesdays and Saturdays.

BUILDING IMMUNITY WITH VITA C COMPLEX

With almost four decades of experience in health, wellness, and nutrition, OneLife is incepted with the vision to enhance our daily life. One Life supplements cater to your daily requirements for vitamins and nutrients. In our daily life, we all face a lot of free radical damage from stress, pollution, unhealthy foods, sun exposure, and so on. Vitamin C is a potent antioxidant, which can protect from harmful effects of free radicals. It is not manufactured in the body, nor it can be stored hence, daily intake from additional dietary supplements is important. Vitamin C is better absorbed from natural sources like Acerola Cherry and Rosehip.



HENKEL BEAUTY CARE PROFESSIONAL BRANDS ENTER GUINNESS WORLD RECORD

In a cutting edge development, Schwarzkopf Professional recently hosted a 24 hour, record breaking global charity hair festival where the world's sharpest scissors and minds came together. They expressed solidarity, beyond borders and boundaries and shared techniques, trends, innovation, and more in hairdressing. This event was recorded as a Guinness World Records official attempt for the 'longest online hair education seminar streamed over the internet' – achieving a total of 27h and 34 minutes of continuously live-streamed content.

SHUT SALONS DRIVE DEMAND FOR GROOMING PRODUCTS BY 50 PC: PAYTM MALL

Following two months of continuous lockdown and complete shutdown of salons, e-commerce firm Paytm Mall saw a 50% rise in May in the sales of trimmers, epilators, face scrubbers, and other personal grooming products from tier II, tier III, and other smaller towns compared to March. The home ministry recently allowed e-commerce companies to deliver non-essential products in green and orange zones, and firms can supply all items in red zones also. With hairstyling and



grooming salons remaining shut due to the ongoing lockdown, a statement issued by Paytm Mall confirmed that there has been almost a 50% jump in the sale of shavers, trimmers, epilators, hair straighteners and styling products, among other products.

GCPL BETS BIG ON HYGIENE PRODUCTS SEGMENT, EXPECTS IT TO BE 'NEW CORE'

GCPL has planned several launches at affordable price points, most of which would be in personal and home care category, in the next 45 days. It expects hygiene products to account for around 5% of its total business in this quarter alone as compared to very insignificant contribution in pre-COVID-19 period. It is also looking to introduce a range of hygiene products for personal consumption, home care and hygiene on-the-go category.



Megan Panozzo

Kaleidoscope of Colours

Winner of the SA/TAS Hairdresser of the Year, Owner and Creative Director of In Awe Salon in Adelaide, Australia, Megan Panozzo shares secrets behind her quick climb in the hairdressing world, and more

\\ by Aradhana V Bhatnagar



Deciding on being a part of the hair business

I have been doing hair since I was a little girl. When my parents would have friends over who had daughters, I would make them my hair models! They were only allowed out of my room to model my latest hair creation. So, no one was surprised when I became a hairdresser. I started hair modelling at 14 and started working at a salon when I was 20. I have been attracted towards hairdressing since long, and I cannot imagine doing anything else!

Family support

We are three sisters, and I am the middle one. My younger sister was born when I was 13. I am married to a wonderful man and we have a 21-year-old son!

Professional courses done and view on education

I got into hairdressing after my son was born. As I am very impatient, I went to

Clip Joint Education and started a full time course to fast track my learning. Three months into the course I was offered a job because I 'looked like a hairdresser', and after six months I entered an apprenticeship as a second year. In the third year, I was signed up to manage the salon. I think education providers in Australia are getting better. When I look for a provider for my team, I look for trainers who are updated on current trends, techniques and different learning opportunities, like online education.

Challenges faced back then

The main challenge that I have experienced is my own self-doubt, the hair part was not as hard to deal with and learn.

Mentor

Kobi Bokshish is my number one mentor. In 2018, I was fortunate enough to travel with him around Australia, teaching and learning how to deliver education to the best of my ability. He encouraged me to enter the 2019 Australian Hair Fashion awards where I was nominated as Finalist for both Creative Colourist of the Year and SA/TAS Hairdresser of the Year. I won SA/TAS Hairdresser of the Year and I am so very grateful to Kobi!



MEGAN PANOZZO



Living The Moment With Christian Ríos

About the stylist: Christian Ríos embodies an artistic and multidisciplinary skillset. From a young age, Christian travelled through the universe of art and creativity, looking for a clear vocation where he could focus and develop his talent. He was lucky to meet Clemente, the owner of a hairdressing salon he used to visit. Clemente, intuiting the emerging capabilities of his client, encouraged him to train and enter the world of hairdressing and styling. And Christian did. Currently, he is the head of Christian Ríos Hair Couture Salon, located in the old town of Vilanova i la Geltrú in Barcelona, Spain. The salon boasts of exclusive use of 100% organic products.

About the collection: The New Wave collection is inspired by London punk from the 70s. Shares Christian, "I am a fashion fanatic and that helps me a lot when it comes to getting inspired. This time, who better than Vivienne Westwood to get the full essence of that time. I wanted moving images to convey naturalness and compensate with the most radical haircuts. Who better to inspire me than this activist, vindictive, and a rebellious fighter designer to create my first collection."

Techniques used: It was the Pivot Point technique with very cranial cuts, disconnections at the nape and very shaved parietals. Elaborating on it, Christian says, "We wanted to create a 'mohawk effect' where a mohawk was not too evident, and softer from the ones of that time. We also textured some areas with a razor. For styling, we wanted a very natural finish and result, with movement in the hair, not static, weighted hair. We only polished the disconnection areas with an iron, the rest was dried naturally with a pre-styling that helped us achieve volume. We finished the process with curling iron touches, to create texture in some areas, and voilà!"

Styling and products used: "To prepare the hair, we first worked with a Revlon pre-styler. All the products I use in photoshoots are very light as it helps us create a natural and light hold, and also protects us from styling tools. Next, we worked with the desired tool for each model and almost always ended with Kevin Murphy's texturising spray wax finishes, which allow us to shape hair before, during and after the session. In addition to changes in clothing or contingency, we always have to be able to change the styling or the finishes without fixing or residue problems."

Plan for the future: "Thanks to the pandemic and the confinement, I got time to reflect. I realised that I was not enjoying what I was doing. I was handling too much. I want a new project that does not create stress for me: a space dedicated to training professionals and stylists, who want to grow and above all, share. I think, we are in an era where we must help each other to survive and try to change the Spanish hairdressing industry even more," Christian signs off on an optimistic note. 📍



Credits:

Hair: Christian Ríos @ Christian Ríos Hair Couture

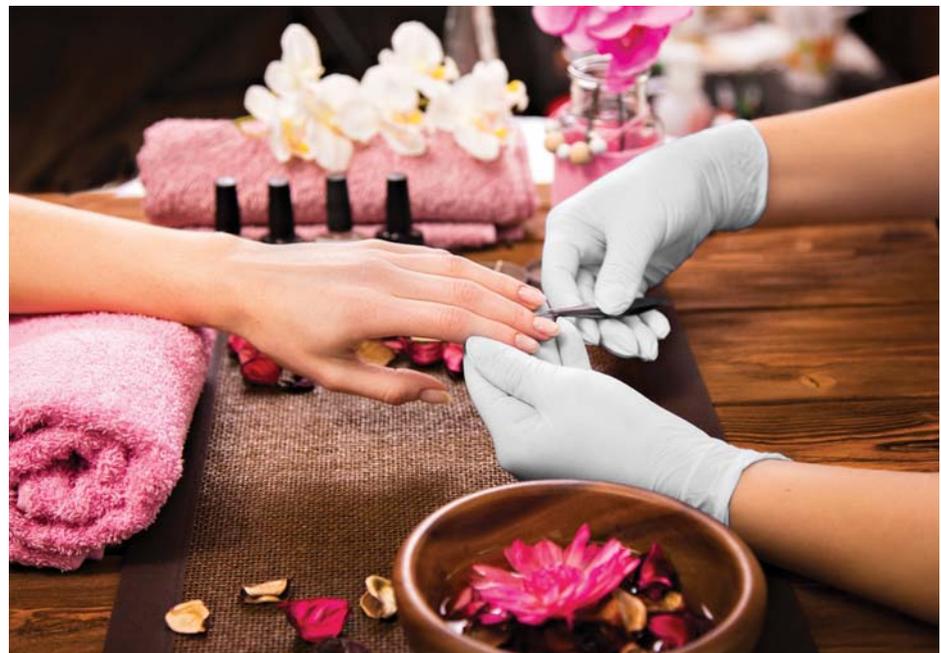
Photography: David Arnal

Hairdressing Assistant: Jessica Herrera

Make-up: De Maria

Styling: Christian Ríos

Products: Style Masters (Revlon)



The Beauty & Wellness Industry Comes to a Grinding Halt

The rampant spread of Coronavirus and the thought-through lockdown of over 60 days, has left the beauty and wellness industry in financial doldrums. Some stakeholders have seen this as an opportunity to get back to school to educate themselves and their team via social media platforms, others have voiced their concerns and strategised, and others have waited and watched patiently. *Salon India* in communication with the industry stakeholders...

\\ by Aradhana V Bhatnagar



Jean Claude-Biguine Salon

SAMIR SRIVASTAV, CEO



View on the lockdown and its impact on the business: We all are in a very unusual situation with a lot of uncertainty around us. While, of course, the beauty and wellness industry has felt the pinch of the subsequent lockdowns, we have also realised the importance of adhering to it and ensuring that everybody's safety remains our top priority. As of lockdown 4.0, JCB Bengaluru salons have been given the green signal to begin operations. We are taking all possible measures to ensure a safe, secure, hygienic, and enjoyable salon experience for all our clients. The entire workforce at JCB has put in innumerable hours and undertaken initiatives in consultation with experts and doctors for a bigger, better and safer return of JCB 2.0. I think the Government of India and various state governments have taken the best possible approach to manage the it.

Utilising this time to benefit the business tomorrow: To ensure a seamless salon experience on re-opening, we have appointed a JCB Special Task Force especially to overlook the new safety rules, operational changes and superior hygiene standards. We have collectively spent immeasurable hours to turn our salons into new beauty fortresses that are safe, secure, and in accordance with the government rules and regulations. We have joined forces with our global brand partners L'Oréal Professionnel, Wella Professional and the Beauty & Wellness Sector Skills Council (B&WSSC) to conduct extensive safety and hygiene trainings and educational exercises for all our employees. We have created a JCB 2.0 safety manual to observe optimum hygiene and safety standards and take statutory precautions to keep our customers safe.

Client engagement strategies adopted: At JCB, client delight is the very foundation of our success. Besides the numerous social media engagements and marketing initiatives, we personally reached out to all our valued clients to spread a positive word. Soon into the lockdown, we also started contactless delivery of essential hair and skin products that were exclusively available with us to ensure we met our client's demands and requests.

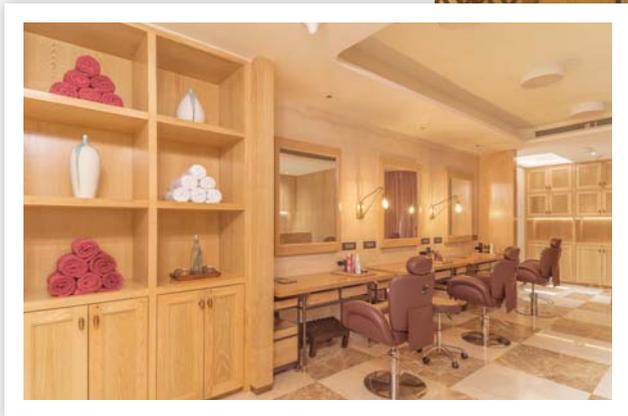
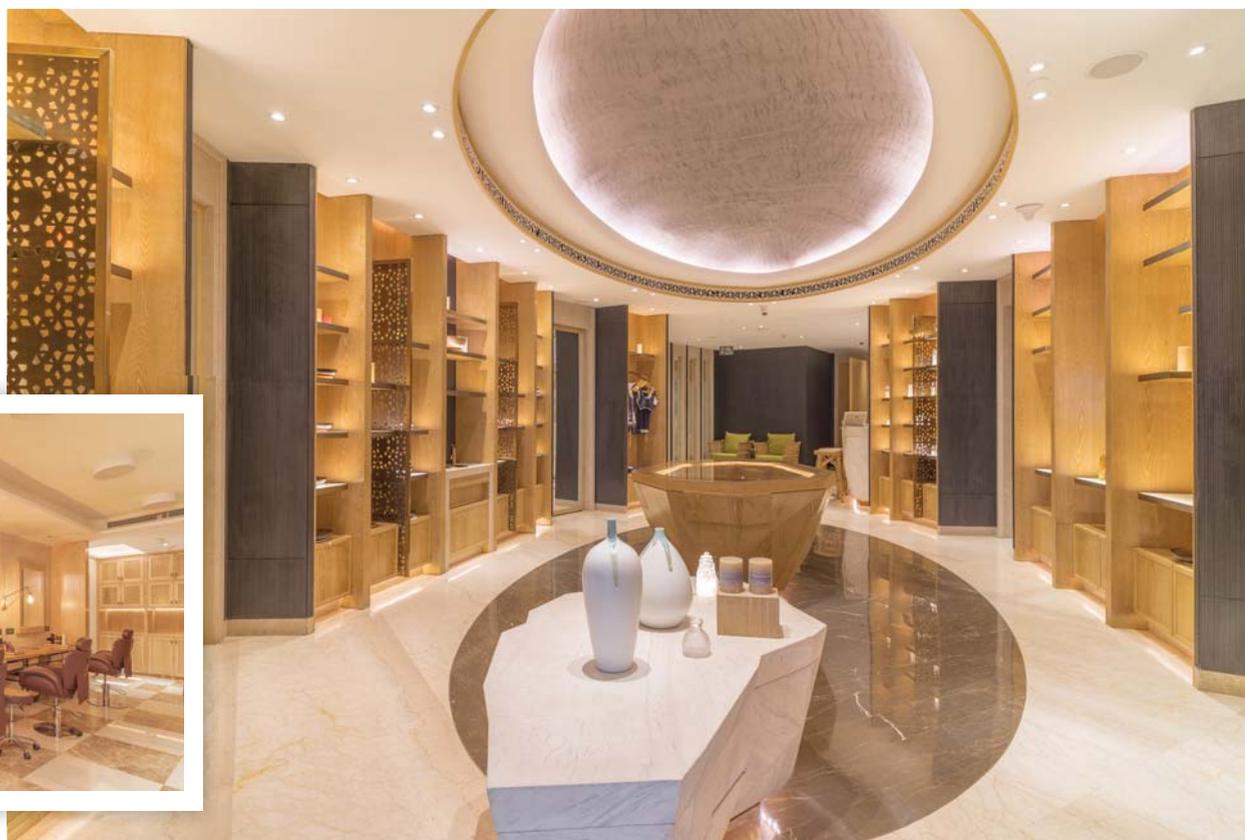
Post lockdown plans for the business: We have opened our doors in Bengaluru and are ready to welcome our clients. Safety and hygiene were always a priority at JCB even before the pandemic hit us, but this time we are going the extra mile and taking additional precautionary methods. We have partnered with the best in the industry to source industry-approved PPE gear including masks, capes, gloves and shoe covers which will be provided to all our clients and employees. Our employees have been extensively trained on the stringent guidelines prescribed by B&WSSC on health, safety and hygiene in the languages of English, Hindi, and Kannada. We have closed with leading international beauty brands advanced single-use service kits that offer efficacious results and a safe contactless



SUPPORT SOUGHT FROM THE GOVERNMENT

A presentation was made by the industry representatives to Nitin Gadkari under the MSME banner. The key points requested were:

- Early opening post lockdown lift due to the large employment our industry generates.
- All safety norms of MHA and guidelines of B&WSSC under the association of AIIMS will be followed.
- Offer health cover of Rs 5 lakhs and life cover of Rs 25 lakhs to secure confidence of professionals and families.
- Cover minimum wages for six months.
- Credit back 50% GST paid on FY19-20.
- ESIC to pay 70% salaries to beneficiaries.
- Remove cap of 100 employees and enhance 15k limit of reimbursement of PF.
- Enhance working capital limit.
- Auto renewal of licenses for 12 months.
- Extension of GST payments for 12 months.
- Collateral free loan from SIDBI / MSMS at softer rates.



Dr Jitendra Varshney

“Innovation is critical for the growth of a spa”

Six Senses Spa Mumbai's Spa and Wellness Director, Dr Jitendra Varshney shares with *Salon India* his views on the spa and wellness industry in India



Professional background

I am a postgraduate in Ayurvedic Medicine with 15 years of experience in both Health and the Hospitality industry. I started my career with a nutrition clinic wherein most of the issues were about metabolic disorders. We used to treat a patient using Ayurvedic herbs, and it was here I learnt 'how to incorporate modern diets with Ayurveda'. Then, I worked with a renowned destination spa in India, and in 2015, I joined Six Senses Resort Maldives. Only recently I have moved to Six Senses Spa Mumbai as the Spa and Wellness Director.

Inspiration to join the industry

Like any other Ayurveda graduate I also started my career with some hospitals where my services were limited to examining patients and prescribing medicines. I always wanted to use my knowledge of Ayurveda where the line of treatment included changing one's lifestyle, food habits and using external therapies. Fortunately, I was able to work with one of world's best destination spa as an Ayurvedic Physician.

Views on the industry

I believe the desire among the millennials to transform their lifestyle for the better has given the wellness industry across the world a boost. In India, we have been relying on holistic health and lifestyle practices such as Yoga, Ayurveda and Naturopathy for centuries. Due to globalisation and search for a better healthy lifestyle, the supply of wellness services has boomed. Now this sector is not only about curative health care, but covers all the important aspects including health and nutrition, Yoga and fitness, preventive health care and wellness tourism. With help of technology, modern medicine has developed diagnostic tools, but still there is room for complete recovery from any disease. Health issues like Insomnia, Diabetes, High BP and more, are a result of poor lifestyle and food habits. In order to treat them one has to work on changing them. It is very common to see even modern doctors giving suggestions for Yoga and meditation. I believe wellness is the future of the health industry.

USPs of the spa

Six Senses Spa mirrors Mumbai's life - vibrant moments of energy and colour transitioning to peaceful moments of stillness. It is India's first residential space offering Six Senses Spa membership - preferential spa rates exclusively for residential members at The World Towers. The inclusions are kept in such a way that each resident will be able to experience all the services. There are seven spa treatment rooms – two couple rooms with Jacuzzi, one Ayurveda room with steam shower and four single rooms.

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-  The content offers 360° view of a rapidly growing industry.
-  Authored articles by industry experts offer deep insights.
-  Professional hair and make-up artists share cutting-edge trends and techniques.
-  Supported by in-depth technical information and high quality visuals to be a knowledge sharing platform.

HIGHLIGHTS OF THE NEXT THREE ISSUES

- Survival Special:** Surviving in the beauty and wellness industry. Success mantra of top 10 players, their strategies, points to develop, man power and infrastructure.
- Distributor Special:** Distributors are the life blood of the industry. We feature those who deal in salon and spa furniture and their strategies for success, innovations made, plan for the future.
- Skin care Special:** Post Covid-19, skin care has taken on a new meaning. Experts share their view on the therapies on offer, maintaining safety and hygiene, and also social distancing.

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