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The Indian wellness industry was estimated at close to ₹85,000 cr in FY2014-15 and is expected to grow at a compounded annual growth rate (CAGR) of nearly 12% in the next five years. The industry is likely to touch about ₹1.5 trillion by FY20, according to a recent report by FICCI and Ernst & Young. It is true that over the last few years, the spa and wellness business has witnessed a paradigm shift. The primary focus of consumers, as well as the stakeholders, has moved from being seen as places of pampering luxury to centres of wellbeing.

Falling prey to demanding lifestyles, acute awareness about health-related issues and the benefits of living well, people from all walks of life are embracing spa therapies as holistic approach to wellness. New and innovative massage therapies and techniques are often employed in accordance with trends. Stakeholders are leaving no stone unturned to cater to the gradual rise in demand and are emphasising on client service above everything else, to stay ahead of competition.

Taking cue from this, we have designed the cover story on the spa menu. Consumers are drawn towards spas that offer an eclectic mix of services, and so, an informative and thoughtfully worded spa menu is crucial. It requires tremendous insight into the business, consumer psychology and trends, as several issues need to be factored in. We speak with entrepreneurs, hoteliers and experts to learn the finer nuances of blending relevance with innovation, and emerging successful.

In Hair, we meet Franco Vallelonga, Session Hairstylist, Groomer, Hair Colourist and Educator. All rolled into one, he is an inspiration for many. In Mumbai since 2016, he recently made waves by creating Bollywood'e A-lister, Aishwarya Rai Bachchan's hair looks. On the home front, we have Sareena Acharya, Style Director, Enrich Salon & Academy, who is also one of the seven L'Oréal Professionnel ID Artists. She specialises in precision cutting and is known in the industry for her impeccable attention to detail.

In Beauty, we have Mumbai-based make-up artist, Varssha Sugandh Tilokani who chanced upon make-up artistry, but decided to make a mark in the line. She credits the Internet and social networking platforms for her incredible journey, and wishes to refine her craft to the highest degree.

In the Spa section, we present the visual grandeur of Cedar Spa by L'Occitane at JW Marriott Walnut Grove Resort & Spa, nestled amidst the Himalayan hill town of Mussoorie with plush dense jungles in the west and the beautiful Landour to the east. Touted as the best spa in Mussoorie, Cedar Spa is a haven for Mediterranean wellness. Zahan Umrigar, CEO of The Palms Spa, Bangalore, shares his views on the wellness industry of India, USPs of the spa, future plans, and more.

All this an lot more in this issue. Happy reading, liking and sharing on FB, Twitter and Insta!



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Hair: Robert Kirby using Id Hair
 Photography: Benjamin Johnson
 Make-up: Lee Pearson
 Styling: Elisa Heinesen

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/// NATIONAL ///

/// Cheryl's Skincare Institute in Jamshedpur ///

Cheryl's Cosmeceuticals have launched Cheryl's Skincare Institute in Jamshedpur in association with Dilip Choudhary, Owner of ID Truly Makeover Salons. With a vision to build the three transformative forces – the salon, the skin care professional and the client, the brand envisaged the Cheryl's Skincare Institute, which is a new collaborative platform that brings skin care to the forefront of the salon. Commenting on the collaboration, said Choudhary, "We are excited to be associated with Cheryl's Cosmeceuticals as it is the perfect partnership to offer the best of skin care solutions to our clients. We further aim to grow our offerings in a more personalised environment." Added D P Sharma, Professional Products Division Director, Cheryl's Cosmeceuticals, "The brand has received tremendous response from salon professionals and clients across the nation. This is the third flagship for Cheryl's in less than a year and we intend to continue creating many more. We aim to create world class institutes of skin care led with technology, expertise and beauty."



EVENTS



/// Workshop by Esskay Beauty ///

On 27th February, at Hotel Ramada in Jaipur, Esskay Beauty held the Creative Hair and Skin Workshop with Tanveer Shaikh, the hair expert in Bollywood, and Dolly Bhatia, the skin care specialist. While Shaikh used Mr. Barber's professional tools to create trendy hairstyles on divas, Bhatia used Casmara Cosmetics from Spain to demonstrate techniques of advanced facial massage and innovative skin care trends. Salon owners and their teams were apprised on Goji Facials by Casmara which is made from Goji Berry extracts, a powerful antioxidant found in the Himalayas. Also, to explain advanced depilation systems to the audience, Rica Wax from Italy, was used. The importance of the pre and post wax lotions was highlighted upon. Mr. Barber's professional range of equipment include Hair Straighteners, Dryers, Curling tongs, Section clips, Combs and Hair brushes. The seminar was centred around the brand's philosophy of 'create styles that define you'. Industry expert Subham Virmani, Director, Esskay Beauty Resources, who is a specialist in Salon Consultation concluded the session by giving guidance and tips on Salon Management.

/// StylPro Makeup Brush Cleaner and Dryer launched in India ///

On 30th January, StylPro launched its revolutionary make-up brush cleaner and dryer in association with Jean Claude Biguine at the Jean Claude Biguine Salon at Pali Hill, Bandra West, in the presence of Bollywood celebrity, Mandana Karimi. The products are the latest invention from BBC Apprentice Winner, Tom Pellereau. The new device uses the centrifugal spin technology to clean and dry brushes in seconds. It also comes with brush cleanser which is an alternative for non-water soluble make-up. Commenting on the launch, said Sargam Dhawan, Director, Tressmart Marketing Pvt Ltd, "Since its introduction in India, the StylPro Makeup Brush Cleaner and Dryer has been receiving great response from clients. We are very happy to be launching the product in India with Jean Claude Biguine." Added Samir Srivastav, CEO, JCB India, "We at Jean Claude Biguine India are delighted to announce our association with Tressmart for the launch of yet another revolution, StylPro and happy that we can together mark their entry into India."





/// Dr Blossom Kochhar partners with Femina Miss India 2018 ///

Pioneer Aromatherapist and Chairperson of Blossom Kochhar Group of Companies, Dr Blossom Kochhar is the Grooming Expert for fbb Colors Femina Miss India 2018. Blossom Kochhar Aroma Magic has also announced their Association as the official Glowing Skin Partner for fbb Colors Femina Miss India 2018. This double association marked its beginning in February 2018, with the fbb Colors Femina Miss India South Zone Finale held in Bangalore. Industry Veteran Dr Kochhar provided an exciting session on grooming tips to the 15 finalists of the South Zone. She imparted generic knowledge on grooming followed by a private session, wherein she cleared queries individually related to all aspects of grooming for the contestants. The association of Dr Kochhar and brand Blossom Kochhar Aroma Magic with Femina Miss India goes back a long way, with Dr Kochhar having groomed earlier Beauty Queens like Aishwarya Rai, Priyanka Chopra, Sushmita Sen, Dia Mirza, Urvashi Rautela, Lara Dutta and Neha Dhupia. Said Dr Kochhar, "It gives me immense pleasure to be associated with the pageant as it provides a beautiful platform for young talented girls to hone their skills. We as a brand believe in natural and pure beauty by promoting an organic way of lifestyle."

/// INTERNATIONAL ///



/// L'Oréal Foundation and UNESCO launch 'Men for Women in Science' initiative ///

At the 20th annual L'Oréal-UNESCO For Women in Science Awards ceremony, a new initiative aimed at contributing to better gender balance in science for more effective progress was highlighted. 'Men for Women in Science', aims at encouraging male scientists to sign a charter of clear and measurable commitments with the following objectives: promoting access to research funding for women; providing equal recruitment opportunities, and striving to achieve a better balance in publications and copyrights. Shared Jean-Paul Agon, President of the L'Oréal Foundation, "We want to accelerate change towards improved gender balance and effectiveness in science to help advance scientific understanding."



/// Kim Kardashian to collaborate with make-up artist, Mario Dedivanovic ///

Hollywood celebrity, Kim Kardashian West teamed up with her go-to make-up artist, Mario Dedivanovic to launch new make-up line under KKW Beauty. The collection is known to include eyeshadow palettes and lipsticks. The first eyeshadow in the shade of cobalt blue and is named 'Libra'. West shared that Dedivanovic surprised her with the unusual lid hue once, and since then she has always known to trust him. In addition to the new collection, Dedivanovic further shared that digital platforms including, pictures, videos and tutorials, will be used extensively to promote the latest collection.



/// Braun appoints Dan Gregory as Global Grooming Ambassador ///

German premium grooming brand, Braun appointed Dan Gregory, as their Global Grooming Ambassador. Apart from an expertise spanning 17 years, Gregory is the Founder and Creative Director of Man Made, an award-winning salon in London. He will represent the brand's portfolio of men's power grooming tools like, electric shavers, stylers, trimmers, and more. Said Gregory, "I am thrilled to be joining Braun and am looking forward to partnering with the brand on an ongoing basis. Braun's heritage in design innovation, and reputation for cutting-edge technology, means that I am excited about the way we can collaborate to push boundaries in the male grooming category."



Architectural Concepts

Delhi

Vanity Lounge



Spread across 1,600 square feet, Vanity Lounge is designed as a duplex, with well laid out cutting and styling sections, a bridal room, several beauty/treatment rooms, a washing section and a fully equipped manicure/ pedicure section. To be added soon is a full fledged nail art section, as well. The salon, a brand of Vanity Lounge Grooming & Wellness, is promoted by Bikash Madan and Ruchi Bakshi Vedwa. While Vedwa brings years of experience from the salon and grooming industry, Madan carries a global perspective of service standards and best practices. The salon focuses on sulphate and paraben free treatments and collaborates with experienced global brands that not only deliver quality products, but also offer best global practices. Consistent focus on training of the staff ensures best in class services.

Says Vedwa, "I come from the service industry, and been a salon client all my life. However, I have always noticed great intent from salon owners, but a lack of standard in staff practice, use of chemicals and noisy ambiances that would not let me relax. With Vanity Lounge, we wish to make a significant difference in these areas. Adds Madan, "We aim to keep our focus in these areas, and plan to expand through a mix of organic and inorganic means as a chain, without compromising on standards." Lastly, revealing their future plans, say the duo, "We have already signed the lease for our next outlet in a bustling South Delhi location that will be operational by early June 2018. There are more outlets in the pipeline."



Colour combination: Signature Victorian décor in blue, gold and white

Products used: Kevin. Murphy, L'Oréal Professionnel for hair; Skeyndor for skin; LYN for nails

Lights: Warm LED lights

Flooring: Matt tile floors, marble

Architect: ARS Interiors



Contact person: Ruchi Bakshi Vedwa and Bikash Madan, Co-Promoters

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Phone: 011-40115707; +91 9999408030

Email: vanityloungeindia@gmail.com

Magnifique



Founders: Dipali Mathur Dayal and Milan Sharma

Contact person: Angela

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Phone: 011-40366966

Website: www.themagnifique.in

Email: magnificued19@gmail.com

Colour combination: Warm beige and white

Products/brands used: L'Oréal Professionnel, Wella Professionals, Moroccanoil for hair; Lancôme, Thalgo, Aroma Associate, Kama Ayurveda for skin; MAC, Chanel for make-up; Cuccio for nails; Margaret Dabbs for manicure-pedicure

Lights: LED

Flooring: Wood and vitrified tiles

Architect: Centroid



Designed across 3,000 square feet and two floors, the new Magnifique has striking and classy interiors. The outlet has taken a few elements from the flagship store in Defence Colony, and some new ones to etch its own identity. There are four spa rooms, one fully equipped VIP room, nine private workstations and two pedicure stations, along with a nail art station. The spa rooms are fully equipped with luxurious and spacious attached bathrooms. There is a lot of privacy at each hair station, which is capable of becoming a beautiful small private spaces.

The knowledgeable stylists and therapists propose any treatment only post a detailed diagnosis.

Dipali Mathur Dayal, Co-founder, Magnifique says, "Today's upwardly mobile Indian looks for salons and spas that pay attention to hygiene, expertise, and hospitality. We have built Magnifique on precisely these three cornerstones. It is a constant challenge to keep meeting our own very high standards on every aspect, but then that is what sets us apart. The brand's endeavour is to continue to build strong client relationships and win them over with our craft and courtesy." 📞





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Franco Vallelonga

Kicking up Quite a Storm

Franco Vallelonga, Session Hairstylist, Groomer, Hair Colourist and Educator, all rolled into one, is an inspiration for many. In Mumbai since 2016, he recently made waves by creating Bollywood's A-lister, Aishwarya Rai Bachchan's hair looks. With *Salon India*, he shares his journey, personal anecdotes and more

by Shivpriya Bajpai

Getting started

I never planned a career in hairdressing. In Australia, from high school we go to work at the age of 15. I wanted to be an interior designer and hence, went to a high school that specialised in Art. Being one of those art students, hairdressing sounded more artistic, so I decided to gain work experience at a salon in Perth. I enjoyed it and was offered a job by the end of the week; and that was just the beginning!

Educational background

I apprenticed for four years in Australia. Later, I trained as a colour technician with L'Oréal and moved to London to take up courses in Afro hair, hair extensions and wigs, and long hair styling. I also did a teacher training course and taught level-1 hairdressing for a year. Besides hair, I also trained in men's grooming and massage therapy. I was part of the Fellowship for British Hairdressing F.A.M.E Team in 2004. We travelled and educated for a year and it was an amazing experience.

Mentors

Through my career, I have had many mentors namely, Sam McKnight, Neil Moodie,





Malcom Edwards, Luigi Murenu, Antoinette Beeders and Errol Douglas. I assisted as many hair artists as I could and worked on fashion weeks in New York, London, Milan and Paris for years. I became a first assistant to Tyler Johnston, who was the global ambassador with Schwarzkopf, and I would travel to Hamburg with him to work on the Essential Looks Collections.

Challenges faced

Back then, I wanted to do everything before I learned how to do it. So, after making a mistake, I would be distraught. One day, my boss advised to me to learn from my mistakes and have faith in my capabilities. I followed his advice and since then, have grabbed every opportunity to learn and improve my skills. Eventually, I left Perth and moved to Sydney, then to London, and now I am working worldwide. Learning from so many talented artists globally is the best thing to happen to anyone.

Forte as a renowned hairstylist

I am a bit of an expert in colouring. I find it very similar to mixing paint, and I guess, my art background helps. I have received colouring awards from L'Oréal Australia and UK. I love working on curly hair and frizzy textures. I also think I am a great educator, who is down to earth, calm and easy to understand.

Current responsibilities

Presently, I am represented by Faze Management in India. I am working with a few Bollywood celebrities, as well as, doing advertising campaigns and editorials. I also see a few regular clients at Samantha's Salon in Bandra, Mumbai. It houses an extremely talented group of hairstylists and a few freelancers, like myself. I teach at the BHI Academy and conduct masterclasses and workshops for companies throughout India. Abroad, I see my old clients at Percy and

Reed Salon in London. I am also a guest educator with various schools in London. I am also represented by Ugly Duckling Projects in Singapore and Asia.

Association with India

I came to India first in 2015, and re-visited in March 2016. Work in Mumbai has always been good, and I am delighted to learn that my contribution and experience is respected. I have had my share of ups and downs while adjusting to a new country, but overall, it has been great. I have met great people, who love and support me. This year, I plan to take small breaks and explore a bit of the country.

View on hair education in India and abroad

Indian hairstylists are hungry to learn and I love that dedication. I feel, the industry has had a set style of working for years, but now people are coming up with new concepts that break away from the old. With more people travelling and celebrities working abroad, as well as influences from social media, fashion and styles are changing rapidly. Educational collaborations between Indian and international artists in hair and make-up artistry, both, are exceptional.

Experience at LFW

I did research on the designer's collections to come up with concepts. I am of the view that simple hairstyles always complement the ensembles more. I did meet Donald Simrock, who headed make-up at the last LFW, and worked together on the looks. We discussed ideas with the designers, and once the look was finalised, I made step-by-step instructions for my team to practice. With help from Faze Management and my team, the show was successful. I received great feedback.

Favourite tools, products

I cannot live without my tail brush, tail comb and Mason Pearson hairbrush. A workable

hairspray, light mousse, thickening spray and a sea salt spray are always in my bag.

A regular day in the life of Franco Vallelonga

I clean and pack my kit the night before and research on the Internet. I do homework depending on my schedule for the next day. I draw up a mood board to support my thoughts and research. Once at work, the first thing I do is set up my work area. With my team, I discuss the look and take it from there. When work is over, I switch off as I believe in finding the right balance between home and work. I prefer to relax at a spa on my off days.

Advice to newcomers

Good education and training is a must, and practise every day. Once you have mastered a skill, sharpen it by working with as many people as you can. Learn from everyone and mostly, from your mistakes to zero in on the technique that works for you. Never stop experimenting. There are always new tools and new products to use.

View on the hairdressing industry in India

The industry is growing stronger every year. There are challenges such as, the standard of education needs to improve. Right now, it is quite disorganised. There is a dire need for experienced artists, who specialise in cuts more than colour. Also, it is directly proportional to an Indian's willingness to experiment with cuts. There is dearth of diverse range of hair products. The situation is changing, and perhaps, in the years to come, it will be a great industry to be a part of.

Future plans

Eventually, I would like to teach and inspire people. It is extremely fulfilling. It would be wonderful to share my knowledge with those who are willing to learn. 📞

L'Oréal Professionnel Presents Parisian Chocolat Colour Collection

L'Oréal Professionnel showcase the Parisian Chocolat Colour Collection with bespoke looks created by experts with brand ambassador Twinkle Khanna

Inspired by the quintessential French approach to beauty, L'Oréal Professionnel unveiled the hair colour trend for 2018 with Parisian Chocolat – a palette of rich, luscious brown shades with the unique INOA High Resist technology. The elegant palette is at the core of the Parisian Chocolat Colour Collection, capturing not just the hair colour trend but also, showcasing the versatility of the shades to complement Indian skin tones, both warm and cool.

The Parisian Chocolat Colour Collection is presented by brand ambassador Twinkle Khanna, who with her gorgeous tresses, gives variations of how hair colour can speak volumes for both mood and personality. From cinnamon-inspired flirty to rouge-inspired glam, to hazel-like sensuality, the looks and techniques are created for a complete bespoke colour service, only by the expert!

Parisian Chocolat Colour Collection

ROUGE CHOCOLAT

Technique used:

Smudge Contouring in violet-tinted rouge.

Glamorous yet elegant, Rouge Chocolat is created to offer glimpses of the vibrancy of your client's personality and mood. Sleek and straight, the hair is contoured in a warm shade of INOA High Resist 5.25 from the Parisian Chocolat palette and Smudged, the latest in hair colouring techniques, with rouge.





HAZEL CHOCOLAT

Technique used:

Bespoke French Balayage in light amber-tinted tones.

Sensuous waves capture the decadence of Hazel Chocolat. The cool brown tones of INOA High Resist 5.12 are given a multi-dimension feel with the use of a French Balayage for highlights that blend.



CINNAMON CHOCOLAT

Technique used:

The all new Smudging technique in gold-dusted cinnamon hues.

Fun and flirty, the Cinnamon Chocolat look is designed for the girl-next-door. The hair colour is Smudged which blends deep golds, in careful and deliberate swirls across the lengths of Parisian Chocolat INOA High Resist 5.5.



INOA High Resist Formula

With INOA, the colour options are limitless with 58 shades. The ammonia-free and odourless INOA addresses a persistent concern with the high resist technology, tenacity or long-lasting colour and lasts for up to 42 shampoos* with 10 times more shine**. With the INOA High Resist formula, achieve trendy hair colours through the season for hair that stays hydrated and nourished.

Recommended: L'Oréal Professionnel recommends Smartbond, the revolutionary bond reconstructing system, to protect colour-treated hair. 📌

*Based on instrumental tests.

**Shine test vs. non-coloured hair.



Straight hair is often the go-to hairstyle for both casual and formal occasions. It is easy to manage, gorgeous to flaunt and certainly ideal to boost your client's confidence from within by ensuring she looks her best. Hairstyle trends change from time to time, but straight hair is here to stay.

Over the years, the market has seen a steady growth in services like hair straightening and smoothening. However, the clients are still apprehensive as the discomfort associated with the odour during service and the worry of damaged hair has remained unaddressed. MATRIX, the world's leading American professional brand, brings to India the next generation of hair straightening - the all new Opti.Sculpt Advanced Shaping Service. With its breakthrough low odour formula and Cera-Sculpt Technology, Opti.Sculpt straightens the hair while caring for it.

Opti.Sculpt Advanced Shaping Service

Opti.Sculpt is powerpacked with the Cera Sculpt Technology which consists of:

Elastin and collagen: These help to soften the hair, creating a malleable foundation to mould hair into its straightest, sleekest state, without compromising on movement.

Ceramides: These help to nourish and protect hair from dryness and breakage.

The Opti.Sculpt Advanced Shaping Cream comes in three variants.


Normal: For fine to medium hair.

Resistant: For thick hair and/or very curly hair.

Sensitised: For brittle or chemically treated hair.

It should be used with Opti.Sculpt Advanced Cream Neutralizer to get the desired results

Recommendation: Shape your client's hair into sleek straight locks with this new service without compromising on movement.

Experts recommend using the post-straightening care solution - the Opti.Care Smooth Straight range as home care. It includes a shampoo, conditioner and serum. 

Opti.Sculpt by MATRIX

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MATRIX Reveals Summer Solutions for Coloured Hair

Melroy Dickson, General Manager Education, MATRIX India shares professional insights for maintaining colour-treated hair this summer



With the onset of summer, clients are set to bring out their best, flaunt clear skin and great hair. It is the right time to experiment with hair by getting a new cut, a new hairstyle or opt for a vibrant new hair colour. Creative Guru at MATRIX, Melroy Dickson, shares expert tips to keep coloured hair healthy and ensure a stress free summer.

Be on trend with Color Melting

Whether it is about flaunting classic foil highlights or going bold with a blend of bright hues, fashionistas are experimenting with unique hair colours and trends to enter the new season in style. The latest technique creating a buzz in the hair industry is Color Melting. Blended seamlessly to create the 'melted effect', this technique mirrors natural hair patterns and shades together. This technique is used extensively to create the mermaid hair and rainbow hair looks, as evident on social media. However, it is difficult to achieve the same on dark hair. Especially adapted for Indian skin tones and dark hair, MATRIX presents Color Melting – The Berry Edition, which is inspired by decadent chocolate and vibrant berries. It consists of three gorgeous looks, Caramel Raspberry Melt, Blackberry Melt and Choco Cherry Melt.

Avoid frequent hair washes

Over-shampooing is the second biggest reason behind fading hair colour, after harmful exposure to ultraviolet rays of the sun. Clients must avoid shampooing coloured hair every alternate day out of habit. Hair should only be washed when greasy and in need of cleansing.

Use colour specific home care range

We suggest the MATRIX Biologie ColorLast home care range to maintain the vibrancy of colour-treated hair. Its formulae is inspired by the anti-fade properties of Orchid flower that helps to maintain the shine and vibrancy of colour for up to nine weeks*. Also, it is important to use the complete home care regime that includes shampoo, conditioner and leave-in serum. The in-salon treatment is highly recommended monthly.



Enhance hair colour by styling hair to perfection

To enhance colour-treated hair, clients can experiment with various styles such as braids, ponytails and different types of updos. When styling colour-treated hair, it is recommended to use gels, mousses and sprays formulated to protect and amplify coloured hair. For extra volume and sheen, it is advised to opt for the MATRIX Style Link Volume Builder and Super Fixer Spray. ☺



**When using the system of Colorlast shampoo and conditioner vs a non-conditioning shampoo.

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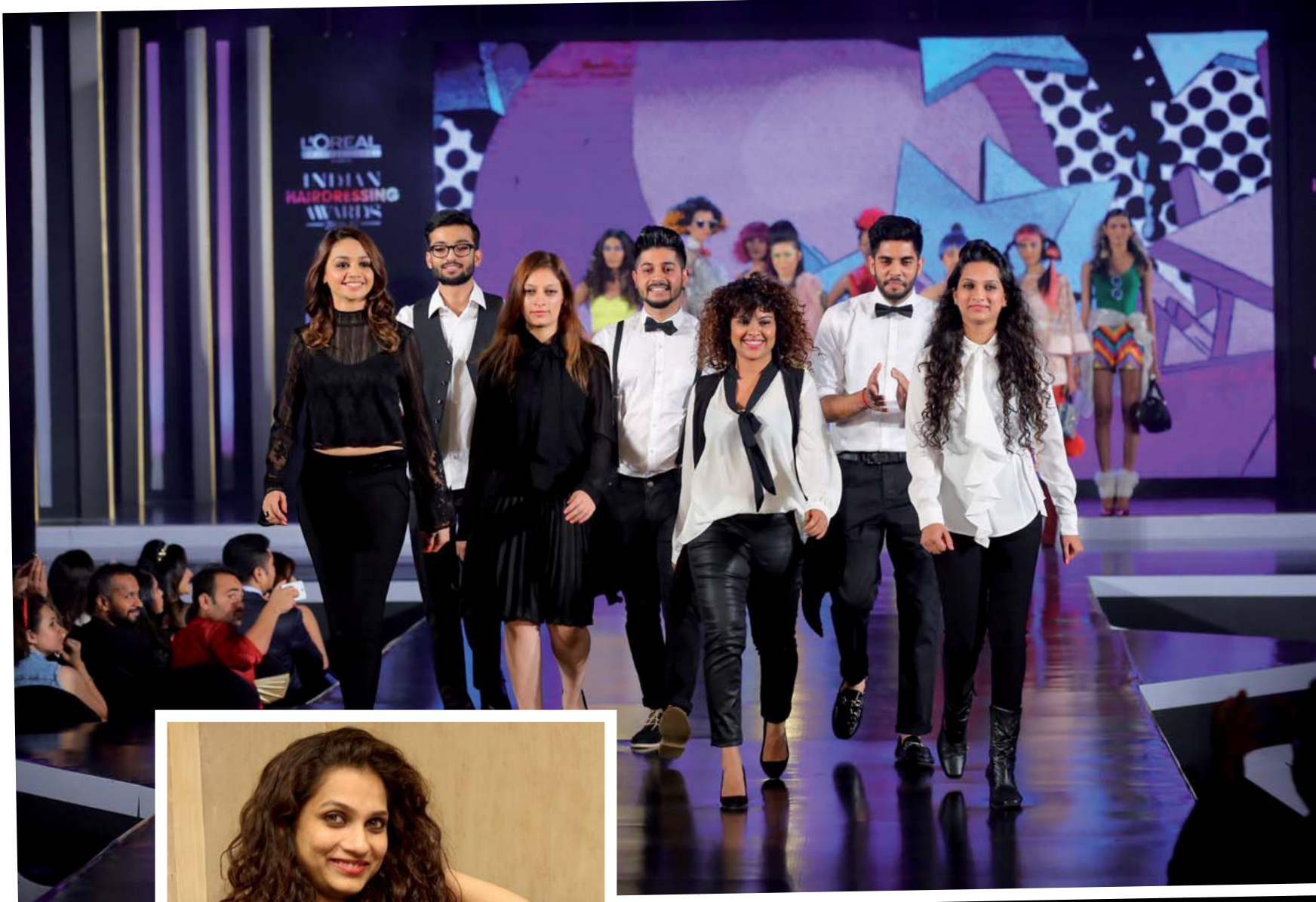


LASER HAIR REMOVAL



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BOTOX, FILLERS
SKIN TIGHTENING
SKIN REJUVENATION



Sareena Acharya **Artistic Vision**

Sareena Acharya, Style Director at Enrich Salon, Mumbai is one of the seven L'Oréal Professionnel ID Artists. She specialises in precision cutting and is known in the industry for her impeccable attention to detail

Getting started

I have been influenced by art and fashion ever since I was a child. I took to this industry like a fish takes to water. I love what I do!

Professional background

After my graduation in Commerce, I enrolled myself for a professional hairdressing course at the Lakme Training Academy. I know that to upgrade my skills I would need to study further. So, I have also done specialised trainings in cut, colour and styling by international Portfolio artists at L'Oréal, like, Caroline Newman, Bertrem, Laurent D'Creton, Trevor Sorbie, Nathan Walker, and Tom Cornell. Since I conduct trainings, I have realised that teaching is the best method of learning. I have trained over 1,000 students in a six-year period and it has been a learning experience.

Challenges faced

A decade ago, our society was reluctant to approve this industry. Being recognised in this field, in fact recognising this field itself was a challenge. Now, the industry is progressing at a great pace. Some people, like myself, have stuck through, and are in a situation where we are able to give back to the industry, and help it grow further.



“Shoulder length hair with minimal layering is a very classy look. In colour, my current favourite is Parisian Chocolat by L’Oréal. I have always loved shades like 5.25 and 5.5, with a 7.23 balayage. As far as styling goes, a natural looking texture is in. If the hair is tied up, a sleek ponytail or a sleek neat bun looks awesome.”



Association with Enrich and L’Oréal Professionnel

I have been associated with Enrich for over eight years now. From being a stylist at the salon, to being the Artistic Head for Enrich in India, I have done my best to use every opportunity for growth that I have been offered. I think, I have done well. Enrich and L’Oréal have worked together for over 20 years now, and this partnership has led to the growth of the industry. I have had the good fortune to grow along with this, and become a product of this collaboration.

Role and responsibility as an ID Artist

My primary responsibility is to provide quality education to upcoming hairdressers. As education is essential, as a L’Oréal Professionnel ID Artist, it is my duty to offer support to this endeavour.

Hairdressing for different platforms

Platforms such as, shows, shoots, events, to name a few, are more for the hairdresser to understand the latest fashion and accompanying trends. One can see the styles sported by the participants and attendees, and be inspired for their own work. Apart from these, educational seminars are mainly for sharing techniques and latest learnings which can be adapted for use in salons.

Evolution as an artist

I have become an artist by constantly practicing my passion. I consider art to be beauty as seen through the lens of an artist, and receiving the opportunity to practice my art on a regular basis has helped me evolve.

Favourite products

I have always given priority to styling over cut and colour. My personal choice in the Tecni.Art range is Full Volume Mousse for curls, and Constructor for heat protection. My latest crush is the fabulous Power Mix treatment!


Views on the hair industry in India

The industry is growing at a tremendous pace, and keeping in mind the recent growth, the future prospects are really bright. Again, I must stress that education will play a key role in this development.

Advice to newcomers

A fresher should love art and beauty – only that will help them be consistent and eventually lead to their growth.

Future plans

I plan to increase my contribution of educational initiatives, and do my part in enhancing the industry through various forums. 

Market Watch | **Hair Care**



Vitariche Gloss Serum by StreakPro

Enriched with Macademia Oil and Vitamin E to keep your hair frizz-free, the Vitariche Gloss Serum helps to smoothen unruly hair and adds shine. It is also rich in important fatty acids and contains Omega 7 that provides key building blocks for the hair. It can be used as a styling product on wet or dry hair, and even before and after a blow dry. The serum also protects hair from the heat of hair dryers or straightening irons. It is available at Streak Professional salons.

Price: ₹95 for 45ml; ₹190 for 100ml; ₹310 for 200ml



Hair mask by Just B Au Naturel

The Botanical Hair Mask is a chemical-free and natural botanical powder that restores your hair to its original, healthy state. Infused with freshly powdered herbs and mineral rich clays and proteins, it helps to calm itchy scalps, balance excess oil and promote strong and healthy hair growth. Suitable for all hair types, this natural sun-dried hair mask is available at www.justbaunaturel.com.

Price: ₹1,003 for 100gm



Shampoo by SoulTree

The Hibiscus Shampoo with Honey and Aloe Vera is aptly balanced to cleanse the hair, as well as the scalp without disrupting the natural pH balance. Hence, the natural oils are retained. It is infused with organic Hibiscus petals, nutrient rich Aloe Vera and moisturising honey that nurtures hair and leaves them well cleansed and manageable. Suitable for all hair types, it works best when followed up with SoulTree Hibiscus Hair conditioner, especially for dry hair. It is available online at www.soultree.in.

Price: ₹475 for 250ml

Hair dryer by Vega

Vega Pro-Xpert 2200W hair dryer is a perfect combination of style and technology. The powerful AC motor and faster air flow helps in achieving smooth, frizz-free, trendy hairstyles in no time. It comes with one diffuser and two concentrator nozzle attachments. The diffuser distributes air evenly and is suitable for wavy and curly hair. The concentrator nozzles give precision styling and air control. It has two heat and speed settings and a cool shot button which dispenses cold air that sets your style. It is available at retail stores and online.

Price: ₹2,499



Hair spa cream by Berina

The Berina Treatment Spa Cream bath is suitable for dry, damaged and chemically treated hair. It retains the moisture in the hair and repairs the deteriorated cuticles to make the hair supple, glossy and smooth, without weighing down. It is full of nutrients and vitamins that is food for the hair. Easy to use, first rinse the hair well with a shampoo, then apply the Berina Treatment Spa cream to wet hair and gently massage the scalp, leave it on and use a steamer for 10 minutes and rinse thoroughly for hair that is glossy and healthy. It is available online at www.berinacosmetics.com.

Price: ₹210 for 100 gm; ₹410 for 250 gm; ₹720 for 500 gm; ₹1,295 for 1,000 gm





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The Spa Menu

Holistic Blend of Relevance and Innovation

Consumers are drawn towards spas that offer an eclectic mix of services, and so, an informative and thoughtfully worded spa menu is crucial. It requires tremendous insight into the business, consumer psychology and trends, as several issues need to be factored in. We speak with entrepreneurs, hoteliers and experts to learn the finer nuances of blending relevance with innovation, and emerging successful

by **Aradhana V Bhatnagar**



●● BODYCRAFT SALON & SPA, BANGALORE ●●

Swati Gupta, Director & Head of Creative Development

About the spa: Bodycraft was started by Manjul Gupta as a single boutique in 1997, specialising in skin treatments for women. In the last 20 years, we have become Bangalore's most trusted destination for beauty and wellness, encompassing spa, salon, skin care, personal grooming, nail bar, bridal and clinical service lines. Today, we have 13 outlets and over 650 employees across niche locations in the city, with three outlets set to open in Mumbai.

The spa menu: The spa offers a bouquet of therapy and unwind options starting from basic body massages to our signature therapy packages, scrubs, wraps and soaks, and relax and unwind treats.

Inspiration behind the current menu: With our bouquet of services we aim to provide a holistic approach to beauty and wellness by being a one-stop-destination for treatments and services. The menu is holistic and tailored to the season. We often notice a seasonal pattern in the service choices made by our clients.

Keeping it relevant: We revamp our menu and add new therapies and services every six months. The frequency might vary depending on product or service launches from our brand associations or any new brand with whom we plan to associate. We have recently introduced Dermatology and Cosmetology services. While it may be surprising, we have found that there is a synergy between our skin care and clinical services. With this synergy we have found effective, long-lasting treatment results and are able to treat a wide array of concerns. We are in the process of introducing a formal menu detailing treatment plans according to specific skin issues.

Challenges: There has hardly been any challenge as such. Our menu is well curated and spans beauty and wellness services. Bodycraft's approach has always been holistic, offering head-to-toe rounded

services. The only challenge is to match the diverse requirements of our clientele.

Latest additions to the menu: We have recently launched the OPI range of polishes and Malibu C range of targeted hair care products. We have created and launched a grooming package exclusively for men. BOMB Cosmetics, a well known handmade and natural skin care brand, is available at Bodycraft. For our outlets opening in Mumbai, we have collaborated with N Bar, a Dubai-based exclusive personal grooming chain.

USPs of the signature therapies: Our signature therapies span all the service lines. We are proud of our associations with iconic hair care and styling brands, namely, Wella, System Professional, Sebastian, Olaplex and Malibu C. We were amongst the first in the country to introduce an exclusive Alchemy Lounge and Energy Code Mapping, where we tailor hair spa services to individual requirements. Our spa therapies employ proprietary strokes, kneading and tapping techniques, and unique ingredient mixes. Our skin care treatments are tailored to address any skin related concerns.

Products used: Our vision has been to provide world-class beauty and wellness services with only the best products in the market. We use products from Wella, System Professional, Sebastian, Olaplex, Malibu C, Dermalogica, Ainhoa and OPI, to name a few.

Marketing strategies adopted to promote the spa and its services: We believe in hyper local targeting, whether it is ATL, BTL or in-salon promotions. We have noticed that the mix of clients visiting each of our outlets is unique, and hence, we have opted for a customised and localised approach. In addition, we see that SMS reminders and in-salon activities, have aided in spreading awareness about our range of services.





●● CHI, THE SPA AT SHANGRI-LA'S EROS HOTEL, NEW DELHI ●●

Siddharth Verma, Director of Rooms

About the spa: Chi, The Spa is the signature spa brand of Shangri-La Hotels and Resorts. After its success in more than 44 countries, Shangri-La's - Eros Hotel, New Delhi came up. The spa is spread over 20,000 square feet, which includes a steam and sauna room, fitness studio, salon, gymnasium, tea station and reception. The staff strength at the spa is 30.

The spa menu: A wide range of therapies and services, ranging from Ayurvedic to contemporary international treatments, have been carefully designed to provide a luxurious and relaxing spa experience. The menu offers classic journeys such as, the Shangri-La Journey, Kalp Shringar, for brides-to-be and Taste of India Retreat. There is an exclusive section for facials, namely, Refresher Facial, Gentleman Vitality Facial, Anti-ageing Facial and Customised Facial, tailor-made as per the skin's need. There are body scrubs like Classic Salt and Oil Scrub, Healing Honey Sesame Polish, Cleopatra Bath and Lavender Jacuzzi Bath as well. The menu also extends to nail care and hair services.

Inspiration behind the current menu: The Spa got its name CHI, from the work 'chi' or 'qi', which means the universal force that governs well-being and personal vitality. The services, along with a luxurious product range, are based on the Chinese philosophy of the five elements, in which metal, water, wood, fire and earth are in

balance with the positive Yang and negative Yin energy within the body. The restorative powers of natural oils and herbs combined with Asian healing philosophies, are at the centre of every ritual.

Factors kept in mind while curating the menu: While curating the spa menu, the well-being and personal vitality of the guests is given foremost preference. For instance, the 'Jet Lag Cure Massage', which helps our travel guests de-stress; the post-natal Remedial Massage relaxes muscles, increases circulation and lowers stress hormones, the Kalp Shringar is the most-loved treatment for brides-to-be. For the winter season, the menu offers warm massages, which use oils to enhance the warmth in the body, and overall state of being, such as the signature Chi Balinese Massage, Relaxing Shirodhara and Taste of India Retreat. Whilst the menu maintains its set of varied treatments, we promote



specials based on the weather or the occasion, to offer an enhanced choice to our guests.

Challenges: Usually, the spa industry faces problems like retention of the staff, brand recognition and in-house concerns with clients. Yet at Chi, we do not have them, as most of our therapists have grown with the brand and know that they are important to the Shangri-La family. Our team consists of experienced therapists, who treat our clients with utmost generosity and professionalism.

USPs of the signature therapies: We offer holistic treatments based on traditional techniques such as, Classical Aromatherapy Massage, Remedial Massage, Traditional Abhyanga Massage, facials, Classic salt and oil scrub and body polishing. Our Kalp Shringar, a pre-bridal therapy, offers a series of decadent beauty rituals followed by chandan lep and finished with a Rani Padmawati milk bath.

Products used: We use products from Iraya.

Marketing strategies adopted to promote the spa and its services: For our in-house guests, we have collaterals placed in rooms, lobby, cheque folders, and at other points, to inform them about the spa. To attract them to the spa, we promote special in-house offers. For non-resident guests, we use print media and digital marketing as promotional tools.

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●● THE HEAVENLY SPA, WESTIN GURGAON ●●

Jagpreet Kaur, Complex Spa Manager, The Westin Gurgaon, New Delhi and The Westin Sohna Resort & Spa



About the spa: The Heavenly Spa, managed by The Westin Gurgaon, New Delhi, is spread across 15,064 square feet. The opulent yet modern spa facilities include 10 treatment rooms and two hydrotherapy areas.

The spa menu: It has massages, body treatments, spa rituals, facials and beauty services.

Inspiration behind the current menu: The Heavenly Spa embodies our wellness philosophy; surrender to the healing touch and immerse yourself in relaxing scents, inspiring melodies and invigorating massages. We, at The Heavenly Spa, have broken the walls of being just a spa and giving great massages and have elevated to a spa that lets you blossom. This is achieved through the facility, our staff and services. From the moment you first enter, your senses will be stimulated by the graceful décor and music that touches the soul.

Factors kept in mind while curating the menu: The value of the spa experience comes not only from the facilities, treatments and products, but from having the time and space for silence, separation from technology and personal reflection and contemplation. Throughout the spa experience, we try to touch people across seven senses: the five physical senses of sight, sound, touch, taste and scent, as well as the psychological senses of emotion and meaning. Our spa menu is

suitable throughout the year; though we have different offerings depending upon the weather/ season, certain facilities like sauna and steam is preferred towards winter.

Keeping it relevant: We constantly work on making the spa menu innovative for our guests. What impacts it are the trends in the cities and special days. For example for Valentine's Day, we introduced a spa treatment that used exotic ingredients like Champagne Salt Oil, Mother of Pearl foaming scrubs, authentic Ayurvedic treatments and more. Our associates also suggest combination of treatments as per the guest's requirement. The menu is revised on a yearly basis based on 'What worked, Present trends and Marriott focus'.

Challenges: It took years for the spa to be recognised as a Profit Centre from merely being a requirement for being a Five Star Certification. Secondly, wellness in India has been limited to mother's recipes and to bring it into professional light minus the sleaze was a challenge. Lastly, people have recently awakened to the journey within and self-pampering for relaxation. This awareness is late, but has arrived, and so we see a boost in the industry.

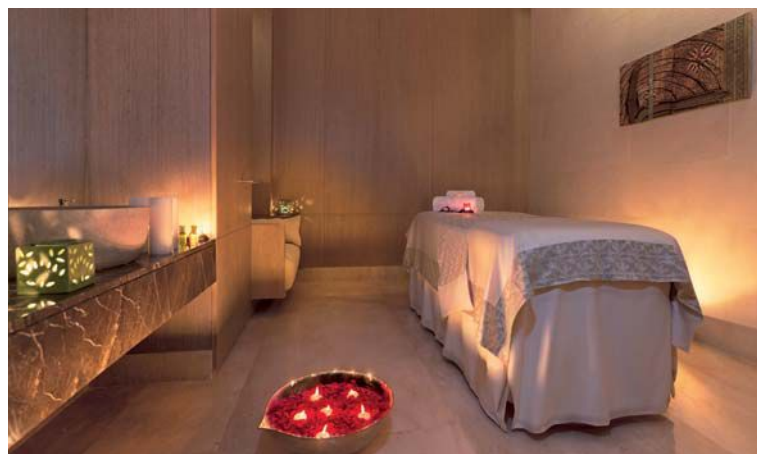
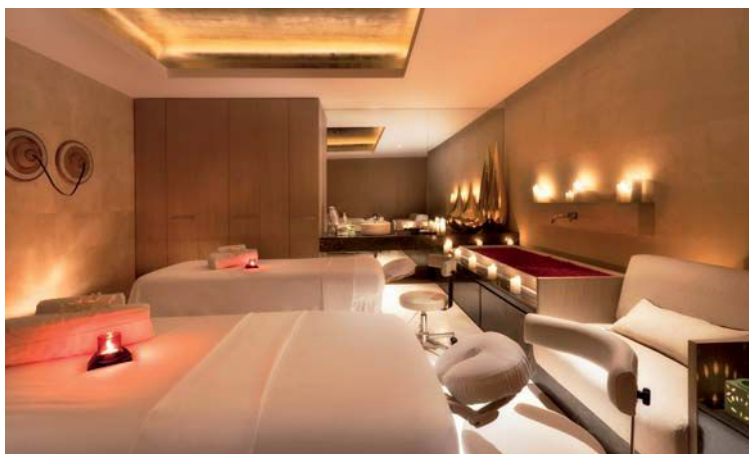
Latest additions to the menu: Promotion at Heavenly Spa, Gurgaon, Boot Camp at Westin Workout to increase of foot fall, salon packages, seasonal promotion like happy hour, swimming classes for kids, Women's Day and the Four Hand Massage.

USPs of the signature therapies:

Providing an amalgamation of rejuvenating recuperation and regeneration along with a décor conducive towards invigoration. Constructed in a symbolic manner to meet the needs of the Westin guest, the spa provides authentic, memorable experiences based on quintessential treatments and unique product line powered by Comfort Zone from Parma, Italy, delivered with care by skilled therapists. Along with the relaxing massages one can also experience the Heavenly Feet, Hands and Face treatments. Our dedicated male and female wet therapy passages offering steam, sauna, Jacuzzi, mineral pool and Vichy shower play a pivotal role in balancing the Body Chakras. Our treatments range have durations of 60 minutes to 90 minutes. Our unique-selling packages are for 180 minutes.

Products used: For hair, we use L'Oréal Professionnel; Voch USA for hand and feet, Repechage for skin care and oils from Sage.

Marketing strategies adopted to promote the spa and its services: Our strategy is coherent and cohesive. On social media platforms, we run campaigns and contests, we also work towards creating effective content with influencers and journalists. Spa related events and activities, media familiarisation events, advertorials are continuously hosted. New offers every month is the key to attracting guests, and we have a promotion with every occasion.



The Essentials of an Effective Spa Menu

by **J Tara Herron**



Essentially the spa menu should reflect the ethos and concept of your spa so that it tells a story about the experience being offered. One of the most important elements is that there is continuity throughout that allows the reader to understand your themes and services. For example, whether you structure your menu around the times of day with section headings such as Morning, Noon and Night, or decide to use a theme like Awaken, Recharge, Detox and Relax, or comical themes such as Quick Fix, Time Out, Indulge and Infinity, you can create programmes that have a continuity of style and language.

Traditionally a clear distinction between the types of treatments is defined into sections so that the guest can view at a glance the choice within any specific category. Even if you use a particular theme, as I mention earlier, it is still best to club massage choices together, facials together and rituals which can all be sub-headed under the themed story. It is best to not keep more than three sentences per treatment description, as you will lose the attention of the guest. So, choose your words wisely highlighting the benefits of the treatment, duration and result.

Depending on the spa philosophy and customer journey, it is helpful for the menu to begin with an overview of your dedication to professional care and briefly describe the products used to inspire guests to go further into the menu. Where you have an own brand signature product or a well-known international brand, you can include a cross marketing approach to expand your appeal and demonstrate on the level you operate. Images and on site bespoke photography add volumes to the written word, as this also inspires guests to see themselves having a blissful experience.



If there is a strong focus on a pure approach to a cultural theme such as, Ayurveda or Chinese Medicine, it helps to further categorise these disciplines so that you can show the serious definition between them and that they are not diluted into a generic concept. Some brands will theme treatments that reflect a cultural style but as their intent is not pure, they may not require a separate category.

Make a point of highlighting any complimentary wet spa and Hydro Therapy as a pre-treatment or as a stand-alone complimentary experience. It is attractive to show this pictorially and explain the benefits of use.

Do consider that the concept and purpose of a spa menu is changing with the times, as more people seek a personalised approach to their therapeutic experience. Therefore, it is important to know your audience and who your customers are, so that you can fulfill their expectations on how much information is shared to help guests feel secure about your professionalism. In this scenario, less is definitely more, where you focus on the personalised nature of your massage techniques, facials, and body rituals defining your menu, as treatments within these categories are tailor-made to suit the individual's requirement. This can be an elegant approach which defies the need for extensive treatment explanations.

Though it is essential to have prices and taxes visibly shown in the menu, you can save on time and expense to produce a separate price list that is easy to update without having to print the whole menu. In contemporary setups, menus can be on tablets and soft copies only which does cut down on paper and is more eco conscious. The power of the soft copy menu also means it can lead to links of press articles and other online media reviews that put you in the spotlight and keep you relevant and up-to-date.

An essential segment of your menu must also focus on spa etiquette and advice. Booking procedures, cancellation policies, opening and closing times plus any other operational information your guests needs to know in order to make their experience smooth and enjoyable to the last touch points. Do not forget to include your contact details, location, email and phone numbers plus any personal message of gratitude and well-being.

J Tara Herron is the Director at Imperial Spa Salon Health and Racquet Club, New Delhi. With years of industry experience, she has authored several books, too.



●● SEVENTH HEAVEN SPA, CLARKS EXOTICA RESORT AND SPA, BANGALORE ●●



Lily Bernard Serrao, Spa Manager Operations

About the spa: The Seventh Heaven Spa is situated within the Clarks Exotica Convention, Resort & Spa. It comprises of 14 treatment rooms of international standard, steam, sauna and high end Vichy shower massage therapy equipment. Our special attraction is the couple spa, the widespread space, ambience and our expert therapists.

The spa menu: We offer various therapies which have a soothing effect on the body and the mind and help you relax, such as the Classical Swedish, Seventh Heaven Balinese Sports Massage, Thai Massage, Aromatic Delight, Chinese Reflexology massage, Royal Ritual packages which includes, Javanese Mandilur, Balinese Boreh, Marma Body, Mind and Spirit Massage, Adam and Eve Serenity. Seventh Heaven Ayurveda rituals, Seventh Heaven Express Revive, Seventh Heaven Skin Care treatments, signature face therapies, Hydro Indulgence Fitness center called Body Span and Persona Salon is the special attraction.

Factors kept in mind while curating the menu: We have kept the various needs of our guests in mind while curating the menu. We have full body massages that improve overall well-being, combination therapies that also help in skin care, couple spa which focuses on the importance of relaxing and healing together, deep tissue massages

and hot stone therapies for athletes, and Ayurvedic rituals for its therapeutic benefits. We understand that the body reacts differently under different weather conditions and we accordingly modify our therapies. In the monsoon, we focus on Ayurvedic treatments and increase the use of Lemongrass oil, Eucalyptus oil and citrus-based oils which are antiseptic and antifungal. In winter, we use natural body scrubs which help in removing dry, dead cells and moisturise the skin. During the summer, the focus is on cooling the body, and hence, we use Aloe Vera, cucumber and fruit-based natural products.

Keeping it relevant: We revise our menu every six months and introduce unique and authentic body treatments. Our experts also help us create a menu which is different from the rest.

Challenges: Our main challenge is basically organising our schedule. With rising demand, arranging and attending to all the requests for a session together, at times, does become difficult. As professionals, we have managed to offer memorable experiences to our guests, so far, and hope to continue doing the same.

Latest additions to the menu: Seventh Heaven Hot Stone Massage and natural body scrubs for the summers.

USPs of the signature therapies:

Marma, Body Mind and Spirit massage has a duration of 120 minutes. The exotic and highly therapeutic, Ayurveda-inspired massage with aromatic herbal oil stimulates the marmas, the body's vital pressure points. This full body massage begins with the balancing of the head's marmas followed by the body's points massaged by the therapist's feet and then by hand with long sweeping strokes. The treatment concludes with a healing herbal body mask followed by a warm shower provides complete re-balancing of body mind, spirit.

Products used: Allay Matthan natural products for body and skin and L'Oréal Professionnel hair products. We also use a lot of fruit and vegetable-based products which are naturally prepared in-house.

Marketing strategies adopted to promote the spa and its services:

We are creating special packages to cater to various guest needs such as Only spa package, Spa and rooms package, Spa and F&B package, Customised wedding packages and Seasonal packages. We will also be promoting the spa services through our membership programme, the Clarks Exotica Club.

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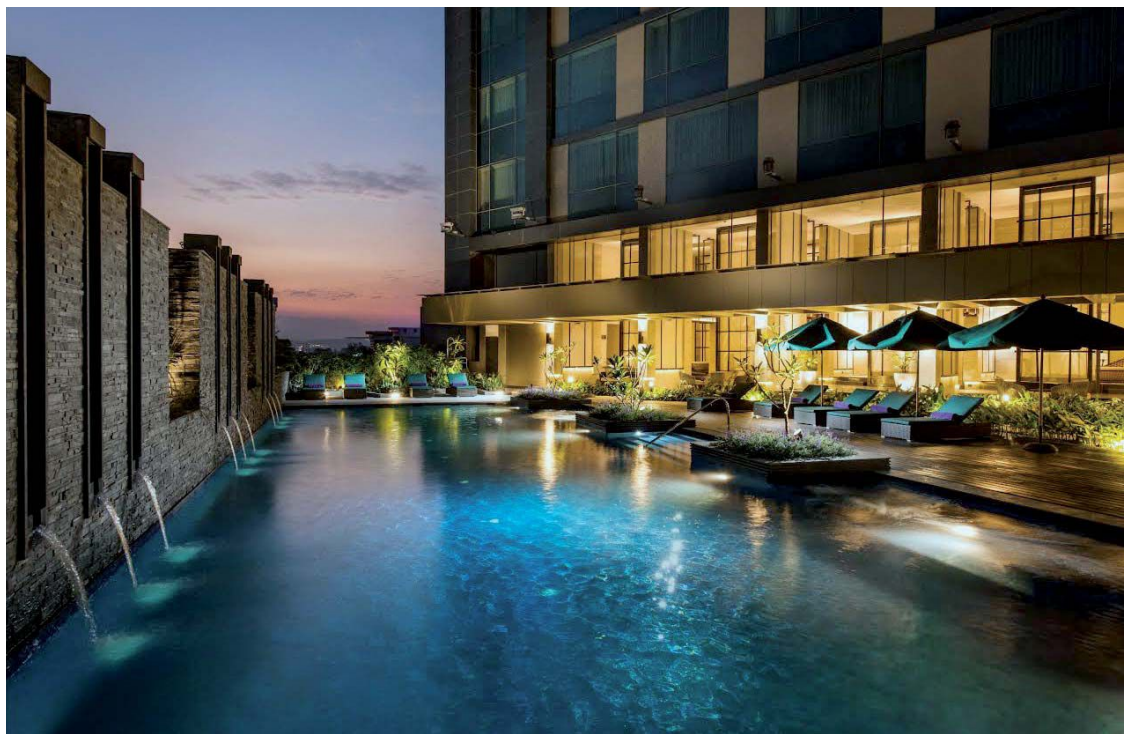
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●● CONRAD SPA, CONRAD HOTEL, PUNE ●●

Lalitlanpari Varte, Spa Manager

About the spa: The Conrad Spa is spread across 5,000 square feet and houses four luxurious single spa treatment rooms and one couple spa suite. Every room is equipped with a discreet private shower and vanity counter. Locker facilities for massage patrons are also available on request. The spa engages with well-trained and certified spa therapists.

The spa menu: We offer traditional Tibetan Body Treatments, Indian Traditional Ayurveda Treatments, Modern Western Spa Treatment and Beauty Therapies –Facial, Body Wrap and Body Scrub. Patrons can choose from a Himalayan Salt Scrub for a refreshing experience, Kundalini treatment for the exhausted mind. Pearl and Jasmine Scrub with Amethyst Wrap, a special ancient Indian therapy ‘Marma’ which uses light pressure points, sound healing and Chakra balancing, along with the use of a herbal compress to relieve stress. The Renewed Recovery Face Therapy is the best to keep fine lines and wrinkles at bay. Kundalini Back Treatment, Ku Nye Massage and the Ananda Face Therapy are the popular therapies.

Inspiration behind the current menu: The spa massages and beauty therapies are uniquely inspired by local healing traditions. They have been reinvented to suit modern needs, and at the same time connecting

guests to the local culture. We ensure consistency in the delivery of service and bring authentic products to the discerning business traveller and the uninhibited leisure traveller.

Factors kept in mind while curating the menu: An organic luxury skin care and herb-based products are selected and woven into the menu to create exclusive treatments and unique spa experiences. It is important to have a menu which offers varieties of treatments throughout the year across all the seasons. As the seasons change and skin care needs shift, there are body scrubs and wraps.

Keeping it relevant: We make additions or changes to the spa menu basis the season or an occasion. For instance, in winter, we offer therapies that help detox the skin after the party season. We also offer special therapies for the wedding season, such as Sparties, pre wedding routines, post wedding couples destress massage, and more.

Challenges: The biggest challenge is finding candidates who are well experienced and certified. As the wellness industry is growing, it is a macro trend where hospitals, hotels and airports are offering spa like services. This shift in services makes it

important for spas to create and maintain an edge over these mass products.

Latest additions to the menu: While we constantly update our menu as per latest trends and seasons, we are looking at a complete revision in the third quarter of the year. Our aim this year will be to create wellness packages for patrons to experience along with their therapies. For instance, we will include nutrition and fitness tips, manicures, express facials and waxing for a de-stressing therapy.

USPs of the signature therapies: The Conrad Signature Fusion for 120 minutes, draws on the healing properties of Himalayan salt crystals, and nourishes both physical and emotional wellbeing. Pure essential oils of Damascena Rose otto, Jasmine and Sandalwood work directly with the sensory organs to settle the nervous system and revive stressed or neglected cells. It is done using products by Ila, which improve natural beauty, energy healing and create serenity in the mind.

Marketing strategies adopted to promote the spa and its services: We actively undertake internal promotions with in-house guests and our loyal patrons. Alternately, we also use digital marketing for special seasonal spa offers.

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“BIOTOP Professional hair products are absolutely wonderful and are high performance products without the harsh chemicals. After one use of the 911 shampoo & conditioner my hair felt “Oh so good!” It’s so refreshing to finally have a product & brand that not only smells amazing but is infused with the goodness of Quinoa, Avocado Oil, Macadamia, Pomegranate, Evening Primrose Oil, Shea Butter & is completely free off Parabens which I know is healthy for my hair. I recommend this product to anyone who is looking for a healthier alternative too good hair care.”

Bridgette Jones

Celebrity Hairstylist & Owner of Bridgette Jones Salon, Kolkata



“Biotop has been a fabulous addition to our range of professional salon services. Clients love the fact that the products are all plant-based natural ingredients, and find a significant improvement to their hair issues after the treatment. I personally would recommend Biotop for anyone wanting to heal damaged hair and discover thicker, healthier tresses.”

Natasha Singh Chauhan

Owner of Tangerine Salon Jaipur

•• ESPA, THE LEELA PALACE, UDAIPUR ••

Dr Tania Bardhan, Group Spa Manager, The Leela Palaces Hotels and Resorts



About the spa: ESPA at The Leela Palace Udaipur is majestically located in the courtyard gardens with views of the lake. Operation for about a decade, there are 25 employees who work dedicatedly in keeping the high standards we are reputed for.

The spa menu: We have created a personal spa experience for guests encompassing outstanding treatments that uniquely reflect a fusion of the latest scientific advances with Ayurvedic and European therapies. Together with the award-winning ESPA range of products, the exceptionally natural, high quality skin care products, anti stress oils, revitalising sea weeds and cleansing muds, the treatments on the menu achieve outstanding results to restore balance and equilibrium to the mind and body. An extensive menu of luxurious spa facials, body treatments, hot stone massages and signature treatments are offered as well as private couple's ceremonies are available.

Factors kept in mind while curating the menu: The menu is designed and curated to reflect the essence of The Leela Palace Udaipur. Decadence, luxury, opulence, tranquility and a sense of well-being. Every

experience is designed to take the guest on a journey of discovery, through stages of relaxation that prepare the mind and body for the treatment ahead. Treatments are performed in the privacy of tents with private swimming pools and relaxation areas set within their own walled gardens. There are Dosha specific treatments, too, which use medicinal oils to warm or cool the body as per the body type and need. More than the generality of weather, emphasis is on personalising the experience to the maximum.

Keeping it relevant: Our menu is based on classic favourites of guests and unique signature offerings. Hence, once we set a menu in place, we like our guests to savour it for a couple of years before bringing in new techniques and treatments. However, we refresh our classic treatment protocols with the latest advancement in spa products every few months.

Challenges: A paucity of trained personnel available. We combat this by extensively training our staff once hired, and offer various retention policies.

Latest additions to the menu: The menu

was revised in 2017. Rose Princess Facial, Advance Anti ageing facials and the Detox Ritual are the new offerings.

USPs of the signature therapies: ESPA signature rituals are inspired by the local culture and Ayurvedic principles and practices. They harmonise ancient Ayurvedic healing disciplines with western practices to create treatments that nurture and rebalance the body in times of change, pressure and stress. For example, the Ayurveda-inspired Abhyanga ritual uses Dosha specific Ayurvedic oils rich in powerful medicinal herbs which when combined with long soothing symmetrical movements, aid restoration and upliftment.

Products used: ESPA range of products, anti stress oils, revitalising sea weeds and cleansing muds.

Marketing strategies adopted to promote the spa and its services: Multi-level strategies are adopted to bring in guests looking for a destination spa experience, to promote the spa to guests already booked into the hotel and non-resident guests living in Udaipur.



●● R.K'S AROMA ●●

Prakash Shivdasani, Director, R.K's Aroma

About the brand: R.K's Aroma has been in the business of manufacturing body care products such as, Aroma products, Essential Oils, Vedic Aromatherapy, and more, since 1991. Prakash Shivdasani was fascinated by Aromatherapy and so decided to practice it. He joined the Shirley Price Institute and International College for Aromatherapy in UK, and soon launched his own manufacturing unit.

Factors considered when creating a spa product: While manufacturing products, we have to see that our range is exclusive to a spa. We have to maintain a quality that complies with national and international standards, both. The major part of developing a product lies in its aesthetics, as ultimately it is the first thing that a customer comes in contact with i.e. the product's feel, its spreadability, its absorption capability on the skin, and other such attributes. The other factor to be given importance is making it user friendly, so that people can buy it again. The next step is to identify and define our target market so that we have a clear picture of what kind of products are to be made that will suit the appropriate consumer. For instance, products made for men are different from that for women. Therefore, we have to be updated with the current beauty trends for both the genders. We also ensure that the natural fragrances in our products are exclusive and therapeutic.

Challenges: Today people are conscious about clean ingredients and advanced delivery. Customers want new trends and usually favour niche beauty products that focus on one property at a

time. Being a manufacturer, the challenge lies in creating such specialised products as pricing then becomes a major criterion. We try to maintain the highest possible quality, but sometimes procurement of raw materials does become an issue. R.K's Aroma also manufactures products according to the market demand and offers complete client satisfaction.

Demand from spa owners: Spa owners, nowadays, are keen on active treatments that deliver maximum results in less time. They basically look for advanced professional formulations that would eliminate the use of equipment, and also focus on innovative technology. Spa owners opt for custom-made products to maintain their exclusivity .i.e. what we sell them, we should not be selling to others. They require the products to be affordably priced as they are targeting their clients. They are particular about timely delivery and therapeutic properties, result orientation, natural and safe products which are not tested on animals, free from harmful synthetic perfumery compounds, and sulphates and parabens.

Innovative products: R.K's Aroma has unique products like Propolis – a resin collected from beehives which balances skin oil secretions, reduces scars and blemishes, deep

cleanses and treats infections and restores the skin to its youthful glory. Moringa is perfect for everyday use, as it has phenomenal skin lightening and anti pollutant qualities. It gently cleanses the skin without robbing it of its natural radiance, while its anti-ageing properties rejuvenate and bring the skin to life. Green Tea Moisturizer is a natural moisturiser that works as a sunscreen, too! Its natural astringent, antibacterial and antioxidant properties heal the skin cells and tissues harmed by the sun's ultraviolet rays. Apple Seed Enzyme along with chamomile, lavender and neroli oils, is a miracle for mature skin. It works rapidly to arrest the onset of wrinkles and fine lines, leaving you with a complexion that is radiant, smooth and younger looking. Powdered Clay Packs are the ones which are at a lower risk of microbial contamination, have enhanced therapeutic properties, as well. One can mix it with their choice of ingredient like, rose water, milk or water. Body wraps that can be spread easily on the body. Bath oils that can be used while taking a bath to relax and calm the mind, body and soul. R.K's Aroma was the first brand to launch one time use facial kits in India, and Manicure and Pedicure kit to pamper our hands and feet with Aromatherapy blends. Hair care products for nourishment, growth, scalp vitaliser, tonic, mask, and so on.

Future plans: Our future goals are to expand by reachability, conducting workshops, seminars and demonstrations of our new product innovations. We plan to develop our social media connections as word of mouth advertising works today. We aim to create more customer-based products.



What Makes a Spa Menu Successful?

by **Shahnaz Husain**



With the concept of total well-being gaining ground, spa treatments have become increasingly popular. The accent was on providing a luxurious route towards de-stressing body and mind; where healing hands of trained therapists take over in a serene and peaceful ambience. Recently however, the USP has undergone a change. Today it is believed that spa treatments are not merely luxury treatments, but are essential for achieving total well being.

One of the most important aspects is creating a successful spa menu, for which several factors have to be considered. For one thing, it should be flexible, to allow adjustments for individual needs, for seasonal requirements, client demands and changing trends. Today, branding is all important. We have signature salons and spas, as well as signature treatments. The brand identity may be the reason why a client visits a particular spa, or opts for a particular treatment. The Shahnaz Husain brand, for instance, is known for Ayurvedic beauty care and the spa treatments follow the holistic approach and the Ayurvedic system. The clients know that the variety of massages, scrubs, body polish, facials and spa treatments will offer the gentle rejuvenating touch of nature.

A branded spa needs to use products and ingredients for which it is already known. If the brand is known for certain products, the treatments should be built around those products. For example, the Shahnaz Husain brand name is known for premium product ranges like Diamond, Platinum and Plant Stem Cells. Therefore, apart from facials, our spa treatment menu includes these particular products, by way of Diamond Body Polish and Foot Spa, with

Platinum and Plant Stem Cells facials and body polish.

Individual needs must be kept in mind while creating a spa menu. It can be a customised one, where the client fills a client card and notes down preferences, allergies, history of treatments and so on. The spa treatment individually tailored after talking to the client. The spa menu should comprise of a variety of packs, for example, which are selected by the therapist, keeping individual needs in mind. Our Hair Spa treatment may include Hair Butter Pack for damaged hair, in order to improve hair texture and add shine. Similarly, other hair packs are applied according to the condition and texture of the hair, like Protein Pack, Ayurvedic Pack, or Flower Power Pack. A protective hair serum is also selected according to needs, to texturise the hair and form a protective cover.

Leslie Lyon, an American Spa expert, has said that one should take heed of the five senses while equipping a spa, or creating a spa menu. Essential oils, for instance, help to create a certain mood, or help in removing fatigue and inducing relaxation. The menu should include spa treatments, based on Aromatherapy massage, or use the principle of Aromatherapy inhalations, or baths, by adding essential oils to the water, or by having potpourri or aromatic candles in the room. Aromatherapy massage has greater efficacy, because essential oils are absorbed more efficiently by the skin. They also bring about a greater degree of relaxation. The menu can include essential oils of rose, sandalwood, lavender, orange flower, cinnamon and brahmi, which are known to calm the mind and reduce fatigue. Brahmi can be an ingredient in oils for head massage, as its aroma has a calming effect on the nerves.

While selecting names for the treatments, keep the current trends in mind. Build it into the name of the treatment. For instance, exotic ingredients like Wine, Avocado, Kiwi, Saffron, Chocolate are popular. So the name of the treatment can be based on the ingredient, like Wine Facial, Avocado Pack, Fruit Wrap, etc. Asian and Indian spas are popular for hair treatments. A custom designed hot oil therapy can be included in the menu, using essential oils mixed with carrier oils. Ayurvedic oils with healing properties can be used in the treatment. A trusted brand name like ours, which is known for specific skin and hair treatments, as well as therapeutic products has designed Ayurvedic packs and treatments for specific problems, like hair loss, dandruff, hair damage, premature ageing, hyper-pigmentation and so on.

The season also should be taken into account. During summer, we use ingredients like rose, vetiver (khus), sandalwood, saffron, mint, etc., which are known to have cooling effects. Fruit wraps and fruit packs are more popular in summer and may be included. We also have Anti-tan Therapy, with spa treatments that help to remove tan after swimming, or after a beach holiday. Therefore, the spa offerings can be rotated according to the season, or the current trends.

The spa business is a people's business and depends entirely on client satisfaction. This not only depends on the actual treatments, but also how you can develop an ideal relationship of trust and confidence with the client. It involves several aspects, like client reception, attitude and behaviour, professional ethics, hygiene and cleanliness. All said and done, remember that a spa treatment should be an unforgettable experience. 📌

Shahnaz Husain is the Chairperson & Managing Director of Shahnaz Husain Group of Companies



BEAUTY

Varssha Sugandh Tilokani Inspired to Succeed



Mumbai-based make-up artist, Varssha Sugandh Tilokani, chanced upon make-up artistry, but decided to make a mark in the line. She credits the Internet and social networking platforms for her incredible journey, and wishes to refine her craft to the highest degree

by **Shivpriya Bajpai**



Glorious start

By education, I am a Commerce graduate but got married early and, so was caught up in that phase of life. I have always been keen on make-up and skin care, and after getting pregnant with my second son, it did not take long to re-ignite my passion. After a lot of research, determination and passion, I have am finally here.



“2018 is all about fresh and clean glossy skin. Graphic liners will be the most experimented with trend. Fun, flirty colours will add to the liners. Whether the focus is dramatic or casually understated, eye make-up is the focus.”

Professional insight

I am a self taught artist. I have participated in several workshops and master classes conducted by the best in the industry.

First break

I received a call from a photographer for a shoot with Miss India Earth. At that time, in my portfolio I did not have even one picture to present to the team. But, I was destined to be a part of this segment and so, it all worked out.

Mentor

I look up to experts like Ambika Pillai, Puneet B Saini, Pat McGrath, Sarah Tanno, The Alex Box, Kevyn Aucoin, to name a few, for their journey and the amazing work they have created over the years. They are industry professionals, ready to share their insights on their field and occupation.

Challenges faced

When I started out, I obviously did not know anyone who worked in fashion, so I just had to wing it. I would read the credits of magazines and go through social media, find the right people and mail or call them to know if they needed a make-up artist. I explored many possibilities until I found myself in the company of like-minded and committed people. All this did connect me to a lot of people eventually.

Esteemed clientele

It has been a long and delightful journey! From editorials, campaigns for jewellery and renowned brands like Big Bazaar, Parachute, and Liebherr, to name a few! The client list also includes, Amruta Fadnavis, the First Lady of Maharashtra, Yasmeen Karachiwala, Krishika Lulla, Falguni and Shane Peacock, among others.

Different platforms

Different platforms require different strokes! Fashion and editorial is more character

based, where as, the brides are real people who need to look like themselves. So, it gets a little personal here, and understanding the client is the key.

Favourite products

A lip and cheek tint, an eyelash curler, mascara and well hydrated skin is my go to look.

Evolution as an artist

It is all about hard work, staying strong, being ready for anything that comes your way, and most importantly, navigating the multitude of personalities that one has to deal with. Initially, it was an on-the-job training for me! From trying to understand the requirement to delivering the best, it has been a journey worth all the time and effort.

Advice to aspirants

Be passionate! No matter what the obstacles maybe, the beauty industry is all about passion and showcasing your creative side. Always be open to any opportunity that comes your way. It is important to think out-of-the-box, realise what sets you apart and be creative about how you present your ideas.

Views on make-up industry in India

The Indian make-up industry has progressed tremendously. From products on the shelves to techniques and skin care – the transition is no less than drastic. Thanks to the Internet, we have surpassed distance and time zones and it is a flawless knit of global and local creativity.

Future plans

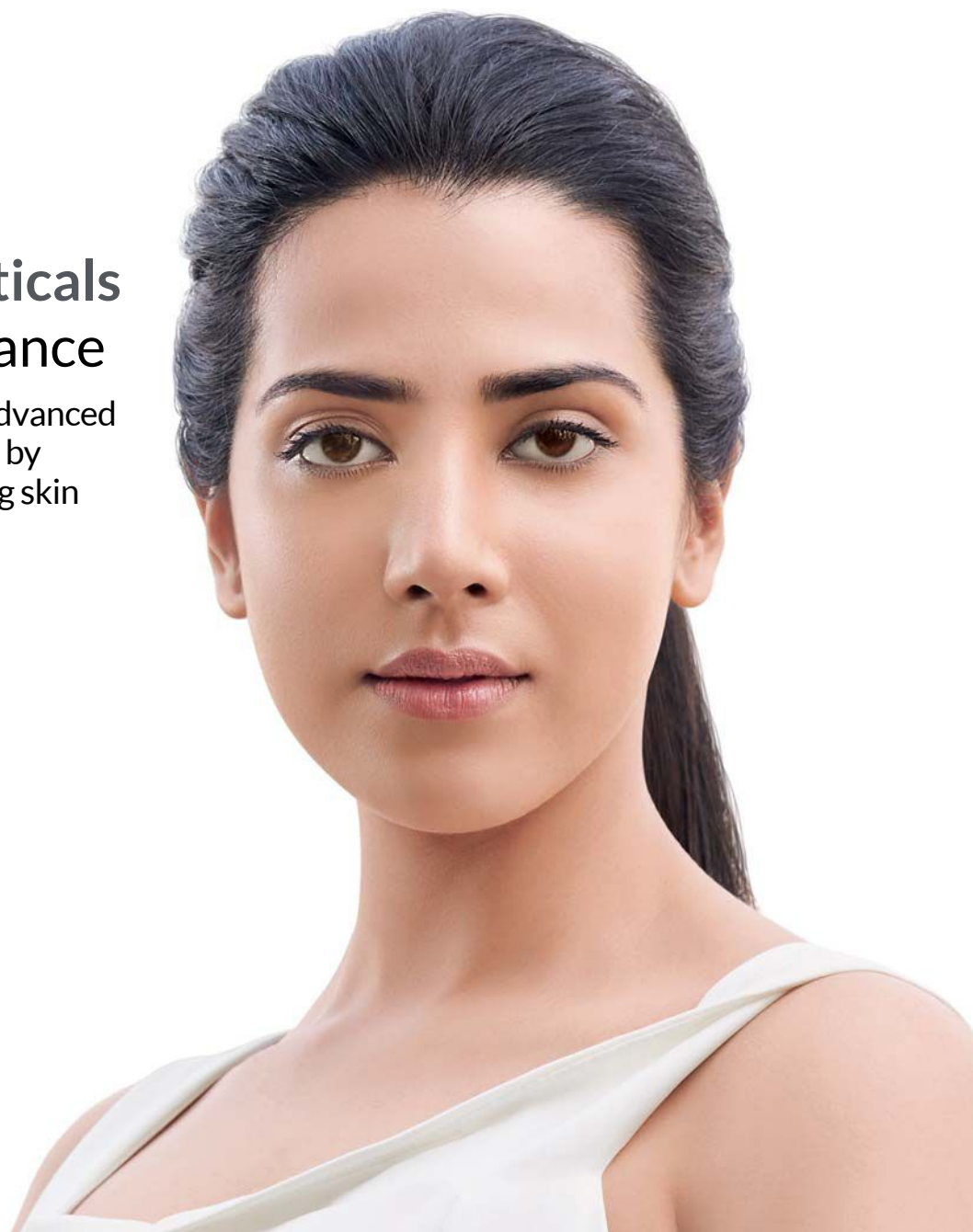
Steve Jobs had said, “The journey is the destination.” Some stories are proof that the first step teaches us the most. I have a long long way to go. I aspire to be my very best. My passion for my work encourages me to continue to refine my art, work hard and keep growing as an artist. 📌



OxyDerm

by Cheryl's Cosmeceuticals for Pollution-free Radiance

Cheryl's Cosmeceuticals presents an advanced bleaching solution, OxyDerm powered by Pollution Cutter technology for glowing skin



Pollution is one of the most prominent reasons for all types of skin concerns. It exposes skin to impurities which can impact its texture and cause sensitivity. In India, pollution is at its peak in summers and cause skin woes, like, clogged pores, excess sebum and tan. Taking cue, Cheryl's Cosmeceuticals, the pioneer in the professional skin care and diagnosis, brings an advanced bleaching solution that defies pollution to reveal radiant skin. It battles all skin worries and comes in two ranges – OxyDerm and OxyDerm Gold. After years of research, this formula is powered by Pollution Cutter technology that draws out pollution, removing the excess oil and dust.

The range

OxyDerm is a breakthrough innovation designed to conceal facial hair while keeping the skin soothed and hydrated. It is a complete bleaching system for skin lightening which is dermatologically tested, safe and can be used across all age groups. At Cheryl's, experts believe in a thorough diagnosis before prescribing any treatment. Keeping that in mind, OxyDerm is one of the most innovative products of Cheryl's Cosmeceuticals.

USP: The Pollution cutter technology works to clear clogged pores, remove excess oil, reduce dullness. Niacinamide further removes tan and makes the skin radiant. Combinations like Aloe Vera soothes the skin, Vitamin B3 helps skin lightening and Hyaluronate moisturises the skin.

OxyDerm is a three step system, enriched with soothing actives and anti-irritants that make the service safe and soothing for the skin.

Variants: The two variants consist of OxyDerm for fine hair and OxyDerm Gold for thick hair that lightens at a level higher than OxyDerm. OxyDerm service is designed to work with sensitive skin and is not harsh on skin as in case of epilation. 📌



“OxyDerm Bleach is a pathbreaking service that helps the skin recover from the ill effects of pollution with its innovative technology. Its superior cosmeceutical formula makes it safe without any fear of sensitivity or damage. I strongly recommend clients to avail this service with Cheryl's as it works on every skin type.”

– GUNJAN JAIN,
National Education Manager, Cheryl's Cosmeceuticals.

OxyDerm service is available exclusively in Cheryl's salon. This service can also be availed with facials/skin treatments.



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Market Watch | Skin Care

Glow gel by **MCaffeine**

Silver Caffeine Glow Gel is the first Indian face gel infused with nano silver particles in a non-sticky Aloe Vera gel-based formula. Silver is known to possess antimicrobial properties, and Vitamin C and E, along with caffeine in it help battle pollution, UV rays, ageing and stress that damages the skin on a consistent basis. Caffeine is a rich antioxidant with anti-inflammatory properties that make it ideal for reducing inflammation and redness on the skin. Paraben-free and not tested on animals, it is available online at MCaffeine.com and Flipkart, Amazon, Nykaa, amongst others.

Price: ₹549 for 50ml



Moisturing cream by **Berkowits**

Anytime Hydration, an exclusive top of the line skin care moisturiser, is the answer to parched and dry skin. Its innovative formulation has the goodness of Shea Butter, Pomegranate Seed Oil, Vanilla Bean Extract and Vitamin E, fused together to create a deeply hydrating moisturiser that can be applied on hands, feet, elbows, knees, face and any other areas of the body. The icing on the cake is that its is available in 10 quirky and attractive designs and can be bought online from Nykaa, Amazon and Flipkart.

Price: ₹269

Cleansing milk by **Comfort Zone**

Sacred Nature Milk is a nourishing and protective milk that deeply cleanses the skin, whilst leaving it soft and healthy. It has natural and organic active principles, and infused with 99 per cent natural ingredients such as, Butterfly Tree branch extract, Buriti oil, Orange distilled water, Jojoba spheres and Shea Karite. It is available at high end salons across the country.

Price: ₹2,600 for 200ml



Primer by **Kudos**

Oxygen Boost Makeup & Eye Primer by Kudos Color Expert infused with Tea Tree extracts, Shea Butter and Almond oil helps to achieve satin-finish texture. The ultra light silicone gel polymers in it are water resistant and offer sun protection, as well. The polymers neutralise the skin, absorb excess oil, minimise the appearance of pores, help hide and even soften skin imperfections and fine lines. It is available online at www.colorexpert.co.in.

Price: ₹690



Aftershave lotion by **Brickell**

The Brickell Instant Relief After Shave is a natural, alcohol-free lotion that will soothe your face post-shave, calm irritated skin, bumps, and alleviate redness. It is lightweight, fast absorbing, and suits all skin types, especially sensitive skin. Instant Relief After Shave by Brickell is available online at www.beautysource.in.

Price: ₹2,100

Astaberry PROFESSIONAL

Astaberry Gold Glam Kit is an advanced facial that brings long lasting glow to the skin. Astaberry has created this facial using revolutionary technologies like the scrub 2 creme and the alginate peel off mask.

Astaberry Gold Glam kit contains natural ingredients that penetrate into the skin and give radiance. This kit heals and repairs the skin, makes complexion lighter, works on blemishes and gives a velvety feel.

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“My idea of beauty”

While most people believe that what looks good on the outside, is also good inside, I have a different view. I believe that you definitely need to work on the person you are and be good inside and out. The realisation that you need to improve and make an effort to do so, is my idea of beauty.

“My skin care”

One of my mother’s friend makes some very basic homemade products that I am using these days. There is a face cleanser, scrub and a shea butter cream which I apply on my face at night, however, in the day I only use a face cream and a moisturiser. I try to eat healthy and drink a lot of water in order to stay hydrated. Yoga has really helped me achieve a flawless complexion. Also, I ensure that I sleep and wake up on time. This has made a significant difference. I feel, if you sleep enough and eat well-cooked healthy meals, half the battle is won. I am now a vegetarian, as a veg diet is light and better suited to our weather. Also, in summer, one must make sure that he or she hydrates well and eats healthy to have a great skin. Vitamin C, fresh juice, oranges or hydrating fluids go a long way in ensuring healthy skin. One glass of fresh juice is likely to do more than a ton of cosmetics. My favourite skin care product is Kumkumadi oil, a herbal formulation for a bright skin tone. I take gentle care of myself and do not bother with my skin too much which is why maybe it looks nice and clean. Not doing too much, I guess, is the key! There are days when I do not even wear sunscreen. I apply moisturisers, coconut oil, and sometimes, even ghee on my face, depending on the requirement as my skin is a dry one. I do not take out time for a regular beauty routine.

“My hair care”

I use a homemade pack of flowers and Fenugreek on a weekly basis. Bananas are also great for the hair, and oiling my hair twice a week is a must!

“Message for the readers”

It is a good idea to enjoy looking after your hair and skin. Have fun with it, and do not be under pressure to look flawless.”

Isha Talwar

Stress Free Regime

Best known for her 2018 release *Kaalakaandi* where she was seen sharing screen space with Saif Ali Khan, the multilingual actress Isha Talwar is a big fan of homemade hair and skin products. In a time when the shop shelves are laden with paraben and suphate free beauty products, Talwar prefers to raid her kitchen instead for everyday self care routine. She reveals her flawless skin secrets with *Salon India*

by **Jaideep Pandey**



RAPID FIRE

The beauty trend I love:

Minimal make-up, nude looks.

Six things I do not leave home without:

House key, watch, chocolate, charger, lip balm, sunglasses.

My favourite lip colour:

Lip Tint by Benefit.



SPA FOCUS

Cedar Spa by L'Occitane

Luxurious Provencal Experience

Nestled amidst the Himalayan hill town of Mussoorie, lies Cedar Spa by L'Occitane at JW Marriott Walnut Grove Resort & Spa. Surrounded by lush dense jungles and the beautiful Landour in the east, Cedar Spa promises to be a haven for Mediterranean wellness packages

by **Shivpriya Bajpai**

Size of the spa: 3,630 square feet.

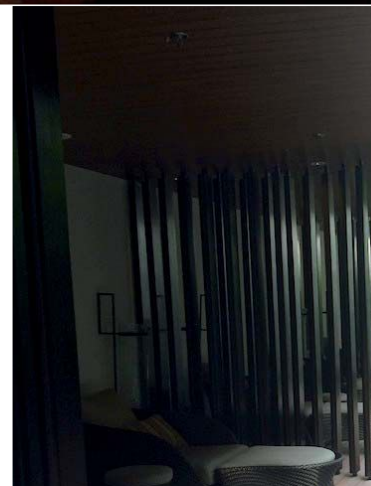
Time taken to complete construction: Two years.

Owner of the spa: Sanghvi Brands.

Architect: Kothari Associates.

About the spa: Nestled amidst the Himalayan hill town of Mussoorie with lush dense jungles covering the western extremity and the beautiful Landour to the east, lies Cedar Spa by L'Occitane – a haven for Mediterranean wellness, touted as the best spa in Mussoorie. Situated inside JW Marriott Mussoorie Walnut Grove Resort & Spa, the spa is a sanctuary of tranquility to rejuvenate the body and soul. The majestic Cedar trees dominate the ridge line of the hill station which lasts for centuries, are used to create the signature treatments which is the perfect blend of the native flora, amalgamated with natural L'Occitane products, the perfect Mediterranean wellness experience with the native touch.

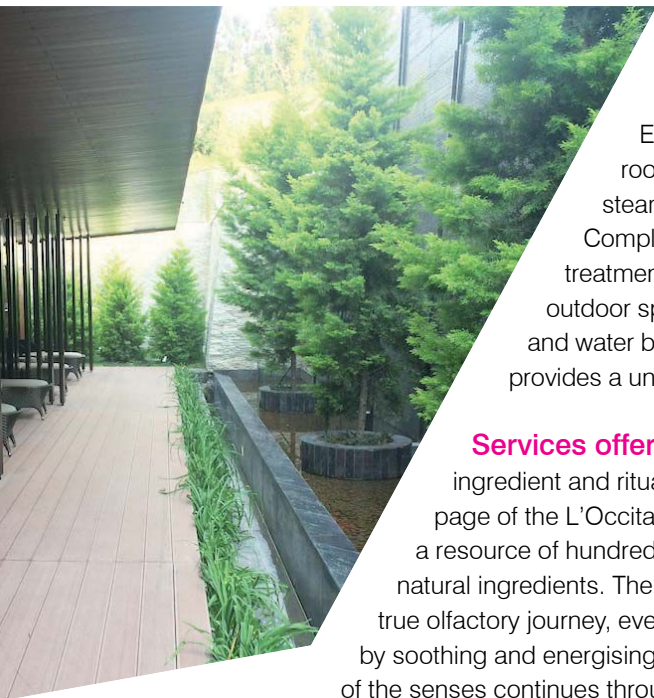
Cedar Spa by L'Occitane has soft lighting, aromatic scents and relaxing ambience which rejuvenates the clients. The escape begins with scent – from the moment you enter a L'Occitane Spa, it transport you to Provence. Light orange hues set the tone for the colour of the spa. Immortelle and Lavender bunches are scattered tastefully across. Soft lights and candles lead you through glass





The USP of our Spa at JW Marriott is that it is one of the most beautiful properties of Mussoorie where we get the opportunity to introduce our brand to the high profile guest visiting globally.

– Jyoti Rathore,
Spa Manager, Cedar Spa by
L'Occitane, JW Marriott, Mussoorie



doors to five indoor treatment rooms. Each treatment room offers a private steam and shower. Complementing the indoor treatment rooms are the outdoor spa relaxation area and water body. The spa truly provides a unique visual spectacle.

Services offered: Every treatment, ingredient and ritual is drawn from a page of the L'Occitane grand herbarium, a resource of hundreds of essential oils and natural ingredients. The spa takes you on a true olfactory journey, every step sequenced by soothing and energising aromas. The voyage of the senses continues through treatments,

sensorial textures, relaxing music and herbal teas inspired by Provençal traditions. The spa has employed professional therapists and masseurs who are trained to use effective techniques to provide total rejuvenation. Some of the treatments offered at Cedar Spa by L'Occitane include facials, massage, body scrubs, wraps, pedicures, manicures, head massage, wet treatments and leg refresher, among many more. This luxury spa also offers well-being baths, spoiling their clients for choices to go for either Aroma Bath, Royal Pamper Bath or Ultimate Romance Bath.

Popular treatments: Relaxing Aromachologie Massage is one of the best relaxing body massage which includes medium pressure, the techniques that are applied include, Swedish, Balinese and Acupressure. It relaxes the body and mind, while making the skin soft and supple. Immortal Divine Secret is a facial recommended for ageing concerns and reverses signs of ageing such as, fine lines, wrinkles, poor skin elasticity, pigmentation, puffiness around the eyes, dark circles, to name a few. Lifting massage technique is used that stimulates micro circulation and reduces pigmentation for an even complexion. The Couple Escape is a 90 minutes journey, which includes steam followed by body massage where clients can choose from three massages, namely, Relaxing Aromachologie, Revitalising Aromachologie and Deep Tissue Intense Relief. The overall experience ends with Aroma Bath enriched with Lavender foaming gel and Rose oil.

Address: Cedar Spa by L'Occitane, JW Marriott Mussoorie Walnut Grove Resort & Spa, Village Siya, Kempty Fall Road, Tehri Garhwal, Mussoorie, Uttarakhand – 248179

Phone: +91 135 263 5700

Website: www.loveofspa.com

Email: dected@loveofspa.com 



Zahan Umrigar

Staying Ahead With Innovation



CEO of The Palms Spa, Bangalore, Zahan Umrigar shares his views on the wellness industry of India, USPs of the spa, future plans, and more

Inspiration

We always had a great appreciation for spas and the different techniques involved in making one feel a sense of absolute relaxation. Having travelled the world and experienced some of the best massages in the most beautiful spas, we felt a longing to bring the luxury experience to India. We had an opportunity to takeover an existing spa that we loved and saw great potential in, and the rest is, of course, history.

Views on the wellness industry in India

With the ever increasing stress in our day-to-day lives, it is essential to find a way for our bodies and minds to recover. Therefore, the wellness industry, although it might be considered a luxury, will always be important for health and peace of mind.

Staying ahead of competition

Our therapists are personally trained to maintain the highest standards. We are constantly researching and updating our procedures based on the newest techniques.

USPs of the spa

Apart from our quality massages and relaxing atmosphere, we have a machine called The Matrix, which was invented by a German doctor. This machine has a node that vibrates at the same frequency as your blood cells and is used to cure a host of problems, from nerve and muscle pain to lymph drainage. Each of our therapists is trained in the use of this machine and we are the only spa in the country using this machine as a tool for wellness.

Therapies offered

The spa menu includes a thoughtfully selected range of massages, body scrubs, and facials, for both men and women. Each treatment has been carefully thought out and designed to provide maximum benefit to the guest. While the menu include several of the classics like Herbal Detox Massages, Classic Thai Massage, Balinese and Sports Massages, it is constantly evolving to include innovative treatments and therapies.

Client engagement programmes

We have a membership programme, partnerships with associations such as. Vclusive.com and Nearbuy.com, seasonal offers as well as bridal packages.

Challenges faced

Our main challenge is to constantly maintain the high standards that we are so particular about. Our aim is to ensure that everything is of the highest quality, which includes not only the massage, but also ambience, cleanliness, politeness of the staff and all the many little details that go into making it unique and an enriching experience for our clients.

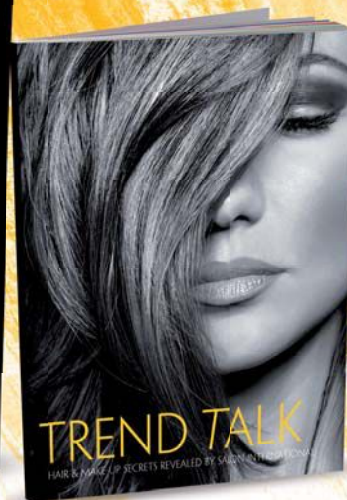
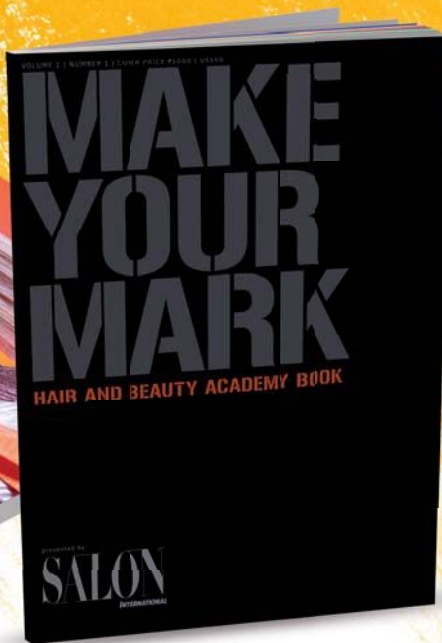
Future plans

We started our first spa in Mumbai and are currently in the process of expanding all over the country. It is our aim to take The Palms Spa accross India in the next couple of years. 📍



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DELHI The Lakmé Academy



The Lakmé Academy (TLA) was started as a collaboration between Lakmé Lever, a subsidiary of Hindustan Lever, and Apteche, the education training firm in the year 2015. Spread over 1550 carpet square feet area, it has branches in the cities of Kolkata, Mumbai, New Bombay, Pune, Ahmedabad, Delhi, Bhatinda, Lucknow, Kanpur, Hoshiarpur, Jalandhar, Patiala, Noida, Ambala and Bangalore. The ₹15,000 crores beauty and wellness services industry is at an inflection point. Beauty and grooming is amongst the most lucrative career alternatives for talented girls and boys with lucrative remuneration.

TLA is an assurance to students of great career opportunities with an exposure to the backstage glamour of shows, films and events. With 35 years of experience and a footprint of 380 salons across 125 cities, Lakmé has a deep understanding of the beauty industry, its professionals and the skills needed. And, this is the inspiration behind the creation of TLA.

Lakmé designs content and course modules, train the trainers and certifies students while Apteche supports the operations. The Lakmé Academy offers both foundation and advanced level training in skin, hair and make-up. Lakmé Pro stylists have been innovators of some of the most iconic looks to grace the runway and Lakmé Salon looks to launch similar artistry from the academy. Says Pushkaraj Shenai, Chief Executive Officer, Lakmé Levers, "The objective of The Lakmé Academy has always been to produce high quality talent. It is important to sync our efforts with the growing beauty services market. It is not just about expertise in making but about a great experience with learning across the length and breadth of the country. The iconic brand Lakmé and a proven franchisee model, is attracting many talented men and women who are looking for entrepreneurial opportunities. Our Lakmé Entrepreneur programme helps our franchisees build a successful business and an image for themselves. We strive, create and will continue to create a compelling win-win proposition for all."

TLA intends to set up 100 academies that will train 50,000 stylists across India over the next five years and so far, has been successful in bridging the gap between traditional teaching and the industry's need for job-ready professionals, with a curriculum based on current/contemporary education trends, modern training methods and a rich experience in delivering quality education.

► Courses offered

Basic, short-term and advanced courses in cosmetology, skin care, hair care, corporate make-up, personal grooming, sari draping, basic styling, bridal make-up, classic cuts, creative cuts, hair up styles, hair colouring and more, are offered. TLA powered by Apteche, leverages the strengths of Lakmé as well as Apteche and creates a compelling win-win proposition for students. The content is in line with the latest trends and services prevailing in market, such as high definition and Airbrush in the Make-up courses. The courses integrate soft skills development into the technical curriculum to ensure that students deliver results.

► Certification and affiliations

There are foundation and advanced level trainings in skin, hair and make-up. They have recently done the accreditation of CIBTAC for one of the centres in Moga, Punjab. Placement assistance is provided to students and allows a chance to the performers to work under the Lakmé Salons wide network, post fulfillment of certain requirement norms.

► Fee range

For any course depending upon the duration and placement assistance, the starting fee would be ₹15,000 and onwards. For other skill builder courses, again depending upon the duration, fee would start from ₹6,000 and onwards. For specialised courses, there are especially curated sessions that range upto ₹3.5 lacs. 📞

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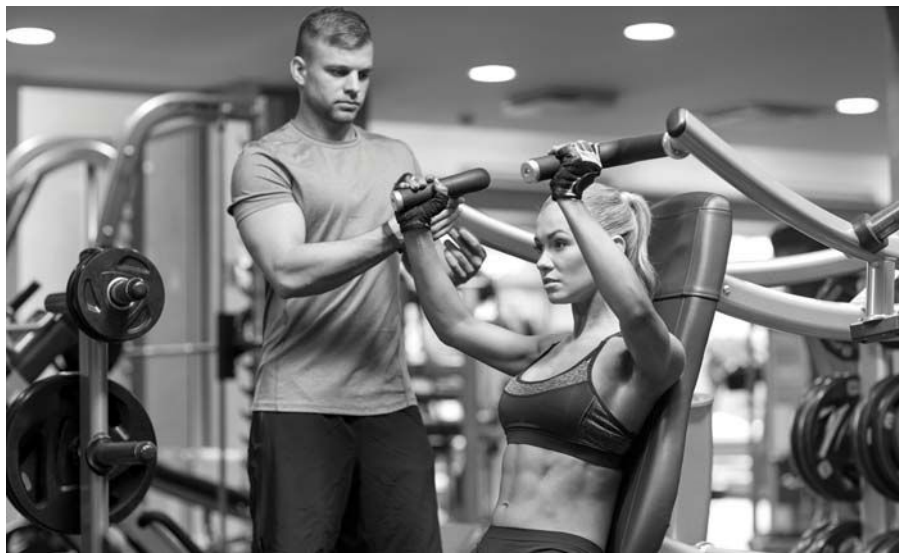
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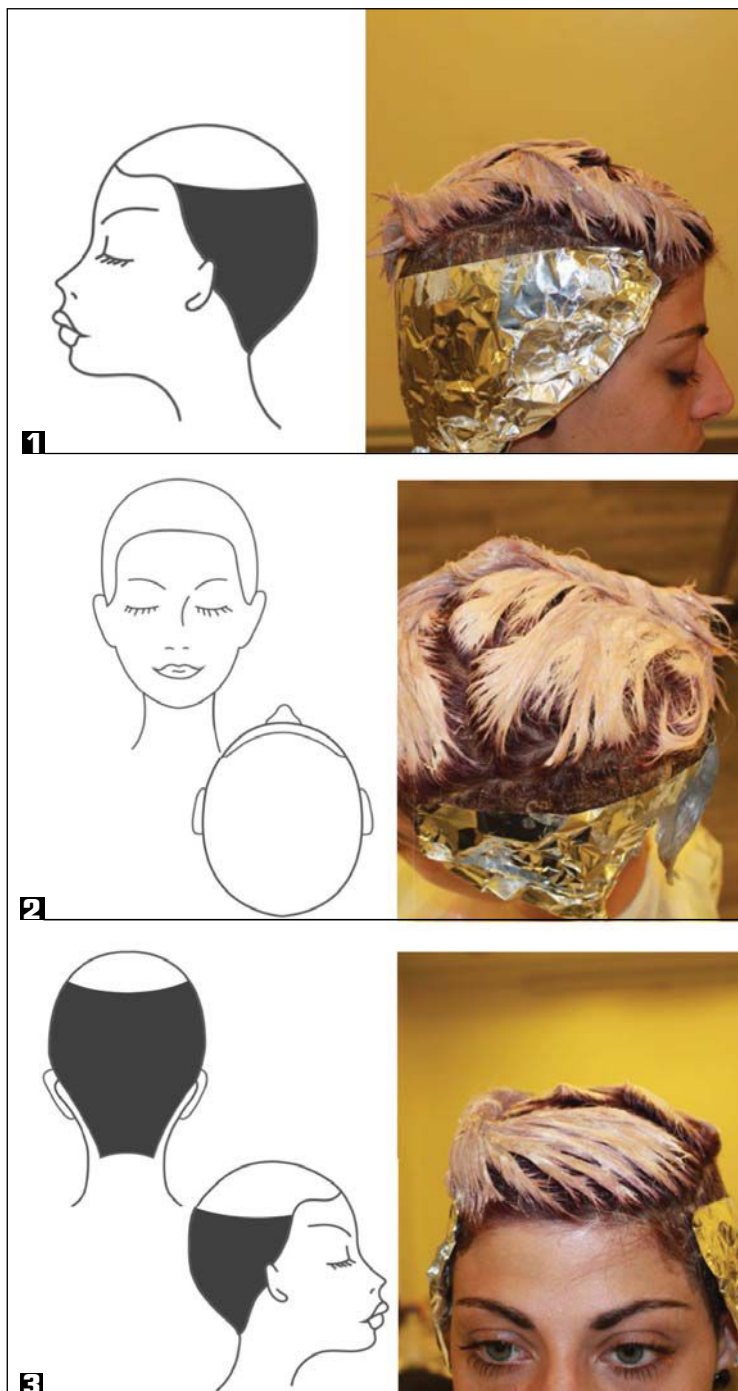
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Desireé



STEP 1:

Separate the upper zone from $\frac{3}{4}$ eyebrow to $\frac{3}{4}$ eyebrow till behind the pivot.

STEP 2:

Darken the lower zone.

STEP 3:

Lighten the hair in the upper zone and tonalize with lilac colour (colour 10.01 + violet corrector). Ⓢ



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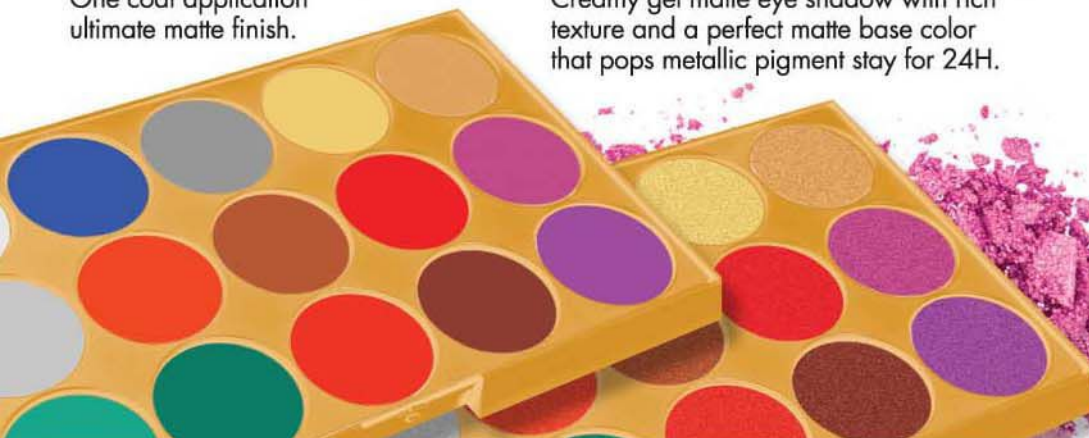


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