



Hair: Victor Alonso @ Espacio Kibo  
 Assistant: Itziar Infante  
 Photo: Juanjo Martin  
 Make-up: Victoria  
 Stylist: Aaron Gil  
 Products: Wella Professionals

# Content

6



- 6-7 Snippets** Latest news and updates from the beauty and wellness industry
- 10 New Openings** Salons that have been launched in the country
- 12-13 Main Interview** Finalist of the Digital Transformation Awards 2020 held in Barcelona, Spain, meet Carol Bruguera, Owner, Carol Bruguera Salons who has come back from the Covid-19 setback to launch an innovative line of masks made of hair
- 14-15 Success Story** Jason B, Style Director at Levo Salon in Gurugram learned the ropes of the hair industry early in life. He shares his views on the industry
- 18-19 Quick Styling** Celebrity stylist Florian Hurel showcases a step by step guide
- 20-25 In Focus** The reality of working from home, social distancing and wearing a mask may have impacted the salon industry, however, stakeholders claim that footfalls in salons have come back to about 60 percent levels, for some even 90 percent. The past 12 months have been unequivocally difficult for the beauty business, but only after extreme darkness can one see light. We believe that opportunity arises from every challenge and hence, we bring forth the positives from a disaster called Covid-19
- 26-28 Brand Story** Farmavita Academy and Salon, the globally popular hair brand has been in India since 2013, and now it is looking at expanding its footprints across the country. Fatema, Salon Director, shares her vision, while Huzaifa Mandsaurwala, Business Director, Farmavita India shares the brand's plans for 2021; In a feature on hair, Aadit Kukreti, Sr Hair Artist, Looks Prive shares a few classic styles to sport on end of the year parties and weddings; TechSci Research Report reveals that by 2022 men's grooming products segment will be valued at \$3.3 billion. Rajan Kalra, Founder, Beautiful Soul Pvt Ltd, has launched Manive and shares the company's vision, philosophy, and business ethics
- 30-33 International Stylist** Juan Ayoso founded GOU Estilistas in 2001, which currently has two salons located in Adamuz and Cabra (Córdoba). He presents Fivair and Sweet collections, a mesmerising photo essay
- 35-41 Beauty** In Artist Interview, we present Elaha Akbarzada, aka Elie who feels it is an honour to create glamorous looks for them; Madhivanan Ramaswamy, CEO at Kryolan Cosmetics (India) Pvt Ltd shares the brand's new releases, business strategy for recovery of losses during the lockdown and plans for 2021-22; Dr Mikki Singh, a certified medical expert in Aesthetic Medicine at Bodycraft, is recognised as the architect of new age clinical services. She recommends the BB Glow treatment for a peaches and milk complexion; Skin care brands Nature's Indulgence and Velvetree showcase products from their respective portfolios; product launches
- 42 Guest Author** Apar Gupta, Director, Blu Ocean Studios shares his views on the rise of a new eco-system within the beauty and wellness industry
- 44 Skin Care** Cheryl's Cosmeceuticals revolutionary initiative enables over 15,000 salons to provide professional skin care solutions at the consumers' doorstep
- 50-51 Visual Appeal** We salute the creators of these spas and hammams and present an array of award-winning designs that promise to take your breath away

12



18



20



50

