

# SALON

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**INTERNATIONAL**

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The reality of working from home, social distancing and wearing masks may have impacted the salon industry, the good news is that, 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, however only after extreme darkness can one see light at the end of the tunnel. *Salon India* believes that opportunity arises from every challenge and hence, we bring forth the positives from a disaster called Covid-19. With this as a backdrop unfolds our cover story which is on the positive outcomes that have emerged from Covid-19. On hindsight, if the pandemic hadn't occurred, would consumers have ever been so mindful of hygiene as they are today? Would brands and salons taken precautionary measures to ensure the health and safety of not only their clients, but of their staff, too? Would the industry have ever thought of going online to retail some of their professional products? To be frank, I do not think so. Not in a million years. Therefore this progressive change is a welcome relief compared to how the industry was working pre-Covid-19.

In our interviews, we feature Finalist of the Digital Transformation Awards 2020 held in Barcelona, Spain, 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. Read about him and his successes and be inspired to follow his footsteps. We also have Juan Ayoso Cerezo who is the definition of a hairdresser by vocation. His passion for the trade is innate, and since childhood he has had an insatiable interest in hair and styling. When he was 18, he took his first serious step into the profession by deciding to study for a vocational education and training certificate in hairdressing at an Academy in Córdoba. His mesmerising photo essay titled Fivair and Sweet showcase the artist's perfection and passion for the craft.

On the homefront, Jason B aspires to be an inspiration! The Style Director at Levo Salon in Gurugram, learned the ropes of the hair industry early in life. With us he shares pearls of wisdom. In the make-up artist section, we present the Afghan Elaha Akbarzada, aka Elie. She loves working with brides and feels it is an honour to create glamorous looks for them. She uses only the highest quality products that are specially designed to last all day, which means make-up remains flawless from start to finish. Beauty is not skin deep but our dermatologists sure make the adage come true. Know more about aesthetic treatments, the latest and most popular category of 2020! 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.

In the Spa Focus section, we salute the creators of a few of the well-designed spas and hammams strewn across the world. Every architect and interior designers delight, the dynamic designs will promise to take your breath away. For young entrepreneurs who have decided to launch a spa of their own, it is critical to make an informed decision about the inventory of products they plan to have. Massage creams is one such product. We list some of the important attributes a massage cream should have!

All this and lots more in the year-end issue of *Salon International*. Keep reading, liking and sharing on Facebook and Instagram.



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



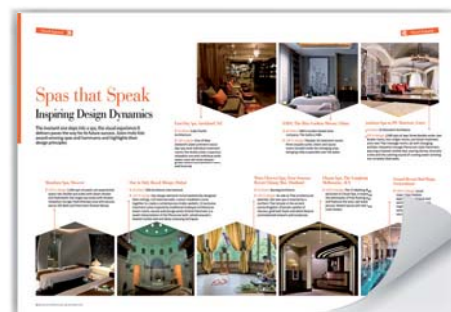
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20



50





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

## » NATIONAL »

### WOW SKIN SCIENCE SIGNS UP BHUMI PEDNEKAR



» WOW Skin Science has tied up with Bollywood star and climate warrior Bhumi Pednekar, as their brand ambassador. Speaking on the association, Bhumi said, "What drew me towards this association with WOW Skin Science is that they have effective and high-quality

products that are easily available and affordable across all target groups. 'Clean & Green' beauty has seen a surge in popularity and WOW is making it accessible to all! I've always believed that change begins with you and WOW provides the stepping-stone for that."

Madhur Acharya, Senior Manager – Business Development, WOW Skin Science, said, "We are delighted to welcome Bhumi to our WOW family! Her association with our skin care range helps us boost that even more.

Bhumi's advocacy for sustainability and climate protection is in perfect alignment with WOW's philosophy of being pure and natural and giving back to mother nature every step of the way. We look forward to working with her closely."



### VISMAY SHARMA ON L'ORÉAL'S GLOBAL EXECUTIVE COMMITTEE FOR THE FIRST TIME

» French beauty giant L'Oréal has regrouped some of its geographical zones and decided on a leadership change in its South Asia Pacific, North Asia and Africa units. Vismay Sharma has been appointed to head the newly-created SAPMENA (South Asia Pacific, Middle East and North Africa) zone and will chair the office in Singapore, with effect from January 1, 2021.



### GLAMEURA: A NEW ECOSYSTEM FOR THE INDUSTRY

» Glameura, a novel concept, offers an array of beauty and wellness solutions for face, hair, skin and body, and counters the perennial problems of the industry. Apar Gupta, Founder-Director, Blu Ocean Studios says, "The plethora of possibilities provided by Glameura is above cutting-edge global standards, and will lay an important milestone to introduce path-breaking technologies in the beauty industry. Analogous to this, we have been working on technologies such as, the science of never-ageing skin cells, the patent of which has already been filed." Thus, Glameura is expanding Beauty Aesthetics to fuel the growth and elevate the future of the Global wellness industry in tremendous ways, for years to come.

### SUSTAINABLE TOOTHPASTE TABLETS NOW IN INDIA

» The unconventional dental hygiene brand Denttabs has forayed into India with toothpaste tablets. Founded in Berlin, Germany, Denttabs Toothpaste Tablets are a sustainable alternative to conventional toothpastes and are composed of 100 percent natural ingredients, are Vegan, free from plastic, artificial stabilisers or preservatives. With just three simple steps, Bite-Chew, Brush-Polish and Rinse-Done, the toothpaste tablets leave your teeth with a natural glow.



### EUROFRAGRANCE APPOINTS MAYUR KAPSE AS GM-INDIA

» The Spanish fragrance creation company is moving forward with the consolidation of its own offices in India. Mayur Kapse has been appointed with the aim to accelerate its growth and consolidate its expertise in this key growth market. "Mayur Kapse has extensive experience in the sector and in-depth knowledge of the Indian market, which makes him a fundamental part of the company's journey to growth in the country," said the company in a statement.



JANUARY 15  
2021



Presents



## MASTERCLASS MARATHON

A series of instructive and enlightening Look & Learn Master Classes featuring renowned Indian and international stylists conducting highly engaging demonstrations under five categories:

- » Hair » Skin » Makeup
- » Nails and » Personal Grooming



India Salon Pro Masterclass Marathon is a must-attend for professional makeup artists, salon staff, hair stylists, students, salon owners and beauty & grooming professionals looking to acquire or enhance advanced salon service knowledge and skills.

### WHO SHOULD PARTICIPATE

- » Salon owners » Hair stylists
- » Makeup artists » Nail technicians
- » Beauty therapists » Salon professionals
- » Salon trainees & students



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# Carol Bruguera

## What a Come Back!

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

\\ by Aradhana V Bhatnagar



CAROL BRUGUERA

### ***Please tell us about yourself***

Bald hairdresser, with a lot of curiosity and enthusiasm for everything that surrounds the sector, I am passionate about working with products and customers, create any type of hairstyle, colour, or past and future techniques.

### ***Inspiration to create masks out of hair***

Covid-19 itself, the fact that everyone has to cover their faces gives a new vision of people. There is a focus on the eyes, and perhaps beautifying the lower face.

### ***The process of creating one***

If we did it now, we would first think about what to do it with, at the level of textures, but it was the other way around. We were doing some work from one of



# Jason B

## A Firebrand in the Making

An inspiration for several others his age, Jason B, Style Director at Levo Salon in Gurugram learned the ropes of the hair industry early in life. With *Salon India* he shares his views on the industry and why he felt the need to come back to India from the US

\\ by Aradhana V Bhatnagar

### **Initial years of life**

I was born in Delhi, but moved to to the US at the age of 12. Although I went to Rutgers University, New Jersey in pursuit of a degree in Business Administration, I ended up becoming a barber for my close friends. At first, hair cutting and styling was just a hobby, something I did to kill time and make a few dollars on the side, but then started to enjoy it. The response from my friends definitely gave me a boost of confidence and I started taking haircuts more seriously. After spending about 15 years in NJ, I decided to come back to India and expand my hairdressing career. Today, I am a passionate hairstylist based in the city of Gurgaon.

### **Family support**

My family can be described as the perfect combination of progressive and conservative. The initial response to me taking up hairdressing as a career option was a straight 'no'. Their argument was that I had fared exceptionally well in school so there was no reason for me to not follow the traditional route of getting a proper job. I but by my heart was not in it. Fortunately for me, they realised how passionate I was about hair and supported me enough so that I could continue on this path.

### **Professional education acquired**

I have done an 18 month technical course in hair and a Cosmetology course from Capri Institute in Kenilworth, NJ. Later, I also did a six month Advanced Course from the TIGI Hair Academy in New York. By far doing this course in particular has been the best decision till date. I have taken several other three-day seminars on colour techniques to simply upgrade my skills.

### **First job**

My first job was as an Assistant Hair Stylist in Woodbridge, NJ. It is funny how I had all these dreams about becoming a stylist right after finishing college, but learned the hard way that theoretical and practical knowledge are very different. It took me time to understand the basics of being a stylist.



JASON B

# Schwarzkopf Professional Presents Styling Makeovers in Less than 30 Minutes!

Festive cheer is upon us and looking good starts with hair! With these super easy styling techniques, you can transform the client's limp, frizzy, or unmanageable hair into classy and elegant looks. Schwarzkopf Professional comes to your rescue with brand ambassador and celebrity stylist Florian Hurel showcasing a step by step guide



## LOOK 1

**Textured bob:** Get a classic, messy and natural-looking bob.

### HOW TO

**Step 1:** Prepare the hair with OSiS+ Flatliner. Spray all over to protect the hair from heat that goes up to 230° for the style to last for long.

**Step 2:** Use a small sized curling iron at 180° to tong the hair all over using small sections. For the sections around the face, use the curling iron to create an outward curl, away from the face. In the remaining hair alternate the curl direction inwards and outwards so that the curls do not overlap. Allow the curls to cool.

**Step 3:** With your fingers gently open up the curls and style around the face.

**Step 4:** Fix the style with OSiS+ Session Label Super Dry Fix spray. To add shine, spray OSiS+ Sparkler uniformly.



When we curated this line of service, we were conscious that time away from the safety of the house is precious. When a customer visits a salon, they would like to optimise their time there and yet look terrific when they leave. The festive season gives us joy and ample reason to be and look our best. We have tried our best and do hope you will enjoy these services just as much as we have while creating them for you.

– FLORIAN HUREL  
Brand Ambassador, Schwarzkopf Professional





# Beauty and Wellness Industry Positive Aspects of 2020

The reality of working from home, social distancing and wearing a mask may have impacted the salon industry, but times have changed and today, 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, however only after extreme darkness is one able to see light at the end of the tunnel. *Salon India* believes that opportunity arises from every challenge and brings forth the positives from a disaster called Covid-19...



# Juan Ayoso

## Presents

### Flying the Flag for Art – Bridal

#### **About the stylist**

Juan Ayoso Cerezo is the definition of a hairdresser by vocation. His passion for the trade is innate, and since childhood he has had an insatiable interest in hair and styling. Throughout his childhood he would style both his relatives and himself, always taking care of even the smallest details, and it was clear that his enthusiasm for hairdressing was only going to grow. When he was 18, he took his first serious step into the profession by deciding to study for a vocational education and training certificate in hairdressing at an Academy in Córdoba. Juan Ayoso founded GOU Estilistas in 2001, which currently has two salons located in Adamuz and Cabra (Córdoba).

#### **About the collection**

Shares Ayoso, "I took inspiration from the urban look of updos and their point of union with the catwalk looks. Every time I create a bridal collection I try to make it as commercial as possible, and always based on current trends. Gone are the times when the only hairstyle imaginable for a bride was an elaborate updo. Now the premise starts from personalisation and knowing how to adapt each style to the features and desires of each bride. More and more importance is given to naturalness and casualness, but the hair has to be well worked and polished."

#### **Techniques and products used**

Different types of techniques have been used. Some of them are volume with spawning, different kinds of waves, knotting, different kinds of braids, interlacing, frayed cord, and weaving hair with yarn. All products are from Revlon Professional.

#### **Planning next**

Talking about the future plans, shares Ayoso, "My plans for now are to continue creating collections. I will participate in international and national competitions, as I am doing now, and I will also continue with my training throughout Spain, transmitting my work philosophy to all my colleagues."

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

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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 times of Covid-19. What is the beauty and wellness industry planning in the FY20-21, products to launch, marketing strategy, 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 the short or long-term.
- 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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