



Hair: Alfredo Valero y Miriam Mateo  
 Photography: David Arnal  
 Make-up: Yos Baute  
 Styling: Savior by Lu

# Content

- 6-7 Snippets** Latest news and updates from the beauty and wellness industry
- 8 New Openings** Salons and spas that have been launched in the country
- 10-11 In Hair** Colorists now have a brilliant opportunity to refresh their clients' look with MATRIX Wonder Color Ammonia Free Plums with five diverse shades; New hairstyle trends; According to the report by Allied Market Research the global hair serum industry was estimated at \$850.7 million in 2018 and is expected to hit \$1.61 billion by 2026, registering a CAGR of 8.4 percent from 2019 to 2026. Here are some of the best serums available in salons and online
- 12-13 Main Interview** Finalist at AIPP Awards, the British Hairdressing Awards in the International Collection of the Year category, and being chosen the Spanish Hairdresser of the Year 2020-21 at the Figaro Awards, Alexis Ferrer shares his journey
- 14-15 Role Model** Hardik Malde got in to hairdressing because he was passionate about the craft. When he started out all he had were encouraging parents and an undying resolution to make it happen
- 16-18 Trend Alert** Inspired by fashion weeks across the globe and then distilled into relevant salon looks, the Essential Looks Royal Glory Collection from Schwarzkopf Professional celebrates the transformative power of colour within every trend: Magical Whimsy, Back to Classics and Artful Feeling
- 22-25 International Stylist** Rafael Bueno presents Lake of Love collection, a mesmerising photo essay dedicated to love and togetherness
- 26-32 In Focus** Selecting a product, researching the market research, understanding the manufacturing and distributor engagement model are just some of the responsibilities of a distributor. We share the views of some of the top-end distributors on the new normal and changed scenario of doing business in the times of Covid-19
- 36 Make-up** Amanda Bell, Global Director of Education and Artistry at Pixi, shares her view and vision for the brand in India
- 38-39 Doctor Speak** Dr Debraj Shome, Senior Cosmetic Surgeon and Director, The Esthetic Clinics shares his view on the rising aesthetic trend of Rhinoplasty
- 40-41 Industry Report** The dynamics of the on-going pandemic have changed the game. In retrospect it has given the stakeholders an opportunity to reinvent and bring about a shift that was much needed
- 42-43 Trending Procedures** We deep dive into the global non-invasive aesthetic treatment market and come up with the trending ones; New beauty products
- 46-47 Spa Focus** From linear layouts to plush exorbitance, from elegant hamams to whimsical pools, the design of a spa is intrinsic to its success. Here is an array of the best spa designs in the world
- 49 Spa Research** Your body needs a massage to renew itself and reverse the effects of stress and research has proved it
- 50-51 Step by Step** Intricate cuts recreated

20



12



26



38



46

