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Every day is a great day to celebrate the amazing women in your life, but International Women's Day gives you an extra reason to do just that. Celebrated every year on 8th March, the day encourages all people to actively choose to celebrate women's achievements, raise awareness about women's equality, lobby for accelerated gender parity and fundraise for women-focused charities. On cue, In Focus we are celebrating strong women from the beauty and wellness industry. They share their inspiring views on the meaning of the day.

In Hair, we meet Alfonso Martinez who has hairdressing in his blood. Martinez had a tough and demanding mentor in the form of his father, but through persistence and passion he was able to overcome most of the challenges and today, Martinez is Director of Hairkrone Salons in Madrid and the Finalist for Spanish Hairdresser of the Year 2020/2021 at the Figaro Awards. He shares his journey. In International Stylist, celebrity hair artist Christian Ríos presents the Polaris collection, a mesmerising photo essay inspired by the colours of the Northern Lights. In Trend Alert, renowned hairstylists in India predict on-point chic hairstyles for the spring of 2021.

Since March 2020, India has been impacted by the deadly Coronavirus. The beauty industry was hit hardest because of the nature of work and resultantly, several salons and spas had to face closure. The segment which saw smooth sailing was online education, as now the academies used the various platforms as an opportunity to address more students and include more courses. We take a look at the different teaching and learning system.

At 19, Lokesh Verma introduced tattoo artistry to India and today, he is an award-winning and an internationally experienced artist who owns Devil's Tattoo. Verma reveals that despite the meteoric rise, his journey has not been an easy one. In the business of make-up artistry for 20 years now, Riya Chandra has mastered every aspect of make-up whether it is bridal, fashion or editorial. She has also setup her own make-up academy by the name of 'Be Beautiful with Riya Chandra'. She shares her vision and plans. Get the Look Amanda Bell, Global Director of Education and Artistry at Pixi, shares a step-step guide to achieving Daphne Bridgerton's make-up look. Dermatologist, Trichologist Dr Vidushi Jain, Medical Head Dermalinks, shares her perspective on Skin Bio Remodelling. Kryolan's Digital Complexion range made with innovative ingredients has harnessed the latest technology to empower the make-up artist and the client.

In Spa Focus we present an array of the best spa designs in the world - from linear layouts to plush exorbitance, from elegant hamams to whimsical pools, the design of a spa is intrinsic to its success. This and more in this issue of Salon India!



Hair: Rafael Bueno @ Rafael Bueno Peluqueros
 Hair Assistant: Moyses Utrera
 Photo: Jayden Fa
 Make-up: Lulu Pérez
 Styling: Xisco Morales
 Products: Revlon Professional

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

» NATIONAL »



Pic courtesy: Sahah Welch

GOVERNMENT TO SET STANDARDS FOR AYUSH PRODUCTS

» An official has said that the government is working on formulation of standards for AYUSH (Ayurveda, Yoga, Unani, Siddha and Homoeopathy) products with an aim to augment its international trade by ensuring quality of goods and services. The official also said that with globalisation and increasing usage of traditional systems of medicine, the need for international standards for AYUSH systems has become imperative. Four Indian standards have been published on the glossary of Ayurvedic terminology, and a similar process is underway for Giloy and Ashwagandha.



KERALA AYURVEDA PARTNERS WITH EBAY

» As per reports, Kerala Ayurveda has partnered with e-commerce major eBay so that it can build an exclusive showcase of its authentic Ayurvedic products on the online platform. This will also allow Kerala Ayurveda to promote content and reviews by experts, influencers, and customers. The globalised and modernised Ayurveda approach will further boost eBay's business association with Kerala Ayurveda, strengthening the accessibility of Ayurveda wellness solutions across 100 product categories in the US market and other countries as well, a statement said.

RICHELON WAXES ARE CHANGING THE GAME

» The astounding success of Richelon Pro Wax range has prompted the introduction of Essence Premium Wax, from the House of Rich Personal Care. In the liposoluble wax segment, Richelon now expands its range to include five new premium Wax Essences of Red Wine, Sparkling Wine, Gold, Platinum and Bronze. The range is especially created keeping in mind the specific needs of clients at Jean Claude Olivier Salon in Bandra, Mumbai. Chetna Pande, a television personality, unveiled the range and the event was attended by celebrities and beauty experts.

Richelon products are made from the highest quality ingredients and a meticulous process of selecting resins is followed to create Richelon Pro Wax, a winner in the Indian market. The range also includes Brazilian Wax, Cartridge Wax, Cube Wax, Pre-Wax Cleanser and Post-Wax Massage Oil.

Richelon, a renowned 'Made in India' brand, was conceived by Akshaj Sood and Aanchal Sood, who had a vision to offer quality and natural skin care products in the beauty industry. A pioneer in lending waxing



a holistic experience, the brand has introduced avant-garde waxes with the latest technology. The brand is one of its kind and stays ahead of its contemporaries by ensuring perfect results. Richelon is now changing the game and emerging as a market player in the luxury wax segment.

Richelon believes the art of waxing is a wellness and holistic experience. They will soon be extending their portfolio to include facial and beauty products. For future updates, follow the brand on Instagram @richelonprowax or the website richelon.in.



JUICY CHEMISTRY RAISES FUNDING OF \$6.3 MN

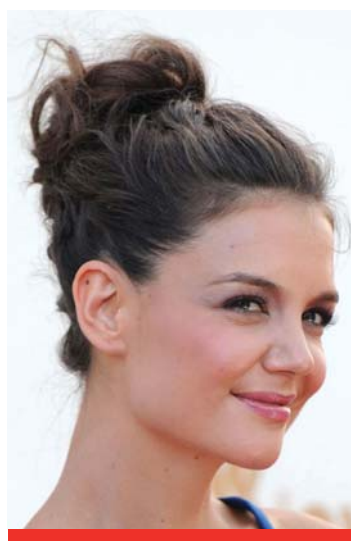
» Juicy Chemistry, an organic skin and personal care brand from Coimbatore, is one of fastest growing digital brands in India. It has raised Series A Funding of \$6.3 mn which is the largest one in the D2C segment for organic beauty. The funding round is led by Belgium-based investment firm Verlinvest, the go-to investor for mission-driven entrepreneurs and category defining global brands. Starting from a 10x10 make-shift kitchen, with ₹5,000 and a dream to change how the beauty and cosmetics industry was perceived in India, Juicy Chemistry was founded in 2014 by Megha and Pritesh Asher and offers a range of certified organic products across face, body and hair care. The company has grown by 300 percent in last fiscal year and currently is a ₹200 cr company.



1



2



3



4

Trending Spring Hairstyles

At a time when the pandemic was roaring and lockdown had been affected, haircuts and hair colour services had taken a backseat. A year later, there are vaccines to combat the virus and people are flocking to salons to avail their services. Here are some of the hair looks that will be popular in 2021

1

SOFT WAVES

Keep it fresh and young with the look that never goes out of style. You as a hair artist can make effortless waves with spray for high-shine along with a hair spray. A brush-able hairspray provides a natural, satin finish while taming the flyaways.

2

BUBBLE BRAIDS

Bubble braids are the perfect style to sport on a casual day outside! You can one by parting hair into two sections and clip front pieces to the side; using a clear elastic tie the side pony tail off wrap with a piece of hair spray and seal with a blow dryer; continue an inch down the hair and repeat, after creating a bubble pull it out until desired look is achieved; when repeating on the other pigtail make sure the bubbles are both in same distance; bend front pieces away from the face to finish the look.

3

SEXY UPDOS

Cute updos are a fabulous hairstyle solution you can try on long, medium and even short hair. Fancy side bun hairstyles, braided and curly styles with the lifted up part are wonderful picks for special occasions like parties and weddings, both. Every hair type and length looks feminine in updos.

4

FACE FRAMING LAYERS

The hairstylist needs to cut hair in varying lengths at the front of your face in order to frame or highlight your features. As with most beauty trends, face-framing hairstyles do not suit everyone, so the hairstylist needs to lend a cut specific for a face type. 📌



The Polaris Collection by Christian Ríos

About the stylist

Christian Ríos embodies an artistic and multidisciplinary skillset. From a young age, Ríos was interested in art and creativity, and was looking for a clear vocation where he could focus and develop his talent. He met Clemente, the owner of a hairdressing salon that he used to visit, who saw in him immense potential. He encouraged Ríos to gain training and enter the world of hairdressing. Currently, he is the head of Christian Ríos Hair Couture Salon, located in Barcelona, Spain.

Inspiration behind Polaris, the collection

The colours of the Northern Lights in the northern hemisphere! Ríos reveals, "We wanted a mixture of very powerful colours but they needed to be harmonious and soft to the naked eye. For hair and haircuts, we didn't want too dense effects and so, fine-tuned it in the middle and the ends to create effects similar to that of water found in the area of Northern Lights."

Techniques used

"For colouring, we created gradients by working all the colour in the hair and blending it with our fingers, without a brush, palette, or covering. For haircuts, we textured the ends, sometimes combining them with denser bangs. For the finish, we worked with tweezers, and in some areas, with styling to create more open waves," shares Ríos.

Products used

The products used are soft fixing ones from Revlon Style Masters line and Kevin Murphy. He says, "We needed light products that wouldn't remove shine and be easy to brush to be able to rectify according to what we saw on the camera. The chosen products do not leave residue, as we cannot waste time or make mistakes when we are in the studio."

Next plan

About the future Ríos says, "I want to dedicate myself to training, if circumstances permit, and I hope it's not too far in the future! I love transmitting what I know to the new generation, and enjoy teaching and helping. I also consider opening a good hairdressing academy. Education is very important and I think, there is a lack of academies in Spain. Today I transmit my knowledge to the team because continuous training is not an option in my salon, it's a fundamental condition."



Women in Beauty and Wellness Breaking the Glass Ceiling

On the occasion of International Women's Day, *Salon India* celebrates zesty and passionate woman reigning the world of beauty and wellness



SHINE JANARTHANAN

OWNER, TIME MACHINE SALONS & ACADEMY



International Women's Day is: A way to celebrate our empowerment, achievements and efforts.

I am celebrating this day: We are running an online contest for women and offering great discounts on services to pamper themselves on this special day.

Need for more women in leadership: I feel we women are intrinsically made for multitasking, it comes to us easily. We take up challenges that come our way and I believe, a leader requires just

these very qualities. So, I can say without a doubt and everyone will agree with me, women are at par with men when it comes to demonstrating leadership skills.

Women can enable each other instead of competing: Women empowerment is possible only if every individual, be it male or female, supports and appreciates the efforts a woman puts into her professional work and family. I believe hard work needs to be appreciated. The best way to support a woman is by appreciating and encouraging her and then watch her do better in every aspect of life.



Riya Chandra

An Unending Quest for Learning

In the business of make-up artistry for 20 years now, Riya Chandra has mastered every aspect of make-up whether it is bridal, fashion or editorial. She has also setup her own make-up academy by the name of 'Be Beautiful with Riya Chandra'. With *Salon India*, Chandra shares her vision and plans

Inspiration to be a make-up artist

I have been interested in the art since childhood. When I was 8 years old and in school, I would participate in dance and cultural programmes and insist on doing my own make-up. When I was older, I remember playing the role of Radha and used sandalwood as a base for make-up. As I grew older, so did my interest. I am inspired by our culture and artists who perform in shows and do their own make-up extremely well.

Education in the line

I was 12 when I entered the beauty industry, and realised I had to study it as well. So, I did courses from Orane International School of Beauty & Wellness and VLCC. I also worked part-time at a salon to improve my skills and support my family as our financial condition was not good. I worked on improving my skills and gradually got better. Later, I worked as a freelancer and also did a course from an international academy in Dubai. After that I joined an institute as a make-up educator, and since then have continued to attend national and international seminars.

Body of work

In Bollywood, I have worked with celebrities such as Sumona Chakraborty, Rashmi Desai, Anoop Jalota, among others, done fashion shows, films, stage shows like IITA Awards and video albums. I have also launched my own make-up institute by the name of 'Be Beautiful with Riya Chandra' and hold educational seminars and workshops. I will always learn because there is no limit to knowledge in this industry; there is something new daily so I think one cannot become perfect by learning it only one time. I have also been awarded the Best Make-up Artist in Bollywood by Talent Runway. With two decades of experience in the business, I have mastered every segment - be it bridal, fashion runways, photoshoot and prosthetic make-up.

Challenges faced in the beginning

The first challenge when I was starting out was that I did not have the finances to study make-up artistry from a professional. Also I was very young so I had to make sure that people took me seriously and judged me only on the basis of my talent. Years later, I had to establish myself as a celebrity make-up artist in Bollywood. It was a struggle but I kept going despite it all.

The learning

I think if you want to achieve something in life, you need to be determined to get it. The path can be difficult, but it is not impossible. You will face many challenges and people will criticise you at every step, but it only depends on how you take it, either you will lose or improve yourself.



RIYA CHANDRA



Skin Bio Remodelling

Recommended by Experts

Dermatologist, Trichologist Dr Vidushi Jain, Medical Head
Dermalinks, shares her perspective on the aesthetic procedure

About it

Skin rejuvenation is an endless area that discusses procedures like hydrafacial which involve cleansing and serum infusion for early ageing and skin care to PRP which is platelet-rich plasma therapy aimed at introducing blood-derived growth factors in the skin layers to naturally stimulate the collagen and improve the blood supply to the skin therapy rejuvenation.

Bio remodelling is a holistic approach towards skin rejuvenation that does not look at filling age lines and wrinkles, but involves using substances that when injected promote the stimulation of collagen, elastin and even the adipocyte layer for reversing the effects of ageing and overall wear and tear.

USP

The USP is non-cross-linked Hyaluronic Acid, Profhilo is stabilised hybrid cooperative complexes and the first product developed with Nahyco, a unique and innovative thermal production process. Profhilo, the newly launched product, is synonymous with bio remodelling, which is a new concept of anti-ageing skin treatment developed by IBSA, a pharmaceutical company headquartered in Switzerland. It has recently been introduced in Asia Pacific by laser giants, ALMA.

Profhilo is a Hyaluronic Acid dermal filler and not a skin booster or revitaliser. It is, in fact, an injectable, stabilised HA-based product, designed to remodel different layers of the skin tissue. Unlike regular HA dermal fillers, which do not actively stimulate collagen, Profhilo is able to reverse signs of ageing through elastin and collagen stimulation, promotion of wound healing and recruitment of stem cells in fat tissue. Extensive spreadability.

- No BDDE or other chemical agents.
- Low inflammatory response.
- Thermally stabilised natural HA with a duration comparable to a low cross-linked gel.

Spas that Speak

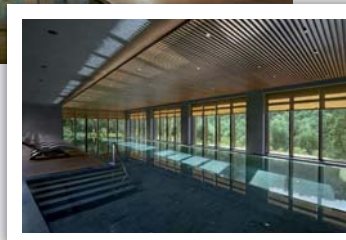
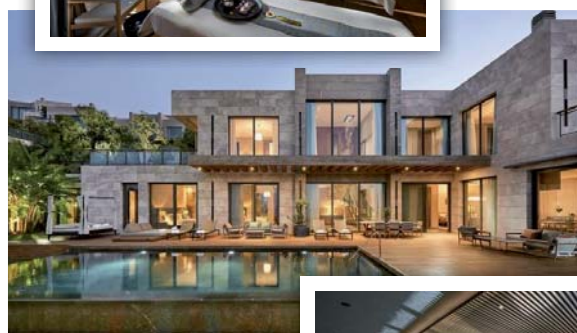
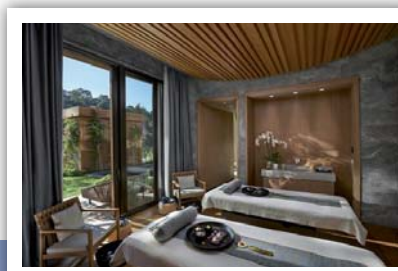
Inspiring Design Dynamics

The moment one steps into a spa, the visual experience it delivers paves the way for its future success. *Here are some award-winning spas and hammams and their design principles*

THE SPA AT MANDARIN ORIENTAL, BODRUM, TURKEY

► **Highlights:** Spread over two floors and 27,000 sqft, The Spa captures the essence of the coastal setting with an idyllic atmosphere of healing and calm. Overlooking the Aegean Sea, there are six treatment rooms and three beauty rooms; spa outdoor cabanas with Aegean Sea view; luxurious hammams with private scrub rooms; extensive heat and water facilities, saunas and steam rooms; a Kinesis Fitness Wall, Pilates Reformer and Stand up Paddle (SUP) Pilates and Yoga along with indoor and outdoor swimming pools.

► **Architect:** Citterio-Viel & Partners



LE SYEL SPA, FOUR SEASONS RESORT, MAHÉ, SEYCHELLES

► **Highlights:** The spa has the most spectacular views of the Indian Ocean. Its design features walls of windows that let the tropical sun shine through eight spacious treatment pavilions with a massive bathroom in addition to massage tables and a couch. The spa's rooftop is a great spot to catch a sunset, but oversized day beds and Adirondack chairs make sun bathing an equally enticing option. An open-air yoga pavilion invites in breezes and natural light to accompany your sun salutations. A small gym has all the cardio and weight training equipment you need for a vacation workout. Try to snag a treadmill to bask in ocean vistas while you sweat.

► **Architect:** HBA Singapore

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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

Skin Care Special: Post Covid-19, skin care has taken on a whole new meaning. Experts share their views on the emerging concerns, therapies, hygiene, and more.

Cosmetic Packaging Special: With plastic being banned and relegated to the garbage bin, packaging has taken a 360 degree turn in the current times. We examine and report the rising trend.

Hair Colour & Styling Special: The pandemic has hit the hair colour segment. With consumers being indoors, could it be possible for hair care to have overtaken colour and styling?

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